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,

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.
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

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>cash and equivalents</td>
<td>$617,876</td>
</tr>
<tr>
<td>investments</td>
<td>$1,217,439</td>
</tr>
<tr>
<td>receivables</td>
<td>$500</td>
</tr>
<tr>
<td>inventories</td>
<td>$126,232</td>
</tr>
<tr>
<td>prepaid and other assets</td>
<td>$15,346</td>
</tr>
<tr>
<td>pledges</td>
<td>$4,708</td>
</tr>
<tr>
<td>property and equipment, net</td>
<td>$5,520,393</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$7,502,494</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>accounts payable, trade</td>
<td>$55,546</td>
</tr>
<tr>
<td>accrued liabilities</td>
<td>$87,614</td>
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<tr>
<td>deposits</td>
<td>$29,130</td>
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<tr>
<td>Total Liabilities</td>
<td>$172,290</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>board designated</td>
<td>$1,234,231</td>
</tr>
<tr>
<td>expended for property and equipment</td>
<td>$5,520,393</td>
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<tr>
<td>undesignated</td>
<td>$339,584</td>
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<tr>
<td>unrestricted net assets</td>
<td>$7,094,208</td>
</tr>
<tr>
<td>temporarily restricted</td>
<td>$235,996</td>
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<tr>
<td>Total Net Assets</td>
<td>$7,330,204</td>
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</table>

<table>
<thead>
<tr>
<th>Total Liabilities &amp; Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$7,502,494</td>
</tr>
</tbody>
</table>

### Activities Statement 2012

<table>
<thead>
<tr>
<th>REVENUES AND SUPPORT</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNEARNED INCOME (contributions)</td>
<td></td>
</tr>
<tr>
<td>annual campaign</td>
<td>$87,709</td>
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<tr>
<td>in-kind</td>
<td>$96,641</td>
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<tr>
<td>other</td>
<td>$82,262</td>
</tr>
<tr>
<td>bequests</td>
<td>$0</td>
</tr>
<tr>
<td>memberships</td>
<td>$225,891</td>
</tr>
<tr>
<td>net assets released from restriction</td>
<td>$101,802</td>
</tr>
<tr>
<td>EARNED INCOME</td>
<td></td>
</tr>
<tr>
<td>admissions</td>
<td>$144,565</td>
</tr>
<tr>
<td>education and events</td>
<td>$100,153</td>
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<tr>
<td>rental income</td>
<td>$208,297</td>
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<tr>
<td>investment income</td>
<td>-$10,153</td>
</tr>
<tr>
<td>annual fund raising event</td>
<td>$73,125</td>
</tr>
<tr>
<td>museum shop sales</td>
<td>$402,866</td>
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<tr>
<td>plant sales</td>
<td>$174,295</td>
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<tr>
<td>exhibit sales</td>
<td>$16,242</td>
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<tr>
<td>education trip sales</td>
<td>$9,751</td>
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<tr>
<td>other income</td>
<td>$1,107</td>
</tr>
<tr>
<td>Total Revenues and Support</td>
<td>$1,714,533</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES AND LOSSES</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUNCTIONAL EXPENSES</td>
<td></td>
</tr>
<tr>
<td>program expenses</td>
<td>$1,707,681</td>
</tr>
<tr>
<td>management and general</td>
<td>$80,973</td>
</tr>
<tr>
<td>fundraising expenses</td>
<td>$192,287</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$1,980,941</td>
</tr>
<tr>
<td>Change in net Operating Assets</td>
<td>($266,388)</td>
</tr>
</tbody>
</table>
Individual Contributors
July 1, 2010 – June 30, 2011

Revenue 2011

- Education & Events: 6%
- Admissions: 8%
- Membership: 13%
- Contributions: 26%
- Retail Sales: 35%
- Rentals: 12%
- Other*: -1%

Expenses 2012

- Program Expenses: 86%
- Management & General: 4%
- Fundraising Expenses: 10%

*Investment Returns

FINANCIAL GRAPH: REVENUE & EXPENSES
LEADERSHIP

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
Director of Retail

BOARD OF DIRECTORS
Mark G. Barmann
Jane Battaglia
Richard (Rick) Brusca, PhD
Patty Clymer
Darryl B. Dobras
John Douglas, FAIA
Charles (Chuck) W. Jonaitis
Annette M. Jones, CFP
Carlton King
Kelle Maslyn
Jim Pfafflin
Michael Racy
Bruce E. Seligmann, PhD
Tim M. Struse
Mary Swiergol

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

*Donations to Tohono Chul are tax-deductible to the fullest extent allowed by law, but are not membership dues.
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
Mr. & Mrs. David & Mrs. Isabelle Lamb
Ms. Betty Ojeda
Mr. & Mrs. Charles M. Pettis
Dr. Bruce Seligmann & Ms. Karen Junghans
Mr. Howard Waldstein & Ms. Julie Konigsberg

$1,000 – 4,999
Mr. & Mrs. Paul Baker
Ms. Maria Bartelt
Mr. & Mrs. John Douglas
Mrs. Elisabeth Dudley
Ms. Marji Ferguson
Mrs. Marian Graves
Ms. Elta A. Huebner
Mr. & Mrs. Chuck Jonaitis
Mr. & Mrs. Carlton King
Mr. Allan W. Percy
Mr. & Mrs. Dennis Ritchie
Mr. Michael M. Racy & Ms. Michal Glines
Ms. Jennifer Speers
Mrs. Kathryn Torrington
Mr. John Wahl & Ms. Mary L. Forier
Mrs. Almeda W. Weaver
Mrs. Melissa M. White
Mr. Bill Zucker & Ms. Michele C. Hacherl

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.
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
- ExxonMobil Foundation
- The Northern Trust Company
- Boeker Family Charitable Fund

**$500 – $999**
- Desert Diamond Casinos & Entertainment
- CBIZ Benefits and Insurance Services, Inc
- Glasmann Dudley Foundation
- Charles Schwab & Co.
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.
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 green house, 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.
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.