

# 2015

JULY 1, 2014 – JUNE 30, 2015

nature

art

culture



## ANNUAL REPORT



Tohono  Chul  
GARDENS • GALLERIES • BISTRO



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## Your Gifts At Work

Thanks to your gifts, and gifts from private foundations, Tohono Chul is thriving!

This fiscal year (July 2014-June 2015), you helped complete a beautiful and accessible entry way, initiate a butterfly conservation project with worldwide impact, nurture a heritage fruit tree orchard, expand fine arts and performing arts offerings and keep the gardens, trails and historic facilities in great shape.

**If you haven't visited for a while, you may be surprised to discover how much easier it is to make your way up into the gardens. The steep and narrow path up the hill is gone. In its place:**

- a wide, shaded and gently sloped pathway that is ADA accessible
- a new succulent garden that introduces an array of desert-adapted plants
- a mesquite bosque, that with other desert trees, shades comfortable seating areas
- path lights to guide your way during evening events

**Tohono Chul's unique charm will never change, but thanks to you, it is growing to welcome, delight and educate ever more visitors from near and far.**

With Gratitude and Warm Regards,

Christine Conte, Executive Director

## Entry Path & Succulent Garden

March 2015

*New Entry Path and Succulent Garden create an inviting passage from Tohono Chul's entrance to its heart and offers visitors a gentle introduction to an array of unusual, desert-adapted plants. Mesquite-shaded seating areas along the path provide both quiet respite and stunning views. The gardens are contoured to take advantage of natural runoff while berms and swales aid in directing rainwater where it is needed.*



The new Entry Path's sun sensitive succulents swell in the sylvan shade.

# TOHONO CHUL

## Core Values, Mission and Vision

### Core Values

Love of Tohono Chul and respect for what it means to visitors, supporters, and staff.

Responsible use of all natural, human, fiscal and temporal resources.

Respect for all people, their beliefs and cultures.

Excellence and integrity in all undertakings.

Lifelong learning, with special focus on living with the Sonoran Desert and the interactions of people with their environment.

Accessibility and outreach to the community in experiencing the resources of Tohono Chul.

### Mission

The mission of Tohono Chul is to enrich people's lives by connecting them with the wonders of nature, art and culture in the Sonoran Desert region and inspiring wise stewardship of the natural world.

### Vision

Our vision is to be recognized as the premier center in the world for understanding and appreciation of the Sonoran Desert region, and for its unique fusion of nature, art, and culture.

Tohono Chul strives to be an indispensable resource for helping people learn about, celebrate, and conserve our region's natural and cultural heritage.

Every element of Tohono Chul will reflect excellence and beauty, creating a pleasurable, inspiring, and enlightening experience for all.

## STATEMENT OF FINANCIAL POSITION FY 2015

ASSETS	
cash and cash equivalents	\$1,213,623
investments	\$1,163,861
receivables	\$8,720
inventories	\$130,589
prepaid and other assets	\$53,407
pledges	\$0
property and equipment, net	\$5,102,904
<b>Total Assets</b>	<b>\$7,673,104</b>
LIABILITIES	
accounts payable, trade	\$63,752
accrued payroll liabilities	\$100,139
deposits	\$51,323
<b>Total Liabilities</b>	<b>\$215,214</b>
NET ASSETS	
board designated	\$1,275,648
expended for property and equipment	\$5,095,894
undesignated	\$645,582
temporarily restricted	\$440,767
<b>Total Net Assets</b>	<b>\$7,457,891</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$7,673,104</b>

## ACTIVITIES STATEMENT FY 2015

REVENUES AND SUPPORT	
UNEARNED INCOME (CONTRIBUTIONS)	
contributions	\$209,116
in-kind	\$43,224
net assets released from restriction	\$184,335
EARNED INCOME	
admissions	150,033
memberships	\$285,069
education	\$90,919
rental income	\$283,815
investment income	\$(29,517)
annual fundraising event	\$179,304
museum shop sales, net	\$415,355
plant sales, net	\$140,592
exhibit sales, net	\$27,644
grant revenue	\$0
other income	\$(30,041)
<b>Total Revenues and Support</b>	<b>\$1,949,848</b>

EXPENSES AND LOSSES	
FUNCTIONAL EXPENSES	
program expenses	\$1,399,648
management and general	\$457,643
fundraising	\$217,741
<b>Total Expenses</b>	<b>\$2,075,032</b>
<b>Change in Net Operating Assets</b>	<b>\$(125,184)</b>





## FINANCIAL GRAPHS: REVENUE & EXPENSES

### NET ASSETS RELEASED

8%

### EVENTS

8%

### RENTALS

15%

### OTHER

-2%

### RETAIL SALES

30%

### EDUCATION & GRANTS

5%

### ADMISSIONS

8%

### MEMBERSHIP

15%

### CONTRIBUTIONS

13%

REVENUE 2015

### FUNDRAISING EXPENSES

11%

### MANAGEMENT & GENERAL

22%

### PROGRAM EXPENSES

67%

EXPENSES 2015

## SENIOR STAFF

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Please donate.

