



**Stewardship**  
Council



**2010 Annual Report**

## **Stewardship Council Board Roster**

Current as of July 1, 2011

### **Officers**

**President – Art Baggett Jr.**  
State Water Resources Control Board

**Secretary – Randy Livingston**  
Pacific Gas & Electric Company

**Assistant Secretary –  
Mike Schonherr**  
Pacific Gas & Electric Company

**Treasurer – Lee Adams**  
Regional Council of Rural Counties

### **Vice Presidents**

**Chair, Fiduciary Committee –  
Truman Burns**  
Division of Ratepayer Advocates

**Chair, Watershed Planning  
Committee – Soapy Mulholland**  
Central Valley Regional Water  
Quality Control Board

### **Board Members**

Association of California  
Water Agencies

**Board Member: Mark Rentz**  
**Alternate: Dave Bolland**

California Department of  
Fish and Game

**Board Member: Kevin Hunting**  
**Alternate: Nancee Murray**

California Farm Bureau Federation  
**Board Member: Karen Mills**  
**Alternate: Noelle Cremers**

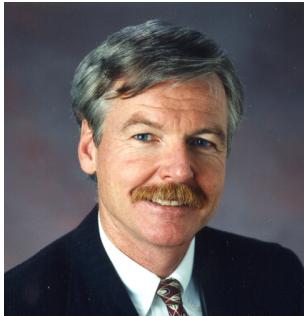
California Forestry Association  
**Board Member: David A. Bischel**  
**Alternate: Bob Mion**

California Hydropower Reform Coalition  
**Board Member: Richard Roos-Collins**  
**Alternate: Chuck Bonham**

California Public Utilities Commission  
**Board Member: Paul Clanon**  
**Alternate: Nancy Ryan**



# **Advancing Our Mission, Sustaining Our Values**



**Collaboration. Stewardship.  
Discovery. Sustainability.  
Leadership.**

**Reflecting on the past year** at the Stewardship Council, we are proud of our success in advancing our dual mission while continuing to be mindful of our core values: collaboration, stewardship, discovery, sustainability, and leadership.

Our principal mandate is to protect and enhance the beneficial public values on approximately 140,000 acres of PG&E's watershed lands. To accomplish this, we are selecting future land stewards—organizations that demonstrate both a commitment to protecting those values and the capacity to act as responsible landowners and conservation easement holders. During the past year, the board has selected several well-qualified organizations to hold conservation easements over PG&E's watershed lands. The board has also recommended a variety of organizations, ranging from local entities to state and federal agencies, to receive donations of fee title. Throughout 2011, the board will continue to recommend new land stewards as well as decide how to allocate a significant amount of our funding to enhance the beneficial public values on these watershed lands.

On the youth side of the organization, the Stewardship Council has become a leader in philanthropic funding for outdoor youth programs, providing statewide leadership to promote best practices in this important field. In the past five years, our Youth Investment Program has awarded more than \$10 million in grants to more than 180 organizations—organizations that work to improve the lives of tens of thousands of underserved youth while developing the next generation of environmental stewards.

Through our grantmaking, we are supporting innovative practices and serving as a catalyst to increase the breadth and relevancy of these programs. To sustain the work of our Youth Investment Program beyond the life and funding of the Stewardship Council, the board established the Foundation for Youth Investment in February 2010. The mission of this nonprofit is to generate new funding for outdoor programs that nurture and transform youth.

Collaboration is key in both the youth and land conservation programs, as we work with grass-roots organizations and agencies with a regional or statewide focus. We value the ideas of all stakeholders and actively seek public input. The diversity of the Stewardship Council board also ensures that we consider a broad array of perspectives as we make key decisions.

The board's diversity can be seen in the four new members who have joined this year. We welcome John Laird, secretary of the California Natural Resources Agency; Bob Mion with the California Forestry Association; Jessica Pierce, assistant director of the Placer Land Trust; and Cherie Chan with the Division of Ratepayer Advocates. We are also pleased that Nancy Ryan, deputy executive director of the California Public Utilities Commission, has returned as a member.

On behalf of the board and staff of the Stewardship Council, we look forward to engaging with our stakeholders and partners throughout 2011 and beyond, as we work together to create a legacy of environmental stewardship for future generations.

