



Yosemite Conservancy Media Fact Sheet

Who We Are We're a nonprofit dedicated to preserving Yosemite's resources and providing enriching visitor experiences in the park. Our philanthropic partnership with Yosemite goes back more than 95 years.

What We Do We fund high-priority projects in Yosemite, including trail work, habitat restoration, educational programs and scientific research, and we provide visitor programs, wilderness services and bookstores that help people connect with the park.

Funding High-Priority Projects

- With support from generous donors, we fund grants to the park for trail and habitat restoration, wildlife management, scientific research, visitor education, and more.
- Results of Conservancy-funded projects are visible throughout the park, including at renovated overlooks, such as Tunnel View and Glacier Point; at the base of Lower Yosemite Fall; and in the recently restored Mariposa Grove.
- In 2020, our donors are funding 41 new grants to help repair trails throughout the park, restore wilderness areas, study and protect vulnerable wildlife, provide engaging visitor and youth programs, and more.
- Other major Conservancy-supported projects taking place in 2020 include planning a new Welcome Center in Yosemite Village and restoring the Bridalveil Fall area.
- Learn more: yosemite.org/impact

Connecting People with Yosemite

- Our **adventure, art and theater** programs help visitors experience and connect with the park in unique and inspiring ways.
- Our **volunteers** play a key role in the park, whether they're assisting visitors or helping with restoration work.
- Our **wilderness team** processes permits, rents out bear-proof food canisters to backpackers, and helps manage the Ostrander Ski Hut.
- Our **bookstores** online and in the park offer top-quality products, including maps, guides, unique apparel, and a variety of books, including many produced by our long-running publishing program. Learn more: shop.yosemite.org
- Proceeds from our visitor programs, wilderness services and bookstores fund essential work in Yosemite.
- Learn more: yosemite.org/experience

2020 Fast Facts

- ✓ **\$15.5 million** in total annual support to Yosemite in 2020
- ✓ **\$130+ million** in grants to Yosemite for **680+** completed projects
- ✓ **41** new grants in 2020
- ✓ **50,000+** donors
- ✓ **830,000+** people will benefit from Conservancy-run programs and services in 2020
- ✓ **Donate:** yosemite.org or 1-415-434-1782
- ✓ **Offices:** San Francisco and Yosemite (El Portal)

Yosemite Conservancy Highlights

- History** Yosemite Conservancy has more than 95 years of experience working with Yosemite to preserve the park for current and future generations. The Conservancy established an early model for many of today's national park nonprofit partners. Details: [yosemite.org/our-history](https://www.yosemite.org/our-history)
- Support** Yosemite Conservancy receives support from a variety of sources, including:
- Individual donations, estate gifts and memorial gifts.
 - Grants from foundations and corporations.
 - Yosemite license plates (issued by California Department of Motor Vehicles).
 - Proceeds from our visitor programs, services and bookstores.
- Volunteers** Hundreds of people per year participate in our Yosemite volunteer programs. Our volunteers assist visitors, help with habitat restoration, support Preventive Search and Rescue, and more. Details: [yosemite.org/experience/volunteer](https://www.yosemite.org/experience/volunteer)
- Webcams** Our four Yosemite webcams show El Capitan, Half Dome, Yosemite Falls and the High Sierra. *Please use the contact information below for permissions to use images from the webcams.* See the webcams: [yosemite.org](https://www.yosemite.org)
- Sharing Our News** Yosemite Conservancy communicates through a variety of channels, including our website, social media, blogs, monthly enewsletters, a semiannual magazine, an annual report, direct mail, events and the news media. Recent news: [yosemite.org/latest-news](https://www.yosemite.org/latest-news)
- Leadership & Staff** Frank Dean became president of Yosemite Conservancy in 2015 after nearly six successful years as superintendent of the Golden Gate National Recreation Area, part of a National Park Service career that spanned almost four decades. Since joining the Conservancy, he has overseen the completion of noteworthy projects to benefit Yosemite, including a successful \$20-million fundraising campaign to restore Mariposa Grove. A board of trustees is responsible for overseeing management, activities and governance. A permanent staff of 45 manages day-to-day operations.
- For a biography of Frank and list of our board and council members: [yosemite.org/board-and-council](https://www.yosemite.org/board-and-council)
- Media Contacts** Visit our online press room ([yosemite.org/press-room](https://www.yosemite.org/press-room)) or contact us:
- Peter Bartelme, 415-664-1503, pb@prstrategies.com
 - Jennifer Miller (Chief Marketing Officer), 415-434-1782, jmiller@yosemite.org

OUR MISSION

Yosemite Conservancy inspires people to support projects and programs that preserve Yosemite and enrich the visitor experience.