



DONOR IMPACT REPORT

FISCAL YEAR 2018

Thank you for your generous support for the C&O Canal Trust and the C&O Canal National Historical Park (NHP) in fiscal year 2018. In appreciation, we would like to share this report on the impact of your generosity.

PRESERVATION

◆ SWAINS LOCKHOUSE



The rehabilitation of Swains Lockhouse, home to the Swain family from 1907 to 2006 and a much-loved landmark along the C&O Canal, is nearly complete and will reflect what the lockhouse might have looked like in 1916. To date, Trust donors have contributed more than \$110,000 to the project - \$75,000 towards construction (matched 1:1 by a National Park Service Centennial Challenge grant) and over \$35,000 for the furnishings and development of interpretive materials that tell the story of the Swains and the transition of the C&O Canal from a commercial venture to a recreational resource.

Swains Lockhouse will be the seventh lockhouse in the Trust's Canal Quarters program that offers a unique overnight interpretive experience to visitors while also providing a sustainable funding stream to rehabilitate and preserve these historic structures. It includes a handicapped-accessible bathroom and sleeping quarters on the ground floor. Watch for updates on the ribbon cutting and opening of Swains.

◆ TOWPATH REPAIR & RESURFACING



A Trust-led advocacy campaign that resulted in a \$1-million grant to the Park for FY19 from the State of Maryland's Transportation Alternatives Program (TAP) for towpath resurfacing has enabled the Park to begin repairs to sections of the towpath most damaged by the 2018 floods. Sections to be repaired and resurfaced over 2019 include Miles 30 to 35 (Edwards Ferry to Whites Ferry) and Miles 54 to 71 (Brunswick to Packhorse Ford near the Shepherdstown Bridge).

The scope of work includes removing rocks, tree roots, and the grassy median, grading the towpath for better drainage, and replacing the current gravel-over-clay surface with stone dust for a more porous and durable surface. Trust advocacy in 2018 helped the Park secure \$1.25 million in further TAP funding to continue towpath work into FY20.

The Trust will continue to raise funds in 2019 to support Park plans to resurface 80 miles of the towpath over the next five years. We will also continue to lead advocacy for public funds to support both this project and canal rewatering.

The mission of the C&O Canal Trust, as the official nonprofit partner to the Chesapeake and Ohio Canal National Historical Park, works in partnership with the National Park Service and local communities to raise funds to preserve the Park for future generations and to broaden support through programs that highlight the Park's historical, natural, and cultural heritage and recreational opportunities.



EDUCATION, STEWARDSHIP, & COMMUNITY INCLUSION

♦ CANAL CLASSROOMS



Over the 2017/2018 school year, Trust donors helped to bring close to 10,000 K-12th grade students to three locations in the Park -- Great Falls, Williamsport, and Cumberland -- to participate in Canal Classrooms. The program's curriculum brings STEAM (Science, Technology, Engineering, Arts, and Math) learning alive as students apply classroom concepts in the real world setting of the Park.

Delivered by the retired volunteer educators who make up the Canal Classrooms Corps, the program also nurtures the next generation of national park stewards. All 4th graders who participate in the program receive an Every Kid in a Park annual pass which provides free entry for them and their families to any national park in the U.S. In FY18, Trust donors contributed \$41,000 to the program.

♦ CANAL PRIDE AND VOLUNTEER SERVICE



The Trust is able to make a positive impact along the 184.5-mile length of the Park only with the support of our donors and the help of committed volunteers. In FY18, 1,302 Trust volunteers performed 10,032 hours of service, worth \$281,690 in in-kind labor.

Canal Pride volunteers painted bathrooms, the mule barn, fences, and picnic benches; planted native gardens and pulled invasive plants; picked up trash; and removed graffiti. Their service freed up Park maintenance crews to respond to emergencies and take care of tasks requiring higher skills.

In 2018, 52 volunteer Quartermasters were the “boots on the ground” for our Canal Quarters program. They performed minor maintenance, reported problems, and made sure each lockhouse was ready for guests. With flooding predicted on several occasions, volunteers, including our Quartermasters, came to the rescue on very short notice to sandbag Lockhouse 6 and move furniture from the basements of Lockhouses 22, 25, and 28 to higher levels.

♦ CANAL FOR ALL



The C&O Canal Trust completed its two-year Canal For All pilot outreach initiative this fall, aimed at broadening the diversity of Park visitation to reflect the rapid demographic changes underway in our canal communities. Working in partnership with 10 Latino and African American community groups, the Trust hosted a total of 385 youth and young adults in 2017 and 2018 at a variety of volunteer and recreational events in the Park.

In addition, the Trust staff underwent cultural competency training, translated some materials into Spanish, and developed engagement opportunities aligned with our Canal for All partners' programs and relevant to the people they served.

The pilot was funded by the National Environmental Education Foundation (NEEF) and the Kendeda Fund. In 2019, with funding from the Montgomery County Council, the Trust is offering job training to underserved youth through the Conservation Jobs Corps.

ENHANCING THE VISITOR EXPERIENCE

◆ CANAL QUARTERS

In spite of a very wet spring and summer, more than 2,200 guests spent a night in one of our six Canal Quarters lockhouses. Fees for overnight stays generated \$85,400 in revenue -- funds that remain in the program to maintain these historic structures and prepare the way for future lockhouse rehabilitations.

