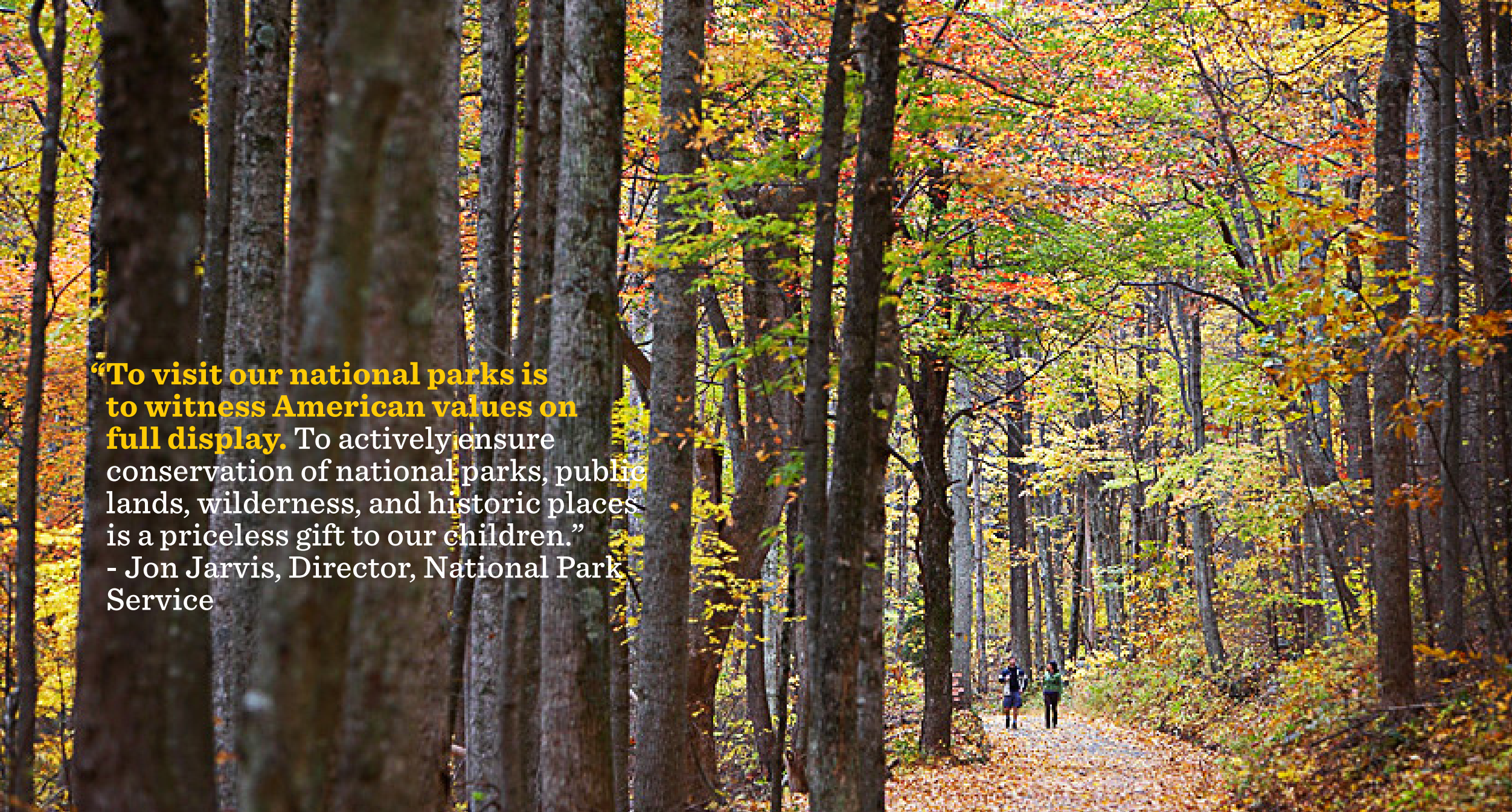




SHENANDOAH NATIONAL PARK TRUST

2015 IMPACT REPORT



“To visit our national parks is to witness American values on full display. To actively ensure conservation of national parks, public lands, wilderness, and historic places is a priceless gift to our children.”
- Jon Jarvis, Director, National Park Service



We’ve called this publication an *Impact Report* because the work that you made possible last year was so much more than merely projects on a checklist. Your philanthropic support

gave us the resources we needed to be bold. We launched new programs. We forged new partnerships. We affected the lives of young people.

