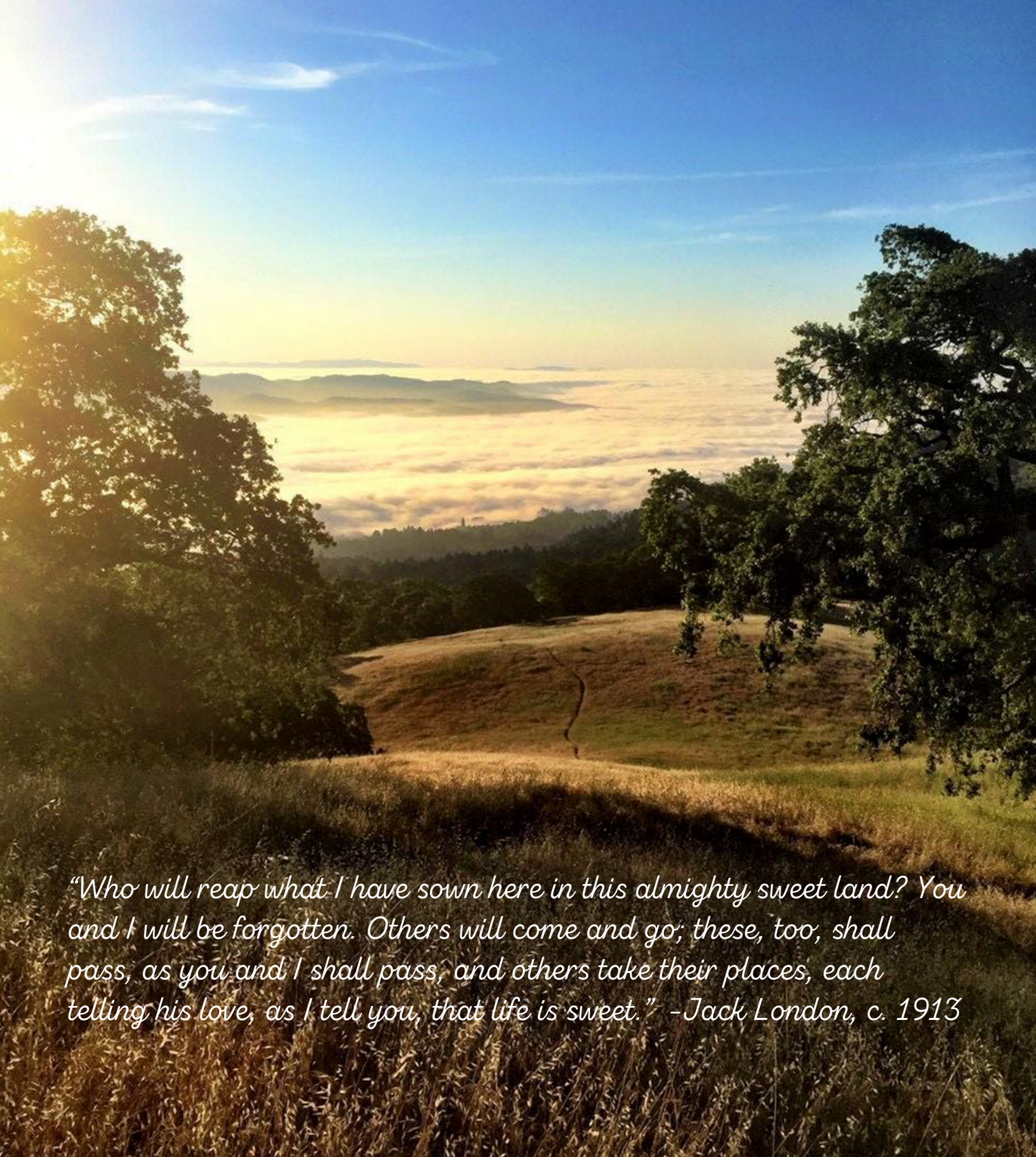




# Jack London Park Partners 2023 GRATITUDE REPORT





*"Who will reap what I have sown here in this almighty sweet land? You and I will be forgotten. Others will come and go; these, too, shall pass, as you and I shall pass, and others take their places, each telling his love, as I tell you, that life is sweet." -Jack London, c. 1913*

# Executive Summary

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Dear Jack London Park Partners community and friends,

I am honored to share our annual gratitude report highlighting the report for calendar year 2023 at Jack London State Historic Park.

