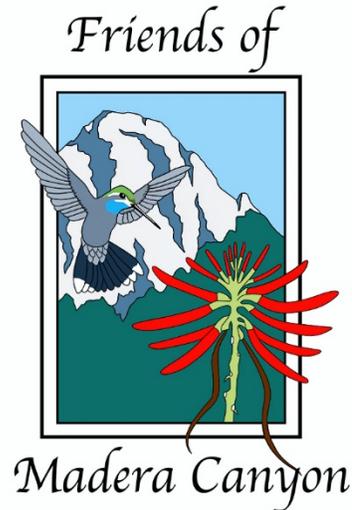


# ANNUAL MEETING REPORT

January 17, 2015



## Highlights

2014 has been an interesting and generally positive year for Friends of Madera Canyon. We are now in our 28<sup>th</sup> year and still going strong despite ongoing economic hardships and changing demographic in the Green Valley area. The turnover in board composition with five new members has allowed us to add some new talents and strength to our board. We had previously identified the need to expand the general membership and gain some new members from the Quail Creek and Sahuararita areas. Our efforts are showing some good results. We had two successful education series events at Madera Clubhouse in Quail Creek this past fall: one on the history of Madera Canyon given by Jim Woodward, and one on the geology of Madera Canyon with Richard Conway. Another series of talks is being planned there for this spring and fall.

We have participated with the Coronado Forest staff leadership in several conferences to explore ways to improve community partnerships such as the one we have with the Forest Service. The Forest Service recognizes the importance of organizations such as ours to help them with their mission to provide a quality experience in our forest lands and parks. We have been asked by the Coronado Forest Service to help in the planning of re-vegetation and restoration of the areas around where the new bridges are being replaced in the Canyon. We are able to carry out extensive adult and children's education programs that help all to realize the importance of learning about conservation and ecological systems through our various educational activities. In addition to this we continue to give Scholarships to four deserving students in college courses that are related to the natural sciences and conservation. We could not carry out some of these important programs without the members who volunteer and who renew memberships each year and make additional donations. We have also been successful in receiving some grants again from the Country Fair White Elephant and the Greater Green

Valley Community Foundation. The grants this year will go towards our education programs and to help cover the costs of all the printed materials that we hand out in the Canyon as well as in various tourism venues in southern Arizona. We have also collaborated with several organizations that promote tourism in the Canoa Valley which we hope will result in expanding interest in Madera Canyon for the public seeking outdoor recreational experiences. Of course we continue our strong relationship with the Green Valley Hiking Club who provide a great deal of help with the heavier aspects of trail clearing and maintenance in the Canyon. Several of their members are helping us with the popular "Music in the Canyon" series again this spring. We also continue collaboration with other organizations such as the Coalition for Sonoran Desert Protection, Save the Scenic Santa Ritas, the Center for Biological Diversity, and the Greater Green Valley Community Foundation. We have continued to do tabling activities for most special event days in the area such as the Farmers Market, The Pecan Festival and the Quail Creek Business Expo. As you can see we continue to reach out into the community.

### **Education Activities Report**

2014 was another active year for the Friends of Madera Canyon Education Program. There were eight 4<sup>th</sup> grade canyon nature walks in the spring and fall with 280 students participating from six area schools (Continental, Great Expectations, Sopori, San Cayetano, Mt. View and Desert Christian); including five pre-walk presentations at the schools. Our flagship program has now brought approximately 10,000 students to Madera Canyon since 1988. There are 22 active docents, with 5 additional docents currently sidelined with injury/illness. 120 4<sup>th</sup> grade students from Anza Trail Elementary School in Sahuarita participated in the Traveling Nature Education Program (4 classes/1 TNEP presentation each).

Education Director, Doug Moore, lead eight FoMC member, docent and community nature walks in the canyon (2 more proposed for Sept. cancelled by adverse weather); additionally, two annual nature walks for partner organizations (Tucson Audubon & AZ Native Plant Society) and one for Iowa State University biology graduate students. There were also two successful Bug Nights (UV black-lighting for nocturnal arthropods) this past summer in the canyon (White House Picnic Area & Chuparosa B&B).

Doug presented eight Madera Canyon nature programs to the community and various organizations in 2014. He wrote three "Canyon Notes" articles for the Green Valley News and composed two letters to the USFS on behalf of the FoMC on conservation matters (protected status for Madera Canyon & grazing as a fire reduction tool). Doug also helped plan and taught in the Santa Rita Experimental Range Teacher's Workshop and taught a four-week "Nature of Madera Canyon" OLLI course in March. He also participated in the PBS "Arizona Illustrated" filming in the canyon, the Canoa Leadership Tour (both with FoMC Pres. Tom Purdon), the USFS/partners meeting on Madera Canyon Bridges Rehab/Reveg Project and the Madera Canyon Audubon Christmas Bird Count.