Art G. Baggett Jr., Board President  
State Water Resources Control Board

Allene Zanger, Executive Director  
Stewardship Council

# Continuing the Outdoors Connection

## Foundation for Youth Investment

In February 2010, the Stewardship Council established the Foundation for Youth Investment (FYI) to continue the work of its Youth Investment Program beyond the life and funding of the Stewardship Council, which will dissolve once it has fulfilled its land conservation mission. With the assistance of the law firm, Morrison and Foerster, (which generously provided pro bono legal services) FYI applied for and received its nonprofit status in the summer of 2010. The FYI board of directors appointed Steve Hagler, the director of the Stewardship Council's Youth Investment Program, to be FYI's executive director.

Recently, FYI launched a major development program to generate funds for programs that transform youth through outdoor experiences and deep connections to nature. Currently, FYI also manages the Stewardship Council's grantmaking program by guiding the grant-making review and recommending grant awards.

In addition to these activities, FYI is managing two grant funds that were awarded by the Stewardship Council in December 2010: The Outdoor Trips Fund provides small grants for transportation, substitute teacher time, and other essential costs, so that students can connect with the outdoors. The Strategic Initiatives Fund addresses many of the barriers that are preventing underserved youth from experiencing nature and the outdoors. Through this funding, FYI has convened a wide array of youth providers to design an Outdoor Educators Institute (OEI) that will generate a pool of certified, qualified, competent, and culturally relevant outdoor instructors. This is an exciting initiative that will transform the leadership of outdoor programs. In the mid-term, the OEI initiative will help diversify the outdoor instructor corps, and in the long-term, help create future generations of land stewards that reflect California's diverse population.

FYI is off to a great start and it promises to be an excellent vehicle for attracting new resources to the field of outdoor education.



# Connecting the Community to Serve Our Youth

## Outdoor Youth Provider Database

In the recent past, outdoor and environmental education field providers had no reliable, consistent way to connect with each other. They often found themselves working in isolation, unable to form productive partnerships and connect programs that served similar populations or contiguous age groups.

Here at the Youth Investment Program, we heard the call for help. Time and again, in our grantseeker workshops and regional convenings, members of the community identified the need to connect with each other. So in 2010, the Stewardship Council launched the Outdoor Youth Provider Database (OYPD). Until now, no single resource housed outdoor youth provider information—locations, program descriptions, and characteristics of the youth served. So we designed OYPD to be content rich, relational, searchable, and easy to use. And, we plan to add social networking features to future versions.

This powerful new tool is essential in facilitating partnerships. OYPD makes it possible for organizations to seek grants for collaborative programs and refer youth participants to complementary programs. For example, if a youth ages out of a particular outdoor program at 12, the database will provide names and descriptions of other programs available for 13- to 17-year-olds, allowing the youth to successfully transition from one program to another.

We are very excited to provide a database that addresses the need for outdoor and environmental education providers to connect. After all, building a community of providers ultimately means better serving our youth. Organizations can register with OYPD by visiting [www.outdooryouthproviders.org](http://www.outdooryouthproviders.org).



## A Program Officer with Passion & Experience

Rue Mapp

"I never imagined how my love for the outdoors could evolve into a career that gives back so meaningfully to the community from which I come," says Rue Mapp, who joined the Stewardship Council in 2010 as the program officer for the Youth Investment Program.

A native of Oakland, California, Rue spent much of her childhood at a family-owned ranch in Lake County. There, she developed a deep connection to the outdoors and an appreciation for wildlife through farming, fishing, hunting, and exploring the surrounding oak woodlands. As a teen, she participated in a number of outdoor programs sponsored by Oakland Parks and Recreation and other organizations.

After graduating from UC Berkeley and having three children, Rue followed her passion. With a strong desire to connect others to nature, especially those from under-represented communities, she founded Outdoor Afro—a cutting-edge social media forum designed

to connect African Americans to the outdoors through recreational activities and resources.

Through Outdoor Afro, Rue became involved with a variety of local and national initiatives that share the Stewardship Council's goal of encouraging underserved youth to participate in outdoor activities. In 2010, Rue was invited to the White House to participate in President Obama's America's Great Outdoors Initiative. Rue is also a member of the board of advisors for the Children and Nature Network and the national advisory committee to First Lady Michelle Obama's Let's Move Campaign.

