

2025 IMPACT REPORT



A NOTE FROM OUR LEADERSHIP

We hope you enjoy our 2025 Impact Report. As we reflect on the past year, a lot of words come to mind. Unpredictable. Unexpected. Uncertain. At the same time, we have seen the Friends Community meet today's challenges with creativity and an unwavering commitment to their missions. **Unstoppable. Unabashed. United.**

The Friends Alliance provides the framework for networking and professional development, but we rely on each of our member groups to share their own wisdom, lessons learned, and best practices. We are grateful for your spark, know-how, and indomitable spirit.

Thanks to the steadfast support from the National Park Foundation, the National Park Service, and our member community, we are poised to introduce a variety of new programs and resources to help member organizations achieve their missions in the coming year. We look forward to growing together to benefit the national parks community.

Better together.

A handwritten signature in black ink, appearing to read "Ryan McClure".

Ryan McClure
Board Chair

A handwritten signature in black ink, appearing to read "Katie Nyberg".

Katie Nyberg
Executive Director



SPRING MEETING

The 2025 Spring Meeting welcomed 162 attendees for an afternoon of updates, peer learning, and collaboration, featuring National Park Service and National Park Foundation briefings alongside breakout sessions on advocacy, organizational development, fundraising, and emerging tools such as AI. The meeting concluded with a preview of the Fall Meeting in St. Louis and an inspiring keynote from entrepreneur Jeff Hoffman, reinforcing the importance of leadership, resilience, and partnership in supporting national parks.

HILL DAY + FIELD TRIP

Forty-five attendees participated in the Alliance's pre-Hill Day field trip, visiting Kenilworth Aquatic Gardens and Anacostia Park for ranger-led activities, partner engagement, and on-site learning about community partnerships supporting these parks. The following day, more than 80 Friends Groups hit the Hill for a daylong event organized by the National Park Foundation. Meetings with members of Congress coincided with the re-introduction of the America the Beautiful Act.



Friends Alliance members at United States Botanic Garden



Tara Morrison and Elizabeth Fien



Friends Alliance Members and Members of Congress at Hill Day

2025 FALL MEETING



Photo Credit: Bruce McConnel



Photo Credit: Alex Bakken



Photo Credit: Lauren Harnishfeger

The Fall 2025 Friends Alliance Meeting in St. Louis brought together just over 300 attendees for field trips, workshops, and peer exchanges highlighting partnership, stewardship, fundraising, and community engagement across the National Park System. The program featured Learning Circles, affinity group gatherings, and sessions on leadership, collaboration, and emerging tools, concluding with a look ahead to continued partnership and the 2026 Fall Meeting.

The Friends Alliance partnered with filmmaker Brendan Hall to create a special installation for meeting participants. The “Forever Room” incorporated photos and memories from our community, honoring the personal connections that bring people to national parks.



Photo Credit: Brendan Hall



Photo Credit: Brendan Hall



Photo Credit: Brendan Hall

2025 FALL MEETING

Corporate partners played a key role in the Fall Meeting's success. Through financial support and donated flights, Southwest Airlines helped bring Friends Group leaders from across the country together to collaborate and share best practices for supporting national parks.



"Southwest Airlines' support of the Friends Alliance reflects our commitment to connecting people with what matters most in their lives - and for many, that means access to our national parks. By investing in a community of practice among Friends Groups, we're helping advance projects that enrich the experience of every park visitor." - **Kelly Knox, Sr. Corporate Responsibility Advisor at Southwest Airlines**

ADDITIONAL FALL MEETING SUPPORT

Thank you to our Fall Meeting supporters for helping make this event possible! Their generous support allowed us to bring the Friends community together and ensured the meeting was accessible to all. We truly appreciate your commitment and partnership in making this gathering a success.



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CAPACITY BUILDING

NEW STAFF MEMBER HIRED!

In 2025, we hired our second full-time employee, Haley Billey, as Membership Manager. Haley leads our member recruitment, engagement, and retention efforts, overseeing events and digital resources that strengthen and connect our national network of park partners.



Haley Billey



NPFA Board and Staff Members at January 2026 Board Retreat in Minneapolis

CHRISTINE GRIMES NAMED DEB YANDALA SCHOLARSHIP RECIPIENT

The Deb Yandala Scholarship, provided by the National Park Foundation, supports mid- to senior-level professionals in the national park partner community who are dedicated to strengthening leadership and advancing national park philanthropy. The \$5,000 award funds professional development, participation in Friends Alliance events, and deeper engagement within the park partner network. **At the Fall Meeting, Christine Grimes, Director of Development at Joshua Tree National Park Association, was recognized as the 2025 scholarship recipient.** Christine will engage in scholarship programming and contribute to planning and mentoring efforts across the network through October 2026, helping strengthen collaboration and impact across the park partner community.



