

What Parks Mean to Us ALL

Annual Report 2021



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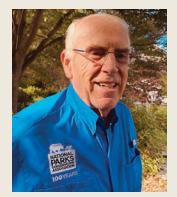
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Message from the Board Chair & President



Victor H. Fazio



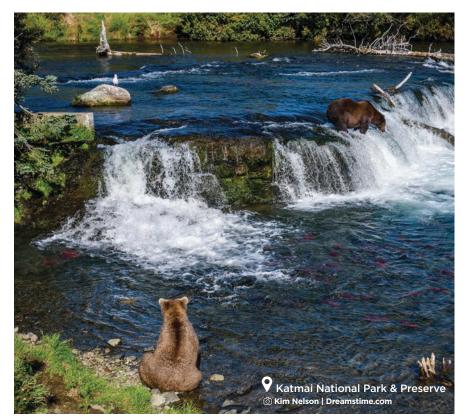
Theresa Pierno

We love many things about our national parks. From their sweeping landscapes and the stories they preserve to the memories we make there with our friends and families, national parks hold a special place in our hearts. We know they're special to you, too.

It's why we are so honored to share the National Parks Conservation Association's 2021 annual report with you. It reflects what parks mean to us all and showcases the work we have done together to protect them.

This was a year unlike any other. Despite the challenges we faced, we continued to recognize just how important national parks are to all of us, both as individuals and as a nation. Parks have provided places of healing and respite after a year indoors. They serve as spaces where Americans come together to speak out for justice and civil rights. And they are sacred places that preserve our nation's rich and sometimes complicated history so we will never forget.







Together, we found new ways to explore and protect the parks we love. You participated in virtual Park Talks and explored parks through stories and images. You attended our first ever virtual Salute to the Parks event and participated in NPCA's first silent auction. And this year, as ever, you continued your tireless advocacy for parks, successfully defending sites across the nation.

As we look to the future, we know we are entering a profoundly changed world. NPCA remains committed to our mission of protecting and preserving America's national parks for present and future generations. We are working to ensure that parks thrive for another hundred years; that they tell the stories of all Americans; and that they are diverse and inclusive places where everyone feels welcome.

We are profoundly grateful for your support of NPCA and our national parks. These victories are a testament to your dedication to protecting the places you love most. None of it would have been possible without you.

Victor H. Fazio, Board Chair



|hank you!

Theresa Pierno, President & CEO

About NPCA

Ask people why they love national parks, and the answers will be as varied as the parks themselves. Some love the breathtaking landscapes that have sparked awe and wonder in generations of explorers. Others admire the way parks tell the stories of our nation's rich and complicated history. National parks connect us to the past and reflect the hope we have for the future. Caring for these places we love, no matter the reason, provides a way to leave a legacy that will endure for generations to come. That's why the National Parks Conservation Association (NPCA) is here.

NPCA works to protect and preserve the thing that brings us together — America's national parks. Over the past year, we saw the closure of coal plants, clearing the skies over Arkansas' parks (pg. 13) and defended Utah's "Mighty 5" national parks from harmful oil and gas development (pg. 12). We took a major step in creating a new park site to preserve a crucial piece of American history (pg. 17) and ensured that veterans and their families can heal in America's outdoor spaces (pg. 16).

But we do not do it alone. Together with you and our 1.6 million members and supporters, we are working to protect national parks from the threat of climate change and building more resilient communities in the process. We are preserving our nation's history so that all the stories and voices that make up the rich fabric of America's story are represented in our national parks. And we are safeguarding parks now and for the future by encouraging a new generation of park advocates to join us.

When NPCA began over a century ago, founder Robert Sterling Yard said, "It is the people who must save their own national parks." He knew that a community of voices, independent of government, is the only thing that would truly protect these national treasures. One hundred years later, we are that community of voices. And whatever challenges our national parks may face in the next one hundred years, we know we can count on supporters like you to defend them.







Katmai National Park & Preserve

Bears Ears National Monument





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Calute to the Parks

In April 2020, NPCA held our first virtual Salute to the Parks event, connecting with friends and supporters from around the country to celebrate our national parks.