With Rue as a key team member, the Youth Investment Program is well prepared to continue funding organizations that connect youth to the outdoors.

*"I never imagined how my love for the outdoors could evolve into a career that gives back so meaningfully to the community from which I come."*



# Impact Funds at Work

## Native American Health Center's Chae-Mal Wilderness Program

For many, images of Native American life come from films and television and often feature the landscape of the rural Southwest, where Native people live peaceful lives in harmony with nature. But the reality for many Native youth looks nothing like these stereotypes. In fact, of the 80,000 Native people in the Bay Area, more than 90% live in urban areas with limited access to natural spaces. And with high rates of poverty in their communities, Native youth are particularly at risk for substance abuse, failure in school, and even suicide.

The Chae-Mal Wilderness Program of the Native American Health Center (NAHC) works with Native youth and other at-risk teens to offset the negative influences in their lives. By bringing youth outdoors on hiking, camping, and rafting trips, Chae-Mal connects them with nature and teaches them about their rich Native heritage. Participants leave the program more confident, self-disciplined, and social.

Crystal Salas, the director of Chae-Mal, knows first hand how important time outdoors is for Native youth. Growing up in Oakland, she saw how damaging life on the streets could be. Fortunately her mother provided an alternative by taking the whole family (which included seven kids) on outdoor adventures. Crystal has fond memories of camping in Yosemite and hiking to the top of Mount Lassen. Recalling her early days with NAHC, Crystal says, "When I started working at the health center with the kids, I knew that what kept me from being involved with drugs, alcohol, and gangs was spending time in nature. So that was my mission: to get our Native youth back outdoors."

Chae-Mal's success in getting kids off the streets and back to nature can be seen in the accomplishments of Brenda Barron. Brenda is a program participant and rising senior at Emiliano Zapata Street Academy in Oakland. She participates in Chae-Mal twice a week as a school elective. Through Chae-Mal, Brenda has learned survival skills including map and compass reading, plant and animal identification, and shelter and fire building. Brenda likes the opportunities the program provides to be active outdoors: "You get exercise and get to know other things besides just looking at the TV." On one of Brenda's favorite trips with Chae-Mal, to Joaquin Miller Park, she had the opportunity to hike semi-solo (with counselors behind



and ahead of her on the trail) and use many of her senses to identify her surroundings: she listened for bird calls, looked for poisonous plants, and smelled the native trees. It's these kinds of experiences that have shaped Brenda and other Chae-Mal participants into confident young women and men. As Brenda says, "I was a little bit shy, but when I got into this program I grew."



*"I was a little bit shy, but when I got into this program I grew."* Brenda Barron, Participant, Chae-Mal Wilderness Program

# 2010 Grant Recipients

## Stewardship Council Youth Investment Program 2010 Grantees

### CATALYST

\$140,000 was awarded to grassroots organizations that connect underserved youth with outdoor experiences within or near their communities.

