



# 2018

ANNUAL REPORT  
FOCUSED ON THE FUTURE





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The Regional Parks Foundation supports the East Bay Regional Park District through fundraising to provide universal access, environmental stewardship, educational and recreational programs and the acquisition of parklands.

At the Regional Parks Foundation, we believe connections with nature are critical for leading a healthy, balanced life. Every day, we provide resources to ensure underserved populations have equal access to nature through the

East Bay Regional Park District's parks, trails, programs and services. As a result of what we do, lives are changed, and we inspire the next generation of environmental stewards to value and protect open space and the environment.





**\$2,763,603**

Raised in 2018, exceeding  
RPF goal by 36%

Dear Friends,

The Regional Parks Foundation is rooted in the belief that connectedness to the natural world around us has positive impacts on health and well-being. The Foundation's overarching mission is to ensure "access for all," and for 49 years, the Foundation has provided support to the East Bay Regional Park District to ensure children, seniors, people living with disabilities and those from under-resourced communities have equal access to award-winning educational camps and programs.

As we look forward to 2019 and the celebration of our 50th Anniversary, we can't help but look back and recognize all of the individuals, corporations and foundations who have stood alongside us, providing the vital funding and volunteer support needed to not only reach our goals - but exceed them year after year.

In 2018, we raised \$2,763,603, a 36% increase over our budgeted goal! This is our 10th consecutive year of growth, raising more funds to serve more of your community, and to conserve and protect more land and wildlife habitat.

With your support, nearly 9,500 youth attended environmental education programs, 450 youth attended job fairs, 1,000 seniors participated in outreach events, 300

trees were planted, 35 shoreline sites were cleaned, 15,050 lbs of debris was removed, 5.25 miles of trail improved, a Shorebird Sanctuary was expanded, three health-in-nature studies were continued and so much more!

As we focus on the future and look to our 50th year and the next 50 years to come, we want to first take a moment to reflect on how we got here -through your unwavering generosity and commitment. Thank you for your steady support and thank you for believing in the importance of connecting with nature. Your dedication to the responsibility we have to develop the next generation of environmental stewards continues to propel us forward to reach new heights!

We are honored to call you our partner in this work and we hope you will join us as we celebrate the wonderful years to come.

Sincerely,



Chip Conradi, *Board President*

**25 Million** Park District  
Visitors in  
2018

---

**2.8 Million** Residents in Alameda  
and Contra Costa  
Counties

---

**11,356** Regional Parks  
Foundation  
members



Boating	Riding	Boating Center
Fishing	Camping	EBRPD Visitor Center
Golfing	Swimming	EBRPD Headquarters
Regional Parklands		

**East Bay**  
Regional Park District  
*Healthy Parks Healthy People*

81 Funded trips  
to parks



The Regional Parks Foundation ensures “access for all” by funding programs that make it easy for the most underserved in our community to enjoy their Regional Parks. Programs include transportation through Parks Express, Multi-Cultural Wellness Walks, Senior Outreach, and Camp Scholarships or “Camperships” for youth.





**9,839**

Total served in Youth Development



**7,325**

Kids took the Fish Friends pledge at the Mobile Fish Exhibit



**914**

Youth served through Camp Arroyo



**450**

Youth served through job fairs



**318**

Youth received camp scholarships and financial aid



# The Foundation invites our community to engage with us by volunteering, donating, becoming a member or attending a variety of educational and outreach events.

**Membership.** A great way to show support for the East Bay Regional Parks and explore all the parks have to offer while enjoying special discounts and perks! The membership program offers options for individuals, families and special access pricing for veterans, seniors, students and persons with disabilities.

**Donations.** Gifts to the Regional Parks Foundation provide resources to protect open space, preserve wildlife habitats, and educational and recreational opportunities which inspire the next generation of environmental stewards.

**Legacy.** Our planned giving program supports donors wishing to leave a legacy through a gift that will help protect their favorite park or continue a program that matters most to them.

**Corporate Engagement Program.** Every year the East Bay Regional Park District has more than 11,000 volunteers

contribute over 90,000 hours of service to the parks. The Regional Parks Foundation's Corporate Engagement Program provides corporations with volunteer opportunities throughout the year, including shoreline clean-ups, trail building and maintenance, and park stewardship projects. Corporations also participate by providing event sponsorships, matching gifts and grants to support projects.

**Advocacy.** The Foundation provides financial support for voter education around ballot measures and initiatives that impact parklands and park users.

