





ACADIA'S LEGACY

WHEN IN 1908 George B. Dorr first learned that a beautiful tract of land near Sand Beach had been donated for public enjoyment by landowner Eliza Homans, he immediately grasped the potential for this gift to spur additional conservation on Mount Desert Island.

With this inspiration, Dorr renewed his efforts to conserve the island's grandest feature—the summit of Cadillac Mountain—beginning an extraordinary chapter in American conservation that saw Acadia emerge in 1916 as the first national park created through the vision and generosity of many individual donors.

Since that time Acadia has become one of America's most popular parks and a much-beloved place that continues to inspire remarkable philanthropy and stewardship. And Friends of Acadia has become the foremost park partner for encouraging and directing private support to the long-term benefit of Acadia National Park.



“Committed citizens showing remarkable vision to create and sustain a national park: nowhere do these traditions run as strong or as deep as they do here at Acadia.”

Senator George Mitchell,
Honorary Chair, Second
Century Campaign



SECURING ACADIA'S FUTURE: THE SECOND CENTURY CAMPAIGN

"I cannot think of a more important opportunity than Acadia's centennial in 2016 to launch this vital campaign now. The needs at Acadia are great, and they are urgent. We must work together like never before to ensure success in this endeavor."

Sheridan Steele,
Acadia National Park
Superintendent

As Acadia prepares to mark its centennial in 2016, the park faces a combination of challenges unlike any in its first hundred years, not least among them changes in our society and environment that even visionaries like Dorr and Homans could not have foreseen. These challenges raise formidable questions:

How will Acadia fare in the face of shifting weather patterns—with invasive species, more powerful storms, and a longer visitation season all on the horizon?

How will we manage the ever-increasing numbers of cars and buses that can snarl traffic on Ocean Drive and Cadillac's summit?

How will we continue to care for Acadia's historic carriage roads and trails at a time when federal funding for the Park Service is less certain than ever?

How will we engage park stewards of the future when many of today's youth spend their recreational time on electronic devices indoors rather than out in nature?

How will this unique place maintain the very qualities that inspired its founding one hundred years ago while adapting to the altered world of its second century?

FRIENDS OF ACADIA has launched the Second Century Campaign to bring to bear innovation, resources, and leadership on these five vital and intertwined goals:

WILD ACADIA

THE ACADIA EXPERIENCE

CARRIAGE ROADS AND TRAILS

TOMORROW'S STEWARDS

FRIENDS OF ACADIA ENDOWMENT

The campaign will raise \$25 MILLION to ensure that Acadia will be a thriving national park, the cornerstone of our community's unique quality of place, and a source of inspiration for generations to come.



WILD ACADIA GOAL: \$6 MILLION

A CENTURY AGO, Acadia National Park was born out of deep concern for the forests and waters of Mount Desert Island. Encroaching private development endangered such public drinking water supplies as Jordan Pond and Eagle Lake while inventions like the portable sawmill gave lumbermen unprecedented access to the island's woodlands.

Today, human impacts from both within and outside the park boundaries continue to increase pressure on Acadia's wild habitats and landscapes. Long-term and sustainable natural resource protection will require an array of tools—public outreach, research, and monitoring in tandem with strategic restoration projects—to ensure that the park's flora and fauna, wetlands and woodlands are healthy and resilient now and well into the future.

Friends of Acadia will work with the park, community partners, and experts in the field to restore key watersheds that suffer from the spread of invasive species, multiple threats to water quality, and compromised stream flow that prevents fish passage. With these natural systems facing more stress than most visitors realize, FOA's leadership over the next several years is critical to sustaining a wild Acadia over the next century.



"Acadia has lost twenty percent of its original native plant species over its first hundred years as a park. With our complex boundary and today's growing threats, a new and ambitious approach like our Wild Acadia partnership with FOA is needed."

Abe Miller-Rushing,
Acadia National Park
Science Director



THE ACADIA EXPERIENCE GOAL: \$6 MILLION

PERHAPS YOU ARE among the lucky people who has witnessed a glorious Cadillac Mountain sunrise—truly one of Acadia's most inspiring experiences. Or perhaps instead you have found yourself atop Cadillac in the middle of a traffic jam, with a dozen motor coaches lined up along the scenic overlook while cars circle the lot.

Here at Acadia, despite the success of the Island Explorer bus system, historic motor roads—never intended for today's oversized buses or numerous private cars visiting in summer and fall—are at risk of being “loved to death.” Meanwhile, cruise ship visitation to Acadia has tripled over the last decade, and park policies have not kept up.

FOA plans to work with the park to launch a new era of visitation and transportation practices designed to address today's challenges. Launching a public shuttle up Cadillac, expanding Island Explorer service elsewhere, instituting limits on oversized buses and motor coaches where appropriate in the park, and providing greater opportunities for car-free enjoyment of Acadia will both enhance public enjoyment and sustain natural and cultural resources.

“Friends of Acadia helped launch the Island Explorer bus system fifteen years ago, and it has become highly valued within the local business community. Today we again need that kind of leadership, partnership and innovation if we are to tackle the transportation and visitor experience issues now facing Acadia.”