Following each year, the Jack London Park Partners staff generate a report that provides details of the organization's financial health, visitor experience improvements, park infrastructure enhancements, and statistics measuring positive impact on park visitors, students, volunteers, program participants, and everyone who has been touched in some way through a park experience. And, most importantly, this report recognizes all those who gave generously of their time, talent and financial resources that formed the foundation for our continued success. Furthermore, this document builds on our unique story of hope, resilience, joy, and innovation.

Once again, this year's report is filled with significant achievements, particularly, a new record for funds raised at our annual gala. In addition to these wonderful achievements, the pages that follow capture the spirit of a community that will never back down from adversity or unanticipated challenges.

The soul of Jack London State Historic Park is fundamentally irrepressible. I am humbled by the community it inspires and the new audiences it beckons each year. The power of nature is immeasurable, and the allure and lasting charm of Jack and Charmian is truly remarkable. Thank you to our staff, board of directors and volunteers, who show up each day to serve our common dream. The importance of this place simply cannot be overstated.

With deep gratitude to our community for their generosity, kindness, and commitment to keeping Jack London State Historic Park in the hearts and minds of our community and beyond,



Matt Leffert  
Executive Director, Jack London Park Partners



# Community Engagement



**88,072** Total Visitors  
in 2023

**95%** Visitors who rated their  
Park experience as  
excellent

**14,720** Social Media  
Followers

**975** Members

**375** 2023 Gala  
Attendees

**\$550K** Raised at the  
2023 Gala



*"Amazing. Words can't describe. If you like beautiful nature, pastoral awesomeness amongst rolling meadows full of agricultural and literary history, super cool old stone barns and impressive trees, trees, trees...you'll find something to love here."*

- Brad H., Google review

# Conduct environmental education programs to connect children to nature and inspire the next generation of conservation stewards.

*"Since Nature's Design is aligned with NGSS and specifically focused on our ecology and ecosystems units, the program fit right into our previously planned course of study. We were truly grateful for this program which also connected students to the outdoors and provided all of the necessary supplies and transportation to the park."*

- Maribeth K., Washington MS, 7th grade science teacher



1,602

Students  
Served

68

School  
Programs

318

Teachers and  
Chaperones  
Served

18

Student Contest  
Models  
Submitted

149%

Increase in  
Students Served  
over 2022

Engage in conservation projects to restore and maintain the biodiversity of habitat and protect endangered species.



*"The gleans at Jack London State Historic Park are among my favorites of the year. I am so grateful for the bounty of these trees, which Farm to Pantry shares with over 100 community partners."*

- Duskie Estes, Executive Director, Farm to Pantry

**1,681**

Park & Trail  
Maintenance  
Volunteer Hours

**200**

Short Term  
Maintenance  
Volunteers

**65**

Park & Trail  
Maintenance  
Volunteers



**7,129**

Pounds of Fruit  
Donated to Farm  
To Pantry

**300+**

Trees Cleared  
from Trails

**\$50K**

Grant Money  
Spent on Fire  
Fuel Reduction

Offer community and special events to build social ties among people of all ages and backgrounds.

20

Community  
Events

914

Attendees

250

Free Weekend  
Tours

45

Private Group  
Tours

16

Private Guided  
Trail Hikes



*"Thanks so much for the opportunity to view the park through your eyes and your special places for fall color. Our group had a wonderful time!"*

- T. B., Fall Photography class attendee



## Provide outdoor recreation activities for physical, mental and spiritual well-being.

*"Thank you for helping us create a new memory in our family and a new tradition for years to come!"*

- L.V., Walk 'n Wag attendee

**13**

Hikes  
& Walks

**233**

Participants

**1**

BioBlitz in the  
Park

**162**

Unique Species  
Recorded



Promote the legacy of Jack and Charmian London in ways that inspire others to live their life to the fullest.



