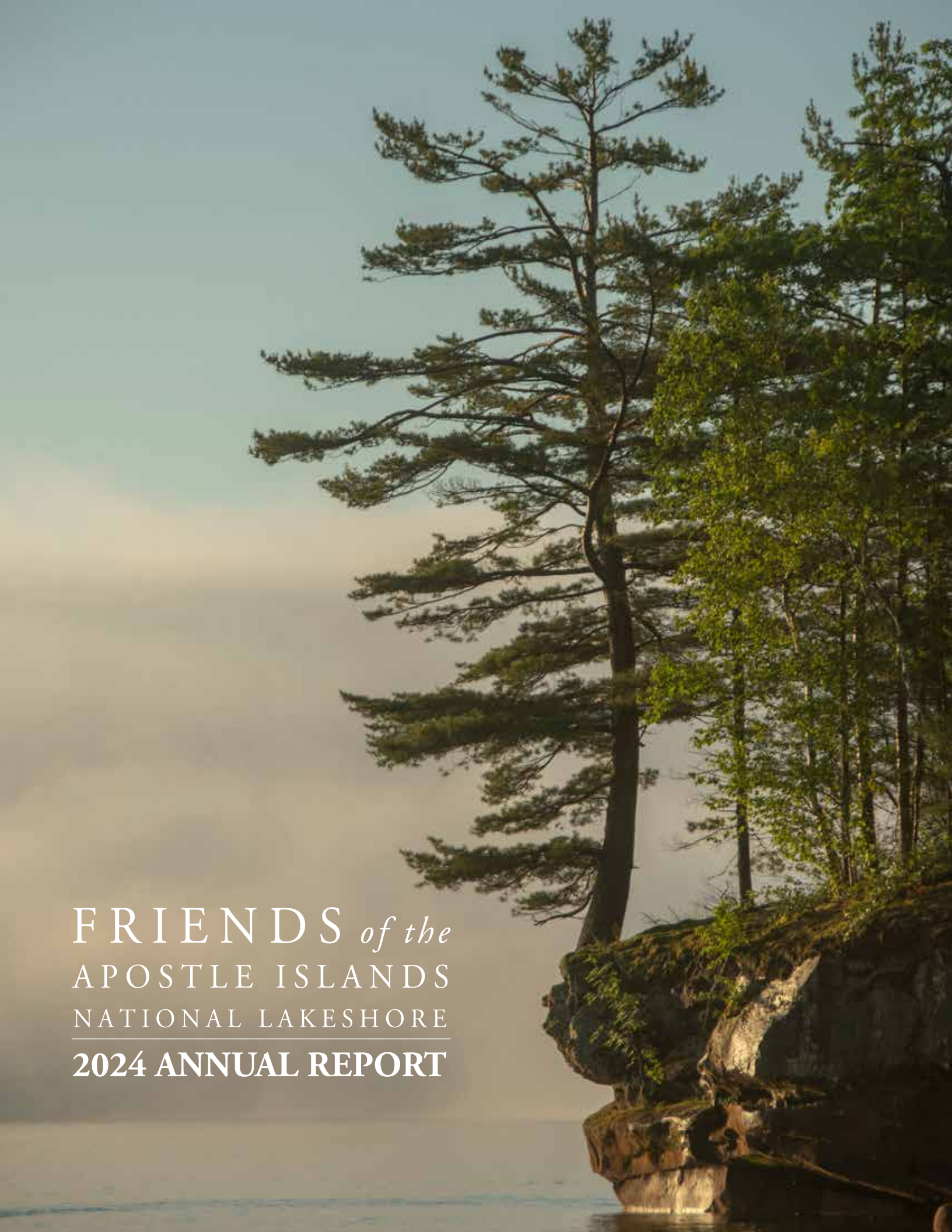

FRIENDS *of the* APOSTLE ISLANDS NATIONAL LAKESHORE

2024 ANNUAL REPORT

STRENGTH IN THE STORM

Like waves in the wind, this last year has been storm-tossed and unpredictable – the successful completion of the largest capital campaign in our organization's history, surpassing the $1 million mark in support given to the Apostle Islands National Lakeshore, the first-ever visit by a sitting Director of the National Park Service, a safe and successful first season for our Wave Watch program with over 30,000 visits to the wave data page, and topped off by the recent "Bright Idea" award from the Wisconsin Governor's Conference on Tourism for "efforts that foster a welcoming environment and authentic experiences for all visitors."

But as 2024 turns to a new year, the National Park Service is facing challenges never before seen in its more than 100-year history – hiring freezes, staff reductions, budget constraints and more, challenges which could lead to reduced hours at visitor centers, fewer services in the park, and a more uncertain future.

Through it all Friends remains strong in its support of the Apostle Islands National Lakeshore, its dedicated and professional staff, and its mission of protecting the cultural and natural resources of the Apostle Islands. Building on the strength of recent successes and the continued support of people like you, we will stand steadfast against these recent challenges in support of the islands you love.

Let's celebrate a strong 2024. Then, redouble our efforts, working together to be even stronger in the face of the potentially turbulent year to come.

Jeff and Jill Rennicke

— Jeff & Jill Rennicke,
Co-Executive Directors

National Park Foundation

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THANK YOU! We celebrate those of you who have helped support our mission. Your contributions, in-kind gifts, and volunteerism are crucial.

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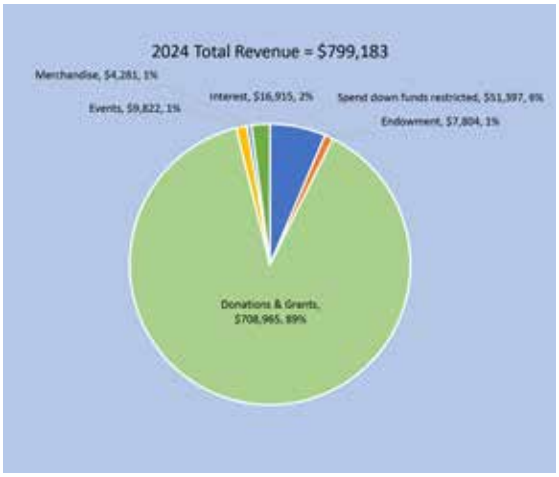

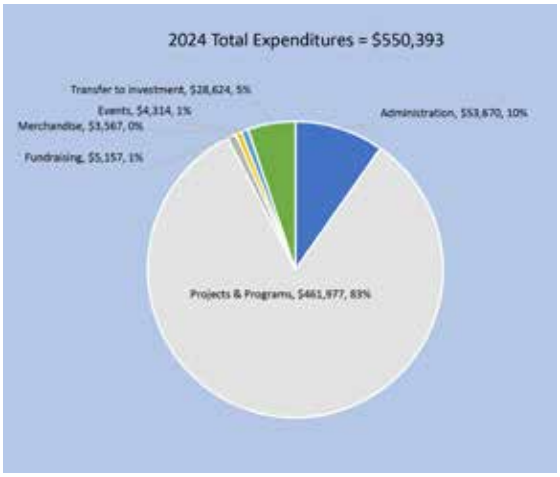

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