**CommunityGrows**  
CommunityGrows BEETS Program

**Downtown High School  
Get Out and Learn**  
Get Out & Learn Program

**Escuela Popular del Pueblo**  
Natural Highs

**Movimiento**  
Rural-Urban Youth Environmental Leadership (RUYEL) Program

**Native Alliance of the Sierra Nevada Foothills**  
Youth Conservation Internship Program

**North Roseville Recreational Education and Creative Center, Inc**  
North Roseville Center Recreational Program

**One Cool Earth**  
Liberty High School Nursery and Restoration

**Phat Beets Produce**  
Healthy Hearts Youth Market Garden

**Pogo Park**  
Teen Outreach

**Growing Up Wild**  
Rites of Passage Program for Teen Boys

**Synergia Learning Center**  
Finding the Good Traveling Semester Program

**Wilderness Arts & Literacy Collaborative**  
WALC Across the City

**WildPlaces**  
Immersed in the WildProgram

**Valley of the Moon Teen Center**  
Outdoors to Excellence

### IMPACT

**Environmental Traveling Companions**  
ETC Youth LEAD Program

**Global Exchange**  
Earthseed Outdoor Environmental Education Program

**Native American Health Center Youth Services**  
Chae-Mal Wilderness Program

**Wildlink**  
Empowering Youth through WildLink

**Seven Tepees Youth Program**  
"Get in the Water!" A 7 Corps Stewardship Project

**Soil Born Farm Urban Agriculture Project**  
Soil Born Farms Youth Corps Leadership Program

**Adventure Risk Challenge**  
ARC SNRI-Yosemite: Youth Empowerment & Outreach Project

**The Yosemite Conservancy**  
Youth in Yosemite: Youth Conservation Corps

**Tuolumne River Preservation Trust**  
Youth Ambassador Program

**Central California Consortium**  
Generation Green Youth Stewardship Summer Program

**Watsonville Wetlands Watch**  
Pajaro Valley High School Project-based Outdoor Learning

**Youth Enrichment Strategies**  
Camp to Community



### INITIATIVE

\$ 131,500 was awarded to collaborative ventures that eliminate frequently-cited barriers to connecting young people with the outdoors.

**Golden Gate National Parks Conservancy**  
Finding Urban Nature (FUN) Guide: Train the Trainers Initiative

**Nature Bridge**  
Breaking Down Cultural Barriers

### INFRASTRUCTURE

\$ 1,035,000 was awarded to improve community parks and open spaces to make them more accessible, viable, and safe for children and youth.

**City of East Palo Alto**  
Cooley Landing Park Project

**City of Fort Bragg**  
Fort Bragg Community Skate Park

**City of Santa Rosa**  
Bayer Neighborhood Park and Gardens - Nature Play Area and Trail

**Feather River Land Trust**  
Learning Landscapes

**Pogo Park**  
Rebuilding Pogo Park

# Transforming “Prison Park” into a Neighborhood Oasis

## Infrastructure Funds at Work

“Prison Park” is not a name that calls up memories of grassy fields, tee ball, or barbecues with friends. Yet this is one of the only neighborhood open spaces for more than 6000 youth in San Francisco’s Tenderloin District. Boeddeker Park (known in the neighborhood as “Prison Park”) is run-down and unwelcoming. But all that is about to change.

