

Santa Monica Mountains National Recreation Area (Bryon W. Moore, Shutterstock)



Western National Parks Association | FY22

Annual Report

Western
National Parks
Association



In partnership with the National Park Service since 1938, Western National Parks Association advances education, interpretation, research, and community engagement to ensure national parks are increasingly valued by all.

Overview

Since our founding in 1938, Western National Parks Association (WNPA) has provided more than \$136 million in aid to our partner parks funding educational materials and programs, interpretive initiatives, park research projects, and community engagement programs for National Park Service (NPS). In fiscal year '22 (FY22), we provided more than \$9.8 million in direct and indirect aid to parks. Indirect aid provides vital support through interpretive products, publications, marketing, ecommerce, philanthropy, and personnel at park stores and community outreach events. WNPA staff in park stores not only provides retail assistance to visitors but also interpretive services and park information alongside, and sometimes in place of, NPS park staff.

In FY22 as mitigation procedures for the COVID-19 pandemic offered more opportunity for hybrid and in-person events, WNPA worked to strengthen outreach efforts, amplify stories of visitor experience, and engage potential visitors who historically have faced barriers when accessing a park. To support these efforts, we funded new opportunities to improve diversity and foster a sense of belonging for everyone in national parks. Additionally, WNPA, in collaboration with Eastern National, continued the important work of strengthening and centering the principles and practices of justice, equity, diversity, and inclusion (JEDI). With funding from a National Park Foundation Strong Parks, Strong Community grant, WNPA made significant strides and investments in these core areas, positioned to be a model for the NPS and other cooperating associations. In FY22, we emphasized internal growth and strengthened JEDI in parks through both direct and indirect aid. Read on for details of some of our FY22 accomplishments that support the visitor experience, research, and community engagement.



Great Sand Dunes National Park and Preserve (Shutterstock)

Western National Parks Association: Statement of Financial Position

September 30, 2022

Assets

Current assets:	
Cash and cash equivalents	\$ 9,661,634
Investments	982,509
Accounts receivable, net of allowance (\$3,147)	20,943
Employee retention credits receivable	388,229
Inventories, net	6,113,712
Other current assets	328,361
Total current assets	17,495,388
Property and equipment, net	1,970,670
Total assets	\$ 19,466,058

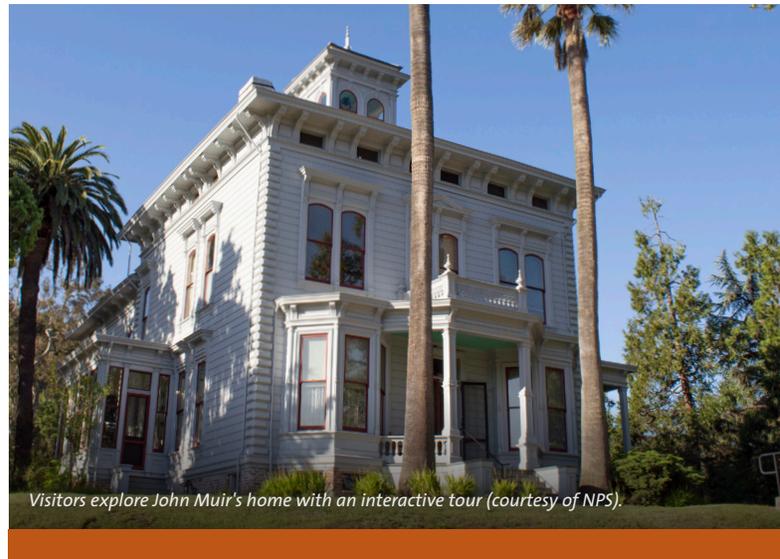
Liabilities and Net Assets

Current liabilities:	
Accounts payable	\$ 196,012
Accrued expenses and other liabilities	682,625
Amounts due others	216,783
Total current liabilities	1,095,420
Contingencies	
Net Assets:	
Without donor restrictions:	
Net invested in property and equipment	1,970,670
Board designated for operating reserves	4,688,769
Available for operations	11,644,393
Total net assets without restrictions	18,303,832
With donor restrictions	66,806
Total net assets	18,370,638
Total liabilities and net assets	\$ 19,466,058

INTERPRETATION: Improving Interpretive Products to Enhance Visitor Experience at the Parks

WNPA Funds an Update to an Interactive Tour at John Muir National Historic Site

A long-standing interactive tour for the John Muir National Historic Site got a lively update to support the return of visitors to the parks following the COVID-19 pandemic. With funds from a WNPA grant, National Park Service employee Luther Bailey hired a Scottish voice actor to authentically narrate parts of the tour. Additionally, Luther honed the audio tour, making it simple to use on a cell phone, an important consideration as people returned to in-person events.



Guadalupe Mountains National Park Celebrates their 50th Year with a New Commemorative Logo

