

A group of children are playing outdoors under a large, multi-colored parachute. The parachute is held up by several people, creating a canopy of red, yellow, blue, and green sections. A girl in a bright orange tank top and shorts is running in the center, smiling. To her left, a boy in a yellow shirt and purple shorts is walking. In the foreground, a girl in a blue and white striped shirt is crouching, looking towards the center. Another child in a green shirt is visible in the background. The ground is dry grass, and trees are visible in the distance.

Greater Impact

Regional Parks Foundation
2015 Annual Report

Access for All

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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. When we do, lives are changed, and we inspire the next generation of environmental stewards to value and protect open space and the environment.

40 miles of shoreline

Letter from the President

Dear Friends,

In 2015, the Regional Parks Foundation completed its 5th consecutive year of growth, raising \$1.7M to achieve its mission of increasing access to the East Bay Regional Parks (29% over goal)! **With your support**, over 4,269 disadvantaged young people were able to connect with nature by attending vital environmental education programs, going to camp, and learning to swim. **With your support**, more than 400 youth attended job fairs, participated in mock interviews, reviewed their resumes, and learned how to apply for jobs at the Park District. **With your support**, the District was able to acquire 2,001 acres of land, hundreds of acres of open space were protected through fuels reduction programs, and new access was provided through trail maintenance efforts. We truly couldn't do it without you!

This past year has been remarkable, yet we realize there is more work to do. The Board recently approved a strategic plan, and we are committed to building capacity with the addition of new staff, Board members, and systems in order to increase fundraising to \$2.5M annually. These funds ensure more children will have access to educational programs, natural resources and wildlife will be protected, and beautiful open space will be available for many generations in the future. We look forward to reporting back to you, our most trusted members, donors and investors, so you can see the impact of your support.

Sincerely,



William Yarborough
Board President



1,250 miles of trails

We serve a broad geographic range and a diverse population

2

counties served—
Alameda & Contra Costa—
with 2.9M people

8,500

members of the Regional Parks Foundation

22M

visits to EBRPD Parks in 2015



Universal Access

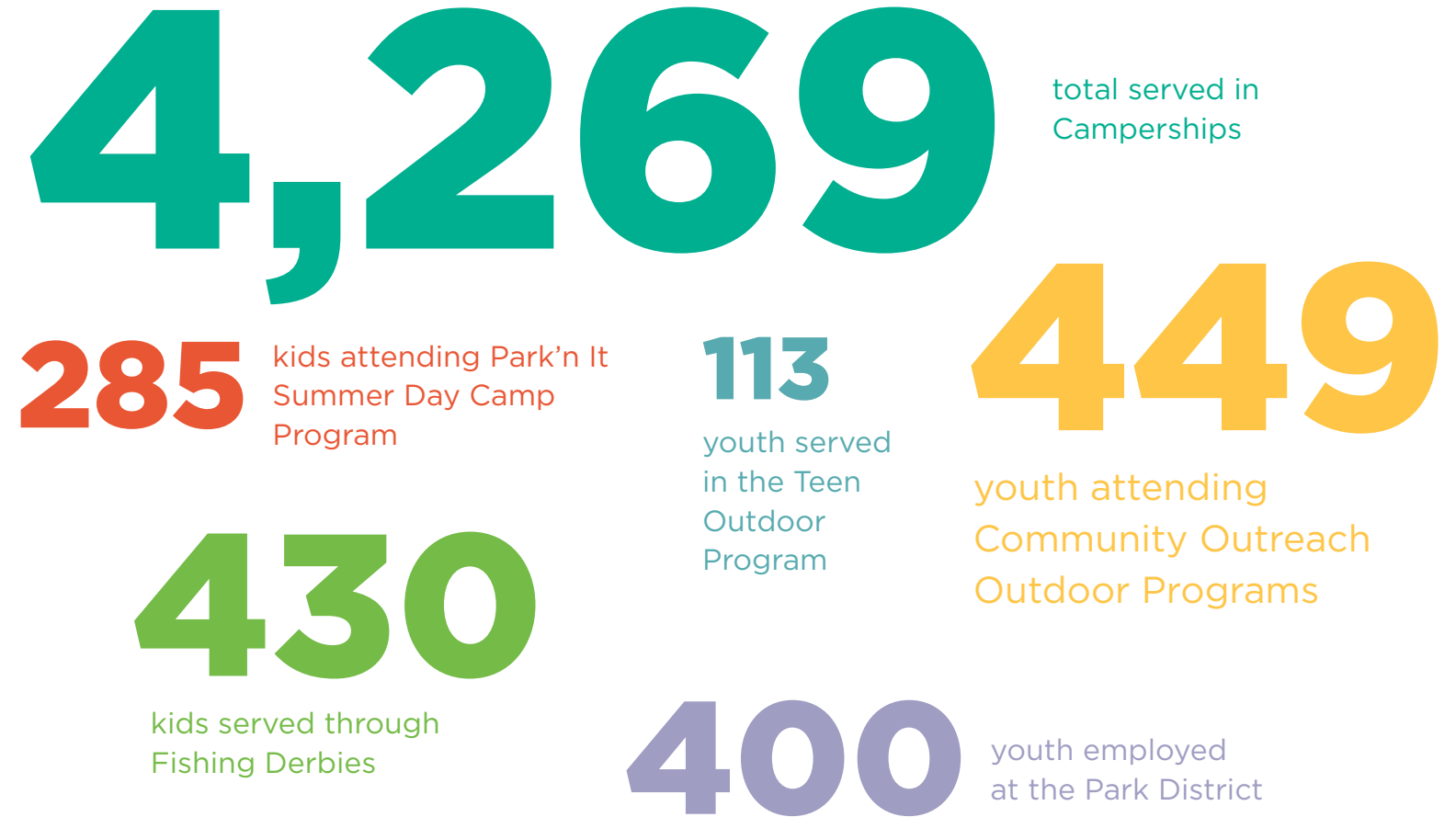
The Regional Parks Foundation's overarching goal is to ensure "access for all" by funding programs that provide access for underserved populations in the community. Programs include transportation through Parks Express, Multi-Cultural Wellness Walks, Senior Outreach, and Special Needs Fishing Derbies.