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- ☐ \$1,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \_\_\_\_\_ other\*
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- ☐ I would like information about the Wilson Legacy Society

title | first name | last name

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phone | e-mail address

card number | ccv | exp. date

signature



Donations to Tohono Chul are tax-deductible to the fullest extent allowed by law, but are not membership dues.

✂  
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AND MAIL



# Thank you.

## You help us grow.

IMPROVEMENTS OVER THE YEARS  
MAKE IT EASIER FOR ME TO GET  
AROUND IN MY WHEELCHAIR AND  
ENJOY THE GARDENS.

—JEANNE KITCHEN

APPROXIMATELY 300 DEDICATED  
VOLUNTEERS ANNUALLY CONTRIBUTE  
NEARLY 30,000 HOURS OF THEIR  
TIME: THIS IS THE EQUIVALENT OF 16  
FULL-TIME EMPLOYEES.

### *Agave lophantha 'Quadricolor'* AGAVE QUADRICOLOR

This variegated hybrid agave in  
the new Entry Path radiates four  
distinct colors when in sunlight.



520.742.6455 | TOHONCHUL.ORG  
TOHONO CHUL | 7366 N. PASEO DEL NORTE  
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Mr. Allan Tractenberg - in Honor of Mark G. Barmann

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Many companies will match their employees' and retirees' donations to Tohono Chul. The Board of Directors wishes to acknowledge the following corporations and foundations for their matching gift support.

Boeing Company Matching Gift

ExxonMobil Foundation

IBM Matching Grants Program

Macy's/Bloomingdale's

Microsoft Matching Gifts Program

Pfizer, Inc.

The Stocker Foundation





# NOTEWORTHY

## Leadership



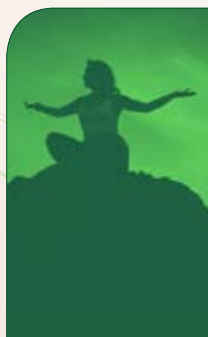
### COMMON GROUND

Celebrated local foods, crafts and music, with a new fall festival inspired by New World and Southwest favorites – chiles and chocolate. Collaborated with students in the community to create altars honoring Dia de los Muertos.



### COLLABORATION

Established new networking partnerships with Tucson Hispanic Chamber of Commerce, and brought fall and spring concerts back to the Performance Garden in collaboration with University of Arizona School of Music.



### GIVING

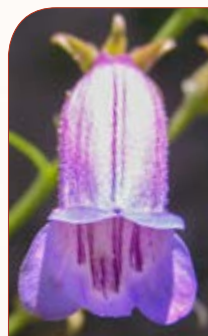
Supported the health and well-being of the community with the first Wellness Fair, Tai Chi and Yoga classes and shared a day of reflection and kindness with the University of Arizona Poetry Center, Ben's Bells and Interfaith Community Services.

## Learning



### EDUCATION

Brought members and visitors a little closer to the desert with over 30 classes, workshops and travel opportunities. Refreshed the classic "Living with the Desert" class and updated training materials for docents.



### RESEARCH

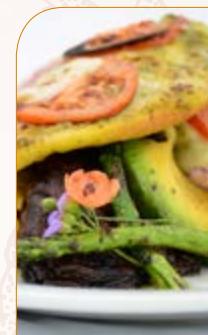
Designated a butterfly-specific garden, and participated in a monarch study in conjunction with the publication of *The Butterflies of Tohono Chul*. Revived the saguaro growth study, creating a new interactive database and GPS map.



### ARTS

Installed eco-friendly lighting in exhibit spaces, shining a light on renewed conservation efforts at Tohono Chul. Opened twelve new exhibits and mounted more than six exhibit-related sculptures on the grounds and in the gardens.

## Innovation



### SERVICES

Initiated an easy to use online registration for all events with the premiere of the Chiles, Chocolate and Salsa Festival. Expanded the garden-to-table partnership with produce grown by the Garden Bistro and featured themed menus.



### GROUNDS

Opened a new Entry Path, complete with Succulent Garden and Mesquite Bosque. Added a dozen Kino Heritage fruit trees to the Ethnobotanical Garden. Updated Master Plan with designs for an event pavilion.



### AWARENESS

Designed distinctive festival banners on Ina Road to promote Tohono Chul's offerings. Exhibit and Event rack cards extend the brand while new maps and a user-friendly Visitors' Guide, make touring the grounds a delight.



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#### **MORE ABOUT TOHONO CHUL'S NEW ENTRY PATH**

The Main Entry Path opened in the fall of 2014. It both welcomes and inspires prospective desert gardeners and other audiences with its accessibility and creativity, physically and thematically connecting them to teaching gardens throughout Tohono Chul. Many visitors, particularly those with mobility issues are praising the improvement and are now enjoying unhindered access to the gardens, exhibits, and trails.

