

*The Trust for Public Land  
conserves land for people to enjoy  
as parks, gardens, and other natural  
places, ensuring livable communities  
for generations to come.*

# ANNUAL REPORT 2011



DON J. USNER

THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE

## PARK AND CONSERVATION ACCOMPLISHMENTS

Fiscal Year 2010–2011



LARRY BERCOV

Students at New York City P.S. 181 in Brooklyn at the dedication of their new playground, completed this fiscal year.  
Previous page: TPL protected the trail to Sun Mountain in Santa Fe.

### CONSERVATION VISION

*TPL helps agencies and communities define conservation priorities, identify lands to be protected, and plan parks and networks of conserved land that meet public needs. Our experts use a community-driven, GIS-supported process called Greenprinting.*

*This fiscal year*

Projects completed: **33**

Other active projects: **40**

*Since 2000*

Projects completed: **137**

### CONSERVATION FUNDING

*TPL helps agencies and communities identify and create funds for conservation from federal, state, and local government sources.*

*This fiscal year*

State and local ballot measures adopted with TPL's assistance: **17**

Conservation funds approved through TPL-assisted measures: **\$1.8 billion**

*Since 1996*

State and local ballot measures adopted with TPL's assistance: **380**

Conservation funds approved through TPL-assisted measures: **\$33 billion**

This year, TPL's work with federal agencies and the U.S. Congress brought permanent protection to more than 39 cherished landscapes. These included threatened lands within our national parks, forests, and wildlife refuges, as well as lands protected in

### CONSERVATION TRANSACTIONS

*TPL helps structure, negotiate, and complete land transactions that create parks, playgrounds, and protected natural areas.*

*This fiscal year*

Projects completed: **142**

Acres protected: **131,385.79**

Fair market value of land protected: **\$285,707,523**

*Since 1972*

Projects completed: **4,260**

Acres protected: **3,000,201.70**

Fair market value of land protected: **\$6,847,932,016**

### PARK DESIGN AND DEVELOPMENT

*TPL helps agencies and communities plan for, design, and construct parks, playgrounds, and gardens.*

*This fiscal year*

Projects completed: **51**

*Since 1972*

Projects completed: **220**

### RESEARCH AND EDUCATION

*TPL acquires and shares knowledge of conservation issues and techniques to improve the practice of conservation and promote its public benefits.*

Publications include *Land&People* magazine, *City Park Facts 2011*, and economic benefit analyses of park systems across the country.

Fiscal year 2010–2011 saw the relaunch of [tpl.org](http://tpl.org) as well as updates to the Conservation Almanac ([conservationalmanac.org](http://conservationalmanac.org)) and LandVote database ([landvote.org](http://landvote.org)).

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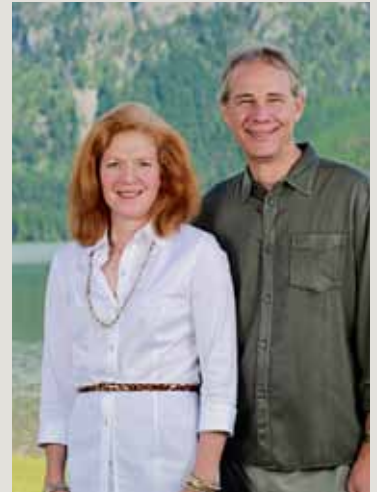
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# The Trust for Public Land and Affiliates

(Not-for-Profit Corporation)

## CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

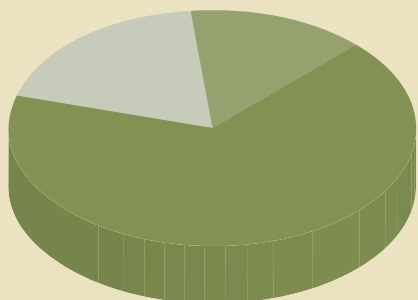
Year ended March 31, 2011, with comparative information as of March 31, 2010 (dollars in thousands)

	2011	2010
<b>ASSETS</b>		
Cash & investments	\$ 94,920	\$ 90,593
Receivables & deposits	21,060	24,785
Land holdings	139,985	155,702
Charitable trust assets	61,916	59,829
Other assets	1,628	1,746
<b>TOTAL ASSETS</b>	<b>\$319,509</b>	<b>\$332,655</b>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Notes payable*	\$ 58,060	\$ 66,170
Liabilities to beneficiaries of charitable trusts	45,412	44,558
Other liabilities	25,849	29,927
<b>TOTAL LIABILITIES</b>	<b>\$129,321</b>	<b>\$140,655</b>
Net Assets:		
Unrestricted amounts	\$ 46,801	\$ 35,920
Temporarily restricted amounts	132,536	145,230
Permanently restricted amounts	10,851	10,850
<b>TOTAL NET ASSETS</b>	<b>\$190,188</b>	<b>\$192,000</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$319,509</b>	<b>\$332,655</b>

\*Including \$33,517 (FY11) and \$29,030 (FY10) due within one year.

