



nature

art

culture

# 2013

JULY 1, 2012 – JUNE 30, 2013



**ANNUAL  
REPORT**



Tohono  Chul  
GARDENS • GALLERIES • BISTRO



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## From the Executive Director

If we had to use one word to describe Fiscal Year 2013, it would be, “reach.” Both locally and globally, we expanded our reach, particularly by partnering with others.

### *Here are just a few highlights*

**ORO VALLEY** Tohono Chul officially joined Oro Valley affording us a number of opportunities including flexibility for street signage and improvements to the Northern Avenue roadway.

**ISKASHITAA REFUGEE NETWORK** We opened the grounds to groups from this grass-roots non-profit organization dedicated to helping rebuild refugee lives through partnerships in the Tucson community. Iskashitaa harvested mesquite pods, prickly pear fruit, quince and pomegranates which they turned into “a taste of Tohono Chul” jams, syrups and dressings offering for sale in our shops.

**THE P.A.U.S.E PROJECT** (Pollinators/Art/Urban Agriculture/Society/and the Environment) linked Tohono Chul with the St. Louis Zoo, the National Museums of Kenya in Nairobi, and 28 students (ages 17 - 22) in addressing a global issue—the worldwide decline of pollinators. Students explored pollinators and their habitats, sustainable gardening, and the construction of pollinator habitat sculptures.

With your support, Tohono Chul not only expanded its reach in the fiscal year, partnering with other organizations, but continued partnering with people—hundreds of individuals, one by one—expanding their experience of what’s possible, meaningful, and exciting.

With Gratitude and Warm Regards,

Christine Conte, Executive Director

## P.A.U.S.E. Project Connecting Youth to Nature, Art and Culture

*It helped me gain a whole new perspective on art and different options for life experience I never would have thought of. I love their (Nairobi) public art, their use of recycled materials and the ways they made "acceptable" public art with and interesting zingy style.*

— KELI BETH SMITH

*Meeting and interacting with the Nairobi students, I learned about each tribe's culture and how they all interact, their tribal rituals, and the changing role of women in their tribes.*

— CELESTE PATTERSON



Tucson, St. Louis  
and Nairobi and  
students meet in  
Kenya's Capital.



# 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 2013

### ASSETS

cash and cash equivalents	\$668,986
investments	\$1,132,464
receivables	\$16,217
inventories	\$120,041
prepaid and other assets	\$6,262
pledges	\$6,603
property and equipment, net	\$ 5,439,041
<b>Total Assets</b>	<b>\$7,389,615</b>

### LIABILITIES

accounts payable, trade	\$54,222
accrued payroll liabilities	\$99,625
deposits	\$36,977
<b>Total Liabilities</b>	<b>\$190,824</b>

### NET ASSETS

board designated	\$1,145,433
expended for property and equipment	\$5,439,041
undesignated	\$235,286
unrestricted net assets	\$6,819,760
temporarily restricted	\$379,031
<b>Total Net Assets</b>	<b>\$7,198,791</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 7,389,615</b>

## ACTIVITIES STATEMENT 2013

### REVENUES AND SUPPORT

#### UNEARNED INCOME (contributions)

contributions	\$220,824
in-kind	\$30,259
net assets released from restriction	\$223,572

#### EARNED INCOME

admissions	\$124,421
memberships	\$239,120
education	\$137,097
rental income	\$208,974
investment income	\$117,559
annual fundraising event	\$164,362
museum shop sales, net	\$375,927
plant sales, net	\$152,096
exhibit sales, net	\$22,705
grant revenue	\$27,202
other income	\$14,405

<b>Total Revenues and Support</b>	<b>\$2,058,524</b>
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### EXPENSES AND LOSSES

#### FUNCTIONAL EXPENSES

program expenses	\$1,496,464
management and general	\$439,671
fundraising	\$221,390

