Through Monsoon Madness, the Park’s newest signature event, we connect local gardeners to local growers of unique, native plants, in a summer-inspired plant sale in the newly dedicated Sonoran Seasons Garden.

Celebrating the Wilsons and 25 years of memories and accomplishments, we presented the exhibit Tohono Chul Park A-to-Z, a visual compendium that touched upon some of the people, places and things that make the Park so special.

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

CELEBRATING 25 YEARS OF...

Past, present and future came together in a single event with the Silver Spring Celebration, where we honored the Park’s founder, Dick Wilson, its first executive director, Alice Herman, and over 300 friends and supporters.
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 2010

**Assets**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and equivalents</td>
<td>$608,552</td>
</tr>
<tr>
<td>Investments</td>
<td>$990,984</td>
</tr>
<tr>
<td>Receivables</td>
<td>$12,010</td>
</tr>
<tr>
<td>Inventories</td>
<td>$110,924</td>
</tr>
<tr>
<td>Prepaid and other assets</td>
<td>$35,374</td>
</tr>
<tr>
<td>Pledges</td>
<td>$61,044</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>$5,774,438</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$7,593,326</strong></td>
</tr>
</tbody>
</table>

**Liabilities**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable, trade</td>
<td>$32,449</td>
</tr>
<tr>
<td>Accrued liabilities</td>
<td>$65,976</td>
</tr>
<tr>
<td>Deposits</td>
<td>$18,191</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$116,616</strong></td>
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</tbody>
</table>

**Net Assets**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board designated</td>
<td>$1,020,295</td>
</tr>
<tr>
<td>Expended for property and equipment</td>
<td>$5,774,438</td>
</tr>
<tr>
<td>Undesignated</td>
<td>$599,010</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$7,393,743</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$82,967</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$7,476,710</strong></td>
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</tbody>
</table>

**Total Liabilities & Net Assets**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$7,593,326</strong></td>
</tr>
</tbody>
</table>

### Activities Statement 2010

**Revenues and support**

**Sales**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum shop sales</td>
<td>$382,665</td>
</tr>
<tr>
<td>Plant sales</td>
<td>$160,703</td>
</tr>
<tr>
<td>Exhibit sales</td>
<td>$23,226</td>
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</tbody>
</table>

**Contributions**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual campaign</td>
<td>$95,742</td>
</tr>
<tr>
<td>In-kind</td>
<td>$53,859</td>
</tr>
<tr>
<td>Other donations</td>
<td>$74,228</td>
</tr>
<tr>
<td>Memberships</td>
<td>$235,211</td>
</tr>
<tr>
<td>Admissions</td>
<td>$132,534</td>
</tr>
<tr>
<td>Education and events</td>
<td>$153,203</td>
</tr>
<tr>
<td>Rental income</td>
<td>$199,635</td>
</tr>
<tr>
<td>Investment income</td>
<td>$99,246</td>
</tr>
<tr>
<td>Annual fundraising event</td>
<td>$65,332</td>
</tr>
<tr>
<td>Other income</td>
<td>$1,422</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>$135,104</td>
</tr>
</tbody>
</table>

**Total revenues and support**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total revenues and support</strong></td>
<td><strong>$1,812,110</strong></td>
</tr>
</tbody>
</table>

**Expenses and Losses**

**Functional expenses**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program expenses</td>
<td>$1,546,769</td>
</tr>
<tr>
<td>Management and general</td>
<td>$87,802</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>$175,030</td>
</tr>
</tbody>
</table>

**Total Expenses**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,809,601</strong></td>
</tr>
</tbody>
</table>

**Change in net operating assets**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net operating assets</td>
<td>$2,509</td>
</tr>
</tbody>
</table>
### Senior Staff of Tohono Chul Park

- **Christine Conte, Ph.D**  
  Executive Director
- **Lisa Phillips**  
  Director of Finance and Human Resources
- **Jo Falls**  
  Director of Public Programs and Visitor Services
- **Deborah L. Jassem**  
  Director of Development
- **Lee Mason**  
  Director of General Services
- **Linda Wolfe**  
  Director of Retail

### Board of Directors

- **Mark G. Barmann**  
  President
- **Jane Battaglia**
- **Patty Clymer**
- **John Douglas FAIA**
- **Mary Lou Forier**
- **Charles (Chuck) W. Jonaitis**  
  Vice President
- **Annette M. Jones CFP**  
  Treasurer
- **Kelle Maslyn**  
  Secretary
- **Jim Pfafflin**
- **Mike Sarikas**
- **Bruce E. Seligmann, PhD**
- **Tim M. Struse**
- **Mary Swiergol**
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
- Mr. and Mrs. Cliff Douglas

### $10,000 – $24,999.99
- Mr. J. Michael Patrick and Ms. Chris Beck Patrick
- Dr. Bruce Seligmann and Ms. Karen Junghans

