



Building a Foundation: Zion National Park Foundation

Aly Baltrus
Chief of Interpretation
Zion National Park
alyssa_baltrus@nps.gov

Lyman Hafen
Executive Officer
Zion National Park Foundation
lymanh@infowest.com

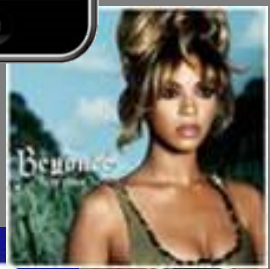
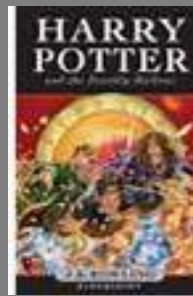
- Gas cost \$3.38/gallon
- Top News story: US Housing bubble bursts
- Apple introduces the iPhone
- Final Harry Potter Book is published
- Best Picture: The Departed
- Anna Nicole Smith and Boris Yeltzin died
- Irreplaceable by Beyonce
- Sophia and Aiden were top baby names
- Indianapolis beat Chicago in the superbowl



2007



iPhone



ZION National Park in 2007



- **Visitation= 2.5 million and rising quickly**
- **ONPS budget= 6.6 million and not keeping pace**
- **Staffing= approximately 150; lower than in 2001**
- **Outreach and education contacts= dropping steadily since 1993**
- **Zion had no way to fundraise**

Building the Foundation

**Zion Natural
History Association
Board of Directors**

**Lyman Hafen
Executive Director**

**Zion Natural
History Association**

**Zion National Park
Foundation Board**

**Zion Canyon Field
Institute**

**Zion National Park
Foundation**

**Zion National Park Foundation
And Zion Natural History Association**

Foundation Staff:
Left to Right: Tracy Jones, Director of Finances;
Lyman Hafen, Executive Director; Jill Burt,
Director of Operations and Development



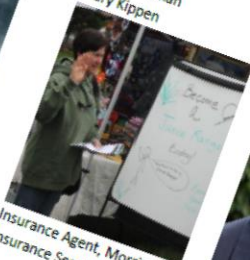
2013 Board of Directors:

Chairman
James A Lemmon




Real Estate Broker with ERA Realty

Vice- Chairman
Mary Kippen




Insurance Agent, Morrissey Insurance Service Inc.

Hal Anderson




Partner, Soltis Investment Advisors

Scott Gubler




CEO of Deseret Laboratories


Nick Jorgensen



Roland Lee



Katherine Matheson




David Mortensen



of Media,
Utah State University

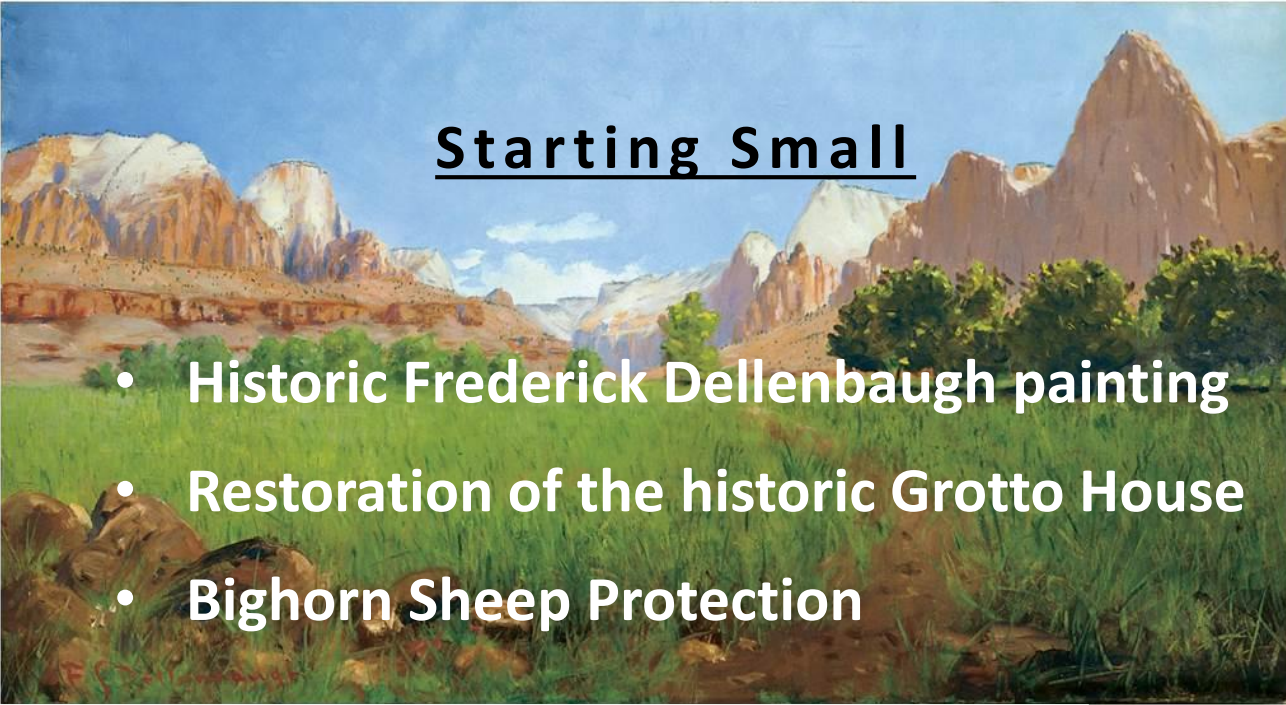
John Taylor



Professor of
Biology, Southern
Utah University

Starting Small

- Historic Frederick Dellenbaugh painting
- Restoration of the historic Grotto House
- Bighorn Sheep Protection



