



# 2016

JULY 1, 2015 – JUNE 30, 2016

Tohono  Chul  
GARDENS • GALLERIES • BISTRO

nature

art

culture



## ANNUAL REPORT





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## Your Gifts At Work

**This fiscal year (July 2015-June 2016), you helped make Tohono Chul the fulfillment of a beautiful vision!**

Dick and Jean Wilson steadfastly refused to sell their cherished home and nature oasis for development. They chose instead to give the gift of a lifetime—to you, to everyone.

At the formal dedication on April 19, 1985, Dick Wilson said: “We dedicate this park to those who come here, who, we hope, will not only admire and find comfort in the natural beauty of the area, but will achieve greater appreciation of the ways of conserving all our precious desert region and obtain a greater understanding of the people native to these areas.”

In just this past year, you’ve helped honor this vision by creating:

- a new garden showcasing the beauty and diversity of native and arid-adapted Penstemons
- a new stucco “face” and covered patio for the historic adobe that houses the art galleries
- stronger partnerships with other nonprofits to allow more kids and families to experience all Tohono Chul has to offer

**Your love for this place shows. Thanks to your gifts, and gifts from private foundations, Tohono Chul is flourishing—giving people the opportunity to learn, celebrate, connect and conserve.**

With Gratitude and Warm Regards,

Christine Conte, PhD  
Executive Director

## New Penstemon Garden

March 2016

Penstemons, sometimes called beardtongue, are a favorite of gardeners. Its 275 species were widely cultivated on both sides of the Atlantic ever since scientists first described them in 1748. As proponents of drought-tolerant and wildlife-friendly landscaping, we have dedicated an entire garden to one of the most visually and environmentally appealing genera viable in the Sonoran Desert, the Penstemon.



Penstemons attract hummingbirds with their long, tubular blossoms.

# 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 2016

| ASSETS                                    |                    |
|---|--------------------|
| cash and cash equivalents                 | \$1,603,833        |
| investments                               | \$1,039,764        |
| receivables                               | \$8,460            |
| inventories                               | \$130,501          |
| prepaid and other assets                  | \$18,996           |
| pledges                                   | \$(96)             |
| property and equipment, net               | \$4,983,476        |
| <b>Total Assets</b>                       | <b>\$7,784,934</b> |
| LIABILITIES                               |                    |
| accounts payable                          | \$75,261           |
| accrued payroll liabilities               | \$116,238          |
| deposits                                  | \$45,580           |
| <b>Total Liabilities</b>                  | <b>\$237,079</b>   |
| NET ASSETS                                |                    |
| board designated                          | \$1,019,482        |
| expended for property and equipment       | \$4,983,477        |
| undesignated                              | \$903,594          |
| temporarily restricted                    | \$621,020          |
| permanently restricted                    | \$20,282           |
| <b>Total Net Assets</b>                   | <b>\$7,547,855</b> |
| <b>Total Liabilities &amp; Net Assets</b> | <b>\$7,784,934</b> |

