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JULY 1, 2013 – JUNE 30, 2014

nature

art

culture



## ANNUAL REPORT



Tohono  Chul  
GARDENS • GALLERIES • BISTRO



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## Your Gifts At Work

Thanks to the generous support of private foundations and gifts from private donors like you, July 2013-June 2014 was a wonderful year at Tohono Chul!

You will find a more beautiful and more accessible entry way, new gardens and trails and facilities that are even more lovingly maintained for your enjoyment.

Perhaps the year's most significant achievement was the completion of a new direct entrance path and a major new interpretive garden—Desert Palm Oasis. Several years in planning, Desert Palm Oasis is the only re-creation of these rare canyon oases of the Sonoran Desert in the world.

### The new Desert Palm Oasis Garden offers:

- a window on the rich biodiversity of the Sonoran Desert south of the U.S. Mexico border highlighting the Desert's tropical connections
- foliage-shaded paths and a "spring-fed" stream
- an introduction to little-known native plants of the canyon oases including several species of native palm trees and Nacapule jasmine
- a chance to teach people how to include these plants in their gardens
- opportunities to partner with like-minded organizations in Mexico

You may never have the opportunity to explore these isolated canyon oases in the wild, but now you can experience them right here at Tohono Chul.

With Gratitude and Warm Regards,

Christine Conte, Executive Director

## Desert Palm Oasis Grand Opening

October 2013

*Tohono Chul launched the Desert Palm Oasis with a special ribbon cutting ceremony. Pictured below, left to right: Oro Valley Mayor, Satish Hiremath; Landscape Architect, Jim Miller; Tohono Chul's Executive Director, Christine Conte; and Board member, Rick Brusca. President and CEO of Visit Tucson, Brent DeRaad, and community leaders for the travel industry and business community also participated.*



Ribbon cutting in action at the Grand Opening of the Desert Palm Oasis.

# 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 2014

ASSETS	
cash and cash equivalents	\$960,834
investments	\$1,278,215
receivables	\$6,720
inventories	\$130,139
prepaid and other assets	\$11,377
pledges	\$3,000
property and equipment, net	\$5,356,456
<b>Total Assets</b>	<b>\$ 7,746,741</b>
LIABILITIES	
accounts payable, trade	\$31,322
accrued payroll liabilities	\$110,538
deposits	\$30,775
<b>Total Liabilities</b>	<b>\$ 172,635</b>
NET ASSETS	
board designated	\$1,353,176
expended for property and equipment	\$5,356,456
undesignated	\$432,675
unrestricted net assets	\$7,142,307
temporarily restricted	\$431,799
<b>Total Net Assets</b>	<b>\$ 7,574,106</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 7,746,741</b>

