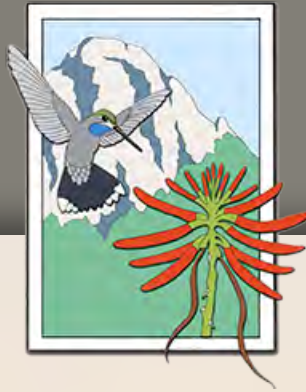


# Annual Report 2020



## Friends of Madera Canyon

**To serve as stewards of Madera Canyon and to keep it  
open for the enjoyment and education of visitors**



# Friends of Madera Canyon

## Madera Canyon

Located 30 miles south of Tucson, Madera Canyon is gateway to the 25,000-acre Mount Wrightson Wilderness Area in the Santa Rita Mountains, one of southeast Arizona's sky islands rising over 9,000-feet above the surrounding Sonoran Desert. The area is one of the most biodiverse regions in the United States, home to nine threatened and endangered species and one of America's prime birding areas.



Mt. Wrightson & Madera Canyon

photo - Richard Olsenius

## The Friends of Madera Canyon

For 34 years the Friends of Madera Canyon have worked to sustain the natural resources of Madera Canyon while enhancing public understanding of its flora, fauna, geology and history. Thousands of school children have been naturalists-for-a-day and now students can access expanded classroom materials virtually. The Friends continue to assist in trail and habitat restoration and support the infrastructure needed to keep this beautiful resource available to over a quarter of a million visitors each year.

## Our Mission

- To maintain reasonable access to the Canyon.
- To serve as a steward for the Canyon, its animal and plant life, and its overall ecosystem.
- To offer programs of public education concerning the history and ecology of the Canyon.

Friends of Madera Canyon  
P. O. Box 1203  
Green Valley, AZ 85622

[www.friendsofmaderacanyon.org](http://www.friendsofmaderacanyon.org)



# Annual Report Index

<b>Letter From the President</b>	<b>04</b>
<b>A Year of Reimagining</b>	<b>05</b>
<b>Celebrating The Canyon</b>	<b>06</b>
<b>Recreation / Stewardship</b>	<b>07</b>
<b>Conservation / Education</b>	<b>08</b>
<b>Budget / Financial</b>	<b>11</b>
<b>Board of Directors</b>	<b>12</b>
<b>Donors, Grantors &amp; Partners</b>	<b>13</b>
<b>Volunteers &amp; Members</b>	<b>14</b>
<b>US Forest Service</b>	<b>15</b>
<b>Honor &amp; Remembrance</b>	<b>16</b>



photo - Doug Moore

Elegant Trogon



# Welcome



JOHN TITRE (AS SMOKEY), RUSTY LOMBARDO

## “We couldn’t be successful without you”

34 years of hard work and team playing has helped preserve a most precious resource...Madera Canyon.

Welcome to the first online annual report of Friends of Madera Canyon. We want to share our accomplishments from 2020, certainly one of the most challenging years for all of us.

COVID 19 restrictions forced us to re-think our traditional programs and encouraged us to grow in new and exciting ways. Here is our story for the year.

We want to thank our 64 volunteers who contributed thousands of hours of service in the Canyon. We couldn’t be successful without you. And to our members, donors and grantors, we greatly appreciate your support over the past year and hope you will continue to support us as stewards of Madera Canyon working to keep it open for the enjoyment and education of all visitors.

*Rusty Lombardo*

President, Board of Directors

# A Year of Reimagining

by Rusty Lombardo

---

**F**or Friends of Madera Canyon, 2020 was a year of reimagining our work and our mission.

While COVID restrictions forced us to cancel the popular springtime Music in the Canyon concerts, we forged a partnership with Historic Canoa Ranch to host “Music Near the Canyon” in a bigger venue for social distancing.

With schools closing and students transitioning to online classes, our popular fourth grade Canyon field trips were cancelled as well as our public lectures. Unable to bring kids to the Canyon, Education Director Doug Moore, explored ways to bring the Canyon to the kids through virtual technology. His new Virtual Learning Project caught the attention of the US Forest Service and the Conservation Forum and may lead to additional collaborative efforts.