**Outreach Events.** What better way to learn about our Regional Parks and the Foundation than gathering for music, food and drinks? With help from the East Bay Regional Park District and corporate sponsors like Drake's Brewing Company and REI, the Regional Parks Foundation holds several family-friendly events throughout the year both in and outside of the parks, which are free for the public to enjoy.

For the first time ever, in partnership with REI, 2018 saw the roll-out of onsite membership sales at ten East Bay Regional parks, five REI stores and on REI's website. This endeavor added over 1,000 members to our community in its first year!



**11,356**

Members  
(up 8%)



**398**

Donor Circle  
members  
(up 10%)



**1,003**

Onsite  
memberships  
sold



**\$153,830**

In revenues  
from onsite  
sales!



**KAYLA**  
KOREAN AMERICAN YOUTH  
LEADERSHIP PROGRAM

**SECTION**  
CHAMPIONSHIPS  
NORTHERN CALIFORNIA

**RUN  
THE  
FUTURE**

**KALP**

adidas

**\$2.3 Million** In Time Donated to the  
Park District by Volunteers

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**11,669** Total Park District  
Volunteers

---

**457** Campership  
Donors

---

**32** Corporate  
Partners

Individuals make an enormous impact by leaving a variety of legacy gifts from cash, stocks, real estate, IRA's, charitable trusts and more. These support the important work to preserve open space, maintain trails, and keep parks beautiful and accessible.



## Bequests



**Hiram Kato** was born in Japan and raised in Scotland. He came to the U.S.

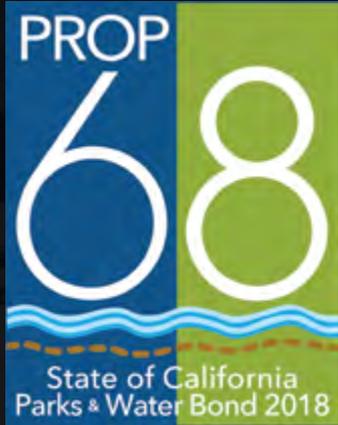
by way of New York, eventually calling the Bay Area home. Hiram loved the outdoors and Redwood was his favorite Regional Park. As such, his bequest was specifically dedicated to the restoration of Lady Bug/Stream Trail at Redwood

*\$79,345 Hiram Theodore Kato Estate*

.....

**Laurie Hill** was born in Oakland and was a longtime member of the Regional Parks Foundation and a trails challenge participant. An avid outdoors woman, walking her beloved dogs in the East Bay Regional Parks was a favorite pastime of Laurie's. This love led to the unrestricted bequest that was left to the East Bay Regional Park District by way of the Foundation, where her support will help maintain and build parks for present and future generations to enjoy.

*\$508,477 Laurie K. Hill Estate*



In 2018, the Regional Parks Foundation contributed \$50,000 toward community education regarding Proposition 68. Passing with nearly 58% of the vote

.....



On a local scale, the Regional Parks Foundation also provided \$150,000 to educate Contra Costa and Alameda County residents on Measure FF



In 2018, the Regional Parks Foundation contributed \$50,000 toward community education regarding Proposition 68. Passing with nearly 58% of the vote, Prop 68 provides \$4B in funding for state and local parks, environmental protection and restoration projects and water infrastructure. The passing of this proposition aligns with the Foundation's mission by investing in the creation and improvement of parks and recreation areas, as well as trail networks that provide access from neighborhoods to parks, wildlife and recreational opportunities -facilitating safe access for all Californians to recreate, exercise and enjoy nature!

On a local scale, the Foundation also provided \$150,000 to educate Contra Costa and Alameda County residents on Measure FF. The measure is an extension of a \$1/month parcel tax (less for multi-unit dwellings) put in place by previously passed Measure CC. Without raising rates to taxpayers, Measure FF: protects against wildfires; enhances public safety; preserves water quality, shorelines, and urban creeks; protects redwoods and parklands in a changing climate; and restores natural areas.

