



Thriving in a Year of Growth



McDowell Sonoran Conservancy
2010-2011 Annual Report

Service Through Innovation

This has been a remarkably successful year for MSC, evidenced by new programs and notable progress in existing ones. In this difficult economic climate, we found innovative, new approaches to provide exemplary service to the Preserve and the community. Through a reorganized volunteer program, a unique, volunteer-led scientific inventory of the Preserve's plants and animals, and partnerships with experts in many fields, we found efficient ways to get more done.

In January 2011, we paused to celebrate our 20th year as an organization and look back on all that we've accomplished. Considering our start – a handful of people around a table at the Mustang Library, hoping to figure out a way to protect the McDowell Mountains – what's been done is impressive. A Preserve of more than 17,000 acres and growing, hundreds of volunteer stewards and thousands of donors have created a natural asset unique in America.

A more sophisticated volunteer program emerged after a year of work, organized around 11 key programs led by a core leadership team. Our innovative approach to volunteer management, following national volunteer management models, allows us to provide the highest stan-

dards of training and continuing education. This ensures highly engaged and educated citizen volunteers, and this year attracted 85 new stewards to volunteer their time and expertise to our efforts.

City of Scottsdale land purchases increased the size of the Preserve by more than 10%, and the output of our volunteer stewards expanded with it. Stewards put in thousands of hours patrolling trails. Volunteer construction and maintenance crews trimmed vegetation and repaired damage along 35 miles covering 16 trails, plus conducted more than 40 work projects helping to repair and re-vegetate damaged areas. Pathfinders extended their hours to be present every day at the Gateway trailhead during the hiking season, and

Program Highlights

Conservation

🌱 MSC accepted responsibility to patrol and protect acres and trails acquired in 2010 in the northern section of the Preserve around the historic Brown's Ranch. Our response included a revamped patrol

program, increasing equestrian and bike patrols to cover more acreage per patrol, automating patrol reporting via a technologically advanced, secure website to ensure all trails are covered monthly, and a commitment to responsiveness ensuring that wildfires and storms will not impact the Preserve.

🌱 We combined the need for teens to get outdoors and the popularity of "going green" to create an effective community service program. Our results? An increase of 40% in community service projects resulted in double the number of contributed hours and the number of acres we restored.



Connection



🌱 MSC Nature Guides hosted thousands in the Preserve this year, including 120 students from the Lattie Coor Elementary 4th grade class through a partnership with ASU's

Philanthropy and Nonprofit Innovation. When surveyed prior to their visit, these students knew little about the desert. After two hours with MSC Nature Guides, more than 75% of the students could identify desert plants by name.

🌱 A role model for barrier-free experiences, the Gateway trailhead was open for its second full year providing opportunity for MSC Pathfinders to speak with more than 30,000 people, ensuring these visitors were well-informed and had a safe, enjoyable experience.

🌱 Through an unprecedented 85 free, public, guided hikes offered this year, MSC Hike Leaders shared the most up-to-date information about what visitors can find in the Preserve, encouraging more people to embrace the Preserve and deepen their commitment to its protection. As a result, self-guided exploration has increased, with 269,024 visitors in the Preserve last year.

four days a week at Lost Dog and Sunrise trailheads.

In this annual report, we have highlighted some of the ways the McDowell Sonoran Conservancy strengthens the protection of the Preserve and benefits the community. Our Board, staff, volunteers and partners work together to share ideas and expertise, inspire each other, build public support and find better ways to be good Preserve stewards. We are happy you are a part of our efforts.

Thank you for your friendship and support.



Oliver Smith
Chairman

Mike Nolan
Executive Director

Collaboration

Thanks to funding provided by the Nina Mason Pulliam Charitable Trust, we launched the first-ever systematic biological inventory of the McDowell Sonoran Preserve, a three-year project aimed at helping us better understand the ecology and natural communities we protect. Scientists working with teams of trained volunteers and student interns made great progress in identifying and recording the plants and animals found there.



Expect a new look for MSC in 2011 after months of work led by our Board's Marketing Committee and with the help of community marketing experts. They created a formal marketing plan and brand for MSC to ensure the community understands who we are and what we do. We know that once the community embraces the Preserve, they will join our efforts to protect it.

Financial Statements

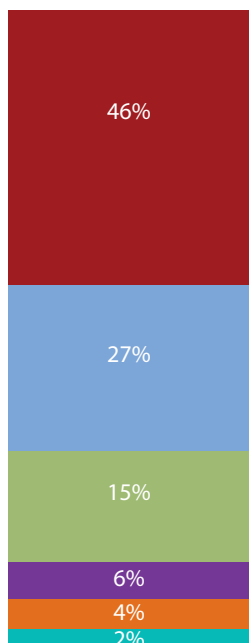
For year ended June 30, 2011*

Statement of Financial Position

Assets	June 2011	June 2010
Cash	\$356,381	\$310,175
Receivables	\$54,654	\$117,738
Other Current Assets	\$23,449	\$9,696
Fixed	\$418,161	\$433,926
Other Assets	\$187,629	\$133,339
Total Assets	\$1,040,274	\$1,004,874

Liabilities and Net Assets

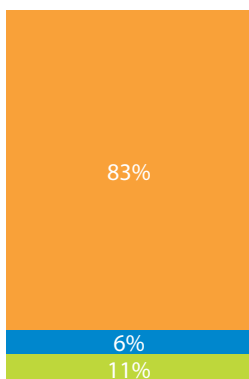
Total Liabilities	\$10,304	\$8,662
Total Net Assets	\$1,029,970	\$996,212
Total Liabilities and Net Assets	\$1,040,274	\$1,004,874



Statement of Activities

Revenue and Support

Contributed Service	\$570,966	(46%)
Cash and Pledges	\$334,008	(27%)
Contributed Property	\$183,994	(15%)
In kind Donations	\$70,775	(6%)
Program Revenue	\$59,936	(4%)
Investments	\$26,904	(2%)
Total Revenue	\$1,246,583	



Expenses

Program Expenses	\$1,010,006	(83%)
Fundraising Expenses	\$67,967	(6%)
General Expenses	\$136,845	(11%)
Total Expenses	\$1,214,818	

*Unaudited

We gratefully acknowledge our supporters

(Gifts and pledges received July 1, 2010 through June 30, 2011)

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(Gifts of \$1,500+ and Lifetime Members)

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(Planned gifts, gifts of land and stock gifts)

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(\$100-\$249)

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Hiker Circle

(\$1-\$99)

Although too numerous to list, we thank each one of the generous members of the Hiker Circle!