**O**ur commitment to Conservation through Education continued with our \$2,500 scholarship to

graduating senior Issac Valenzuela from Nogales High School. We had so many worthy candidates that for 2021 the award was increased to \$5,000 total and can be awarded to multiple recipients.

**A**s COVID restrictions continued to confine people, Madera Canyon saw record numbers of visitors. Nearly 91,000 more people visited in 2020 than in 2019. It's a reminder that along with natural beauty, Madera Canyon provides important social benefits to southern Arizona communities.

All that attention to the Canyon resulted in some over-used eroded trails and destroyed habitat.

**B**ut the Friends sought funding to provide the required private sector match needed to release Forest Service funding for restoring trails and adjoining habitat at the Super and Old Baldy trailheads. Grants from Vulcan Materials Company Foundation, Freeport-McMoRan Sierrita Operations, Greater Green Valley Community Foundation and

Country Fair White Elephant will allow us to rehabilitate these trails and the adjacent habitat in 2021.

As part of our commitment to sustaining Madera Canyon for future generations, we have filed a Protection Initiative with the USFS to give Madera Canyon special status.

Scientists have observed a decline in insects over the last few years which impacts birds, reptiles and animal populations.

**T**he protection would provide time to study in-depth what is contributing to the species decline and develop ways to mitigate it.

Now we look forward to a new year continuing our work and our commitment to serving as stewards of Madera Canyon and keeping it open for the enjoyment and education of visitors.



# Celebrating The Canyon

## Music Near the Canyon

**M**usic in the Canyon is one of the main fundraising events to support the education programs of Friends of Madera Canyon. The concert series blends the beauty of the Canyon with the talents of local jazz, blues, brass and Indian flute musicians. Typically held under the ramada near the Proctor Trail parking lot, each concert attracts 80 people and the series sells out within a day of posting on the website.

Due to COVID restrictions in 2020, the spring event was moved to fall and the audience was reduced to 40 people. But in order to meet social distancing guidelines, the Friends needed a new venue. We found our partner in Pima County's Historic Canoa Ranch. The ranch has been an important part of Santa Cruz Valley history. With a large outdoor area overlooking the Santa Rita Mountains, the popular concert series again sold out, as Music in the Canyon became *Music Near the Canyon!*



photo - Rusty Lombardo

Music Near the Canyon Concert

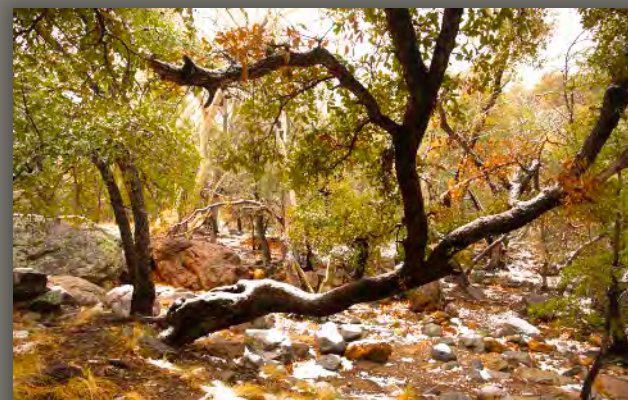
## Bud Gode Interpretive Trail

**T**he year 2020 saw additional capital improvements made to the wheelchair-accessible Proctor Trail, also named the Bud Gode Interpretive Trail. Benches were added along the trail and the Amphitheater area was upgraded with new benches and an outdoor screen for public presentations.



photo -John Titre

Bud Gode Interpretive Trail.



Richard Olsenius

# Enhancing Recreation Through Stewardship

## Trail and Habitat Restoration



photo -John Titre

Habitat restoration

The perfect storm of COVID and the Bighorn fire resulted in record attendance in Madera Canyon in late spring and early summer of 2020. We counted 1,000 cars per day on weekends, making parking a challenge. It was not surprising to find erosion and trampled habitat along the popular Super and Old Baldy Trailheads. Addressing such erosion before it undermines the entire trail structure is critical.

