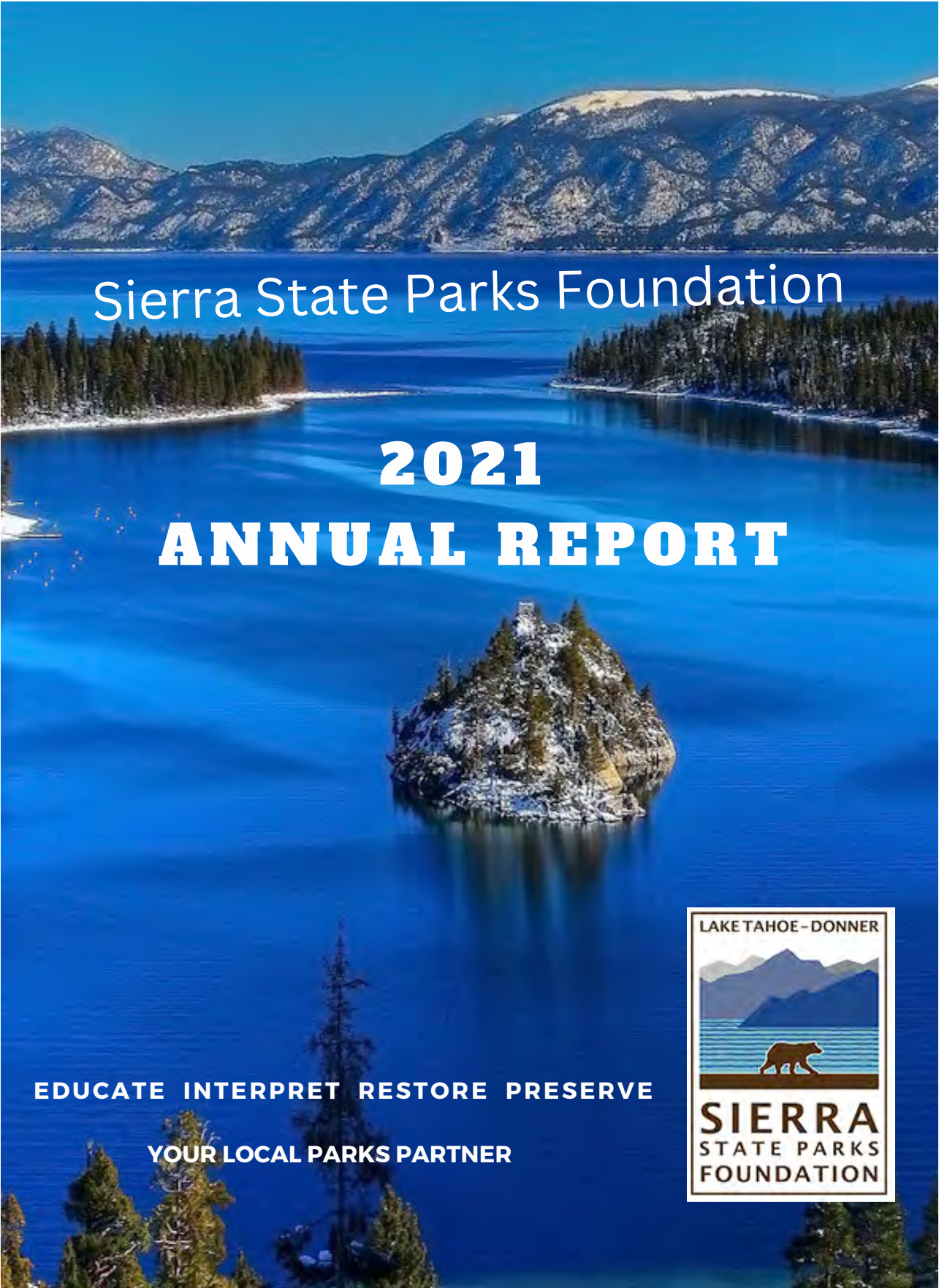




Sierra State Parks Foundation

2021
ANNUAL REPORT

EDUCATE INTERPRET RESTORE PRESERVE

YOUR LOCAL PARKS PARTNER





MESSAGE FROM OUR EXECUTIVE DIRECTOR

The world is full of amazing preservation stories that remind me that each of us has the power to make a difference in our world. The work of the Sierra State Parks Foundation (SSPF) is only possible because of this spirit of tenacity and love of our public lands by our donors, volunteers and staff. 2021 was a year that interpretation and preservation of our parks were essential for the physical and mental health of our 1.5 million visitors to the eight California State Parks that receive support from SSPF.

