



Photo: Anela Kopshever, NPS

ANNUAL REPORT 2020 – 2021

POINT REYES NATIONAL SEASHORE ASSOCIATION

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## Our Mission

Founded in 1964, Point Reyes National Seashore Association (PRNSA) partners with the National Park Service to create opportunities for all people to experience, enhance, and preserve Point Reyes National Seashore for present and future generations.

## Our Vision

As a national leader in coastal conservation and environmental education, we transform park visitors into park stewards.

## Our Values

COLLABORATION

RESILIENCE

INNOVATION

INCLUSION

IMPACT

## Dear Friends of Point Reyes National Seashore,

The onset of the Covid-19 pandemic and the Woodward Fire challenged Point Reyes National Seashore Association (PRNSA), and looking back I am proud of how our staff, board, and the community of park supporters worked together to deliver on our conservation, education, and community building work. The pandemic spotlighted the role of parks as an “essential service” that provides a much-needed outlet for physical and mental health.

Throughout the year PRNSA appreciated the flexibility that our community showed us as we shifted programming and funding to meet ever-changing pandemic restrictions. We are especially grateful to our generous supporters who showed up throughout the year as the Woodward Fire swept through the park, during our online Dinner on the Pacific Plate event, and at year end to ensure we could continue our work. Thanks to your generosity we not only remained stable, but we also increased funding for post-fire regeneration efforts and work to make Point Reyes a more inclusive park where all are welcome and know they belong. I’m especially excited about our new Youth in Parks program that connects youth from communities historically excluded from public lands to this park.

I am so grateful to our partners at the National Park Service for working with us as we made great shifts in our operations and outreach. Big thanks to Acting Superintendent Carey Feirabend for her leadership over this unusual year and we are excited to welcome Craig Kenkel to his new post as superintendent of Point Reyes National Seashore. As 2021 begins I look forward to working together with our greater community to both protect and share this incredible park.