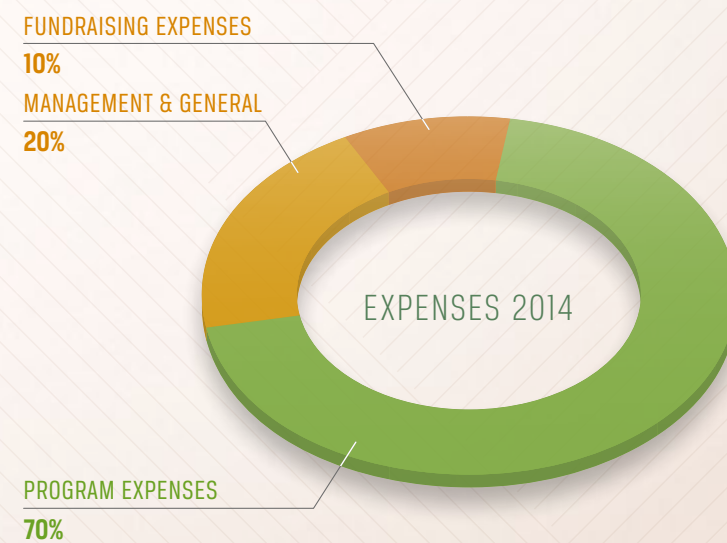
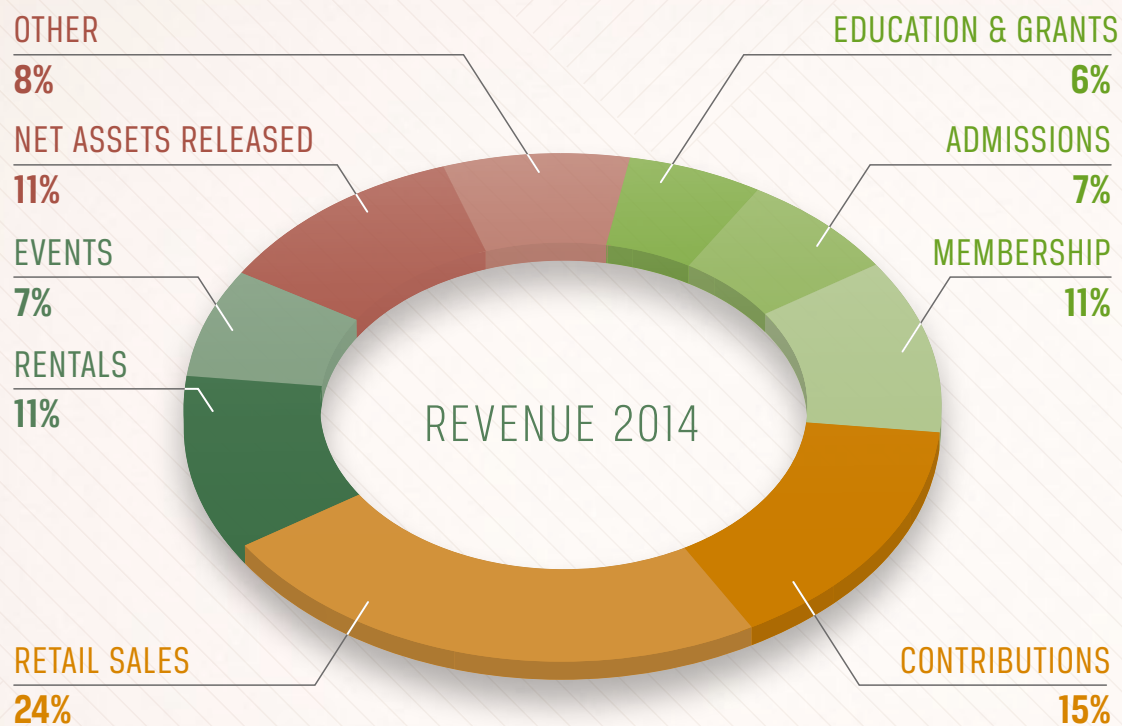
## ACTIVITIES STATEMENT FY 2014

REVENUES AND SUPPORT	
UNEARNED INCOME (CONTRIBUTIONS)	
contributions	\$315,382
in-kind	\$30,259
net assets released from restriction	\$248,109
EARNED INCOME	
admissions	\$160,418
memberships	\$251,874
education	\$132,238
rental income	\$247,600
investment income	\$182,743
annual fundraising event	\$174,988
museum shop sales, net	\$393,535
plant sales, net	\$159,094
exhibit sales, net	\$20,369
grant revenue	\$1,483
other income	\$930
<b>Total Revenues and Support</b>	<b>\$2,327,315</b>

EXPENSES AND LOSSES	
FUNCTIONAL EXPENSES	
program expenses	\$1,399,994
management and general	\$410,103
fundraising	\$194,532
<b>Total Expenses</b>	<b>\$2,004,629</b>
<b>Change in Net Operating Assets</b>	<b>\$114,943</b>



## FINANCIAL GRAPHS: REVENUE & EXPENSES



## SENIOR STAFF

JULY 1, 2013 – JUNE 30, 2014

Christine Conte, PhD  
EXECUTIVE DIRECTOR

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AND HUMAN RESOURCES

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# It's your garden.

