



20 11

JULY 1, 2010 – JUNE 30, 2011

nature

| art

| culture

ANNUAL REPORT



TOHONO CHUL
PARK



TOHONO CHUL PARK

26 Years	2
Mission Statement	3
Financial Position & Activities Statement	4
Financial Graphs	5
Leadership	6
Individual Contributors	7
Organization Contributors	8
Memorials, Honoraria, Estates and Bequests	9
Matching Gift Companies	9
Noteworthy for 2011	10

03 Mission



04 Financials



06 Leadership

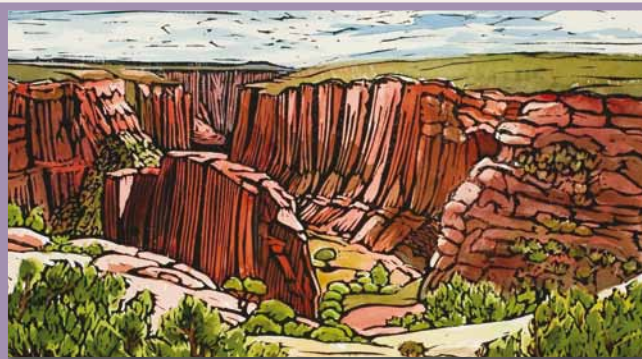


07 Contributors



2011 ANNUAL REPORT

Artwork Credits, p. 2, central column, (top to bottom)
Canyon Del Muerto by M.L. Williams
Smells Like Rain by Rebecca Wilder
Messinger by Barbara Jakucki



— Richard and Jean Wilson formally dedicated Tohono Chul Park on April 19, 1985 —

CELEBRATING 26 YEARS OF...



...nature

Through our wildly successful spring plant sale, this year saw the debut of the first of the Park's exclusive, patent pending hybrids: the 'Red-headed Beauty' penstemon (pictured above). New varieties of exclusive hybrids are on their way!



...art

Celebrating the contemporary while honoring the historic, Tohono Chul Park's new Curator of Exhibits, Ben Johnson, and his assistant, Edie Wageman, promise to bring renewed vigor and a fresh vision to our award winning exhibit halls.



...culture

Perhaps the our largest event, the 2011 Sonoran Spring Celebration brought together a wide cross-section of the Tucson community, to reinvigorate its commitment to the Park and to celebrate the Sonoran Desert.

TOHONO CHUL PARK

Core Values, Mission and Vision

Core Values

- Love of Tohono Chul Park and respect for what the Park 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 of the Park.
- 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 the Park.

Mission

The mission of Tohono Chul Park 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

Tohono Chul Park's vision is to be perceived as the leading center in the world for its unique fusion of nature, art and culture of the Sonoran Desert region. Tohono Chul Park strives to be an indispensable resource for helping people learn about, celebrate and conserve our region's natural and cultural heritage.

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

Statement of Financial Position 2011

Assets

cash and equivalents	\$600,550
investments	\$1,231,356
receivables	\$11,111
inventories	\$110,835
prepaid and other assets	\$29,964
pledges	\$14,674
property and equipment, net	\$5,614,246
Total Assets	\$7,612,736

Liabilities

accounts payable, trade	\$51,991
accrued liabilities	\$80,330
deposits	\$17,535
Total Liabilities	\$149,856

Net Assets

board designated	\$1,248,364
expended for property and equipment	\$5,614,246
undesignated	\$497,986
unrestricted net assets	\$7,360,596
temporarily restricted	\$102,284
Total Net Assets	\$7,462,880
Total Liabilities & Net Assets	\$7,612,736



Activities Statement 2011

Revenues and Support

SALES

museum shop sales	\$360,094
plant sales	\$173,671
exhibit sales	\$14,110
education trip sales	\$12,706

CONTRIBUTIONS

annual campaign	\$76,053
in-kind	\$69,200
other donations	\$59,153
bequests	\$50,000

memberships	\$231,120
admissions	\$105,678
education and events	\$113,597
rental income	\$231,707
investment income	\$216,098
annual fundraising event	\$71,100
other income	\$703

net assets released from restriction	\$53,720
--------------------------------------	----------

Total Revenues and Support	\$1,838,710
-----------------------------------	--------------------

Expenses and Losses

FUNCTIONAL EXPENSES

program expenses	\$1,599,126
management and general	\$69,759
fundraising expenses	\$202,972

Total Expenses	\$1,871,857
-----------------------	--------------------

Change in net Operating Assets	(\$33,147)
---------------------------------------	-------------------