The Sierra State Parks Foundation continues to meet our vision of creating a network of thriving California State Parks where all people are able to experience the joys of nature and the richness of our shared history

The following report details our successes and the impact we have made to the eight beloved Lake Tahoe and Donner Lake

California State Parks we support. As we strive to create a welcoming park experience for all, we depend on our partners to help us get this critical work done. I tip my (retired) Stetson hat to the local leadership of California State Parks for their hard work negotiating contracts and allocating the resources to complete identified critical needs.

I am grateful for donors who believe in our ability to achieve defined objectives are the heart and soul of SSPF. They bring us energy to move forward through ongoing challenges. Our strong and caring Board of Directors assure that we remain on track and focused on our mission.

The successes of Sierra State Parks Foundation belong to this amazing village. Thank you for standing with us!

Yours in parks,

Heidi Doyle

*Sierra State Parks Foundation believes the
Lake Tahoe - Donner Lake California State Parks
are unique treasures worthy of our support.*

*We fund projects and educational programs
that connect visitors with our rich cultural
heritage and natural resources.*

*Because of our work and advocacy our parks
will continue to be places of inspiration and
education for generations to come*

Sierra State Parks Foundation
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Tahoe City, CA 96145

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Facebook.com/SierraSPF
@SierraStateParksFoundation

Layout by Janice Kelley
Contact: outdoorjan@att.net

WHO WE ARE

- The Sierra State Parks Foundation is the non-profit partner with 8 California State Parks in the Lake Tahoe and Donner Lake region.
- We provide support to the following California State Parks: D.L Bliss State Park, Kings Beach State Recreation Area, Donner Memorial State Park, Sugar Pine Point State Park, Emerald Bay State Park, Tahoe State Recreation Area, Burton Creek State Park, and Washoe Meadows State Park.
- The Foundation creates an impact for more than 1.5 million annual park visitors. These visitors bring annually over \$25,500,000 into our local economy (an average of \$17/visitor).
- Our service area includes, two historic house museums, four visitor centers, 14 historic buildings, 10,153 acres of parklands, 652 campsites, 13.6 miles of waterfront.

Values

Sierra State Parks Foundation . . .

- **Nurtures** collaborative, respectful relationships with State partners and key stakeholders.
- Is passionate about **preserving the legacy** of our Lake **Tahoe-Donner Lake State Parks** for the enjoyment of our visitors and future generations.
- Ensures the best use of each dollar we receive through **fiscal prudence**, **operational efficiency** and mission alignment to fund our strategic plan priorities.
- **Makes decisions consistent with our mission** and of California State Parks.
- **Respects and values** diverse life experiences and heritages and ensure that all voices are valued, heard and made to feel welcomed.

STRATEGIC PLAN 2021– 2025

Our Goal: Enhance the Visitor Experience

Create Meaningful Park Experiences

The Lake Tahoe and Donner Lake California State Parks were created to provide recreational opportunities in a landscape that was quickly becoming less accessible to the public. Creating welcoming and accessible park experiences with maintained facilities, and inviting our visitors to experience the parks in a manner meaningful to them, is central to our mission.

Grow Resilient Funding

Public funds, through fees and General Fund allocations, cover just 60% of the expenses of operating the State Parks at Lake Tahoe and Donner Lake. Restoration costs for the many historic treasures is on-going, expensive, and unbudgeted. The need to create sustainable funding for SSPF to achieve its desired impact requires mechanisms that will endure economic turns.

Enhance Collaborative Opportunities

SSPF operates within the ecosystem that includes not only our local State Park partners but a multiple of local and state government agencies and non-government organizations. Recognizing the benefit of collaboration in meeting our mission, we will commit to nurturing proactive collective relationships.

