

50<sup>th</sup>

ANNIVERSARY



REGIONAL PARKS  
Foundation

Supporting East Bay Regional Parks



2019

ANNUAL REPORT

50 YEARS PROTECTING PARKS, CONNECTING PEOPLE









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**Mission & Values:** The Regional Parks Foundation supports the East Bay Regional Park District through fundraising to provide universal access, environmental stewardship, educational and recreational programs and the acquisition of parklands. At the Regional Parks Foundation, we believe connections with nature are critical for leading a healthy, balanced life. Every day, we provide resources to ensure underserved populations have equal access to nature through the East Bay Regional Park District's parks, trails, programs and services. As a result of what we do, lives are changed, and we inspire the next generation of environmental stewards to value and protect open space and the environment.



## Letter From the Board President

Dear Friends,

The Regional Parks Foundation celebrated its golden anniversary in 2019 – 50 magnificent years supporting the East Bay Regional Park District! It was indeed a year to celebrate!

The Regional Parks Foundation was born through great visioning and the foresight of a small group of dedicated people who saw enormous potential in having an organization dedicated to raising funds and accepting donations to support and protect the East Bay Regional Parks. The first such gift was valuable acreage in Pleasanton from the Kaiser Sand and Gravel Company, a property that would grow to become Shadow Cliffs Regional Recreation Area. This park now supports swimming, boating, fishing, picnicking, biking, hiking and many other activities to more than 40,000 guests each year!

From these humble beginnings, the Regional Parks Foundation continues to build. With your support, this was our ninth year of consecutive growth and best year yet! Together, your memberships, donations, bequests and grants raised more than \$5.5M to support our 5 key program areas: Universal Access; Youth Development; Environmental Stewardship; Health, Wellness and Safety; and Community Engagement.

The Regional Parks Foundation believes connections with nature make a fundamental difference in physical and

emotional wellness and, therefore, “access for all” is and has been the cornerstone of all we do. Providing funding for under-resourced individuals, families and communities ensures more youth attend camp, more seniors participate in outings in the parks, and more veterans and people with disabilities can attend the East Bay Regional Park District’s award-winning programs.

This report provides a snapshot of some of the many things we have been able to accomplish this year, and it is our hope that you will celebrate along with us, as it is through you that all of this has been possible. Your membership and donations have made a tremendous difference in the lives of thousands and your impact is immeasurable.

As we look back on our past, it provides great hope for the future. We do not know what lies ahead, but we do know there is so much more we can do. Parks are more important than ever for giving people that place they need – whether it’s to spend time in solitude or with family and friends, to exercise, to recreate, or to rest and relax. These parks are truly special and there is something to experience and enjoy for everyone.



