



Jack London Park Partners 2024 GRATITUDE REPORT



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.



From the Executive Director

We are honored to celebrate our 13th year of serving as the nonprofit park operator of Jack London State Historic Park. We are also thankful for the strong partnership with California State Parks that creates a more sustainable future for this amazing place. In this report, we are thrilled to share highlights from 2024, including park improvements and expanded educational and recreational programs to serve our wonderful community. Together, we can better leverage precious resources to make our ecosystems more resilient, reduce fuel loads to mitigate wildfire risk, and protect vulnerable cultural assets.

These remarkable accomplishments are, of course, all thanks to you! Your support and commitment are meaningful beyond measure. Whether it is a regular visitor for whom the park is their backyard, or an intrepid traveler from across the world, you have made this park a welcoming, world-class destination.

And together, we have developed a series of diverse offerings that create magical and restorative experiences for every audience. This is due in no small part to our spirited volunteers, who welcomed tens of thousands of visitors in 2024 and helped guide and support them throughout their visits.

Through our shared venue model, we partnered with several nonprofit and community groups this year to make the park more accessible. It is truly a place that welcomes everybody and serves humanity's most essential need: to connect with nature.

In 2025, we will build on this momentum and create new and exciting spaces and opportunities that will serve generations to come. From the newly acquired open space in the former Sonoma Developmental Center to iconic destinations like the Wolf House, we will provide for and maintain these irreplaceable public treasures. We have many exciting projects on the horizon and look forward to another year of joyful connections in the park. We are so grateful that you will be side-by-side with us in this endeavor to protect and share our beloved park.

Thank you!



Matt Leffert
Executive Director, Jack London Park Partners



Community Engagement



89,173 Total Visitors
in 2024

87% Visitors who rated
their Park experience
as excellent

16,480 Social Media
Followers

1,001 Park Members

300 2024 Gala
Attendees

\$670K Raised at the
2024 Gala



"My experience at Jack London State Historic Park was nothing short of enchanting. It's a place where nature, history, and literature converge to create a truly unforgettable adventure. Whether you're a fan of Jack London's work or simply appreciate the beauty of the California landscape, this park is a must-visit destination."

- Zamir M., Google review

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

"In class we learn about ecosystems, biodiversity and invasive species. This field trip helps our students see and feel what it all is, instead of just having an intellectual understanding. It connects the ideas for them in a real world setting and brings excitement to learning."

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



"What I enjoyed most about this program was being able to learn about biodiversity and how the food webs work. It was cool to see how plants, humans, and animals interact with each other."

- 7th Grade Student, Petaluma Accelerated Charter School

1,733

Students Served

67

School Programs

353

Teachers and Chaperones Served

24

Nature's Design Models Submitted

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



"The trails through the hills offered incredible scenic views that were both serene and inspiring. The entire park is beautifully maintained, and you can truly feel the spirit of Jack London in every corner of the property."

- Luke X., Google review

25

Large Dead Fir
Trees Removed

100+

Natural Debris
Piles Burned

90+

New Trail Signs
Installed



2,085

Pounds of Fruit
Donated

87

Trees Cleared
from Trails

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



81

Wild Trail
Challenge
Participants

30

Renewed In
Nature
Participants

12

Private Guided
Hikes

New in 2024

- Wild Trail Challenge, a five-part hiking series exploring every trail in the Park
- Renewed In Nature with a focus on wellness and the healing power of time spent in nature
- Accessibility Program with Sweetwater Spectrum, a nonprofit that supports adults with autism



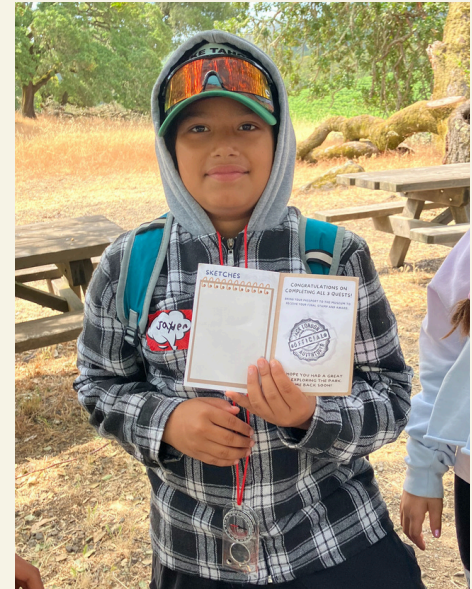
"I loved to experience not just the trails but learning some of the park plans and history. It really added to the whole experience. Thank you!"

