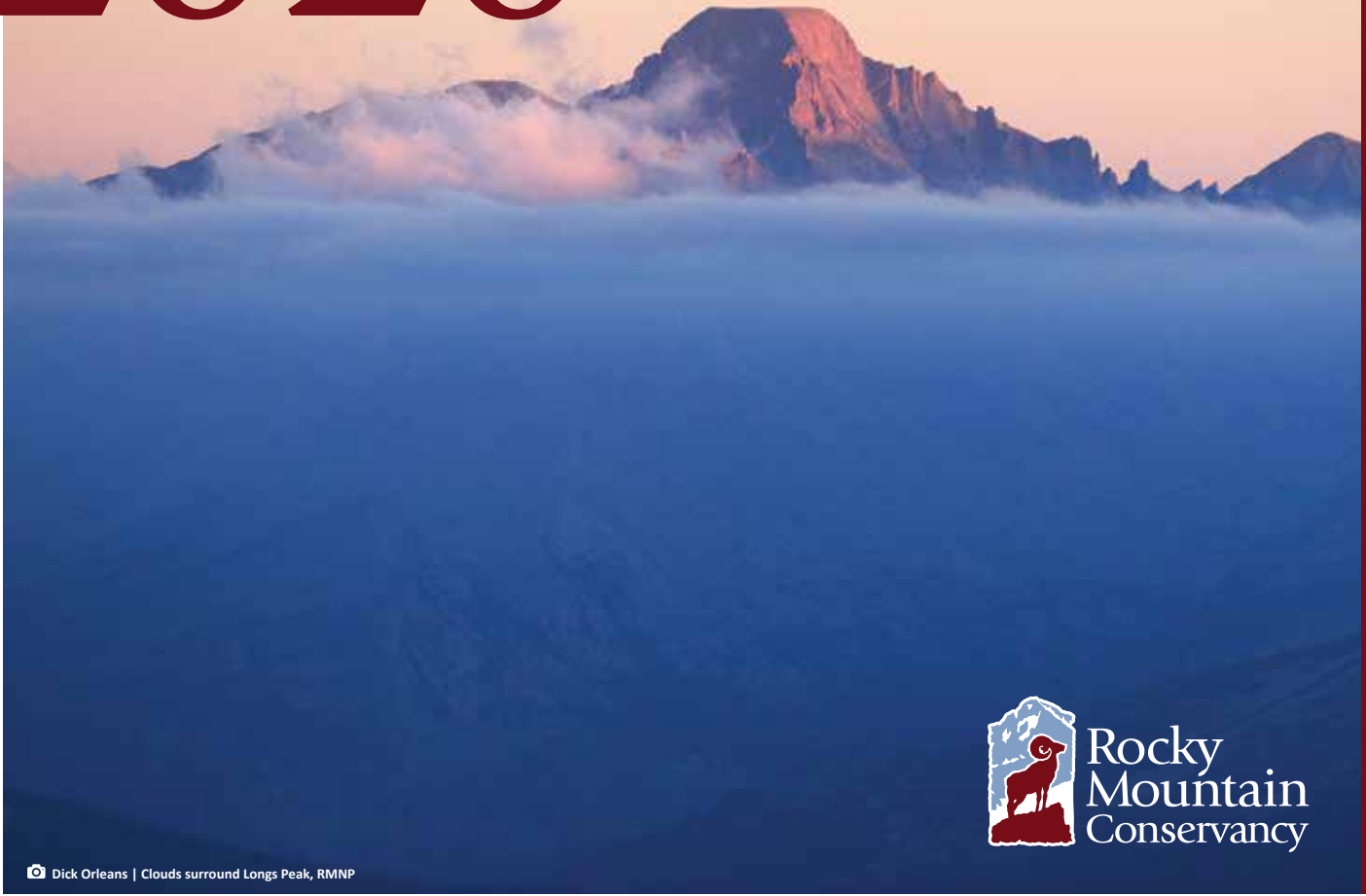


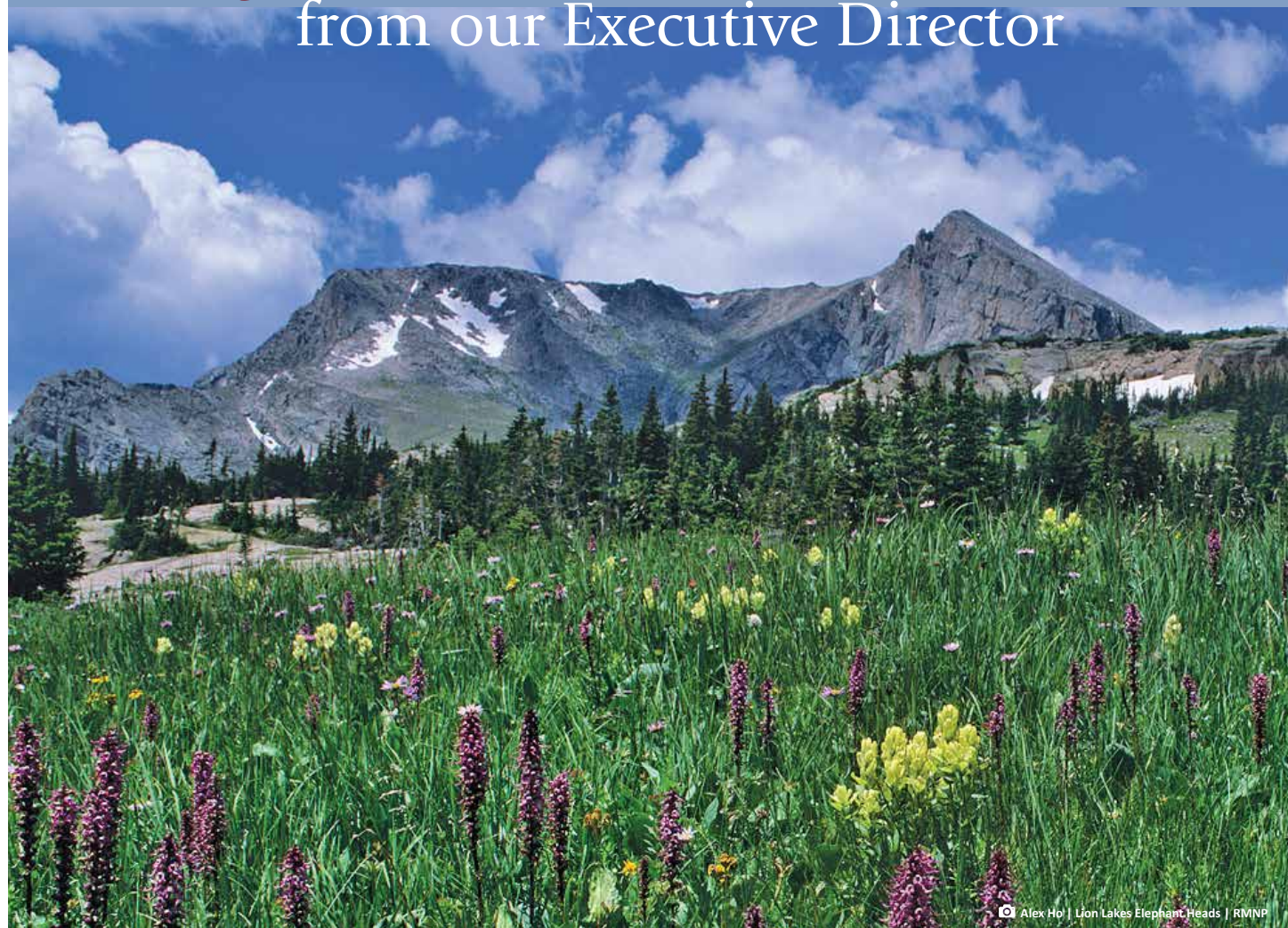
2020 Annual Report



Rocky
Mountain
Conservancy

A Message

from our Executive Director



Alex Ho | Lion Lakes Elephant Heads | RMNP

We can all agree that 2020 was a year like no other, both professionally and also personally. It was a year defined by uncertainty, change and sheer determination. When I think about how far we've come since March last year, I am astonished by the creativity and dynamism of the Conservancy staff and community to adapt and deliver on our mission, while doing our best to keep everyone as safe as possible. In the face of a pandemic, wildfires, and an impaired national economy, our donors and community bestowed an incredible level of support and aid to the park.

