



## 2025 Key Messages for Staff, Volunteers, Board, Council, and FLAC

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These annual messages are designed to help guide your conversations with donors, park visitors, social media followers, and other members of the public about Yosemite Conservancy — whether you're interacting with people online, on the phone, or in person. This first page lists a few simple key points; on the following pages, you'll find more details for each point.

These messages offer an introduction to key aspects of the Conservancy, but they in no way cover the full extent of the organization's work. Feel free to expand on these messages. If you ever need help answering a specific question or addressing a comment, please reach out to your supervisor for guidance!

*Supervisors, the marketing team is here to help you and your team answer unusual or tough questions. Email [marketing@yosemite.org](mailto:marketing@yosemite.org) with questions.*

#### Key messages

- For more than 100 years, Yosemite Conservancy has been supporting the conservation of Yosemite's natural resources and helping people develop deep ties to the park.
- We need you — and Yosemite needs you — to help preserve and protect this irreplaceable natural treasure today and for generations to come.
- Join us! You can make a difference in Yosemite by donating, volunteering, signing up for an adventure or art class, shopping in our bookstores, and more.
- Visit us online at [yosemite.org](http://yosemite.org) to learn more about our organization and how you can get involved.

#### 2025 Fast Facts

- ✓ Yosemite Conservancy has provided more than a century of service to and philanthropic partnership with Yosemite National Park.
- ✓ In recent years, we have provided more than **\$172 million in grants** to Yosemite for more than **900 projects**. We also help secure matching funds for major projects and provides in-kind donations of staffing, services, and park-based programming.
- ✓ In 2025, we are providing **\$18 million in total support** and funding around **60 new grants** to the National Park Service for projects in the park.
- ✓ Major grants: research and projects to protect giant sequoias; improving safety on the Mist Trail, one of the most popular National Park trails; restoring Ackerson Meadow.
- ✓ Other grant focuses include environmental resilience, protecting threatened and rare species, and prioritizing Tribal inclusion and Tribal-led projects.
- ✓ More than 700,000 people will benefit from Conservancy-run programs and services, and millions will benefit from Conservancy-funded projects that improve the visitor experience.
- ✓ More than 58,000 donors contributed to Yosemite Conservancy last year.

## Key Messages: Details

**We're a nonprofit dedicated to conserving Yosemite's resources and providing enriching visitor experiences in the park for all.** Learn more at [yosemite.org/about-us](https://yosemite.org/about-us).

- For more than 100 years, the Conservancy has been supporting the conservation of Yosemite's natural resources and helping people develop deep ties to the park.
- In recent years, we have provided **more than \$172 million in grants** to Yosemite for **more than 900 completed projects**. We also help secure matching funds for major projects and provides in-kind donations of staffing, services, and park-based programming. Thanks to (donors like) you, we'll provide a record **\$18 million in total support** to the park in 2024.
- Your support makes possible a wide variety of important projects and programs in Yosemite, from restoration and research to art classes and volunteer opportunities.
- Many Conservancy-funded grants this year support efforts to make the park more environmentally resilient in the face of climate change, protect threatened and rare species, and elevate Tribal voices and Tribal-led projects.

**With support from people like you, we fund grants for high-priority projects in Yosemite.**

Learn more at [yosemite.org/impact](https://yosemite.org/impact).

