

2024 Park Partners Report

INNOVATING FOR THE FUTURE OF PARKS

Chance James / NPF

Impact

National parks experienced unprecedented public interest over the past two years. The national park partner community, composed of 450+ organizations across the country, helped parks engage the public, create lifelong memories for visitors, and launch groundbreaking new initiatives to expand park offerings.

\$500 MILLION

in estimated collective support to national parks in 2023

62%

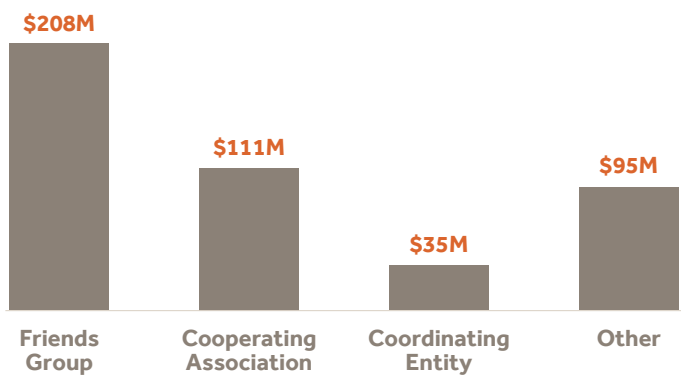
of partners expect to grow their staff, and organizations on average expect to increase their support to national parks by 12% in 2024

TWO-THIRDS

of partners provide education and nearly half support historic restoration

How partners support parks

- Engaging Indigenous artists in programming
- Creating new partnerships to preserve historic sites
- Protecting vast expanses of land
- Creating affordable housing
- And more



Note: Estimates of support to national parks for the 188 organizations with available data in both 2021 and 2023, by organization category. The \$500 million highlighted above includes all 306 organizations for which we had data in 2023.

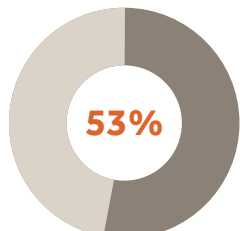
What partners prioritize

Partners prepare to launch bold initiatives in 2024 and beyond, with partners focusing in the following areas:

21st century visitor experience

Improving access and usability, restoring structures, and modernizing visitation

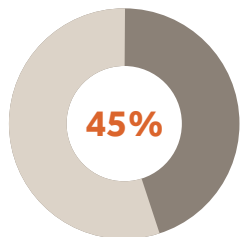
EXAMPLE: Friends of Kenilworth Park & Aquatic Gardens (Washington, D.C.) will enhance language inclusivity, making the park accessible to a more diverse audience.



Inspiring future park stewards

Educating and welcoming youth to our national parks

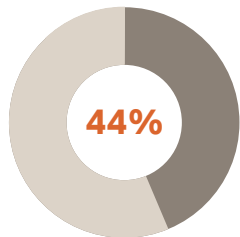
EXAMPLE: Friends of Jimmy Carter National Historic Site (GA) have collaboratively designed a grant to allow fourth graders to study the Monarch Butterfly at the Rosalynn Smith Carter Childhood Garden.



Telling the history of America

Inclusive storytelling, educating the public about our heritage

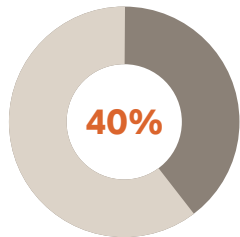
EXAMPLE: National Park Partners - Chickamauga - Chattanooga - Moccasin Bend (TN) will collaborate with the National Trail of Tears Association to honor Indigenous history during October events.



Conservation and climate resiliency

Adapting to climate change and protecting land, species, and habitat

EXAMPLE: National Parks of Lake Superior Foundation (MN) will decarbonize park buildings and infrastructure, aiming to set a precedent for sustainable park management and climate resiliency.



Recommendations

What we heard from partners:

Our recommendations for the community:

Partners of all sizes continue to request support

Help partners grow and fundraise more, together.

- Augment financial resources for national parks through the collective campaign.
- Facilitate regional collaboration on fundraising and other priorities.
- Provide targeted capacity-building support based on partners' unique needs.
- Establish an "opt-in" initiative to diversify boards and leadership. For example, partners can commit to "30 by 30" to increase the representation of people of color in boards and leadership to 30% by 2030.

Partners desire innovative ways to provide impact

Experiment with new roles for park partners.

- Pilot non-traditional partner functions to nimbly address park needs. Park partners and Superintendents can work together to identify novel opportunities for support.
- Explore embedding park partner staff in parks to facilitate collaboration.

A lack of NPS staff capacity has become the greatest challenge

Support NPS capacity and relationships with philanthropic partners:

- Support filling open park positions. Park partners can elevate open positions within NPS in areas that need it most.
- Prioritize housing projects, especially in areas with high costs of living. Affordable housing can increase park capacity.
- Enhance fundraising policy through revisions to DO-21 and its reference manual.
- Create joint training and learning opportunities for park partners and NPS. NPF could fund training hosted by the Friends Alliance for new park Superintendents and partner executive directors.

This is a companion to the full 2024 Park Partners Report

nationalparks.org/uploads/2024_ParkPartnersReport.pdf