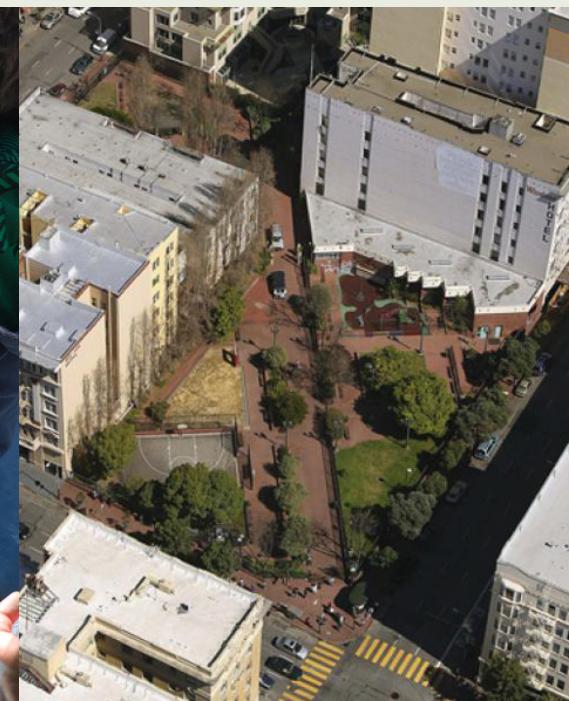
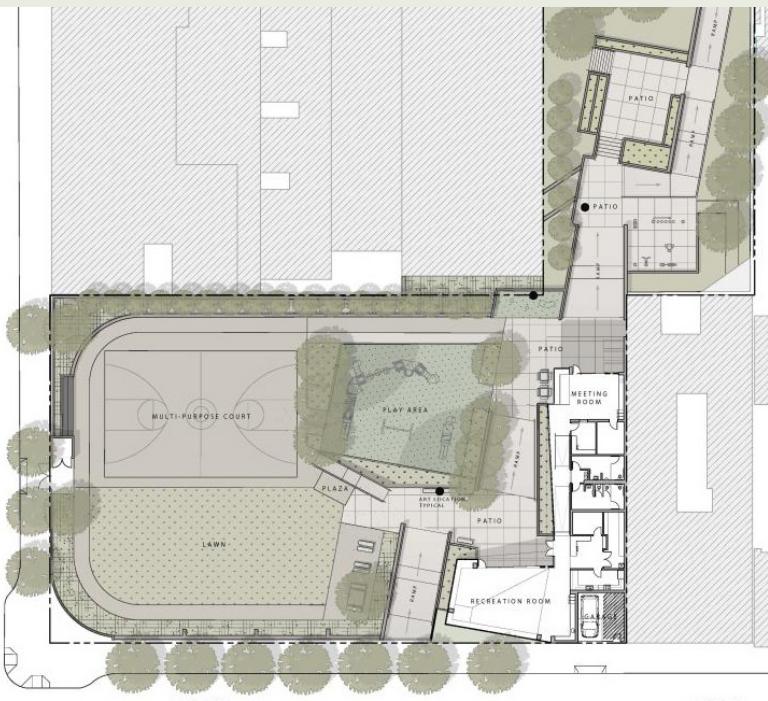
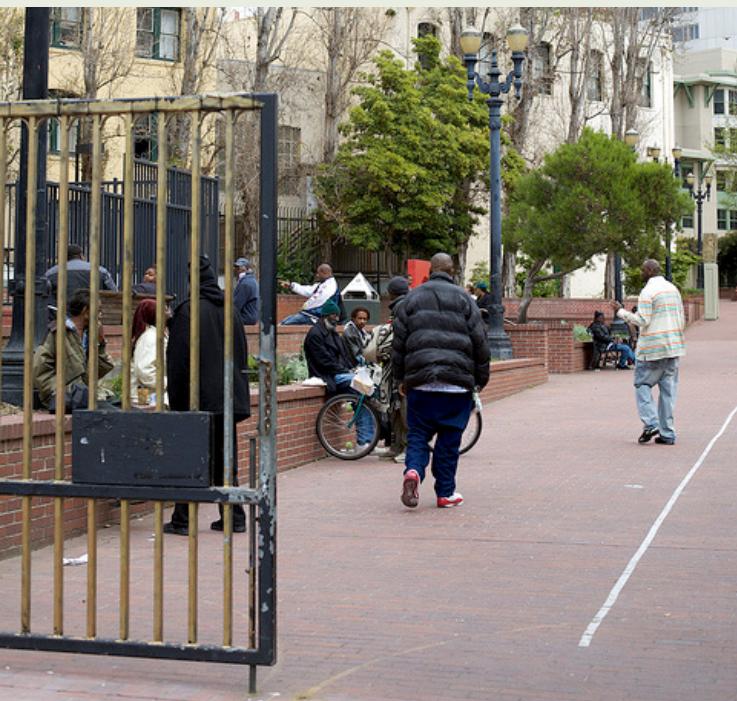
In the summer of 2011, the Trust for Public Land (TPL) in partnership with the San Francisco Recreation and Parks Department will begin renovating Boeddeker Park. With the help of a Stewardship Council grant, TPL will transform Boeddeker Park from “Prison Park” into a neighborhood oasis. The six-foot, black, metal, stockade-style fence will be razed to reveal grassy open spaces, a full-sized basketball court, children’s play areas, and a fully-renovated clubhouse. This community-driven design grew out of the needs and concerns of the park’s neighbors. As with their other neighborhood park projects, TPL consulted with interested stakeholders before developing a plan. In one of San Francisco’s most densely populated and crime-ridden neighborhoods, the new Boeddeker Park will

provide a safe, clean, engaging place for children and youth to play outside. No longer a symbol of urban blight, the new park will provide a welcome contrast to the hard cityscape that surrounds it. TPL recognizes that city parks are vital to the healthy development of millions of urban youth. Without urban parks, young people across the United States lose out on the opportunity to exercise, positively engage with their communities, and connect with nature. And without funds, park projects are never realized.

In the words of Will Rogers, president of TPL, “The support of the Stewardship Council has been critical to helping us build Boeddeker Park into a place that will be treasured for years by the people of San Francisco. Most Americans live in cities and urban areas, and the Stewardship Council recognizes that fact by helping to provide places where young people can get outside to play. We look forward to working with the Council in the years ahead to create more places where people can experience nature close to home.” And, we, at the Stewardship Council, look forward to supporting TPL in these efforts.

