

REGIONAL PARKS FOUNDATION

2024 Year-in-Review



REGIONAL PARKS
Foundation

Supporting East Bay Regional Parks

Coyote Hills Regional Park

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.

Honoring the Legacy of EBRPD Director Ellen Corbett

“...a tireless advocate for communities to have access to open space, public parks, and nature.

Her time with us was the capstone to a long, decorated, and meaningful public service career in local and state government.

We will remember Ellen as a fearless leader for regional parks at the urban core of the Park District’s jurisdiction.

May she rest in peace.”

EBRPD Board Director, Ward 4, and co-chair of the 2018 Measure FF effort, which passed by 85.6%

Majority leader of the California State Senate

Mayor of San Leandro (first woman elected)



Thank you Director Dee Rosario

Thank you for your service, Director Rosario!

Prior to retiring, Director Rosario was elected to the Board of Directors in November 2016. Rosario previously worked at the East Bay Regional Park District for 37 years as a park ranger, firefighter, fire lieutenant, and park supervisor of Reinhardt Redwood Regional Park.



Thank you Director Elizabeth Echols



Welcome Newly Elected EBRPD 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



\$2,445,233*

150% of \$2.16M goal

16,558 gifts

12,848 donors

**Excludes ECCCHC Endowment and Friends of the Botanic Garden contributions, and excludes interest income. Total 2024 revenue was \$3,015,000.*



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



- ECCCHC Endowment Funds are invested in the Foundation's UBS Financial Services investment account.

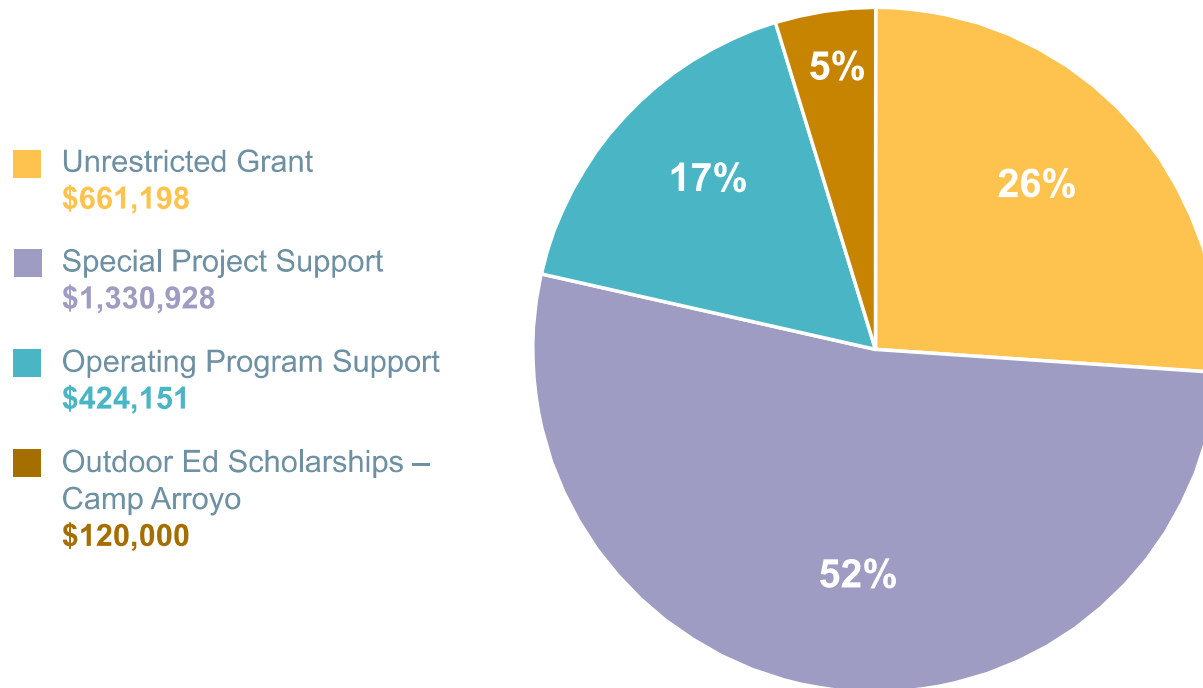
2024 Beginning Balance	\$8,250,827
Contributions	\$702,655
Investment Returns	\$792,952
2024 Ending Balance	\$9,746,434