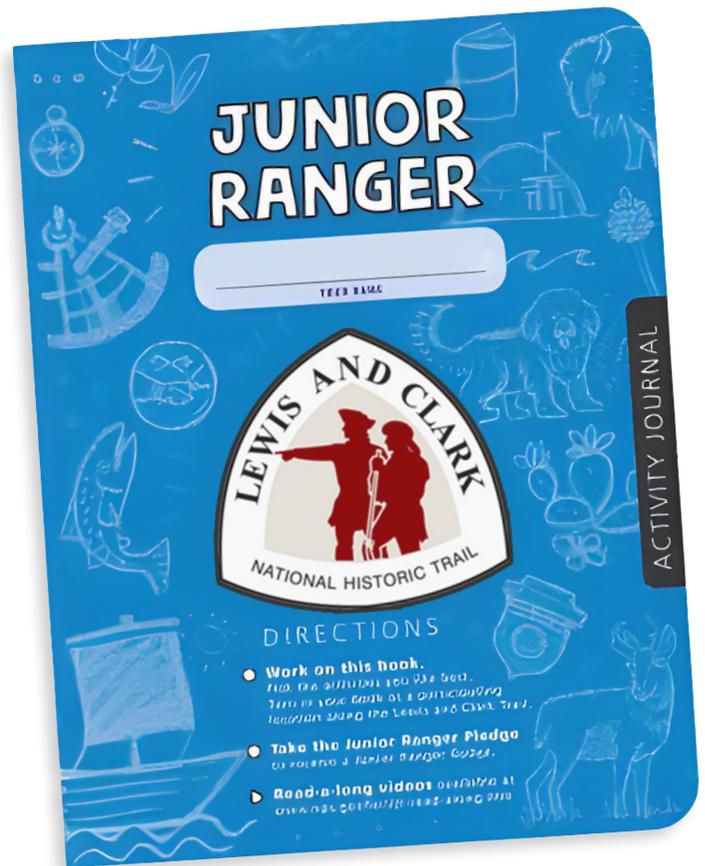
Guadalupe Mountains National Park heralded its 50th anniversary with a host of special activities for visitors, including guided hikes, history walks and tours, and night sky programs. To commemorate this event, WNPA designed the park's 50th anniversary logo, featuring a javelina, agave, big sky, and the iconic mountain range. Logos create meaningful connections between visitors and the parks, making it easier to share the park experience with others and inspire future visits. In FY22, we worked to inspire these lifelong relationships with our 71 park partners through park visuals such as logos and other signage that improve interpretive retail, inspiring more people to make purchases that celebrate and support parks.



Lewis and Clark National Historic Trail Junior Ranger Program Wins NAI Media Award

As part of the aid provided to parks, WNPA helps to develop, create, and distribute Junior Ranger activity booklets. Additionally, parks can use aid to fund other programming and items to support the Junior Ranger program.

In FY22, The Lewis and Clark Junior Ranger Activity Journal was awarded the first-place National Association for Interpretation (NAI) Media Award in the book category after receiving top marks for thoughtful messaging and innovative online components, receiving special accolades for the program's accessibility. WNPA's continuing support of the Lewis and Clark National Historic Trail Junior Ranger program in FY22 included funding additional Junior Passport Stamps, each with an ink pad and bottle of ink, to supply the 34 partner sites along the trail with the necessary equipment, enhancing the award-winning program.



Lewis and Clark Trail Junior Rangers take the Junior Ranger pledge (courtesy of NPS).

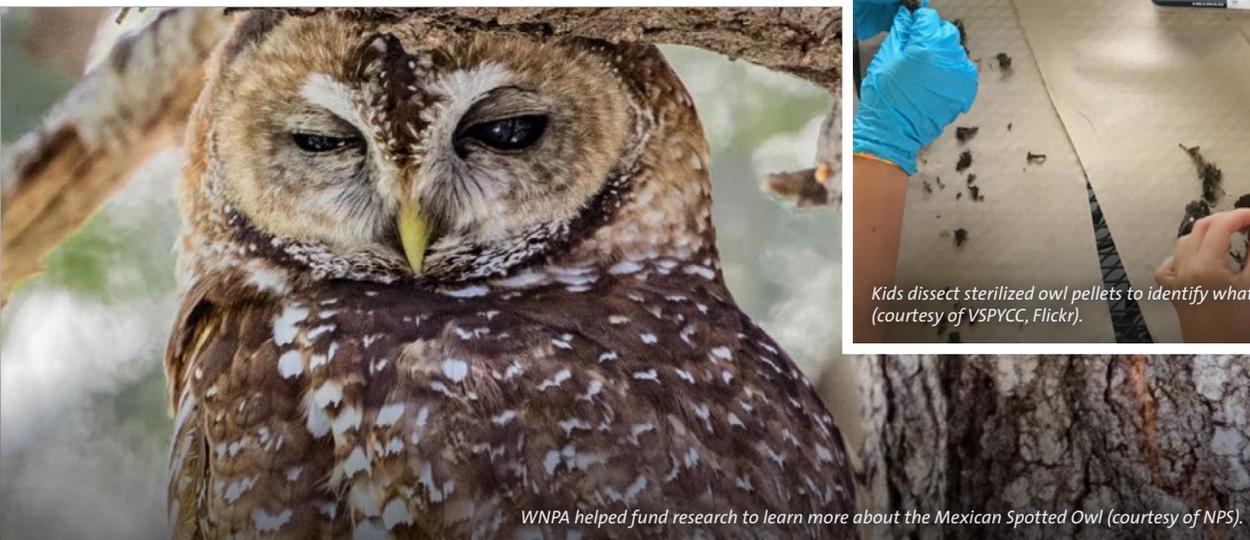
RESEARCH: Sharing Results and Stories of Projects We Support

WNPA Supports Research to Inform Forest Management at Walnut Canyon National Monument

WNPA funding supported both the research examining categories of prey consumed by the Mexican spotted owls roosting at Walnut Canyon National Monument and the public outreach program that explained the results, using a hands-on experience to show how owl pellet dissection can help determine which prey species the owls are eating. In FY22, more than a hundred children and other members of the public participated in “dissect a barn owl pellet” demonstrations held as part of the annual Flagstaff Festival of Science program.