Warmly,



Donna Faure, Executive Director

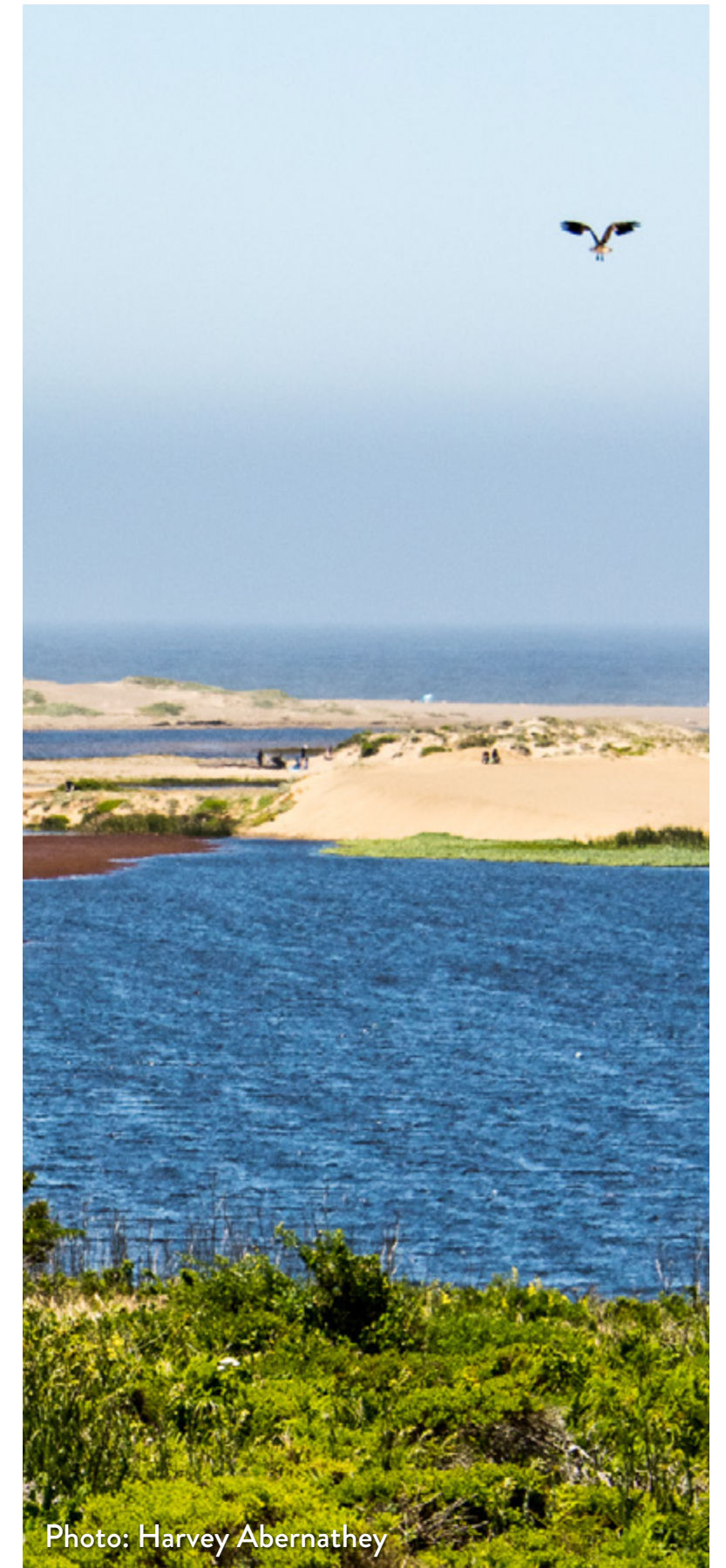


Photo: Harvey Abernathey

# YEAR IN REVIEW

Point Reyes National Seashore has long served as a retreat for Bay Area residents to support their mental and physical well-being. With approximately 150 miles of trails traversing five broad ecosystems—forests, ocean, grasslands, sand dunes, and wetlands, marshes, and rivers—the Seashore provides a confluence of natural beauty to many.

At the start of Fiscal Year 2020-2021, when Governor Newsom announced the first shelter-in-place order, access to our park and natural spaces became essential for our collective well-being.

As the PRNSA team quickly packed up our office for the foreseeable future, our worried staff came up with a new campaign – “Park in Place.” The goal was to stay connected to

our community, and to each other, by sharing stories that underscored the value of time outside, even when we could not be together at the park. The last year was hardly a walk in the park, but with the support and the dedication of our hard-working staff, board, volunteers, park partners, and all who care so deeply about this park, we’ve been able to stay connected and come out stronger than before.





As school programs moved online, we developed at-home environmental education activities for use in any setting by teachers and families at home, participated in online professional development for educators, and in further support of family and community learning we launched a successful monthly webinar series of 16 programs spanning ecological science and environmental justice topics.

## PARK IN PLACE: PARKS AS AN ESSENTIAL SERVICE DURING A PANDEMIC

Outdoor learning is an essential catalyst for healthy development that can foster a life-long love for the natural world. As schools transitioned to online learning at the start of the pandemic, our school partners had to cancel their reservations at our overnight education center. However, what we heard time and time again was, “We will be back!” We also heard from educators that they wished nothing more than for us to survive as an organization so they could bring their students to experience the beauty and inspiration of our park.

**16** VIRTUAL ENVIRONMENTAL EDUCATION WEBINARS

OUR WEBINARS REACHED **20,000+** HOUSEHOLDS

 This graphic features a dark green background. At the top left, the number '16' is displayed in a large, white, sans-serif font. To its right, the text 'VIRTUAL ENVIRONMENTAL EDUCATION WEBINARS' is written in a smaller, white, all-caps font. Below this, three promotional cards for webinar series are shown. The first card is dark with a lighthouse image and text: '#PARK IN PLACE Webinar Series 150 Years of the Point Reyes LIGHTHOUSE'. The second card is teal with a shark image and text: '#PARK IN PLACE Webinar Series SHARK WEEK with an Expert'. The third card is white with a bat image and text: '#PARK IN PLACE Webinar Series BATS'. At the bottom, the text 'OUR WEBINARS REACHED' is in white, followed by '20,000+' in a very large white font, and 'HOUSEHOLDS' in white.



18  
IN-PERSON FIELD  
INSTITUTE CLASSES  
176  
ATTENDEES



In June 2020 we returned to outdoor Field Institute programming with limited class sizes and strict COVID protocols in place. Participants expressed their gratitude as this was the first time many had gathered with others since the shelter order issued in March 2020. Confident in the success of a return to onsite programming, we also offered an in-person California Naturalist Program in the fall of 2020. Again, participants found healing and support in

learning together as a community onsite in the park. With the launch of the vaccine, we started planning for the return of groups and youth programs in late spring and worked with Forensic Analytical Consulting Services (FACS) who provided their services pro bono to help design protocols for overnight use of the Clem Miller Environmental Education Center, bus transportation, and

in-person youth education. In an effort to rebuild our in-person youth education programs with a stronger focus on equity and youth experiencing the greatest social and economic disparities, we are piloting Youth in Parks beginning in April 2021. We look forward to all we will both give and learn as we co-create programs with six youth-serving partner organizations from around the Bay Area.

# REGENERATION THROUGH CONSERVATION

The 70,000 acres of ancestral Coast Miwok Land that is now known as Point Reyes National Seashore, is home to over 600 native species of plants and animals. Although the national seashore designation has protected Point Reyes from infrastructure development since the 1960s, local species still face threats from climate change and human impact. PRNSA works year-round in partnership with the National Park Service to monitor and protect natural and cultural resources at the park—including over 100 rare, threatened, and endangered species.