2010 Visioning

- **Align Goals with Park**
- **Be Project Focused**
 - Youth Initiative
 - Arts
 - Bighorn Sheep
- **Build Infrastructure**
 - Dedicated Staffing
 - Donation Recognition Plan
- **Fundraise and Friendraise**



Fundraising and Friendraising

- **Membership**
- **Mailings**
- **License Plates**
- **Spring Fundraiser**
- **Fall Donor Recognition**
- **Plein Air Art Invitational**
- **Donations at the Register**
- **Grant Matching**



What Worked

- **Combined Vision**
- **Joint Offices**
- **Partnership Development**
- **Targeted Fundraising**
- **Overlap Staffing**
- **Partnering with Others**
- **Leveraging Grants**




Lessons Learned

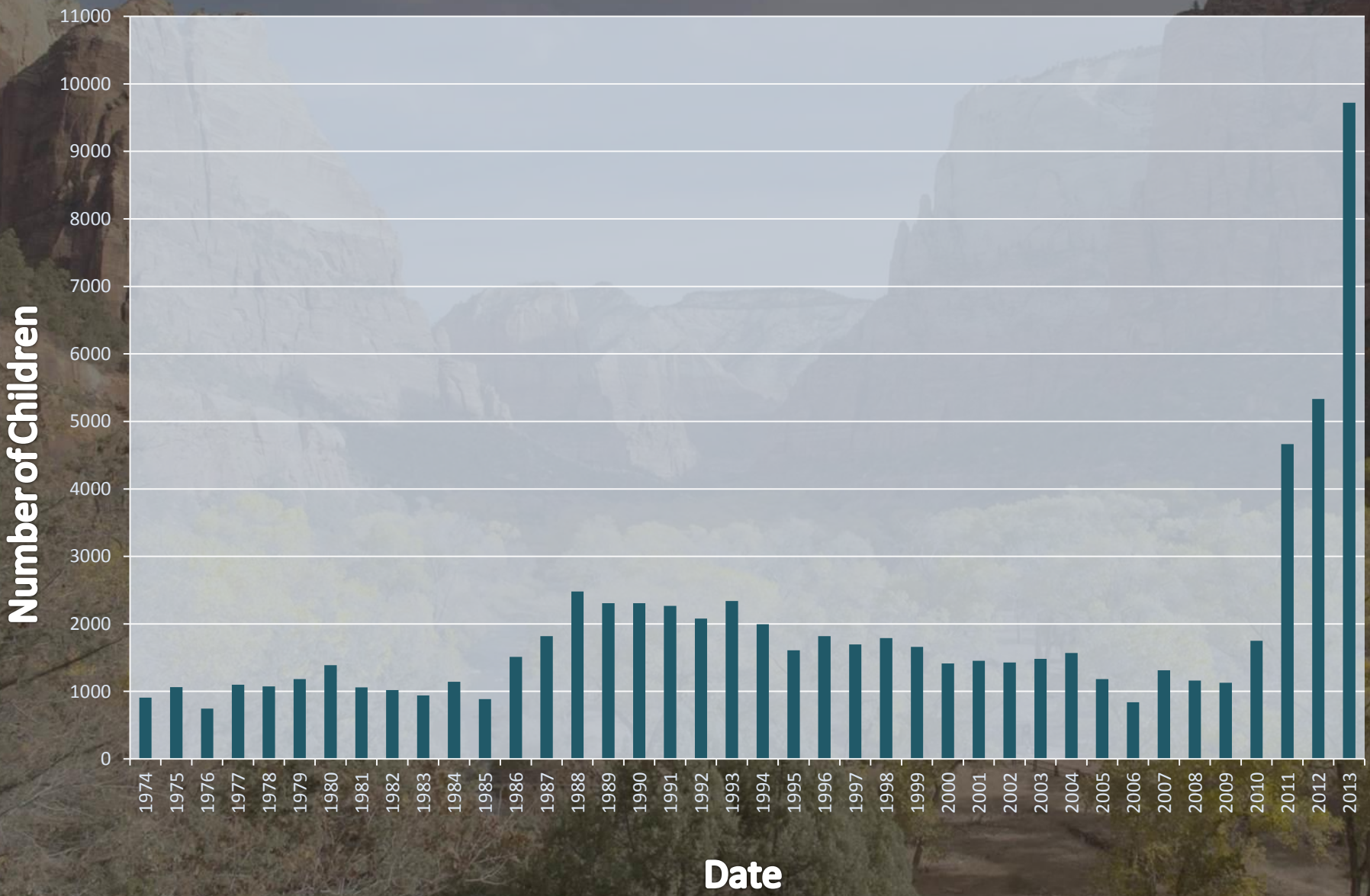
- **Trying New Things yet Maintaining Focus**
- **Realizing its More than just about Making Money**
- **Getting the Staff Involved as much as Possible**



What Is Next

- 
- **Donor Recognition Exhibit**
 - **More Targeted Fundraising**
 - **More for the Sister Parks**
 - **Dollar Check-off**
 - **New Superintendent**

Ranger-led Youth Program Attendance 1974 to 2013



A scenic view of a desert valley with red rock mountains and sparse green vegetation under a cloudy sky. The text is overlaid in white, centered on the image.

Thank you
Zion National Park
Foundation!

Building a Foundation: Zion National Park Foundation

Aly Baltrus
Chief of Interpretation
Zion National Park
alyssa_baltrus@nps.gov

Lyman Hafen
Executive Officer
Zion National Park Foundation
lymanh@infowest.com