**A Record** Measure FF passed with 86.5% of the vote

**\$64 Million** In funding from Measure FF through 2040!

## CORPORATE PROJECTS

**\$10,000** – **Drake's Brewing Co.** for trails maintenance

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**\$20,000** – **Chevron** for youth scholarships for Camp Arroyo in Richmond  
– **REI** for construction of a multi-use bridge at Crockett Hills Regional Park

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**\$25,000** – **Phillips 66** for construction of the Pinole Shores segment of the San Francisco Bay Trail  
– **PG&E** for fuels management/fire safety and prevention

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**\$75,000** – **Marathon Petroleum** for new exhibits at Black Diamond Mines

---

**\$90,000** – **Fremont Bank** for volunteer trail maintenance tools and trailers

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**\$165,000** – **Kaiser Permanente** for the Kaiser Permanente Trails Challenge, multi-cultural wellness walks, diversity training, and senior and youth development programs



# THANK YOU!





# 300 TREES

Planted at  
Oyster Bay  
Regional  
Shoreline



Our donors, members and volunteers support the Regional Parks Foundation's work to aid the East Bay Regional Park District in its efforts to preserve parklands and open space, and to protect biological, recreational and historically significant resources in the East Bay. In 2018, the Foundation was able to assist the Park District in the following areas



### \$75K GRANT

Awarded by ReLeaf/  
EarthTeam for tree  
plantings at  
Oyster Bay



### 8 EVENTS

Ivan Dickson trails  
maintenance events.  
5.25 miles of trail  
improved



### 6,647 PEOPLE

Volunteered and  
participated in  
shoreline cleanups



### 35 SITES

Shoreline sites  
cleaned



### 15,050 lbs

The amount of  
debris removed  
from the shoreline



### 2,200 lbs

Recyclables  
collected from  
the shoreline

Since 2012, the Regional Parks Foundation has proudly supported the Healthy Parks, Healthy People Bay Area Initiative with programs such as Trails Challenge, Kids Healthy Outdoors Challenge, Parks RX, and our newest program, SHINE (Stay Healthy In Nature Every Day).

### **Trails Challenge**

2018 marks the 25th anniversary of the Trails Challenge, which has been supported by Kaiser Permanente since 2006! This program encourages more than 10,000 participants to both stay healthy through outdoor activity and explore the East Bay Regional parks.

### **Multi-Cultural Wellness Walks**

Co-sponsored by Kaiser Permanente, eight multi-cultural wellness walks were held in 2018 across Alameda and Contra Costa counties. The goal of the walks is to create a communal experience together in the parks, building bridges of understanding and appreciation across cultures. Each walk saw an average 120 attendees, 99% of which

were people of color of Latino, Korean, Chinese, African American, Middle Eastern, Filipino, and South Asian descent. Additionally, walks were multi-generational with children making up about 30% of attendees.

### **Walk With a Doc**

In coordination with Contra Costa Health Services and the East Bay Regional Park District, the Foundation was awarded a \$50,000 grant from the City of San Pablo to pilot a program aimed at reducing childhood obesity. Walk With a Doc will hold several community events that will take a holistic and practical approach to engaging underserved communities to improve everyday health habits.



**1,560**

Trail users  
reached



**486**

Bicycle bells  
installed



**832**

Youth served through  
swim lessons and  
junior lifeguarding



In keeping with its mission to provide safe access to the East Bay Regional Parks, the Foundation helps to fund a variety of programs and equipment to protect and educate park guests. From water safety equipment to bike bells and helmets, our goal is to increase safety for human and animal visitors.

### **Aquatics Outreach and Swim Lessons**

With funding from the Regional Parks Foundation, Lifeguard Services provides a variety of high-quality outreach programs in East Bay parks and the community. These include water safety presentations at elementary schools, Aquatic Adventure Camps and Vamos a Aprender at Del Valle Regional Park. In addition, the Foundation provides funding for swim lessons for all ages, including seniors.

### **Fire Safety and Prevention**

With the increasing level of devastation caused by fires in California each year, it is crucial that the Park District implement fire prevention methods. Thanks to a generous grant from PG&E, the Park District was able to carry out

work in Claremont Canyon and Robert Sibley Volcanic Regional Preserves to reduce ladder fuels, or vegetation that could allow a fire to climb the wildland-urban interface.

### **Share Our Trail**

The Foundation provides funding for the Share Our Trail program, a community outreach effort to promote trail etiquette and safety along our regional trails. Each year, the Park District holds six Share Our Trail events where staff provides safety equipment and communicates messages of safety and etiquette to all types of trail users including cyclists, dog walkers, parents with strollers, fitness runners and leisure walkers. The program also offers an opportunity for trail users to provide feedback to the Park District about their own safety concerns.

# DONORS

The donor listing includes gifts received in 2018. Every effort has been made to provide an accurate listing of our generous supporters. In the case of error or omission, please accept our apologies and notify us so we can correct the error in the future.