John Dilsaver, *Board President*



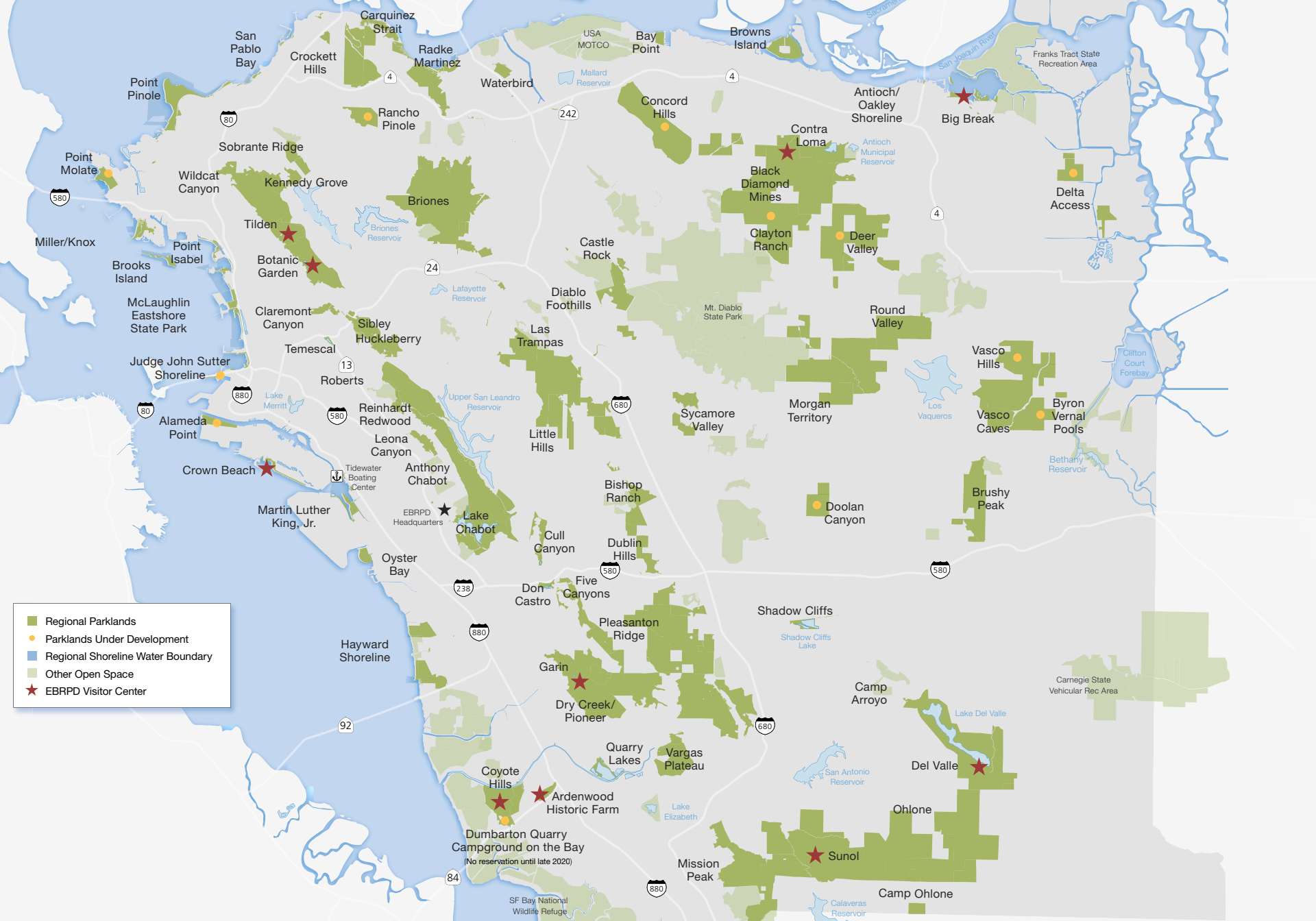


**\$5,580,984**

Raised in 2019, more  
than double the goal!\*

*\*includes investment  
returns*







The background features silhouettes of people engaged in outdoor activities. On the left, a group of hikers is shown, including a woman with a backpack and a man with a backpack. In the center, a woman and a child are walking. On the right, a man is riding a bicycle. The entire scene is rendered in a light blue color against a darker blue background.

**15.6M**

Park District  
Visitors in  
2019

**2.8M**

Residents in  
Contra Costa and  
Alameda Counties

**11,178**

Members of  
the Regional  
Parks Foundation



Ensuring that all communities have access to their regional parks and programs is a core initiative of the Regional Parks Foundation.

We focus on bringing underserved populations to the parks through programs like Parks Express; Multicultural Wellness Walks; fishing derbies for veterans, seniors, and adults and kids with disabilities; and youth development and senior outreach programs. The Foundation also funds scholarships for low-income youth to participate in day camps and swim lessons.

Additionally, with help from the Foundation, the East Bay Regional Park District launched its Backpacks to

Parks library program in October 2019. Through this program, 10 libraries across Contra Costa and Alameda counties are stocked with backpacks that can be checked out by library patrons, each containing a parking pass, binoculars, camera, water bottle, and park maps. Backpacks to Parks addresses cost barriers to park access, while educating the public that many parks are free to enter!

84

Bus trips  
to parks  
funded

591

People  
attended special  
fishing derbies

217

Backpacks  
checked out through  
"Backpacks to Parks"







Your support helps under-resourced children and youth make essential connections with nature and learn skills to keep them safe in the outdoors.