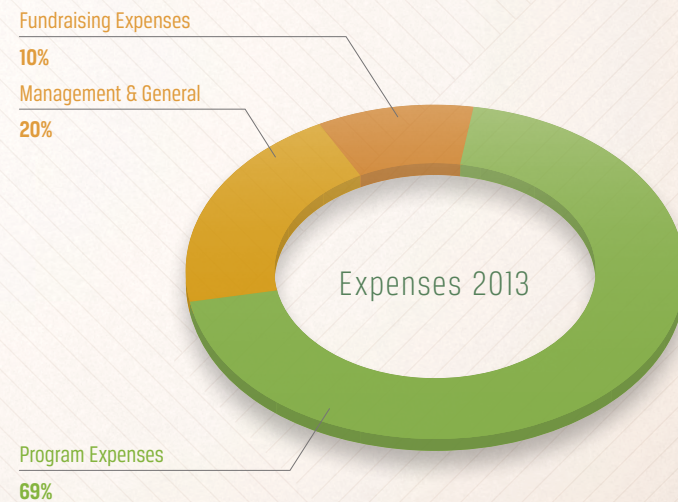
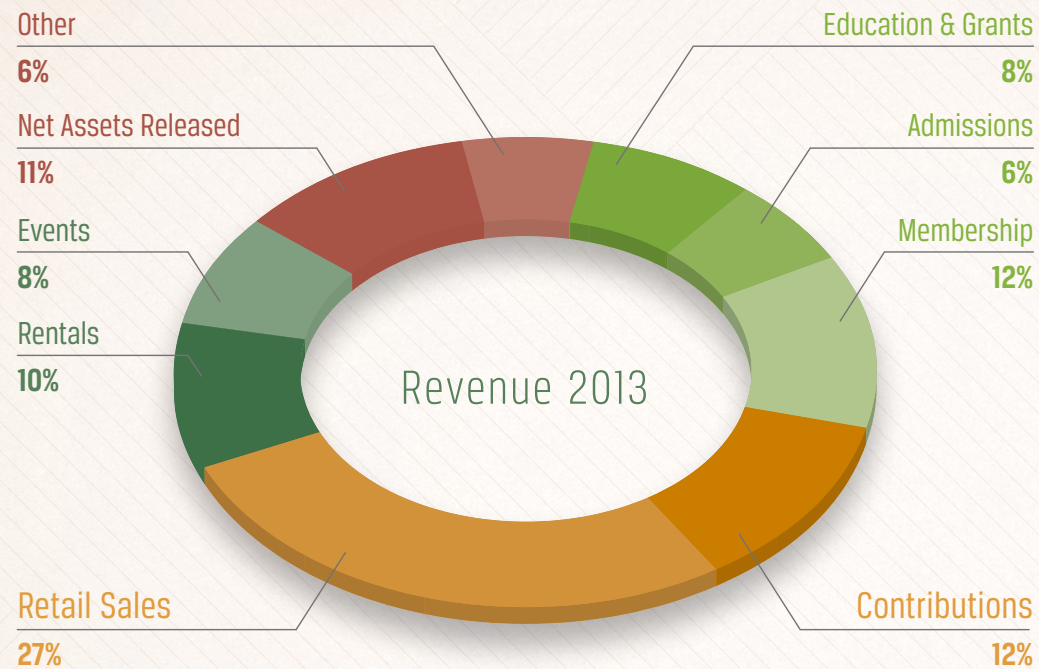
<b>Total Expenses</b>	<b>\$2,157,525</b>
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<b>Change in net Operating Assets</b>	<b>(\$99,001)</b>
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## FINANCIAL GRAPHS: REVENUE & EXPENSES





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It's your garden.

Please donate.

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

\_\_\_\_\_

title | first name | last name

\_\_\_\_\_

mailing address

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phone | e-mail address

\_\_\_\_\_

card number | ccv | exp. date

\_\_\_\_\_

signature



Members of the Iskashitaa Refugee Network learn about their new desert home. 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

## You help us grow.

HOLIDAY NIGHTS WAS ONE OF THOSE  
SPECIAL EXPERIENCES WE'LL LOOK BACK  
ON YEAR AFTER YEAR WHEN WE REMEMBER  
CHRISTMASES PAST.

— LINDA C.

WE SALUTE OUR DEDICATED VOLUNTEERS! IN  
FY13 OVER 300 VOLUNTEERS CONTRIBUTED  
NEARLY 35,000 HOURS—THE EQUIVALENT OF  
16 FULL TIME EMPLOYEES!