18% fund balance
increase

2024 Foundation Impact: \$2,591,127



RPF Support for Park District Programs and Initiatives

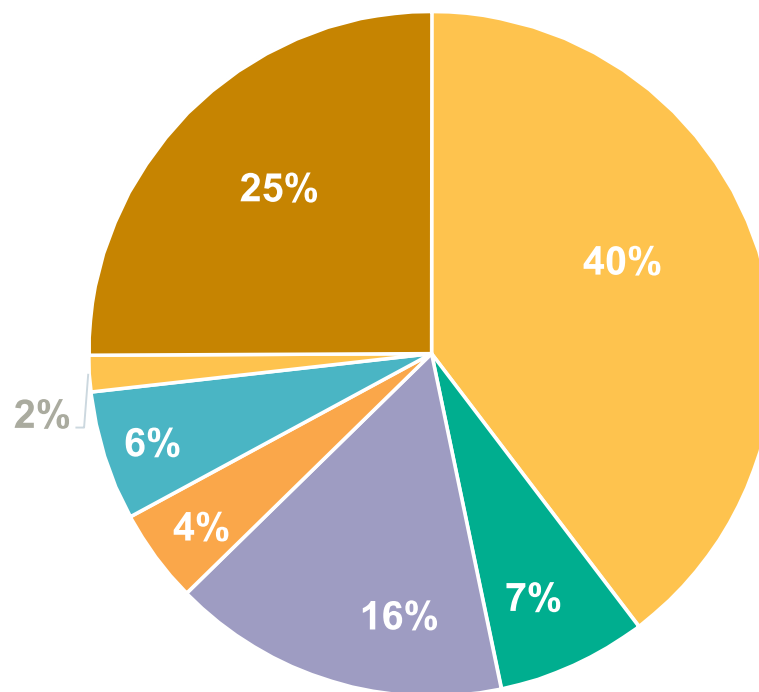


2024 Foundation Impact: \$2,591,127



RPF Support by Impact Category

- Health, Wellness & Safety
\$1,045,386
- Universal Access
\$186,575
- Youth Development
\$420,052
- Environmental Stewardship
\$116,635
- Community Engagement
\$161,123
- Advocacy
\$45,000
- Unrestricted Support to EBRPD
\$661,198



Las Trampas, Susan Wood, photographer

2024 Impact Areas



HEALTH, WELLNESS & SAFETY

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



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.”