## ACTIVITIES STATEMENT FY 2016

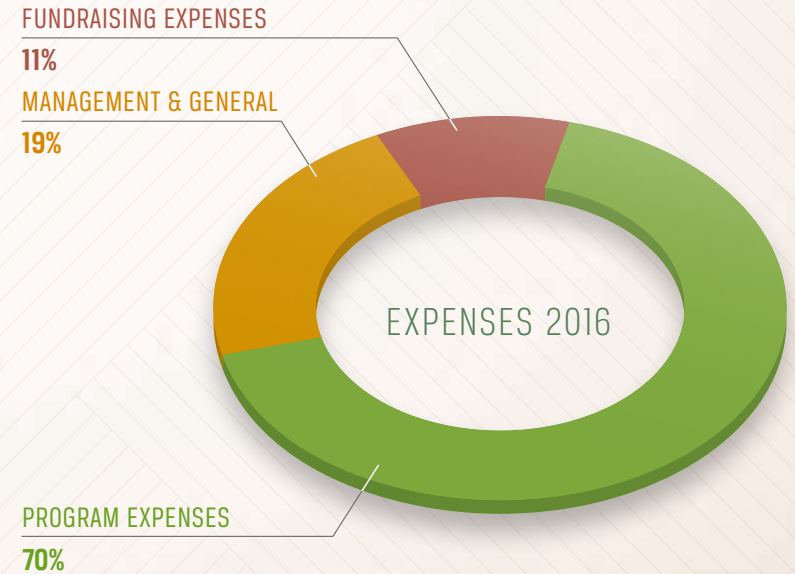
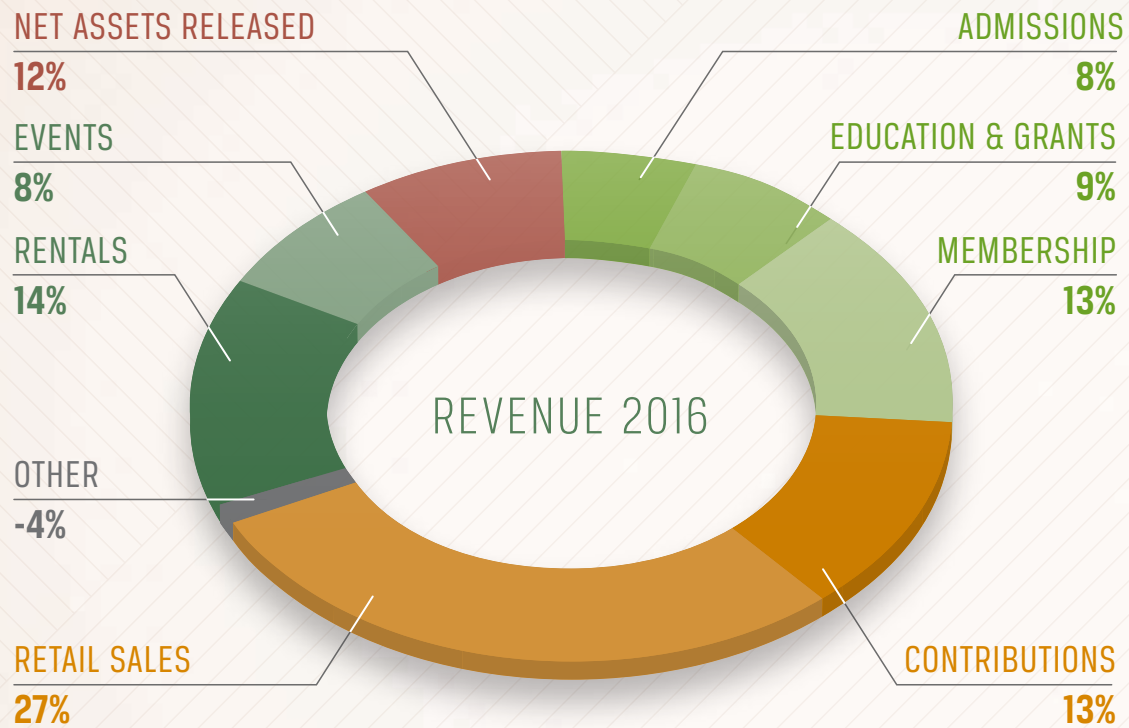
| REVENUES AND SUPPORT                 |                    |
|--------------------------------------|--------------------|
| UNEARNED INCOME (CONTRIBUTIONS)      |                    |
| contributions                        | \$233,249          |
| in-kind                              | \$46,279           |
| net assets released from restriction | \$271,984          |
| EARNED INCOME                        |                    |
| admissions                           | \$165,215          |
| memberships                          | \$280,775          |
| education                            | \$188,627          |
| rental income                        | \$295,876          |
| investment income                    | \$(48,460)         |
| annual fundraising event             | \$171,371          |
| museum shop sales, net               | \$434,597          |
| plant sales, net                     | \$130,721          |
| exhibit sales, net                   | \$28,690           |
| grant revenue                        | \$0                |
| other income                         | \$(7,724)          |
| <b>Total Revenues and Support</b>    | <b>\$2,191,200</b> |

| EXPENSES AND LOSSES                   |                    |
|---------------------------------------|--------------------|
| FUNCTIONAL EXPENSES                   |                    |
| program expenses                      | \$1,609,523        |
| management and general                | \$436,381          |
| fundraising                           | \$255,869          |
| <b>Total Expenses</b>                 | <b>\$2,301,773</b> |
| <b>Change in Net Operating Assets</b> | <b>\$(110,573)</b> |





## FINANCIAL GRAPHS: REVENUE & EXPENSES



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# It's your garden.

