The Friends Model leverages collection of state fees with strong local support to significantly extend the reach of State Parks to provide excellent education and interpretation, visitor services, public safety and support. The model also funds essential capital improvements and maintenance, as well as environmental, cultural and historic stewardship. Developed by Friends of Santa Cruz State Parks in partnership with California State Parks, the Friends Model was introduced 29 years ago and is nimble, responsive and continuously improved -- with new innovations being developed every year. 100% of net proceeds are invested in state parks and beaches.