



THE GREAT PARK CAMPAIGN

*Protecting and Connecting
the Redwood Forests*

FINAL REPORT – SPRING 2016

LETTER FROM THE CAMPAIGN CO-CHAIRS

With your help... we did it!



Carrie Drake/SVF

Jacqueline Wender and Diane Talbert

Together, we did it!

Four years ago Sempervirens Fund defined a new, unprecedented vision for the Santa Cruz Mountains — the Great Park. To embark on that vision, we set an ambitious goal to raise \$22 million in a Great Park Campaign. The purpose of this campaign was to provide Sempervirens Fund with the financial resources to (1) protect and steward key redwood forest lands; (2) develop a new entrance to Castle Rock State Park; and (3) continue the education, outreach and fundraising activities that connect people, young and old, with the redwoods. These initiatives are, in essence, the core of Sempervirens Fund’s mission to preserve and protect redwood forest habitat in the Santa Cruz Mountains.

We asked you to stretch high (and to dig deep!) to help reach our goal, and you did. We are very grateful.

As of December 31, 2015, we met our \$22 million campaign goal. Thanks to you, we protected 9,284 acres of redwood forests. We completed plans for the new entrance at Castle Rock State Park and will start Phase I construction by late summer. And we made new friends, strengthened important partnerships, and cultivated a new generation of redwood enthusiasts along the way.

Our deepest thanks to each and every one of you for what you have made possible! Thanks to our fellow Board and Campaign Committee members. Thanks to our staff and volunteers. And a thousand thanks to all of our donors for propelling the vision of the Great Park forward. Together we are re-establishing a healthy, connected and protected redwood forest ecosystem in the Santa Cruz Mountains that provides a safe haven for local wildlife, clean air and water for all, and a place for recreation and rejuvenation for ourselves and our families, for today and long into the future.

Diane Talbert

Jacqueline Wender

Great Park Campaign Committee Diane Talbert, Co-Chair • Jacqueline B. Wender, Co-Chair • Allan Brown • Mary Ann Draeger • Kevin Flynn • William N. Harris • Walt Hays • Cliff Hodges • Fred Keeley • Pamela Koch • Betty Lo • Dan Martin • Micki Miller • Marina Park • Regina Phelps • Kent Putnam • Emily F. Thurber • Cole Wilbur

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Mission: Possible

Sempervirens Fund's mission is not news to you; for more than 115 years we have been protecting the redwood forests, wildlife habitat, watersheds, and other natural and scenic features of the Santa Cruz Mountains and we have been encouraging the public to appreciate and enjoy these resources. What we celebrate today is our recent great success in realizing this mission.

The Great Park Campaign focused our collective financial resources, time, and passion on protecting and caring for forest, watershed, and wildlife habitat lands to strategically connect and re-establish a beautiful and healthy redwood forest between Silicon Valley and the Pacific Ocean: a long-range vision we call the Great Park. To propel that vision forward, in four short years of the Campaign we protected eight properties totaling 9,284 acres in San Mateo and Santa Cruz Counties, with a combined value of over \$35 million. That's almost one quarter of the 40,000 acres identified as priority conservation zones within the Great Park! And we completed important stewardship work, including repairing degraded roads that were adding sediment to fish-bearing streams, creating fuel breaks for fire protection, and removing invasive species that overrun native ecosystems.

Now the protected coast redwood forests on these properties can continue to clean our local air and water; capture and transform CO₂ (the excess of which is one of the leading causes of global climate change); and provide food, shelter, and safe passage for a wide range of wildlife. Trail planning is underway for the 8,532-acre San Vicente Redwoods property, which will provide new opportunities for the public to explore and enjoy the redwoods.

