

2022

ANNUAL REPORT



PRESERVE, RESTORE, EDUCATE, ADVOCATE



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ON THE COVER:
Emerald Bay, Photo Credit to Jesse Bradford
THIS PAGE:
Sugar Pine Point State Park



MISSION

Sierra State Parks Foundation provides critically needed financial and professional support to the Lake Tahoe - Donner Lake region state parks for education, interpretation, restoration, and cultural and environmental preservation consistent with the mission of California State Parks.

We believe our parks are unique treasures worthy of our support by funding projects and educational programs that connect visitors with a rich cultural heritage and natural resources.

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



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

The eight California State Parks at Lake Tahoe and Donner are natural and cultural treasures where we hike, ski, breathe pine-scented air, unwind, meditate, and marvel at historic landmarks from our past.

We take inspiration from generations of honored Washoe people, who were the original caretakers of the land. They continue to serve as stewards and mentors, providing inspiration to staff and board members of the Sierra State Parks Foundation (SSPF). As Executive Director, I want to welcome you and your family to these park gems. It is my honor to help you feel at home and welcomed in our parks.

2022: A Year to Celebrate

I heartily thank donors, volunteers, business partners, and event attendees for your support and trust over the decades. From SSPF's living room beginnings in 1968 to our incorporation in 1974, and to our wide impact today, we are dedicated to the special public lands under our charge.

I'm proud to present our 2022 Annual Report highlighting SSPF's substantial impact on our local California State Parks. Our board of directors worked with tenacity and vision, always focusing on our mission and the needs of the parks. SSPF funded innovative educational programming and provided meaningful park experiences to visitors from near and far. We are proud that our financial contributions allowed for restoration projects at two beloved historic estates: Vikingsholm at Emerald Bay State Park and Pine Lodge at Sugar Pine Point State Park. The impact on our parks and visitor experiences totaled an impressive **\$561,759 in 2022**. The pillars of our mission -- education, interpretation, preservation, and advocacy -- stand firm with an impact that will continue into the future.

I invite you to continue on this journey as we provide welcoming and meaningful park experiences for all!

Yours in Parks,

Heidi Doyle

WHAT WE DO:

Creating welcoming spaces

HISTORIC PRESERVATION

These magical spaces hold history we want to protect. As a nongovernmental partner, we expedite, fund, coordinate, and complete cultural and natural preservation projects. These restorations allow future generations to experience the same magic that inspires us today.

EDUCATION PROGRAMS

We fund virtual classrooms that educate students globally on fire ecology, wildlife, and the Donner Party. In 2022, State Park Interpretive Specialists offered 120 total free-of-cost virtual programs which served over 6,000 students.

Through consistent support over the years, educational programming expanded to mountain bike, kayak, raft, and snowshoe tours. In 2022, a total of 1,907 park visitors and local students participated in these programs. By sharing the cultural and natural history in accessible and interactive programs, we're creating future park stewards through unforgettable memories.



HOW WE DO IT

FRIENDLY FACES & BOOTS ON THE GROUND

In addition to operating four visitor centers that provide access to in-person resources, souvenirs, and refreshments, SSPF runs historic house tours for the Hellman-Ehrman Mansion and Vikingsholm Castle. We share our stories that bring understanding and connection to our past.



MEMORABLE EVENTS

We produce unique fundraisers that provide unforgettable park experiences, nurturing donors and supporters, and promoting stewardship and sustainability.



HOW WE DO IT

THROUGH THE POWER OF PARTNERSHIPS & VOLUNTEERS!

Creating high-quality events can cost an arm and a leg, but that's where sponsorships and partnerships come in. Media partners Tahoe.com, Tahoe Weekly, & KOLO TV supported our marketing campaigns. Other local business partners donated gift cards, in-kind services, wine, and more. All this allows us to put more proceeds back into the parks!

In addition, our volunteer champions are essential in helping us execute unique events and projects. More than 50 active volunteers collectively contribute over 1,000 hours of service to the Tahoe State Parks via the Sierra State Parks Foundation every year. Last year, 57 volunteers completed a collective 1,149.15 hours of service!



THAT IS AN IN-KIND
VALUE OF:

\$36,542.97 (VOL) +
\$14,990.00 (IN-KIND &
CASH SPONSORSHIP)
=

\$51,532.97!!