Every person at this year's event reminded us how important it is to come together to advocate for our national parks, and how our own unique passions and talents can be used to defend them, no matter where we are. Former Department of the Interior Secretary Sally Jewell introduced a video featuring NPCA supporters sharing what national parks mean to them.

Actors Ted Danson and Ian Harding showed us how we can use our voices to speak up for the places that matter to us. As Ted Danson said, "Each of us has a voice. Individually we can make a difference. But as a chorus of voices...we can make change. We can stop the things that will forever harm our national parks, and we can work toward a legacy that we can be proud to leave our grandchildren's children, and that includes making sure our parks are more accessible and welcoming for all by expanding them to help tell our full American story. We can do that together, under the leadership of National Parks Conservation Association."

Filmmakers Ken Burns and Dayton Duncan spoke about the importance of art in protecting America's national treasures. Stephen Beam of Limestone Branch Distillery, one of NPCA's corporate partners, taught a mixology class using his famous Yellowstone Bourbon, and singer and conservationist Rozzi gave a magical performance. All of them affirmed that each of us can use our unique skills to defend our national parks.

But most importantly, you reminded us why we work to protect these places. You showed up in a new way and in a new format to do what you have always done — fight to protect our parks.

NPCA Honorees





QT Luong, Robin W. Winks Award

QT Luong is a renowned photographer and the first known person to photograph all 63 of America's national parks in large format. The Robin W. Winks award celebrates the inspiration Luong's photography has instilled in park lovers for decades.

Fran Ulmer, Centennial Award

Fran Ulmer, Senior Fellow, Harvard Belfer Center, former Lieutenant Governor of Alaska and former Chancellor of the University of Alaska Anchorage, was given the Centennial Award for her commitment to park protection through her work in politics, academia and conservation.



NPCA wards

2020 Folio: Eddie & Ozzie Awards

Winner: Nicolas Brulliard, Range of Work by a Single Author, National Parks Magazine Honorable Mention: Overall Editorial Excellence, National Parks Magazine Honorable Mention: Editor of the Year, Rona Marech, National Parks Magazine Honorable Mention: Todd Christoper, Long-Form Feature Content for National Parks, "Open Roads and Endless Skies," National Parks Magazine

The 2020 Wilburforce Conservation Leadership Award

Michael Jamison, Crown of the Continent Campaign Director

2020 John H. Chafee Trustees' Award for Outstanding Achievement in Public Policy

NPCA, Member of the Great American Outdoors Act Coalition

2019 – 2020 Lowell Thomas Travel Journalism Awards

Second Place: Photo Illustration of Travel Matt Brass, "Water, Smoke, Spirit, Forest, Ghost, Land, Sky," National Parks Magazine

29th Annual North American Travel Journalists Association Awards

Silver: Destination Travel Julia Busiek, "The DIY Desert," National Parks Magazine

Honorable Mention: Diversity, Equity, Inclusion and Accessibility in Travel Journalism Julie Scharper, "An Honest Reckoning," National Parks Magazine

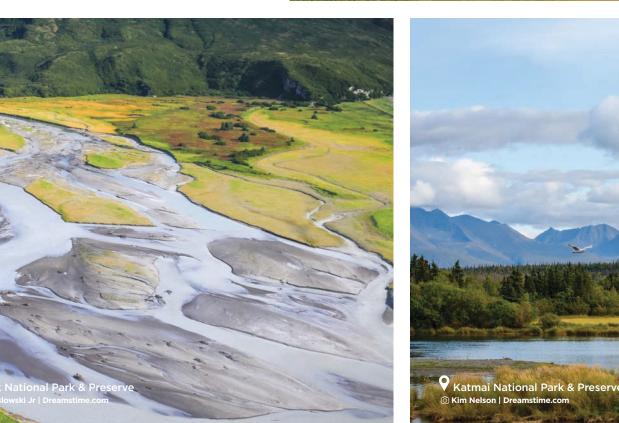
ictory for Katmai & Lake Clark **National Parks**

Alaska's Bristol Bay watershed is a life force for the surrounding ecosystem. The watershed feeds directly into Katmai and Lake Clark National Parks and Preserves, and its world-class salmon run provides a critical food source for the parks' famous brown bears. It is also the foundation of the region's traditional culture and way of life and supports a \$1.5 billion-dollar commercial fishing and sport industry.