## \$50,000+

Marathon Petroleum Corporation  
Fremont Bank Foundation  
Hiram Theodore Kato Estate  
Kaiser Permanente  
Laurie K Hill Estate

## \$49,999 - \$10,000

Anonymous  
California State Parks Foundation  
Chevron  
City of Alameda  
Ronald and Rosemary Clendenen  
John and Evelyn Dilsaver  
East Bay Community Foundation  
Helzel Family Foundation  
Hofmann Family Foundation  
Julia A. Voorhies Trust  
Pacific Gas & Electric Company  
Phillips 66  
Recreational Equipment Inc.  
The Daylight Foundation  
V. Lorel Bergeron Living Trust  
Nancy H. Wenninger  
Western Reserve Trust Company  
Western States Petroleum Association

## \$9,999 - \$5,000

Anonymous  
BOS Foundation  
Branson Family Foundation  
Brazen Racing  
Chevron Matching Employee Funds  
Drakes Brewing Co  
Google Inc  
Hines Property AAF Pleasanton Corp.  
Commons  
Gary Koenig  
Lowell Berry Foundation  
Lois T. McCluskey  
Niles Rotary Foundation  
Nancy Storch  
TE Connectivity  
The Bernard Osher Foundation  
The San Francisco Foundation  
Michael Wilkins and Sheila Duignan  
Robert and C. Kalina Wong  
Workday Foundation  
Zaitlin-Nienberg Family Fund  
Zalec Familian & Lilian Levinson Foundation

## \$4,999 - \$1,000

Adobe  
Alameda County RCD  
Alameda Rotary Endowment Foundation  
Anonymous  
Apple Inc  
Susan Austin and Michael Charlson  
Paul Bartlett and Yumi Nakagawa

Mary Anne and Hadley Bland  
Lydia and Justin Blethrow  
Richard A. Brown  
Jess and Marie Brown  
Karen Caldwell and David Pigg  
Christy Canida and Eric Wilhelm  
Terrance Carroll and Linda Dardarian  
Colin and Mila Coffey  
College Futures Foundation  
Conradi Family Charitable Fund  
The CSAA Insurance Group  
Destination Wealth Management  
Patty Deutsche  
Timothy and Margaret Devane  
Dubose Family Foundation  
Mark Ehni  
Nancy Elenberger and Dennis Goldstein  
Elizabeth Callon Fund at the  
East Bay Community Foundation  
Naomi Epel  
Christina and Roland Fowlks  
Rickie Friedli/Giono  
Martin and Marian Friedrich  
Jon and Katherine Harvey  
Adam and Trish Henson  
Barbara Hill  
Matt and Margaret Jacobson  
Robert Jacques and Cory Jones  
Carol A. Johnson  
Dana and Jim Jones  
Jerry and Lola Kent  
Esther and David Landhuis  
Beverly Lane  
Amos Alan Lans and Annie Goglia

Marianne Laouri  
Lawrence Livermore National Laboratory  
Howard and Mary Lentzner  
Rebecca and Joshua Levinson  
Litchfield Donor Advised Fund  
Pattie Litton and Peter Ralston  
Peter and Jacqueline Liu  
Eugenia Loken  
J. Elaine Macey  
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William Gary Mansfield and Sue Koopman  
John Martin and Laura Bruno  
Nancy B. McClenny  
Kevin McCusker  
Karena and Billy McKinley  
Thomas and Suzy Meier  
Daniel and Alissa Miller  
Helane Morrison and Harlan Grossman  
Alden Mudge and Mari Loria  
Thomas Mysz and Maureen Burke  
Ronald and Mary Nahas  
National Philanthropic Trust  
Nootbaar Family Fund at the East Bay  
Community Foundation  
Leo O'Brien and Audrey Cunningham  
Anne and Charles Olsen  
Erwin Ordeman  
Orinda Garden Club  
Pacific Gas & Electric Matching Gifts Program  
Michael and Ann Parker  
Phillips 66 Matching Gift  
Sharon Piekarski  
Pleasanton Lions Club

