

POINT REYES NATIONAL SEASHORE ASSOCIATION

2014 ANNUAL REPORT



OUR MISSION



Founded in 1964, Point Reyes National Seashore Association (PRNSA) works in partnership with the National Park Service to preserve and enhance the extraordinary natural, cultural and recreational resources of the Point Reyes National Seashore. PRNSA strives to connect the public with the park and inspire engagement on environmental issues through education programs that promote enjoyment, understanding and stewardship of the natural world.



Forging Memories at Point Reyes

Each day at work, I try to get out into the park around Bear Valley, even if it's just for a few minutes. This gives me an opportunity to drink in the fresh air, the wildlife, and the coming change in seasons. The best part of this ritual is the chance to see park visitors outside, enjoying their park. Whether planning a hike or picnicking at Bear Valley, preparing to camp, bike, run or ride horses – all are readying themselves for an inspiring adventure at Point Reyes.

What is so remarkable to me about these vignettes is that everyone's here to experience the park through a variety of activities, while collectively sharing this spectacular backdrop. Each person forges his or her own memories of Point Reyes that are carried throughout their lives, but are inexplicably shared with the community of people who love this place.

PRNSA's mission is to foster these connections to our natural world through a range of programs and events throughout the year. I invite you to review this report to our community to learn how your support helped in 2014. On behalf of the PRNSA Board and staff, I want to thank our collective community – donors, National Park Service staff, volunteers, members and friends – for your help in protecting Point Reyes National Seashore for future generations.

I hope to see you on one of my walks in the park!

With thanks,

Samaria Jaffe,
Executive Director, Point Reyes National Seashore Association

YOUNG STEWARDS AT THE SEASHORE



Inspiring the Next Generation of Park Stewards

Through our year-round environmental education programs for young people, Point Reyes National Seashore Association aims to cultivate the next generation of land stewards. The first step in teaching young people to care for a park is to help them fall in love with it.

This past year, in partnership with the National Park Service, PRNSA introduced more than 2,200 young people from around the greater San Francisco Bay Area to the Seashore. Summer campers, school groups, interns and families joined us in exploring the wonders of nature, practicing hands-on science, and simply retreating and recharging from their busy and often overly digitalized world.

A recent Obama Administration study cites a key reason why youth feel uninclined to spend time exploring the great outdoors: they don't have an adult to guide and inspire them. PRNSA bridges this gap by connecting youth with National Park Service staff, naturalists, science educators and outdoor recreation guides. PRNSA is dedicated to offering these pivotal experiences to children from all backgrounds.

Increased support from individuals and foundations over the last several years allows PRNSA to offer a robust scholarship program, including

transportation assistance, for children attending our award-winning overnight summer camp and school year programs at the Clem Miller Environmental Education Center. Free programming—including our annual Christmas Bird Count for Kids and science field trips to the Giacomini Wetlands and park beaches—help us extend the fun and learning. Over half of all youth participants in our combined programs receive a scholarship or participate in special no-fee programming.

When you look up at the stars and it reminds you how picture perfect this place is and how we should all work hard to keep it a beautiful place. – Joshua, age 12

In 2014 we initiated the Seashore Youth Ambassador project, connecting youth who live in or near Point Reyes National Seashore to their local national park. Many of these young people are first-generation immigrants and through the project we are strengthening community ties and introducing underserved youth to career paths in the National Park Service and conservation fields.

OUT AND ABOUT IN THE PARK



Recreation, Life-long Learning, and Volunteering

PRNSA's Field Institute classes are always extraordinary, full of discovery, learning, and joy. You have wonderful teachers! — Darrell Cannon

Gratitude to the people who fought to protect this area, who created the Field Institute, and who, today, continue to make it work. What a great privilege and joy it is to immerse oneself in the history and beauty of Point Reyes through your programs. Thank you! — Dan Lewis

Visitors experience Point Reyes National Seashore in so many ways and PRNSA is here to aid those who want to go a little further, deepen their knowledge, learn a new skill, meet other park enthusiasts and give back to the park they love. In 2014 our Field Institute brought 2,190 people into the park through 160 natural history, hiking, art, birding and other classes and excursions. Our world-class instructors and 80 dedicated volunteer facilitators make these special trips possible.

We were thrilled to partner with the University of California to develop a California Naturalist program at Point Reyes in 2014. The seven-day immersive natural history training program graduated 25 naturalists who will leverage their deeper understanding of the park and California's natural resources as volunteer citizen scientists in their communities.