412 Senior Program
Participants



Youth Development

The Regional Parks Foundation invests in Youth Development programs for underserved children and youth in order to provide access to camp, parks, environmental education and employment opportunities. Flagship programs include: Park'n It Day Camp, Camp Arroyo, Swimming Lessons and Scholarships for Junior Lifeguards, Ash Street Day Camp, Teen Eco Action Week, and Youth Job Fairs.



Community Engagement

The Regional Parks Foundation provides many opportunities for members of the community to engage with others to support their Regional Parks:

- The **Membership Program** provides a great way to show love for the parks and, as a thank you, members receive great benefits like free day-use parking!
- The **Legacy Program** gives an opportunity to leave a gift for the future!
- We also offer **donation** and **volunteer** opportunities to connect people with their passions to support youth, health, and the environment.



Legacy

The Regional Parks Foundation manages a robust estate planning program for members of the community that would like to leave a bequest or gift to a cause that matters. The Foundation accepts a variety of gifts from cash, stocks, real estate, IRAs, charitable trusts, and more, all to support the important work to preserve open space, maintain trails, and keep the parks beautiful and accessible now and in the future.

35 individuals and families expressed desire to leave a legacy gift

In 2015

\$69,600

bequest from
Eric and Madelyn
Johannesson Trust

\$10,000

bequest
from
Robert E.
Daskam
Trust

3

Bequests
Received

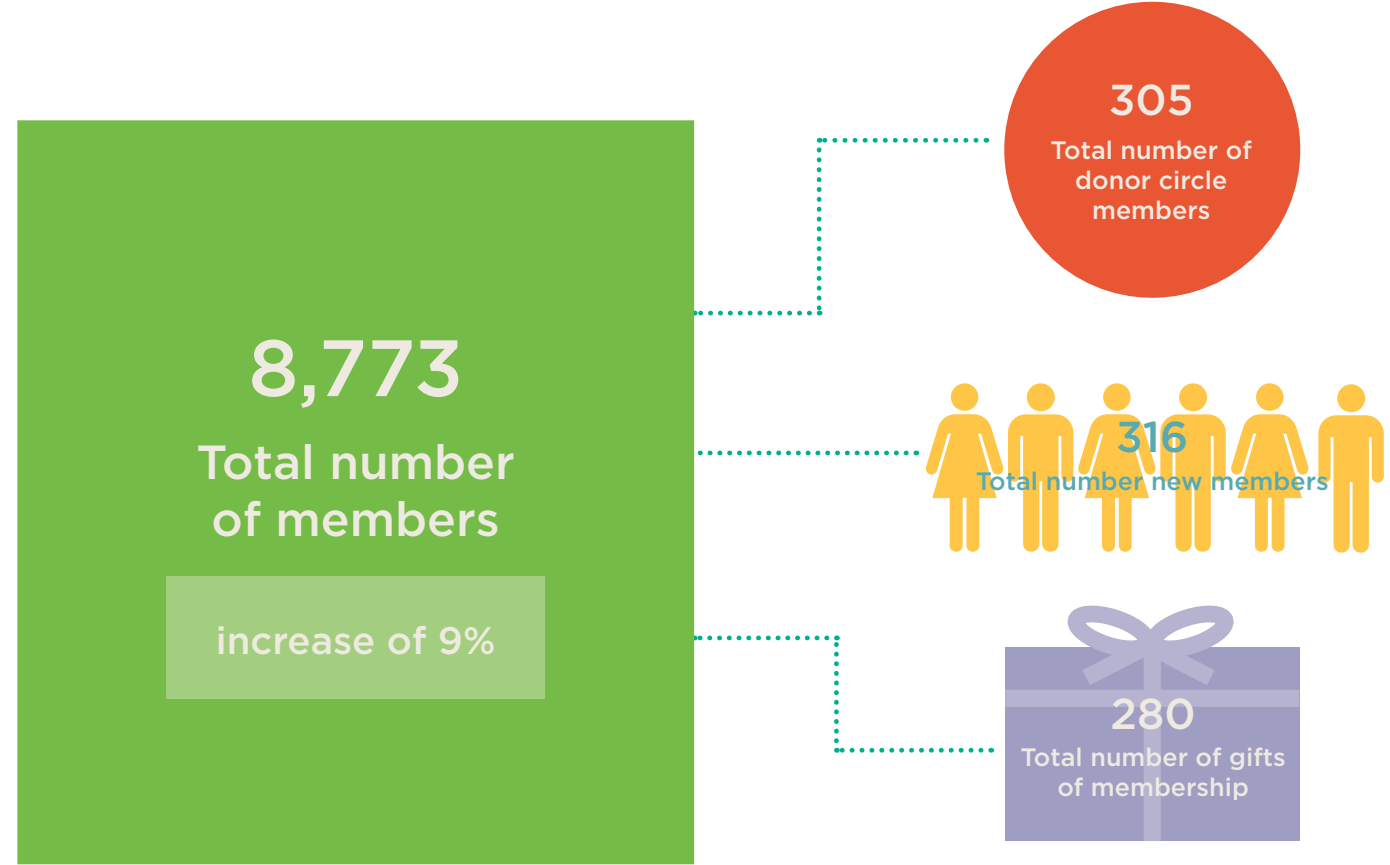


The Regional Parks Foundation received its largest legacy gift in 2014. The Patterson Family continued their legacy in the community by donating 296 acres of land valued at \$14.4 Million!

“We inherited this land, and with inheritance comes an obligation to give back.”

Wilcox Patterson

Membership





Alameda Creek Trail; photo: Lisa Rochon

Donors/Partners/Volunteers

Campership Donors

539

Total Donors

1,978

Park District Volunteers

18,700

Hours of Volunteer Service

151,084