Chris Fogg, Maine Tourism Association CEO and former Bar Harbor Chamber of Commerce Executive Director



CARRIAGE ROADS AND TRAILS

GOAL: \$4 MILLION

ACADIA'S 45-MILE CARRIAGE road system and 130-mile hiking trail network are the most used and most beloved of Acadia's cultural resources. Friends of Acadia's landmark public-private partnership in the early 1990s helped restore John D. Rockefeller Jr.'s masterwork carriage road system and established a model that, a decade later, the Acadia Trails Forever endowment campaign built upon.

While the \$3.4 million endowment raised for the carriage roads has provided essential income for grants to the park since then, it was known at the time that additional endowment funds would eventually be needed. Indeed, a quarter of a century later, increased use of the carriage roads has far outpaced projections, while labor and material costs of maintenance have also continued to climb.

In addition to bolstering the carriage roads endowment, FOA seeks to raise project funds toward more immediate and specific trail and carriage road work.



"Acadia's carriage roads are absolutely unique in the National Park system. So too is the story of their creation and restoration. Discovering how the park was created out of the love and fierce passion of so many people inspires me now. It is with great pride that I join Friends of Acadia in their commitment to ensure the protection of this natural sanctuary for future generations."

Ann Rockefeller Roberts,
Campaign Chair



TOMORROW'S STEWARDS GOAL: \$6 MILLION

ALL OF OUR efforts for Wild Acadia, the Acadia Experience, and Carriage Roads and Trails will be for naught in Acadia's second century if today's youth are fundamentally disconnected from national parks and the natural world—for without a caring public to steward these resources in fifty years, parks will be lost.

The alarming trends of “nature deficit disorder” in our changing society are well documented: nearly 8 hours per day spent on electronic devices; unfamiliarity and fear of the outdoors; exploding rates of obesity, diabetes, and ADHD. The implications for the future of parks are sobering.

Research confirms that creating opportunities for youth to experience a place like Acadia in a sustained, meaningful way—an overnight camping trip, a summer internship, or an ongoing classroom connection—makes all the difference in establishing a lasting bond and sense of stewardship.

Friends of Acadia will fund new internships to bring the youth perspective and voice to more of Acadia's work, and to create more opportunities for teachers and classrooms in the park itself. We need to bring the “margin of excellence” and reliable financial support to these efforts with start-up funds and endowments, just as we have done for carriage roads and trails.



“If Americans are going to continue to have healthy lifestyles, healthy lands and a healthy economy, one of the steps we must take is to bridge the growing divide between young people and nature. National Parks like Acadia are playing a leading role in taking on this challenge.”

Sally Jewell, U.S. Secretary of the Interior



FRIENDS OF ACADIA ENDOWMENT GOAL: \$3 MILLION

SINCE ITS FOUNDING in 1986, Friends of Acadia has served as a trusted and essential partner to both the Park Service and the surrounding communities in conserving Acadia's unique natural and cultural values.

Through advocacy, volunteerism, and philanthropy, Friends of Acadia has led the way both locally and nationally in demonstrating how an effective partner organization can add a margin of excellence to a cherished park like Acadia.

Despite our impressive financial track record—more than \$20 million in grants to the park and the surrounding communities, and more than \$20 million in invested assets today—the reality is that fully 90% of our existing assets are donor-restricted to specific projects, and no endowment currently exists to support the fundamental work of conserving the park year in and year out.

As part of the Second Century Campaign, Friends of Acadia has committed to building an organizational endowment to ensure that we have a more stable and sustainable base of financial support for the important work of the future.



"Whenever I cross the Trenton bridge, with windows down to breathe in the salty air, I think of how much I love this place. FOA's positive impact on our park and our community has been invaluable. I want to make sure it can continue for my children and grandchildren."

Cookie Horner,
FOA Board Member
and Campaign Steering
Committee Member

JOIN US ON THE PATH FORWARD

ACADIA IS A place like nowhere else on Earth. The interweaving of natural and cultural treasures, of national park and coastal Maine communities, of uniquely varied natural habitats and broadly accessible recreational opportunities are all reason enough to preserve and protect this national jewel. But we who are Friends of Acadia—staff, board, volunteers, members, and supporters—take the extra step to care for this place because of the personal bond we and our families have developed with Acadia over generations.

The Second Century Campaign will provide the resources needed to address the most pressing challenges facing our beloved park. With a campaign goal of \$25 million, this ambitious effort is more than twice the size of any past campaign undertaken by Friends of Acadia. Success will require the same extraordinary generosity and commitment from individuals and families that led to Acadia's creation one hundred years ago. Please join us in this effort by making a gift to the Second Century Campaign.

"Those of us in the business of protecting public lands, places that 'restore our soul,' must do so with the long view in mind. If the strategies of today do not lead to good results for our great-grandchildren, we have let them down."

David Rockefeller Jr.





"We are fortunate to be the beneficiaries of those who came before us—those who worked tirelessly and generously to preserve and protect this extraordinary place. Now it is our turn to step forward as benefactors for those who follow us."

Ed Samek, Friends of Acadia Board Chairman

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For more information or to make a gift to the Second Century Campaign, contact David MacDonald, President & CEO, at david@friendsofacadia.org or 207-288-3340

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MISSION

Friends of Acadia preserves, protects, and promotes stewardship of the outstanding natural beauty, ecological vitality, and distinctive cultural resources of Acadia National Park and surrounding communities for the inspiration and enjoyment of current and future generations.

SECOND CENTURY CAMPAIGN LEADERSHIP

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