We finished 2015 strong, exceeding our revenue goals, thanks to your generosity. This makes for an excellent start to 2016.

A premier national park like Shenandoah deserves a premier philanthropic partner. Thank you for stepping up to that call.

signature to come

David Aldrich, Chairman,
The Shenandoah National Park Trust



It’s a privilege to work in one of America’s premier national parks. I’m inspired every day by Shenandoah’s breathtaking beauty and by the commitment of my park service colleagues who dedicate their

professional lives to maintaining these 200,000 acres and serving our visitors.

The work isn’t easy. We’re continually balancing the need for long-term management with responding to immediate concerns. Your philanthropy helps us on both fronts.

On behalf of all of us who work at Shenandoah National Park, thank you sincerely for your partnership. It makes a difference every day in what we’re able to accomplish.

Jim Northup, Superintendent,
Shenandoah National Park



PROTECT WILDLIFE AND WILD LANDS

Planted
1,028
**NATIVE
TREES AND
GRASSES**

Restored
327
**ACRES OF
NATIVE
HABITAT**

Targeted
3,000,000
acres for
**LONG-RANGE
RESTORATION**

Your park offers 200,000 of the most breathtaking acres in America. Shenandoah's mountains and meadows are home to a glorious abundance of wildlife. Its trees, grasses and wildflowers attract visitors from across the nation and around the world. And our park harbors the headwaters of three major river systems.

Protecting Shenandoah's landscapes and wildlife requires good science, smart planning and diligent management. Park Rangers must play both offense and defense as they implement strategies for long-range protection while defending against an onslaught of threats—like exotic plants, pests and diseases. We put your philanthropy to work on the ground—literally—to clear out non-native

plants and re-establish native habitat in project sites across the park. Moreover, you provided the resources that allowed us to help extend this work beyond the park boundary. The result is a new collaborative of federal, state and local agencies; nonprofits; and private landowners joining forces to protect biodiversity across three million acres.

PROTECT



RESTORE LIVING HISTORY

Honored
10,000
CIVILIAN
CONSERVATION
CORP BOYS
who helped build Shenandoah

Provided
\$115,000
FOR PINNACLES
RESTORATION

Housed
700
RESEARCH
WORKERS &
VOLUNTEERS AT
PINNACLES

Our national parks tell the stories of who we are as Americans. Shenandoah's stories are of mountain families who worked this land before it became a national park, of a U.S. president who chose Shenandoah for his summer retreat, and of the "boys" of the Civilian Conservation Corps who built so much of our park's infrastructure.

In 2015, you responded to a call for the restoration of one of our park's most significant historic features: the Pinnacles Research Facility. This relic of the Civilian Conservation Corps, circa 1935, is a critical asset not only for its historic value,

but for its functionality. Every year, some 700 visiting researchers and volunteers live and work in this building. Were it not for your support, Pinnacles would have fallen into deeper disrepair and possibly been torn down.

PRESERVE

EDUCATE AND INSPIRE YOUTH

Sent
1500
KIDS
ON FIELD TRIPS

Funded
6
PARK INTERN
POSITIONS

Interns reached
6800
PARK
VISITORS



Who will nurture our parks when our generation is gone?
Who will support them?

Today's youth are tomorrow's park stewards, advocates and leaders. But today's youth are less connected to their natural world than previous generations. We rely on you to help us reach thousands of children each year. Your philanthropy brings kids to Shenandoah, supports outstanding educational programming, places Park Rangers in classrooms, and creates internship opportunities for young adults. In 2015, your generosity touched the lives of children from elementary school through high

school, from Washington, DC, New York and beyond.

