




**EAST BAY REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING
AGENDA STAFF REPORT**

DATE	March 19, 2024
TITLE	Regional Parks Foundation Annual Report for 2023/Year-End Report on RPF Contributions to EBRPD
DIVISION	Public Affairs
FROM	Lauren Bernstein, Executive Director, Regional Parks Foundation Susan Shiu, Assistant General Manager, Public Affairs
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

This is an informational item. No action is necessary.

Assistant General Manager, Public Affairs, Susan Shiu, Regional Parks Foundation (“RPF”) and Executive Director Lauren Bernstein will present the Regional Parks Foundation year in review for 2023 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 54th year in 2023 with fundraising revenue of \$2,271,372, exceeded fundraising expectations by 13%. This signifies the Foundation’s fundraising resilience 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 40% (over \$1M) of unrestricted revenue in 2023. With over 12,000 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 Planned Giving program was also a 2023 highlight, bringing in 4 bequests totaling \$268,768, 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 \$1,241,000 in support of Park District programs and initiatives. Over 11,500 individuals were served through Foundation-supported Park District programs in several impact areas including public safety and aquatics, stewardship, environmental education, community engagement, and special projects.

From securing private grants for fuels reduction, funding swim lessons, and providing hundreds of 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, Multi-Cultural Wellness Walks, the 30th Annual Trails Challenge, hospital wellness programs for youth, Community Outreach Outdoor Program, and the EBRPD Government Affairs Radke Award, resulting in reaching tens of thousands of members of the public.

Key capital initiatives in 2023 included the Roberts Pool Showcase event, featuring major Foundation donors to the project, as well as the Shadow Cliffs Pavilion ribbon cutting also supported by a Foundation donor.

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 changes lives for the better with tangible experiences that are provided to youth, families, seniors, people of all abilities, and under-resourced community members, thanks to this sustained partnership.

ATTACHMENTS

2023 RPF Year in Review