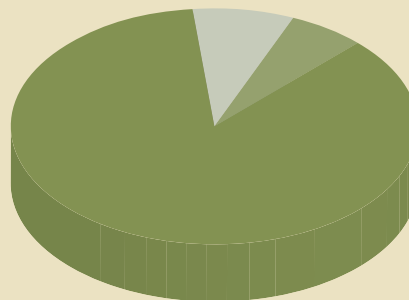
### SOURCES OF FUNDS

15% Contributions of land value      12% Project fees and other income      73% Donations from individuals, foundations, and corporations and other gifts



### USES OF FUNDS

85% Program services      9% Management and support      6% Fundraising



# The Trust for Public Land and Affiliates

(Not-for-Profit Corporation)

## CONDENSED CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

*Year ended March 31, 2011, with comparative information as of March 31, 2010 (dollars in thousands)*

	<b>2011</b>	<b>2010</b>
<b>REVENUES AND ADDITIONS TO NET ASSETS</b>		
Contributions of land and easements		
Fair market value acquired	\$ 247,902	\$ 213,094
Less consideration paid	(229,418)	(187,862)
<b>CONTRIBUTIONS OF LAND AND EASEMENT VALUES RECEIVED</b>	<b>\$ 18,484</b>	<b>\$ 25,232</b>
Contributions and grants—other		
Restricted	\$ 40,527	\$ 45,670
Unrestricted	46,981	39,175
Future interests in charitable trusts	40	10
Change in value of interests in charitable trusts	1,220	4,051
<b>TOTAL CONTRIBUTIONS AND GRANTS—OTHER</b>	<b>\$88,768</b>	<b>\$88,906</b>
Project fees, interest, and other income (losses)	14,858	18,635
<b>TOTAL REVENUES AND ADDITIONS</b>	<b>\$122,110</b>	<b>\$132,773</b>
<b>EXPENSES AND REDUCTIONS TO NET ASSETS</b>		
Program services		
Contributions of land and easements to public agencies and other nonprofit organizations:		
Fair market value conveyed	\$ 266,416	\$ 208,737
Less consideration received	(212,296)	(152,968)
Contributions of land and easement values made	54,120	55,769
Open space conservation programs	50,999	52,269
<b>TOTAL PROGRAM SERVICES</b>	<b>\$ 105,119</b>	<b>\$108,038</b>
Support services		
Fundraising	\$ 7,988	\$ 7,128
Management and support	10,815	10,611
<b>TOTAL SUPPORT SERVICES</b>	<b>18,803</b>	<b>17,739</b>
<b>TOTAL EXPENSES AND REDUCTIONS</b>	<b>\$123,922</b>	<b>\$125,777</b>
<b>Net increase (decrease) in net assets</b>	<b>\$ (1,812)</b>	<b>\$ 6,996</b>

The condensed consolidated financial information as of and for the years ended March 31, 2011 and 2010 has been derived from TPL's 2011 consolidated financial statements, audited by Hood & Strong, LLP. The condensed consolidated financial information should be read in conjunction with the 2011 audited consolidated financial statements and related notes. To obtain copies of TPL's complete 2011 audited consolidated financial statements, please contact our National Office in San Francisco.

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The Trust for Public Land gratefully acknowledges the individuals, businesses, and foundations that generously supported TPL's work during the fiscal year April 1, 2010–March 31, 2011. TPL is fortunate to have such a broad group of dedicated supporters. With your help, we will continue to build a lasting legacy of parks and protected lands across America. Thank you!

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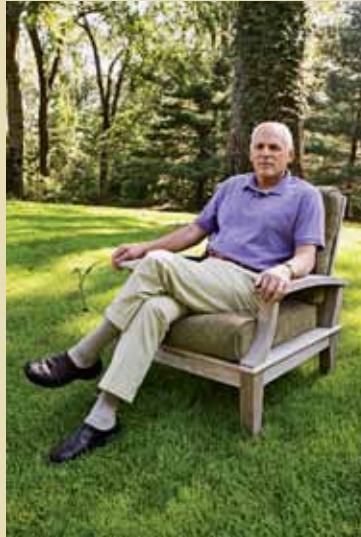
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## A PHILOSOPHY OF CONSERVATION

When Don Brownstein was growing up in the Bronx, the only natural area he saw every day was “grass growing through the cracks in the sidewalk.” Today the former philosophy professor turned financial funds manager lives in the midst of a public park (a TPL project) and is an active volunteer for TPL–Connecticut.

After graduating from Queens College, Don went on to earn a PhD in philosophy from the University of Minnesota. During an 18-year teaching career, he would live in some of the nation’s loveliest places and become an active hiker and fisherman. He was a fellow at the Center for the Study of Language and Information at Stanford University and taught at the University of Texas and the University of Kansas, where he grew to love the tall-grass prairie.

In 1989, Don decided to apply his expertise in logic to the financial markets. In 1997, he founded Structured Portfolio Management, LLC, which manages \$3 billion in investments and which he continues to serve as chief investment officer and CEO.