As of this writing, Sempervirens Fund is close to breaking ground on the Phase I improvements at the Castle Rock State Park entrance. Site preparation has begun, including installing a boundary fence, removing an old swimming pool and conducting a bat and bird survey on the property. Construction is expected to begin in earnest by late summer to include a 90-space parking lot, trail connections, amphitheater, bicycle racks, picnic areas, restrooms, natives landscaping and more. These improvements will enhance access to this beloved state park, help generate revenue to sustain it into the future, and celebrate Silicon Valley's gateway to the redwoods.

To do all of this, we have strengthened relationships with our conservation partners, attracted new donors to support our mission, and made new friends. We are reaching different audiences via digital media, television, and print media and are educating the public about the importance of the coast redwoods for the planet, for wildlife, and for ourselves. These relationships and an informed public are the roots of our work, and like the redwoods we have protected, those roots are strong and flourishing. 🌲



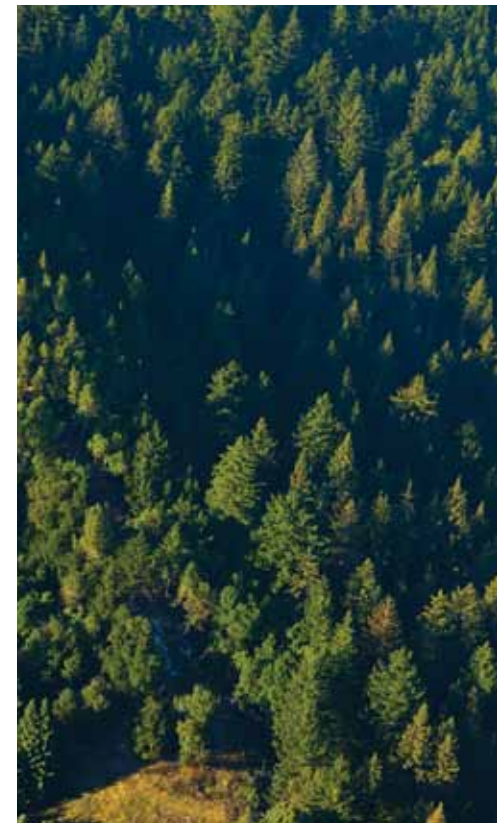
SCMBC

Bobcat cub



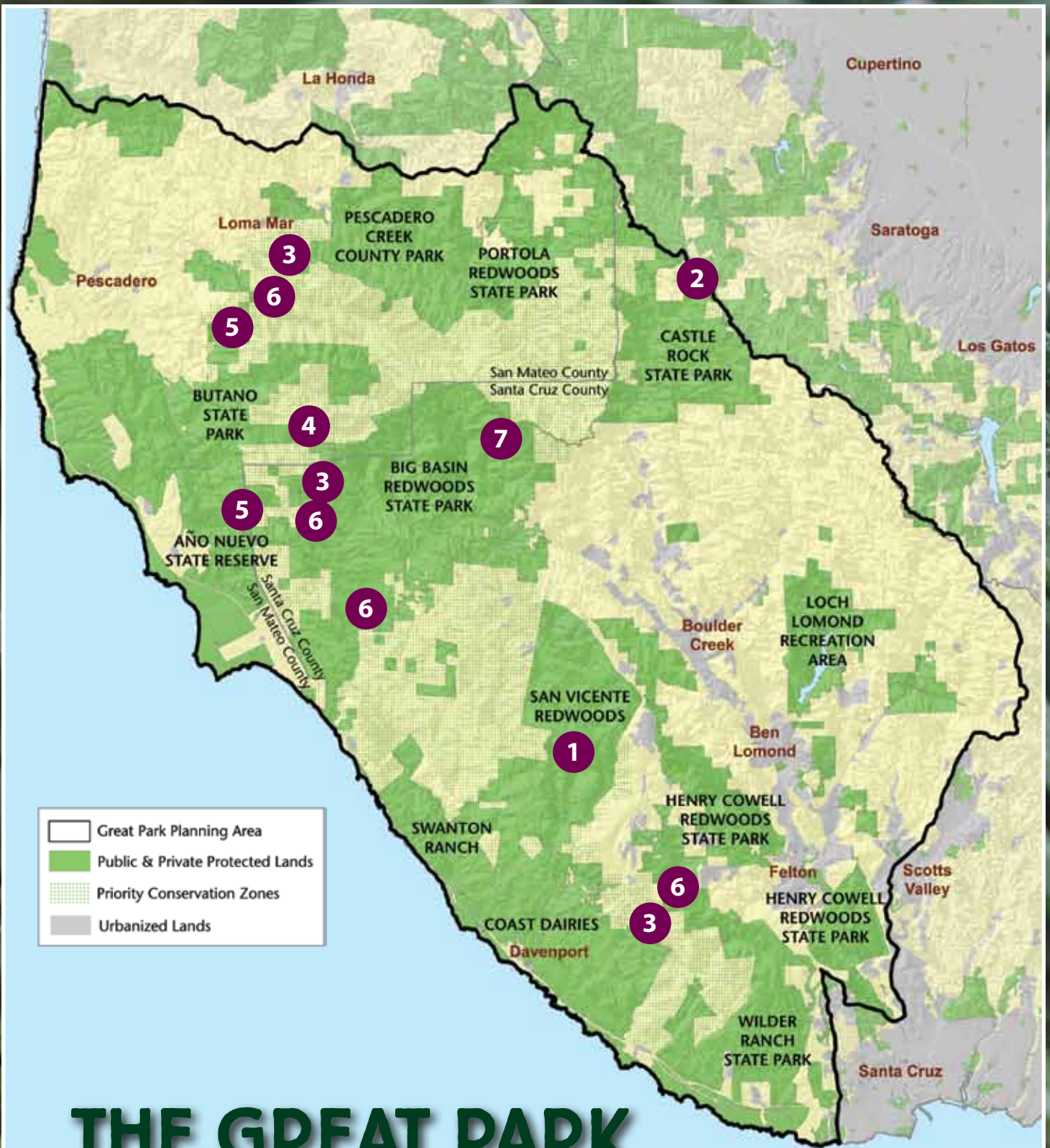
SVF

Trillium ovatum



William K. Matthias

San Vicente Redwoods



THE GREAT PARK

VISION FOR THE SANTA CRUZ MOUNTAINS