The Trust partnered with the Park to fund research into the two African American Civilian Conservation Corps camps that, from 1938 to 1942, were stationed near Lockhouse 10 in Cabin John. We also opened up lockhouses free of charge to groups from our Canal For All community partner organizations.

With the completion of the Swains Lockhouse rehab, we are looking forward to adding it to Canal Quarters before the spring of 2019.



◆ BENCH SPONSORSHIP PROGRAM

2018 was banner year for our Bench Program, with 18 benches installed from Marsden Bridge in Potomac to Lock 75 near Cumberland. Fifteen of the benches were the result of a collaboration between the Trust and Daofeng He and his wife, Angela Yang Cui, who are passionate about America's national parks and wanted to contribute to the Park they use the most.

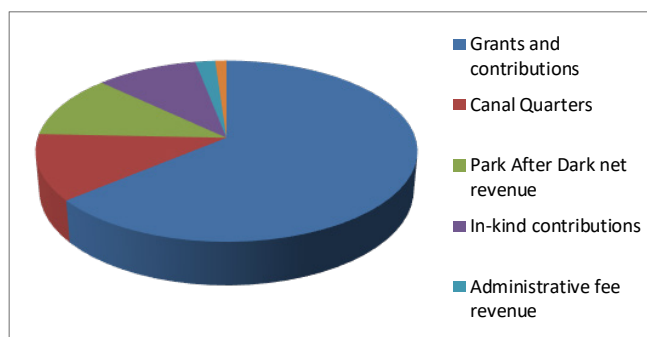
According to Park Superintendent Kevin Brandt, benches are the amenity most requested by visitors. There are now a total of 36 benches in the Park as a result of generous bench sponsorship donors.



AUDITED FINANCIALS FISCAL YEAR 2017

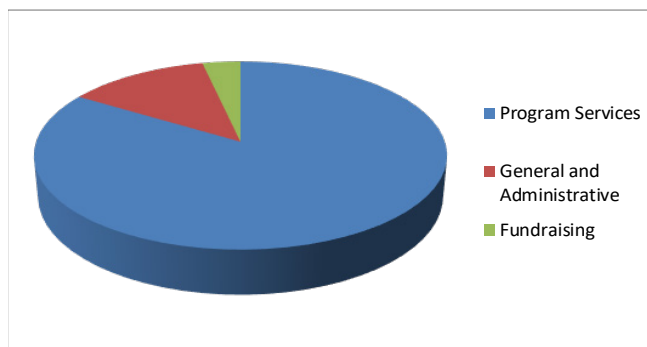
SUPPORT AND REVENUE

Grants and contributions	\$493,759
Canal Quarters	\$105,644
Park After Dark net revenue	\$101,884
In-kind contributions	\$89,644
Administrative fee revenue	\$17,424
Other income	\$9,875
Total Revenue FY17	\$818,177



EXPENSES

Program Services	\$595,672
General and Administrative	\$90,800
Fundraising	\$24,345
Total Expenses FY17	\$710,817



2019-2023 STRATEGIC PLAN HIGHLIGHTS

I. PROTECT, PRESERVE, RESTORE

- ▶ Protect, preserve, and restore the signature infrastructure of the C&O Canal National Historical Park: the towpath, canal, historic structures and cultural landscapes, natural resources, and adjacent trails.
- ▶ Improve the surface of the towpath for a safe, accessible, and continuous trail.

II. ENHANCE THE VISITOR EXPERIENCE

- ▶ Improve the access, aesthetics, and usability of high visitor use areas of the Park.
- ▶ Help visitors plan their trips and navigate the Park.
- ▶ Provide visitors with unique, high-quality interpretive experiences in historic lockhouses via the Canal Quarters program.
- ▶ Enhance C&O Canal visitor experiences within the communities that border the Park.

III. BUILD A COMMUNITY OF SUPPORT AND STEWARDSHIP

- ▶ Grow philanthropy, volunteerism, and advocacy among Park users and stakeholders by building a broad and inclusive C&O Canal community, dedicated to working with the C&O Canal Trust to preserve the Park.
- ▶ Engage the next generation of Park stewards.
- ▶ Convene and lead groups of stakeholders, including gateway canal towns, neighboring communities, states, and municipalities, local businesses, and other partners, in support of initiatives for the C&O Canal NHP.
- ▶ Extend outreach and programming to diverse populations so that Park visitation and stewardship resemble the communities that surround it.

IV. ACHIEVE OPERATIONAL EXCELLENCE

- ▶ Deepen the partnership between the C&O Canal Trust and the C&O Canal NHP through regular and open communication, co-sponsored programs, and a team-based approach to program management and problem-solving.
- ▶ Enhance and maintain the fiscal stability of the Trust through the attainment and maintenance of sufficient operating reserves and the growth of achievable operating budgets.
- ▶ Increase development revenue sufficient to meet organizational growth objectives.
- ▶ Increase communications impact through branding and the use of engaging content targeted to varied constituent groups.
- ▶ Structure the Board and staff to achieve maximum organizational potential.
- ▶ Improve business practices to enhance efficiencies.



Thank you for supporting the C&O Canal Trust