



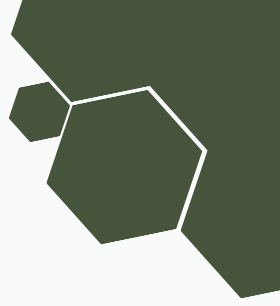
# Friends of Silver Falls State Park

# ANNUAL REPORT



# 2023

# Mission And Vision



## Mission

- To further the educational and interpretive opportunities available to park visitors.
- To promote, preserve, and enhance the historical, natural, and recreational resources within the park.
- To assist with park improvements and educational programs compatible with the nature of Silver Falls State Park.

## Vision

Through interpretation and collaboration between Oregon Parks and Recreation Department (OPRD) and Friends of Silver Falls State Park (FOSF), we aim to promote a welcoming space for all, showcasing and safeguarding cultural and natural resources of Silver Falls State Park for future generations to value and preserve.

# Who We Are



## Friends of Silver Falls (FOSF) 2023 Board of Directors

**Susan Ransom, Board President**

**Ann Kitchel, Board Member**

**Mike Niemeyer, Vice President**

**Earl McCollum, Board Member**

**Judi DeSantis, Secretary**

**Jim Thomas, Board Member**

**Jossi Davidson, Treasurer**

**Patti Lindquist, Board Member**

**Allison Barrows, Board Member**

**Shelly Lofgren, Board Member**

## FOSF Staff

**Chelsea Sims, Administrator**

**Kim Maley, Park Interpreter**

**Alice Sjolander, Nature Store Asst. Manager**

# YEAR IN REVIEW



- 2023 kicked off with the traditional First Day Hikes led by OPRD staff and FOSF interpreter.
- The Friends staff were excited to participate in the Public Lands Alliance gathering in late February. This event sparked numerous conversations about diversity, equity, and inclusion.
- At the Birding and Wildflower Festival, visitors learned about native wildflowers and bird species through guided hikes, discovery tables, and guest presenters. Visitors, volunteers, and staff were captivated by the peregrine falcons nesting behind South Falls, creating a lasting impression into spring.
- FOSF made an investment into the Nature Store by purchasing a golf cart to move product across the park.



- A major highlight of 2023 was the opening of North Canyon Dy-Use on July 17th. After years of planning, FOSF was delighted to have had a role in the design and funding of the new viewpoint.
- The water fountain in front of the Nature Store was completed and turned on just in time for the fourth of July weekend.
- The weather was nearly perfect for the annual Star Party, with visitors cheering as the Perseid meteors streaked across the sky!
- Special campground programs like Moon Party, Moth Party, and Raptor presentations were a great addition.
- The Stone Kitchen Shelter regularly opened throughout the summer, giving visitors a chance to see this historic building and learn about the history behind it.

# YEAR IN REVIEW



- At this year's carnival themed volunteer appreciation event, we played games, shared stories, ate great food, and gave our volunteers the well-deserved chance to mingle and relax!
- Several projects kicked off in the fall. Over 2,800 square feet of pavers were installed around South Falls Lodge in November. The Friends of Silver Falls was eager to fund this project with the hopes of it increasing accessibility to the ADA entrance as well as the Native Plant Garden. At just over \$60,000, this was the Friends largest infrastructure project to date.
- The FOSF park interpreter created and set up historical exhibits in the North Falls Meeting Hall to highlight the importance of the area where the Civilian Conservation Camp once stood.



- FOSF board held a retreat at Smith Creek Village to discuss and define who we are and who we want to be; along with what our vision is for the future.
- Staff and volunteers gathered in November to spruce up the South Falls Lodge in preparation for the Winter Festival. This potluck was nothing short of delightful as everyone shared stories, made crafts, and ate some great food!
- Winter Festival was a hit with discovery tables, guided hikes, bird house building, wreath making, cookie decorating, and more!
- On December 31st, the Friends hit a huge financial milestone: our first 1 million dollar year!

# IMPACT BY NUMBERS

28

## Campground Programs

- 1,209 campers participated in FOSF programs
- 85% of Silver Falls campground programs were FOSF led

20

## Field Trips

- Over 1,523 participants attended field trips led by FOSF
- 91% of Silver Falls field trips involved FOSF staff and volunteers

89

## Interpretive Day-Use Programs and Activities

- 3,597 visitors engaged with FOSF staff or volunteers at Discovery Tables
- 1,266 visitors participated in guided hikes, Stone Kitchen Shelter, and workshops led by FOSF

12

## JR. Ranger Programs

- 307 participants in JR Ranger programs led by FOSF
- 28% of the Junior Ranger programs were led by FOSF

105

## Nature Store Average Daily Transactions

- 37,109 total transactions at the Nature Store
- 50,990 items related to our natural resources sold
- 47,201 historical/recreational themed items sold
- 1,077 Oregon State Park Passes sold

32

## Volunteers Regularly Donated Their Time

- 673 volunteer hours dedicated to interpretation
- 2,548 hours worked in the Nature Store
- 99 volunteers donated their time to Silver Falls events