In a scientific note published in the journal *Western Birds*, Jon Harges, one of the study’s scientists, wrote that the WNPA-funded study “will provide resource managers with baseline data critical to the development of more effective forest-management plans and fire-management projects that support the prey of this protected bird.” The Mexican spotted owl has been designated a threatened species, and

Walnut Canyon NM has been designated a critical habitat for the owl. As a pillar of WNPA’s mission, our research grants fund scientific research in all scholarly categories, including anthropology, archaeology, botany, citizen science, ecology, geology, history, natural story, social science, and zoology. Research can help to protect and interpret valuable cultural and natural resources for the future, create meaningful interpretive products that enhance the visitor’s appreciation for parks, and strengthen the connections between communities and the NPS.



WNPA helped fund research to learn more about the Mexican Spotted Owl (courtesy of NPS).



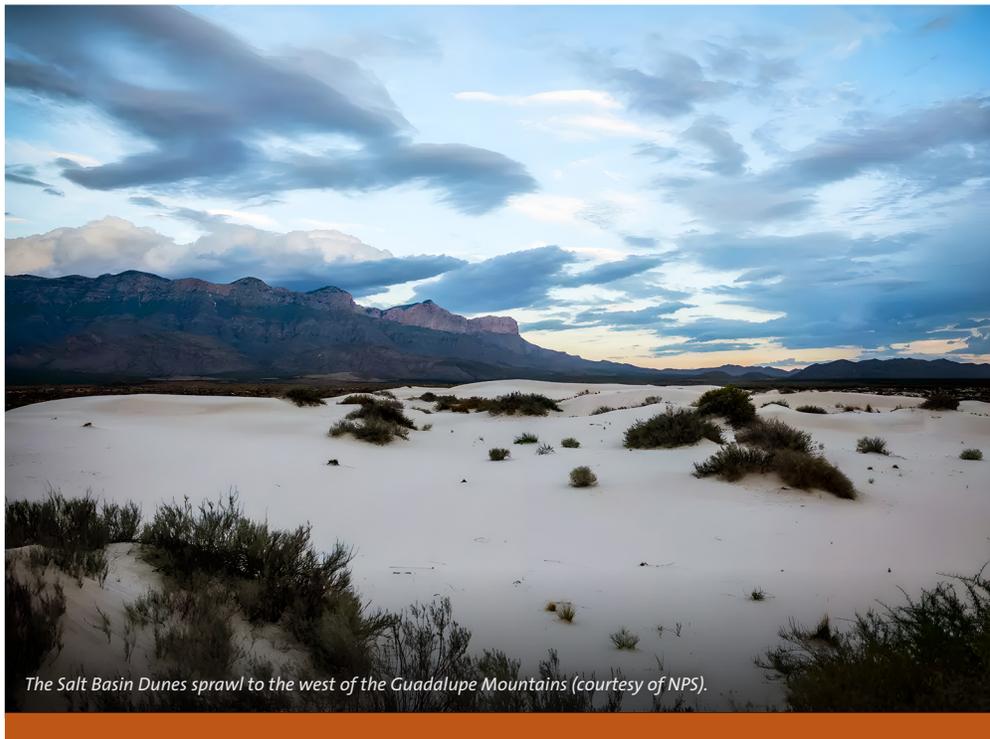
Kids dissect sterilized owl pellets to identify what owls have eaten (courtesy of VSPYCC, Flickr).



While not the direct subject of this research study, the greater earless lizard, with its intense mid-summer coloring, is a beautiful and vital part of the ecosystem at Guadalupe Mountains National Park (courtesy of M. Haynie, NPS).

WNPA Funded Research Studying the Ecology of Guadalupe Mountains National Park

A WNPA-funded research project examined the behaviors and adaptations of the bleached lesser earless lizards found in the Salt Basin Dunes at Guadalupe Mountains National Park. This project contributed to the park's fundamental resource knowledge of the Chihuahuan Desert Ecosystem. Fulfilling multiple informational needs, the research helped inform desert grassland management as well as the restoration of the park's west side ecology. The primary investigators created an illustrated zine titled "Guide to the Salt Basin Dunes" that was provided to park staff, and produced an informational video, two valuable interpretive products that enhance the park experience. The zine details the ecology of the dunes and the story of the "Lizard Squad," a group of biologists headed by the principal investigators who studied the movement and adaptation of this highly adaptable denizen of the desert, *Holbrookia maculata*. This research expanded on a prior project investigating bleached fauna of the same area.

