

2024 Year-in-Review



REGIONAL PARKS
Foundation

Supporting East Bay Regional Parks

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.

Welcome Newly Elected Board Members



90 Park Fest





RPF BOARD SUMMER SOCIAL

Roberts Regional Recreation
Area
Huckleberry Picnic Area



November 2024 RPF Board Workshop

Tilden Brazilian Room



December 2024 Holiday Dinner

Smith's Landing, Antioch



2024 Goals Progress Report – Wins



- ✓ Exceeded 2024 Revenue Goal
- ✓ Completed comprehensive membership study (the last was in 2016)
- ✓ Launched EBRPD partnership process with Potrero Group
- ✓ Implemented digital fundraising program
- ✓ Completed several major database improvement projects
- ✓ Moved organizational files to online cloud storage (Sharepoint)
- ✓ Digitized annual grantmaking process

Recruited 3 new board members



2024 Fundraising Snapshot



Membership
\$1,083,390

Individual
\$740,773

Grants/Corporate
\$451,377

Bequests
\$109,148

*preliminary 2023 numbers only

2024 Fundraising Achievements



\$2,400,970*

150% of \$2.16M goal

16,558 gifts

13,165 donors

**Excludes ECCCHC Endowment and Friends of the Botanic Garden contributions, and excludes interest income. Total 2024 revenue was \$5,108,626.*



Sage Thrasher
at Coyote Hills

2024 Fundraising Appeals Tracked Well



Appeal (Mail+Digital)	Total Revenue	# of donations	Average gift size
90 th Anniversary Digital	\$22,600	82	\$276
Spring Youth Development	\$95,843	285	\$341
Fall 1-in-a-Million (Multi-channel)	\$118,488	388	\$308.56