A LIAR'S CRUISE
OCTOBER 1, 4 PM
TAHOE GAL, TAHOE CITY

PASQUA KOLO'S TAHOE TAHOE.COM BENEFITTING THE SIERRA STATE PARKS FOUNDATION SIERRA STATE PARKS FOUNDATION

SEE LIST
OF 2022
PARTNERS
&
SPONSORS
ON PAGE
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OUR IMPACT

IN-PERSON PROGRAMMING

SSPF funds educational programming in the parks, including campfire programs, State Park Interpretive Specialists guided mountain bike/rafting/kayak/snowshoe tours, and more. In 2022, 1,520 total park visitors and 387 students participated in these memorable programs.



Signature Project: THE DONNER PROJECT

In 2022, the 105-year-old monument was fully restored to stand the test of time for another century! Onwards to phase two!

Phase one was the heart, and phase two is the spirit of it all. Reflective landscaping through a surrounding trail with seating will create a welcoming space for docent-lead tours, student groups, families, and the community. Our fundraising goal to complete this phase is an achievable \$60,000.



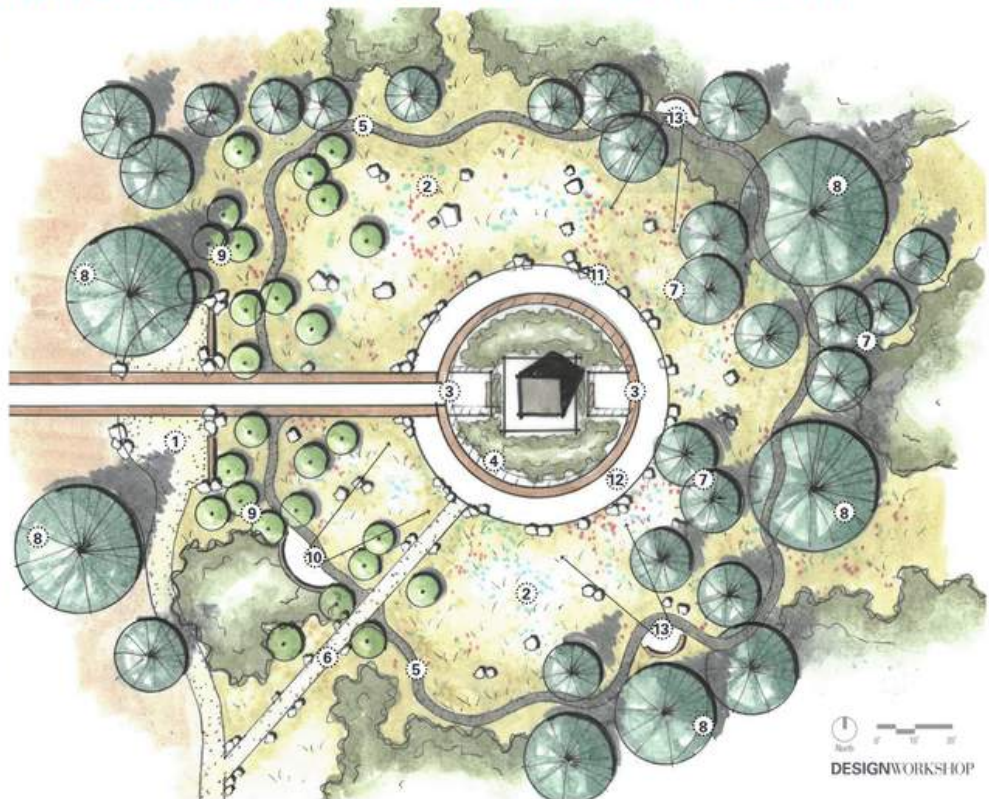
PIONEER MONUMENT SITE IMPROVEMENT PLAN

DESIGN CONCEPT

This concept creates a soft transition between the existing landscaping typology with an entryway aspen grove. The landscape then transitions to an open native meadow surrounding and highlighting the monument, framed by infill contours in the rear. An expanded pathway mimics the existing axis, incorporating the existing circular path as a new edge, with benches providing passive seating. A wandering path weaves throughout the trees at the edge of the site, accessing small gathering areas or interpretive signage.