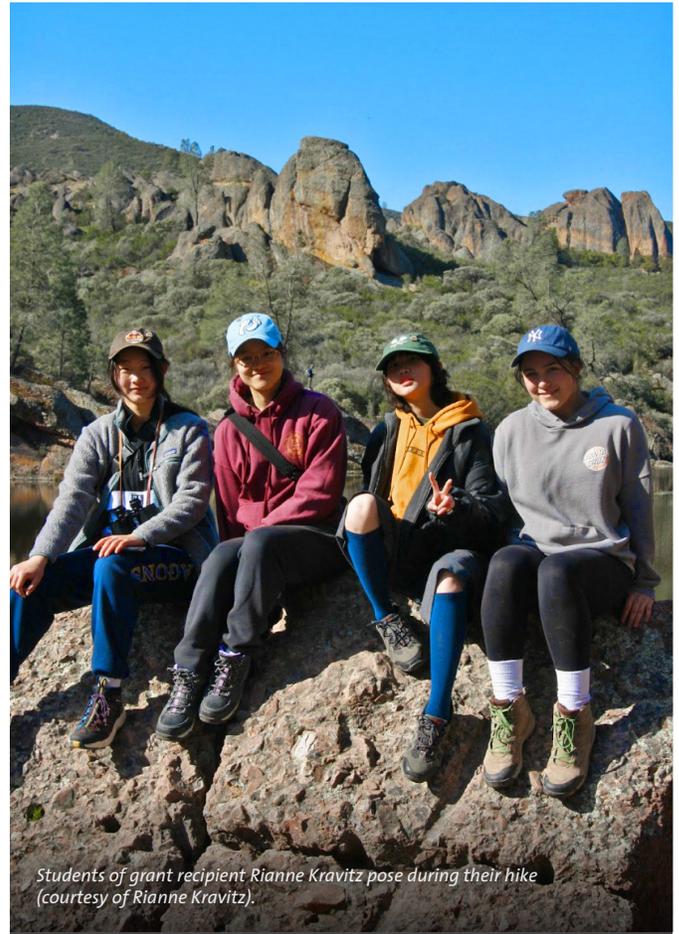


The Salt Basin Dunes sprawl to the west of the Guadalupe Mountains (courtesy of NPS).

EDUCATION: Inspiring the Next Generation of Park Advocates

James E. Cook Nature's Classroom Grant Bring Parks to Classrooms

In honor of 11 years with WNPA, we created the James E. Cook Nature's Classroom Grant. During the former CEO's tenure, James E. Cook recognized the need to connect youth with the natural beauty, history, and culture preserved in parks. With this grant, kindergarten–12th grade educators can apply for funds to enable them to bring national park information into their classrooms and take their students to national parks. With the reopening of most school buildings, teachers needed increased support in managing the many impacts of the COVID-19 pandemic. This grant, along with our national park-centered lessons and other Teaching Tools found on our website, helps bring parks to classrooms and classrooms to parks.



Students of grant recipient Rianne Kravitz pose during their hike (courtesy of Rianne Kravitz).



Students splash in a creek after completing their hike (courtesy of Rianne Kravitz).



Rangers share information on national parks and the resources available for schools and classrooms (courtesy of NPS).

Return to Navajo Nation Youth Days

Navajo Nation fair season provided the ideal setting for the NPS to collaborate with Diné communities, demonstrating to young people what it's like to be a park ranger. WNPA joined rangers from Hubbell Trading Post National Historic Site, Canyon de Chelly National Monument, and Navajo National Monument. They staffed booths at the Navajo Nation Fair in Window Rock, Arizona, where youth were invited to Ashkii Happy Kids Day, as well as at Youth Days at the Northern Navajo Fair in Shiprock, New Mexico, and the Central Agency Fair in Chinle, Arizona.

Kids learned what park rangers do, collected free goodies, and found out how to protect national parks.

The NPS booth had been absent from the fairs for a couple of years, so this year's appearances provided reconnection with the Diné community. The fairs draw residents and visitors from throughout the Four Corners area for several days of food, powwows, pageants, parades, rodeo events, and carnivals.



From left to right: Rangers LaShanne Deschine and Alvis Burbank from Hubbell Trading Post National Historic Site, and Cora Bahe from Navajo National Monument, join Ashkii Happy at the WNPA booth (courtesy of NPS).

Kansas Volunteer Archaeology Training Program Engages Visitors

During a 15-day annual Kansas Archaeology Training Program, participants did field and lab work to uncover historical artifacts at Brown v. Board of Education National Historical Park. Working with the NPS's Midwest Archaeological Center, volunteers uncovered artifacts from the 1800s and 1900s beneath the grounds of Monroe Elementary School, which was at the center of the 1954 Supreme Court's decision ending legal segregation. With direct aid from WNPA, the program was able to offer participants refreshments, an important part of community engagement. Archaeological study can further our connection to the important histories preserved at park sites such as Brown v. Board.



Participants in the Kansas Archeological Training Program guides volunteers' work at Brown v. Board of Education National Historical Park's dig site (courtesy of Washburn University Alumni Association and Foundation).

WNPA Partners with Literacy Connects for Love of Reading

WNPA partnered with the nonprofit, Literacy Connects, to bring the love of reading to more children. During book drives, customers at The National Parks Store in Tucson, Arizona, are encouraged to pick up a recommended title from among WNPA's published children's books to add to purchase or donate gently used books. Throughout the three years of partnership, 2,718 books were collected and donated. Online shoppers could also receive free shipping when donating a book.



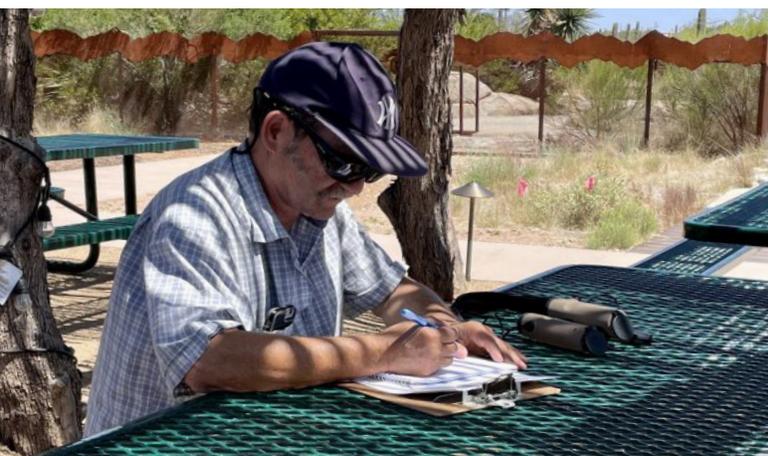
From left to right, Laurie Miller, WNPA publishing coordinator, Kathryn Yahner, WNPA publishing manager, and Violet Kennedy, Literacy Connects library manager, help gather donated books (courtesy of Literacy Connects).

