

FY 2024

Annual Report



October 1, 2023–
September 30, 2024



Board of Directors

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

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Canyon de Chelly National Monument





Letter from the President and CEO and Board Chair

Since our founding in 1938, Western National Parks (formerly Western National Parks Association) has provided more than \$162 million in aid to our partner parks, funding educational materials and programs, interpretive programming, park research projects, and community engagement efforts for the National Park Service (NPS). In fiscal year 2024 (FY24), we provided more than \$14 million in direct and indirect aid to parks. Indirect aid includes essential support through interpretive products, publications, marketing, e-commerce, philanthropy, enhanced visitor services, support for NPS personnel, and the dedicated personnel who serve in our park stores and at outreach events.

In each store, Western National Parks (WNP) staff help visitors connect more deeply to place, offering interpretation, insight, and hospitality that elevates every park experience. That same dedication carried through our digital presence and strategic initiatives in FY24, including significant investments in e-commerce and philanthropy. Our online store continued to grow as a meaningful platform for public lands supporters, while new philanthropic pathways made it easier than ever to give back.

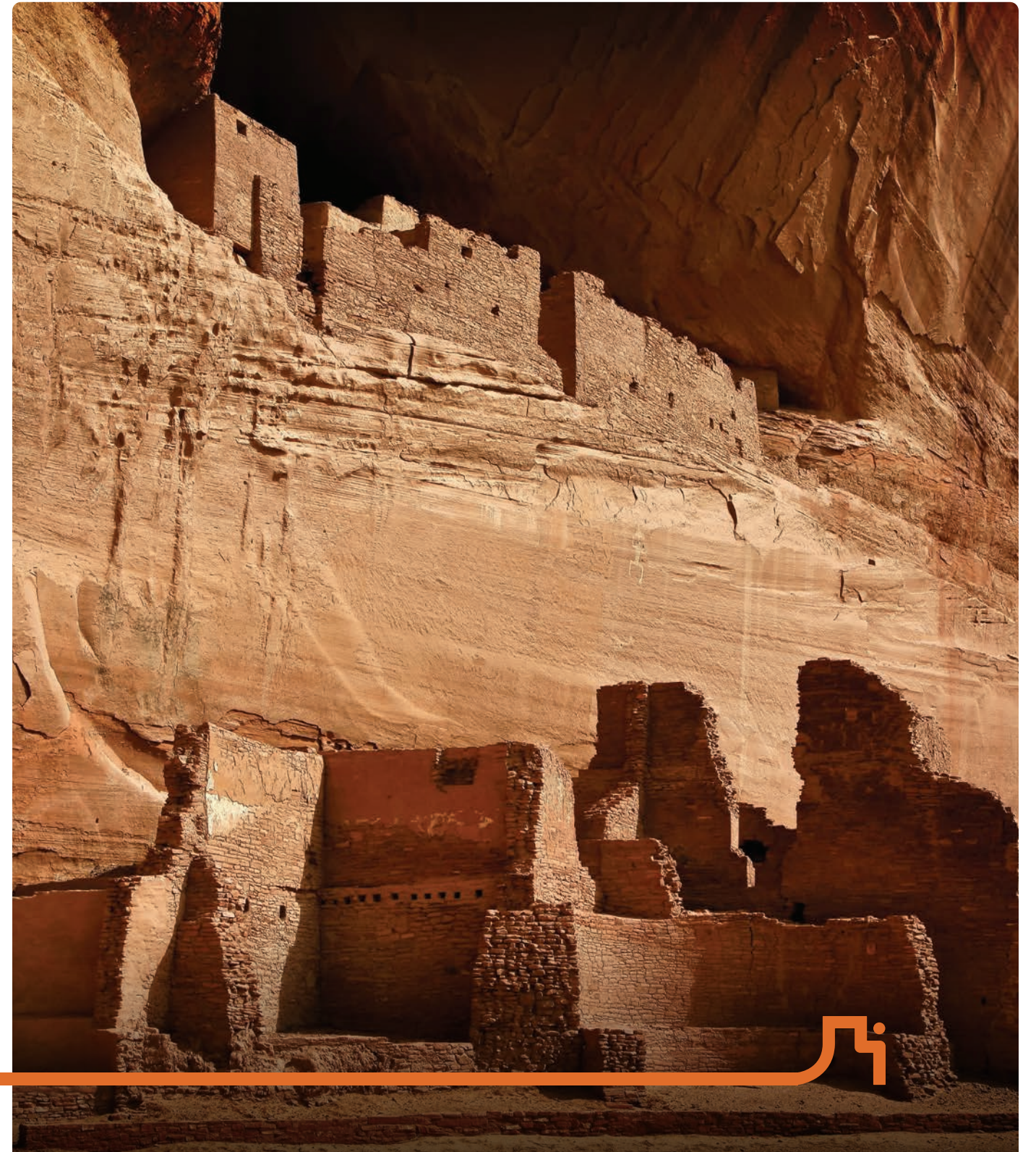
We also launched targeted, cross-platform campaigns to engage new audiences and deepen relationships with park lovers nationwide. These efforts resulted in expanded outreach, stronger community connections, and increased membership in our Park Protector program. At the same time, we laid the groundwork for a bold new chapter in our organization's story. Throughout FY24, we undertook the careful work of developing our refreshed brand identity—Western National Parks. This rebranding process will help us better reflect who we are, whom we serve, and how we show up for parks, people, and place.

With more than 70 partner parks across 12 Western states, our mission remains the same: to connect people to the parks that shape our stories, our history, and our future. In this Annual Report, you'll find highlights from a pivotal year—one defined by momentum, collaboration, and purpose.

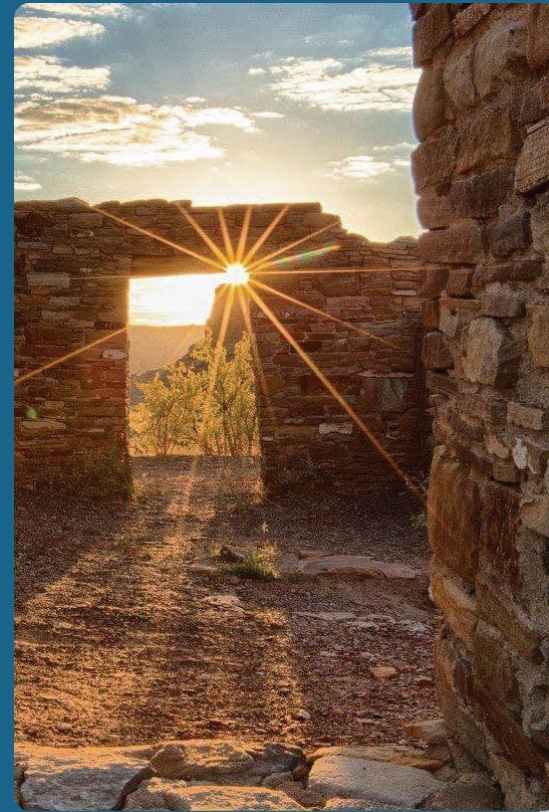
Sincerely,

Marie Buck
WNPA President and CEO

Teresa Gavigan
WNPA Board of Directors Chair



2024 Impact



Interpretation: Enhancing Visitor Experiences at Parks



Chiricahua National Monument Unveils Centennial Logo

In April 2024, [Chiricahua National Monument](#) celebrated its 100th anniversary. NPS and the WNPA marketing team worked together and created a unique logo to commemorate the momentous occasion. The design features the park's rhyolite pinnacles, dark skies, and a coatimundi.