Corporate Partners

24

Environmental Stewardship

The Regional Parks Foundation, along with our donors, members, and volunteers, supports the East Bay Regional Park District's efforts to preserve parklands and open space and to protect biological, recreational, and historically significant resources in the East Bay.

120,536 acres throughout Alameda and Contra Costa counties.

9

Trail Maintenance Events

2,324

Ivan Dickson Trail Program Volunteer Hours

15 Shoreline Cleanups

40,324

pounds of debris collected

440

Ivan Dickson Trail Program Volunteers

Health, Wellness & Safety

People are busier than ever, and as connection with technology grows, we experience disconnection from physical activity and nature.

Since 2012, the Regional Parks Foundation has proudly supported the Healthy Parks Healthy People Bay Area initiative with programs such as Trails Challenge, Kids Healthy Outdoor Challenge, Parks RX, and our newest program, SHINE—Stay Health in Nature Every Day.



8,000+ Trails Challenge Participants



Trails Challenge

22nd year

Over 8,000 participants (in 2015)

Corporations promoting Trails Challenge with their employees: Kaiser Permanente, EBMUD, RPM Mortgage, Chevron, City of Fremont Senior Center, Clorox, Cost Plus, Tesla Motors, Performant Corp.



Stay Healthy in Nature Everyday – SHINE Program

Launched in 2015

The Regional Parks Foundation and the East Bay Regional Park District partnered with UCSF Benioff Children’s Hospital Oakland to launch a new pilot project aimed at getting children connected with nature. On the first Saturday of every month, patients and their families participating in the Stay Healthy in Nature Everyday Program boarded a free shuttle from the hospital’s outpatient clinic to different East Bay Regional Parks. Once there, families enjoyed a healthy lunch, a guided educational walk, and fun interactions with park staff and Dr. Nooshin Razani. Dr. Razani helped to envision and develop

the SHINE program within the Primary Care Clinic to study the mounting evidence that nature has measurable benefits from combating depression to decreasing stress levels to improving large physical mobility.