- Donors help the park complete many important projects that otherwise would not be possible. Your gifts fund grants to restore trails and habitat, protect wildlife, inspire young people to take care of the natural world, and much more.
- You can see the impact of our donors' gifts throughout Yosemite, including the new [Welcome Center](#) and Exploration Center in Yosemite Valley, and at [renovated overlooks](#) and vista points, such as [Bridalveil Fall](#), Tenaya Lake, and Yosemite Falls; at Tunnel View, Olmsted Point, and Glacier Point; and in the restored [Mariposa Grove of Giant Sequoias](#).
- In 2025, we are funding grants to the National Park Service for around 60 new projects in Yosemite. We need your help to support projects that will restore trails and ecosystems, propel scientific and historical research, protect wildlife, and facilitate positive visitor experiences.
- Many of our 2025 grants focus on environmental resilience, protecting habitats and threatened species, providing educational programs and resources, and helping Yosemite to be more inclusive and accessible to a diverse audience. A few examples include:
  - Research and projects to protect giant sequoias
  - Improving safety on the Mist Trail, one of the most popular National Park trails
  - Restoring Ackerson Meadow
  - Development of the Wahhoga Indian Cultural site
- We are continuing to assess the impact of climate-driven changes to the habitats of bats, fishers, and other species that call Yosemite home. Other transformative projects include inspiring future nature stewards through the Junior Ranger and Expanding Horizons programs, preserving cultural resources and stories through events and traditional practices, and enhancing visitor engagement with ranger-led Night Sky programs.

**Our programs and services in the park help people experience Yosemite and the natural world in meaningful, inspiring ways.** Learn more at [yosemite.org/experience](https://yosemite.org/experience).

- More than **700,000 people** will benefit from Conservancy-run programs and services in the park in 2025 and millions will benefit from Conservancy-funded projects that improve the visitor experience.
- Funds from our art, adventure, and volunteer programs; bookstores; and wilderness services support essential work in the park.
- The Conservancy's **year-round [Outdoor Adventures](#) and [Custom Adventures](#)** are a great way to experience Yosemite in a new way, in any season. Our knowledgeable naturalist guides lead day hikes, backpacking trips, birding walks, Yosemite Field School courses on climate change, park history and ecology, and more.
- Happy Isles Art and Nature Center offers a variety of [art classes](#) in Yosemite Valley led by professional

artists, from April through October, for all ages.

- Our [volunteers](#) help restore habitat and trails, support Preventive Search and Rescue (PSAR) activities, and provide valuable assistance to park visitors.
- Our [bookstores](#) in the park and online offer first-rate Yosemite products, including locally designed apparel and gifts. We carry a wide selection of books, including many published by the Conservancy, as well as helpful maps and guides.
- Our wilderness team helps operate the [Ostrander Ski Hut](#), and they help backcountry travelers reserve [wilderness permits](#) and rent bear-proof food canisters.

**You can make a difference in Yosemite by donating, volunteering, signing up for an adventure or art class, shopping in our bookstores, and more. Join us!**

- Yosemite needs you! Give back to the park you love by donating, participating in one of our programs, volunteering and more.
- **Make a gift.** Any amount makes a difference.
  - Donate online at [yosemite.org](#), by phone, by mail, or in the park.
  - Sign up to become a [monthly donor](#) to ensure that Yosemite will have the support it needs year-round.
  - Donors receive [special benefits](#), including a Yosemite Passport with discounts on activities and accommodations.
- **Give back by getting outside.** Join one of our expert naturalist guides for an Outdoor Adventure. Choose a pre-planned experience from our calendar, or work with our team to create a Custom Adventure that fits your schedule and interests. Your participation in Yosemite Conservancy Programs supports our mission to preserve Yosemite for generations to come.
- **Volunteer during our summer season.** Join a “work week” crew for a restoration project or share your knowledge as a visitor information assistant.
- **Enrich your Yosemite experience through art.** Sign up for an art class in Yosemite Valley with one of our expert instructors.
- **Shop in our bookstores online and in the park.** Proceeds support essential projects in Yosemite. Visit [shop.yosemite.org](#) for more.

**Learn more about our organization and how you can get involved at [yosemite.org](#).**

- Go to our website to donate, register for programs, learn about our grants, sign up for our monthly newsletter, shop in our online store, and more.
- Stay connected with Yosemite wherever you are through our live [webcams](#).
- You can also stay in touch with us on social media! We’re active on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [TikTok](#).

### OUR MISSION

Yosemite Conservancy inspires people to support projects and programs that preserve Yosemite and enhance the visitor experience for all.