In particular, new partnerships with Big Brothers Big Sisters and Boys and Girls Club introduced underserved youth in Virginia to their national park. They left their cell phones at home, learned to pitch tents and cook outdoors, and returned to their city lives with a commitment to seek out nature wherever and whenever they could.

EDUCATE



ENHANCE THE NATIONAL PARK SERVICE

\$25,000

to support

EXPERT IN
RESIDENCE FUND

ROBERT JACOBSEN
EMPLOYEE
DEVELOPMENT
FUND

RESEARCH GRANTS

ARTIST IN
RESIDENCE

TEACHER RANGER
TEACHER

Shenandoah's waterfalls are breathtaking. Its vistas are awe-inspiring. The truth is, though, that Shenandoah's Park Rangers are our park's most important resources.

The 200 men and women who work there carry diverse credentials—from biologists to builders to educators to law enforcement officers and more. They protect everything you love about Shenandoah and help ensure that you have an extraordinary experience every time you visit.

Thanks to you, we have developed two funds to support our park colleagues. The Expert in Residence Fund enables our park to draw on specialists from the public and private sectors whose skills enhance work underway in Shenandoah National

Park. The Robert Jacobsen Employee Development Fund, named for a beloved former Shenandoah National Park Superintendent, allows park employees to pursue professional development opportunities that would otherwise be unattainable, due to limited discretionary monies available through congressional funding.

Your support of our Research Grant Program, Artist in Residence, and Teacher-Ranger-Teacher also add a margin of excellence to our park colleagues' outstanding work.

ENHANCE

STORIES FROM YOUR PARK

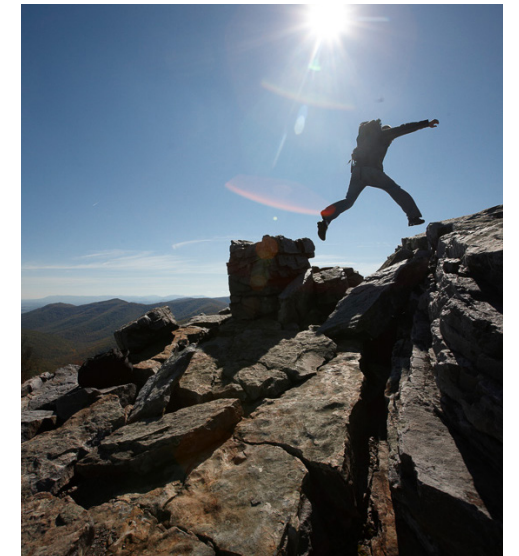
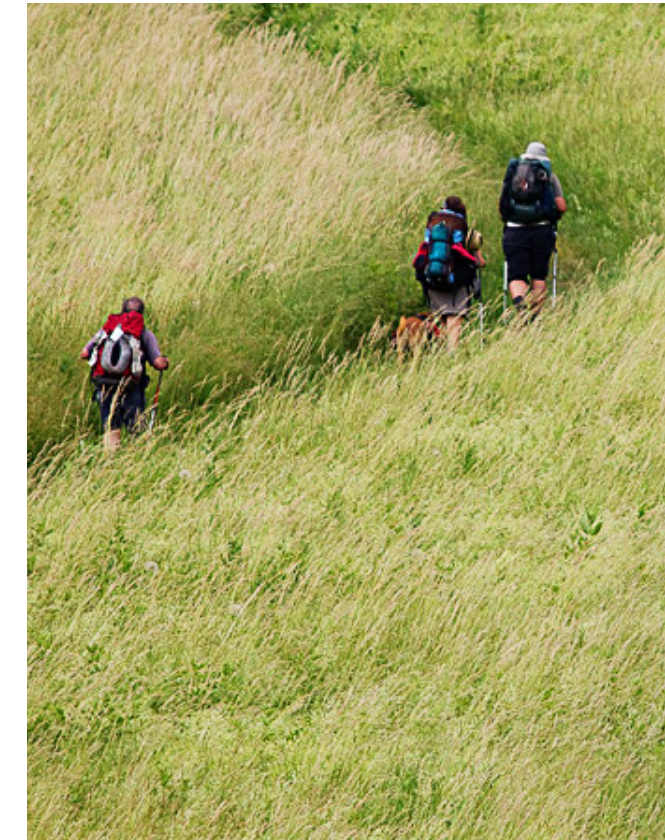