Binoculars Enhance Astronomy and Birding Programs at El Malpais National Monument

With WNPA support, staff at [El Malpais National Monument](#) purchased binoculars for use in their night sky and birding programs. This equipment helps visitors closely observe the moon and the rings of Saturn during full moon night hikes. Park visitors also used the binoculars to observe birds and wildlife. Park staff shared that the purchase has been very useful as many park visitors had never closely observed the surface of the moon before.

Tule Springs Fossil Beds National Monument's Junior Ranger Paleontology Badges Spark Love of Science

WNPA provided funding for [Tule Springs Fossil Beds National Monument's](#) Junior Ranger paleontology badges. These badges are given as rewards after participants of any age complete activities designed to teach them more about the park's fascinating natural history.

Montezuma Castle National Monument Debuts Hopi Textile Display

[Montezuma Castle National Monument](#), with WNPA support, created a special display in their visitor center highlighting the tradition of Hopi weaving. This interactive exhibit features woven textile samples, an explanation of the processes and the spiritual significance of weaving, and an oversized loom where visitors can try their hand at this textile art.



Research: Stories and Results of Research Projects We Supported



Monitoring Vegetation in Bandelier National Monument

Megan Swan, part of the NPS' Southern Colorado Plateau Inventory and Monitoring Network, is studying the effects of treatment, climate change, and disturbances on vegetation in Piñon Juniper Woodlands in [Bandelier National Monument](#). Swan's research provides critical insights into preserving the ecological balance of this important ecosystem.

Illuminating Traditions in Big Thicket National Preserve

Dr. Andrew S. Veech, from the Intermountain Archaeology Program of the NPS, is uncovering ancestral Atakapa lifeways in [Big Thicket National Preserve](#). Dr. Veech's exploration promises to shed light on the rich history and traditions of this unique region.

Investigating Geology in Carlsbad Caverns National Park

Dr. Matthew Covington of the University of Arkansas is investigating the variability in radon and carbon dioxide concentrations within [Carlsbad Caverns National Park](#). Dr. Covington's research will enhance our understanding of the unique geology and environmental factors at play within this stunning national park.

Monitoring Biodiversity in Coronado National Memorial

Melanie Culver, from the University of Arizona and United States Geological Survey (USGS), is monitoring biodiversity using eDNA techniques at [Coronado National Memorial](#). Culver's work offers crucial insights into maintaining the delicate balance of ecosystems along the borderlands.

Studying Insects in Organ Pipe Cactus National Monument

Lauren M. Weidner, a dedicated researcher from Arizona State University, is using insects to assess ecosystem health at [Organ Pipe Cactus National Monument](#). Weidner's innovative approach highlights the importance of understanding the intricate relationships within our natural ecosystems.

Studying Chacoan Identity at Aztec Ruins National Monument

Michelle I. Turner is exploring the significance of black pottery at [Aztec Ruins National Monument](#) and its relation to Chacoan identity, memory, and power. Turner's research illuminates the cultural significance of pottery in ancient civilizations.



Education: Inspiring the Next Generation of Park Advocates



Canyon de Chelly Junior Ranger Camp

[Canyon de Chelly National Monument](#)'s popular Junior Ranger Camp, sponsored by WNPA and Capacity Builders Inc., returned this past summer with a full roster of participants. The kids learned about traditional arts and stories through pottery, weaving, silversmithing, and painting; completed a nature walk; and were sworn in as Junior Rangers.

Two Hundred Fourth Graders Travel to Santa Cruz Island

More than 200 fourth graders visited [Channel Islands National Park](#)'s Santa Cruz Island to observe marine wildlife and birds, participate in outdoor recreation activities, and learn about sustainability, in what they later said was "The best field trip ever!" WNPA funded boat transportation costs so students could reach this remote national park located off the coast of California.

Summer Programs at Bighorn Canyon

WNPA supported a variety of summer programs at [Bighorn Canyon National Recreation Area](#), including ranger programs, art-in-the-park events, geology talks, and other cultural, educational, and interactive events. These interactive and educational programs allowed visitors from all walks of life to learn about and experience this park's unique natural and cultural heritage.

Kids' Activity Booklet Features WNPA Partner Parks

In FY24 with the support of a generous donor, WNPA created the first-ever WNPA Activity Booklet: *Adventures in Western National Parks*. Written by staff member Julie Thompson and designed by artist Jason King, this fun, interactive, and colorful guide introduces kids of all ages to WNPA's many unique partner parks. WNPA's publishing department helped to develop and coordinate two printings of the booklet.

Camp Owa Chita Summer Program

Thanks to the support of WNPA, [Washita Battlefield National Historic Site](#) hosted another year of Camp Owa Chita, a free summer camp for children between first and fourth grade. The camp connected kids to this significant natural, cultural, and historical landscape through creative and culturally relevant art projects and outdoor recreation.



Community Engagement: Making Public Lands Welcoming for All



Crow Nation Youth Place Flags at Custer National Cemetery

With WNPAs support, students from Pretty Eagle Catholic Academy joined park staff at [Little Bighorn Battlefield National Monument](#) on Memorial Day to place 5,000 US flags on the gravestones at Custer National Cemetery. Those honored included known and unknown veterans, women and children from isolated frontier posts, Native American scouts, and Medal of Honor recipients.

New Mexico Parks Honor the Treaty of Bosque Redondo

El Malpais National Monument, [Fort Union National Monument](#), and Aztec Ruins National Monument commemorated the Treaty of Bosque Redondo with a special event series. The 1868 agreement between the US Government and the Navajo Nation allowed the Diné to return to their homelands after being forcibly removed four years prior. The WNPAs-supported commemorations included presentations by Sean Price, historian and director of the Dineh Tah Navajo Cultural Program, and performances by the Dineh Tah Navajo Dancers.

Black Canyon of the Gunnison National Park Hosts Annual Astronomy Festival

In September 2024, [Black Canyon of the Gunnison National Park](#) hosted AstroFest, a WNPAsupported celebration designed to help visitors appreciate the night sky. As an International Dark Sky Park, Black Canyon of the Gunnison protects some of the darkest skies in the country. The festival featured special programming, telescope viewing, and evening ranger programs.

Fort Larned National Historic Site Brings History to Life

[Fort Larned National Historic Site](#) hosted living history demonstrations in the park's historic kitchen on Memorial Day with WNPAs support. This program enriched visitors' understanding of a complex era, depicting what life for many was like in the 1800s on the isolated frontier post.