2024 Membership Highlights

12,632 Members

545 Donor Circle Members
(\$250 - \$1,200)

160 Gifts of Membership – totaling
\$13,610

83% renewal rate



Las Trampas, Susan Wood, photographer

2024 RPF Grant Highlights



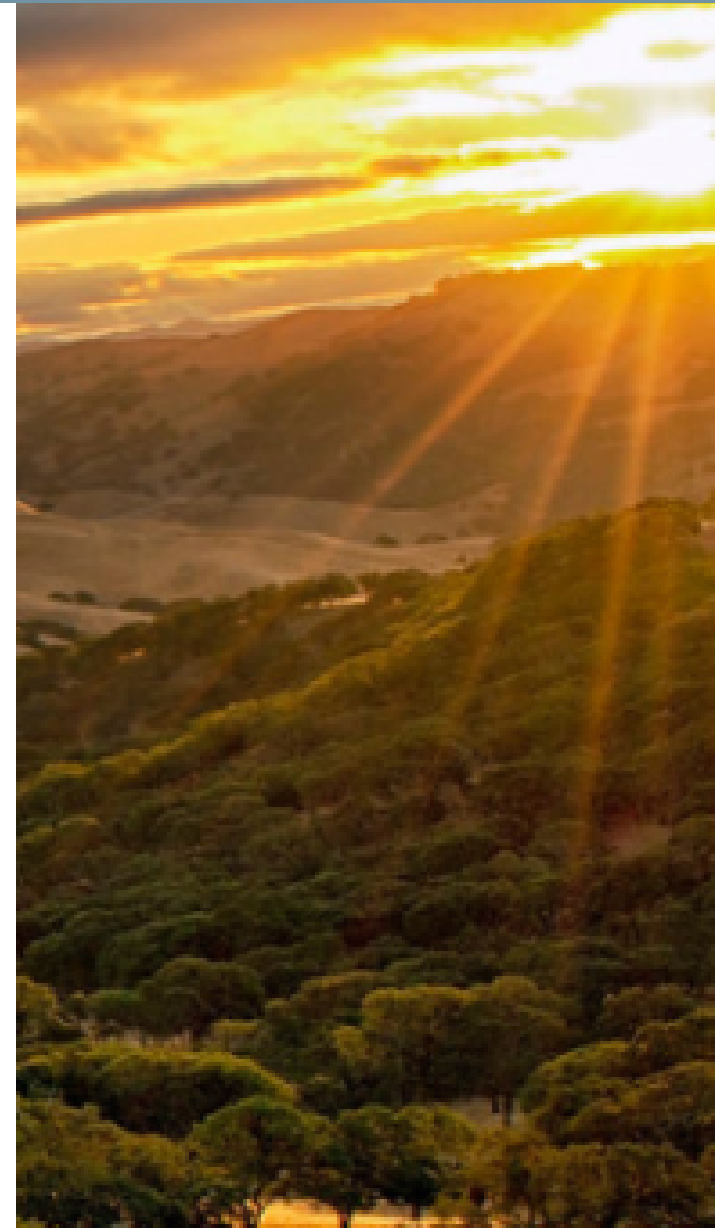
2024 Planned Giving

Received distributions from 5 bequests totaling **\$109,148**, ranging from **\$208** to **\$58,000**.

Estate Planning Seminars

Estimated 106 members of the public attended RPF's 3 seminars:

- 1 Hot Topics professional seminar
- 1 Basics of Estate Planning seminar
- 1 Lessons Learned on the Front Lines of Estate Planning seminar



2024 East Contra Costa Habitat Conservancy Endowment Fund



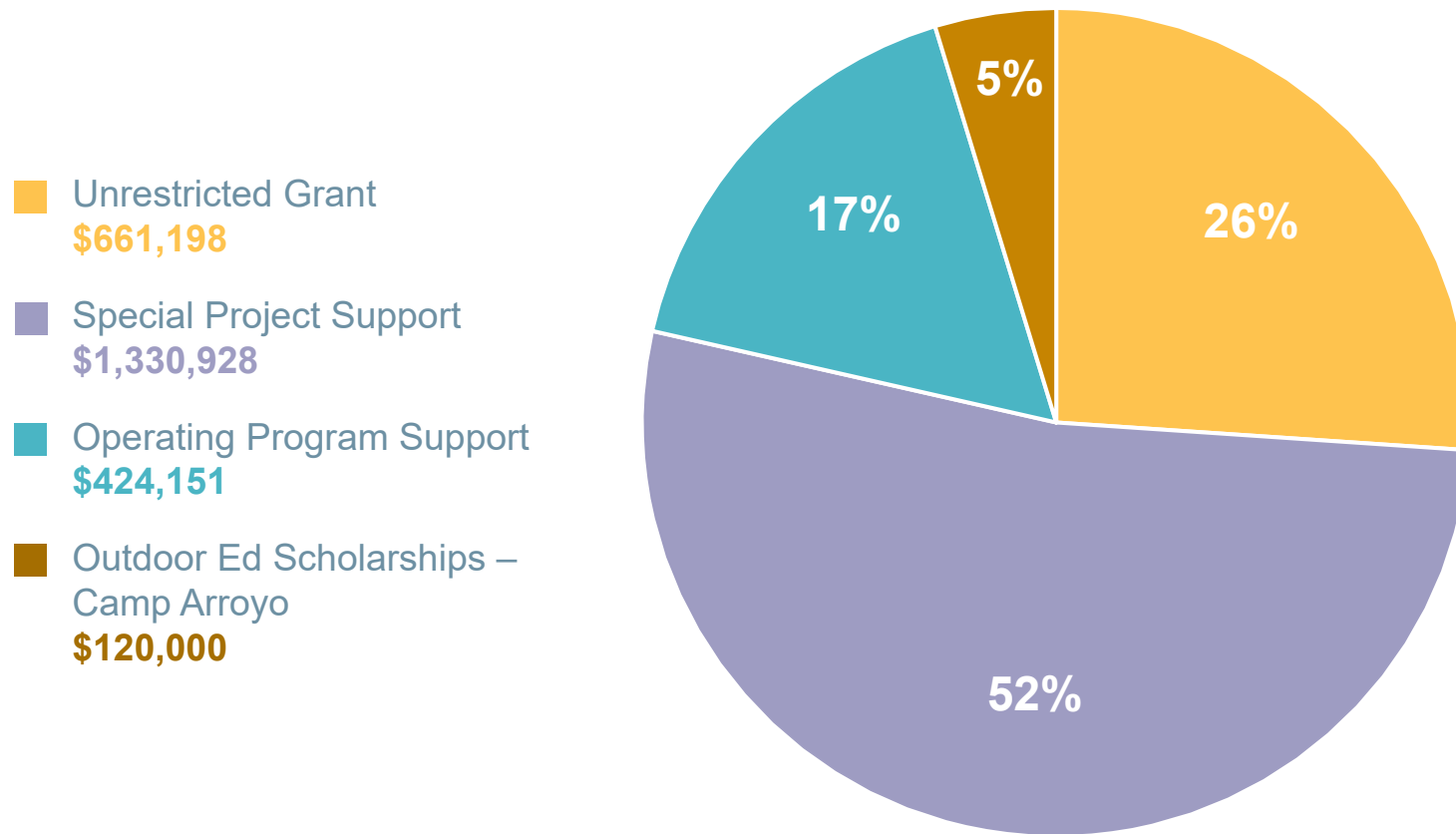
- ECCCCHC Endowment Funds are invested in the Foundation’s UBS Financial Services investment account.