Please donate.

## HERE IS MY GIFT TO TOHONO CHUL:

- ☐ \$1,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \_\_\_\_\_ other\*
- ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express
- ☐ Check, payable to Tohono Chul
- ☐ I would like information about the Wilson Legacy Society

\_\_\_\_\_

title | first name | last name

\_\_\_\_\_

mailing address

\_\_\_\_\_

phone | e-mail address

\_\_\_\_\_

card number | ccv | exp. date

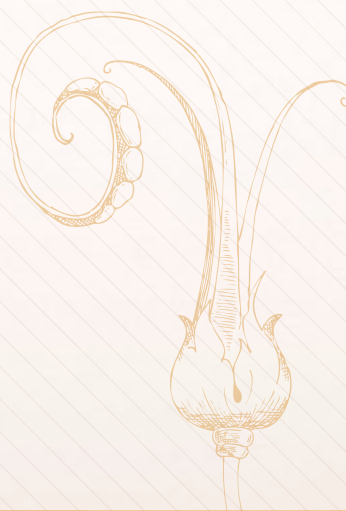
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signature



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

✂  
DETACH  
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

OVER 300 DEDICATED VOLUNTEERS  
CONTRIBUTED NEARLY 36,000 HOURS  
IN FY14. THIS IS THE EQUIVALENT OF  
16.5 FULL-TIME EMPLOYEES!

*Ipomoea leptotoma*  
**MORNING GLORY**  
This annual, native to Nacapule  
Canyon, provides a burst of color  
during the summer months.



520.742.6455 | TOHONOUCHUL.ORG  
TOHONO CHUL | 7366 N. PASEO DEL NORTE  
TUCSON, AZ, U.S.A. 85704

DETACH  
AND MAIL

### CONTRIBUTORS

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## INDIVIDUAL CONTRIBUTORS | JULY 1, 2013 – JUNE 30, 2014

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

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

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Wallace Research Foundation

### \$10,000 - \$24,999

Caremore Health System  
 Kautz Family Foundation  
 Lura Lovell Trust  
 Racy Associates, Inc.  
 Stanley Smith Horticultural Trust

### \$5,000 - \$9,999

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 Fidelity Charitable  
 Milton & Tamar Maltz Family Foundation

### \$1,000 - \$4,999

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 CBIZ, Inc.  
 Civano Nursery, Inc.  
 Desert Diamond Casinos & Entertainment  
 McCarthy Family Charitable Trust  
 Optimum Concrete, LLC.  
 The Dorothea's Donations Fund  
 Vanguard Charitable

### \$250 - \$499

Pfizer, Inc.



## MEMORIALS, HONORARIUMS, ESTATES & BEQUESTS

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

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#### \$10,000 - \$24,9000

Ms. Jean Bassett - in Memory of Keith Bassett

#### \$1,000 – \$4,999

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Mrs. Suzanne Friend - in Memory of Joe Friend

Mr. & Mrs. Carlton King - in Memory of Mary King

Mr. & Mrs. Charles Pettis - in Memory of Alice Herman

Mrs. Martha Pille - in Memory of Cara Pare

Mr. David Topping - in Memory of Darien Nordling

#### \$500 – \$999

Mr. & Mrs. Ralph Boeker - in Memory of Cara Pare

The Dorothea's Donations Fund - in Memory of  
Dorothea Edwards

#### \$250 – \$499

Mr. & Mrs. Gerry Hallowell - in Memory of Cara Pare

Ms. Carol Laesecke - in Memory of Keith Bassett

Mrs. Fran Stephens - in Memory of Keith Bassett

### HONORARIUMS

Dr. & Mrs. David Apple - in Honor of Nancy Gardner

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Mr. Reese Woodling - in Honor of Joan Donnelly

### ESTATES & BEQUESTS

Estate of Ann M. Horel

## MATCHING GIFT COMPANIES

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.