“A lot of people think you need to go to an art museum to see beauty. But they just need to come to a national park. Here, you get to experience beauty with all your senses. The sight of wildflowers on a mountain. The sound of the wind whistling through trees. The smell of clean air. All of this is art. I’m so grateful I got to experience this in Shenandoah this summer.”

– **Bukhari Brown**, Youth Summer Camp Participant

“I’ve worked in Shenandoah for 10 years. As part of the field crew, I’ve seen the direct relationship between the amount of funding available and the number of acres of park we can protect. Funding from the Trust allows us to remove more invasive trees and vines, plant more native trees and grasses and restore more habitat. **This partnership is critical.**”

– **Jake Hughes**, Shenandoah National Park



“I earn a living, in part, as a hiking guide in Shenandoah. A couple years ago, I gathered a group of women friends for a casual hike in ‘my’ park. Just for fun. Many of them had never been to Shenandoah before. Not surprisingly, they all fell in love with the park. We’ve continued to hike together monthly in Shenandoah, and we each make a donation to the Trust every time, because we value what the Trust is doing to support this park we love. Our group, which we affectionately call the Mighty Mountain Mamas, gets great satisfaction seeing the impact of our donations, every time we hike a trail the Trust helps maintain.”

– **Melanie Perl**

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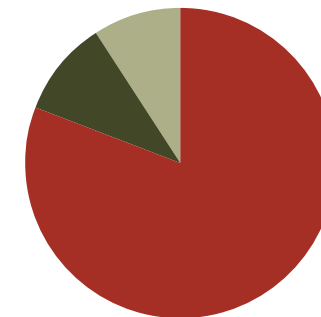


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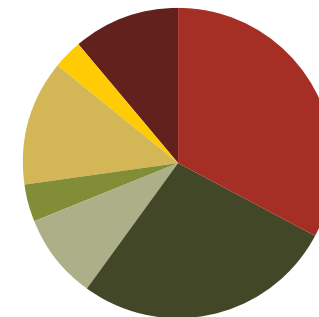
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YOUR PHILANTHROPY AT WORK



YOUR PHILANTHROPY AT WORK

- Program
- Fundraising
- Management



SOURCES OF SUPPORT

- Individual Donors
- Foundation & Corporate Support
- Event Income
- SNP Lodge Check-Out Program Support
- SNP License Plate Income
- Donated Goods and Services
- Investment/Endowment Income



IMPACT 2016: LOOKING AHEAD

2016 marks the 100th anniversary of the National Park Service. This centennial year emboldens us to aim high! Our goal is to increase our financial support of park-related programs by 55 percent. This level of funding will allow us to maintain ongoing programs in preservation and education, and to support new initiatives. For example, we're investing in an exciting "big data" project that will help us envision our park and the region over the next 50 years as climate, air and water quality and development patterns change. This "future scenario mapping" will help guide park and regional decision-making.

Join us for another year of partnership!

OUR DONORS

INDIVIDUAL PARTNERS

\$10,000+

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Gifts in Memory of Eric McClellan
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Penny and Peter Work

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David London
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Catherine and Chris Miller

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Bailey's Retreat Properties
The BAND Foundation
Blue Ridge Mountain Sports, Inc.
The Charles Fund
Charlottesville Area Community
Foundation

MillerCoors Shenandoah Brewery
National Fish and Wildlife
Foundation
National Trust For Historic
Preservation
Norfolk Southern Foundation
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Denise Machado
Skyland Resort at Shenandoah
National Park Service

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Max and Victoria Dreyfus
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The Shenandoah National Park Trust

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