So Friends of Madera Canyon sought funding from corporate and community foundations to provide the \$15,000 in non-federal funds required to release \$29,350 in Forest Service funding to rehabilitate the trail and habitat. The total project cost will be over \$44,000 and represents a significant commitment on the part of all partners to sustain the Canyon resources for future

generations. We couldn't have done this without strong partners who saw the value of Madera Canyon to southern Arizona communities. A special thank you goes to Freeport-McMoRan Sierrita Operations, Vulcan Materials Company Foundation, Greater Green Valley Community Foundation and Country Fair White Elephant.

## Protection Initiative

In 2020, the Friends of Madera Canyon formed a committee to evaluate the overall health of the Canyon specific to its flora and fauna. Observations have determined that there has been a noticeable reduction in insects over the past several years. This represents a potential weakening of the Canyon's biodiversity as insects are important to bird, reptile and animal populations.

The Friends have filed a petition outlining our concerns to the Forest Service. We are hoping the Service will add Madera Canyon to the list of other areas in the Coronado National Forest that have been granted similar protections. This would give us time to study what is causing the decline and provide guidance on ways to reduce it. The proposal is currently being reviewed by the Coronado National Forest biologist.



photo -Doug Moore

Queen Butterfly

## Canyon Clean-Up Crew

Friends of Madera Canyon volunteers on the Monday Canyon Clean-up crew spent over 400 hours cleaning up picnic sites and adjoining areas throughout the Canyon to keep things looking good. These services were especially welcome because of record numbers of 2020 visitors.



# Conservation Through Education

## The Virtual Learning Project

For over 30 years, the Friends of Madera Canyon have used the Canyon as a showcase for school children to learn about and immerse themselves in the wonders of the natural world. Trained docents helped to turn students into “field naturalists” who explored



FOMC

Doug Moore with Brownies at a pre-COVID field trip.



Education Director Doug Moore at the Bud Gode Trail.

the Canyon’s flora and fauna, wildlife, history and geology.

For many this was their first experience exploring a natural setting and the hope is that in learning to value the Canyon, they will

learn to value other places of beauty in the years ahead.

In 2020, COVID-19 cancelled all in-person school field trips. So Education Director Doug Moore wondered if school children couldn’t come to the Canyon, how

could he bring the Canyon to the schools. Partnering with volunteer Jim Burkstrand, whose hobbies are photography and film, the Friends of Madera Canyon Virtual Learning Project (VLP) was born.

With Arizona students transitioning to online classes, Doug and Jim examined currently available online programming, and explored what teachers needed to fulfill their curriculum requirements. Their objective with VLP is to deliver online science-based content on the natural history of the Canyon, the Santa Rita Mountains and the SE Arizona sky island region.



# Conservation Through Education / 2

**D**oug was able to repurpose some of the “Species Spotlights” and “Canyon Notes” for online use and began posting “E-stories” which could be read as virtual books. The biggest achievement to date is the production of the Madera Canyon YouTube videos, which include four chapters that take you along the Bud Gode Interpretive Trail, showcasing the flora, fauna and geology. Seven schools have provided positive feedback on the project and the YouTube videos. More schools will be invited to access the virtual learning resources this year.

**T**he long term goal is to make the VLP accessible to all fourth grade students and eventually to other grade levels and other schools far beyond the geographical range of our traditional field trips. And eventually, adult education programs will also be offered through virtual technology.

From a rather shaky start, 2020 proved to be a creative year for the Friends of Madera Canyon Education Program.

Watch the videos for yourself. Go to [FriendsOfMaderaCanyon.org](http://FriendsOfMaderaCanyon.org) and click on “Education.”



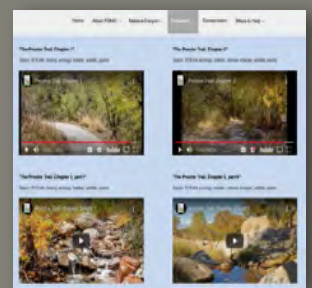
photo - Doug Moore

Jim Burkstrand filming for the Virtual Learning Project

## 2020 Volunteer of the Year - Jim Burkstrand

**E**very year the FoMC Board honors a volunteer whose service in the past year particularly stands out. In 2020, Jim Burkstrand stood out not only for the amount of time and work he volunteered but for the excellent educational material he helped produce. Jim started as a docent in 2014. He quickly became a superb outdoor educator, eventually becoming lead docent for the fourth grade field trips. Blending his interest in photography with his background in science and engineering, Jim brought new talents to FoMC.