**4,266** Books sold in the Bookshop

**195** Charmian's Circle event attendees

**2,953** Books by Jack London sold

**\$25K** Charmian's Circle raised for Park Education Programs

**1,537** Books Inspired by the Londons' sold

*"The best part of our visit today was bringing friends from the Czech Republic and showing them Charmian and Jack's life story. Their lives were amazing!"*

- Visitor Survey



## Provide a culture of hospitality with a robust volunteer corps for an exceptional volunteer experience.

*“What I like most about volunteering at the Park is knowing I’m helping, in my small way, to keep the Park open and available for people to enjoy.”*

- Chris B., volunteer for 6 years



**16,036** Total Volunteer Hours

**266** Long Term Volunteers

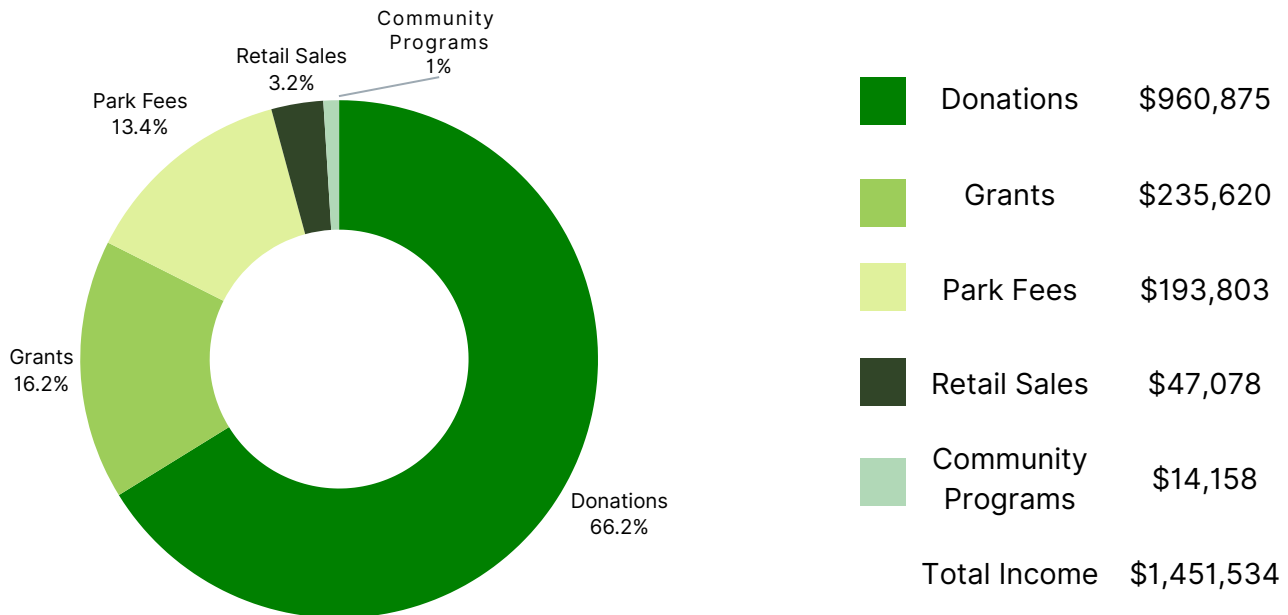
**\$598K** Value of Volunteer Service

**200** Short Term Volunteers

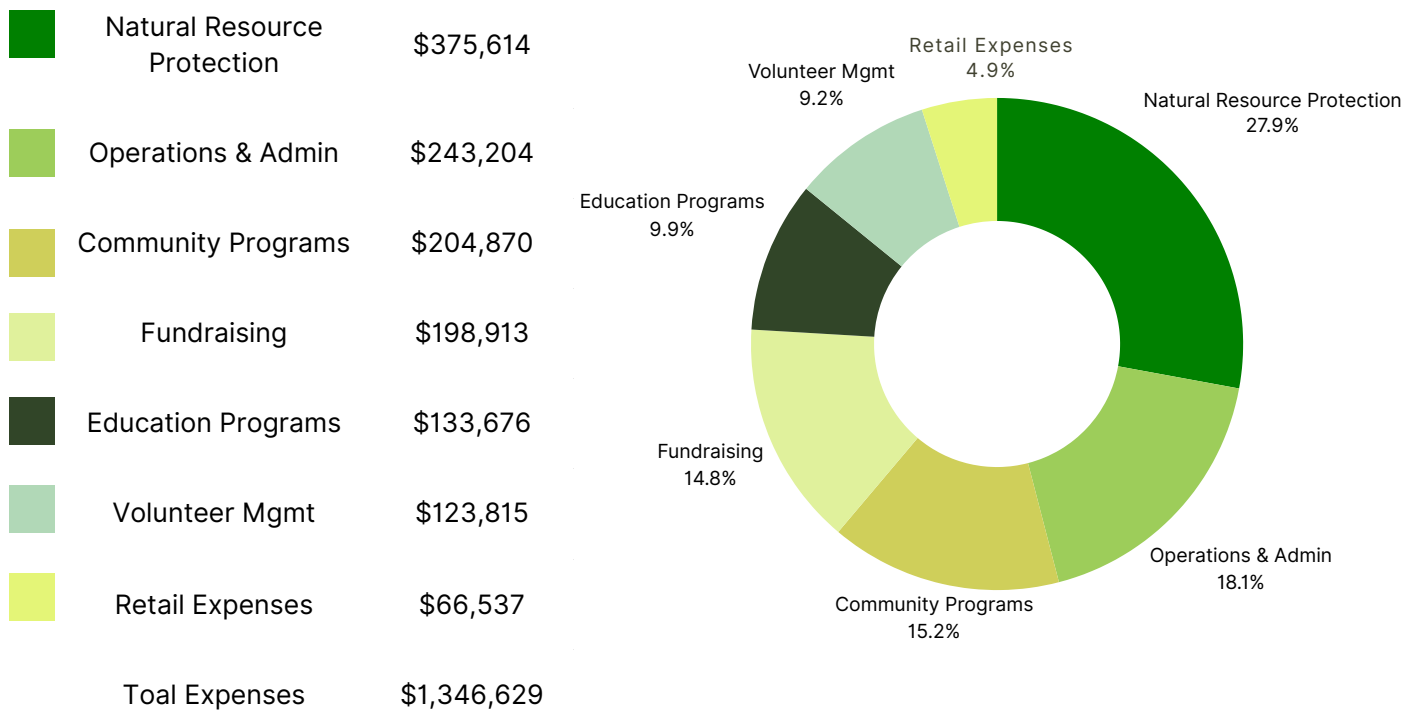


# 2023 Financials Overview

## Park Income January 1 - December 31, 2023



## Park Expenses January 1 - December 31, 2023



# 2023 Donors

We are proud to recognize the many individuals, foundations and corporations that help protect and preserve the Park with their financial contributions.

***We appreciate your generosity!***

## \$50,000+

Community Foundation Sonoma  
County  
County of Sonoma

## \$10,000 - \$49,000

George and Ann Arabian  
Mike and Mary Benziger  
David and Barbara Burlington  
Becky Christian and Peter Solvik  
Nancy and Fred Cline  
Jody Davies and Doug McAdam  
Eco Terreno Wines and Vineyards  
Diana and Peter Ferris  
Elizabeth Fisher and Malcolm Walter  
Donna Halow and Paul Luca  
HEDCO  
Bonnie and Tom Herman  
Mary Clark Janis  
Kenwood Winery  