Finally, the FoMC Education Program sponsored and supervised the annual Madera Canyon International Migratory Bird Day in May. Doug and/or FoMC members/docents participated in and provided nature education/conservation materials for the Santa Cruz Valley Heritage & Nature Festival, Pena Blanca Festival, Buenos Aires NWR Grasslands Festival, Tucson Earth Day and the Sahuarita Pecan Festival. Thanks to Tom Purdon, Jim Woodward, Louise Gibbeson and all the FoMC docents and volunteers that participated and helped make 2014 a success!- Doug Moore

## **Volunteer Numbers**

We are required to report our estimated hours of volunteer work and miles driven in our work on behalf of the USFS and the Friends of Madera Canyon. These reports are due in the month of October. As of October 2014 we reported the following:

Miles Driven 2014	24, 912	Miles Driven 2013	23,759
Hours Worked 2014	2543	Hours worked 2013	2848
Cars Counted 2014	106, 867	Cars Counted 2013	96,652

The multiplier of average 2.5 people per car gives a total of 267,166 visitors in 2014. These are best estimates from our car counter (which the free-range cows take out on occasion, so it has been moved up the road past the cattle guard) and the counts done by VIS volunteers. We know that some people come up to Proctor, stay there and then go back down and may not be counted. These are still impressive numbers and we also know that Mother's Day and Easter Sunday are two of our very busiest days, at least at the picnic grounds and easier trails. Please be sure that you or your group leader is reporting your numbers to Judy Thoreson. The Volunteer Appreciation Breakfast will be held at La Posada on Saturday March 28<sup>th</sup>. Watch for further information. Our Volunteer of the Year Award will be announced at that time. We sincerely thank our volunteers for all of the work that they do. You are truly dedicated folks!

## **Membership Numbers**

Total paid members as of December 31, 2014, are 487. The number last year was 475. We have about 100 members who have not yet renewed for 2015. There are 29 members who have not renewed since 2013 who will be removed from our data base on March 31, 2015, if they do not renew. There were 38 members in 2012 who were removed. As most of you know, our organization is dependent on membership dues and the small grants that we get each year to carry out our work and cover our expenses. Therefore it is crucial that everyone renew. Life members are urged to make a donation to our general fund or our education fund when you get the annual Dues and Fundraising letter each fall. We appreciate this very much. You can also make a donation online at any time by going to our website: [www.friendsofmaderacanyon.org](http://www.friendsofmaderacanyon.org)., or send a check to Friends of Madera Canyon, PO Box 1203, Green Valley, AZ, 85622-1203. We are a 501-c-3 and your donations are tax deductible. THANK YOU!

## **Other Fundraising**

Once again this past year we were fortunate to receive two grants; one from the Greater Green Valley Community Foundation and one from the Country Fair White Elephant. We are most appreciative of receiving these. They are going towards our Educational Programs for the fourth grades school children, including our Traveling Nature Educational Program (TNEP), and to offset our printing costs for many of the many hiking and nature brochures that we supply to the public to enhance the experiences in Madera Canyon.

We are starting to plan the popular "Music in the Canyon" series once again in March & April, probably 3/29, 4/12, 4/19 and 4/26. We will have another talk at Quail Creek Madera Clubhouse on March 2, 2015, at 7 pm, on the "Birds of Madera Canyon".

This year we are having a very special event, a fundraiser, on January 24, 2015 at the Madera Clubhouse in Quail Creek, starting at 5:30 pm. There will be a silent auction, classical guitar music, food and a slide show of nature photography by the late Tom Vezo. We will also have a short presentation by Randy Serraglio of the Center for Biological Diversity on the "Endangered Species of the Santa Ritas". This should be an outstanding event, and we are hoping for a good attendance.

## **Financial**

Our financial affairs are in good order and a report will be given by our treasurer, Anne Rendon. As reported last year, we maintain two checking accounts at Compass Bank, one for operations, and one for the Pay Pal accounts associated with our website purchases. In addition, we have two accounts under the umbrella of the Greater Green Valley Community Foundation and managed by Wells Fargo Investments. One of these is the restricted Gode/ Scholarship and Interpretive Nature Trails account. We take earned proceeds from that account to pay the scholarship grants we have given. The ending balance in this account as of Dec. 31, 2014 was \$116, 505.85. The other account with the GGVCF accounts is a general reserve account. The balance of that account on Dec. 31, 2014 was \$104,190. 43, a gain of \$2,852.42 for the year. We took funds earned in that account in 2013 in early 2014 to supplement our operating expenses. Other numbers of interest for 2014 are:

General Donations: \$6,078.28	Educational Donations: \$2,237.75
New Memberships: \$2,720.00	Renewal Memberships: \$ 12,245.00
Fund Raisers (after expenses): \$5,367.58	Merchandise Sales: \$3,134.72
Total Income: \$45,647.93	Total Expenses: \$53,572.94

Net loss for operations 2014 ~ \$8 K (approximate), does not include draws from general reserves as noted above to supplement operations accounts.

As reported last year, we had an outside accountant review and make recommendations for our financial procedures and accounting. Another review is planned for later this year.

## **DECEMBER BOARD ELECTIONS**

Ronald Brill was elected as a new member for a three year term (2017)

Judy Maury and Tom Purdon were elected for another three year term (2017)

Board Officers for 2015: Tom Purdon- President, Jim Woodward-Vice-President,

Dita Hagan- secretary, Anne Rendon- Treasurer

Members: David Babson- Marketing, Carole DeRivera- Fundraising, Judy Maury-

Operations, Judy Thoreson – Data and Hours, Rozanne Roman- Handicapped Trails

Ronald Brill – Strategic Planning

TFP

*Conservation Through Education*