But the Bristol Bay watershed, and all the life and land that rely on it, was severely threatened by a proposed gold and copper mine. NPCA worked for over a decade, using advocacy, community engagement and litigation, to fight the proposed Pebble Mine. In November 2020, we achieved a major victory when the Army Corps of Engineers rejected a Clean Water Act permit for the mine.

NPCA will continue to defend this watershed from harmful development, which threatens not only the parks we love, but the subsistence resources for Alaska Natives that call the Bristol Bay region home.





If enacted, the Act will protect lands around the Grand Canyon and expand outdoor access for millions of people living in urban areas. It will designate almost 1.5 million acres of public land as wilderness and add more than 1,000 miles of rivers into the National Wild and Scenic Rivers System. The bill would also contribute to the goal of conserving 30% of U.S. lands and waters by 2030 to help stave off the worst impacts of the climate crisis.

NPCA collected thousands of comments from park advocates and empowered young people to speak out in support of the Act. We will continue to advocate for it to become law so we can preserve now and for future generations America's most awe-inspiring places.



Channel Islands National Park

Advancing **Protections for America's** Wilderness & Public Lands

For years, NPCA has advocated for legislation that will enhance cultural resources, protect park landscapes and combat climate change. We came one step closer when the U.S. House of Representatives passed the Protecting America's Wilderness and Public Lands Act.

Hatteras National Seashore e Island Lighthouse to Dreamstime con

Advocates

Defend Utah Parks from Harmful Development

Stunning red canyons, natural sandstone arches and vestiges of a rich indigenous history lie within southeast Utah's national parks and public lands. Still, this area and its natural and cultural resources are threatened by harmful oil and gas development.

In September 2020, NPCA achieved a victory for Utah's national parks when the Bureau of Land Management announced the removal of 85,000 acres of land near Moab from an oil and gas lease sale. This is a direct result of NPCA's advocacy and work on the ground with our community partners, including the Hopi Tribe, the City of Moab and national park advocates, to push back against the leases. We met with elected officials in Utah and members of Congress in Washington, D.C. to oppose the sale of the land and highlighted our opposition in a media campaign.

> This is one of the largest acreage deferrals that NPCA has helped achieve and protects some the nation's most recognizable and culturally significant parks, including Bears Ears National Monument as well as Arches, Canyonlands and Capitol Reef National Parks, three of Utah's "Mighty 5."

> > Buffalo National Riv dridge for NPC

Buffalo National River

V Hot Springs National Park

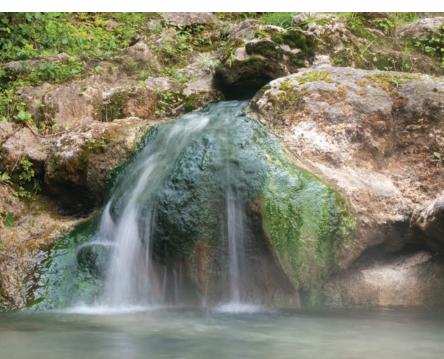
Arches National Park

Clearing the Skies in Irkansas

Visitors to national parks expect to experience clean air and open skies, but in Arkansas, those skies have been polluted by two of the nation's filthiest coal plants. Over the past six years NPCA engaged in various administrative and judicial proceedings to address the air and climate emissions from these facilities, resulting in power plant retirements and advancing the transition to clean energy.

NPCA and our partners at Sierra Club and Earthjustice reached a settlement agreement with Entergy that will close its White Bluff and Independence coal plants and the Lake Catherine gas plant and create 800 megawatts of renewable energy by the end of the decade. Until then, the coal plants will be required to implement new pollution controls that reduce harmful emissions.

The closure of the plants will not only lead to clearer skies at parks like Buffalo National River and Hot Springs National Park, but will also benefit the long-term health of Arkansans by reducing harmful pollution. Removing 21.5 million metric tons of greenhouse gas pollution each year is also a victory for the climate.