COMMUNITY ENGAGEMENT: Making Public Lands Welcoming for Everyone

Festival Booth Brings Tumacácori National Historical Park into Focus

WNPA helped to host a booth during the summer Southeast Arizona Birding Festival, sharing the cultural and natural significance of Tumacácori National Historical Park. Not only does this park preserve diverse cultures and important history, it also boasts verdant hiking trails along the Santa Cruz River, where many bird species make their home.

Festival goers also received information about the Santa Cruz Valley National Heritage Area and the NPS. Fun giveaways included a chance to win a free WNPA Park Protector membership.



Poetry workshop participants reflect and write at Saguaro National Park (courtesy of NPS).

Poetry Workshops Bring Creative Joy for Visitors at Four WNPA Partner Parks

In April 2022, Colorado poet Jodie Hollander ran six sessions at four Arizona WNPA partner parks: Saguaro National Park, Casa Grande Ruins National Monument, Montezuma Castle National Monument, and Walnut Canyon National Monument. WNPA supported her Casa Grande Ruins National Monument appearance and funded journals for the program's 70-plus participants.



National parks have always inspired artists, and WNPA works to foster this inspiration. As artists share their park-inspired work, they also spark public interest and awareness of the importance of these special places.

Collaborative Presentation on Diversifying Community Outreach Leads to Published Article

Caroline Lochner, WNPA Associate Director of Regional Programming and Community Outreach, and Cam Juarez, Community Engagement and Outreach Coordinator at Saguaro National Park, presented the sessions, “Diversifying Community Engagement,” at the 2021 National Association for Interpretation (NAI) national conference. During the sessions, they suggested that a diverse workforce, culturally relevant outreach events, and meaningful community connections lead to raising awareness, reaching new audiences, facilitating conservation stewardship and diversifying attendance at their sites. NAI published their article, “A Conversation about Diversifying Community Engagement,” in the July/August issue of *Legacy Magazine* in FY22.

WNPA’s commitment to JEDI principles extends beyond organizational development of the culture and climate of the association; we work to support and model efforts to improve diversity at each of our partner parks. The national parks we support preserve the history of the nation, which increasingly requires study and narratives from historically underrepresented groups.

Anna Flores and Eva Vieyra Win Ernest Quintana and Marty Sterkel Education Scholarship

The Ernest Quintana and Marty Sterkel Education Scholarship funds young adults interested in pursuing careers in public lands or the National Park Service. The scholarship continues the work of both Quintana and Sterkel, long-time NPS staff members, and their passion for creating more opportunities to diversify the workforce. Anna Flores and Eva Vieyra both participated in Santa Monica Mountains National Recreation Area’s youth program and considered the program a life-changing experience. Now, they both share their stories and work to connect more youth with the outdoors and national parks.



Ernest Quintana and Marty Sterkel Education Scholarship recipients Anna Flores (left) and Eva Vieyra (right) (courtesy of Anna Flores and Eva Vieyra).

Sheep to Rug Event at Hubbell Trading Post National Historic Site Shares Diné Culture

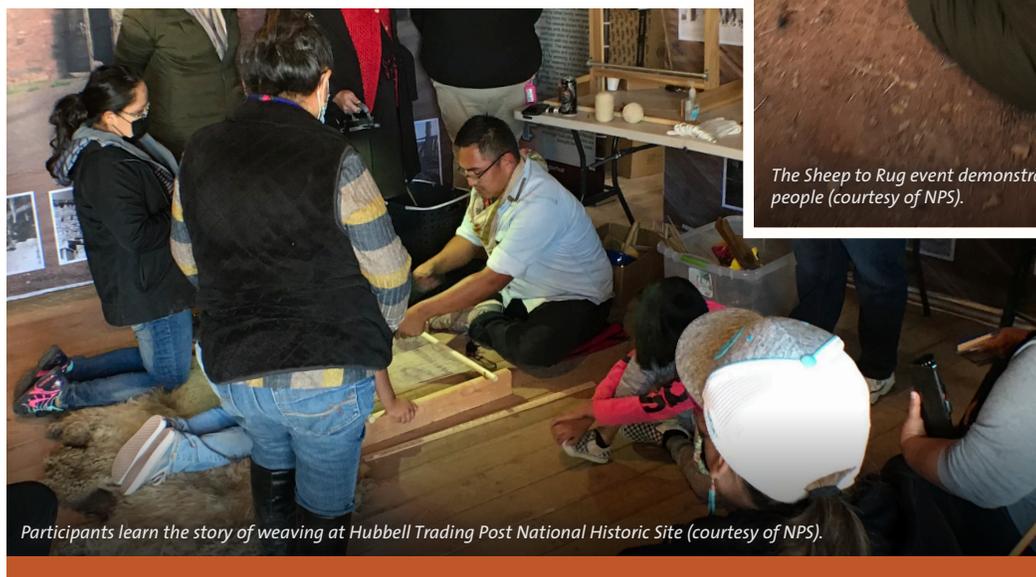
WNPA supported the Sheep to Rug event at Hubbell Trading Post National Historic Site. Most Navajo rugs are made from wool and are hand-dyed using plants found in the area, but weaving is only 20 percent of the work. A significant step in the process is caring for the sheep. In spring, the sheep are sheared, and then the wool is cleaned and carded, a necessary step before spinning when the sheared fleece is brushed. Once the wool has been prepared, the weaver threads the loom. Depending on the difficulty of the pattern and size of the rug, it could take several months to finish.

Weaving is a sacred art, embodying creation stories, prayers, ceremonial practices, and the ancient and historical past. In weaving, the individual preserves hozho—order, beauty, balance, and harmony.

