



**ANNUAL
REPORT
2025**

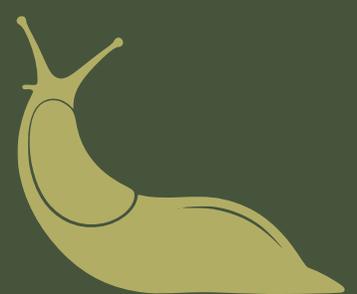


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Cooperative summary of revenue, expenses, volunteer activities, and contributions to Oregon State Parks and Recreation Department



Team Silver Falls September 2025

Mission

To further the educational and interpretive opportunities available to park visitors.

To promote, preserve, and enhance the historical, natural, and recreational resources within the park.

To assist with park improvements and educational programs compatible with the nature of Silver Falls State Park.

Vision

A Silver Falls where every visitor feels welcome and inspired to understand, protect, and preserve the park so it can be enjoyed by future generations.

Board of Directors & Staff

Ann Kitchel, President

Allison Barrows, Secretary

Phyllis Bond, Treasurer

Judi DeSantis, Board Member

Earl McCollum, Board Member

Sandy Jones, Board Member

Susan Ransom, Board Member

Chelsea Sims, Executive Director

Alice Sjolander, Assistant Director

Kim Maley, Park Interpreter

Friends of Silver Falls Enters a New Era

For forty years, Friends of Silver Falls has worked alongside park staff to ensure every visitor has an exceptional and inspiring experience. At our core, we exist to create a welcoming place for all, because when people feel connected to this landscape, they become lifelong stewards of this treasured public land.

As we look to the next forty years, we find ourselves at an exciting moment of growth and possibility. Our work continues where it always has in supporting park staff, engaging visitors through interpretive programs, and maintaining a strong boots-on-the-ground presence. We are also beginning to imagine what more we can do. How can we deepen our impact? How can we support Oregon Parks and Recreation in ways that are lasting, meaningful, and responsive to the park's evolving needs?

Silver Falls State Park now welcomes more than 1.5 million visitors each year, yet it remains without a central visitor center. While GO bond funding was originally intended to address this gap, rising construction and staffing costs have changed what is possible. Rather than seeing this as a setback, we see it as an invitation to step forward and help shape the future of the park we love.

In 2026, Friends of Silver Falls will launch our first-ever capital campaign, with the goal of contributing \$1 million to the development of a visitor center at Silver Falls State Park. While Nature Store revenue has long allowed us to fund meaningful projects, this calls for something bigger. It calls for community partnership, shared vision, and a collective investment.

The image below illustrates our vision for a completed visitor center at Silver Falls State Park. I hope you will join us in being part of this important moment, as we shape the next chapter of this remarkable place. Thank you for your continued support and for being part of the future of Silver Falls.

A handwritten signature in black ink that reads "Chelsea Sims". The signature is fluid and cursive, with a large initial 'C' and 'S'.

Executive Director, Friends of Silver Falls



Impact in Numbers

55,000+ Documented Visitor Interactions

This engagement promotes deeper learning, stewardship opportunities, and personal connections to the park.

Many more visitors connected with staff and volunteers informally through meaningful yet hard-to-measure impacts.

81 Campground Programs

- 876 campers and Jr. Rangers participated in programs
- 47% of evenings programs & 36% of Jr. Ranger programs were led by Friends of Silver Falls

34 Field Trips

- 2,698 participants attended field trips
- Over 15,000 students have participated in field trips since 2016 when Friends began assisting