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

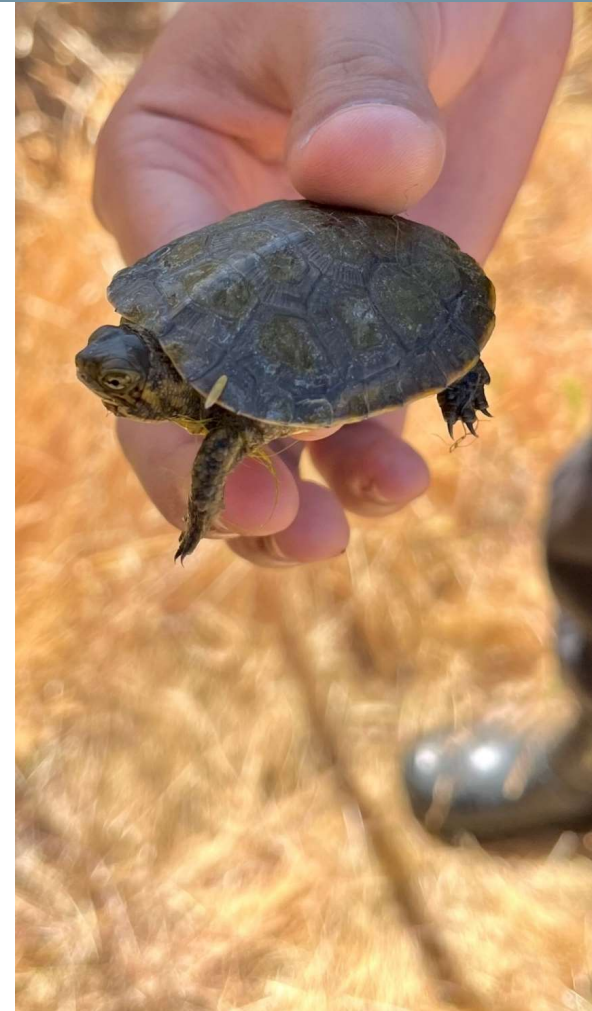


2024 Program Support



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

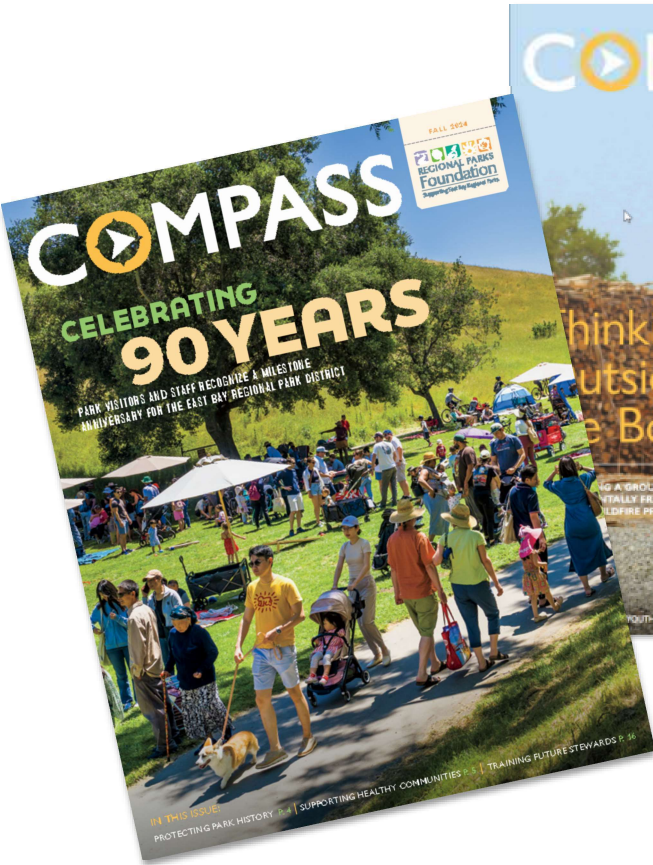


COMMUNITY ENGAGEMENT & ADVOCACY

- **\$206,123** contributed
- **\$45,000** towards 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!



Media Highlights



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

1. 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

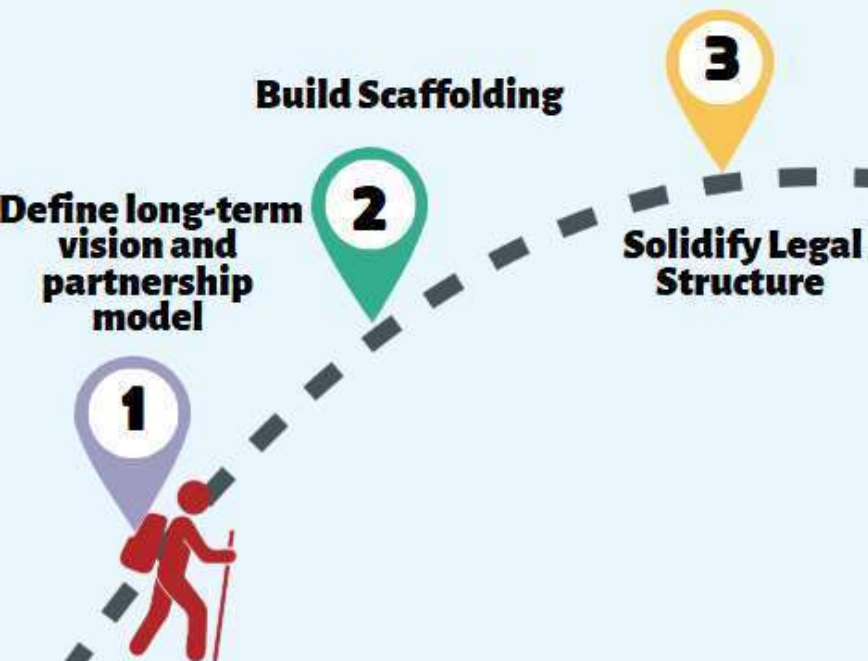
- Continuing and growing strong partnership with Park District including strengthening our MOU
- Impact: Providing \$2 million in funding support of EBRPD

Board and Committees

- Advancing governance and oversight initiatives



STABILIZE & ASSESS
2024-2025



PLAN & STRATEGIZE
2025 - 2026



GROWTH & IMPACT
2026-2029



Round Valley
Brentwood

QUESTIONS?