Conservancy Nature Stores were greatly impacted by COVID-19 in 2020. Our retail staff served visitors with information to help keep them safe and to promote a meaningful experience in the park. With significant visitor center closures, and all the limitations the pandemic brought, our retail revenue took a hit, but began to bounce back towards the end of the summer.

Many of the Conservancy programs were affected by the pandemic. Our Field Institute programming had to be completely suspended in 2020 to ensure public safety. While this was a difficult decision, and a major setback last year, we have been excited to take this time to rethink our learning platforms and redesign our approach to reach a broader and more diverse audience – and deliver even higher quality content in the future. Our Conservation Corps was also affected, as Rocky was forced to cancel all youth conservation programming in the park due health safety concerns. However, we were pleased to work with the Arapaho-Roosevelt National Forest partners to get four Corps crews deployed into the forest adjacent to the park. While it was not the eight crews for which we had originally

planned, it was incredible to get some young people into the field to roll up their sleeves, get their hands dirty, and learn the craft of stewardship.

While wildfires burned close to 30,000 acres in Rocky, our community rose to the occasion and donated more than \$157,000 to support wildfire restoration and promote healthy forests. The Conservancy also started a Wildlife Conservation Fund to support the park in their efforts to protect and conserve the park's critters. In all, the Conservancy followed through on its commitment to RMNP, directing \$1.3M in philanthropic support aid to the park. With incredible commitment from donors like you, we were pleasantly surprised by your generosity during the annual giving campaign, leaving the Conservancy well positioned to give strong support to the park in 2021.

It was a tough year, but ultimately another effective year of the Conservancy supporting RMNP. Of course, hardship is nothing new in Rocky. At times like this, I think about the hardy indigenous people and pioneers that came before us. As we know from their stories and journeys, Rocky is a place that shapes strength and perseverance in the face of adversity. We look forward to a new year and all the exciting possibilities to connect people with history and nature.

Warmly,



Estee Rivera Murdock

Estee Rivera Murdock
EXECUTIVE DIRECTOR

Together,

we...



Conservation Corps | RMNP



Provided **\$1.3 MILLION** in philanthropic support to Rocky Mountain National Park



Funded Longs Peak trail improvements from Granite Pass to the Boulder Field



Hosted **4** Conservation Corps crews in the Arapaho-Roosevelt National Forests



Funded Rocky's Distance Learning program that reached nearly **4,000** students through **175** connections across the country and around the world

Additionally, we...



Helped to refurbish trails around the Alluvial Fan, making them more accessible and friendly to visitors with mobility challenges



Published *Silvestre Por Dentro: Rocky Mountain National Park*, a Spanish version of our *Wild Inside: Rocky Mountain National Park* board book for kids



Raised more than \$2.6M in support of the park, including \$157,000 for wildfire restoration and healthy forests



Adapted our Nature Stores to safely serve visitors during the pandemic and earned \$2.1M to support the Conservancy and its mission





© A burned bridge on Green Mountain Trail | RMNP

Mission Accomplished for 2020

The Rocky Mountain Conservancy provides services, educational experiences and materials to enhance Rocky Mountain National Park and surrounding public lands for all park visitors. We strive to be responsive to this mission with a strong business model and efficient practices, as well as through engaging programming and the creation of compelling educational programs.

The Membership Connection

The Conservancy's membership continues to build a strong constituency of support, enabling us to carry out our mission to conserve the park. Conservancy members are the lifeblood of our organization, forming a stable foundation for operations. Members have also become a valuable resource for volunteer activities when needed. Our membership program offers members a vibrant array of discounts and invitations to special events and opportunities to engage with the park through stewardship.