With your donations, the Foundation supports award-winning youth development or “campership” programs, including: Camp Arroyo, Park’n It Day Camp, Ash Street Day Camp, Teen Eco Action Week, Adventure Crew, swimming lessons, junior lifeguarding and more.

Since 2001, the East Bay Regional Park District has owned and maintained Camp Arroyo, a 138-acre wilderness on the periphery of Del Valle Regional Park. The camp serves as an outdoor classroom for fifth and sixth graders throughout Contra Costa and Alameda counties, where students and accompanying teachers

and adult chaperones typically spend between three to five days learning about plants, animals and the importance of water conservation. This is often a student’s first exposure to being fully immersed in nature. In June of 2019, United Camps, Conferences and Retreats (UCCR), a nonprofit based in Petaluma, took over for long-standing camp operator, YMCA. Web of Life Field School, UCCR’s nonprofit education division, now runs all of Camp Arroyo’s naturalist-led outdoor science programs.

1,124

Camperships provided for youth to attend Camp Arroyo

6,902

Kids took the Fish Friends pledge at the Mobile Fish Exhibit

400

Youth attended job fairs

14,702

Total served through youth development



The Foundation invites our community to engage with us by volunteering, donating, becoming a member or attending a variety of educational and outreach events.

**Membership.** Love your East Bay Regional Parks? Be an ally and show your support by becoming a member! Membership allows you to explore all that the parks have to offer while enjoying special discounts and perks. The membership program offers options for individuals, families and special access pricing for veterans, seniors, students and persons with disabilities.

**Donations.** Gifts to the Regional Parks Foundation help to protect open space, preserve wildlife habitats, and provide educational and recreational opportunities which inspire a new generation of environmental stewards.

**Legacy.** Our planned giving program supports donors wishing to leave a legacy through a gift that will help protect their favorite park or continue a program that matters most to them.

**Corporate Engagement.** Every year, the East Bay Regional Park District welcomes thousands of dedicated volunteers who contribute more than 90,000 annual hours of service to the parks. The Regional Parks

Foundation provides corporations with volunteer opportunities throughout the year, including shoreline clean-ups, trails building and maintenance, and park stewardship projects. Corporations also participate by providing event sponsorships, and matching gifts and grants to support projects.

**Advocacy.** The Foundation provides fiscal support for voter education regarding ballot measures and initiatives that impact parklands and park users, and recognizes those who have been integral in the protection of public parklands.

**Outreach Events.** What better way to learn about your Regional Parks and the Foundation than gathering for music, food and drinks? With help from the East Bay Regional Park District and corporate sponsors like Drake's Brewing Company and REI, the Regional Parks Foundation holds several family-friendly events throughout the year, both in and outside of the parks, which are free for the public to enjoy.









## Membership

By being a member of the Regional Parks Foundation, your fee contributes to our greatest source of unrestricted revenue, which allows us to fund programs and initiatives that help all people access and enjoy their Regional Parks!

A pilot of the new onsite membership sales program was implemented from February to April of 2018, and expanded in May from four regional park locations to nine. By July 2018, memberships sales were also being

offered at five REI locations across the Bay Area. In 2019, this effort brought in revenues of nearly \$76,000 from regional park site sales alone.

**11,178**

Members

**426**

Donor Circle  
members  
(up 7%)

**9**

Regional parks  
provided onsite sale  
of memberships



### Donors / Partners / Volunteers

Volunteers, donors, and corporate and nonprofit partners are the heartbeat that has kept the Foundation going strong since 1969.

Significant hours and funds are donated each year to ensure our mission can be carried out. One highlight from 2019 was the launch of the first Dirt, Sweat & Beers volunteer trail improvement events, thanks to corporate sponsors REI and Drake's Brewing Co. Through Dirt,

Sweat & Beers, two projects were completed by more than 80 volunteers, including the improvement of 1.5 miles of Flag Hill Trail at Sunol Regional Wilderness, as well as the addition of 700 feet of trail, rerouting Vollmer Peak Trail in Tilden Regional Park.