112 Interpretive Day-Use Activities

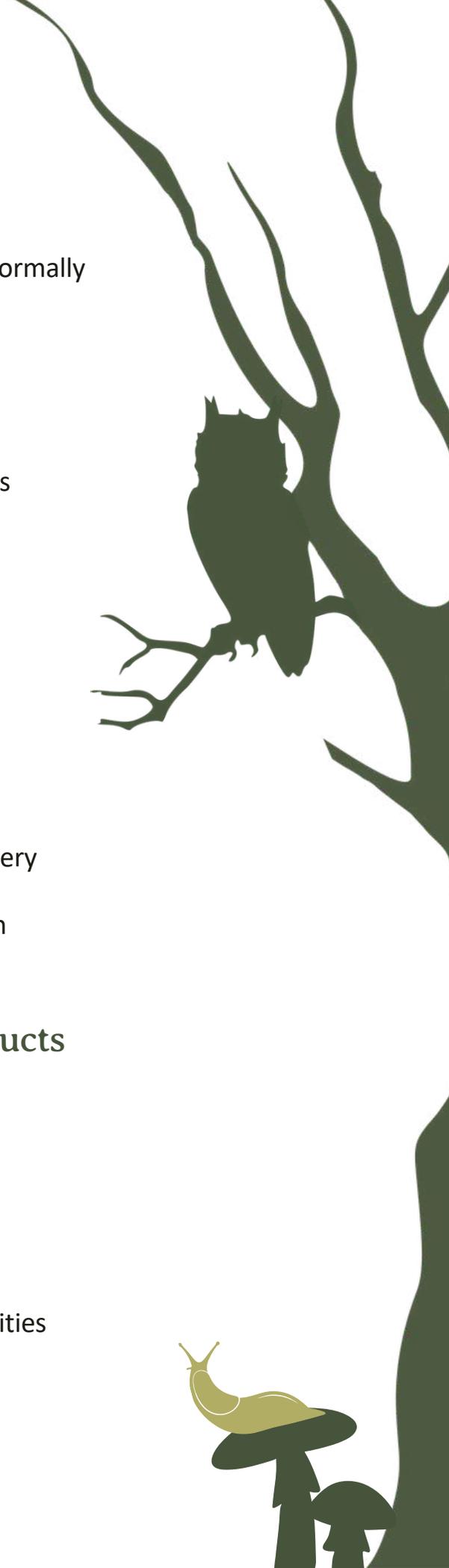
- 5,970 visitors engaged with staff or volunteers at Discovery Tables
- 1,506 visitors participated in guided hikes, Stone Kitchen Shelter, and workshops led by volunteers and staff

32,487 Visitors Purchased Nature Store Products

- 44,220 total transactions at the Nature Store
- 62,945 historical/recreational themed items sold
- 53,939 items related to our natural resources sold
- 1,516 Oregon State Park Passes sold

49 Volunteers Regularly Donated Time

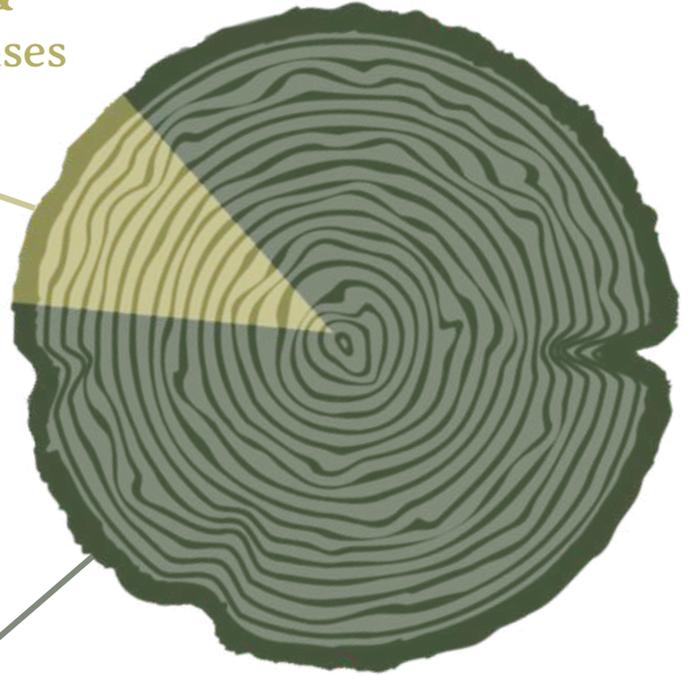
- 830 volunteer hours dedicated to free educational activities
- 2,690 hours worked in the Nature Store
- 56 volunteers donated their time to Silver Falls events



Expenses

Administrative & Fundraising Expenses
11%

Program Expenses
89%



Revenue Sources

2024: \$1,141,464

2025: \$1,235,046

	2024	2025
Nature Store	\$1,089,101	\$1,175,970
Donation	\$20,251	\$24,877
Investments	\$18,322	\$20,532
Membership	\$8,965	\$10,019
Events	\$4,825	\$3,648

Turning Visits into Experiences



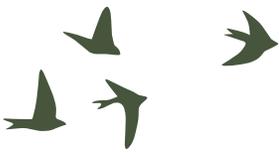
Discovery Tables, guided hikes, Stone Kitchen Shelter tours, and campground/Jr. Ranger programs gave visitors the opportunity to participate in free educational activities nearly every day of the week throughout the summer.

The annual Mother's Day Birding and Wildflower Festival welcomed 2,500 visitors to celebrate spring with a native plant sale, bird crafts, guided walks, raptor presentations, and discovery tables. This event brings native plants right to the community, and allows for the rare opportunity to see falcons and owls up close while learning more about them.



Friends of Silver Falls works with park staff to offer free field trips in the spring and fall. Numerous students of all ages visit and learn about the flora, fauna, geology, and history of the park. Every field trip is supported by Friends staff and/or dedicated volunteers.





Friends funded the design, construction, and installation of two entrance monuments totaling just over \$40,000. More than signs, these historic monuments serve as symbolic gateways to this treasured public land...and they make a great photo op!