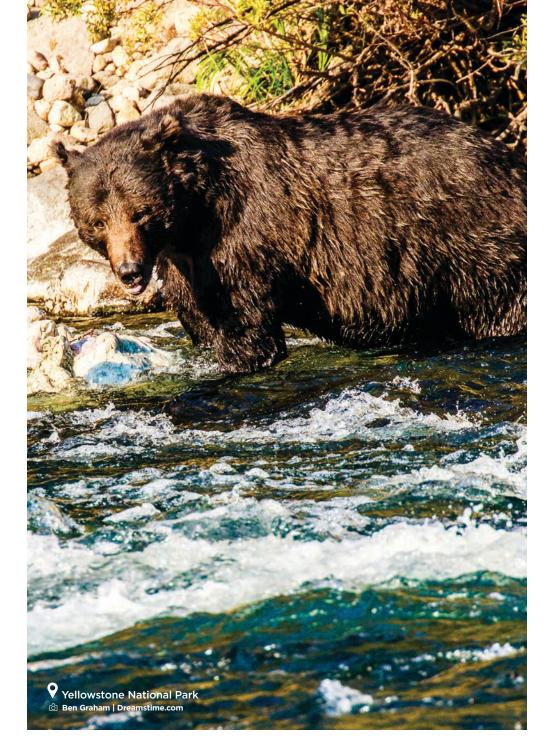
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Defending Iconic Park Wildlife

National parks are home to some of America's most beloved wild animals, and NPCA staff work tirelessly to protect iconic park wildlife across America.

NPCA, represented by Trustees for Alaska, joined a pending lawsuit against the Department of the Interior and the National Park Service challenging a rule that would allow unethical sport hunting practices in Alaska's national preserves, including Denali and Wrangell St. Elias. The new rule allows sport hunters to bait brown bears, enter dens to kill black bears and their cubs, and trap and kill wolves and their pups during denning season.

In the lower 48, NPCA has fought to protect the grizzly bears of Yellowstone and Grand Teton National Parks since 2017, when the U.S. Fish and Wildlife Service removed the bears from the federal endangered species list. NPCA joined Earthjustice, the Northern Cheyenne Tribe and other partners in a lawsuit against the delisting. In July 2020, a court of appeals upheld Endangered Species Act protections for Yellowstone grizzlies, securing a major victory to ensure the long-term health of this species.





Flowing from its headwaters in New York state, through Pennsylvania, New Jersey and Delaware, and into the Atlantic Ocean, the Delaware River is a vital resource. It provides drinking water for more than 13 million people and supported \$130 million in economic activity from recreation in 2020. Realizing the importance of keeping this water clean, NPCA fought for over a decade to protect the Delaware River Basin from fracking.

Through advocacy, community engagement and ultimately litigation from NPCA and our partners, this incredible ecosystem now has the protections it needs. In February, the Delaware River Basin Commission voted to ban fracking permanently in the Delaware River Basin. This ban will specifically benefit the Upper Delaware Scenic and Recreational River, part of the National Park System.

This victory comes after more than ten years of advocacy, community engagement and litigation from NPCA and our partners. It means that the river's two million annual visitors can enjoy swimming, boating and fishing for generations to come, and the surrounding communities and local businesses along the river can continue to thrive.











Supporting America's Veterans Through the Power of National Parks

Our nation's veterans have dedicated their lives to service and fighting for our freedom. National parks are places where veterans can continue their service to our country while also finding spaces to heal through recreation and nature. NPCA's veterans program works to meaningfully engage the military community — including veterans, active duty, reservists and military families — in supporting national parks and ensuring there are meaningful opportunities to connect with and experience these incredible places.

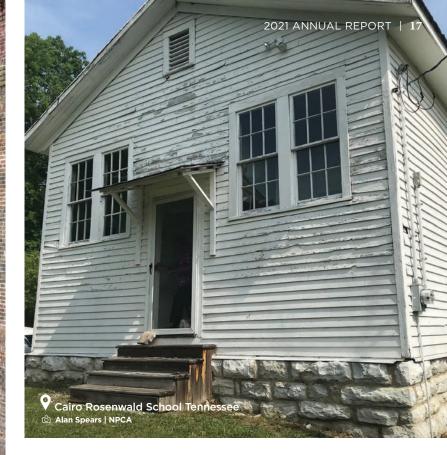
> For nearly two years, NPCA and our veteran partners across the country have urged lawmakers to recognize the health and wellness value America's national parks provide for those who have served in our nation's military. In December 2020, the bipartisan Accelerating Veterans Recovery Outdoors Act, which promotes healing outdoors for America's veterans, was signed into law by President Trump.