Through curating five art exhibits in the park we shared the magic of the natural world through the eyes of professional artists, with sales going to fund park programs. PRNSA is proud to work with the National Park Service in supporting the hundreds of volunteers who help year-round to care for the park's trails, beaches and cultural sites and educate visitors about the park's flora and fauna.

CONSERVATION THROUGH SCIENCE



Protecting Our Inheritance through Science in the Park

Point Reyes National Seashore is an amazing outdoor laboratory. PRNSA is proud to partner with the National Park Service to promote scientific inquiry and research that improves park land management. PRNSA supports this effort through financing projects and collaborating on educational experiences that inspire students to pursue science and conservation careers.

With your help, PRNSA funded research programs to study and monitor endangered and other key species throughout the park, including the western snowy plover, northern spotted owl, Coho salmon, northern elephant seal and Sonoma spineflower. Much of this work was supported by 18 curious and dedicated high school and college-level interns. Under the supervision of the park's Pacific Coast Science and Learning Center, the interns worked side-by-side with park staff for a three-month long, hands-on field experience. They were trained and worked on projects in the areas of seal monitoring, dune restoration, range management, museum studies, wildlife ecology, non-native plant removal, and wetland ecology. Three graduate students were awarded fellowships to conduct marine ecology research in the park through our Marine Fund Endowment. The resulting research produced by these internships supports and informs the management of the park.

Through our Science at the Seashore program, 500 school children came to the park in 2014 for field trips where they practiced hands-on science while learning about ecology, restoration and healthy oceans.

In 2014 PRNSA and the National Park Service collaborated with *National Geographic* to organize a BioBlitz at the park's Giacomini Wetlands. During this 24-hour, intensive period of biological surveying, 330 scientists, naturalists, adults, and school children identified 214 species of plants and animals. The event brought together professional and citizen scientists to study and appreciate this restored wetland.



NOTE FROM OUR SUPERINTENDENT



Inspiration. Gratitude. Optimism.

These are the words that come to mind when asked what it's like to work at Point Reyes National Seashore.

National parks like Point Reyes represent something extraordinary in our fast-paced lives: a pact between generations. We commit to preserving these places – the stories, the resources, the experiences – and passing them along, unimpaired, to the next generation. In return, those who come after us pick up the mantle of stewardship of these magnificent places. But this doesn't happen by accident. The investments we make in young people today are what will sustain Point Reyes National Seashore into the future. As I approach five years at

Point Reyes National Seashore, and thirty years in the national parks, I am more convinced than ever that we will succeed in this sacred trust.

These pages demonstrate why. Together with Point Reyes National Seashore Association, we forge future stewards every day. We offer both the place and the opportunity for youth to play in, learn from, and build a love for Point Reyes National Seashore. Through our efforts today, we leave the future of Point Reyes, and all of the national parks, in good hands. Thank you!

– Cicely A. Muldoon, Superintendent, Point Reyes National Seashore

“Conservation is a truly American idea. The naturalists and industrialists and politicians who dreamt up our system of public lands and waters did so in the hope that, by keeping these places, these special places in trust – places of incomparable beauty, places where our history was written – then future generations would value those places the same way as we did. It would teach us about ourselves, and keep us grounded and keep us connected to what it means to be American. And it's one of our responsibilities, as Americans, to protect this inheritance and to strengthen it for the future.”

– President Barack Obama, February 19, 2015

2014 Financials

Year ended September 30, 2014

	Unrestricted	Temporarily Restricted	Total
SUPPORT AND REVENUE			
Gross Program Revenue	\$780,217		\$780,217
Cost of Goods & Services	138,502		138,502
Program Revenue net	641,714		641,714
Contributed Income	412,378	\$518,158	939,536
Investment Income	14,064	4,038	18,103
Other Income	(293)		(293)
Net Released Assets	557,795	557,795	
Total Support and Revenue	1,634,659	(35,599)	1,599,060
EXPENSES			
PROGRAM SERVICES			
Aid to Park Projects and Programs			
Park Enhancements, Interpretation and Stewardship	97,310		97,310
Science, Protection of Natural and Cultural Resources, Research	370,351		370,351
PRNSA Environmental Education & Interpretative Programs	772,952		772,952
Total Aid to Park Projects and Programs	1,240,613		1,240,613
MANAGEMENT AND GENERAL	144,310		144,310
FUNDRAISING	329,529		329,529
Total Expenses	1,714,451		1,714,451
CHANGE IN NET ASSETS			
NET ASSETS, BEGINNING OF YEAR	958,310	1,591,798	2,550,108
NET ASSETS, END OF YEAR	\$878,517	\$1,566,199	\$2,434,717

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