




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

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<b>DATE</b>	May 6, 2025
<b>TITLE</b>	Review and Acceptance of 2024 Donations by Regional Parks Foundation
<b>DIVISION</b>	Public Affairs
<b>FROM</b>	Deborah Spaulding, AGM of Finance, East Bay Regional Park District Lauren Bernstein, Executive Director, Regional Parks Foundation
<b>APPROVED</b>	Sabrina Landreth, General Manager 

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**RECOMMENDATION**

Staff recommends review and acceptance of this report by the Board of Directors.

**BACKGROUND**

The Regional Parks Foundation (RPF) is the non-profit 501(c)3 organization that supports the East Bay Regional Park District (Park District) by raising funds to encourage and facilitate park access, environmental stewardship, education and recreational programming, and acquisition of parklands. RPF donors have made invaluable contributions to the Park District in many ways: providing real property and equipment; funding programming in underserved communities; granting funds for projects to preserve habitat and wildlife; and assisting the Park District in making improvements to parks.

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 90<sup>th</sup> anniversary, which coincided with the Foundation's 55<sup>th</sup> 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.

### **ANALYSIS**

To streamline the process for utilizing donated funds, provide better documentation of donated funds from the RPF and confirm the process for acceptance of donations, Procedure 5.4.a *Regional Parks*

*Foundation Donation Budget Adjustments up to \$50,000* was approved by the District Board of Directors in May 2018 (Reso. 2018-05-101). This procedure allows the Park District CFO and Budget Manager to adjust budgets as RPF donations are approved throughout the fiscal year. This process has two major components:

1. For Park District funding requests greater than \$50,000 – The Park District Board of Directors will accept donations from the RPF by separate resolutions and authorize an amendment to both revenue and appropriations as necessary documentation of the donation.
2. For District funding requests up to \$50,000 – The Park District CFO and/or Budget Manager is authorized to amend both revenue and appropriations for each approved RPF funding request up to \$50,000 throughout the fiscal year. These funding requests require approval by the Division Assistant General Manager. An annual report describing these donations/appropriations is to be provided to the Board Finance Committee and Board of Directors by Park District staff.

Based on the procedure noted above the following charts detail the RPF donations and commitments during 2024.

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
<b>TOTAL</b>	<b>\$2,591,127</b>

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
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
<b>TOTAL</b>	<b>\$716,732</b>

Per Park District Policy, donations over \$50,000 are brought to the Board of Directors for approval. The following were RPF commitments approved through separate Board resolution or action from January 1 through December 31, 2024:

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

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

<b>Foundation funds indirectly supporting Park District</b>	<b>Amount</b>
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
<b>TOTAL</b>	<b>\$213,118</b>

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 partial reimbursement for the costs of staffing that are provided by the Park District to support the RPF.

### **FISCAL IMPACT**

There is no cost associated with this item.

### **ATTACHMENTS**

RPF\_Year-in-Review 2024\_March 2025.pptx



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2025 – 05 -  
MAY 6, 2025**

**REVIEW AND ACCEPTANCE OF 2024 DONATIONS BY  
REGIONAL PARKS FOUNDATION**

**WHEREAS**, the Regional Parks Foundation (RPF) is the non-profit 501(c)3 organization that supports the East Bay Regional Park District (Park District) by raising funds to encourage and facilitate park access; and

**WHEREAS**, the Procedure 5.4.a “Regional Parks Foundation Donation Budget Adjustments up to \$50,000” allows the Park District CFO and Budget Manager to accept RPF donations up to \$50,000 and adjust budgets as these funds are received throughout the fiscal year; and

**WHEREAS**, per Procedure 5.4a, these donations and budget adjustment shall be described to the Board of Directors via an annual report;

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby accepts the report of donations from the RPF to the Park District as presented to the Board on May 6, 2025; and

**BE IT FURTHER RESOLVED**, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director \_\_\_\_\_, and seconded by Director \_\_\_\_\_, and  
adopted May 6, 2025, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: