



nature

art

culture

2012

JULY 1, 2011 – JUNE 30, 2012



ANNUAL REPORT



Tohono  Chul
GARDENS • GALLERIES • BISTRO

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MISSION



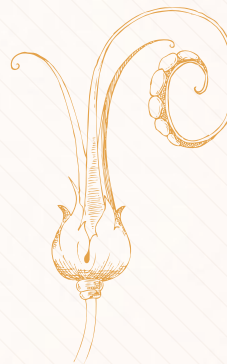
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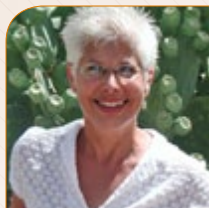


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From the Executive Director

Fiscal Year 2012 brought a number of changes to Tohono Chul—some unforeseen, some prepared for. All have made us stronger.

Early this year, we mourned the sudden passing of our friend and founder, Dick Wilson. He and his wife Jean shared a long and joyful life together based on doing good things for people and the environment. But as we mourned, we also celebrated the lives of this extraordinary couple who will always inspire us to uphold and advance their original dream, the legacy of this very special place.

Throughout the year, our Board, staff, volunteers and nationally recognized leaders in the fields of nature, art and culture, came together to build on the Wilson legacy and chart a course for our future. The result of this collaborative effort is a comprehensive Strategic Plan outlining guiding concepts, actions, and measures of success, and a Master Plan vision for our grounds. These Plans insure that the essential nature of our community treasure will never change, as they light the path ahead.

Thank you for your contributions this past year. Your support has helped make Tohono Chul a unique expression of Tucson's identity, and a destination for visitors worldwide. Thank you for being part of the Tohono Chul family now and for years to come.

Warm Regards,

A handwritten signature in dark ink, reading "Christine Conte". The signature is fluid and cursive, with a long, sweeping underline.

Christine Conte, Executive Director

Honoring Our Founder

Dick Wilson

November 26, 1930–August 2, 2011

Dick was a cherished friend, founder (along with his late wife, Jean) and long-time supporter of Tohono Chul. In keeping with the wishes of the Wilson family, we formally dedicated a new Geology Wall exhibit to his memory at our Annual Members' Reception and added his name to Jean's at the Summer Garden of the Sonoran Seasons Garden exhibit.



Dick Wilson at the dedication of the Sonoran Seasons Garden in 2009.

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 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

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 2012

ASSETS

cash and equivalents	\$617,876
investments	\$1,217,439
receivables	\$500
inventories	\$126,232
prepaid and other assets	\$15,346
pledges	\$4,708
property and equipment, net	\$5,520,393
Total Assets	\$7,502,494

LIABILITIES

accounts payable, trade	\$55,546
accrued liabilities	\$87,614
deposits	\$29,130
Total Liabilities	\$172,290

NET ASSETS

board designated	\$1,234,231
expended for property and equipment	\$5,520,393
undesignated	\$339,584
unrestricted net assets	\$7,094,208
temporarily restricted	\$235,996
Total Net Assets	\$7,330,204
Total Liabilities & Net Assets	\$7,502,494

ACTIVITIES STATEMENT 2012

REVENUES AND SUPPORT

UNEARNED INCOME (contributions)	
annual campaign	\$87,709
in-kind	\$96,641
other	\$82,262
bequests	\$0
memberships	\$225,891
net assets released from restriction	\$101,802

EARNED INCOME

admissions	\$144,565
education and events	\$100,153
rental income	\$208,297
investment income	-\$10,153
annual fund raising event	\$73,125
museum shop sales	\$402,866
plant sales	\$174,295
exhibit sales	\$16,242
education trip sales	\$9,751
other income	\$1,107

Total Revenues and Support **\$1,714,533**

EXPENSES AND LOSSES

FUNCTIONAL EXPENSES	
program expenses	\$1,707,681
management and general	\$80,973
fundraising expenses	\$192,287
Total Expenses	\$1,980,941
Change in net Operating Assets	(\$266,388)



FINANCIAL GRAPHS: REVENUE & EXPENSES

Education & Events

6%

Admissions

8%

Membership

13%

Rentals

12%

Other*

-1%

Revenue 2011

Contributions

26%

Retail Sales

35%

*Investment Returns

Fundraising Expenses

10%

Management & General

4%

Expenses 2012

Program Expenses

86%

SENIOR STAFF

Christine Conte, PhD
EXECUTIVE DIRECTOR

Jo Falls
DIRECTOR OF EDUCATION
AND VISITOR SERVICES

Deborah L. Jassem
DIRECTOR OF PHILANTHROPY

Lee Mason
DIRECTOR OF GENERAL SERVICES

Lisa Phillips
DIRECTOR OF FINANCE
AND HUMAN RESOURCES

Marcia Ring
DIRECTOR OF MARKETING
AND COMMUNICATIONS

Linda Wolfe
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Tim M. Struse

Mary Swiergol

do good

Please donate.

HERE IS MY GIFT TO TOHONO CHUL:

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

title | first name | last name

mailing address

phone | e-mail address

card number | exp. date

signature



A little visitor peeks out of a Children's Garden sculpture. Your donation makes these moments possible.