Increase Visibility

Parks are essential landscapes, treasured and required for our mental and physical health. Yet a disconnect exists between the impact of SSPF and the visitor. This detachment is also between California State Parks and the public. The creation of programs and opportunities for engagement, coupled with unified messaging, will bridge this gap and have the effect of bringing more resources to SSPF.



The mission of the Sierra State Parks Foundation is to support the Lake Tahoe-Donner Lake State Parks for education, interpretation, preservation and advocacy in partnership with California State Parks to create welcoming visitor experiences.



OUR FINANCIALS

Your donations work!

Sixty-eight cents of every dollar goes directly to facilitate education and interpretive programming, natural and cultural recreation, and other initiatives to create welcoming and accessible experiences.

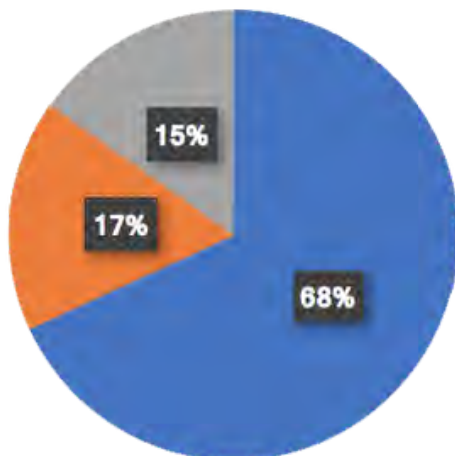
We couldn't do this work without your support!

The Sierra State Parks Foundation provided \$453,030 of program support in 2021!

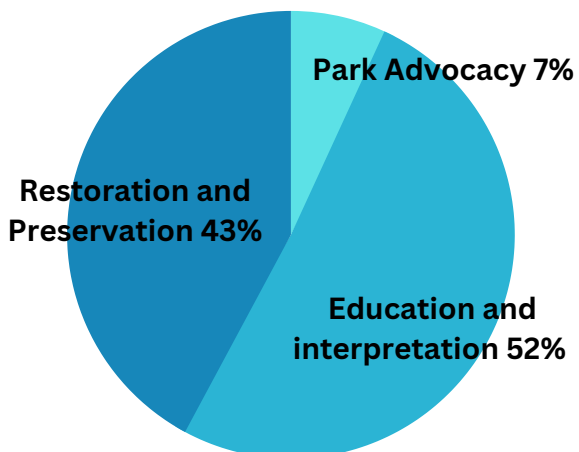
We began putting our Strategic Plan into practice in 2021 to provide welcoming, accessible and engaging experiences for all.

How we Allocate Your Donations

Programs 68% Fundraising 17% Admin 15%



2021 Program Investments



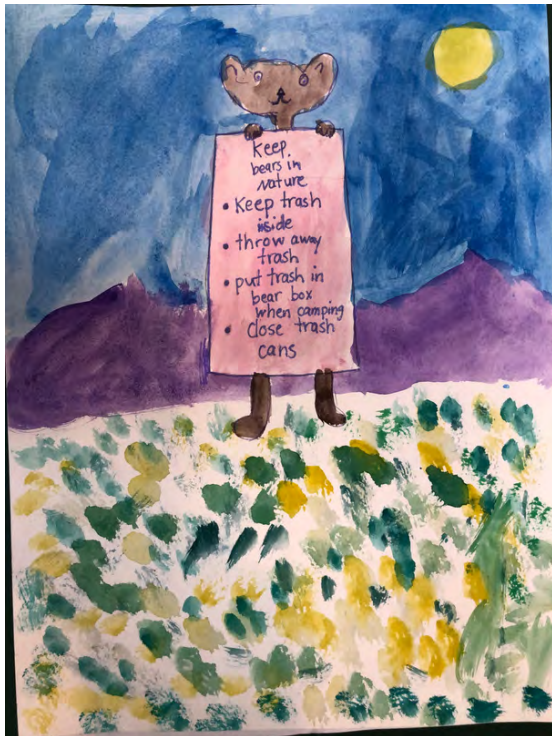
Our organization earned the **GuideStar Platinum Seal of Transparency**, the highest honor available for non-profit fiscal soundness.

We are proud to share our key metrics with the world and highlight the changes we're making. We want to give donors and funders an alternative to simplistic financial ratios to evaluate us.

