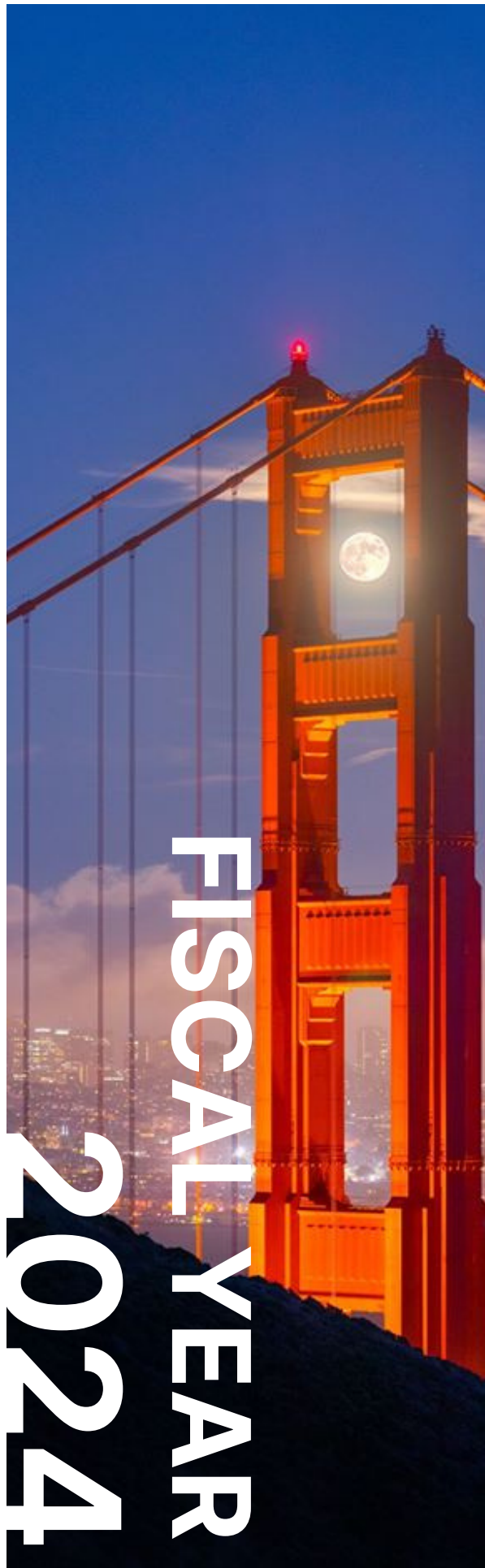




FISCAL YEAR 2024



Annual Report

OCT. 2023 - SEPT. 2024

A YEAR IN NUMBERS



EDUCATION PROGRAM

Held 13 educational webinars for organizations, companies, and federal agencies with hundreds of participants.

13



WALK FOR THE WILD

Doubled the funds raised for wildlife refuges and non-profit partners compared to 2023.

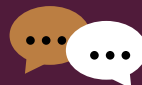
\$65,000



CONVENTION & TRADE SHOW

660+ public lands professionals across nonprofits, land management agencies, and businesses convened for the 2024 Convention and Trade Show in San Francisco, CA.

660+



PARTNERSHIP AWARDS

Awarded 14 Partnership Awards to individuals and organizations.

14



BOARD OF DIRECTORS

Welcomed three new board directors who are passionate about our nation's public lands.

+3



NEW PLA STAFF

PLA welcomed a Director of Philanthropy and a Development and Events Manager to its team.

+2



NEW PLA MEMBERS

- Friends of Silver Falls
- Friends of the Cherokee National Forest
- Grand Staircase Escalante Partners
- Oregon Parks Forever
- Partnership for the National Trails System
- Rim of the World Interpretive Association



+6



PLA 2024

San Francisco, CA

The iconic Golden Gate Bridge set the stage for the 2024 PLA Convention and Trade Show. This year focused on powerful themes for the public lands community, such as inclusive storytelling, community-led stewardship, and thriving in uncertain times.

These themes were expertly woven throughout the 40 educational sessions spanning four days, bookended by engaging, thought-provoking sessions focused on co-designing outdoor spaces with local communities and why diversity in the outdoors is critical for environmental sustainability.



"PLA Conference is a great way to connect with peers, share best practices, and explore new ideas."

-Emily Moore, Cabrillo National Monument Foundation

"PLA is THE place to come together and connect with public lands partners. Everyone here is friendly, helpful, collaborative, and passionate. It's a convention not to miss!"

-Laurel Barnum, Leaf Consulting

"I am feeling a new sense of hope after attending my first PLA Convention. I was able to connect with passionate leaders, sustainable business owners, and government representatives in a productive and meaningful way. I feel like my voice was actually heard, and feel ready to tackle systemic problems with new friends made!"

- Traveling Miss T.