The Great Park is Sempervirens Fund’s long-term vision for a healthy redwood forest ecosystem in the Santa Cruz Mountains, where wildlife and people can continue to thrive long into the future. Our goal is to ensure that the region’s most critical natural features such as watersheds and redwood forests remain intact and are well cared for, regardless of who owns the land. Sempervirens Fund purchases or accepts donations of land for conservation by working cooperatively with willing landowners.



1

The massive, 8,532-acre San Vicente Redwoods property is permanently protected, as are its redwood forests, creeks, wildlife habitat and corridors, cultural resources, and public recreation potential.



Amphitheater

A new entrance and a bright future for Castle Rock State Park have begun. Phase I of the Castle Rock Gateway will provide a welcoming entrance plaza, ample off-street parking, restrooms, picnic areas, amphitheater, group meeting spot and new trailheads in an environmentally friendly, state-of-the-art facility.



3

Protected lands in the Whitehouse Creek, Laguna Creek, Butano Creek, and Pescadero Creek watersheds continue to provide important habitat for aquatic species, including coho salmon, steelhead trout, and California red-legged frog.



4

Road deconstruction, culvert repairs, fuel reduction, invasive species removal and other stewardship activities are complete or underway on Sempervirens Fund properties across the Great Park area.



5

Outdoor education continues on more than 400 acres of protected redwood forests at two Girl Scout mountain camps.



6

Old growth redwood and Douglas fir trees continue to provide safe haven and important foraging and nesting habitat for the endangered (and elusive) marbled murrelet.