2024 Beginning Balance	\$8,250,827
Contributions	\$702,655
Investment Returns	\$792,952
2024 Ending Balance	\$9,746,434

18% fund balance increase

2024 Foundation Impact: \$2,591,127

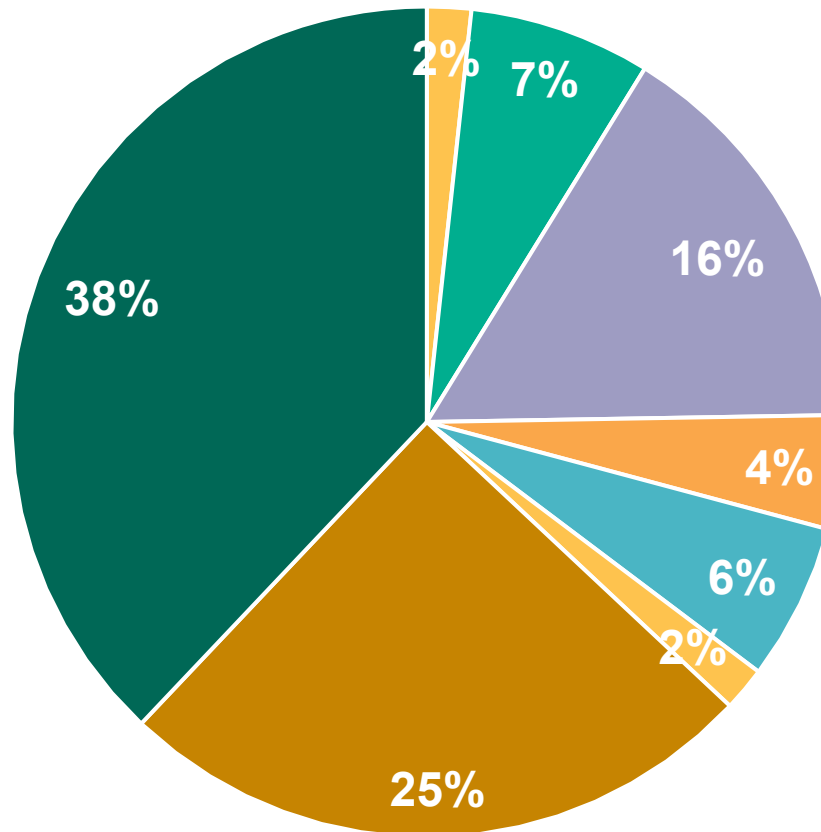
RPF Support for Park District Programs and Initiatives