- Anonymous survey response

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

New in 2024

- Adventure Quest Passport for 5th grade students serving local Title 1 schools in partnership with the Sonoma Valley Mentoring Alliance
- Tilden Daken Art Exhibit at the House of Happy Walls Museum



Ongoing Programs

- Piano Concerts
- Readings
- Painting & Photography Workshops
- Presentations
- Wildflower & Bird Hikes

"The Passport activity is a favorite with our mentors and mentees! We love our Jack London Partnership!"

- Brooke Finley, Program Director, Sonoma Valley Mentoring Alliance



46

Community Programs

2,197

Participants

250

Free Weekend Tours

Ofrecer programas comunitarios y eventos especiales para reforzar las relaciones sociales entre personas de todas las edades y orígenes.

New in 2024

- 1 Spanish or Bilingual Program each month
- Spanish language nature hikes & historic park tours
- Partnerships with local organizations focused on the Spanish speaking community



100%

Free Spanish Language Programming

8

New Community Partnerships

7

New, Unique Programs

"What I enjoyed the most about the outdoor program was the guidance of Carlos. He was very knowledgeable about the trails, plants, and history of Jack London."

- Empieza el Año Corriendo attendee

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



3,912 Books sold in the Bookshop

135 Charmian's Circle event attendees

2,616 Books by Jack London sold

\$35K Charmian's Circle raised for Park Education Programs

695 Books Inspired by the Londons' sold

"What a life, and what a story. We enjoyed the museum immensely. Jack and Charmian remind us that life is an adventure, and to live everyday."

- Museum Visitors, May 2024



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

"I always feel part of something, steeped in time, yet relevant and very important to today. History is the ground on which we walk, beauty makes the journey a gift."

- Mary F., volunteer for 3.5 years

16,000 Total Volunteer Hours

250 Long Term Volunteers

\$618K Value of Volunteer Service



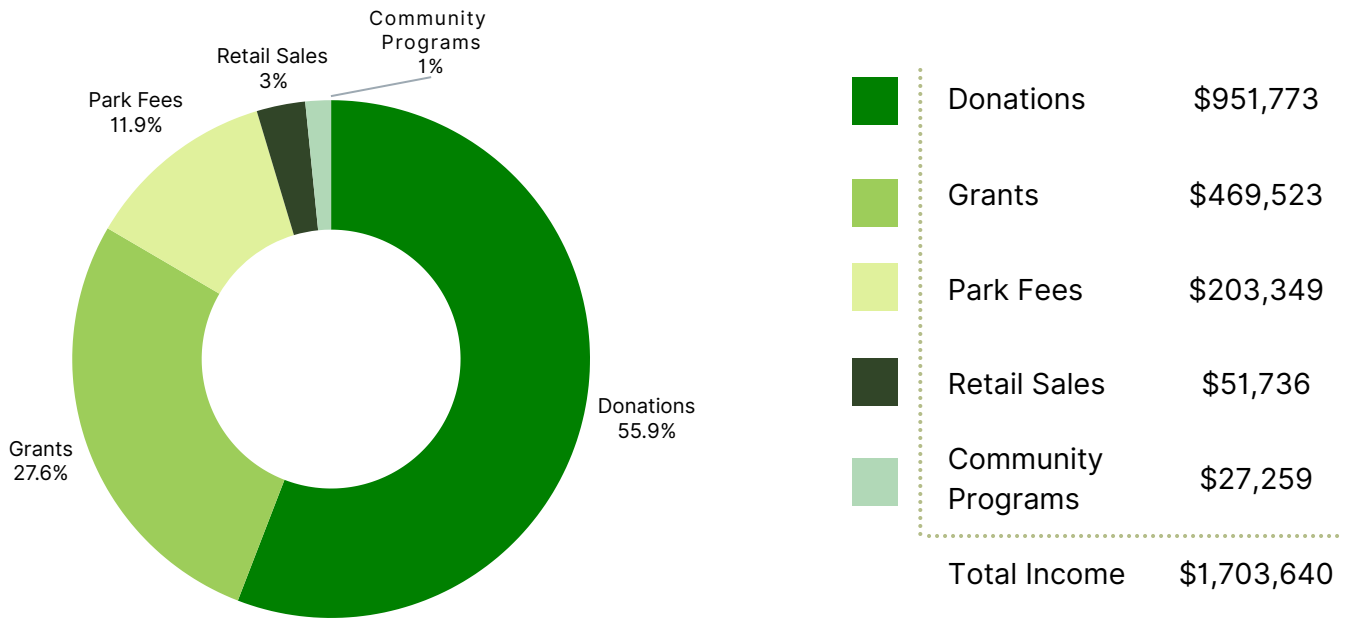
"I look forward to coming to the park each week. When I talk about the park with my friends, I refer to it as my 'happy place'."