Wildfires in Rocky

In 2020, relentless and devastating wildfires burned more than 30,000 acres in Rocky Mountain National Park through the summer and fall months. A perfect storm of drought conditions and dry weather gave rise to the *Cameron Peak* and *East Troublesome* fires. Fire crews worked tirelessly around the clock, and with the help of winter weather and cooler temperatures were finally able to get the fires contained.

The Conservancy responded with the creation of a Wildfire Restoration Fund, to help mobilize our donor community around this incredible need. Conservancy donors gave more than \$157,000 in support of fire restoration efforts. The funds will help the Conservancy support cleanup and restoration, including rebuilding trails, historic structures, and visitor infrastructure, all of which will be imperative to the recovery of the park and visitor experience. These funds will also help to address emergent and long-term recovery and prevention needs in the park.

Conservation Corps Success: Making a Lasting Impact During the Pandemic

COVID-19 made a lasting impact on countless industries and professions, and the Rocky Mountain Conservancy – Conservation Corps (RMCCC) program was no different. Due to COVID-19 restrictions, the normal operating crew of 40 individuals was cut in half, which was challenging, but it also highlighted the resilience of each of these young people as they worked to improve some of Colorado’s public lands. This year, the 20 Corps members were split into two pods to work in the Boulder Ranger District and Sulphur Ranger District of the Arapaho & Roosevelt National Forests, which sits adjacent to Rocky Mountain National Park.

Crew members initiated their required AmeriCorps training via Zoom and quarantined at their own homes prior to arrival. By mid-June, crews arrived at their respective locations to work in their designated pods, with an assigned Field Coordinator that allowed the crews to minimize travel and reduce exposure.

Our Boulder and Sulphur Ranger District crews worked in heavily trafficked areas to restore and improve more than 50 miles of damaged trail within James Peak and Indian Peaks Wilderness areas. They also worked with Front Range Climbing Stewards on access projects involving trail maintenance and heavy rock step and bridge work in heavily trafficked wetland areas to protect this fragile habitat. The crews also conducted maintenance on many miles of trail within Grand County.

While the season was anything but normal for our 2020 Conservation Corps, it was full of life-changing experiences, and a thrill to witness the crews adapting so seamlessly to the times. What an incredible group of public lands stewards!

Extending the Conservation Corps Impact

With 2020 being anything but a typical year, trying something new with the Conservation Corps seemed like a likely opportunity. For the fall of 2020, we extended our Corps season to any crew members that were interested in staying on to work on projects within Estes Park. We engaged four crew members and two Field Coordinators to focus on trail maintenance projects within the Rawah Wilderness area, and within Estes Park on the Thumb and Needle Project. These crews continued working in a pod environment, and this extended opportunity remains a Conservancy priority for the fall of 2021 as it provided a valuable opportunity for members to continue to hone their craft, and also to work on projects that hold unique challenges for local land managers. Within Estes Park, the Extended Crew worked on creating access to close-to-town recreation that will serve local and visiting adventurers alike. Innovative programming at its best.

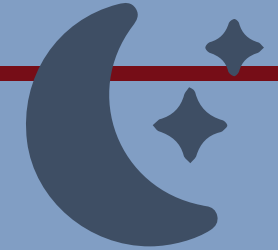


Conservation Corp | RMNP



Virtual learning in action from Rocky | RMNP

Next Generation Programs



EDUCATION AND OUTREACH PROGRAMS:

In 2020, Rocky Mountain National Park's entrance gates did not see quite as many big yellow school buses as usual. Prior to the start of the pandemic, Rocky's Education and Outreach Program was able to provide 28 field programs for 845 participants on site in Rocky. As classrooms across the country transitioned to virtual learning, Rocky's existing and well-established Distance Learning program was ready to meet the changing needs of students and teachers. Unable to safely transport kids to the park on a bus, the Rocky Mountain Conservancy funded education technicians and interns that were beamed in to meet students virtually who traditionally had visited the park in person, and to those who never had, at home, or in classrooms. Distance Learning programs were free, offered nationwide and worldwide, year-round. In 2020, Rocky's Distance Learning program reached nearly 4,000 students during 175 connections across the country and around the world. Some of the "destinations" included Vermont, Colorado, California, Georgia, New York, British Columbia, Mexico and India.