Chevron Humankind Matching Gift Program

Elsevier Foundation

ExxonMobil Foundation

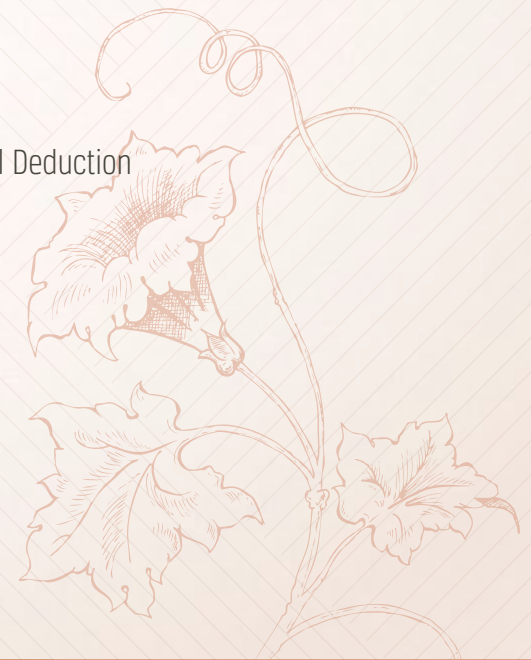
General Mills Foundation

IBM Matching Grants Program

Macy's/Bloomingdale's

Microsoft Matching Gifts Program

Raytheon Charitable Giving Through Payroll Deduction





# NOTEWORTHY

## Leadership



### COMMON GROUND

Celebrated first full year as part of the Town of Oro Valley and, with Visit Tucson, expanded our reach to a new audience of national and international visitors.



### COLLABORATION

Partnered with dozens of organizations on both sides of the US-Mexico border that represent science, community, conservation, arts, culture and education.



### GIVING

Supported the health and well-being of the community year-round and introduced new free and discounted benefits for active duty military and their families.

## Learning



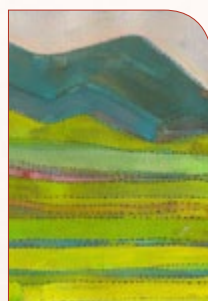
### EDUCATION

Created new learning experiences for all ages, including: butterfly tours, Desert Players library theater programs, a 4-part vegetable gardening class, and trips to Costa Rica, the Grand Canyon & Zion, and Santa Fe.



### RESEARCH

Propagated 10 new desert-adapted and cold-hardy plants for our grounds and for sale in the retail greenhouse. Continued research on desert palm oases in Sonora, Mexico.



### ARTS

Received two collections of regional Native American art. Premiered Botanical Blacksmiths and other sculpture exhibits along garden paths in addition to 24 gallery exhibits, 20 music and dance performances, and 5 craft art shows.

## Innovation



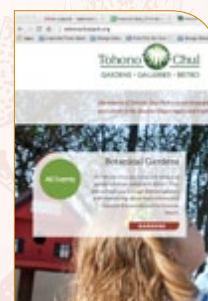
### SERVICES

Expanded Holiday Nights to 3 weekends and Garden Bistro seating within a hummingbird garden. Introduced more member welcome tours and free estate planning seminars.



### GROUNDS

Completed the Desert Palm Oasis and direct path; improved water conservation on grounds and in propagation through automated watering and achieved better plant survivorship by adding elevated plant "benches."



### AWARENESS

Launched a user-friendly web site designed in our new visual identity. Enjoyed record attendance at annual Bloom Night event with Bloom Watch web subscribers topping 13,000 worldwide.



#### MORE ABOUT TOHONO CHUL'S DESERT PALM OASIS

Just six hours south of Tucson, along the east coast of the Gulf of California, pockets of native fan palms nestle in isolated mountain canyons. Our Desert Palm Oasis is the world's only recreation of the tropical forest of one of these canyons — Cañón de Nacapule (pictured below) — located near the town of San Carlos, Sonora, Mexico.

IMAGE BELOW: © THOMAS WIEWANDT 2012