- Joyce M., volunteer for 5.5 years

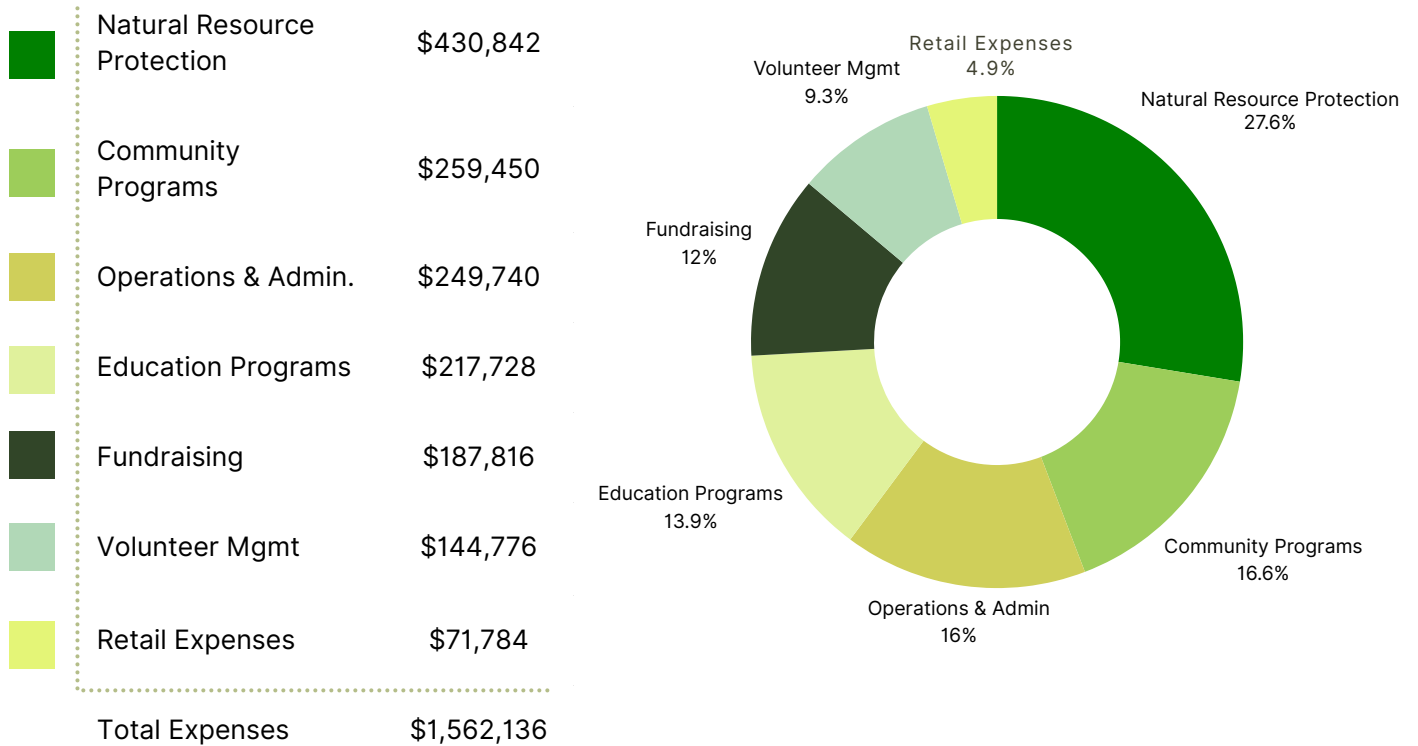


2024 Financials Overview

Park Income January 1 - December 31, 2024



Park Expenses January 1 - December 31, 2024



2024 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!

\$100,000+

KHR McNeely Family Foundation
Nancy and John Lasseter

\$50,000 - \$99,999

Anonymous
Jack London Foundation
Vadasz Family Foundation

\$10,000 - \$49,999

Mike and Mary Benziger
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\$5,000 - \$9,999

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Sonoma Valley Author's Festival-Ginny and David Freeman
Whitney and Jeff Spagnola
Elisa Stancil Levine and Chuck Levine
Richard and Laura Stanfield
Les and Judy Vadasz

\$2,500 - \$4,999

Chris and Dawn Benziger
Benziger Family Winery
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Dana and Jon Freudenberger
Gaia Fund
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Troy Hightower
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Historical Preservation Foundation of the Native Sons of the Golden West

