



# Year-End Summary

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*Educate • Preserve • Support*

Central Coast State Parks Association

*2021 was an exciting year* of transformation and rejuvenation for CCSPA. We were able to come through the challenging last two years as a stronger organization. Our sales of firewood and merchandise saw a healthy increase, allowing us to retain and hire a talented and dedicated staff, successfully launch the Western Monarch Trail project (just in time for the amazing return of the western monarchs), and help fund renovations for the Morro Bay Museum of Natural History. The pandemic taught us the real importance of open space and the value of having beautiful State Parks in which to recreate. It was a delight to serve as Board President these past three years and welcome the new Board Chair, Valerie Glahn. I look forward to the future and other valuable collaborations between CCSPA and San Luis Obispo County's State Parks. ,



*Marylou Gooden*

**MARYLOU GOODEN**  
BOARD CHAIR



*Wow! What can I say* about 2021? As a team, the board and staff of CCSPA approached 2021 with caution and yet hopeful for what was to come. Despite the mounting challenges we were faced with, we grew the strength and reach of CCSPA! We remain grateful for the support of our community, sponsors, donors and visitors. Collectively as humans, our continued drive to commune with nature and provide ourselves and our families with lasting memories allowed us to seek experiences in our parks, museums and open spaces.

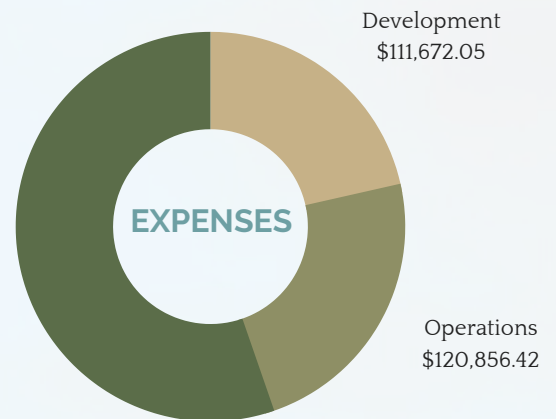
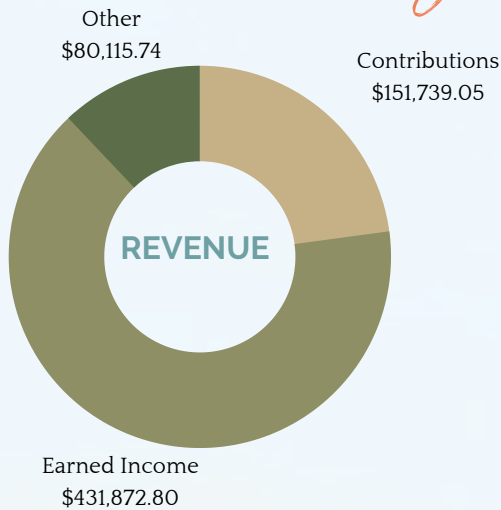
Those who visited our campgrounds graciously supported our Central Coast State Parks by purchasing the firewood to roast their smores and watch the night sky. Once open, our nature stores buzzed with enthusiasm to take a piece of their experience in our parks home with them. When we decided to move forward with the Butterfly Ball, you showed up with the passion and drive to support western monarch conservation. The engagement and passion you have shown for our local State Parks and the cultural and natural resources within them ensures the continued preservation for many years to come.

With gratitude,

*Kristin Howland*

**KRISTIN HOWLAND**  
EXECUTIVE DIRECTOR

# Adding It All Up



- ☀ **Contributions (22.8%)**  
Donations and other support including but not limited to cash, in-kind goods & services.
- ☀ **Earned Income (65.1%)**  
Gross revenue earned from retail sales, e-commerce, events and firewood program.
- ☀ **Other (12.1%)**  
Grants and other fiscal support

- ☀ **Development (21.5%)**  
Expenses related to fundraising & events
- ☀ **Operations (23.2%)**  
Expenses incurred to support CCSPA operations and administration
- ☀ **Programs (55.3%)**  
Spending directly related to the mission of CCSPA to support the educational and interpretive efforts of the Central Coast State Parks.

## PROGRAMS SUPPORTED BY CCSPA

School Group Transportation  
Guided Interpretive Hikes  
Western Monarch Conservation

Conservation Outreach  
Continuing Education  
Cultural and Living History

Morro Bay Museum of Natural History  
Mind Walk Lecture Series



*Fact: Over 5 million guests visited our 310 Coast District parks in 2021!*

## Our Mission

The Central Coast State Parks Association (CCSPA), in partnership with California State Parks in San Luis Obispo County, supports interpretation, education and volunteer efforts while promoting public awareness and stewardship of our natural resources and cultural heritage.

## Our Vision

We envision the development of a robust variety of programs focused on inclusive environmental education and interpretation in collaboration with California State Parks in San Luis Obispo County. By supporting these programs, we aim to foster a community of environmental stewards who understand the importance of our natural resources, how our society and ecosystems are interconnected and the role humans play in their preservation. By expanding audiences and increasing funding, our efforts will result in a stronger engagement within our ethnically diverse community. Together, we will recognize the importance of our connections to our State Parks and open spaces along the Central Coast, "where the land meets the ocean."

*Thank you to our supporters for all you do for our Central Coast State Parks!*

With profound gratitude we thank you for your support in sustaining the environmental education programs and activities in our Central Coast State Parks. As a local nonprofit organization, we depend on you, our community to make each program a reality.

## CCSPA Volunteers

### Retail:

Marylou Barker-Gooden  
Peggy Burhenn  
T.J. Carsey  
Missy Collet  
Mike Eggleston  
Valerie Glahn  
Barbara Hagerty  
Azul Hull  
Linda McAllister  
Eileen Murta  
Alexis Olds  
Ed & Suzanne Pawlowski  
Cindy Richmond  
Jerry Stanley  
Donna Turner

Diana Wilcox  
Diane Wilsdon

### Headquarters:

Terry & Jerry Brewster  
Janet Carlstrom  
Ann Fryer  
Nancy Howland  
Francesa Hunter  
Alissa Maddren  
Lygia Smidt

### Blog Contributors:

Faylla Chapman  
Marcus Cocova  
Renne Gardner

Jaden Husser  
Sally Krenn  
Maureen McNamara  
Katie Raffaini  
Norma Wightman

### Wood Program

#### Coordinators:

Ted Coulton  
Barbara Hagerty

#### Events:

Peg Beebe  
Tyler Conrad  
Nan & Rudy Guidiana  
Bob Shanbrom

## Retail Partnerships

ADKTD Lifestyle  
Coastal Peaks Coffee  
Fable Soap Company  
Mama Ganache Artisan Chocolates  
There Does Not Exist Brewery

## Business & Corporate Sponsors

Los Osos Rexall  
Shanbrom Family Foundation  
The Coastal Awakening