Mescalero Apache Crown Dancers Perform at Gila Cliff Dwellings National Monument

In April, with WNPAs support, [Gila Cliff Dwellings National Monument](#) hosted a special dance performance. The Mescalero Apache Crown Dancers, one of the many Indigenous peoples with cultural ties to the land the park preserves, performed a ceremonial dance that celebrated ancestors, communities, and traditions.



Brown v. Board of Education National Historical Park Hosts Homecoming

In May 2024, [Brown v. Board of Education National Historical Park](#) celebrated the 70th anniversary of the landmark US Supreme Court case that ruled racial segregation in public schools unconstitutional. WNPAs supported the event by providing a catered lunch for 200 attendees, including students and educators of Topeka's four former African American elementary schools.





Golden Spike National Historical Park Hosts 155th Last Spike Ceremony Celebration

[Golden Spike National Historical Park](#)

hosted a living history event marking the 155th Anniversary of the completion of the Transcontinental Railroad. Representatives from the Northwestern Band of Shoshone and the Chinese Railroad Workers participated, helping tell the railroad's complex story and bringing awareness to important, diverse, and historically unrepresented perspectives.



Hubbell on the Road

The WNPA team from [Hubbell Trading Post National Historic Site](#), the oldest continuously operating trading post on the Navajo Nation,

visited Bandelier National Monument, [Petroglyph National Monument](#), and [The National Parks Store](#). Each event featured authentic Native American weavings and jewelry for purchase, rug talks from Diné Trader Wallace James Jr, and demonstrations by Diné weaver Tonita Yazzie. Hubbell on the Road events are unique opportunities to learn about the history, techniques, and deep significance of the sacred art of Navajo weaving.

Nicodemus National Historic Site Celebrates 146th Homecoming

[Nicodemus National Historic Site](#), which preserves the oldest and only remaining all-Black settlement west of the Mississippi, held its 146th homecoming and emancipation celebration from July 26 through July 28, 2024. Descendants from all over the country returned to Nicodemus to recognize and celebrate this special community founded by a group of primarily formerly enslaved African Americans who sought a better life following the Civil War. WNPA supported the three-day festival, which featured games, refreshments, music, events, and activities.

Lehman Caves Lint Camp

Lehman Caves at [Great Basin National Park](#) is the longest cave system in Nevada. With nearly 30,000 visitors a year leaving behind

dust, dirt, and debris, the impact to the cave's appearance and the animals that live there is substantial. WNPA supported the Lehman Caves Lint Camp, where volunteers successfully removed lint and debris from 2,000 feet of trail in the park's cave system.

Tohono O'odham Saguaro Fruit Harvest

During the hottest part of the year, the Tohono O'odham gather for the harvest of the sacred fruit of the saguaro cactus. At this past year's annual Tucker Family Harvest Camp, Maria Francisco and Tanisha Tucker Lohse carried on the work of the late Stella Tucker, a beloved family member, by sharing their knowledge and friendship with [Saguaro National Park](#) staff and other attendees. Maria and Tanisha shared the story and importance of the harvest, how the fruit has been and continues to be used, and taught participants about the saguaro's cultural significance.

Lyndon B Johnson National Historical Park Eclipse Party

[Lyndon B Johnson National Historical Park](#) was in the path of totality for the solar eclipse on April 8, 2024, a very special astronomical



event that will not occur over the contiguous United States for several decades. WNPA supported a variety of programs at the park that were free and open to the public, helping visitors safely experience and celebrate this special occasion.

Luminaria Events at Arizona Parks

Luminaria, a Southwest tradition that dates back to at least the 1500s, involves the lighting of farolitos, or bonfire lights. WNPA was proud to support luminaria events at Hubbell Trading Post National Historic Site and [Tonto National Monument](#), where visitors were able to experience these parks illuminated by thousands of these tiny lights. WNPA staff volunteered at both events, which are a beloved part of the holiday traditions for many communities with cultural ties to these parks.





2024 Tucson Festival of Books

WNPA hosted The National Park Experience Pavilion and continued its sponsorship of the Tucson Festival of Books (TFOB), one of the largest book festivals in the country. WNPA hosted renowned authors including David Lipsky, Suzanne Roberts, and Tom Zoellner, booths by our partner parks and other partner organizations, and activities for kids at the Junior Ranger Jamboree. The National Parks Store and Hubbell Trading Post National Historic Site both had retail areas at the festival. Diné trader Wallace James Jr gave insightful talks about the cultural significance of Navajo weaving on both days of the festival. He was joined by Diné weaver Tonita Yazzie.

At the TFOB Authors' Dinner on March 8, 2024, WNPA president and CEO Marie Buck accepted an honor that recognized WNPA's significant sponsorship of the festival since 2011.

Thanks to an anonymous donation, WNPA was able to provide exciting adventure kits to 2,000 kids who visited The Pavilion, including a Junior Ranger backpack, adorable puffy stickers, a multicolor pen, binoculars, and an exciting WNPA activity booklet. Children had the opportunity to engage with our partner

parks and participate in educational natural and cultural activities.

The 2024 festival also marked the return of the high school student essay contest. Sponsored by AdventureKeen, the prompt asked writers to respond to the question "What can the National Park Service do to ensure national parks are inclusive, accessible, and relevant?" The contest had a record number of applicants from schools across the Tucson area. Essays were judged by a diverse panel, with winners receiving cash prizes of \$500 for first place, \$350 for second place, and \$150 for third place. The first-place winner, 11th-grade University High School Student Mallory O'Brien, read her essay in front of the TFOB audience.



WNPA Partnered with AllTrails for a Fall Membership Campaign

WNPA celebrated the fall season and the spirit of the outdoors, partnering with AllTrails, the world's largest and most trusted outdoor platform, for a promotion that ran from October 16 to October 29, 2024. To celebrate the joy of hiking in the vibrant fall settings of WNPA's partner parks, all customers received a free AllTrails+ three-month membership with any purchase made online and at all WNPA-operated park stores.

"It's only natural that the fall season, with its vibrant colors and cooler weather, inspires people to get outdoors and experience a national park. Both brands work to support the connection between people and the joy that waits for them outside on the trail," said WNPA Chief Marketing Officer Michael Matthews. He added, "We're excited to

