




**EAST BAY REGIONAL PARK DISTRICT
EXECUTIVE COMMITTEE MEETING
AGENDA STAFF REPORT**

DATE February 26, 2025
TITLE Regional Parks Foundation Annual Report for 2024/Year-End Report on RPF Contributions to EBRPD
DIVISION Public Affairs
FROM Lauren Bernstein, Executive Director, Regional Parks Foundation
APPROVED Sabrina Landreth, General Manager 

RECOMMENDATION

This is an informational item. No action is necessary.

Executive Director Lauren Bernstein will present the Regional Parks Foundation year in review for 2024 regarding fundraising revenue, program support, and overall financial contributions to the East Bay Regional Park District ("Park District").

BACKGROUND

The Regional Parks Foundation ended its 55th year in 2024 with fundraising revenue of \$3,249,735 (including ECCCHC contributions), exceeding fundraising expectations by 150%, or 75% excluding the ECCCHC contributions. This signifies the Foundation's increased fundraising efforts and Foundation donor's affinity for the East Bay Regional Park District.

The cornerstone of the Foundation's annual giving program and key partnership initiative with EBRPD is the Membership Program, which contributed 33% (nearly \$1.1M) of unrestricted revenue in 2024. With over 12,600 active members, the Membership Program demonstrates a key base of support for both the Foundation and the District, providing a resilient source of annual fundraising revenue year after year. The Foundation invested in several fundraising efforts, including grant applications for private institutional funding and a digital fundraising program, which paid off with the tremendous increases in these fundraising areas, resulting in \$334,388 in grants and \$740,733 individual gifts. The Planned Giving program was also a 2024 highlight, bringing in 4 bequests totaling \$109,148, another demonstration of deep affinity for the linked missions of the Foundation and the District.

The Regional Parks Foundation continued its funding commitment to EBRPD annually, providing approximately \$2,600,000 in support of Park District programs and initiatives. Over 15,500 individuals were served through Foundation-supported Park District programs in several impact areas including public safety and aquatics, stewardship, youth development, environmental education, community engagement, and special projects.

From securing private grants for fuels reduction and a rescue utility vehicle, and providing more than 1,100 scholarships for outdoor education and summer camps, the Foundation's mission of access for all underlies all that we do. The Foundation supported community engagement programs including the

Membership Program, the annual Trails Challenge, Community Outreach Outdoor Program, and events including National Night Out and International Day of Peace, reaching tens of thousands of members of the public.

Key anniversary initiatives:

In celebration of the Park District's 90th anniversary, which coincided with the Foundation's 55th anniversary, the Foundation embarked on the following initiatives to support and promote the milestone:

- Digital campaign: Thanks to the generosity of an anonymous donor, the Foundation was able to leverage a major gift for a digital matching fundraising campaign in early 2024, raising approximately \$20,000.
- Commemorative label: In collaboration with Foundation Vice-President John Martin, Chief Executive Officer of Drake's Brewing Company, the Foundation collaborated on a special anniversary beer and label, to be served exclusively at key anniversary events.
- ParkFest: The Foundation was proud to be a sponsor for the Park District's birthday party at which drew an estimated 5,500-6,000 people. Guests enjoyed a variety of activities and performances, and had the opportunity to relax in the Foundation-hosted Beer Garden and enjoy a ParkFest Pils, served by Drake's Brewing Company staff and volunteers.
- Lakeside Laps Marathon, Half Marathon & 5K: In July, the Foundation partnered with Brazen Racing to host a walking and running event called Lakeside Laps at Lake Chabot. More than 750 nature enthusiasts participated, choosing a half-marathon, 10K or 5K route. The Foundation supported a number of youth participants with scholarships to cover fees, and hosted a Finish Line Festival after the race, complete with a photo booth and beer garden.

Key capital initiatives in 2024 included transferring a \$1M donation to support the Roberts Pool renovation, including the Roberts Pool ribbon cutting event. The Sutter family attended the event, cut the ribbon, and a bronze plaque installed at the pool was unveiled as a tribute to their generous contribution.

In fall 2024, the Regional Parks Foundation launched an important initiative to explore new partnership pathways and strategic alignment between the Regional Parks Foundation (RPF) and East Bay Regional Park District (EBRPD). Through this project, the goal of both organizations is to amplify access for all to East Bay regional parks, and for the Foundation to increase fundraising capacity in support of the Park District's priority initiatives. This work is being led by the Potrero Group, a national leadership consulting firm that specializes in supporting public lands organizations and their governmental and nonprofit partners to deepen their system-level impact and advance their strategies.

The Regional Parks Foundation Board of Directors enjoys a strong and supportive partnership with the Park District Board of Directors and staff. Each year, our work together preserves our parklands, ensures they are accessible to all, and develops future generations of park champions and environmental leaders.

ATTACHMENTS

RPF_2024 Year-in-Review_Feb 2025