> > This bill requires the Secretary of Veterans Affairs to establish an interagency task force to provide recommendations to increase the use of public lands and other outdoor spaces for veterans' health and wellness. The bill is a major step towards ensuring that millions of veterans and their families will get the resources they need to heal and benefit from America's outdoor spaces.

> > > Chesapeake & Ohio Canal National Historical Park Appalachianviews | Dreamstime.com

. .

Pry Tortugas National Park



Telling a Story of Faith & Justice

As a man dedicated to his Jewish faith who valued righteousness, Julius Rosenwald was alarmed at the prejudice and violence African Americans faced during the Jim Crow era. In response, Rosenwald, an early investor in Sears, Roebuck and Company, helped spearhead a program to build schools for African American children across the South.

The program built 5,357 schoolhouses in 15 states, educating one-third of African American children in the South from the 1920s through the 1940s. The Julius Rosenwald Fund also created a fellowship program for artists and scholars of exceptional merit, including Langston Hughes, Maya Angelou and W.E.B. Du Bois.

This year, NPCA celebrated the passage of the Julius Rosenwald and Rosenwald Schools Study Act, an important first step in creating a multi-site national park to preserve Rosenwald's legacy, the first honoring a Jewish American.

While much work needs to be done for this new park site to become a reality, NPCA and our partners are committed to telling the story of Rosenwald's work to advance education, science and the arts in the African American community.



Cape Hatteras National Seashore 18 | NATIONAL PARKS CONSERVATION ASSOCIATION

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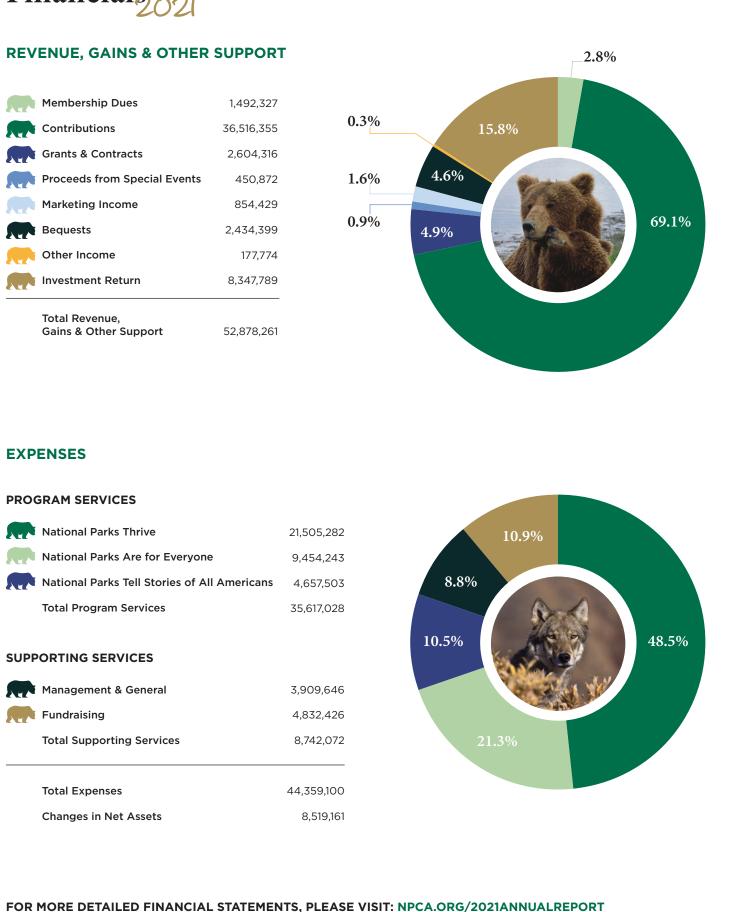
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Financials 02

Membership Dues	1,492,327
Contributions	36,516,355
Grants & Contracts	2,604,316
Proceeds from Special Events	450,872
Marketing Income	854,429
Bequests	2,434,399
Other Income	177,774
Investment Return	8,347,789
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Endowments

Over the years, donors have sought to provide for the long-term fiscal stability of the National Parks Conservation Association and its work protecting America's National Park System. Some endowed funds have been created with gifts in honor or in memory of special individuals. Endowed funds may be restricted for specific programs or aspects of NPCA's conservation work. Such gifts are invested, and only a portion of the annual earnings is available for program expenses each year, as directed by the Board of Trustees.