Deb Yandala and Christine Grimes

MEMBER ENGAGEMENT

328
Members
on Online Forum

165
Posts
on Online Forum

213
Comments
on Online Forum

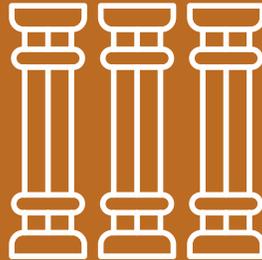
Crisis Communication Webinar
73 attendees

Bi-Weekly Leadership Calls
~1000 attendees reached

AFFINITY GROUPS



**Government
Affairs**



**Historic
Sites**



**Marketing and
Communications**



**Outdoor
Schools**



BIPOC



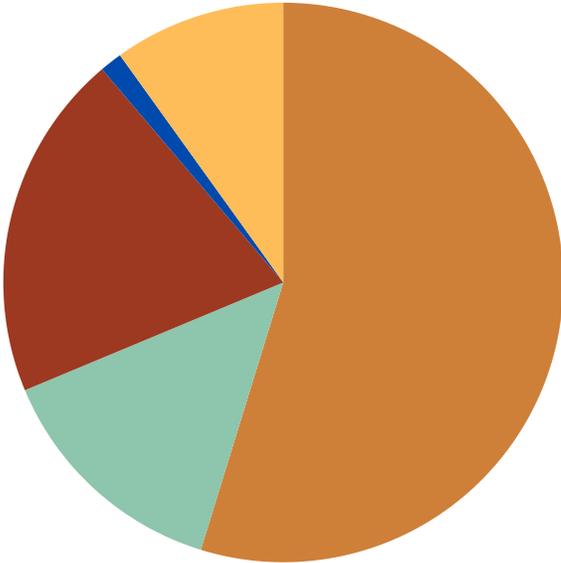
**Young
Professionals**



**Co-Managed
Volunteer Programs**

FINANCIALS

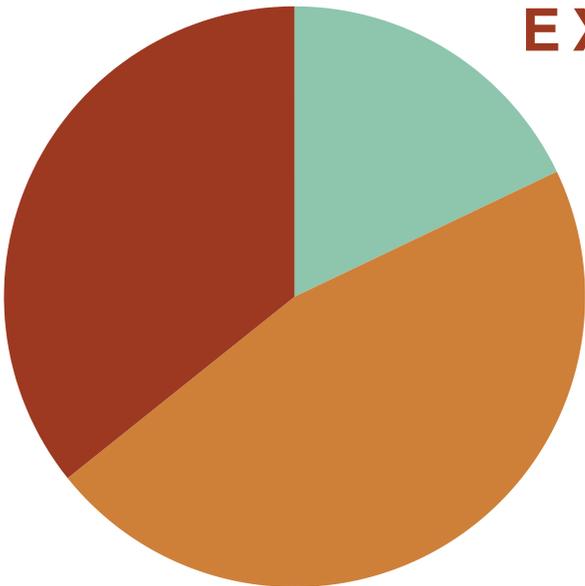
REVENUE



| | Revenue | Actual |
|--|---------------------------|------------------|
| | Charitable Contributions* | \$331,321 |
| | Event Registration | \$121,532 |
| | Membership Dues | \$84,409 |
| | Bank Interest | \$7,811 |
| | In-Kind Contributions | \$60,000 |
| | | \$605,073 |

*Does not include \$2.5M multi-year gift from the National Park Foundation

EXPENSES



| | Class | Expense |
|--|--------------------------|------------------|
| | General & Administrative | \$93,238 |
| | Membership Services | \$186,053 |
| | Events & Programs | \$241,274 |
| | | \$520,566 |

We are deeply grateful to the **National Park Foundation** for its transformational **\$2.5 million gift** to grow and formalize the operations of the Friends Alliance. This extraordinary investment strengthens the Alliance’s capacity to support park partner organizations and advance their collective impact in service of our national parks.



2025 BOARD OF DIRECTORS



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Foundation



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2025 STAFF



KATIE NYBERG
EXECUTIVE
DIRECTOR



HALEY BILLEY
MEMBERSHIP
MANAGER



LAUREN HARNISHFEGER
EXECUTIVE
ASSISTANT

THANK YOU TO THE 2025 FALL MEETING PLANNING COMMITTEE

Riley Applewhite, Yosemite Conservancy

Bess Averett, Friends of Vicksburg National Military Park and Campaign

Jessica Barnes, Rocky Mountain Conservancy

Jonathan Burton, Independence Historical Trust

Karissa DeCarlo, National Park Service

Shannon Fino, National Park Foundation

Christina Hausman Rhode, Voyageurs Conservancy

Brittany Jones, Chattahooche National Park Conservancy

Meagan Patterson, Gateway Arch Park Foundation

Matt Poppleton, Wild Rivers Conservancy

Stacey Rusher, Conservancy for Cuyahoga Valley NP

Kaci Yoh, Rocky Mountain Conservancy

**National Park
Friends Alliance**