SNAPSHOTS OF PHILANTHROPY

LANDS END, A NATIONAL PARK AT THE EDGE OF SAN FRANCISCO that is part of the Golden Gate National Parks system, attracts more than one million visitors each year. Its trails and rocky coastline offer breathtaking 30-mile views stretching from the Golden Gate Bridge, Marin Headlands and Point Reyes to the Farallon Islands and Pacific Ocean. The area attracts many local visitors as well as out-of-town tourists because of its close proximity to a large residential neighborhood and easy access by public transportation.

Unfortunately, by the late 1990s, the Lands End area had fallen into disrepair as a result of years of wear and tear, vandalism, landslides and overgrown vegetation, making it a dangerous and less attractive recreation destination.

At the same time, the Richard and Rhoda Goldman Fund, a private family foundation with a long history of supporting restoration projects in the Golden Gate National Parks System, was exploring new opportunities for improving local parks for the people of San Francisco.

The Goldman Fund reached out to the Golden Gate National Parks Conservancy for help in identifying places where restoration efforts could make a real impact. Lands End caught their attention. The project was attractive because the area was used by a diverse group of San Francisco residents, and the Parks Conservancy knew they could mobilize strong volunteer support from the community for the effort. In addition, the Goldman Fund knew that the Parks Conservancy had a strong track record of leveraging private philanthropic funds to increase federal funding for improving these parks.

Richard and Rhoda Goldman Fund

Restoring A Jewel in the Golden Gate National Parks System

SAN FRANCISCO
The two groups formed a partnership with the National Park Service (NPS) and launched an effort in 2004 to restore and revitalize the trails, forests and native habitats at Lands End. Since then, the Goldman Fund has donated $8.6 million to this collaborative undertaking. The area has been transformed with paved parking areas, a new scenic overlook with benches and safety walls, expanded trails, improved visitor amenities, and restored views of the ocean by trimming back trees and other growth.

The restoration efforts have also attracted robust community support through a volunteer program run by the Parks Conservancy and NPS called the Lands End Stewardship Program which has close to 900 community members working to take care of the park. Along the way, other organizations such as the Horace W. Goldsmith Foundation and the California Coastal Conservancy have offered support to the project as well.

In 2010, the project was honored with an award from San Francisco Beautiful for improving the quality of life in San Francisco.

There is more work to underway to continue to enhance this special place, but the project has made huge steps towards restoring Lands End to a beautiful, safe recreation area for all to enjoy.

THE RICHARD AND RHODA GOLDMAN FUND: Since its establishment in 1951 by San Francisco philanthropists and civic leaders Richard and Rhoda Goldman, the Goldman Fund has contributed more than a half-billion dollars to a variety of charitable causes in San Francisco, as well as nationally and internationally. The Fund supports programs that focus on improving the quality of life in the San Francisco Bay Area, the environment and Jewish affairs.