*Hymenocallis sonorensis*  
**SPIDER LILY**

This perennial, native to riparian  
areas of the Sonoran Desert,  
thrives on our grounds.



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

DETACH  
AND MAIL

### CONTRIBUTORS

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

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—

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Wallace Research Foundation  
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Kautz Family Foundation

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Mr. James Brooks – in Memory of Judith A. Brooks

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### ESTATES & BEQUESTS

Alberta Bickerdike

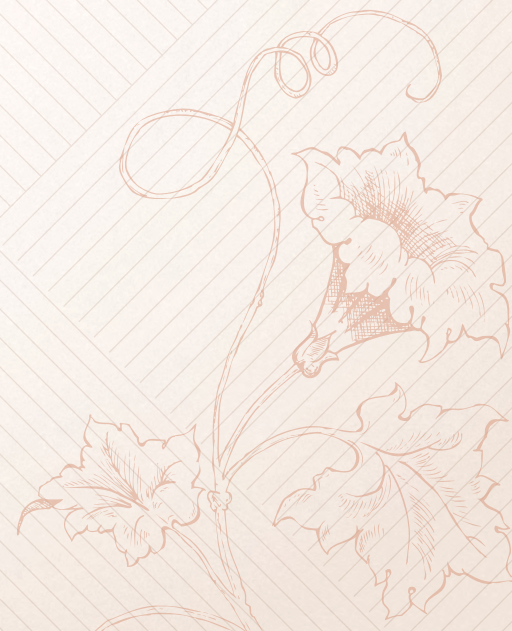
## MATCHING GIFT COMPANIES

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.

ExxonMobil Foundation

IBM Matching Grants Program

Raytheon Charitable Giving Through Payroll Deduction





# — NOTEWORTHY —

## Leadership



Northern Avenue roadway.

### COMMON GROUND

Joined the Town of Oro Valley opening up a number of distinct benefits including flexibility for street signage and improvements to the



St. Louis Zoo, Desert Survivors and co-hosted the American Public Gardens Association annual conference.

### COLLABORATION

Partnered with Arizona School for the Deaf and Blind, Udall Center's Parks In Focus youth program, National Museums of Kenya/Nairobi,



Wildlife Rehabilitation of NW Tucson and the Interfaith Community Services food bank.

### GIVING

Supported charities like Blue Star Museums program for active duty military families, Iskashitaa Refugee Network and, through our Donor Days,

## Learning



pollinators through the P.A.U.S.E. (Pollinators/Art/Urban Agriculture/Society/and the Environment) project.

### EDUCATION

Connected youth from Tucson, St. Louis and Nairobi, Kenya in addressing a global issue—the worldwide decline of



Tohono Chul's planned Desert Palm Oasis exhibit.

### RESEARCH

Ventured south of the border to San Carlos, Mexico and famed Nacapule Canyon to conduct research for



performances and craft art shows.

### ARTS

Premiered 12 gallery exhibitions, expanded youth programming and hosted more than 26 concerts, dance

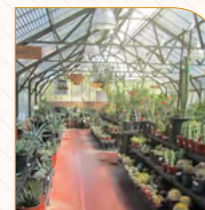
## Innovation



experience; and, linked with Oro Valley's door-to-door shuttle service for Oro Valley residents.

### SERVICES

Created a convenient, permanent membership card; expanded WiFi coverage; enhanced the Garden Bistro dining



offerings and developed plans for new gardens.

### GROUPS

Improved water conservation in the gardens with more automated watering, expanded the retail greenhouse area and



print and electronic media coverage reaching millions.

### AWARENESS

Created a comprehensive visual identity and brand awareness campaign for all public materials, earning prominent local and national





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Tohono Chul | 7366 N. Paseo del Norte  
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#### MESQUITE PODS

Traditional and nutritious, mesquite pods have been feeding people and wildlife for millennia. At Tohono Chul, mesquite pods are harvested by refugees from the Iskashitta Refugee Network and processed into meal for cutting edge flavors in contemporary southwest cooking.