WNPA supports events such as these, recognizing the vitality of Indigenous cultures and the significance of the natural world to many Indigenous peoples connected to national parks. Community outreach events such as this one help sustain and amplify cultures that have particular relevance to NPS and to stories of the nation.



The Sheep to Rug event demonstrated the expert knowledge of the Navajo people (courtesy of NPS).



Participants learn the story of weaving at Hubbell Trading Post National Historic Site (courtesy of NPS).



Long-Standing Partnerships

WNPA has several long-standing partnerships that share in our mission to ensure that parks are increasingly valued by all.

National Park Foundation

The nonprofit National Park Foundation fosters a community of park allies to raise private funds that support national parks. We work together in our similar goals to foster new generations of national park protectors. The National Park Foundation has provided WNPA with a Strong Parks, Strong Community Grant, in conjunction with Eastern National, to build and implement organizational JEDI practices.



Ironwood Tree Experiences

Ironwood Tree Experience engages young people with the natural world. WNPA funded Youth Ambassadors for Southwest Cultures, in which high school interns designed and led interpretive walks in Arizona national parks.

Parks in Focus®

Parks in Focus® connects youth in underserved communities to nature through photography, environmental education, outdoor recreation, and creative expression. As an official nonprofit partner, we raise funds and provide financial support.



University of Arizona School of Journalism

University of Arizona School of Journalism wants its students to get real-world experience. We work with these students, who create engaging stories about national parks while they improve their writing skills. After principal investigators report the findings of their WNPA-funded research projects, these talented students and future journalists have the opportunity to craft the scientific report into stories that resonate with a public audience, helping to promote the important work happening at our parks.

Staff and Volunteers

Our employees at WNPA come from varied backgrounds, different life experiences, and all parts of the country. They join WNPA at national parks or the Tucson home office for a singular purpose: To enhance the visitor experience, understanding, and appreciation of national parks. We are an equal opportunity employer.

"I am consistently inspired by the amazing work our team does to advance our mission to support each of our more than 70 parks throughout the West. I am able to dedicate myself more deeply to our work because I know I am on a team of passionate and authentic professionals who care about protecting the park experience and our precious resources now and for all time."

— Marie Buck, WNPA President & CEO

We consider applicants for all positions without regard to age, color, disability, gender identity, the presence of genetic information, a non-job-related medical condition, national origin, race, religion, sex, sexual orientation, veteran status, and other legally protected characteristics.

Join our dynamic team of passionate park enthusiasts!

Dozens of national parks fans volunteer to keep operations humming at Western National Parks Association and its 70-plus partner parks. Any adult with a love for public lands and all the historical, cultural, and natural landscapes they preserve can volunteer.

You can donate your time and talent to support parks in a variety of ways

- Help the public in national park stores and visitor centers
- Provide administrative support
- Provide educational programs in the community
- Support national park and WNPA events

Our friendly volunteers are dedicated to enhancing the national park experience for everyone who visits. As a thank you, you will receive a 15 percent discount in the WNPA store where you volunteer.

[Learn More About Volunteering](#)

Spotlight on the Executive Leadership Team



Marie Buck, President & Chief Executive Officer

Marie became WNPA's CEO in July 2022. She is responsible for building on the organization's strong foundation and reputation, expanding partnerships, driving the organization's long-term business initiatives and strategic growth, diversifying the organization's revenue and programs, ensuring alignment and support of the National Park Service, and enhancing the visitor experience in the 71 national parks that WNPA serves. She works directly with the WNPA Board of Directors on critical initiatives, including organizational Justice, Equity, Diversity, and Inclusion work.

She was most recently chief operating officer for the Grand Canyon Conservancy (GCC), where she successfully managed operations including retail, educational programming, human resources, technology, publishing and organizational strategy. Prior to serving as the chief operations officer, she served on the GCC board of directors in various leadership roles including audit and finance chairs. Prior to that, she was senior director of business operations at Phoenix Raceway (NASCAR), where she led a \$180 million facility modernization that resulted in substantial increases in revenue and customer satisfaction. She holds a bachelor's degree in accountancy from Arizona State University, is a certified public accountant by the Maryland Board of Public Accountancy, and is a certified management accountant, finance manager, and Society of Human Resource Management professional. A lifelong learner, Marie holds the Diversity, Equity, and Inclusion (DEI) Practices certification from the Institute of Management Accountants along with more than 40 hours of DEI master class training.

Marie loves the outdoors and the Grand Canyon in particular, where she has taken 30 whitewater rafting trips down the Colorado River and finds immense pleasure in sharing that passion with others as a guide. What she loves about her work is creating life-changing experiences for others, whether they are rafting, hiking, visiting a park, learning about Indigenous cultures, exploring history, or making a connection with the natural environment. For Marie, the parks are all about connecting people and their experiences.



Christine Horvath, Chief Financial Officer & Executive Vice President of Operations

Christine joined WNPA in September 2017, with over 20 years of experience in strategic financial management, operations and corporate strategy. She directs, coordinates, and implements WNPA's financial, administrative, and information technology activities. Christine has a Bachelor of Science in business administration with a minor in accounting from Winona State University and an MBA with distinction from DePaul University, Kellstadt Graduate School of Business. She is certified as a fraud examiner, internal

controls auditor, and compliance and ethics professional. Christine loves being outdoors and is an avid cyclist. Christine's favorite part of working for WNPA is partnering with the National Park Service to make a difference. She feels her values, ethics, passion, and love for the outdoors, including visiting the parks, match perfectly with WNPA.