115K

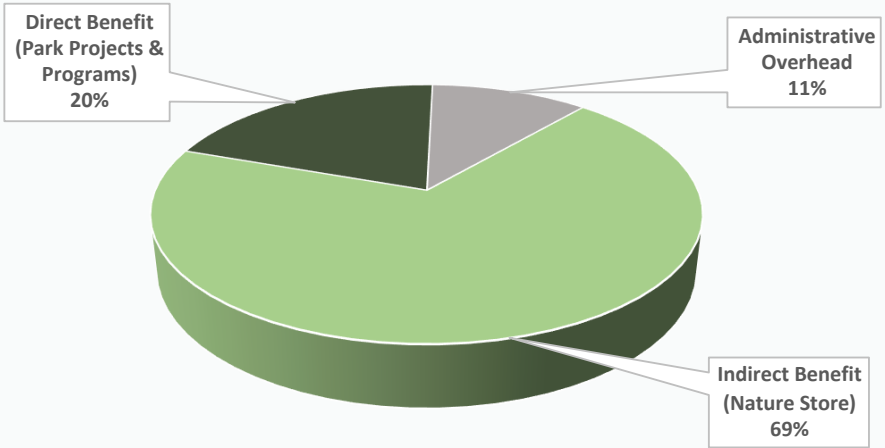
## Website Visits

- 7,177 visits to maps/info page
- 1,835 visits to events calendar page
- Website visits up 37% from 2022

*The above numbers are estimates taken by volunteers, staff, or digitally calculated through POS and/or website systems.*

# IMPACT BY NUMBERS

## 2023 Use of Funds

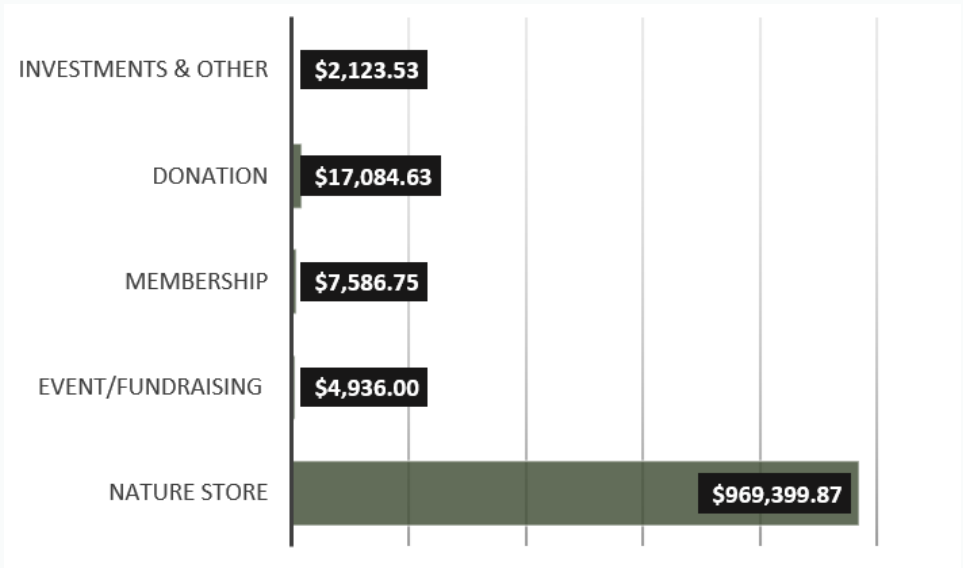


**Direct Benefit (Park Projects/Programs): \$165,017.80**

**Administrative Overhead: \$92,795.89**

**Indirect Benefit (Nature Store): \$566,244.54**

## 2023 Revenue Sources



# COOPERATING ASSOCIATION ANNUAL FINANCIAL REPORT

Friends of Silver Falls State Park

Year Ending 2023

SECURITIES & INVESTMENTS

BALANCE OF SECURITIES AND INVESTMENT ACCOUNTS (CD) \$250,217.30

INCOME

DONATIONS	\$17,084.63
MEMBERSHIP DUES	\$7,586.75
SPECIAL EVENTS	\$4,936.00
RETAIL SALES (Gross receipts)	\$918,741.66
OPRD PASS SALES (Gross receipts)	\$50,658.21
GRANTS (All Funds)	\$0.00
FEES (Facility Rentals, Service Fees, etc.)	\$0.00
INTERPRETIVE AND EDUCATIONAL PROGRAMS	\$0.00
INTEREST & DIVIDENDS	\$1,248.53
OTHER/MISC. INCOME	\$875.00

TOTAL CASH INCOME \$1,001,130.78

EXPENDITURES

DONATION SOLICITATION	\$314.01
MEMBERSHIP DEVELOPMENT	\$802.28
SPECIAL EVENTS	\$5,210.84
RETAIL SALES (cost of goods, operations)	\$504,144.00
OPRD PASS FEES TO OPRD	\$34,290.00
GRANTS	\$0.00
INTEPRETIVE & EDUCATIONAL PROGRAMS	\$218.75
VOLUNTEER SERVICES & SUPPLIES	\$527.19
STAFF WAGES & BENEFITS	\$122,158.15
ADMINISTRATIVE	\$18,096.97
OTHER EXPENSES - golf cart purchase	\$13,525.02