Point Isabel Dog Owners and Friends  
 Mary M. Powell  
 RBC Wealth Management  
 Rotary Club of Pleasanton Foundation  
 Salesforce.org  
 Nora Salvador  
 Melinda and Roy Samuelson  
 Wallace and Catherine Samuelson  
 Lloyd Santy and John Robinson  
 Julia Sherwin and Michael Haddad  
 Randall L. Simpson and Susan Morris  
 Gail P. Soldavini  
 Eberhard Spiller and Friederike  
     Keller-Spiller  
 John and Elouise Sutter  
 Karel and Inge Svoboda  
 Rand and Barbara Swenson  
 Paul and Andrea Swenson  
 Sylvia Sykora  
 Junko Takahashi and Eric Shieh  
 Vijay Talati and Neepa Shah  
 The Vasicek Foundation  
 Mark Van Loon  
 Tom and Jan Vargo  
 Sandra Venning  
 Director Wieskamp  
 Sharon Wong  
 William and Inge Yarborough

**\$999 - \$500**

Scott Aker and Lisa Gallegos  
 Ann Almgren and John Bell  
 Anonymous  
 James and Sharon Bach

Albert and Marsha Badella  
 Ellen W. Barth  
 Douglas and Maria Louise Bayer  
 Tom and Diane Bennett  
 Barbara Bennett  
 Victoria Blakeslee and Clive Schlieve  
 Thomas Bosserman  
 Charlie Bowen  
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 California ReLeaf  
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     the East Bay Community Foundation  
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 Thomas Heinzel and Delphine Sebe  
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 Hewlett-Packard Charitable  
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 Philip and Kelly Hirschberg  
 David and Susan Hodges  
 E. Bickford and Virginia Hooper  
 Jeana and Richard Hopper  
 Melody Howe Weintraub and  
     Jerry Weintraub  
 Jurgen Huck  
 Nolan and Darcy Hughes  
 Sam Hunt and Katherine Bucar



IBM Corporation Matching Grants  
 Program

Deborah and Thomas Insel  
 Matthew Irons  
 Jim Jackman  
 Mark Jackson  
 Monica Jarman  
 Christina Javier  
 Kathryn and Eliot Jordan  
 Pushkar Joshi and Hayley Iben  
 Nancy and Malcolm Kaiser  
 Patricia and Jivendra Kale  
 Kevin Kaster  
 James and Maria Keenan  
 Kathleen and Dennis Kelleher  
 Teri and Bruce Kern  
 Mark and Melanie Kidder  
 Rosalind and Sung-Hou Kim  
 Julie Kinder and Kristi Jue  
 Sheila and Anu Krishnaswamy



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 Jane Solomons  
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 Viktor and Kelly Surin  
 Terrence and Susan Szewczyk  
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 Maria Tracy  
 Helene Trescony Frakes  
 George Turnbull  
 Carol Victor  
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 Orin Wakefield  
 Mary Waluch

Cynthia and Robert Wantland  
 Denise Watkins  
 Timothy and Janeen Weaver  
 Mark Wegner and Mary Korn  
 Paul and Allison Weiss  
 Jennifer and Matt Werner  
 David White and Martha Truett  
 L. David and Marilyn Williams  
 Dianne Wilson and James Coats  
 Martha Winnacker  
 June Wong  
 Tara Wright  
 Stella Yang  
 Zhi Xiang Yin

**\$499- \$250**

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 Bill Adams  
 Evin Aderman  
 Cynthia and Tom Adkisson  
 Matthew Agleham  
 Sherrie Althouse  
 Vicki Amerson  
 Louise Anderson  
 Rosie Andrews and Peter Thomas  
 Alan and Helen Appleford  
 Orlando I. Arroyo  
 Raymond Ascher  
 Louise Aspell  
 Jennifer Auletta and Tim Orr  
 Robert and Wendy Badgley  
 Meryl and William Bailey  
 Andrew Bailey III and Lauren Purcell

Doris Balabanian and Ronald Kyle  
 Norbert and Pauline Banach  
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 Russell and Gina Barretta  
 Nina Barton  
 Sack Baylasy  
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 Beth ChristianJean Circiello  
 Ryan Clark and Marion Jones  
 Leila Clark-Riddell  
 Betsy Clebsch  
 Barbara and Daniel Clemmensen  
 Clorox Company Foundation  
 - Employee Giving

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 Wendy Cole and Gregory Hahn  
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 Florence Culp  
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 Michael Dunn  
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 Joan Dykema  
 Mariko and Richard Eastman