Together with Doug’s knowledge of the Canyon, this partnership led to the development of the Virtual Learning Project, including six YouTube videos on the FoMC website. This work dramatically extends the outreach of FoMC educational programs. Thanks for your excellent work, Jim!



FoMC website videos

# Conservation Through Education / 3

## 2020 Bud and Mary Gode Scholarship

In 2020 the \$2,500 Bud and Mary Gode Scholarship was awarded to Issac Valenzuela from Nogales High School. This annual scholarship is given by the Friends of Madera Canyon to a high school senior that is going on to higher education in an environmental field. Issac, who was an A-plus student in high school, is pursuing studies in engineering at Stanford University.

According to Issac, “Clean water, and its accessibility, is the most crucial challenge around the world...Methods must be developed to prevent thousands of deaths and illnesses that occur daily due to lack of clean water.” Issac and his family frequently visited Madera Canyon, where he began to realize how important understanding environmental science is for future management of our natural resources. “I love the way a math problem can be applied to a real world situation, he noted.” We wish Issac well in his studies and future career.

Providing annual scholarships for local youth studying environmental issues is an investment in our future

ability to sustain and preserve our natural resources. With the Board realizing the importance of this effort, it has agreed to allocate \$5,000 for scholarships in 2021



Issac Valenzuela

photo - Doug Moore

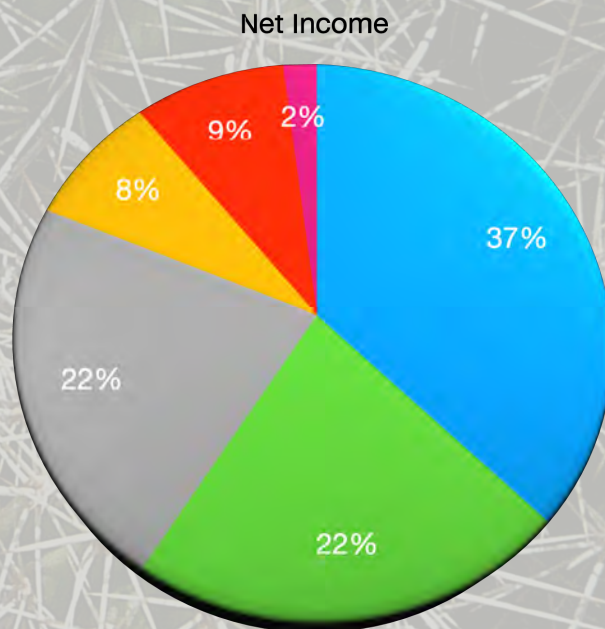


Kent Spring Falls



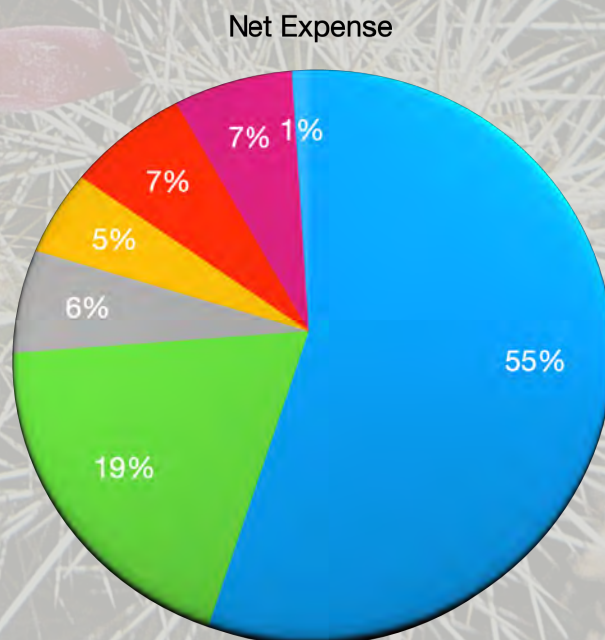
# Friends of Madera Canyon Budget

Net Income - \$69,395	
Donations	37%
Grants	22%
Membership	22%
Fundraising	8%
Investment Income	9%
Misc. Sales	2%
<b>Total expenses</b>	<b>100%</b>