SITE ELEMENTS

- 1: Entry Plaza
- 2: Native Grass/Perennial Meadow
- 3: Memorial Viewing Access
- 4: Fenced/Planted Memorial Barrier
- 5: Wandering Path (ADA)
- 6: Trail Access (ADA)
- 7: Jeffrey Pine/Red Fir Infill
- 8: Existing Large Trees
- 9: Aspen/Deciduous Infill
- 10: Large Gathering/Seating
- 11: Seating Stooes
- 12: Expanded Pathway
- 13: Small Gathering/Seating

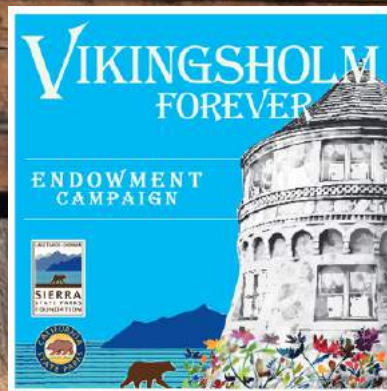


\$140,000 raised to date of \$200,000 goal

Signature Project: **VIKINGSHOLM FOREVER**

The need for operational and maintenance funding for Vikingsholm, since it became a part of the California State Parks System in 1954, is a continual challenge. With inadequate State resources to address the annual costs and long-term needs, the Sierra State Parks Foundation has stepped up to keep the historic house museum open and maintained. As with all old homes, the needs increase each year. The Foundation has created a solution to ensure future funds will be available for the upkeep of Vikingsholm Castle.

The Vikingsholm Forever Endowment Campaign is your legacy opportunity. A minimum investment of \$1000, will grant you membership as a Founding Member.



Why an endowment campaign? Funds will be used to support a dedicated Restoration Specialist with the expert skills to perform delicate maintenance and restoration work at Vikingsholm. Additionally, materials will be purchased for the completion of top-priority needs. The Foundation will coordinate with California State Parks and other entities as future large-scale projects are identified at Vikingsholm.

\$145,766 raised to date of \$300,000 goal

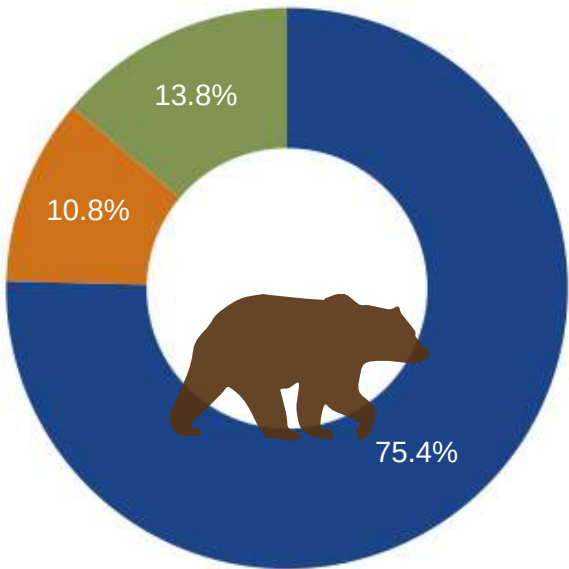


OUR FINANCIALS

Your donations are hard at work! Eighty-three cents of every dollar goes directly to facilitate education programs, natural and cultural restoration, and other initiatives to create welcoming and accessible experiences. We are poised to help strengthen parks as a major partner at the beautiful eight California State Parks we serve at Lake Tahoe and Donner Lake.

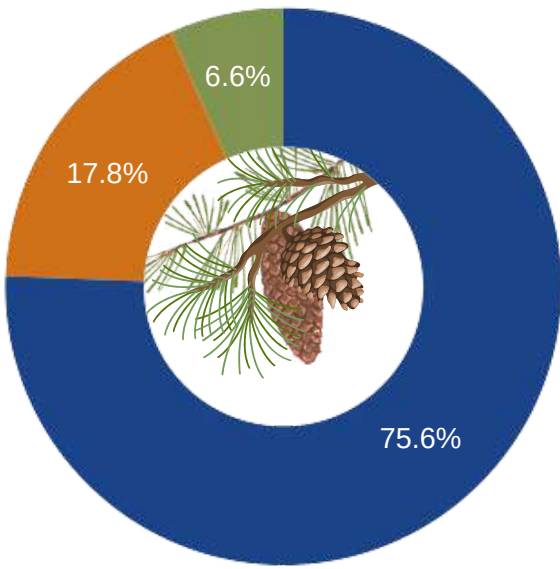
In 2022, we steadily continued to implement our 2021-2025 Strategic Plan, providing education, interpretation, restoration, and cultural and environmental preservation for our magical Tahoe parks. We are fortunate to be a part of the sustainability of our parks and are grateful for your dedication to our shared vision. We can't do this critical work without you!