## Make your gift.

### 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 | email address

\_\_\_\_\_

card number | ccv | exp. date

\_\_\_\_\_

signature

LEADERSHIP

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Gifts 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 FY15. THIS IS THE EQUIVALENT OF  
16.5 FULL-TIME EMPLOYEES!

*Penstemon parryi*

### PARRY'S BEARDTONGUE

Penstemons are native and  
hardy and add bright bursts  
of color to any landscape.



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

DETACH  
AND MAIL

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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

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Guilford Fund  
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McKesson Specialty Health  
Nelson Survivors Trust

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

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Community Foundation of Southern Arizona  
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Tucson Pima Arts Council

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

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## MEMORIALS, HONORARIUMS, ESTATES & BEQUESTS

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Mr. and Mrs. James McKenzie - in Memory of Georgia Ellsworth Yost

#### \$1,000 – \$4,999

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Ms. Marge Ryan - In Honor of John and Sue Ryan's 50th Anniversary  
Mr. Ben Lease Smith - in Honor of Paul Busse the Volunteer

### ESTATES & BEQUESTS

Estate of Patricia Ruth Johnson

## MATCHING GIFT COMPANIES

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

ExxonMobil Foundation

IBM Matching Grants Program

JP Morgan Chase Foundation



# NOTEWORTHY

## Leadership



### COMMON GROUND

Oro Valley Chamber of Commerce named Dr. Christine Conte Community Leader of the Year: "Oro Valley benefits from the important work of this voice for conservation of the Sonoran Desert."



### COLLABORATION

Joined Act One's Culture Pass program to provide low- and middle-income Pima County Library users with free admission. Over 300 Moms and Tots engaged in special library enrichment programs.



### GIVING

Shared value of volunteer programs in community roundtable at Splendido, partnered with CareMore to honor seniors and their contributions and worked with Southwest Monarch Study to plant a memorial butterfly garden in honor of the victims of January 8.

## Learning



### EDUCATION

Featured the Old Pueblo in lectures and walking tours of Tucson's historic districts, & traveled both sides of the border from the White Mountains of Arizona to the Sierra de la Giganta of Baja.



### RESEARCH

Continued use of GPS mapping to pinpoint Queen of the Night collection and trained volunteers to monitor monarch migration. Revitalized the use of the Permanent Collection by selecting, docents and volunteers as guest curators.



### ARTS

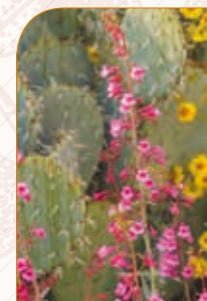
Ten new exhibits ran the gamut from the desert skies and the birds that inhabit them to celebrations of the seasons of the saguaro and Día de los Muertos.

## Innovation



### SERVICES

Android version added to existing iPhone app to make digital navigation of Tohono Chul even more accessible.



### GROUNDS

Opened a garden devoted to the genus Penstemon, and generous members provided funds to fix a leaky roof covering La Fuente Museum Shop and successfully "married" wooden walls to plaster on exterior of 75+ year-old Exhibit House.



### AWARENESS

First batch of new, uniform plant labels installed in Desert Palm Oasis with additional labels being readied for Sonoran Seasons and Succulent Gardens and Entry Path plantings. Garden Bistro wins Best of Taste of Oro Valley.



#### MORE ABOUT PENSTEMONS

In the Sonoran Desert, native penstemons are also the favorite of hummingbirds and have evolved to appeal to their sensibilities. Long, tubular flowers are made to fit a hummingbird's long beak and tongue, and coincidentally, the flowers come in a range of hummingbird-approved colors—just so long as it is red!