2024 Foundation Impact: \$2,591,127

RPF Support by Impact Category

- Capital Projects
\$1,000,000 (38%)
- Unrestricted Support to EBRPD
\$661,198 (25%)
- Youth Development
\$420,052 (16%)
- Universal Access
\$186,575 (7%)
- Community Engagement
\$161,123 (6%)
- Environmental Stewardship
\$116,635 (4%)
- Health, Wellness & Safety
\$45,386 (2%)
- Advocacy
\$45,000 (2%)



Las Trampas, Susan Wood, photographer

2024 Impact Areas

CAPITAL PROJECTS

- **\$1,045,386** contributed (includes transfer of Roberts Pool Renovation funds)



2024 Program Support

YOUTH DEVELOPMENT

- **\$420,052** contributed
- Foundation-funded programs include: Kids Healthy Outdoor Challenge, Adventure Crews, Aquatic Adventure Camp, and more!
- **\$40,000** contributed to the Watershed Restoration Apprenticeship program, a 10-year partnership with Urban Tilth
- **1,120** students participated in Web of Life Field (WOLF) School at Camp Arroyo



2024 Program Support

UNIVERSAL ACCESS

- **\$186,575** contributed
- Foundation-funded programs include: Parks Prescription, All Abilities Days, Delta Veterans, Backpacks to Parks, Parks to People program, and many more!
- **\$77,000** provided in scholarships, including Bay Adventure and Junior Lifeguards, Boating and Fishing Scholarships, Park'n It Day Camp Camperships

“The best part about the camping trip was backpacking, the worst part was packing up because I wanted to stay longer.”



ENVIRONMENTAL STEWARDSHIP

- **\$116,635** contributed
- **\$16,360** for Western Pond Turtle Monitoring at Sunol
- **\$40,000** for pond restoration for California Tiger Salamander at Black Diamond Mines
- **\$10,000** for Lizard Diet Genetic Study
- Other projects include: Contra Loma Fall Tree Planting, Hayward Shoreline Restoration Project



2024 Program Support

COMMUNITY ENGAGEMENT & ADVOCACY

- **\$206,123** contributed
- **\$45,000** toward Prop 4 Climate Bond, authorizing \$10 billion for water, wildfire, climate projects
- Sponsored community events including: World Ranger Day, National Night Out, Port Chicago Weekend, International Day of Peace, and more!



2024 Impact Areas

HEALTH, WELLNESS & SAFETY

- **\$1,045,386** contributed (includes transfer of Roberts Pool Renovation funds)
- **\$25,500** toward a Rescue Utility Vehicle, funded by Fremont Bank Foundation
- **\$25,000** toward Trails Challenge, thanks to Kaiser Permanente
- Other projects include: Bike bells for Briones and uniforms for Volunteer Trails Safety Patrol volunteers



Media Highlights



2025 Board of Directors



PRESIDENT

Holly Potter

*Chief Communications Officer
Gordon and Betty Moore
Foundation*

VICE PRESIDENT

John Martin

CEO, Drake's Brewing Company

TREASURER

Bruce Kern

Economic Consultant

SECRETARY

Stephanie Ledesma

*Vice President, Community Health
Programs, Kaiser Permanente*

BOARD MEMBERS

Yakov Berenshteyn

*Director, Automotive & Charging
Partnerships, WeaveGrid*

Nik Dehejia

CEO, Oakland Zoo

Craig Geldard

Senior Manager, Environmental, PG&E

Les Hausrath

Retired Attorney

Matthew Irwin

*Vice President and Deputy
General Counsel Legal - Head
of Global Real Estate Law, Gap,
Inc.*

Renee Kemp

Media and Communications Consultant

Nathan Lasche

*Group Product Manager
YouTube / Google*

Amber Miksza

Local Experiences Manager

Ravi Poorsina

Senior Director, Blue Shield of California

Terrence Riley

*Founding Director/ San Francisco
Literacy Coalition*

Jeset Sidore

*Senior Director, People Operations,
BridgeBio*

Taj Tashombe

Founder and CEO, Canyon Oaks

Keith White

*SVP, Chief Global Safety and
Security Officer, Salesforce*

2025 Goals

Revenue Generation

Targeting \$2.53 million in total fundraising, earned revenue, and endowment contributions