TOTAL EXPENDITURES \$699,287.21

Annual Contributions on Next page



# ANNUAL WORK PLAN SUMMARY

Friends of Silver Falls State Park	
BEGINNING BALANCE	\$586,681
TOTAL PREVIOUS YEAR INCOME	\$1,001,130.78
LESS CURRENT YEAR EXPENDITURES	\$699,287.21
	EQUALS A BALANCE OF 888,524.57
CURRENT YEAR AMOUNT CONTRIBUTED TO PARK (cash)	\$0.00
CURRENT YEAR IN-KIND* CONTRIBUTION TO PARK (services/supplies)	\$124,771.02

## Describe In-Kind Contributions

Full-time park interpreter position, botanical illustration project for South Falls Lodge, plant labels for the Native Plant Garden, Pavers around South Falls Lodge, FOSF interpretive app project, Wi-fi and music in the South Falls Lodge. FOSF ended 2023 with \$145,909 in fund accounts that are designated to be spent on projects for the park.

## VOLUNTEERS STATISTICS YEAR ENDING 2023

	Number of Volunteers	Number of Hours
BOARD & COMMITTEE MEETINGS	10	457.75
INTERPRETIVE & EDUCATIONAL PROGRAMS	13	475.25
SPECIAL EVENTS	99	205.5
RETAIL OPERATIONS	15	2548
MISC./ADMINISTRATIVE/OFFICE	4	197.5
TOTALS	141	3884

Volunteer Outcomes: In 2023, how have volunteers impacted the association's activities, programs and events? What was the volunteer program's effect on the visitor's experience during this past year? What have volunteer efforts changed or improved?

The Nature Store serves as an educational resource and a central hub for visitors and volunteers to interact every day of the year. A growing volunteer team has allowed visitor experiences to expand significantly! Of the 142 visitor experience programs offered in 2023, FOSF volunteers provided 50. Almost all of these programs are provided to Day Use visitors where there has been little emphasis for interpretation due to staff time shortages. In addition, the use of volunteers has enabled one of the historic buildings to be opened for the public on occasion. This has proven very popular with regular park visitors

This report prepared by  
Original Signature Required

*Chelsea Sims*

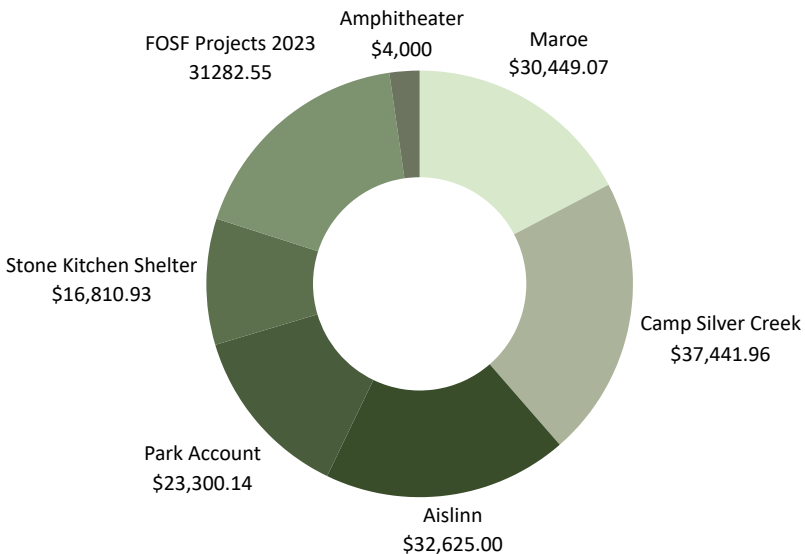
Title: FOSF Administrator

Financial Report and Volunteer Summary due by March 1, 2023.

# 2024 Goals and Areas of Focus

- Ongoing and upcoming projects such as the amphitheater renovations, park entrance signs, Nature Trail restoration, Camp Silver Creek maintenance, and Stone Kitchen Shelter will progress further with funding and ongoing discussions with OPRD.
- We will continue to fund a specialized interpretive staff member whose role is to enlighten visitors on the interpretive themes of the park in accordance with the goals of Silver Falls State Park.
- Annual events and programs will be a collaborative effort with park staff to ensure funding, supplies, volunteers, and programs are available.
- FOSF staff will continue to maintain and operate the Nature Store, providing an educational resource and an opportunity for volunteers and visitors to interact as well as generate revenue for the park.
- We will work to generate funding for future projects by exploring grant and new funding sources and increasing membership to 220 members.
- Board and staff will expand their knowledge and grow through professional development and training programs focused on diversity, equity, inclusion, and the interpretive themes of Silver Falls State Park.

## 2024 Beginning Fund Account Balances: \$145,910





*Founded in 1986, Friends of Silver Falls State Park is a 501c3 nonprofit organization dedicated to preserving the natural and cultural resources of Silver Falls State Park. Through educational and interpretive programs, we work to build a community that values conservation.*

#### CONNECT



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