Nancy and John Lasseter  
Trina and Dan Lennon  
Mary Lester  
Chuck Levine and Elisa Stancil Levine  
Wally McGuire and Colleen McCarty  
Buffy Miller  
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Michael and Mary Schuh  
Jean Simpson  
Sonoma Valley Catalyst Fund  
Vickie Soulier  
Susan St. Marie  
Wells Whitney  
Cathy and Chuck Williamson  
Juan and Lanya Zambrano

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Tom and Julie Atwood  
Chris and Dawn Benziger  
Michael and Joan Buckley  
Diana Bugg and James Bertlesman  
Wendy Byrd  
Maud Hallin  
Hamel Family Wines  
Steven and Troy Hightower  
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Lisa Maulhardt and Joseph Okies Jr.

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Tina Shone  
Dana Simpson-Stokes and Ken Stokes  
Judy and Tim Solberg  
Richard and Laura Stanfield  
Mark and Pat Stornetta  
Diane and Toby Taylor  
Les and Judy Vadasz

## \$2,500 - \$4,999

Bank of Marin  
Henry Beaumont  
Benziger Family Winery  
Paul Benziger  
Bill Blosser and Dorinda Parker  
California State Parks Foundation  
Erin and Francis Collins  
Katherine and Tom Culligan  
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Exchange Bank  
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Elaine and Graham Smith  
Whitney and Jeff Spagnola  
Laura and Michael Wagner  
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Weiswasser

## \$1,000 - \$2,499

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Holly Bennett and Peter Krause  
Selma Blanus  
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Patti Kozlovsky and Paul Martin  
Catherine Lamb  
Deby Laranjo  
Esty Lawrie and Tom Landy  
Margaret Lourenco and Rich Blaska