Fundraising Capacity Building

Enhancing our systems, staff capabilities, and donor engagement strategies

Organizational Sustainability

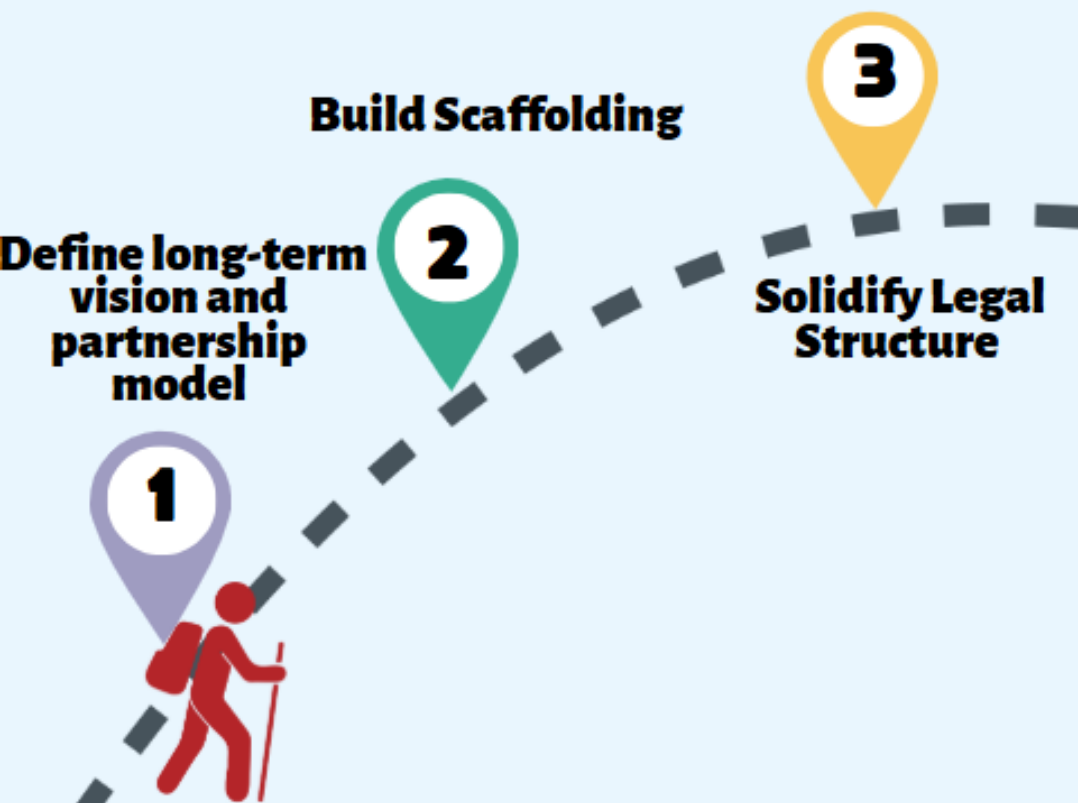
Continuing and growing strong partnership with Park District including strengthening our MOU
Impact: Providing \$2 million in funding support of EBRPD

Board and Committees

Advancing governance and oversight initiatives



STABILIZE & ASSESS 2024-2025



PLAN & STRATEGIZE 2025 - 2026



GROWTH & IMPACT 2026-2029





Board Item

Regional Parks Foundation 2024 Donations and Commitments

Regional Park Foundation 2024 Report



☐ Procedure 5.4a Regional Park Foundation Donation Budget Adjustments:

- ☐ Budget Adjustments up to \$50,000 authorized by
CFO and Budget Manager
- ☐ Adjustments over \$50,000 to Board for acceptance
- ☐ Annual report including all Donations presented to
Board

Regional Park Foundation 2024 Report



❑ RPF Commitments and Donations:

- ❑ \$761,732 unrestricted operating and program support
- ❑ \$1,000,000 approved through separate Park District Board action
- ❑ \$213,118 paid to external vendors for Park District projects
- ❑ \$ 661,277 unrestricted grant for administrative cost provided to the Foundation

Regional Park Foundation 2024 Report



Total of all Regional Parks Foundation Commitments for 2024 with details listed below:

Type of Support Provided	Amount
Unrestricted operating and programs support	\$716,732
Allocations approved by Park District Board (over \$50,000)	1,000,000
Foundation funds indirectly supporting Park District	213,118
Unrestricted general support	661,277
TOTAL	\$2,591,127

The following programs received funding via the Park District 2024 budget. These programs were managed or hosted by Park District employees with funding provided by the RPF:

EBRPD program support in 2024	
Kids Healthy Outdoor Challenge	76,436
Adventure Crew	72,941
Transportation, Supplies & Food for Community Programs	62,648
Scholarships for community & school groups boating/fishing, Parkin' It Day Camp and LIT, and Teen Eco-Action life/job skills development program	45,321
Black Diamond Mines Pond restoration	41,000
Watershed restoration apprentice program	40,000
Contra Loma Swim Lesson and Junior Lifeguard Program	35,700
All Abilities Events	27,085
Rescue utility vehicle	25,500
90th Sponsorship	25,000
Community Outreach Outdoor Program	24,597
Bay adventure & Junior Lifeguard Program	22,205
Point Molate donation	20,074
XPLORE East Bay Parks: a Parks to People Program	20,000
Parks Prescription Programs	17,500
Uniforms for VTSP volunteers	17,045
Botanic Garden Program Support	16,405

Regional Park Foundation 2024 Report



Western Pond Turtle Monitoring	15,724
Swim Lesson and Junior Lifeguard Program	14,320
Lizard diet genetic study	10,000
Ohlone Peoples Gathering	10,000
World Ranger Day 2024 sponsorship	9,999
International Day of Peace	9,999
Aquatic Adventure Camp	9,715
Hayward Shoreline restoration project	7,500
Contra Loma Fall Tree planting	7,100
Passthrough donation for World Ranger Day 2024	6,780
National Night Out 2024	6,000
Park Fest sponsorship from PG&E	5,000
T-shirts for farm volunteers at Tilden	4,060
CivicCorps habitat restoration at Roberts	2,589
Memorial bench program	2,500
Backpacks to Parks Program	2,163
Bike bells for Briones	1,980
Port Chicago promotional items	1,845
TOTAL	\$716,732

Regional Park Foundation 2024 Report



Allocations approved by Park District Board (over \$50,000)	Amount
2022-04-166: Renovation Of Roberts Pool	\$ 1,000,000
TOTAL	\$ 1,000,000

The following RPF commitments were paid indirectly in 2024 for Park District projects:

Foundation funds indirectly supporting Park District	Amount
Campership Scholarships at Camp Arroyo	120,000
Vendor payments to support Botanic Garden	55,557
RIN mailing postages	14,500
Partners sponsorships	11,350
Stroll & Roll water bottles	3,000
Orchestra performance at Port Chicago Weekend	2,500
Various vendor payments to support park programs	2,097
Swimming pool rental at Chabot College	1,650
2024 fungus fair lecture honorarium	1,050
Trail Challenge guidebooks	864
Dutch rabbits for Little Farm	550
TOTAL	\$213,118

Additionally, the Regional Parks Foundation provided \$661,277 to the Park District in 2024 per the 2019 Memorandum of Understanding between the Park District and the RPF. These funds are reimbursement for the costs of staffing that are provided by the Park District to support the RPF. Total program supports, commitment thru separate Board resolution and reimbursement of administrative costs in 2024 are \$2,591,127.



Requested Action

AGM of Finance requests the board accept the report which accounts for the 2024 donations from the Regional Parks Foundation.

QUESTIONS?



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Supporting East Bay Regional Parks