12,020

Total Park  
District volunteers

93,386

Total volunteer  
hours contributed

8

Volunteer trail  
improvement events





CROWLEY MARINE PROPERTY

Embarcadero Road



Embarcadero Road

Current Bay Trail Path

Current Bay Trail Path

Potential Parking

Open Space

Flexible Space

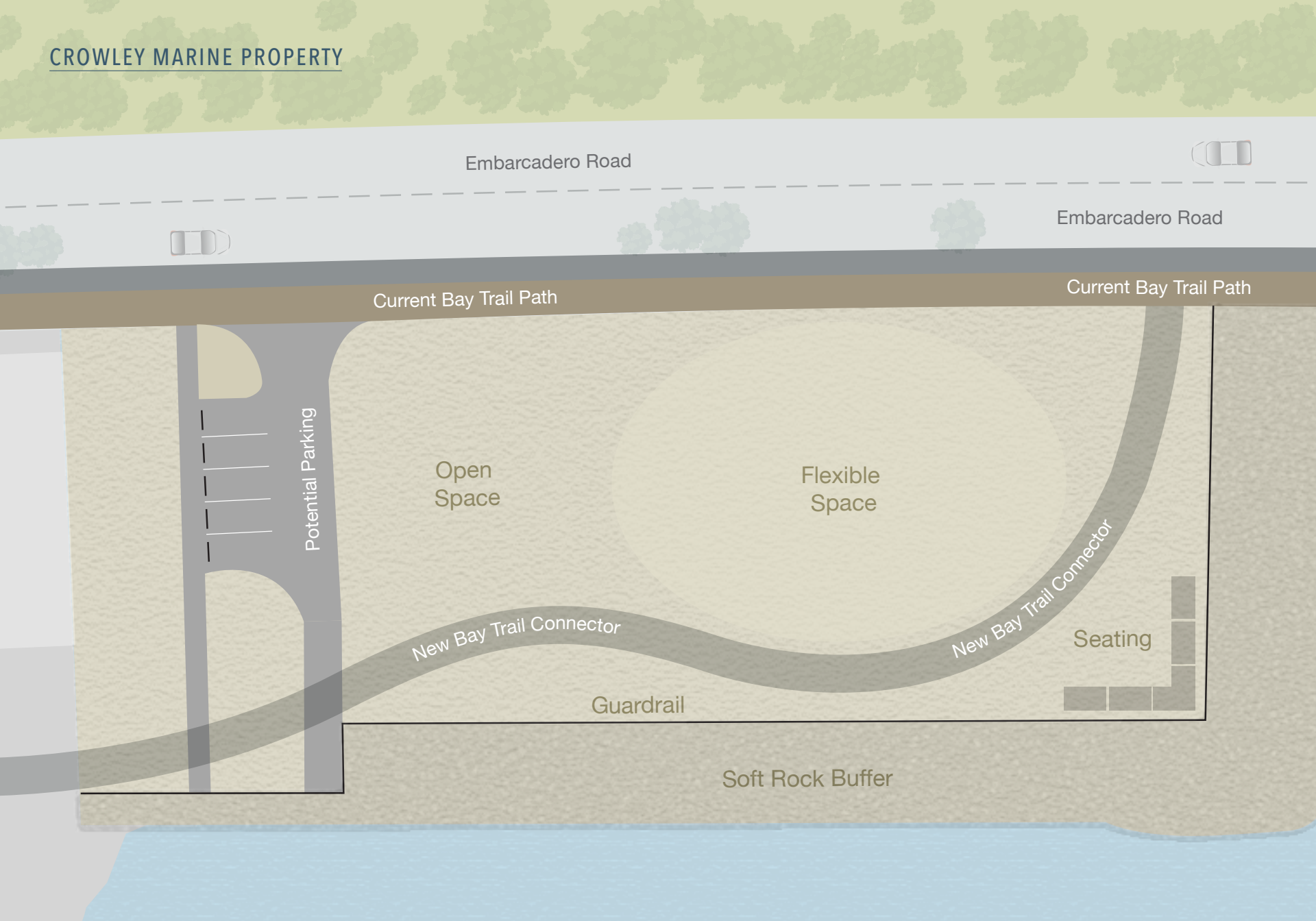
New Bay Trail Connector

New Bay Trail Connector

Seating

Guardrail

Soft Rock Buffer



## Legacy

**Our communities are passionate about preserving natural open and recreational spaces, not just for themselves, but for generations to come.**