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Will Rogers, President, Trust for Public Land



# Milestones on the Road to Land Conservation

In 2010 and the first half of 2011, the Stewardship Council made significant progress towards implementing PG&E's Land Conservation Commitment: to preserve and enhance the beneficial public values on approximately 140,000 acres of PG&E-owned watershed lands.

Most notably, the Stewardship Council board recommended future stewards for a significant portion of the watershed lands. Prior to making these recommendations, the board reached out to the public and solicited input from a large and diverse set of stakeholders. The board then reviewed proposals from organizations eligible to receive fee title donation to the lands. The proposals demonstrated the organizations' capacities and outlined their plans for preserving and enhancing these six beneficial public values: wildlife habitat protection, preservation of open space, outdoor public recreation, sustainable forestry, agricultural use, and protection of historic resources.

The selected organizations possess a wide breadth and depth of experience in land conservation and range from small, locally-based organizations to large, national organizations. The Stewardship Council board selected eight organizations to receive donations of fee title to watershed lands located in 10 different counties. These organizations include two federal agencies, the U.S Forest Service and the Bureau of Land Management; two state agencies, the California Department of Forestry and Fire Protection and the California Department of Parks and Recreation; and four local agencies: Plumas County, Shasta County, Tuolumne County, and the Fall River Resource Conservation District. The board also recommended six organizations to become conservation easement holders on watershed lands located in 15 different counties: Ducks Unlimited, Feather River Land Trust, Mother Lode Land Trust, Sequoia Riverlands Trust, Sierra Foothill Conservancy, and Western Shasta Resource Conservation District. The selection of these land stewards represents an important milestone in our work and marks the beginning of new and exciting partnerships.

The selected organizations are now working with the Stewardship Council and PG&E to negotiate the transactions and develop plans that identify resources and funding (from the Stewardship Council and other organizations) to preserve and enhance the beneficial public values. During this



final phase of our work, the Stewardship Council will continue to solicit public input.

Further highlights of 2010 include the Stewardship Council board's recommendation that PG&E continue to own and manage approximately 1,000 acres of watershed lands previously identified for donation. The beneficial public values associated with these lands will be preserved and enhanced through PG&E's continued ownership and management and new conservation easements.

The Stewardship Council board also supported a proposed land exchange involving approximately 650 acres of PG&E's lands in Carrizo Plain. A solar company has offered to donate approximately 1,200 privately-owned acres to the Bureau of Land Management (BLM) in exchange for fee title of the currently-owned PG&E acreage. The new BLM lands would become part of the Carrizo Plain National Monument. The land exchange will take place in September 2011 pending regulatory approvals (including environmental permits for the proposed solar facility construction).

The Stewardship Council looks forward to continuing this important land conservation work in the years to come.



Wildlife Habitat Protection. Preservation of Open Space. Outdoor Public Recreation. Sustainable Forestry. Agricultural Use. Protection of Historic Resources.



## Summary of 2010 Finances

### Statement of Financial Position

| <b>Assets</b>                           | <b>2010</b>       | <b>2009</b>       |
|---|-------------------|-------------------|
| Cash and cash equivalents               | 3,522,435         | 1,953,245         |
| Investments                             | 46,716,724        | 42,071,559        |
| Grants receivable                       | 28,594,401        | 37,301,116        |
| Property and equipment, net             | 84,154            | 126,896           |
| Other current assets                    | 238,527           | 275,938           |
| <b>Total assets</b>                     | <b>79,156,241</b> | <b>81,728,754</b> |
| <br>                                    |                   |                   |
| <b>Liabilities and Net Assets</b>       |                   |                   |
| Accounts payable and accrued expenses   | 281,215           | 477,932           |
| Grants payable                          | 2,511,059         | 2,044,559         |
| <b>Total liabilities</b>                | <b>2,792,274</b>  | <b>2,522,491</b>  |
| Temporarily restricted net assets       | 76,363,967        | 79,206,263        |
| <b>Total liabilities and net assets</b> | <b>79,156,241</b> | <b>81,728,754</b> |