\$2,500 - \$4,999 (continued)

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\$1,000 - \$2,499

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\$1,000 - \$2,499 (continued)

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Isabel Wade and Jan Chernoff
Gerry and Marguerite Wallace
Judith Walsh
Martinn Winters
Matt and Patresa Zwerling

2024 Donors Continued

\$250 - \$499

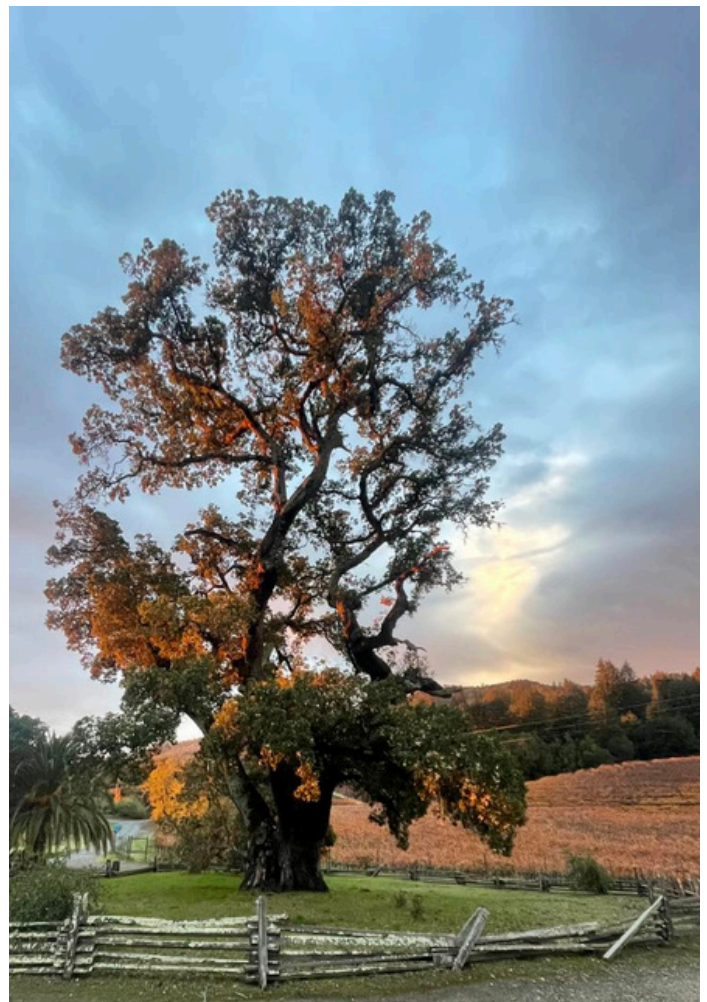
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Sheryl Wasson-Howe
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Barbara and Dave Burlington
Jody Davies and Doug McAdam
Liz Fisher and Malcolm Walter
Janet and Dave Goulson
Maud Hallin
Jane and Stewart Hume
Lisa Kilday and Craig Lichty
Nancy and John Lasseter
Elizabeth and Bern Lefson
Nancy J. Martin
Barbara Morrison
Nancy and Rob Novak
Diane Olmstead and Matt Slepín
Judy Scotchmoor and Roland Gangloff
Elisa Stancil Levine and Chuck Levine
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Jack London Park Partners

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Our Community Partners

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Boys and Girls Club of Sonoma Valley
California State Parks Foundation
Disabled American Veterans (DAV)
El Verano Family Resource Center
Exchange Bank
Farm to Pantry
Glen Ellen Village Market
Glentucky Farm
Hanna Center
Jack London Yacht Club
Kenwood Vineyards
La Luz
Lasseter Family Winery
Local Rotary Clubs
Los Cien
Newcomers Club
Robert Ferguson Observatory
Sonoma Adventures
Sonoma Botanical Garden
Sonoma Community Center
Sonoma County Agricultural Preservation and Open Space District
Sonoma County Regional Parks
Sonoma Ecology Center
Sonoma Plein Air
Sonoma Regional Library
Sonoma Valley Author's Festival
Sonoma Valley Mentoring Alliance
Sonoma Valley Runners
Sonoma Valley Women's Club
Sugarloaf Ridge State Park
Sweetwater Spectrum
Sword to Plowshares





"And who knows what Romance, what Adventure, what Love, is lurking around the next turn of the road, ready to leap out on us if we'll only travel that far?"

Jack London, 1914



JACK LONDON
PARK
PARTNERS

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

jacklondonpark.com
jacklondonparkpartners.org