Gary Eckles  
Ecological Concerns Incorporated  
Ann Edmonds and Simon Bare  
David Eifler and Rachel Morello-Frosch  
Jodi Ellington  
Stephen Elspas and Barbara Loomis  
Crystal and Kingston Eng  
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Nelda Erlwein  
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Scott Etzel  
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Kathryn Flowers  
James Floyd and Amy Kivel  
David Fong  
Robert Formanek  
Barbara and Ronald Forsstrom  
Cate and Peter Fraenkel  
Robert G. Franco  
David Frankel and Sharon Tyson  
Brian Fraser  
David and Mellicent Fraticelli  
Jon Freedman and Felicia Allen  
Diana Freeman-Baer  
Beverlee French and Craig Rice  
David Fryer and Stephanie Prausnitz  
Edward and Emily Fuentes  
Marianne and William Gagen  
Katharine Gale and John Shepherd  
April and Brian Gallagher  
Jaime Garcia  
Genentech Matching Gifts  
Victoria and Damon Genetti  
Peter Gerritz  
Genevieve Getman-Sowa and Erik Sowa  
David Gil  
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Elmer and Pamela Grossman  
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Christine Johnson  
Kerry Johnson  
Phillip and Katharine Johnson  
Gary Johnson  
Bradley Johnson  
Kyle Jones and Sandra Jones  
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Debra Kabrich and Denise Nelson  
Michele Kageura  
Maria and Karin Kaj  
Ben Kam  
Jeffrey Kay  
Judy Keene  
Mary Keir and Mark Ansel  
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Craig and Judith Kelso  
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Liz and Derek Kerton  
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Dong Soo Kim  
L. Christine Kingsbury  
Patrick Ko  
Edward Kohler  
Dave Koide  
Marcia B. Kolb  
Andrew Kowal  
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Doris Kretschmer and G. Douglas  
Vaughan  
Kamala and Ashok Krishna

Jodi Kruer  
William and Beth Krumbein  
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Whitney Lane  
Carol Larsen  
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Kathryn Layton  
David and Mari Lee  
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Mark and Katherine Lefanowicz  
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 Greg Mullins  
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 Mary Nelson and John Ferreira  
 Sharol Nelson-Embry and Robert Embry  
 Netflix  
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 D. Jeanette Nichols and Daryl Goldman  
 Nancy Niemeyer  
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 Richard and Mary Odenheimer  
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# FUNDRAISING AND FINANCIALS

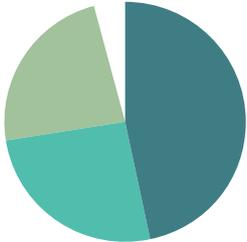
## REVENUE

### Revenues

- Private gifts, grants and benefits
- Membership
- Contributed services
- Investment return

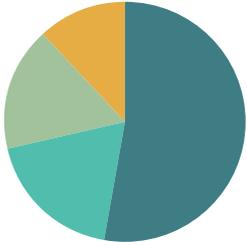
<b>\$3,492,872</b>
1,776,777 (51%)
986,827 (28%)
884,630 (25%)
-155,361 (-4%)

2018



<b>\$4,662,776</b>
2,466,360 (53%)
863,486 (19%)
787,238 (17%)
545,692 (12%)

2017



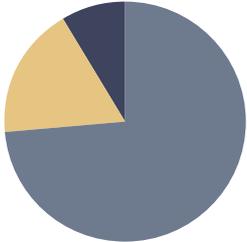
## EXPENSES

### Expenditures

- Support for EBRPD
- General and administrative
- Fundraising

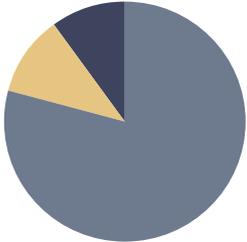
<b>\$2,900,397</b>
2,135,364 (74%)
518,987 (18%)
246,046 (8%)

2018



<b>\$2,436,763</b>
1,929,358 (79%)
267,327 (11%)
240,079 (10%)

2017



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*Vice President*

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*Secretary*

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Jess Brown

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*Membership Development Officer*

Raj Hajela  
*Foundation Administrator*

May Bautista  
*Membership and Development Officer*

Terri Biondi  
*Membership and Development Officer*

A scenic landscape featuring rolling hills under a clear blue sky. In the foreground, there are tall, dry grasses and several yellow wildflowers. A hand is visible on the right side, reaching out towards the horizon. The text "THANK YOU!" is overlaid in large, white, sans-serif font across the center of the image.

THANK YOU!



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REGIONAL PARKS  
Foundation

Supporting East Bay Regional Parks

Regional Parks Foundation  
PO Box 21074,  
Crestmont Station  
Oakland, CA 94620

510.544.2202

[www.RegionalParksFoundation.org](http://www.RegionalParksFoundation.org)