Lauren Mooney, Chief Revenue Officer & Vice President of Partnerships

Lauren joined WNPA in 2014 and is responsible for WNPA's revenue development and growth in support of our service to NPS. She handles strategic planning and operations for retail management, purchasing and product development, ecommerce, wholesale operations, and warehouse distribution. She helps operations managers facilitate open and engaged relationships with WNPA's partner parks. Lauren has worked in retail for over 20 years with positions in visual merchandising, buying, and management for destination spa resorts, luxury department stores, and online boutiques. Originally from New York City, she has a Bachelor of Arts in communications from Fordham University. She takes every opportunity to explore our beautiful national parks and meet new people. WNPA's mission to provide quality educational experiences, products, and services is a perfect fit for her values and love of retail.



Michael Matthews, Chief Marketing Officer

Michael Matthews joined WNPA as the Chief Marketing Officer in 2023, bringing with him more than 25 years of experience in the full scope of global marketing, brand development, public relations, media strategy, content management, business development, ecommerce, and digital marketing. As founder of marketing agency Matthews Marketing Consultancy (MMC), Matthews successfully collaborated with executive teams to foster growth and positive revenue. In his role as Board Director for Grand Canyon West, a tribal enterprise of the sovereign Indian Nation of the Hualapai Tribe and one of the largest tourism destinations in the Southwest, he gained deep respect for Hualapai Tribal members' spiritual connection to the environment and to the nuanced nature of tourism on the Hualapai Reservation—this included the imperative that the Tribe's stories and wellbeing remain central to all strategy.

Michael's commitment to Justice, Equity, Diversity, and Inclusiveness through authenticity and collaborative innovation contributes to his ability to successfully lead and develop strategy with integrity. Over the years, he has generated growth and expansive partnerships in the field, including work with executive teams such as Allstate, Chevrolet, General Motors, Southwest Airlines, Best Western Hotels & Resorts, Walgreens, Shoe Carnival, University of Chicago Medicine, Sports Authority, Six Flags, and Amtrak.

With a passion for outdoor recreation and preservation of cultural and natural resources, Michael finds the work he does at WNPA both inspiring and fulfilling. Michael currently lives in Scottsdale with his family. Together, they love traveling and learning about culture, tradition, and history. Michael's genuine enthusiasm for national parks instills in him a deep appreciation for WNPA's mission.



The Santa Catalina Mountains rise in the background of The National Parks Store in Tucson, Arizona (Brad Sutton, WNPA).

Spotlight on Team Achievement

Creating Connections – Capulin Volcano National Monument Team Welcomes 1,500 Park Protectors

The staff at Capulin Volcano National Monument set records by welcoming 1,500 Park Protectors into WNPA’s membership program. Park Protectors help fund educational programs, scientific research, and community-building events in parks, playing a vital part in the network of support national parks need. This community helps everyone enjoy the national park experience now and into the future.

WNPA thanks the entire staff at Capulin Volcano National Monument for their dedication. Their hard work paid off and the parks now have 1,500 new Park Protectors working to protect our vital natural and cultural resources for now and for all time.



From the Capulin Volcano National Monument park store, Darren Doderer (right) and David Velk (left) work together to encourage Park Protector memberships (courtesy of Rachel Vegors, NPS).



Capulin Volcano National Monument (courtesy of NPS).

Spotlight on Staff

David Velk — Capulin Volcano National Monument

Caroline Lochner, WNPA's Associate Director of Regional Programming and Community Outreach, visited the store to offer gratitude and congratulations on the achievement.

“Most people who work in the parks are happy when sharing them, and happiest when seeing the light of personal connection dawn in the eyes of a visitor,” shared David Velk, Park Store Manager. He added, “The Park Protector Program is another way to encourage the connection experience.”

Cooperating associations provided much-needed support to national parks, and those associations are stronger when members join together in collective responsibility as park stewards. The staff at Capulin Volcano National Monument represent exactly the kind of personal commitment that makes WNPA able to offer the support parks need.



“I have seen first-hand what a good interpretation program can do to nurture and develop connections that can really make a difference.” Velk added, “A good membership program is a powerful complement to any park’s interpretation. The benefits of the Park Protector program reach beyond mere philanthropy:

Velk shared, “I really am a believer in the program. It certainly is a pleasure to be able to work in the parks, but the greatest pleasure is being able to share them with people and bask a little in the reflected glow of visitors experiencing them with fresh eyes. Seeing their wonder rekindles memories of my own first-time impressions. I feel that the Park Protector program... is a great way of keeping that wonder fresh when visitors return to their homes, rekindling memories of their experiences with us in other places and times. Then it is an opportunity to discover new horizons, with new parks to explore. It is also a gentle reminder that we have a shared interest in keeping these places alive for those who will follow us, and not to take their future for granted.”

Park stewardship is more than a job to David Velk, and to the entire team at Capulin Volcano National Monument. It is a passion, a lifelong pursuit, one that requires reflection, empathy, and genuine concern for humanity and the Earth.



Retail Spotlight

Park Protector®*

Mini Block Sets

National Park Geek Mug

See America's National Parks*

Love+Protect Your Parks®*

I Belong in a Park®*

** WNPA exclusive design*



Park Protector Program

People who already love exploring national parks for the nature, the history, the culture, the science, and the fun, who already acknowledge how parks enrich our lives, can take the next step—help others experience the same wonders. Western National Parks Association’s Park Protector program allows members to become part of a vital network of support that our partner parks need. A \$25 Park Protector membership helps park rangers, attracts more park visitors, funds high-level research, provides access to parks for diverse communities, and inspires young people to become Park Protectors by supporting Junior Rangers. Becoming a Park Protector gives members access to a community of like-minded national park fans and advocates. The membership is tax-deductible and offers several exclusive benefits:

- Member-only deals and merchandise
- Digital newsletters featuring park stories, news, and events
- Advance email notification of presentations, virtual events, and educational opportunities
- Ten percent discount at WNPA-operated stores in national parks and online
- Reciprocal discounts at 400+ public land sites

Become a Park Protector Today!