Junior Ranger tracking | RMNP



Junior Ranger with Park Volunteer | RMNP



Junior Ranger creativity | RMNP

Encouraging Stewardship Through Learning

JUNIOR RANGER PROGRAM

With funding from the Conservancy's Next Generation Fund, the Junior Ranger program continued to encourage kids to explore, learn, and protect the park. And while formal ranger programs could not be offered during the pandemic, the Education and Outreach team assembled nearly 3,000 Junior Ranger Discovery Packs filled with scientific tools to help Junior Rangers and their families explore Rocky on their own. The packs helped kids complete activities in their Junior Ranger book and earn their official wooden Junior Ranger badge. In 2020, more than 15,000 Junior Ranger activity books and badges were distributed at informal contact stations throughout the park.





Mill Creek Bridge damaged in fire | RMNP



Mill Creek Bridge completed in the shop | RMNP

Enhancing the Rocky Experience



The Conservancy’s foundational mission to support Rocky’s educational goals remained strong during this unusual year, and the organization proved nimble in innovations that enabled visitors to engage with the park’s services despite restrictions. The Conservancy connected with visitors through books, and other educational materials by integrating curbside shopping and touchless customer service for optimum protection of visitors and staff. Additionally, the Conservancy intentionally increased the number of educational products online to maximize web-based sales.

In addition to supporting the operations of the Conservancy, retail proceeds from five Nature Stores also fund educational materials provided to visitors upon entrance into the park. Despite the pandemic and extensive wildfire impact, sales to park visitors came in at an impressive \$2.1 million.

Due to the pandemic, direct aid for 2020 was primarily drawn from prior years to fund programs and needed supplies including: the park newspaper, printing site bulletins, providing Junior Ranger program materials, and museum support, including a photo archival intern and an herbarium for the museum collections.

The Conservancy was also able to give smaller goodwill awards to 17 of our other public lands locations, totaling \$20,500. The intent of this support was to help offset any critical needs for each retail store, such as personal protective equipment, cleaning, and other similar expenses due to the pandemic to facilitate a successful store opening in 2021. Also in 2020, a generous donor purchased a supply of Conservancy childrens’ books that were then donated to local Estes Park families.