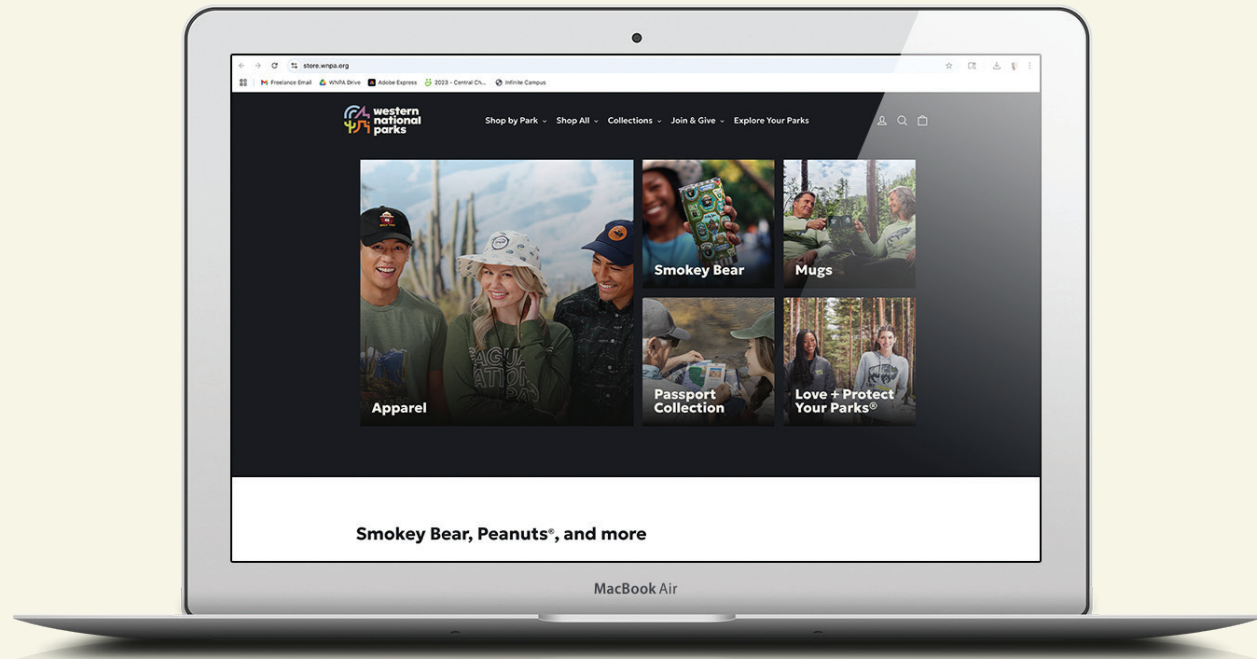
collaborate with AllTrails and bring this exciting offer to the visitors of our 70+ partner parks."

AllTrails helps get people outside so they can have healthy, authentic experiences and a deeper appreciation of the outdoors. AllTrails+ is AllTrails' premium membership, which offers additional features such as offline maps, wrong-turn alerts, and immersive trail previews that enhance the trail experience. This three-month free membership granted shoppers access to 200+ curated trail guides, downloadable maps, and all the features of an AllTrails+ membership.

"The AllTrails Public Lands Program is honored to partner with Western National Parks Association. This collaboration is part of our mission to help land managers and related organizations better communicate the importance of stewardship and responsible recreation. Organizations like WNPA are key to helping support our beloved national parks and maintain the routes AllTrails users navigate daily," said Pitt Grewe, head of Public Lands Partnerships at AllTrails.

New and current members of the Park Protector program received a one-time 20 percent discount on an entire purchase. In all, WNPA welcomed 372 new Park Protectors, supporting strong connections for public lands lovers and hiking enthusiasts.





WNPA Launched Innovative E-Commerce Website

In FY24, WNPA launched a [newly designed online shopping experience](#) designed to bring the beauty and wonder of our 72 partner parks directly to enthusiasts, supporters, and aspirational visitors. This innovative platform enhances the shopping experience and plays a crucial role in funding and raising public awareness of the national parks.

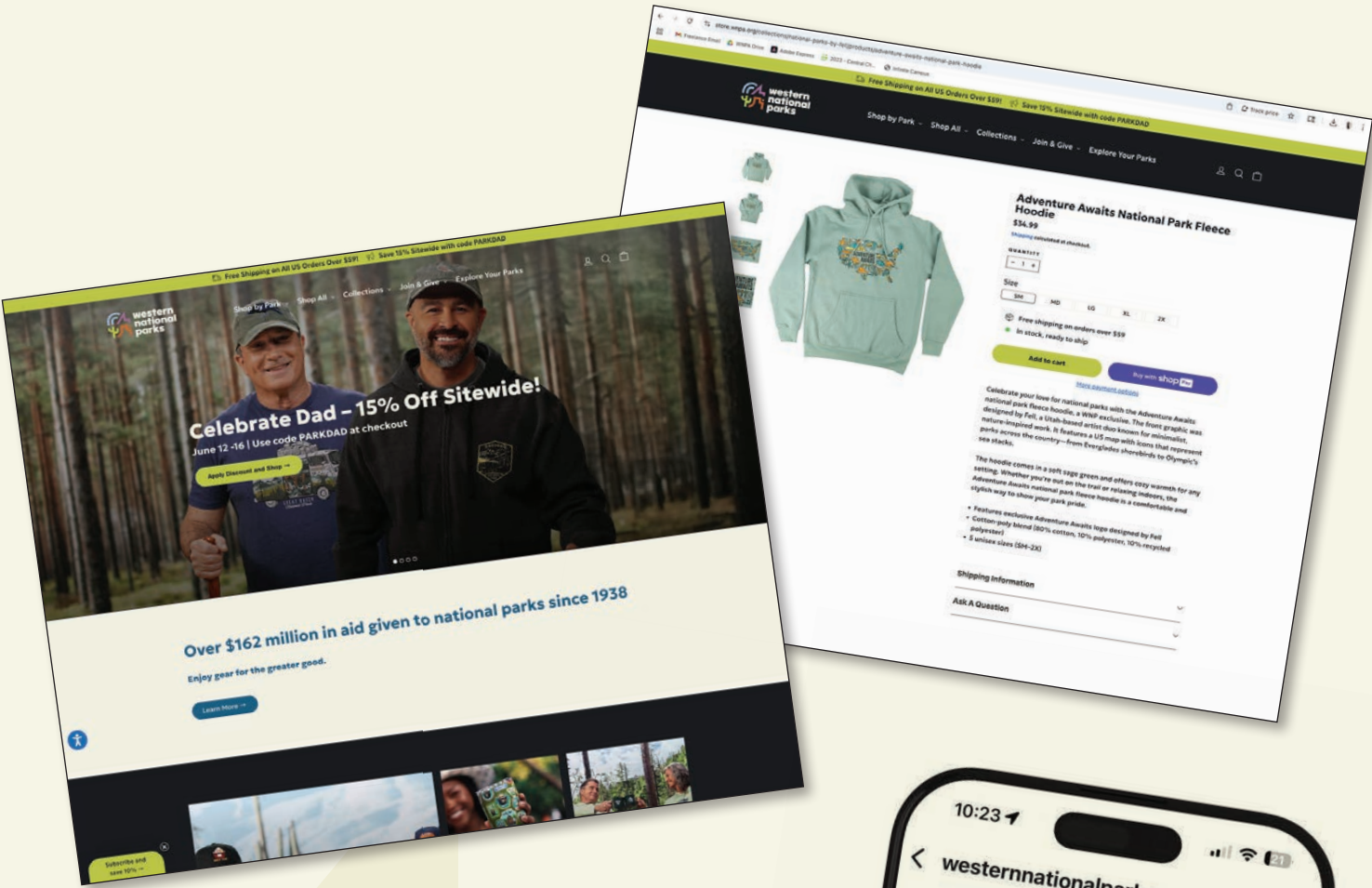
Visitors and online shoppers can immerse themselves in the stunning natural beauty and rich history of these protected areas through high-quality apparel and gear, park-approved interpretive products, and carefully created collections that inspire greater connections with these special places.

