The Friends Model Sustaining the Legacy of Our State Parks & Beaches



FUNDING SOURCE: Community Support Friends leverages member donors, business sponsors, grants, donation

boxes, event proceeds,

and in-kind donations.

\$



FUNDING SOURCE: Maps & Firewood Friends Visitor Service Aides (VSAs) sell maps and firewood.



FUNDING SOURCE: ParkStores In parks, online, wholesale, and PopUp ParkStores.

\$



FUNDING SOURCE: Park Entrance Kiosks VSAs collect fees on behalf of CSP: day use fees, camping fees (non-reserved), annual pass sales and campground showers.

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Revenue is delivered to **California State Parks** (CSP) Sacramento.

VALUE TO CALIFORNIA STATE PARKS

Leveraged Monies Entrepreneurial Spirit Creativity & Innovation Human Capital (Board, Staff, Volunteers)

Friends of Santa Cruz State Parks is an entrepreneurial nonprofit sustaining the legacy of our state parks and beaches. Through an innovative partnership with

California State Parks, and by leveraging local community support, Friends funds educational programs, visitor services and capital projects. Founded in 1976, Friends supports local state parks and beaches in Santa Cruz County and coastal San Mateo County.

STATE PARKS & BEACHES

Año Nuevo | Bean Hollow Big Basin Redwoods | Butano **Burleigh Murray Ranch** Cascade Ranch | Castle Rock Castro Adobe | Coast Dairies Dunes | Forest of Nisene Marks Francis | Gazos Creek Half Moon Bav Henry Cowell Redwoods Lighthouse Field | Manresa Manresa Uplands | New Brighton Natural Bridges | Palm Pescadero | Pigeon Point Pomponio | Portola Redwoods Rancho Del Oso | Rio Del Mar Roosevelt | San Gregorio Santa Cruz Mission | Seabright Seacliff | Sunset | Twin Lakes Venice | Wilder Ranch

Friends SantaCruz STATE PARKS THATS MYPARK.ORG

DIRECT SUPPORT FOR LOCAL STATE PARKS & BEACHES

EDUCATION & INTERPRETATION

Funding for all State Park Interpreters and Interpretive Programming

School Field Trips

PORTS (Park Online Resources for Teachers and Students) Supplies for Volunteer Corps

OPERATIONS & MANAGEMENT

Park Operations

Capital Projects & Historic Building Preservation

Enterprise Operations & Tech Innovations

Access Projects

Project Management

VISITOR SERVICES & MARKETING

Visitor Service Aides at Park Entrances ParkStores **Equity & Access** Award-Winning Website w/E-Commerce Earned & Social Media E-News **Special Events**

The Friends Model leverages collection of state fees with strong local support to significantly extend the reach of State Parks to provide excellent education and interpretation, visitor services, public safety and support. The model also funds essential capital improvements and maintenance, as well as environmental, cultural and historic stewardship. Developed by Friends of Santa Cruz State Parks in partnership with California State Parks, the Friends Model was introduced 29 years ago and is nimble, responsive and continuously improved – with new innovations being developed every year. 100% of net proceeds are invested in state parks and beaches.

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