In August of 2020, the Woodward Fire sparked along the Coast Trail and went on to burn for five months across 6,000 acres of Point Reyes National Seashore. This fire was just one of four wildfires in the Bay Area,



Photo: Carlos Porrata



Photo: Pusher, Inc.

**12,500+** HOURS FUNDED FOR CONSERVATION WORK



Photo: Pusher, Inc.

# \$100,000 RAISED FOR FIRE REGENERATION AND MONITORING EFFORTS

and of 650 wildfires throughout California started as a result of unusual thunderstorms that month. In the wake of the Woodward Fire, PRNSA raised \$100,000 for post-fire projects—from monitoring threatened and endangered species to maintaining trails and roads to ongoing invasive species monitoring and native species reseedling.

Coupled with post-fire support, PRNSA biological technicians and interns worked alongside NPS project managers on dune habitat restoration, snowy plover monitoring, coho salmon conservation, invasive plant management, and northern spotted owl research.

In addition to the direct staff and financial support, PRNSA worked to enhance systems and infrastructure that support natural and cultural resources in the park. We supported a major renovation at the Tomales Bay Marine Station that will grow office space, housing, and boat access for researchers and interns. Similarly, PRNSA is raising funds for the revitalization of the Morgan Horse Ranch to help purchase two young horses, four matching saddles, new blankes, and food and operating costs in 2021.



Photo: NPS



# WE CAN DO VIRTUALLY ANYTHING: STAYING CONNECTED DURING DIFFICULT TIMES

Distance reaffirmed how deeply we value the community of park visitors, caretakers, and supporters who love Point Reyes National Seashore. To stay connected and hopeful over the last year we amped up our communications to share important health and safety information about our park during shifts in pandemic protocols and wildfire threats.

Stay at home orders transformed our ability to connect with our greater community, and we quickly increased our communications with constituents through weekly e-newsletters that featured different voices of staff, volunteers, and National Park Service Rangers. We transitioned our educational programs to a virtual platform, and when it was safe to do so, we reinstated in-person gatherings beginning with monthly Full Moon Hikes for members and outdoor Field Institute classes.

When the Woodward Fire sparked at Point Reyes in August 2020, our team worked closely with the Incident Team’s Public Information Officers to create daily briefings on the fire’s status that were also communicated widely to the general public. We are so thankful for the NPS staff, and firefighters that came from around the country to fight this fire and protect the Seashore.

54 NEWSLETTERS EACH REACHING **12,000+** MEMBERS OF OUR COMMUNITY



## 7 IN-PERSON MONTHLY FULL MOON HIKES FOR 93 PRNSA MEMBERS

As the fire continued to burn, we hosted our annual Dinner on the Pacific Plate event in October 2020. For the first time since the event began in 2010, it was held online and was free to the public. Hosted by Board Member Seth Rosen and Executive Director Donna Faure, the program featured interviews with park leaders and scientists who discussed the impact of the fire on park

ecology and management. Through stories, games, music, and a make-at-home menu we gathered together to celebrate, learn, and raise funds to support post-fire efforts. We look forward to continuing the story through fire ecology walks in the coming year. Our partnerships with the National Park Service, non-profit partners, volunteers,

supporters, and the greater Point Reyes community were critical in the continuation of our work throughout this turbulent year. We are hopeful for an easier year and confident in our ability to manage whatever comes our way thanks to the growing community of people who cherish Point Reyes National Seashore.

<b>FISCAL YEAR APRIL 2020 - MARCH 2021</b>	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Total</b>
<b>REVENUE, SUPPORT, AND GAINS</b>			
Contributed Income	1,951,811	409,097	2,360,908
Investment Income	51,346	-	51,346
Earned Income	36,099	-	36,099
Net Assets Released from Restriction	202,749	[ 202,749 ]	-
<b>Total Revenue, Support, and Gains</b>	<b>2,242,005</b>	<b>206,348</b>	<b>2,448,353</b>
<b>EXPENSES</b>			
Education and Conservation Support	754,042	-	754,042
Management and General	220,458	-	220,458
Fundraising	338,891	-	338,891
<b>Total Expenses</b>	<b>1,313,391</b>	<b>-</b>	<b>1,313,391</b>
<b>CHANGE IN NET ASSETS</b>			
Net Assets - Beginning of Year, As Previously Reported	723,489	1,509,791	2,233,280
Prior Period Adjustment	[ 403,900 ]	403,900	-
Net Assets - Beginning of Year, As Restated	319,589	1,913,691	2,233,280
Change in Net Assets	928,614	206,348	1,134,962
<b>NET ASSETS - END OF YEAR</b>	<b>1,248,203</b>	<b>2,120,039</b>	<b>3,368,242</b>



# POINT REYES NATIONAL SEASHORE ASSOCIATION

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## BOARD OF DIRECTORS

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