● Donations  
● Membership  
● Investment Income  
● Grants  
● Fundraising  
● Misc. Sales

Net Expense - \$69,395	
Education	55%
Administration	19%
Fundraraising	6%
Honor Wall	5%
Printing	7%
Scholarships	7%
Supplies / Volunteers	1%
<b>Total expenses</b>	<b>100%</b>



● Education  
● Fundraising  
● Printing  
● Supplies / Volunteers  
● Administration  
● Honor Wall  
● Scholarships



# Friends of Madera Canyon

## Board of Directors

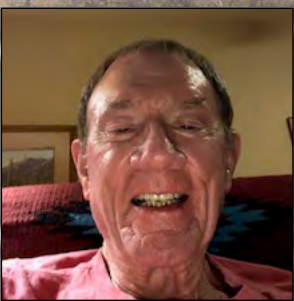
### ► Dedicated to preserving Madera Canyon



Rusty Lombardo  
President

The Friends of Madera Canyon is a non-profit 501(c)(3) volunteer organization run by the Board of Directors. The Board members, representing diverse experience and backgrounds, are responsible for developing the programs, publications and preservation services that keep Madera Canyon a vital resource for over a quarter of a million visitors each year.

Carolyn Fowler, Emeritus  
Mackie Munsie, Emeritus  
Tom Purdon, Emeritus, Honor Wall co-chair  
Jim Woodward, Emeritus, Honor Wall co-chair



Joe Wolowsky



Michael Lewis



Kay Mertes  
Treasurer



Barb Fleshman  
Secretary



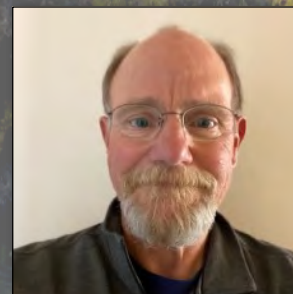
Suzanne Stiles Burke



Christine Olsenius



Robert Pitcher



David Linn  
Vice President



Linda Landry



Doug Moore  
Education



# Friends of Madera Canyon

## Donors & Grantors

The Friends are grateful to our donors and grantors who support our efforts to restore and maintain both the natural and recreational resources of Madera Canyon.



## Partners

For 34 years the Friends of Madera Canyon have worked in close partnership with the US Forest Service - Coronado National Forest to provide recreational, historical, scientific, educational and interpretive programs on Madera Canyon. We value that partnership and look forward to working together to enhance and sustain this unique resource over the coming years. In addition, the Friends are grateful for the volunteer support we have received over the years from the Green Valley Recreational Hiking Club and the Sky Island Alliance.



# Friends of Madera Canyon

## Volunteers

Jim Burkstrand was named the 2020 Bud Gode Volunteer of the Year at the February 2021 FoMC Board Meeting. (For details see page 9.)

We thank our 64 volunteers who donated 3,868 hours of service in 2020 on behalf of the Friends of Madera Canyon. As an all-volunteer organization we are especially grateful to the volunteers who coordinate key functions such as membership development, events, scholarships, website maintenance, bookkeeping and fundraising, just to name a few. We couldn't do it



Volunteers from the Board and members of Rio Rico Troop 508

## Committee Coordinators

**Rusty Lombardo** - Communications / Newsletter publisher

**Doug Moore** - Director of Education

**Open** - Hiking Club Rep

**Joe & Cheryl Wolowsky** - Canyon Brochure Distribution & Car Counter

**Joseph MacIsaac** - Volunteer Coordinator

**Diana Brock Makes** - Membership, Bookkeeper, Miles & Hours volunteered

**Christine Olsenius** - Grants and Fundraising Committee Chair

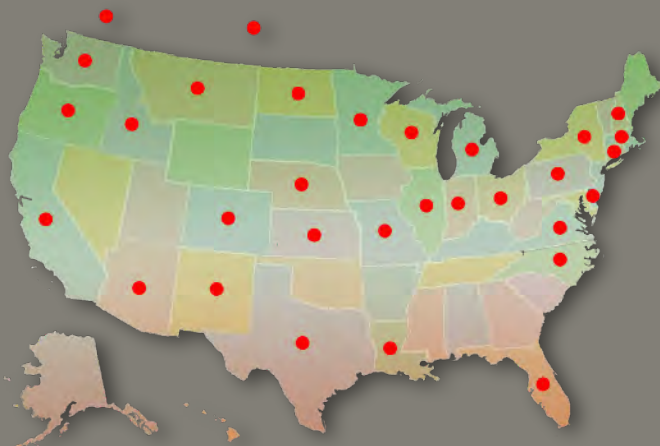
**Steven Pruess** - Preservation & Clean Up Coordinator