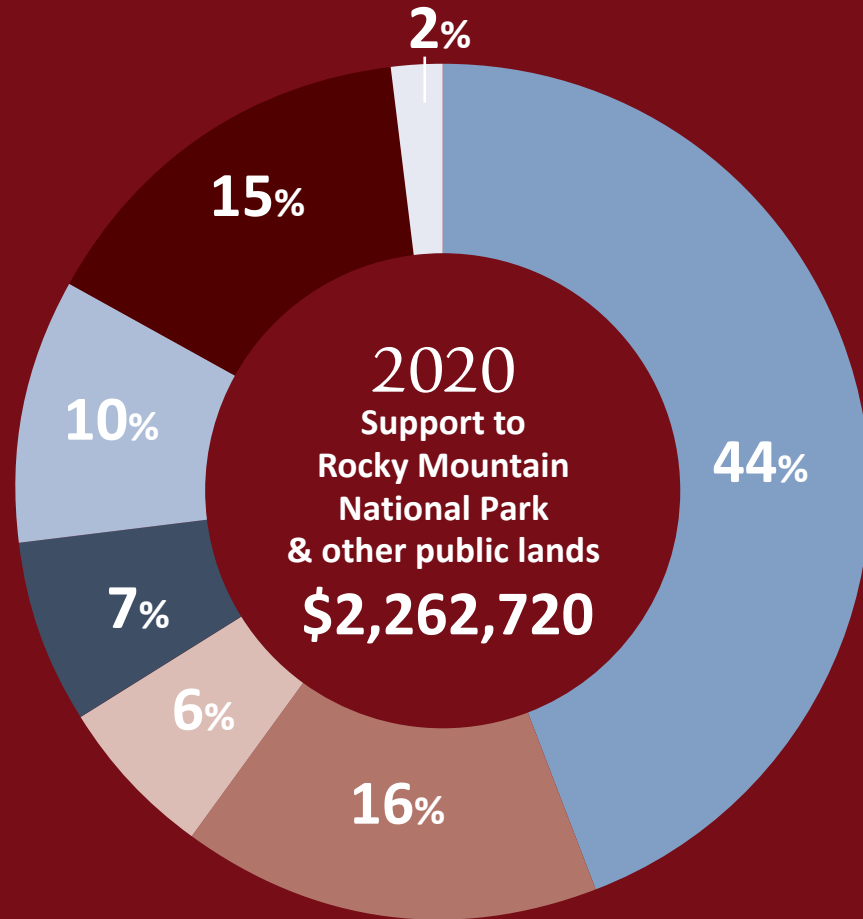
Publishing to Strengthen Connections

We are excited to publish a new book in 2020, *Silvestre Por Dentro Rocky Mountain National Park*, a Spanish version of our *Wild Inside: Rocky Mountain National Park* board book for kids. With the assistance of the Estes Park High School Spanish students, this favorite was translated for this publication and ultimate sale in our Nature Stores in the park.

As part of the membership and donor outreach program, the Conservancy continued the publication of its popular quarterly print publication, the *Quarterly*. Approximately 32,000 newsletters were received at mailboxes in 2020, with an online newsletter reaching more than 6,500 people each quarter.

By the Numbers

- Visitor Services
- Constituency Building
- Other Public Lands
- Youth, Education and Outreach
- RMC Conservation Corps
- Park Improvement Projects
- Land Protection



Statement of Financial Position

As of December 31, 2020

	2020	2019
ASSETS		
Cash and Equivalents	\$ 6,678,536	\$ 5,393,711
Investments	12,432,461	11,097,949
Accounts Receivable	187,197	133,813
Contributions Receivable	228,685	127,175
Prepaid Expenses	63,297	55,476
Inventory	609,389	659,174
Land Held for Donation	500,000	500,000
Property and Equipment	996,803	722,066
TOTAL ASSETS	21,696,367	18,689,364
LIABILITIES		
Accounts Payable	140,979	124,172
Accrued Aid Payable	414,440	469,091
Accrued Expenses Payable	323,823	259,779
Deferred Revenue	-	2,180
Notes Payable	279,652	-
Custodial Funds	7,928	7,928
TOTAL LIABILITIES	1,166,821	863,150
NET ASSETS		
Unrestricted:		
Operating	2,585,422	2,056,165
Designated:		
Operating Reserves	700,000	1,200,000
Quasi-Endowments	9,712,143	8,512,851
RMNP Funds	3,921,752	2,983,390
Temporarily Restricted	3,289,541	2,753,205
Permanently Restricted	320,687	320,602
TOTAL NET ASSETS	20,529,545	17,830,539
TOTAL LIABILITIES AND NET ASSETS	21,696,367	18,689,364



Our Donors

For a complete list go to: www.RMConservancy.org/2020-donors

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Who We Are

Founded in 1931, the Rocky Mountain Conservancy is the nonprofit partner of Rocky Mountain National Park, and other public lands. Our primary mission is to provide philanthropic and programmatic support to Rocky Mountain National Park, including funding for youth education through our Next Generation Fund. We also work with other public lands partners, including the Forest Service and Bureau of Land Management partner agencies, to provide educational services and support for public lands in Colorado and Wyoming. In addition to its educational and visitor services programs, the Rocky Mountain Conservancy also raises funds to support and enhance Rocky. With the assistance and generosity of thousands of donors, members and partners, the Conservancy has raised more than \$35 million for the park since its inception.

Our Mission

The Rocky Mountain Conservancy promotes stewardship of Rocky Mountain National Park and similar lands through education and philanthropy.