# 2023 Donors Continued

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Gordon and Joan Marks  
Nadia and Zac Maufe  
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McKinley Family Charitable Fund  
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Michael Muscardini and Kate Eilertsen  
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Judith Walsh  
Sally Ward  
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Patti White and John Sander  
Terrance and Diana Witzel  
Matt and Patresa Zwerling

## \$500 - \$999

Jennifer Anderson Couch and Kevin Couch  
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Laurie Armstrong Gossy  
Justine Ashton  
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## \$250 - \$499

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Erran Berger  
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Megan Codington  
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Linda Davis-Reed and Randall Reed  
Sarah de Sanz  
Susan Deal  
Susanna and John Dellinger  
Jackie Denney

# 2023 Donors Continued

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Michael and Rosie Gogna  
Katie and Blake Griffin  
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Rebecca Hermosillo  
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Vicki Whiting  
Doug Fenn Wilson  
Jonathan Wilson  
David Yacubian  
Laura Zimmerman

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Anonymous  
Diana Bugg and Jim Bertlesman  
Jody Davies and Doug McAdam  
Jane and Stewart Hume  
Lisa Kilday and Craig Lichty  
Diane Olmstead and Matt Slepín  
Judy Scotchmoor and Roland Gangloff  
Elisa Stancil Levine and Chuck Levine  
Wells Whitney



## JLPP Staff & Contractors

Back Row: Ciara Pegg, Susan St. Marie,  
Laurie Armstrong Gossy, Deborah Large,  
Matt Leffert, James Hinchman, Kristi  
Lanusse, John Staley, Andrea Patri, Laura  
Elmore

Front Row: Kylee Cronin, Kristina Ellis,  
Jenny Randall, Eric Metz, Max Psaledakis

# Jack London Park Partners

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## 2023 Board of Directors

Mike Benziger <i>Chair</i>	<i>Directors</i> George Arabian
Peter Ferris <i>President</i>	Jody Davies
Charles E. Levine <i>Vice President</i>	Ford Goodman
Malcolm Walter <i>Vice President</i>	Dave Gould
David Lambert <i>Treasurer</i>	Tom Herman
Bill Blosser <i>Secretary</i>	Nancy Lasseter
	Trina Lennon
	Sandy Leonard
	Hank Martinson
	Wally McGuire
	Barbara Morrison
	Jon Parker
	Laura Stanfield

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## Advisory Council

George Arabian <i>Chair</i>	Dave Gould	Doug McConnell
Henry Beaumont	Maud Hallin	Sally Mertes Stone
Diana Bugg	Barbara Hughes	Jon Parker
Mary Clark Janis	Nancy Kirwan	Stephanie Pugash
Katherine Culligan	Sandy Leonard	Martha Rosenblatt
Ethel Daly	Charles E. Levine	Judy Scotchmoor
Terry Flynn	Hank Martinson	Isabel Wade

---

## Staff

	Matt Leffert <i>Executive Director</i>	
Kylee Cronin <i>Retail Manager</i>	James Hinchman <i>Ranch Foreman</i>	Andrea Patri <i>Finance &amp; HR Manager</i>
Kristina Ellis <i>Education Manager</i>	Kristi Lanusse <i>Associate Director of Donor Relations &amp; Marketing</i>	Ciara Pegg <i>Tour Coordinator</i>
Laura Elmore <i>Director of Development</i>	Eric Metz <i>Deputy Director &amp; Director of Operations</i>	Susan St. Marie <i>Director of Program &amp; Volunteer Management</i>

# Mission & Goals

## Jack London Park Partners

### Our Mission:

We rigorously protect the historic and natural character of the Park while creating inclusive opportunities for education, recreation, discovery, and joy, leaving future generations a park that would make Jack London proud.

### Our Goals:

- Conduct environmental education programs to connect children to nature and inspire the next generation of conservation stewards.
- Engage in conservation projects to restore and maintain the biodiversity of habitat and protect endangered species.
- Offer community and special events to build social ties among people of all ages and backgrounds.
- Provide outdoor recreation activities for physical, mental and spiritual well-being.
- Restore and maintain this national and state historic landmark to preserve and celebrate our cultural heritage.







JACK LONDON  
**PARK**  
PARTNERS

Jack London Park Partners  
2400 London Ranch Road  
Glen Ellen, California 95442

[jacklondonpark.com](http://jacklondonpark.com)  
[jacklondonparkpartners.org](http://jacklondonparkpartners.org)