Our Impact

EDUCATE & INTERPRET

BE BEAR AWARE



Winning entry from 2021 Art Contest!

IN PERSON EDUCATIONAL PROGRAMMING



SIERRA SPEAKER SERIES

Our Foundation created monthly virtual programming featuring Lake Tahoe-Donner Lake State Park historians and authors. We enjoyed an audience of more than 1,200 virtual viewers and participants.

DISTANCE LEARNING

We continue to serve students by supporting FREE live interactive video conference programs at their schools, through CA State Parks Portable Online Resources for Teachers & Students (PORTS) Programs.



HISTORIC HOUSE MUSEUM TOURS

Under an agreement with California State Parks, SSPF manages the tour operations and visitor centers for the Hellman-Ehrman Mansion (Sugar Pine Point State Park) and Vikingsholm (Emerald Bay State Park). In 2021 we welcomed 48,313 to our visitor centers and 14,312 toured the historic homes bringing home a rich and empowering experience.

Our Impact

RESTORE & PRESERVE

Vikingsholm turret under repair



Historic Garden Restoration



Americorp Volunteer Coordinator, Jamie Fong, leading our 2021 Community Volunteer Garden Club!



Recreate Responsibly

SSPF worked with our park partners to share the message of how to recreate with a minimum footprint in our parks as a means to reduce trash, traffic and land impacts. Programs included organized trash pick-up days and media events. We are seeing a positive impact with this effort.

Our Impact

FUNDRAISING

Sierra State Parks Foundation sponsors public and private events to connect our donors and create opportunities for them to support our parks and programs.



Park Bench Program



Annual Auction



Knights at the Castle Fundraiser



Private Events

Additional Financial Support Supporting our mission!

Restricted donations in 2021 included:

Vikingsholm Forever Endowment: \$93,000

The Donner Project: \$147,000

COVID-19 Resilience Fund: \$74,500



**\$53,000 check presented to
California State Parks to support educational
programming and other welcoming park
experiences.**

Signature Project

THE DONNER PROJECT

The Pioneer Monument was dedicated on June 6, 1918 and erected in honor of all who made the difficult trek across the western plains and mountains to reach California during the 1840s. Constructed near the site of the cabins that gave shelter to the Donner Party, work on the monument began in 1901. Since then, the monument has stood in testament to the thousands of families and individuals who risked all for a better life, and honors the pioneer spirit of those who came before us.

History needs our help. After over 100 Truckee winters the Pioneer Monument is in dire need of repair. In addition, this project will construct an outdoor amphitheater with design elements that honor our Washoe heritage.



Pioneer Monument

This project includes restoration of the Pioneer Monument, site improvement, landscaping, and construction of an outdoor community educational pavilion.

We have partnered with the Native Sons of the Golden West and California State Parks to make this vision a reality.

Donations over \$1000 will be recognized on the Donor Wall in the Visitor Center Foyer.

Contact us to receive Donor Capital Campaign information.



Examining project plans

Signature Project

VIKINGSHOLM FOREVER



Emerald Bay viewed through restored window.



Period costume special event



Restoration in Progress
Funded by SSPF



Vikingsholm Castle Tour



BOARD OF DIRECTORS & STAFF

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Susan Kezich
Sharon Romack
Stefanie Studen
Alice Wilson

OUR STAFF AND VOLUNTEERS



Staff and Volunteers



Greeting Visitors at Gift Shop



Education event Volunteer

We are appreciative of our mighty volunteers and seasonal staff who came out and helped during these challenging times.

"Volunteering with the Sierra State Parks Foundation is a great chance to give back to the parks I love." Donna Langerfer, SSPF volunteer

Thank you!