"WNPA is doing something very different from other retailers in this online space. As a nonprofit education partner to the National Park Service, we're making the national park experience more accessible through retail with a purpose," said Lauren Mooney, Chief Revenue Officer and Vice President of Partnerships for WNPA. "This website will be

the beginning of a visitor journey that invites our followers to join a community that has had an enormous impact in national parks since 1938."

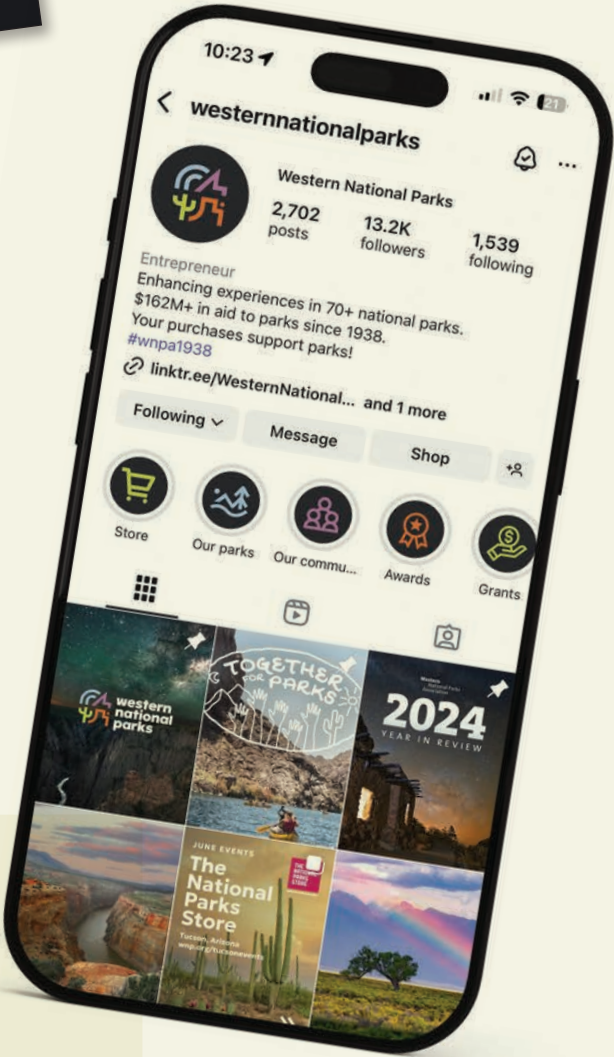
By shopping through the WNPA website, visitors directly contribute to sustaining national parks and enhancing the visitor experience.

"The launch of our new online store marks a significant milestone in our mission to bring national parks to the people," said Marie Buck, WNPA President and Chief Executive Officer. "This platform not only makes it easier for everyone to experience, engage with, and support the parks, but serves as an inroad to the national parks for those aspiring to visit and connect with our country's most beloved places. By strengthening the connection between our customers and our 72 partner parks, even more people can find a meaningful park experience and support these incredible places, no matter where they live."



Connecting With Audiences Online

In an effort to welcome even more people to the community of national park enthusiasts, in FY24, we continued to generate awareness and appreciation of our partner parks through electronic newsletters and engaging social media content. Producing educational and inspiring videos, collaborating with NPS on blog articles to feature in our monthly newsletter, American West Monthly, and sharing our followers' park stories are just a few of the ways we can meaningfully connect and strengthen our online community.



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 provided WNPA with a grant to help build a new and improved website.



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 create awareness, raise funds, and provide financial support.



Ironwood Tree Experience

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.



Literacy Connects

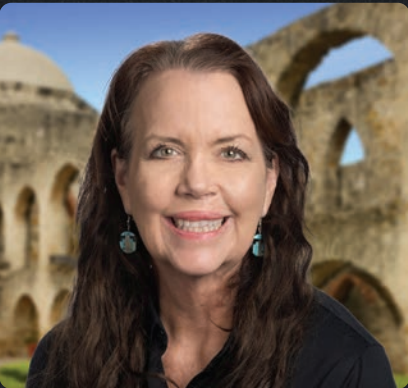
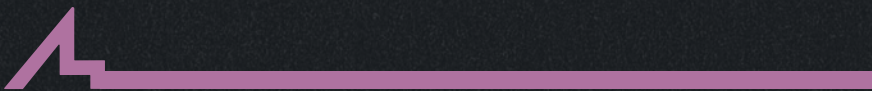
Literacy Connects is a nonprofit organization based in Tucson, Arizona, providing innovative programming that transforms lives and opens doors to a world of possibilities. WNPA works with Literacy Connects annually during the winter months to gather donated books for youth.



Santa Cruz Valley National Heritage Area

Santa Cruz Valley National Heritage Area (SCVNHA) works to connect people to the historical and cultural significance of the Santa Cruz Valley, promoting the heritage of the region, and preserving it for future generations.

Spotlight on Executive Leadership



Marie Buck
President & Chief Executive Officer

Marie has served as WNP’s President and CEO since 2022. She expands partnerships, drives the organization’s long-term business initiatives and strategic growth, diversifies the organization’s revenue and programs, ensures alignment and support of the National Park Service, and enhances the visitor experience in the 72 national parks that WNP serves. Marie works directly with the WNP Board of Directors on critical initiatives. 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 (SHRM-CP). At WNP, Marie loves 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.



Michelle Kroeger
Chief Financial Officer

Michelle joined WNP in 2025, bringing with her over 30 years of accounting experience, including 18 years as a CFO. Holding a bachelor’s degree in Business Administration and Accounting from the University of Arizona in Tucson, she is known for her expertise in maintaining robust banking relationships, conducting annual reviews of banking practices, and overseeing complex financial audits. Her leadership encompasses strategic planning and the holistic development of internal support departments such as Accounting, Marketing, Web Development, and IT. Outside of work, Michelle

enjoys skiing, hiking, biking, and spending time with her adult children. She is also passionate about giving back to her community and can often be found volunteering during her free time.



Lauren Mooney
Chief Revenue Officer & Vice President of Partnerships

Lauren joined WNP in 2014 and is responsible for revenue development and growth in support of WNP’s service to NPS. She handles strategic planning and operations for retail management, purchasing and product development, e-commerce, wholesale operations, and warehouse distribution. 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. 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. Lauren finds WNP’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 WNP 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, e-commerce, and digital marketing. 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. With a passion for outdoor recreation and preservation of cultural and natural resources, Michael finds the work he does at WNP both inspiring and fulfilling.



Teresa Noon
Chief of Staff

Teresa Noon joined WNP in 2025, bringing two decades of experience in strategic, equity-focused leadership. Before joining WNP, Teresa managed a multimillion-dollar US Department of Education Hispanic Serving Institutions STEM Title III IT/Cybersecurity grant at Pima Community College. Teresa’s experience also includes independently contracting to coordinate the 2016 Arizona “Parks in the Pines” National Park Service Centennial Celebration Event, a once-in-a-century headline event hosted by the Southern Arizona Office of the National Park Service

featuring educational activities, cultural performances, tours, youth-focused programming, and more. At WNP, Teresa loves working to advance a mission that aligns so closely with her values—preserving cultural and natural resources, deepening public understanding, and supporting the parks that have long inspired her own journey.



