



**WE'RE
READY!**

**TO TEACH. TO INSPIRE.
TO CHANGE LIVES.**

40 YEARS. ONE MILLION LIVES CHANGED!

In 1970, the first Earth Day was celebrated. One year later, we founded Yosemite Institute. Today, NatureBridge remains true to our original vision. We are committed to science and environmental education in the cause of preserving and protecting our planet.



"I am proposing a national teach-in on the crisis of the environment...The crisis is so imminent, in my opinion, that every [campus] should set aside one day in the school year—the same day across the nation—for the teach-in." GAYLORD NELSON, *Earth Day Founder*

40 years is just the beginning

Two years ago, we made a commitment to serve more students in more parks and changed our name to NatureBridge.

While our vision of the future is expanding, we remain committed to our core principles—connecting youth to the natural world and inspiring responsible behavior. And we remain focused on increasing the impact of our programs, serving diverse communities, and continually improving the quality of everything we do.

In our 40th year we are ready to do more. We are ready to strengthen our ties to students and teachers and to the places where we change lives—our national parks.

And because we know that together we are stronger, our campuses are taking on the NatureBridge name. Together, we are becoming NatureBridge. And our national parks—Yosemite, Golden Gate, Olympic, and Santa Monica Mountains—continue to be where we teach science, inspire action, and change lives.

Thank you for joining us in transforming lives and brightening our planet's future.



1970

THE FIRST EARTH DAY CELEBRATED

Twenty million people worldwide
join the first environmental teach-in

An essential and lasting link is
made between education and the
environment

1971

YOSEMITE INSTITUTE FOUNDED

We establish our historic partnership
with the National Park Service

We bring our first group of students
to the new Yosemite Institute



1977

HEADLANDS INSTITUTE LAUNCHED

We establish our first Institute in
an urban national park and begin
teaching marine science

We become Yosemite National
Institutes



a



b



c



1988

OLYMPIC PARK INSTITUTE LAUNCHED

We inaugurate our first Institute
outside of California

We introduce our roadmap for
the future—our Core Educational
Framework—to all our Institutes



d



e

1997

SCHOLARSHIP PROGRAM INAUGURATED

We launch fundraising efforts
to reach more diverse students
and underserved communities

Access for all becomes central
to our mission



f



2000

COMPREHENSIVE PROGRAM EVALUATION

We update our Core Educational
Framework to align our programs,
students, and mission

We begin monitoring and
documenting the impact of our
programs



g

2009

OUR NAME CHANGES TO NATUREBRIDGE

We unite all our Institutes under
a vision to serve more students
in more parks



i



h

2010

SANTA MONICA MOUNTAINS INSTITUTE LAUNCHED

We expand to Southern California
and establish a new campus

We implement our new climate
change curriculum across
NatureBridge

2011

WE CELEBRATE 40 YEARS AND ONE MILLION LIVES CHANGED

We help teachers bring climate
change education into the classroom

We introduce our first online and
interactive curriculum

2012

NATUREBRIDGE GOES COAST-TO-COAST

We launch a demonstration program
in Prince William Forest Park, Virginia

We are ready for 40 more years of
environmental education in action

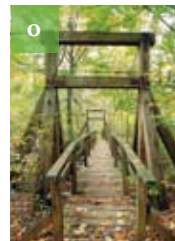
NATUREBRIDGE.ORG/40



j



l



o



k



m



n



YOSEMITE

GOLDEN GATE

OLYMPIC

SANTA MONICA
MOUNTAINS

- a Science is the foundation of our programs, circa 1978
- b The Sentinel Dome Jeffrey Pine inspires our first logo
- c Students in Yosemite measure the circumference of a Giant Sequoia, circa 1974
- d Headlands campus staff, circa 1979
- e Our Olympic campus
- f Students explore tide pools in Olympic National Park
- g Students at NatureBridge represent many cultures, backgrounds, and communities
- h A student writes in his field journal in the Santa Monica Mountains
- i Students hike during a youth leadership program in Yosemite
- j Through science comes stewardship, circa 2011
- k We reach more students through technology with garbology.org
- l Students compost during a garbology lesson
- m Prince William Forest Park will be our first program on the East Coast
- n With year-round programs, some students experience snow for the first time
- o 40,000 people participate in our national parks-based programs each year

NatureBridge

28 Geary Street, Suite 650 | San Francisco, CA 94108
tel 415-992-4700 | fax 415-992-4711



©2011 NatureBridge. All Rights Reserved. Printed on recycled paper with soy-based inks. N400811BR

NATUREBRIDGE.ORG/40

Founded as Yosemite Institute in 1971