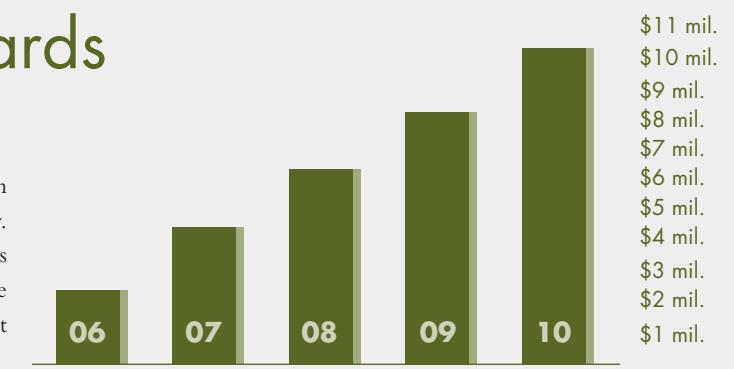
### Statement of Activities

| <b>Support and Revenue</b>           | <b>2010</b>       | <b>2009</b>       |
|--------------------------------------|-------------------|-------------------|
| Grants                               | 1,293,285         | 1,675,702         |
| Investment income                    | 943,051           | 1,393,316         |
| <b>Total support and revenue</b>     | <b>2,236,336</b>  | <b>3,069,018</b>  |
| <br>                                 |                   |                   |
| <b>Expenses</b>                      |                   |                   |
| Land Conservation Services           | 2,274,509         | 2,319,112         |
| Youth Investment Services            | 2,804,123         | 2,929,838         |
| <b>Total expenses</b>                | <b>5,078,632</b>  | <b>5,248,950</b>  |
| Change in net assets                 | (2,842,296)       | (2,179,932)       |
| <b>Net assets, beginning of year</b> | <b>79,206,263</b> | <b>81,386,195</b> |
| <b>Net assets, end of year</b>       | <b>76,363,967</b> | <b>79,206,263</b> |

The Stewardship Council's most recent audited financial statements are available for download at the website or via hard copy by calling 650.344.9072

### Cumulative Grant Awards

The Youth Investment Program awards approximately \$2 million in grants to qualified nonprofit organizations and public entities annually. Actual grant payments are made when organizations satisfy the terms and conditions of the particular fund. As of December 31, 2010, the Stewardship Council has approved \$10.1 million of cumulative grant awards and made cumulative cash payments of \$7.6 million.



|                                  | <b>2006</b> | <b>2007</b> | <b>2008</b> | <b>2009</b> | <b>2010</b> |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|
| <b>Grant awards</b>              | 2,110,000   | 2,110,900   | 1,981,500   | 1,999,000   | 1,911,000   |
| <b>Grant payments</b>            | 1,560,000   | 944,900     | 1,421,941   | 2,254,000   | 1,444,500   |
| <b>Cumulative grant awards</b>   | 2,110,000   | 4,220,900   | 6,202,400   | 8,201,400   | 10,112,400  |
| <b>Cumulative grant payments</b> | 1,560,000   | 2,504,900   | 3,926,841   | 6,180,841   | 7,625,341   |

### Ending Cash and Investments

#### Managing our Investments

The Stewardship Council manages funds with great care. To ensure that we preserve funds for future land planning and youth investment program needs, we work to minimize risk while earning a return that outpaces inflation. To achieve this goal, the Stewardship Council invests in a diversified pool of high-quality, fixed-income securities.

Returns on fixed-income investments continued to fall during 2010 because of a sluggish economic recovery, slow employment growth, and historically low federal funds rates. Bond market volatility was high in the second half of the year, reflecting investors' uncertainty about the pace and strength of economic recovery. As a result, during the year we earned 1.7% on our investments, net of fees. We continue to pursue investment opportunities that maximize returns while supporting our mission by preserving principal and maintaining liquidity.

#### Financing Our Efforts

The Stewardship Council is funded by a \$100 million commitment from PG&E ratepayers, paid annually in ten \$10 million installments through 2013. The Land Conservation Program receives \$7 million annually while the Youth Investment Program receives \$3 million annually. Future installments from PG&E (adjusted for inflation) are shown in the Statement of Financial Position under the heading "grants receivable." A substantial amount of the annual funding is reserved for land conveyance and enhancement costs, which is reflected in the increasing annual cash and investments balance in the following table.



Pacific Forest and Watershed Lands Stewardship Council

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