Bret Muter
Director of Philanthropy and Programming

Bret Muter joined WNP in August 2024, leading WNP’s efforts to develop, expand, and steward impactful public programming and philanthropic partnerships. Bret brings more than two decades of experience engaging audiences with America’s public lands. Bret holds a Bachelor of Science in Environmental Biology from Ferris State University and a Master of Science in Fisheries and Wildlife from Michigan State University. Before joining WNP, Bret worked for the Morris K. Udall & Stewart L. Udall Foundation, helping build the agency’s Parks in Focus®

program, which connects K-12 youth to public lands through photography and outdoor learning. In his free time, he enjoys hiking, camping, traveling, playing music, and adventuring with his two Labrador Retrievers.

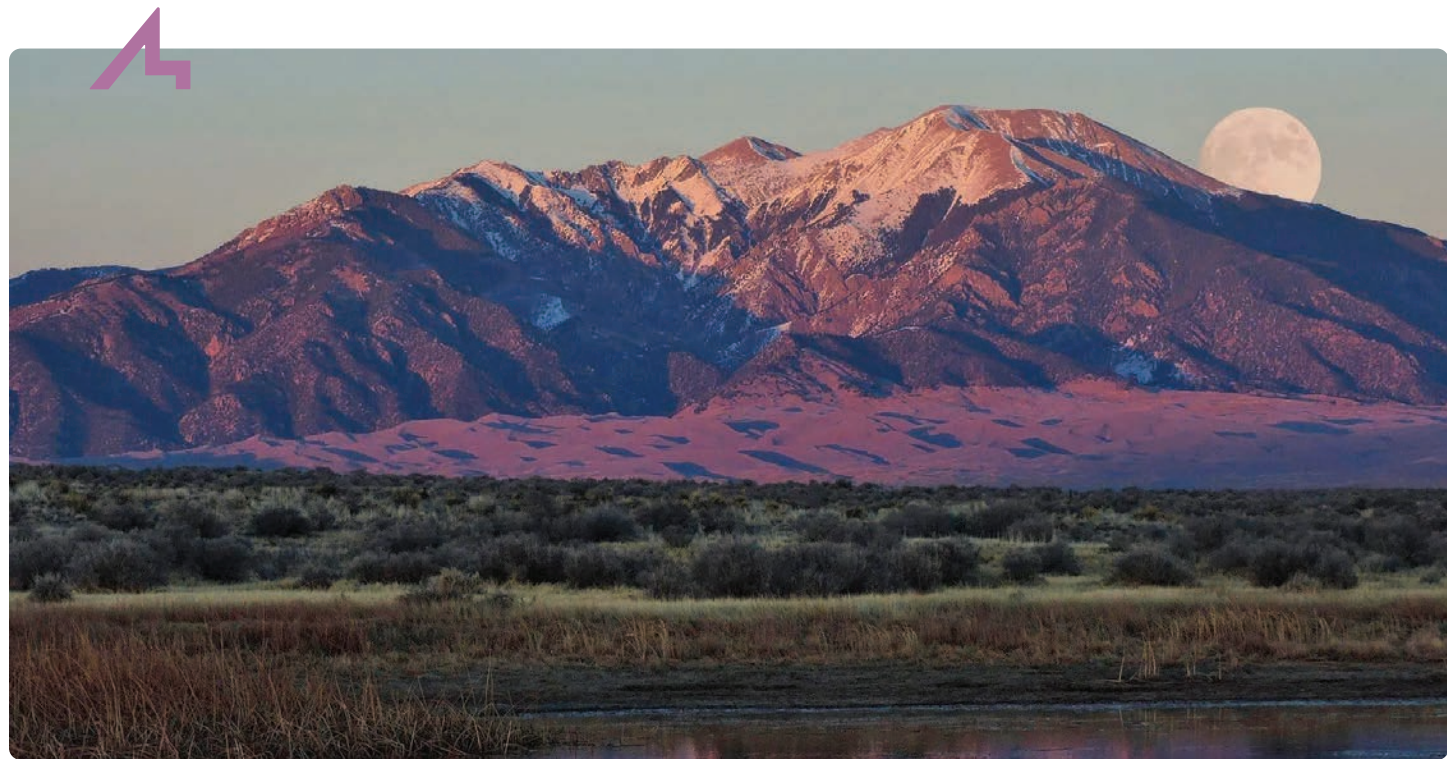
Spotlight on Staff Achievements



National Park Week, an annual event that emphasizes the importance of valuing, protecting, and enjoying our national parks, was observed from April 20 through 28, 2024. During this week-long celebration, entrance is free to all national parks, including WNPA’s 72 partner parks throughout the American West.



WNPA continued its National Park Week Campaign in FY24 by offering new and current Park Protectors a 30 percent discount on one entire purchase at any WNPA store. Each \$25 Park Protector membership supports park programs, scientific research, conservation efforts, community outreach events, and more.



The National Park Week Campaign, coordinated through social media, email promotions, and in-store signage, was a team effort that involved the entire organization and collaborative efforts with our NPS partners. Thanks to the work of all involved, the campaign successfully brought in nearly 1,500 new Park Protectors, a significant growth in this special community of national park enthusiasts.



Retail Spotlight

Love + Protect Your Parks® Camp Shirt

Our Love + Protect Your Parks button-up camp shirt is a perfect blend of style and advocacy! This captivating shirt prominently displays the iconic Love + Protect Your Parks buffalo logo, designed by WNPA. Crafted with premium materials, this comfortable and versatile shirt is ideal for outdoor enthusiasts and nature lovers alike. Whether you're exploring the wilderness or simply want to show your support for WNPA's mission, this shirt is a must-have addition to your wardrobe. Show your love for parks with every wear!



Saguaro National Park Camp Shirt

Celebrate the iconic Saguaro cactus with this stylish button-up camp shirt representing Saguaro National Park. Perfect for both outdoor adventures and casual outings, this shirt features a subtle yet striking design inspired by the park's majestic namesake. Crafted from breathable fabric, it offers comfort and durability for any occasion. Whether you're exploring the desert landscapes or relaxing with friends, this shirt is a sophisticated way to show your love for Saguaro National Park.



Publishing Spotlight

In FY24, the WNP publishing team worked closely with NPS interpretive staff at Bandelier National Monument, Aztec Ruins National Monument, Washita Battlefield National Historic Site, and [Chaco Culture National Historical Park](#) to update trail information, data, and park narratives for four fully revised and redesigned trail guides. These trail guides feature updated maps and imagery and a modern, engaging design. Extra care was given to editing language for cultural sensitivity and to incorporating tribal partner requests.

Pueblo Bonito Trail Guide

Chaco Culture National Historical Park
New Mexico

Welcome to Pueblo Bonito

The cultural sites of Chaco Culture National Historical Park are fragile, irreplaceable, and form a significant part of our cultural heritage. They are part of the history and traditions of the Hopi, the Pueblo peoples of New Mexico, and the Navajo, who continue to respect and honor them. Use this guide to recognize unique characteristics of Chacoan great-house architecture and learn about the enduring legacy of Chacoan culture.