### $5,000 – $9,999.99
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- Ms. Celeste Lee
- Mrs. Arlene Schneider
- Mr. Howard Waldstein and Ms. Julie Konigsberg
- Mr. Richard Wilson
- Mr. Victor and Dr. Geraldine Yarne

### $1,000 – 4,999.99
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- Anonymous
- Anonymous
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### Anonymous
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- Anonymous
- Mrs. Jacqui Caird
- Mr. Mark Chaney
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- Mr. and Mrs. Kirtland Gardner
- Mr. and Mrs. Stephan Jones
- Mr. John Langley and Ms. Nina Bell Allen
- Mr. and Mrs. George Robles

### Contributions

<table>
<thead>
<tr>
<th>Contribution Range</th>
<th>Donor Names</th>
</tr>
</thead>
</table>

### Individual Contributors

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1, 2009 – June 30, 2010</td>
<td>Ms. Elta Huebner, Mr. and Mrs. Carlton King, Mr. David and Mrs. Isabelle Lamb, Mr. and Mrs. Jim McCann, Ms. Betty Ojeda, Mr. and Mrs. Charles Pettis, Mr. and Mrs. Jim Pfafflin, Mr. Robert Ray, Ms. Therese Rolfs, Mr. Rocco Santangelo and Ms. Theresa Hersh, Ms. Jennifer Speers, Mr. Tim Struse, Mr. and Mrs. Jack Swiergol, Mr. John Wahl and Ms. Mary Lou Forier, Mrs. Melissa White, Mr. Bill Zucker and Ms. Michele Hacherl</td>
</tr>
</tbody>
</table>

**Contributors**
Individual Contributors – continued
July 1, 2009 – June 30, 2010

Anonymous

$250 – $499.99
Mr. and Mrs. Steve Asp
Mr. and Mrs. Bob Bates
Mr. and Mrs. Raymond Baxter
Dr. Melvin Bina and Dr. Marion Wieden
Mr. and Mrs. Richard Case
Mr. and Mrs. John Cox
Mr. and Mrs. Donald Eagle
Mr. and Mrs. Clinton Gaylord
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Mrs. Nancy Greenway
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Mr. Stuart Herzog and Ms. KL Lance
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Mr. and Mrs. Gerald King
Mr. Jan Konstanty and Ms. Patricia Wallace
Mr. and Mrs. Abe Lackow
Mr. and Mrs. Donald Large
Mrs. Barbara Nogal
Mr. and Mrs. Lewis Pare
Dr. and Mrs. Ian Pepper
Mr. and Mrs. Rob Phillips
Mr. and Mrs. John Poco
Mr. and Mrs. Jack Quillen
Mrs. Sandra Qureshi
Mr. and Mrs. Doug Sanders
Mr. and Mrs. Roger Schuelke
Mrs. Ione Smith

Organization Contributors
July 1, 2009 – June 30, 2010

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

$10,000 – $24,999.99
Blue Cross Blue Shield
Ross Foundation

$5,000 – $9,999.99
Comcast
Freeport-McMoRan Copper & Gold Foundation
The Kautz Family Foundation
William E. Schmidt Charitable Foundation

$1,000 – $4,999.99
Casino Del Sol Pascua Yaqui Tribe
Citi
Northern Trust Bank
Target

$500 – $999.99
Anonymous

$250 – $499.99
Employee Risk Management
Hirshman Foundation
The Tucson Quilters Guild
The Board of Directors recognizes the following donors for their generosity and commitment to the Park.

$5,000 – $9,999.99
Mr. Richard Wilson
Mr. Victor and Dr. Geraldine Yarn

$1,000 – $4,999.99
Anonymous
Ms. Kathy Christy
Mr. and Mrs. John Easterbrook
Mr. Ken Kalina
Mining Foundation of the Southwest
Mr. Robert Ray
Mr. Robert Roscoe

$250 – $499.99
Anonymous
Ms. Susan Blaser
Mrs. Barbara Nogal
Ms. Elizabeth Willis

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.

Caterpillar Foundation
Davis Selected Advisers
ExxonMobil Foundation
General Mills Foundation
Houghton Mifflin Company – Matching Gifts Program
IBM Matching Grants Program
Pfizer, Inc.
Raytheon Charitable Giving Through Payroll Deduction
S.C. Johnson & Son, Inc.
The **SONORAN SEASONS GARDEN** was dedicated during the Silver Spring Celebration, and made possible by generous donations.

left: Concept sketch of the Sonoran Seasons Garden
above/below: Sonoran Seasons Garden in its first bloom
nature  art  culture

Tohono Chul Park
NATURE. ART. CULTURE.
(520) 742-6455 WWW.TOHONOCHULPARK.ORG
7366 N. PASEO DEL NORTE, TUCSON, AZ 85704