THANK YOU DONORS

\$50,000

Crowley, Bob & Marcy

Up to \$20,000

Anonymous

Up to \$10,000

Hansen Family Foundation
Native Sons of the Golden West

Up to \$5000

Benson, Bonnie
Boerner, Larry & Cheryl
Bryant, Lyndsay & Steve
Camp Richardson
Hellman, Marco
Kayak Tahoe
Lindell, Jody
Newton, Chris & Karen
Paulin, Gail
Sage, Sue
Smith, Randall
Tahoe City Rotary Foundation
Tahoe Mountain Resorts
Environmental
Tahoe Sierra Board of Realtors
Foundation
Tretheway, Jennifer & Barton
Tsuchiya, Gordon & Janet
Wiesner, Richard & Louise

Up to \$1,000

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Berry Kezich, Susan
Chapman, Harry & Janet
Chin, Brooke & Jack
Elder Group Tahoe Real Estate
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Goldman & Sutton,
Hilary & Manning

Up to \$1,000

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Bernadine Foster Foundation
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Grossman, Ernie
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Kaguni, Dr Laurie Simon
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Newton, Peggy & Willis
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Tretheway, Judy & Ray
Walton, William & Marie

Up to \$250

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Branagh, Kimberly
Brown, Elizabeth & Bob
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Kaguni, Wes
Lackman, Robert
Langston, Mark & Diana
Larsen, Suzanne
Lee, Nancy & Chilton
Levison, Regina

THANK YOU DONORS

Up to \$250

Lindorfer, Catherine & Kent
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 Martinson, Pamela
 Maul, Terry Lee
 McCoy, Barry & Cindy
 McNally, Larry & Teresa
 Meier, Peter & Laura
 Miller, Patricia & David
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 Rowberg, Bob & Carol
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 Bliss Experiences
 Boelk, Mike & Teri
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 Gilbert, Lori
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 Hirt, Martin
 Houck, Linda
 Kaguni, Jon
 Kasberg, Cindy

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 Lotz, Mary
 Lychettira, Seema
 Lyman, Catherine & Rob
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 McAllister, Pat
 McCallum, Gayle
 McGinnis, John
 McMillen, Donald & Francine
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 Mielke, Donald
 Miller, Dinah
 Millett, Marcy
 Misico, Alanna
 Molitor, Joan
 Munson, Amber
 Myers, Annalene
 Neeley, Dennis & Darlene
 Olivas, Jose Hugo
 O'Malley, Lauren
 Paolinelli, Gary & Janice
 Paulson, Lynne
 Phillips, Robert
 Piper, Dorothy
 Porter, Marianne & Jim
 Richards, Patricia
 Rigsby, Richard
 Rodriguez, Monica
 Rogowski, Paige
 t

THANK YOU DONORS

Up to \$100

Romack, Sharon
Salomon, Stan & Ceci
Schueler, Pam
Sedillo, Sam
Shaskey, Elizabeth
Shilton, Lilly
Shilton, Mariah
Sinizer, Lisa
Skinner, Cynthia
Spalding, JA

Steele, Diane
Strahm, Lynn
stronck, David & Florence
Stroud, Pam & Gordy
Sullivan, David & Carol Ann
Tang, Florence
Telfer, Charles Peter
Thoreson, Julie
Thraillkill, BJ
Thurmond Wills, Carole
Thym-Hochrein, Nancy

Towns, Patricia
Tran, Denise
Travis, Sarah
Triano, Tara & Corbin
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Truckee River Ranch Lodge, LLC
Vliet, Gary & Donna
Winston, Susan
Wise, Cindy
Woodbury Woods, Diana

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Ace Hardware
Andy Skaff
Barbara Czerwinski
Cost Cutters
Donna Pozzi
Fire Sign Café
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Meadows
Tahoe City
Tahoe House
Tahoe Pilates
Tahoma Meadows Bed &
Breakfast
Tranquilla Studio
Wild Republic
Wolfdale's Sage Spa

CONNECTING TO VISITORS, VOLUNTEERS & DONORS



Direct Mail to Donors

"This Week in Parks"

The Parks We Support!



1 King's Beach
State Recreation
Area



2 Donner
Memorial
State Park



3 Burton Creek
State Park



4 Tahoe State
Recreation
Area



5 Sugar Pine
Point State
Park



6 D.L. Bliss
State Park



7 Emerald Bay
State Park



8 Washoe
Meadows
State Park



For park details and a
list of activities, put
your phone's camera
over the QR code!

Summer Concert at Sugar Pine State Park



Rubicon Trail Emerald Bay State Park



Interpretive Program

**2021 Annual Report
Sierra State Parks Foundation
PO Box 28
Tahoe City, CA 96145**



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