Other Ways to Support

Donate

Donate any amount. Gifts of all sizes significantly enhance our efforts in partner parks. Your donation will directly support our mission.

Leave a Legacy

Include WNPA in your will or estate plan and let us know when you do. For information about planned giving, contact Caroline Lochner by calling 520-789-7325 or by email at Caroline.Lochner@wnpa.org.

In the Stores

Park Store Remodel at Fort Union National Monument

WNPA's park stores are so much more than a gift shop. They curate collections of National Park Service–approved interpretive retail, turning moments into lifelong memories and enhancing the visitor experience with collectibles, apparel, books, trail guides, and so much more. A visit to our store is an extension of the visit to the park itself. In FY22, the park store at Fort Union National Monument received an update and remodel, elevating the interpretive retail experience to ensure that visitors have a beautiful park visit from beginning to end.

Shop

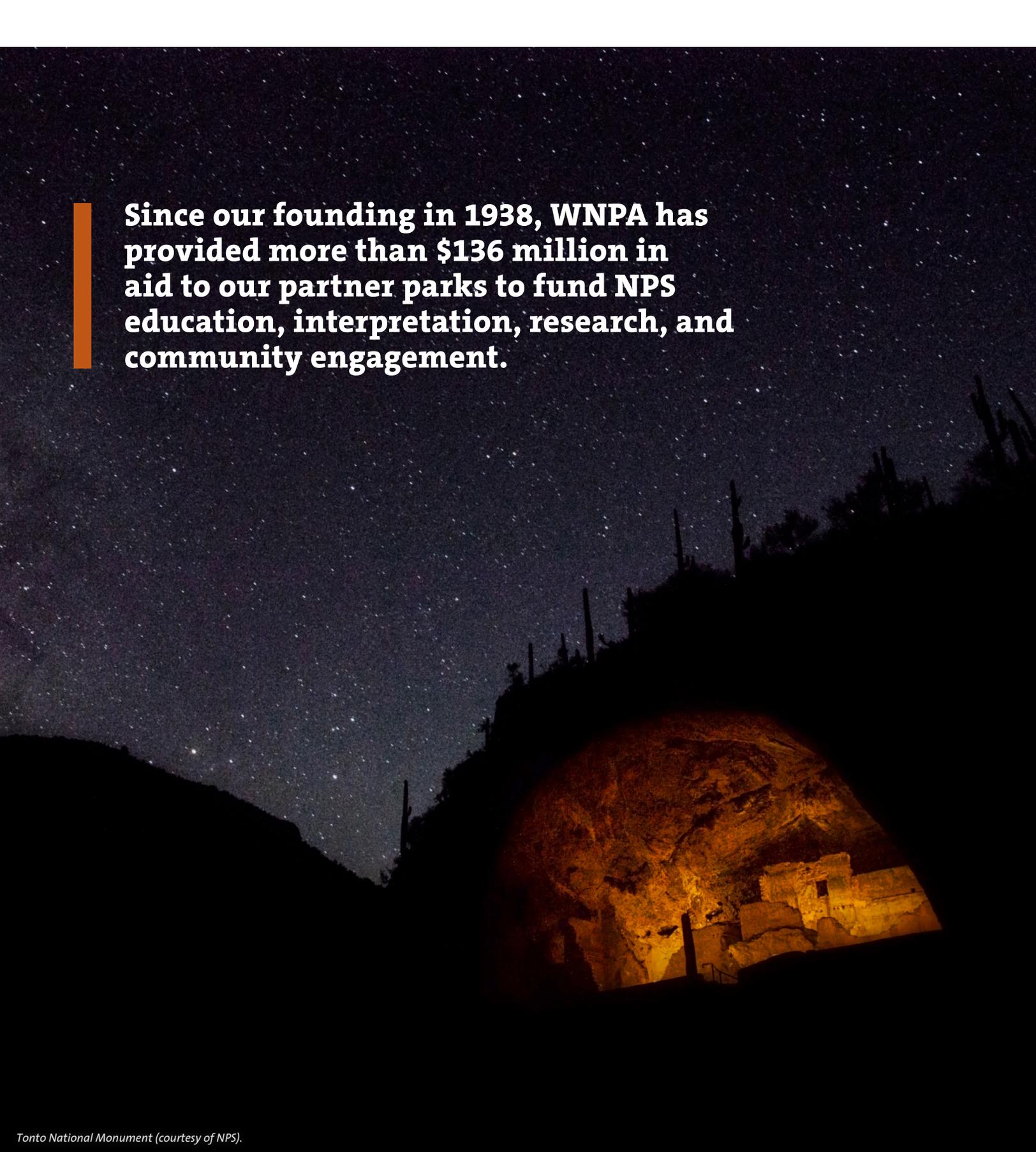
One hundred percent of the net proceeds from purchases made at any WNPA-operated park store help fund our partner parks.

Give Monthly

Set up a regularly scheduled donation.



Fort Union National Monument remodels their park store (WNPA).



Since our founding in 1938, WNPA has provided more than \$136 million in aid to our partner parks to fund NPS education, interpretation, research, and community engagement.

Tonto National Monument (courtesy of NPS).

Western
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