Those who desire to and are able can contribute to the Regional Parks Foundation by leaving a variety of legacy gifts from cash, stocks, real estate, IRA's, charitable trusts and more. While a gift of any size makes a difference, the Foundation was awed to receive a legacy gift of \$2 million in 2019 from an anonymous donor. The

generous gift is earmarked for enhancing trail access on the Oakland shoreline. Funds will be used to improve 1.4 acres of land along Oakland's Brooklyn Basin and to construct a trail connection for the San Francisco Bay Trail across the parcel.

**\$2.3MILLION IN LEGACY GIFTS**



### Advocacy

The Regional Parks Foundation and East Bay Regional Park District teamed up to host a celebration in Sacramento for State Senator Steven Glazer, where he was honored with the 2019 Radke Championing Advocacy Award.

The award is named for the longest-serving Park District Board Member, Ted Radke, who advanced state and federal support for park funding and strengthened the Park District's ties in Sacramento and Washington, D.C. Like Radke, Senator Glazer has been an advocate for the Park District and played a key role in securing \$5 million in the 2018-19 State Budget for improvements at Del

Valle Regional Park in Livermore. The 4,395-acre park is one of three state parks managed by the District at its own cost. Del Valle serves the vital functions of recreation, water storage, and flood protection. Thanks to Senator Glazer's efforts, paramount among the coming improvements at Del Valle will be the update of its aging water delivery system.



# Radke Championing Advocacy Award

August 21, 2019

Thank You for Championing  
and Advocating for Public Parks!

State Senator  
**Steve Glazer**



Del Valle Regional Park, Livermore







## 50th Anniversary Gala

**A big thank you to our 50th Anniversary Gala sponsors for truly making the celebration a night to remember!**

The Regional Parks Foundation commemorated its golden anniversary at Casa Real at Ruby Hill Winery in Livermore, where Oakland Youth Chorus kicked off the night's festivities. After dinner, guests decked out in their

best "summer of love," 1960's attire danced the night away to an intimate performance by Grammy award-winning artist, Michael McDonald.



Support from our donors, members and volunteers enables the Regional Parks Foundation to assist the East Bay Regional Park District in preserving and protecting parklands and the species that inhabit them.

Not only do our supporters put in numerous hours of work to keep our shorelines clean and maintain landscapes within and surrounding habitats and trails, our donors also make it possible to fund projects like the pond restoration at Pleasanton Ridge Regional Park. This project, completed in September 2019, removed sediment to extend the period in which the pond holds

water and reduced erosion in the pond spillway that can lead to excess water loss. These actions improved conditions for California red-legged frog (threatened species) and California tiger salamander (endangered), which breed in perennial and ephemeral waters sources including ponds.

**6,385**

Shoreline cleanup  
volunteers

**25,512**

Hours of shoreline  
cleanup volunteered

**16,424<sup>lbs</sup>**

of litter removed  
from the shoreline

**2,347<sup>lbs</sup>**

of shoreline  
debris recycled



Restored pond with spawn of the threatened California red-legged frog





TRAILS  
CHALLENGE  
25th ANNIVERSARY  
Bay Regional Park District

East Bay  
Presented by  
AN OFFICE  
IN PARTNERSHIP  
WITH  
BAY REGIONAL PARK DISTRICT

## Nature provides a serene backdrop for exercise and has been shown to combat stress, anxiety and depression.

The Healthy Parks, Healthy People Bay Area Initiative has been proudly supported by the Regional Parks Foundation since 2012, and encompasses such programs as the Trails Challenge, Kids Healthy Outdoors Challenge, Multicultural Wellness Walks, Stay Healthy in Nature Every Day (all supported by Kaiser Permanente), and Parks Rx with sub-program, Walk with a Doc. Walk with a Doc was implemented in 2019 in partnership with Contra Costa Health Services and the East Bay Regional Park District, made possible by a 2018-19 grant award from the City of San Pablo as part of its efforts to fight childhood obesity. The program focused on improving healthy habits of patients of a San Pablo health clinic

who were mostly overweight or obese. Patients were invited to attend monthly and weekly walking events with doctors and nurses, where they learned about and sampled healthy food options, took part in exercise and movement classes like yoga and Zumba, and engaged in naturalist-led hikes at neighboring regional parks. About 290 participants proved to thrive on the support and encouragement of Contra Costa Health Services staff, peer-to-peer and social network support. The model revealed that medical doctors can utilize their influence to promote, demonstrate and develop wellness skills around active living to their patients and the greater community.