Celebrating an Icon



With Rosie the Riveter National Historical Park just down the road, there was lots of "We Can Do it!" spirit throughout the convention.

We Can Do It!



Partnership Awards

This year, we recognized 14 Partnership Awards winners across six categories in a virtual celebration.

"Partnerships continue to grow in their importance to the vitality of America's public lands and the people who depend upon them," said Dan Puskar, President and CEO of PLA. "Each of our awardees has an incredible passion not only for the stewardship and enhancement of our public lands, but to serve their visitors and local communities."

Agency Leadership Award



Jennier Owen-White

First manager at New Mexico's Valle de Oro National Wildlife Refuge

Agency Leadership Award



Cam Sholly

Superintendent of Yellowstone National Park.

Outstanding Public Engagement



The **Regional Parks Foundation's** Trail Challenge program connects people to nature by providing 20 designated trails of all difficulties, including accessible trails. To complete the challenge, participants needed to walk, ride, or roll 26.2 miles.

Innovative Products of the Year

Jefferson National Parks Association, "Cobblestones & Courage: A Virtual Reality Experience in 3D"



Golden Gate National Parks Conservancy, "Parks After Dark" collection

Public Lands Partner Award

The following organizations and their agency partners received the 2024 Public Lands Partner Award:

Southern Appalachian Wilderness Stewards (SAWS) & U.S. Forest Service



Friends of Nisqually National Wildlife Refuge Complex & Nisqually National Wildlife Refuge Complex



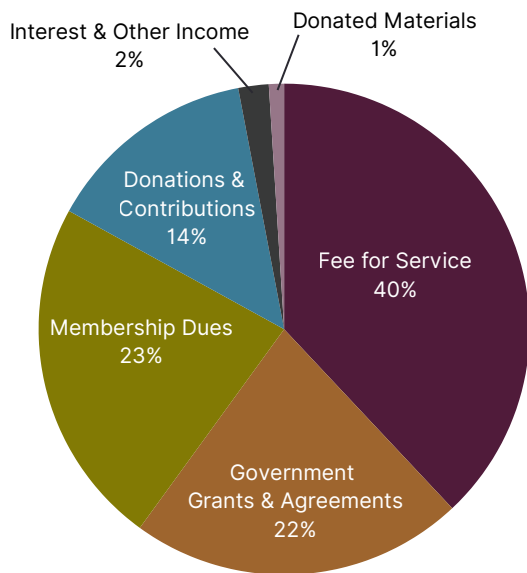
Hawai'i Pacific Parks Association, Friends of Hawai'i Volcanoes National Park & Hawai'i Volcanoes National Park



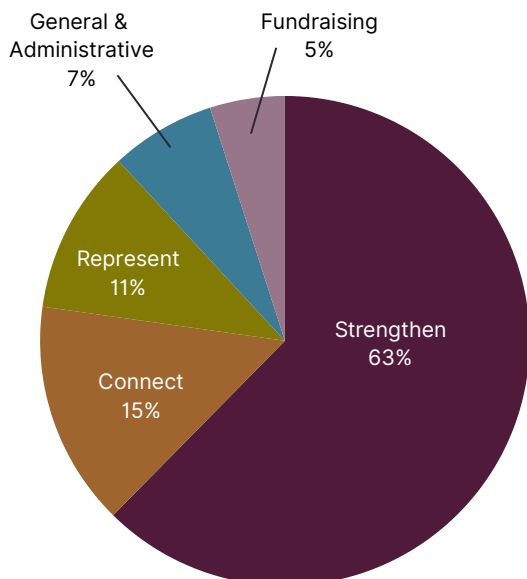
Financial Overview

PLA had a successful year thanks to impactful programmatic work, strong stakeholder engagement, a dynamic convention and trade show, and continued momentum working with the US Fish and Wildlife Service.

Income



Expenses



Assets

	FY 2024	FY 2023
Cash and Cash Equivalents	\$556,273	\$648,722
Certificates of Deposit	\$369,143	\$229,138
Accounts Receivable	\$1,517	\$2,092
Promises Receivable	\$124,888	\$101,471
Prepaid Expenses and Deposits	\$31,957	\$8,305
Computer and Office Equipment	\$10,848	\$10,906
Total assets	\$1,094,626	\$1,000,634

Liabilities & Net Assets

	FY 2024	FY 2023
Accounts Payable & Accrued Expenses	\$62,716	\$46,704
Accrued Leave	\$20,888	\$23,289
Deferred Revenue	\$130,721	\$121,844
Total Liabilities	\$214,325	\$191,837
Unrestricted	\$401,556	\$424,324
Unrestricted - Board Designated	\$408,462	\$306,356
With Donor Restrictions	\$70,283	\$78,117
Total net assets	\$880,301	\$808,797
Total Liabilities and Net Assets	\$1,094,626	\$1,000,634