At the Nature Store, visitors were captivated by a new addition: tardigrade merchandise. These mysterious creatures spark conversations about the park's climate and flora, which is the kind of curiosity and dialogue the Nature Store exists to inspire.



Winter Festival attracted an all-time record of 4,600 attendees who took part in activities such as discovery tables, guided hikes, birdhouse construction, wreath-making, maple tapping and tasting, plant propagation, and much more. New digital microscopes enabled visitors to discover lichen and moss in a whole new light!



COOPERATING ASSOCIATION ANNUAL FINANCIAL REPORT

Friends of Silver Falls State Park

Year Ending 2025

SECURITIES & INVESTMENTS		
	BALANCE OF SECURITIES AND INVESTMENT ACCOUNTS (CD)	\$653,249
INCOME		
	DONATIONS	\$24,877
	MEMBERSHIP DUES	\$10,019
	SPECIAL EVENTS	\$3,648
	RETAIL SALES (Gross receipts)	\$1,114,226
	OPRD PASS SALES (Gross receipts)	\$61,745
	GRANTS (All Funds)	\$0.00
	FEES (Facility Rentals, Service Fees, etc.)	\$0.00
	INTERPRETIVE AND EDUCATIONAL PROGRAMS	\$0.00
	INTEREST & DIVIDENDS	\$20,532
	OTHER/MISC. INCOME	\$0.00
	TOTAL CASH INCOME	\$1,235,046
EXPENDITURES		
	DONATION SOLICITATION	\$38
	MEMBERSHIP DEVELOPMENT	\$1,882
	SPECIAL EVENTS	\$8,583
	RETAIL SALES (cost of goods, operations)	\$570,579
	OPRD PASS FEES TO OPRD	\$49,960
	GRANTS (monies to OPRD)	\$34,253
	INTEPRETIVE & EDUCATIONAL PROGRAMS	\$3,529
	VOLUNTEER SERVICES & SUPPLIES	\$6,139
	STAFF WAGES & BENEFITS	\$249,735
	ADMINISTRATIVE	\$25,295
	OTHER EXPENSES - conferences	\$25,230
	TOTAL EXPENDITURES	\$975,223

ANNUAL WORK PLAN SUMMARY

Friends of Silver Falls State Park	
BEGINNING BALANCE	\$980,842
TOTAL PREVIOUS YEAR INCOME	\$1,235,048
LESS CURRENT YEAR EXPENDITURES	\$974,472
EQUALS A BALANCE OF (liabilities and depreciation excluded)	1,241,418
CURRENT YEAR AMOUNT CONTRIBUTED TO PARK (cash)	\$31,910
CURRENT YEAR IN-KIND* CONTRIBUTION TO PARK (services/supplies)	\$268,581
Describe In-Kind Contributions	

The park interpreter supports OPRD’s interpretive programs by leading campground and Junior Ranger programs, guided hikes, field trips, discovery tables, and historic tours. Interpretive festivals are further supported through Friends of Silver Falls volunteers, funding for supplies, and guest presenters. The Nature Store serves as a central hub for visitors, providing maps, park information, educational materials, and annual park passes. Volunteers and staff working in the store assist visitors with wayfinding and park-related questions, while also selling educational merchandise aligned with the park’s interpretive themes.

Additional contributions to visitor experience include providing public Wi-Fi access, Friends App with a full database of the park's flora and fauna, and music at the South Falls Lodge. Grants to the park for special projects included funding the design, construction, and installation of two entrance monuments.

VOLUNTEERS STATISTICS YEAR ENDING 2025

	Number of Volunteers	Number of Hours
BOARD & COMMITTEE MEETINGS	9	290
INTERPRETIVE & EDUCATIONAL PROGRAMS	25	395
SPECIAL EVENTS	56	436
RETAIL OPERATIONS	17	2,690
MISC./ADMINISTRATIVE/OFFICE	18	36
TOTALS	125	3,847

Volunteer Outcomes: In 2025, how have volunteers impacted the association's activities, programs and events? What was the volunteer program's effect on the visitor's experience during this past year? What have volunteer efforts changed or improved?

Volunteers contributed the equivalent of \$97,714 in time throughout 2025. They engaged directly with visitors at various locations, including the Nature Store, Discovery Tables, Stone Kitchen Shelter, field trips, guided hikes, and special projects. A total of 4,495 visitors connected with volunteers at the Discovery Tables and the Nature Store saw 44,220 completed transactions. More than 55,000 documented interactions provided deeper learning, stewardship opportunities, and personal connection to the park. Additionally, many more visitors connected with staff and volunteers informally through meaningful yet hard-to-measure impacts.

This report prepared by Chelsea Sims
 Original Signature Required
 Financial Report and Volunteer Summary due by March 1, 2024.

Title: Executive Director



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