Google Trekker imaging device



7

New audiences are learning about our mission and work via our newly designed website, expanded social media presence (Facebook, Twitter, Instagram, YouTube) and new partnerships (Hillromper, OpenRoad, Google Trekker, Santa Cruz Warriors, State Parks Backpacking Trips, and others).

Campaign Performance

Sempervirens Fund is leading the way to preserve and protect the redwood forest habitat of the Santa Cruz Mountains based on a fiscally responsible use of funds and more than 115 years of on-the-ground experience.

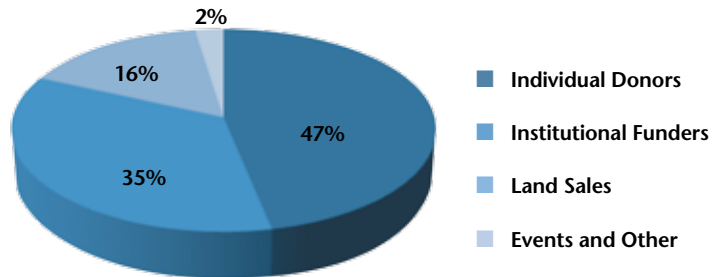
Our conservation legacy continues with the successful completion in December 2015 of the \$22 million Great Park Campaign. The goals of the campaign were threefold:

- 1. Forest Protection and Stewardship Projects \$12.4 million.** Acquire more land and easements within the Great Park region, restore and care for the land.
- 2. Castle Rock State Park Improvements \$5 million.** Provide new, sustainably designed facilities that will bring more people and revenue to the park. Develop a new economic model to keep the park open long-term.
- 3. A Strong and Effective Sempervirens Fund \$4.6 million.** Support education, outreach and operations to connect more people with the redwoods and our mission.

Mike Kahn/SVF

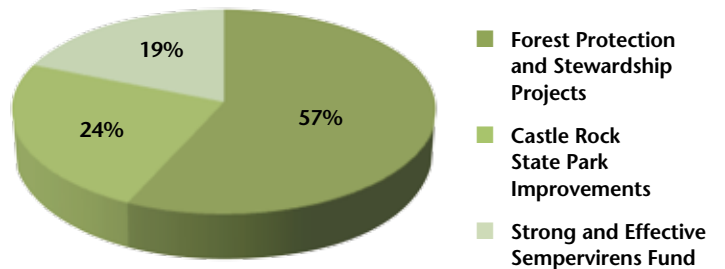


REVENUE



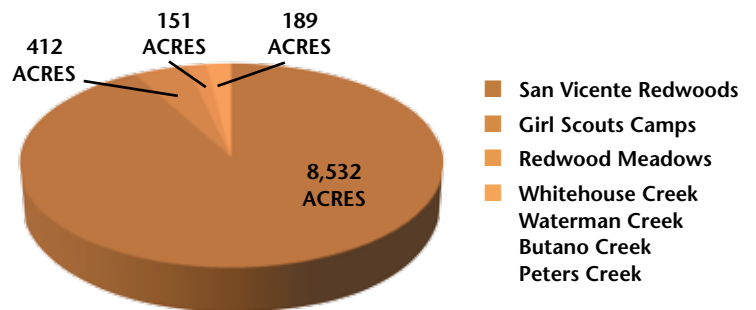
These figures represent the participation of 9,765 donors making 28,552 individual gifts.

EXPENSES



The three original Campaign goals are fully funded and have been managed in a fiscally responsible way.

ACRES PROTECTED



Sempervirens Fund and its conservation partners successfully placed more than 9,200 acres into permanent protection at eight different sites through a combination of fee acquisition and the purchase of timber rights and conservation easements.

