

Cabrillo National Monument Foundation

# ACCOMPLISHMENTS



# EXCELLING IN 2022

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Cabrillo National Monument Foundation (CNMF) is having a record-breaking year thanks to the hard work from CNMF staff and visitors shopping in the Cabrillo Store, the continued support from our members, and the generosity from donors.

CNMF provided over \$157,600 in funding to support programs and activities in park discovery, youth education, and volunteer support at Cabrillo National Monument. In addition, we embarked on a fundraising campaign for a new trail at the park and are over halfway to meeting goals.

As a reminder, many programs would not exist without the support from CNMF, the park's primary philanthropic partner. That is how crucial grants, foundations and community organizations, and members and donors like you are to the park and to the CNMF family.

Included in this report are some funding accomplishments made this year and continue for the benefit of the park and its visitors.

Go ahead, pat yourself on the back.

Emily M Moore  
Executive Director



**Many park programs would not exist without support from CNMF... and members and donors like you**

# ONGOING FUNDING AREAS



## 01. PARK DISCOVERY PROGRAMS + ACTIVITIES

- Weekly guided tours of the upper monument
- Greenhouse supplies to grow native plants which replace invasive plants around the park
- Tidepool Protection educational supplies and signs
- Snake Ambassador program
- 250 Science Explorer interactions



## 02. YOUTH EDUCATION PROGRAMS + ACTIVITIES

- 24 female-identifying girls participated and had life-changing experiences at the 2022 EcoLogik Project summer camp for FREE (*look out for exciting news coming soon*)
- 400 students participated in the Conservation + Comics school program
- 14 schools and 783 students were able to visit the park, many for the first time, due to available bus funding
- Over 5000+ Jr. Ranger booklets, badges, and supplies were funded to engage youth to be park stewards of our future



## 03. VOLUNTEER SUPPORT PROGRAMS + ACTIVITIES

- Volunteer-in-Parks programs, training, supplies, equipment, apparel
- Tidepool Protection Education and Restoration Program (TPERP) training program had 5 new volunteers and 60 returning volunteers
- Tidepool clean-up = 288lbs of debris and trash collected
- Supplies and equipment to keep volunteers and visitors safe



## 04. ENHANCEMENTS IN THE VISITOR EXPERIENCE

- Interpretive and educational merchandise available in park store
- Concession services for visitors
- Accessibility accommodations including interpretation services for ASL guided tours and interns

# NEW TRAIL

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Through the generosity of the **National Park Foundation** and **GRoW @Annenberg**, and incredible gifts from members and donors like you, we have secured over \$262,000 for a new trail at Cabrillo National Monument, set to be completed in 2023.

If you stand at the tidepools and look up the hillside toward the Old Point Loma Lighthouse, you will see that work has already begun to create the new trail. Initial funding has allowed work to begin by archaeologists, specialized trail crews, tribal monitors, and plant restoration crews. It is not permissible or safe for visitors to enjoy the new trail yet, but we are thrilled that another first class recreational trail will be added to our national park very soon.

We need your help to reach the finish line.

CNMF has a goal of raising an additional \$150,000 in the next fiscal year for completion items and interpretive signs. Learn more at [cnmf.org/trail](http://cnmf.org/trail) and to donate.

**Donate and learn more at [www.cnmf.org](http://www.cnmf.org)**



# AND THERE'S MORE

## IN THE COMMUNITY

Executive Director Emily was sponsored by the **National Park Foundation** to participate in an elite Leadership Institute. Emily, along with other philanthropic park partners, will execute a large-scale strategy that creates a sustainable organization benefiting Cabrillo National Monument and the community. More information to come in fiscal year 2022 – 2023.

CNMF and National Park Service presented to the **Point Loma Rotary** resulting in a \$1,000 donation to The EcoLogik Project.

**Jensen's Foods** hosted a wine tasting fundraiser for the community benefiting CNMF. Jensen's is a great supporter of CNMF events, activities and the EcoLogik Project.

**America's Finest City Half Marathon**, which begins at Cabrillo National Monument, proceeds benefit CNMF annually.

## OPERATIONAL ENHANCEMENTS

- Secured and installed reliable internet access separate from the National Park Service
- Upgraded the phone system in the Cabrillo Store resulting in a new phone number **(619) 701-9031**
- New window decals identifying the visitor center and park store from a distance
- In September, the Cabrillo Store's technology will be upgraded including the addition of a new Donation Round Up option for visitors making a purchase.
- Installed counter-front signs promoting CNMF and the programs supported when a purchase is made in the Cabrillo Store.



# Diversity, Equity, and Inclusion

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CNMF is proud to employ a diverse team from various backgrounds, orientations, and ages. We are dedicated to enhancing the visitor experience and work hard to ensure all people feel welcome at Cabrillo National Monument.

Cabrillo National Monument is visited by roughly 1,000,000 visitors from around the world annually. A multi-faceted examination of our visitor demographics would reveal a population that is as diverse as it is eager to explore the park. From San Diego's rich Chicano heritage to its strong LGBTQ+ representation, to the work we do with the local Deaf and hard of hearing community, to being a destination town and a hub of international tourism, the park proudly provides a National Park experience for all.

CNMF sponsored and proudly walked alongside the National Park Service in the San Diego PRIDE parade supporting and welcoming all people who work and visit Cabrillo National Monument.

Provided American Sign Language interpreters for volunteers and interns who led guided tours for Deaf and hard of hearing communities

Closed captioning and accessibility measures were made available for virtual programs

**and striving to do more everyday...**



# JOIN US

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We hope that you will join us on our mission to support our park and to help preserve and protect Cabrillo National Monument for generations to enjoy.

## ADVOCATE

We ask if you are already a member or donor, to **advocate for CNMF**, bring friends and family to the park and encourage all to join or give to CNMF. **Your voice is powerful**, so talk about how your CNMF gift has contributed to the above accomplishments, and others will follow.

If you are not a member yet, we invite you to reach out to us and join our family at [www.cnmf.org](http://www.cnmf.org)

## VOLUNTEER

Join us by volunteering. There are a multitude of volunteer positions with the park or join a Foundation committee. A way for everyone to join!

**We are so thankful and beyond grateful for your support and contributions that led to so many accomplishments this year. We look forward to another wonderful year supporting our park with you.**

**Sincerest Thanks,  
Board of Trustees and Executive Director, Emily M Moore**



## BOARD OF TRUSTEES 2021–2022

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