As part of the program, the collaboration has funded an independent study to back up the anecdotal evidence collected from more than 200 people who participated in the program. The goal of the study is to measure the physical and mental health impacts of outdoor activity in nature. The report will be released in 2016.

Park Safety

In keeping with its mission to provide safe access to the East Bay Regional Parks, the Foundation has funded some key programs and equipment to protect park guests. From water safety equipment to bike bells and helmets to the new addition of large animal rescue equipment, our goal is to increase safety for human and animal guests alike.



Large Animal Rescue Equipment

This year a tragic equestrian accident occurred at Briones Regional Park that resulted in the death of a beloved horse named Emperor. The death had a tremendous impact within the equestrian community as well as with Park District staff and Fire Department first responders. As a result, the Regional Parks Foundation reached out to the community to raise funds to purchase large animal rescue equipment and training for park staff and first responders. We are pleased to report, the rescue glide, sling and life-size horse mannequin named in honor of Emperor was purchased and staff have been trained. We are thrilled to have this valuable resource available not only for our parks, but as a resource we can offer other organizations in the community during their time of need.

iVamos a Aprender!

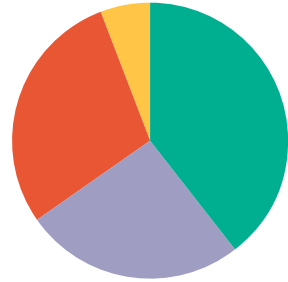
The East Bay Regional Park District Lifeguard Service launched the Vamos a Aprender program in 2015 to provide water safety education for 309 “at risk” children ages 7-15 that visited Del Valle Regional Park. Bilingual lifeguards provided outreach to beach-goers to engage youth in a forty-five minute water safety program taught in English and Spanish. Youth learned life-saving skills focused on basic water safety with the main objective of learning how to use a life jacket for safety. All participants were provided wristbands, coloring books, and a free life jacket. The Foundation is thrilled to provide funding to expand the program to other parks in order to reach more youth in 2016.



Financials & Fundraising

2014

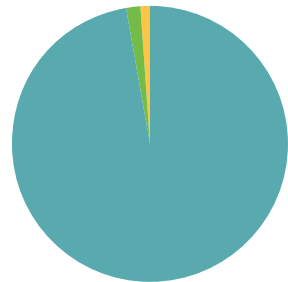
Revenues: \$16,904,333*



- Private gifts, grants and benefits: \$1,005,862
- Membership: \$657,001
- Contributed services and properties: \$735,314
- Investment return: \$146,156

*Includes Land Donation

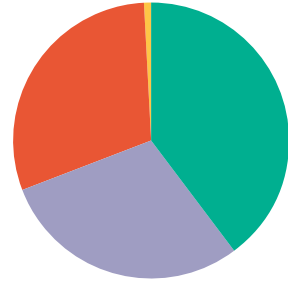
Expenditures: \$16,782,436



- Support for EBRPD: \$16,361,153
- General and administrative: \$242,255
- Fundraising: \$179,028

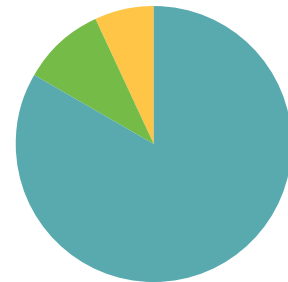
2015

Revenues: \$2,472,823



- Private gifts, grants and benefits: \$982,980
- Membership: \$729,622
- Contributed services and properties: \$740,721
- Investment return: \$19,500

Expenditures: \$2,221,229



- Support for EBRPD: \$1,851,777
- General and administrative: \$217,962
- Fundraising: \$151,490

Board and Staff List

William Yarborough
President

Chip Conradi
Vice President

John Dilsaver
Treasurer

Robert Jacques
Secretary

Lisa Baldinger
Jess Brown

Christina Clark

Cynthia Deaver

Patricia Deutsche

Nathan Falk

Peter Liu

Les Hausrath

Audree Jones-Taylor

Jenny Mack

Thomas Meier

Helane Morrison

Brian Sharpes

George Sloan

Rand Swenson

Carol Johnson
Executive Director

Juliana Schirmer
Development Director

Raj Hajela
Foundation Administrator

Michele Kageura
Membership Development Officer

Levan Earle
Membership and Development Associate



REGIONAL PARKS
Foundation

Supporting East Bay Regional Parks

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Front and back cover photos: Mona Koh