Financial Graphs: Revenue & Expenses

Education & Events

6%

Admissions

6%

Membership

13%

Rentals

13%

Other

12%

Revenue 2011

Contributions

19%

Retail Sales

31%

Fundraising Expenses

8%

Management & General

3%

Expenses 2011

Program Expenses

89%

Senior Staff of Tohono Chul Park

Christine Conte, PhD
EXECUTIVE DIRECTOR

Lisa Phillips
DIRECTOR OF FINANCE
AND HUMAN RESOURCES

Jo Falls
DIRECTOR OF EDUCATION
AND VISITOR SERVICES

Deborah L. Jassem
DIRECTOR OF PHILANTHROPY

Lee Mason
DIRECTOR OF GENERAL SERVICES

Linda Wolfe
DIRECTOR OF RETAIL

Marcia Ring
MARKETING AND
COMMUNICATIONS MANAGER

Board of Directors

Mark G. Barmann
PRESIDENT

Jane Battaglia

Rick Brusca

Patty Clymer

John Douglas *F.A.I.A.*

Charles (Chuck) W. Jonaitis
VICE PRESIDENT

Annette M. Jones *C.F.P.*

Kelle Maslyn
SECRETARY

Jim Pfafflin

Mike Sarikas
TREASURER

Bruce E. Seligmann, PhD

Tim M. Struse

Mary Swiergol



Individual Contributors

July 1, 2010 – June 30, 2011

The Board of Directors recognizes the following donors for their generosity and commitment to Tohono Chul Park.

\$25,000 OR MORE

Mr. and Mrs. Mark Barmann

\$5,000 – \$9,999

Anonymous

Mr. and Mrs. Cliff Douglas

Mr. and Mrs. Richard Nyhan

Ms. Betty Ojeda

Dr. Bruce Seligmann and Ms. Karen Junghans

\$1,000 – 4,999

Ms. Carole Allen

Dr. Christine Conte

Mrs. Elisabeth Dudley

Mrs. Marian Graves

Ms. Elta Huebner

Mr. and Mrs. Chuck Jonaitis

Mr. and Mrs. Carlton King

Mr. David and Mrs. Isabelle Lamb

Mr. and Mrs. Charles Pettis

Mr. and Mrs. Jim Pfafflin

Ms. Therese Rolfs

Mr. Curtis Scaife

Mrs. Arlene Schneider

Mr. John Wahl and Ms. Mary Lou Forier

Mrs. Melissa White

Mr. Richard Wilson

Mr. Bill Zucker and Ms. Michele Hacherl

\$500 – \$999

Ms. Corinne Cooper

Ms. Sally Day

Mr. and Mrs. John Douglas

Mr. Richard Dudley and Ms. Susan Glasmann

Mr. and Mrs. Donald Eagle

Mr. and Mrs. David Jones

Mr. and Mrs. John Mars

Mrs. Martha Pille

Mr. Rocco Santangelo & Ms. Theresa Hersh

Mrs. Ione Smith

Dr. David Van Wyck and Ms. Linda Drake

\$250 – \$499

Mr. Wally Allen

Dr. Rick Brusca and Dr. Wendy Moore

Mr. Mark Chaney

Mr. Gary Clark and Ms. Barbara Jane Johnson

Mr. and Mrs. Brian Clymer

Mr. and Mrs. Bill Copeland

Mr. and Mrs. James Cordes

Mr. and Mrs. Kirtland Gardner

Mr. and Mrs. Arthur Gonzales

Mr. and Mrs. Albert Hunker

Mr. and Mrs. Stephan Jones

Mr. Joseph Koontz and Ms. Kathleen Scheer

Individual Contributors – continued July 1, 2010 – June 30, 2011

\$250 – \$499 (CONT.)

Mr. and Mrs. Milo Lude

Mr. and Mrs. Peter McCarthy

Ms. Diana Ossana

Mr. and Mrs. Jack Swiergol

Mr. and Mrs. Phillip Williams

Mr. and Mrs. Stephen Willoughby

Organization Contributors July 1, 2010 – June 30, 2011

The Board of Directors recognizes the following donors for their generosity and commitment to Tohono Chul Park.

\$25,000 OR MORE

Ross Foundation

Wallace Research Foundation

\$10,000 – \$24,999

The Kautz Family Foundation

\$5,000 – \$9,999

Comcast

\$1,000 – \$4,999

Maltz Family Foundation

Northern Trust Bank

William E. Schmidt Charitable Foundation

\$500 – \$999

CBIZ Benefits and Insurance Services, Inc.