In 1987, the park was designated a World Heritage Site. You can help protect and preserve this portion of our global cultural heritage by following these basic rules:

Do not collect pottery or other protected objects, plants, or rocks anywhere in the park. Do not walk, climb, sit, or lean on fragile walls. Stay on designated trails. Do not deface, add to, or alter the petroglyphs, pictographs, and rocks. Do not climb canyon walls. Children should remain with parents or guardians. Pets are not permitted into sites. **Watch for drop-offs into open kivas.**

If we all take responsibility for these sites, they will be the education and enjoyment of those who come to visit.

This is a sacred area. Enter with respect.

Description of Trail

To use this trail guide, follow the map closely in this booklet correspond with numbers or letters on the trail, pay attention to landmarks.

Length: 0.75 miles, roundtrip

Terrain: The gravelled trail through Pueblo Bonito is short, steep rises. Trail Stops 11-18 require descending 14 stairs, and stooping through 20-27 inches wide and 41-46 inches high openings. Individuals may want to exit the plaza at the recommended route for mobility-impaired visitors. Stop 1, then return to the south wall that leads to Stop 10.

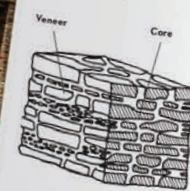
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Masonry

Core-and-veneer walls are a distinguishing feature of Chacoan great-house construction. The core consists of roughly shaped pieces of sandstone laid in a mud mortar. The core is then faced on both sides with carefully selected and shaped stones to create the veneer. Several types of veneers were used, and styles changed over time. Archaeologists use pattern variations to date construction.

After the Chacoans built walls and roofed rooms, they applied plaster to most of the walls, concealing this fine stonework. This protected the mud mortar from rain and decreased maintenance. The look of the structure would have been very different from what we see today.

During excavations in the 1920s, archaeologists uncovered an extensive network of room foundations in the open, vacant-looking landscape between the southeastern corner of Pueblo Bonito and Chetro Kell, the great house to the east. Subsurface imaging (nondestructive archeological studies) of this area revealed more foundations, rooms, and kivas. Chacoans may have designed these features to link Pueblo Bonito to the Chetro Kell complex.



Core-and-veneer masonry



Front and side views of Threatening Rock before it fell

2

Threatening Rock

These enormous blocks of sandstone are all that remain of Threatening Rock, which collapsed January 22, 1941, following a year of especially heavy rains.

The rockfall destroyed about thirty rooms that had been excavated in the 1920s. Prior to its collapse, the rock was a detached segment of the cliff wall, separated by a wide crack. The rock measured about 97 feet high, 140 feet long, and 34 feet thick, and weighed an estimated 30,000 tons. To get an idea of the appearance of Threatening Rock before it fell, look to the east quarter as large) rock toward Chetro Kell.

Chacoan builders chose this location even though they likely recognized the threat of a fall, placing pahas (prayer sticks) in the crevice between the rock and the cliff. They built a supporting masonry terrace below the base of the rock sometime between 1040 and 1050 CE (look for its remains to your right).

The traditional Navajo name for Pueblo Bonito is Tse biyahni'aa'h, which means "rock that braces and supports the structure from below," and refers to the masonry that supported Threatening Rock.

Pueblo Loop Trail Guide

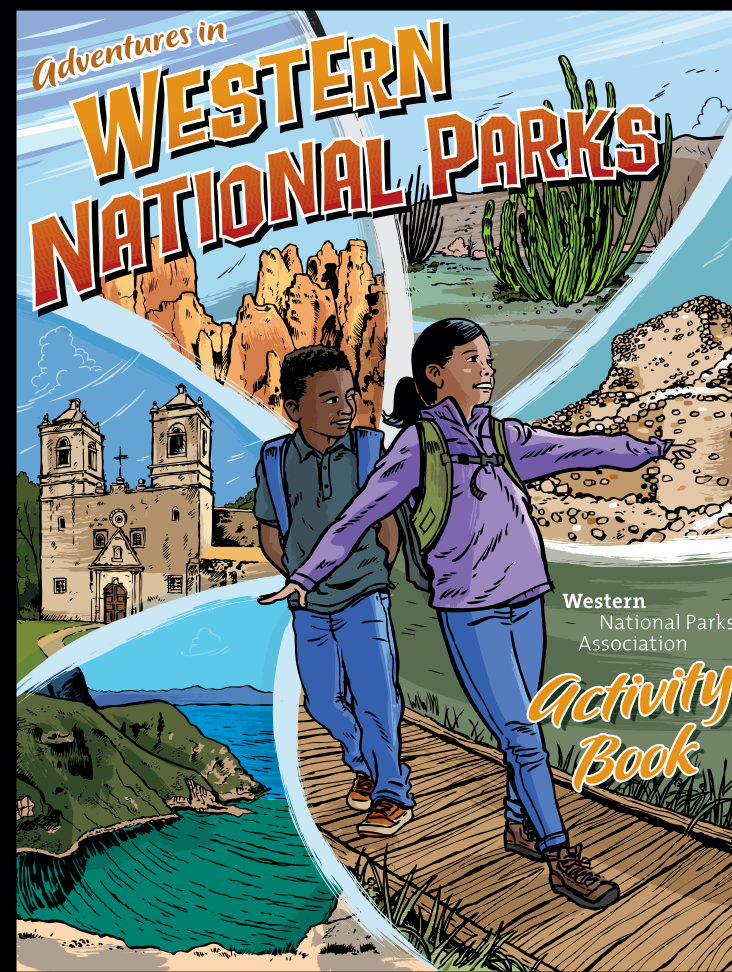
Bandelier National Monument
New Mexico

Washita Battlefield Trail Guide

Washita Battlefield National Historic Site
Oklahoma

Aztec Ruins Trail Guide

Aztec Ruins National Monument
New Mexico



Other FY24 highlights include:

- Printed 17 free-to-visitor publications, including bulletins and Junior Ranger booklets
- Reprinted 9 WNP field guides, cookbooks, and children's books
- Reprinted 4 interpretive publications for Little Bighorn Battlefield National Monument, Hubbell Trading Post National Historic Site, and Salinas Pueblo Missions National Monument
- Updated trail guides for [Pecos National Historical Park](#), [El Morro National Monument](#), and [Salinas Pueblo Missions National Monument](#)'s Abó and Quarai units
- Co-developed and produced the WNP Activity Booklet: *Adventures in Western National Parks*

In the Stores

Western National Parks Association's stores are immersive spaces that help visitors connect more deeply with the places they've come to explore. Each item, from books and field guides to thoughtfully designed apparel and keepsakes, is chosen to enrich the park experience and extend it long after the visit ends. In FY24, several locations underwent renovations designed to improve flow, storytelling, and visual appeal—ensuring every stop at the store is as memorable as the park itself.