## The Foundation works to provide a safe experience for all human and animal visitors of the East Bay Regional Parks.

Each year, we fund a variety of programs and equipment to help protect and educate park guests. Fire prevention and safety was a significant area of focus in 2019. PG&E awarded the Foundation a \$75,000 grant, utilized by the East Bay Regional Park District to treat fuels in a dense stand of eucalyptus near homes in Wildcat Canyon Regional Park. The project helped to protect parklands and their surrounding communities by reducing fuel volume, thus decreasing potential intensity of wildland fires near homes, power lines and along heavily used trails.

In addition, the Foundation supported trail safety through the Share Our Trail program, and through the purchase of two e-bikes for Public Safety patrols. Another exciting addition to public safety that the Foundation supported in 2019 was the purchase of a four-year-old male horse named Romeo for the parks' mounted horse patrol. Romeo is receiving regular equine training and Police Horse sensory training, and has begun going out on patrol with his horse partners.

938

Visitors to the Share Our Trail program booths

244

Bicycle bells installed

239

Water bottles provided to trail users

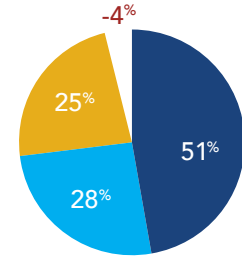




## FINANCIALS

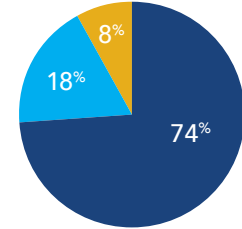
### 2018 REVENUES ..... \$3,492,872

Private gifts, grants and benefits .....	\$1,776,777	51%
Membership .....	\$986,827	28%
Contributed services .....	\$884,630	25%
Investment return .....	\$-155,361	-4%



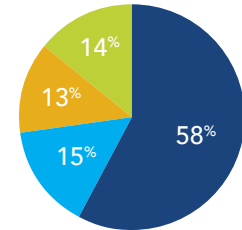
### 2018 EXPENDITURES ..... \$2,900,397

Support for EBRPD .....	\$2,135,364	74%
General and administrative .....	\$518,987	18%
Fundraising .....	\$246,046	8%



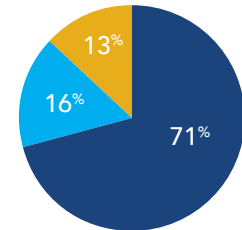
### 2019 REVENUES ..... \$6,399,916

Private gifts, grants and benefits .....	\$3,734,124	58%
Membership .....	\$955,715	15%
Contributed services .....	\$818,932	13%
Investment return .....	\$891,146	14%



### 2019 EXPENDITURES ..... \$3,474,474

Support for EBRPD .....	\$2,460,629	71%
General and administrative .....	\$554,902	16%
Fundraising .....	\$458,943	13%



BOARD

John Dilsaver ..... *President*  
Jess Brown ..... *Vice President*  
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Catherine Bernal ..... *Foundation Administrator*  
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Terri Biondi ..... *Membership Development Senior Associate*  
Cindy Orcutt ..... *Membership Development Associate*  
Paola Pinedo ..... *Membership Development Associate*

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Catherine Bernal

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Cali Godley: *Table of Contents, Mission & Values, Universal Success, Youth Development, Membership, Health & Wellness, Safety*

Mona Koh: *Board Letter, Community Engagement*

Sean Connelly: *Donors/Partners*

Erich Pfoehler: *Advocacy*

Joanna Salazar: *50th Gala*

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REGIONAL PARKS  
Foundation

Supporting East Bay Regional Parks

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