Great Smoky Mountains National Parl

Norman G. Cohen Park Education Endowment

This fund, in honor of a former Board of Trustees chair, supports education activities for Washington, D.C.-area youth to help them appreciate and understand the parks.

EDAR Endowment

Created by Armstrong Chinn, Jr., this is a permanent endowment fund to further NPCA's mission for the protection and enhancement of the national parks.

Frank H. Filley & Family Endowment Fund

This fund provides unrestricted support for park protection programs.

General National Parks Conservation Association Endowment Fund

This fund, initiated through the generosity of John and Jane Strandberg, provides perpetual support for NPCA's current programs and park protection initiatives.

Gretchen Long Endowment

Members of the Board of Trustees established this fund to honor former Board of Trustees Chair Gretchen Long for her outstanding voluntary leadership and service to National Parks Conservation Association.

Stephen T. Mather Award for Excellence **Endowment Fund**

Endowed by Booz Allen Hamilton, this award is presented annually to employees of the National Park Service for exemplary service. The endowment is named for the first director of the National Park Service and cofounder of NPCA.

Northeast Regional Office Endowment

This fund was established to support NPCA's work in the Northeast region.

Park Protection Endowment

Funded by an anonymous donor, this endowment was established to enhance NPCA's long-term financial base and further the organization's goals of protecting and enhancing national parks.

Kathryn B. Sehy Memorial Endowed Internship

This endowed internship was established in memory of Kathryn B. Sehy by her husband, Lawrence Sehy.

H. William Walter Endowed Internship Program

This fund was created to support an NPCA internship program for college and graduate students to gain experience at a park conservation organization and possibly pursue a career in the field.

Yellowstone Conservation Fund Endowment

This fund was created as a permanently restricted endowment for the purpose of broadly supporting NPCA's work to protect the Greater Yellowstone Ecosystem.

Ruth Hammett Memorial Desert Protection Endowment

Created to honor the life and legacy of Ruth Hammett, a longtime supporter of NPCA and our national parks, this endowment supports the work of the California desert region.

Thank You for Making a Difference

Over a century ago, visionaries with a passion for America's national parks saw the need for a strong, independent voice speaking out on their behalf. They knew America's iconic landscapes and defining history would be lost forever without a group dedicated to their preservation. Today, with the strength of our more than 1.6 million members and supporters, the National Parks Conservation Association is that voice. Since our founding in 1919, we have been working to protect places of unparalleled natural wonder, historical significance and cultural value.

Our dedicated and passionate supporters have joined us on community service projects inside parks, marched to Capitol Hill to advocate to Congress the need to fund our parks, and provided generous financial support to make this work possible. We are pleased to recognize in the enclosed donor listing booklet the numerous individuals, foundations and corporations that have provided philanthropic support to NPCA. We are so grateful for your role in ensuring NPCA remains a strong leader for our parks.

Follow Us

Like us on Facebook: facebook.com/NationalParks Follow us on Twitter @NPCA Follow us on Instagram @NPCApics



Make a Gift

Become an Online Activist Learn more about the threats facing our parks and take action online at npca.org/advocacy.

Attend an Event We host events, both virtual and in-person, where you can hear from staff, park experts and partners about some of the park stories, victories and threats we most want to share. Find an upcoming event or watch a recording at npca.org/events.

Travel with Us Check a few more national parks off your list! Join NPCA on one of our small-group education adventures and experience the very best of America's national parks, from Denali to the Everglades. Tours are limited to just 16 participants plus two guides and include meals, accommodations and on-trip transportation. Find details at npca.org/trips.

Consider a Planned Gift Many people like to leave a gift to charity in their will or trust because they care about the causes that are important in their lives. To learn more about making America's national parks a part of your enduring legacy, contact our staff at 877.468.5775 or legacy@npca.org, or visit MyParkLegacy.org.

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Get Involved Today!

To learn more about how you can support NPCA financially, please visit npca.org/donate or call 800.NAT.PARK (800.628.7275).