Desert Diamond Casinos & Entertainment

Long Realty Foundation



Memorials | Honorariums | Estates & Bequests

The Board of Directors recognizes the following donors for their generosity and commitment to Tohono Chul Park.

MEMORIALS

\$5,000 - \$9,999

Anonymous

\$250 - \$499

Dr. and Mrs. John Clymer

in Memory of De Elda M. Reese

Mr. and Mrs. Chuck Jonaitis

in Memory of Mac Rainwater

HONORARIUMS

\$1,000 - \$4,999

Mr. and Mrs. Gerry Hallowell

in Honor of Jo Falls

Mr. and Mrs. Charles Pettis

in Honor of Christine Conte

\$500 - \$999

Mr. and Mrs. Chuck Jonaitis

in Honor of Jo Falls

Dr. Bruce Seligmann and

Ms. Karen Junghans

in Honor of Jo Falls

\$250 - \$499

Dr. Christine Conte

in Honor of Jo Falls

Mrs. Martha Pille

in Honor of Jo Falls

Mr. Rocco Santangelo and Ms.

Theresa Hersh

in Honor of Jo Falls

ESTATES AND BEQUESTS

Claire B. Norton Fund

(Community Foundation of
Southern Arizona)

Estate of Phyllis A. Kroggel

Matching Gift Companies

Many companies will match their employee's and retiree's donations to the Park. The Board of Directors wishes to acknowledge the following corporations and foundations for their matching gift support.

Bristol-Myers Squibb Foundation

Davis Selected Advisers

ExxonMobil Foundation

General Mills Foundation

IBM Matching Grants Program

Macy's Foundation

Pfizer, Inc.

Raytheon (Charitable Giving Through Payroll Deduction)



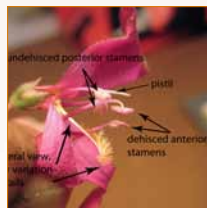
NOTEWORTHY



Leadership

On September 7, 2010, Tohono Chul Park welcomed its third Executive Director,

Dr. Christine Conte. With deep roots in the Tucson community, Christine has 20+ years experience leading major nonprofit organizations and programs dedicated to connecting people to art and nature in the Sonoran Desert. As the Park's Executive Director, Christine is bringing staff, members and volunteers together in honoring the legacy of its founders, Dick and Jean Wilson, while building a bright and sustainable future. "Our goal is to become an indispensable resource for helping people learn about, celebrate, and conserve the region's natural and cultural heritage. Every element of the Park should reflect beauty and excellence, creating a pleasurable, inspiring, and enlightening experience for all. Tohono Chul will be the leading center in the world for its unique fusion of nature, art, and culture of the Sonoran Desert region."



Innovation

This year marked the debut of the Parks' first patent pending plant, the hybrid

'Red Headed Beauty' (palmeri × perryi) × superbis. Likely cross-pollinated by hummingbirds, and discovered and carefully evaluated by the Park's Plant Curator, Russ Burrows, the hybrid is spectacular with its extra large flowers, intense color, outstanding vigor and longevity. The patent ensures it is a true-breeding line and is now only produced from cuttings. The hybrid has been a great success. The 'Red Headed Beauty' is sold in our greenhouse and other select nurseries. It is already on display at the Park as well as San Diego Botanical Gardens, Desert Botanical Gardens, Chihuahuan Nature Center in Fort Davis, TX, University of Arizona Arboretum, the Tucson Botanical Gardens and the Phoenix Zoo.



Research

Year of the Bat 2011 - 2012 is an international collaborative effort promoting

bat conservation, research, and education around the globe. To help celebrate the Year of the Bat, Tohono Chul Park received a grant to carry out research and conservation education efforts about bats and other migratory pollinators in the Sonoran Desert region in collaboration with conservation biologists Dr. Rodrigo Medellin and Karen Krebs.

The Park project brings together the expertise of renowned scientific researchers, the passion of the Park's trained volunteer "citizen scientists," and the experience of its staff educators. It represents a new and important addition to the Park's legacy of research and public education on the relationships between plants and their pollinators – relationships that reveal very deep and crucial links to our well-being as well as our standard of living.



Tohono Chul Park

NATURE. ART. CULTURE.

(520) 742-6455 WWW.TOHOCHULPARK.ORG
7366 N. PASEO DEL NORTE, TUCSON, AZ 85704