At Organ Pipe Cactus National Monument and Channel Islands National Park, updated park stores offer a refreshed, welcoming environment that reflects the spirit of each site. These improvements showcase what's possible through collaboration with the National Park Service—creating spaces that are not only educational and engaging but also vital to the overall journey of millions of park visitors each year.



WNP/Matthew Almaraz



Thank You Park Protectors

A special thank you to our Park Protectors—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, and help others experience the same wonders.

WNPA's Park Protector program allows members to become part of a vital community 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 by supporting Junior Ranger activities. Becoming a Park Protector provides members with access to a community of like-minded national park supporters and advocates.

The membership is tax-deductible and offers several exclusive benefits including:

- 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



Thank You Donors and Volunteers

We couldn't provide this level of support to parks without the generosity of our donors and volunteers.

Each year, our donors help fund research, educational programming, community outreach, and so much more. You can learn more about the impacts of your donation and donate at wnp.org/support-parks/ways-to-give/

Dozens of national parks fans volunteer to keep operations thriving at WNPA 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.

[Donate Now](#) →



You can donate your time and talent and

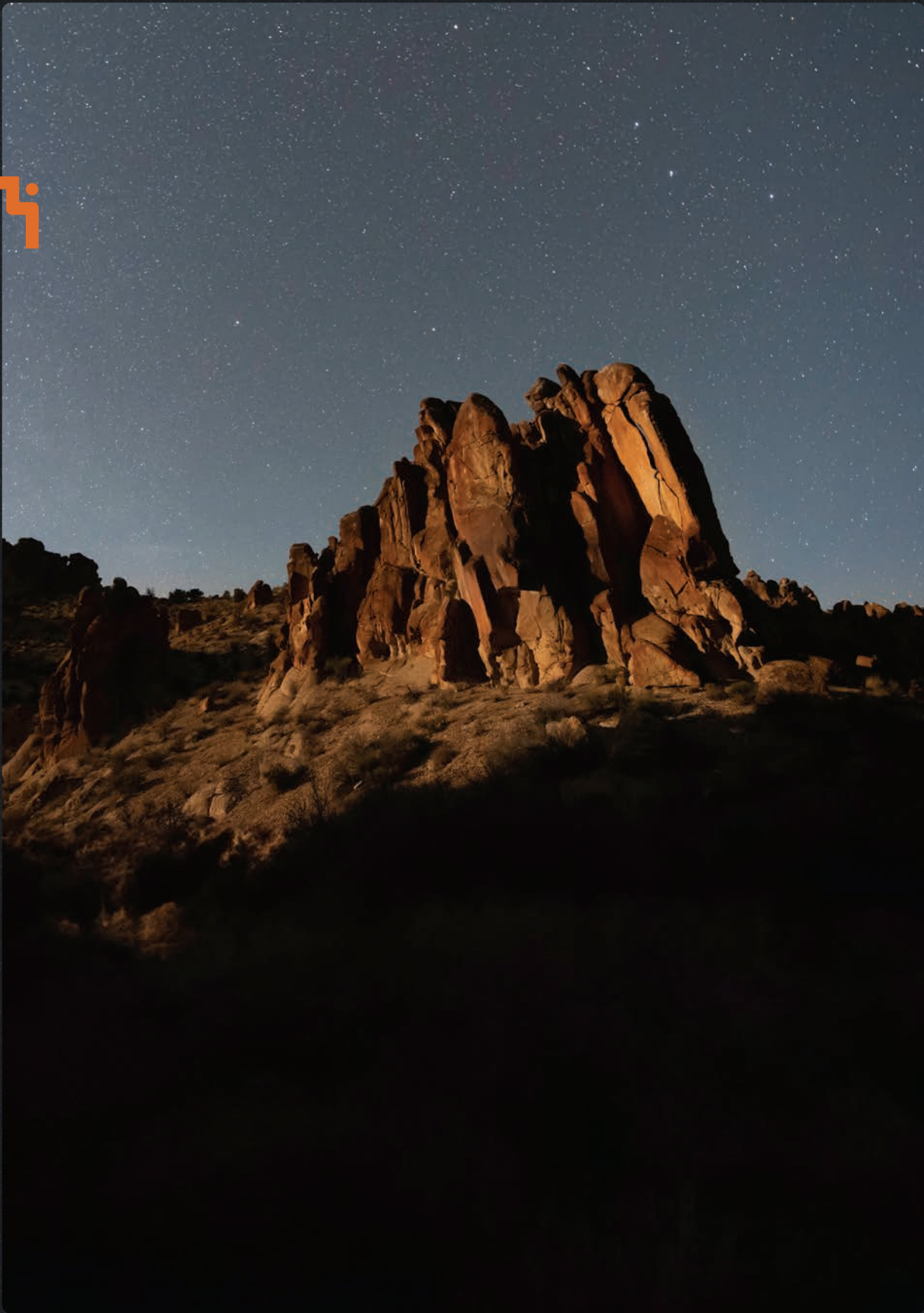
- help the public in national park stores and visitor centers
- provide administrative support
- provide educational programs in local communities
- support national park and WNPA events

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.

You can learn more and volunteer at wnp.org/support-parks/volunteer/. We'd love to welcome you to our community!



Financials



Assets

Current Assets:	
Cash and cash equivalents	\$6,153,928
Investments	\$7,996,570
Accounts receivable, net of allowance (\$265)	\$17,037
Inventories, net	\$6,463,561
Other current assets	\$532,851
Total current assets	\$21,163,947
Property and equipment, net	\$2,248,249
Total assets	\$23,412,196

Liabilities and Net Assets

Current liabilities:	
Accounts payable	\$384,626
Accrued expenses and other liabilities	\$820,971
Amounts due others	\$266,240
Total current liabilities	\$1,471,837
Contingencies	
Net assets:	
Without donor restrictions:	
Net invested in property and equipment	\$2,248,249
Board designated for operating reserves	\$8,036,922
Available for operations	\$11,560,504
Total net assets without restrictions	\$21,845,675
With donor restrictions	\$94,684
Total net assets	\$21,940,359
Total liabilities and net assets	\$23,412,196

More 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.



Shop

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



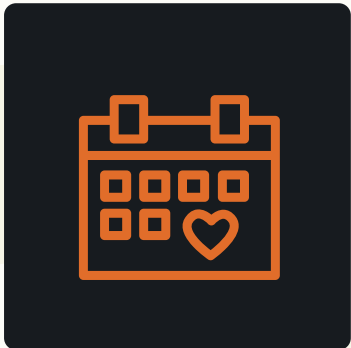
Follow us on social media

Join our social media community and tag us in your shared park stories.



Leave a Legacy

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



Give Monthly

Set up a regularly scheduled donation.



Join Our Team

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.

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.

“I never cease to be amazed by the way our team comes together to enhance and support the visitor experience and the wonderful NPS staff at our partner parks. Their heart for the work and each other uplifts our mission and makes it easy to work strategically toward our organizational goals: protecting these precious resources now and for future generations.”

—Marie Buck, WNPA President & CEO

[Explore jobs →](#)



wnp.org

Since our founding in 1938, WNPA has provided more than \$162 million in aid to our partner parks to fund NPS education, interpretation, research, and community engagement.

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