

QUICK FACTS

2016-17 Income
Earned \$55,348
Fundraisers \$35,720
Donations \$128,621
Grants \$908,292
Contracts \$575,375

2016-17 Expense
Given to parks \$684,670
Fund expenses \$137,179

Dollars Support
Parks, Not Our
Operations

Only **16.7%** of the money we spent was for Santa Monica Mountains Fund operations.



Out and About

Helping the public understand the mountains, their wildlife, plants and how to enjoy the park are an important part of the Fund's work. This year we had a booth at various Earth Day events in the area as well as at Thousand Oaks Street Fair. We also enjoyed meeting people at REI events and P-22 Day in Griffith Park. Do drop by and say hi if you see our purple canopy at an event! And don't forget to check out our calendar to find out what's going on in the mountains:

www.samofund.org/calendar

A Year of Grants



The National Park Foundation, Grow@Annenberg, the Leonardo di Caprio Foundation, Lush Cosmetics and REI were very supportive of the Fund's work last year to the tune of \$908,292. Every Kid in a Park, SAMO Youth, trails and wildlife all benefitted from their generosity.

A total of **\$684,670** or **83%** of our expenditures were in support of park programs and projects.

"Of all the paths you take in life, make sure a few of them are dirt" – John Muir

A gift to the Santa Monica Mountains Fund is fully deductible because we are a 501 (c)(3) non-profit organization. You can donate to us on-line through our website or mail us at the address below. Donation boxes can be found throughout the park. Unrestricted donations give us the most capacity to help preserve and promote the mountains.

Contact Information

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Follow us on Twitter: @samofund
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www.instagram.com/samofund
Check out our website: www.samofund.org

The reporting period in this leaflet is 10/16 to 9/17 so it differs from the Fund's audited reporting period.

Santa Monica Mountains Fund 2016-2017 Annual Report



Photo Credits: NPS, Lush and Santa Monica Mountains Fund



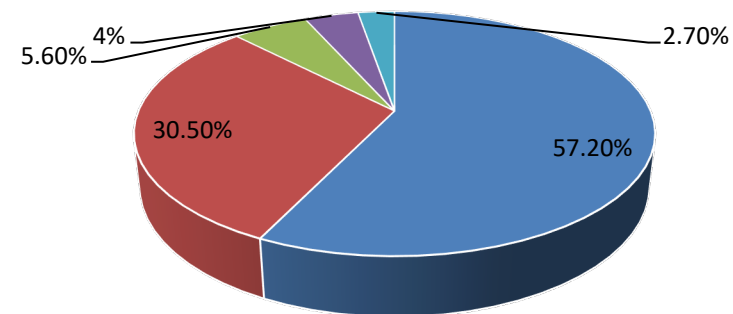
Who We Are

The Santa Monica Mountains Fund is the National Park Service's official non-profit 501 (c)(3) fundraising partner for the mountains. We focus our efforts on education programs, wildlife research and protection, trails, habitat restoration, cultural resources, public information and stewardship. **For the year that ended 9/30/17, we gave \$683,761** to programs such as Every Kid in a Park, mountain lion research and SAMO Youth.

"...Mountains are the beginning and the end of all natural scenery..." — **John Ruskin**

The Santa Monica Mountains National Recreation Area is a natural jewel that extends right into the city. As America's largest urban national park, its mountains and beaches contribute significantly to the quality of life for Angelinos and visitors from out of town. This glorious landscape is also home to one of the most bio-diverse ecosystems in the world.

How Our Money is Spent



- Education
- Resource Management
- Improvements
- Stewardship
- Operational support

Our Work

Wildlife -

Red-legged frogs are back!

The biologists' efforts to return red-legged frogs to the Santa Monica Mountains seem to have paid off, as at least one colony is now thriving in the park. This

follows several years of work to re-establish their breeding in the mountains. Supporting wildlife programs here continues to be an important part of the Fund's work providing genetic tests, satellite collars, cameras and administrative support to the team as they work to look after the park's many species.



So many Kids in the Park -

The Fund paid for the buses (with support from the National Park Foundation) that brought over 14,000 4th graders to the Santa Monica Mountains this year for the 'Every Kid in a Park' program. On their day of adventure and discovery in the mountains with NPS rangers the students tried out a range of activities. These included recording data about bugs, testing their tent pitching skills, finding out about the Chumash people and hiking in the hills. Some of them even earned their Junior Ranger badges!



SAMO Youth -

The Fund once again administered the SAMO Youth program that brought 22 young people from Oxnard and Los Angeles to work with the NPS this summer. They repainted picnic benches, built new fences, volunteered at school gardens, removed invasive plant species, carried out maintenance on miles of trails, hosted booths at the Night Sky family festival and maintained habitat on the Channel Islands.



Women honored for conservation -

At SAMO Fund's annual celebration this year we honored the 'founding mothers' of the Santa Monica Mountains - Sue Nelson, Margot Feuer and Jill Swift - along with 11 amazing women who have continued their extraordinary legacy of conservation in the park for nearly 40 years. They are fantastic role models for anyone who wishes to help preserve the mountains.