HOW WE SPEND YOUR MONEY



● PROGRAMS ● MANAGEMENT ● FUNDRAISING

PROGRAM BREAKDOWN



● EDUCATION / INTERPRETATION ● RESTORATION & PRESERVATION ● ADVOCACY



Our organization earned the Candid Platinum Seal of Transparency *again*, which means The Foundation has achieved (and retained) the highest level of financial transparency to its donors. #HumbleBrag

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

THE STRATEGIC PLAN: 2021 - 2025

OVERARCHING 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.

2022 BOARD OF DIRECTORS

Norma Santiago, President
 Michael Levin, MD, Vice-President
 Barton Tretheway, Treasurer
 Rosalee "Rosie" Smith, Secretary
 Kerry Andras, Board Member
 Lyndsay Bryant, Board Member
 Ron Grove, Board Member
 Susan Grove, Board Member
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 Wes Kaguni, Board Member
 Suzanne Larsen, Board Member
 Sarah Robertson, Board Member
 Lolly Kupec, Board Member

YEAR ROUND STAFF

Heidi Doyle, Executive Director
 Brian Herlihy, Business Manager
 Rose Payne, Retail Manager
 Denise Tran, Events & Communications Manager

 Hannah Doss, Communications
 Christina Vaughn, Events

 *Starting January 1st, Kiley McInroy is now the full-time Community Engagement Manager.

SEASONAL STAFF

Kiley McInroy*, Events
 Nejla Ackdoe-Pagey, Retail
 Dane Adams, Retail
 Wendy Cople, Retail
 Rachel Kay, Retail
 Karen Larsen, Retail
 Anne Rouhier, Retail
 Judith Markward, Retail

Mabel Roberts, Retail
 Marsha Ward-Hudson, Retail Supervisor
 Susan Berry Kezich, Tour Guide Supervisor
 John Harbison, Tour Guide
 Lindsay Harbison, Tour Guide Supervisor
 Murray Smith, Tour Guide
 Katherine Sullivan, Tour Guide

COMMUNITY PARTNERS & SPONSORS



THANK YOU DONORS

\$10,000+ Donation

Tahoe Maritime Foundation
Kaguni, Dr. Laurie Simon
Benson, Bonnie
Camp Richardson
Smith, Helen

\$5,000+ Donation

Langston, Diana
Anderson Family Trust
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Serendipity Fund
Tahoe Truckee Community Foundation
Tramiel, Garry

\$1,000+ Donation

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Banzett, Lorelle
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Chin, Brooke & Jack
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Leusing, Barbara
Pantoskey, Brad & Lucy
Richards, Dr Albert & Roxanne
Scroggie, Kathy & Michael
Thomas, Nicole & Zach
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\$250+ Donation

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Wolff, Leslie

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Cocke, Richard & Alice
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Yakar, Evon
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Hirt, Martin
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Kniesche, Skip & Nancy
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Scourkes, Athena
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Tsang, Kathryn
Woodcock, Lindsey
Good, Michelle
Jacobs, Brian
O'Shaughnessy, Terry
Portesi, Michelle
Hartman, Paul

"Philanthropy,
charity, giving
voluntarily
and freely –
call it what
you like but it
is truly a jewel
of an
American
tradition."

- John F.
Kennedy



2023 NOT-TO-MISS EVENTS

It's Sugar Pine Point State Park's year! Mark your calendar for these summer highlights:

MUSIC AT THE CASTLE

July 28 - 29th at Vikingsholm Castle in Emerald Bay State Park

BIG BLUEgrass BENEFIT CONCERT

Friday, August 4th at Sugar Pine Point State Park

PINE LODGE'S 120TH BIRTHDAY

Saturday, August 12th at the Hellman-Ehrman Mansion in Sugar Pine Point State Park



**DETAILS & LIST OF ALL 2023 EVENTS AT
WWW.SIERRASTATEPARKS.ORG**



SierraStateParks.org

1295 North Lake Blvd. | PO Box 28,
Tahoe City, CA 96145

EIN: 94-2538013

LAKE TAHOE - DONNER



SIERRA
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FOUNDATION