**Rozanne Roman** - Information Distribution

**Ellen West** - Scholarship Program

**Anita Woodward** - Visitor Information Center & Music in the Canyon

**Teri Matelson** - Website Developer



## Members

Thank you to all our members for your vital support of our programs. Friends of Madera Canyon members span 29 states (and two Canadian provinces).





# US Forest Service

By John Titre, Recreation Staff Officer  
Nogales Ranger District  
Coronado National Forest

We had another good year in Madera Canyon despite COVID. With the Bighorn Fire in the Catalinas, Madera Canyon became discovered. Use levels doubled in 2020 for May and July and tripled in June! We installed Porta Johns to keep the Canyon open and safe. It was a hot fire season and we were challenged to keep visitors from using fire grills during the Fire Closure.

The Proctor Loop Accessible Trail remained popular in 2020. In October, we had fifteen Airmen from Davis Monthan Air Force Base help us



Volunteer Airmen from Davis-Monthan AFB



Volunteers at Amphitheater

move eight tons of dirt along the 700-foot-long trail.

Friends of Madera Canyon (FoMC) volunteers installed benches at the Amphitheater and then Troop 508 of Rio Rico cleaned up the site, followed by installing and painting a projection screen. Electricity is available at the location so plans are to give talks soon about fire, natural and cultural history and wilderness ethics. For COVID safety reasons, we did not resume service for the Visitor Station. However, FoMC volunteers returned weekly to cleaning the ash from fire grates, a much-needed effort.

With FoMC support, we have projects planned for the spring of 2021 to improve the Old Baldy Trail and work on the eroded slope between Old Baldy and Super Trail. We look forward to another year of partnering with Friends of Madera Canyon.

## Increased Visitation to Madera Canyon (Totals of Vehicle Traffic)

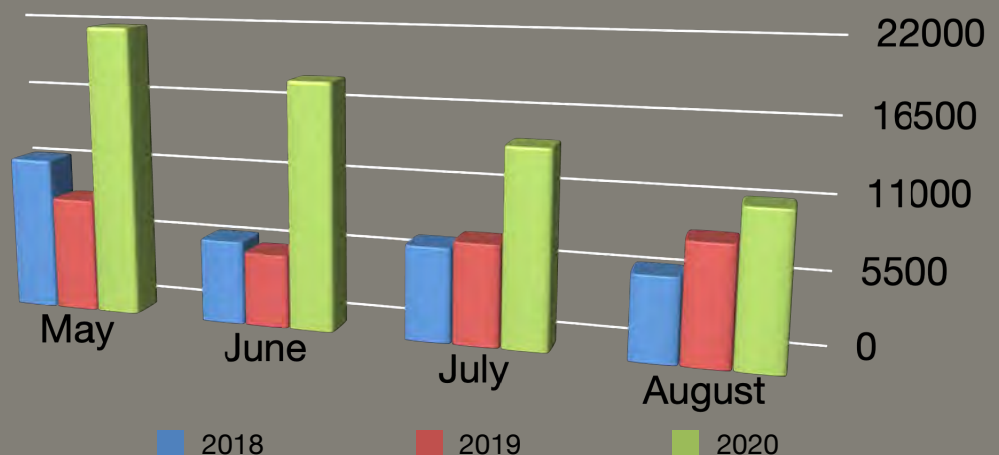


photo -John Titre -both

# To Honor and Remember

The Friends of Madera Canyon are an all-volunteer organization whose only office is the Canyon itself. We have no “place of business” to hang our hat. And for many years the Friends have wanted a place to honor the generosity and dedication of our members and volunteers, as well as a place to

stands at the entrance to the Bud Gode Interpretive Nature Trail at Proctor, offering an appropriate place of peace and beauty with the scenic backdrop of Madera Canyon and the Santa Rita Mountains. There are a set of guidelines for determining both sets of recognition. The Honor plaques are designated

by a Board committee to individuals who have given an extraordinary amount of time and service to Madera Canyon. The Memory plaques are for people or organizations who want to recognize loved ones who had a special affection for Madera Canyon.