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

✂
DETACH
AND MAIL



thank you

We're here for you.

WE'VE BEEN MEMBERS FOR YEARS AND WE'VE NEVER SEEN THE GROUNDS LOOKING MORE SPECTACULAR! THANKS TO ALL WHO MAKE IT SO; OUR LITTLE JEWEL IN THE DESERT!
– MARY DeLAND

WE SALUTE OUR DEDICATED VOLUNTEERS. IN FY12 NEARLY 300 VOLUNTEERS CONTRIBUTED MORE THAN 40,000 HOURS—THE EQUIVALENT OF 19 FULL TIME EMPLOYEES!

Campylorhynchus brunneicapillus

CACTUS WREN

This is Arizona's state bird
and the largest wren in
North America.



520.742.6455 | tohonochulpark.org
Tohono Chul | 7366 N. Paseo del Norte
Tucson, AZ, U.S.A. 85704

CONTRIBUTORS

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INDIVIDUAL CONTRIBUTORS JULY 1, 2011 – JUNE 30, 2012

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

\$25,000 OR MORE

Mr. J. Michael Patrick & Ms. Chris Beck Patrick

\$10,000 – \$24,999

Mr. & Mrs. Richard Nyhan

\$5,000 – \$9,999

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Mrs. Melissa M. White

Mr. Bill Zucker & Ms. Michele C. Hacherl



DETACH
AND MAIL

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 Mr. & Mrs. Clifford Vogen
 Ms. F. Ann Walker
 Mr. Tom Witthoft & Ms. Ann Apprill
 Mrs. Anne Wolter
 Ms. Karen Wright

ORGANIZATION CONTRIBUTORS JULY 1, 2011 – JUNE 30, 2012

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

\$25,000 OR MORE

Wallace Research Foundation
 William And Mary Ross Foundation

\$10,000 – \$24,999

The Kautz Family Foundation
 The Vance Foundation

\$5,000 – \$9,999

Comcast

\$1,000 – \$4,999

Metro Water District
 Oracle Ridge Mining, LLC
 Blue Cross Blue Shield of Arizona
 Claire B. Norton Fund
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 The Northern Trust Company
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\$500 – \$999

Desert Diamond Casinos & Entertainment
 CBIZ Benefits and Insurance Services, Inc
 Glasmann Dudley Foundation
 Charles Schwab & Co.



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

Ms. Marji Ferguson

in Memory of Christopher Ferguson

Mr. Peter Keilbach

in Memory of Lois Keilbach

\$1,000 – \$4,999

Mr. & Mrs. Dan Park

in Memory of Alma H. Park

Mr. Michael P. Park

in Memory of Alma H. Park

Mr. & Mrs. Richard Park

in Memory of Alma H. Park

Ms. Almeda W. Weaver

in Memory of Bill Weaver

\$500 - \$999

Mr. Kenneth Cole & Mrs. Melinda Horst Cole

in Memory of Dick Wilson

\$250 - \$499

Ms. Karen Wright

in Memory of Carolyn Jackson

HONORARIUMS

Dr. Christine Conte

in Honor of Eda Conte

ESTATES & BEQUESTS

Wilson Family Trust

MATCHING GIFT COMPANIES

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

ExxonMobil Foundation

General Mills Foundation

IBM Matching Grants Program

Macy's Foundation

Pfizer, Inc.



— NOTEWORTHY —

Leadership



AWARDS

Won the National Association of Interpretation media award for the SIN AGUA Garden and a statewide

Web Site Competition. Swept Tucson Weekly's Best of Tucson Awards.



COLLABORATION

Partnered with Metro Water, Native Seeds/SEARCH, the AZ Sonoran Desert Museum, Chambers of Commerce, Simply Bits,

ComCast, Tucson Jazz Society, Ballet Tucson, Tucson Convention and Visitors Bureau and many more.



GIVING

Supported charities like Interfaith Community Southern Arizona Services Food Bank, Diaper Bank, and Tucson Area Marine

Moms through our Donor Days.

Learning



EDUCATION

Created a dynamic Geology Wall exhibit. Engaged 135,878 visitors of all ages and topped 10,000 worldwide through

our Bloom Watch web campaign.



RESEARCH

Conducted pollinator research revealing more than nine species of bats and a rare bird frequenting the gardens

after hours. Pursued development of four new plant hybrids.



ARTS

Premiered 13 gallery exhibits, expanded permanent collections and hosted more than 35 concerts, dance

performances and craft shows.

Innovation



SERVICES

Offered WiFi, yoga classes and massage. Added a new membership services database, expanded the plant

information database on our web site and republished Flowering Plants of Tohono Chul.



GROUNDS

Renovated Lomaki House, built a new propagation greenhouse, refurbished our retail greenhouse and introduced new map signage guides.



AWARENESS

Earned prominent local and national print and electronic media coverage reaching millions and designed a new logo

based on our iconic Queen of the Night blossom.



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Tucson, AZ 85704 U.S.A.

Echinopsis trichocereus "Flying Saucer" Hybrid
Photographed on Tohono Chul's grounds this spring, these trichocereus flowers strike visitors as otherworldly—startlingly oversized (up to nearly 8" in diameter) their color is surreal in its intensity.