Sempervirens Fund Contributors

Creating the Great Park

Sempervirens Fund salutes the more than 9,700 donors who made contributions to the Great Park Campaign between July 1, 2013 and December 31, 2015. This includes all those who dedicated trees and groves through our Tribute Program. Every gift, small and large, helped us achieve our goal. On behalf of the forests and all who inhabit and cherish them, **thank you!**

\$1,000,000 and above

\$200,000 - \$500,000

\$100,000 - \$199,000

\$50,000 - \$99,000

\$25,000 - \$49,999

\$10,000 - \$24,999



Mike Kahn/SVF

Please contact Carrie Drake at (650) 949-1453 x203 or cdrake@sempervirens.org for these contributor listings.



Institutional Support *We gratefully acknowledge the extraordinary generosity of the following institutions whose grants and gifts of \$10,000 and above have propelled The Great Park vision forward.* Anonymous (3) • Betty Lo Foundation • California State Coastal Conservancy • California Wildlife Foundation/California Oaks • The David and Lucile Packard Foundation • The Dean Witter Foundation • Edward Joseph Daly Foundation • Gordon and Betty Moore Foundation • Heising-Simons Foundation • The Jeangerard Foundation • Joseph and Vera Long Foundation • L & L Borok Foundation • Land Trust of Santa Cruz County • The Mervyn L. Brenner Foundation, Inc. • The Nature Conservancy • Portola and Castle Rock Foundation • The Raintree Foundation • Recreational Equipment, Inc. • Resources Legacy Fund • RHE Charitable Foundation • S.D. Bechtel, Jr. Foundation • S.W. Construction, Inc. • The San Francisco Foundation • State of California - Department of Transportation - 2660 • Wildlife Conservation Board • The William H. and Mattie Wattis Harris Foundation

Board of Directors, 2011–2015 *Sempervirens Fund appreciates the dedication, leadership and perseverance of the Board members who have served during the Great Park Campaign. Without their generous gifts of time, expertise and financial resources, the campaign would not have been possible.* Fred Keeley, President 2014–current • Diane Talbert, President 2012–2014 • Dan Martin, President 2011 • Howard Chao • Philippe S. Cohen • Richard L. Conniff • Kevin Flynn • Pamela Koch • William N. Harris • Betsy Herbert • Robert L. Katz • Carl King • Amanda Montez • Craig Neyman • Marina Park • Regina Phelps • Kent Putnam • Austin Swift • Emily F. Thurber • Jacqueline B. Wender • Stephen N. Wyckoff

Donated Services *Thank you to the following professionals who have donated their time and service to help us acquire and protect the land.* Callander Associates • Nelson J. Lee • McKenna Long & Aldridge LLP • Sheppard Mullin Richter & Hampton LLP • Hamey Woods

Partners *We are honored to work with these trusted partners who complement and support our work.* Amah Mutsun Tribal Band • Amah Mutsun Land Trust • Bay Area Open Space Council • Big Creek Lumber • Bonny Doon Fire Safe Council • Bureau of Land Management • CalFire • California Council of Land Trusts • California Department of Fish and Wildlife • California State Coastal Conservancy • California Wildlife Conservation Board • Callander Associates • California Department of Transportation • California State Parks, Santa Cruz District • CAW Architects • County of Santa Cruz • Girl Scouts of Northern California • Google, Inc. • Jasper Ridge Biological Preserve • Land Trust Alliance • Land Trust of Santa Cruz County • Living Landscape Initiative • Jodi McGraw Consulting • Midpeninsula Regional Open Space District • The Nature Conservancy • Peninsula Open Space Trust • Portola and Castle Rock Foundation • Resource Conservation District of Santa Cruz County • Redwood Meadows Ranch Homeowners Association • Resource Conservation District of San Mateo County • San Lorenzo Valley Water District • San Mateo County Parks • Santa Cruz County Parks Department • Save the Redwoods League • Sempervirens Fund Docents and Volunteers • South Skyline Fire Safe Council • Swanton Pacific Ranch • UC Santa Cruz Natural Reserves • Vance Brown Builders 🌲



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Cover: San Vicente Redwoods, photo by William K. Matthias



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