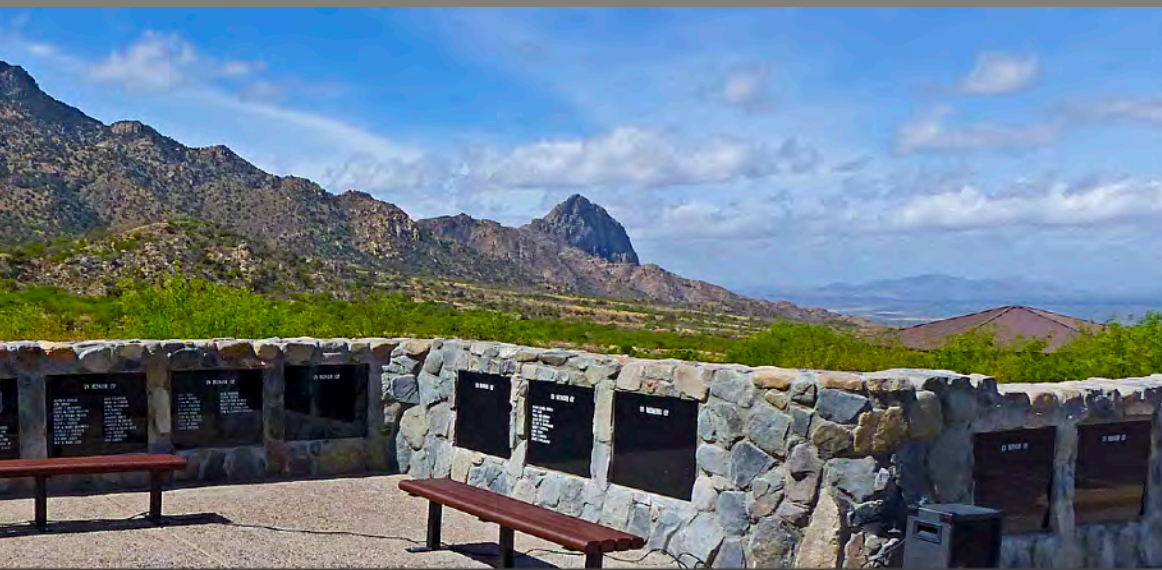


photo - John Titre

Honor Wall, Bud Gode Interpretive Trail.

memorialize family members who had a strong fondness for and history with Madera Canyon. The idea to build a Memory and Honor Wall began to take shape in 2014 in partnership with staff from the Coronado National Forest. The wall ultimately addressed two needs. The Forest Service needed a retaining wall near the trail entrance at the Proctor parking lot and the Friends were able to use the retaining wall as the base for the Memory and Honor Wall. Both needs were addressed through a strong working partnership.

The natural stone wall completed in 2016 holds granite “Memory” and “Honor” plaques now totaling 111 engraved names. The wall

There is a fee for placement on the Memory Plaque that includes engraving,

continued maintenance of the wall and a donation to support the Friends of Madera Canyon programs.

In 2020 13 new names were added to the Honor Wall and eight to the Memorial Wall bringing our total to 80 names on the Honor Wall and 31 on the Memorial Wall. The Memory and Honor Wall is a way to celebrate and thank these people for their service and devotion to Madera Canyon.

(For more information on the Memory and Honor Wall, go to [FriendsOfMaderaCanyon.org](http://FriendsOfMaderaCanyon.org) and click on “Ways to Help” and then “Join/Donate.”)



# Friends of Madera Canyon



The Friends of Madera Canyon depend on memberships, donations and grants to sustain the canyon for current and future generations.

Please join us and support our mission.

Go to "Ways to Help" at  
[www.friendsofmaderacanyon.org](http://www.friendsofmaderacanyon.org)

## 2020 Annual Report

Friends of Madera Canyon  
P. O. Box 1203  
Green Valley, AZ 85622-1203