KVON PHOTOGRAPHY

In 2003, Don moved with his wife, Lisa Tannebaum, and their two children into Treetops, the former home of 1920s torch singer Libby Holman in Greenwich, Connecticut. The year before, TPL had worked with the state, the communities of Stamford and Greenwich, and local land trusts to conserve 94 acres of the former estate along the Mianus River as a public park.

While Don is particularly dedicated to TPL’s work in Connecticut—bringing his expertise and resources to TPL’s state advisory board—he also supports TPL’s work from inner cities to wilderness

nationwide. “Connecticut is a developed state with a lot of misused land, and TPL has helped bring some of it back,” Don says. “In Connecticut and across the country, we don’t ever again want to lose sight of the value of natural places.”

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## THE RESEARCH SUPPORTS TPL

As former journalists, Cherie Henderson and her husband, David Poppe, are firm believers in research. So when they became interested in finding an organization involved with parks and land conservation, they asked a lot of questions.

They had first encountered TPL while Cherie was reporting on a TPL-assisted bond measure to build parks in Miami in 1996. “It passed,” Cherie says, “which was astounding to me, because I didn’t think the voters there would support taxes. So my first impression of TPL was as an organization that could get things done.”

The couple moved to New York City a few years later, when David left journalism to join Ruane, Cunniff & Goldfarb, an investment firm where he is now president. Arriving in the city with their infant son, Doug, they were disturbed to see so many children resorting to asphalt for play spaces.

“We were fortunate to be able to think about philanthropy,” David says. “We knew how to do research, and the more we did on TPL, the more impressed



NAOMI ELLENSON

we were. There’s an earnestness about TPL. People care about the projects they’re doing and about communicating to people like us how things are going.”

As their support for its work has grown, Henderson and Poppe have continued to vet TPL, driving around the city to check on the parks and playgrounds they have helped create. “TPL does what they say they’re going to do,” David says.

Beyond project support, they also make operating gifts to TPL. “Someone’s got to pay for the janitor and the lights—things that aren’t so glamorous,” says Cherie.

This, too, is a product of research, David adds. “When you look at how much goes to projects versus administration, TPL is A-plus. So we feel good about giving TPL operating support.”

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## SHARING A COMMITMENT TO LIVABLE COMMUNITIES

“There is such a great need for parks and playgrounds in urban areas, and when we see an effective organization such as TPL meeting that need, we want to support the effort,” says Dennis White, the CEO and president of MetLife Foundation.

“We share TPL’s commitment to building livable communities,” White says. “Parks and playgrounds help communities by providing places for people of all ages to get outdoors and come together.”

For more than 15 years, MetLife Foundation has been an integral partner in turning TPL’s vision—putting a park within walking distance of every child—into a reality. MetLife Foundation has supported TPL’s work in cities nationwide and this year awarded \$2 million to TPL to expand its work. The Foundation’s generous support has helped TPL transform communities by building more than 40 parks, playgrounds, and greenways in cities including Atlanta, New York, Boston, Chicago, Los Angeles, New Orleans, and San Francisco.

“We’ve seen the impact of TPL’s work,” White goes on. He’s attended playground openings in



NAOMI ELLENSON

New York and toured the Lafitte Corridor in New Orleans, where the Foundation provided key funding to help TPL build that city’s first new park in two decades. “You can just picture how nice that greenway will be for the people who live there, how it will help pull together different neighborhoods,” he says.

April Hawkins, director of the Foundation’s civic affairs program, delights in seeing kids enjoy new playgrounds they have helped to design themselves—becoming partners with TPL and MetLife Foundation

in the playground’s creation. “When it is opening day for one of those playgrounds, the students who helped design it are so proud,” Hawkins says. “It is a tremendous learning experience for them, and it is wonderful to see the smiles on their faces.”

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## CARING FOR CONSERVATION

“You don’t need to have large financial resources or amazing business skills to make a significant impact on an organization, but you have to care,” says Sally Reeve.

For nearly a decade, Sally and her husband, Tom, have brought business sense, financial support, and a lot of caring to helping The Trust for Public Land conserve land and create parks across Washington State and nationwide.

From their small waterfront farm on Lopez Island in Puget Sound, the retired Microsoft employees approach volunteering as they would a career. Tom was recruited by former national board member Martha Wyckoff to serve on TPL’s Washington Advisory Board. Today he leads that group while also serving on TPL’s National Board of Directors, where, as chair of the advancement committee, he spends many hours each month helping to define strategy and organizational direction.

While the Reeves support and advise many conservation organizations, they believe that TPL



STEVE HORN PHOTOGRAPHY

is special for its collaborative approach. “The Trust for Public Land is focused on getting the job done and understands the importance of partnership,” Tom says. “The big thing TPL has going for it is its philosophy of partnering and enabling communities to accomplish so much more than they could on their own. That broad conservation impact is what attracts us to TPL.

“There’s no limit to how much you can do to help an organization you care about,” Tom goes on. “If you had asked me ten years ago if I could

picture myself in some of the roles I currently have with TPL, I would have laughed. But TPL had the initiative to ask me to step into roles that are outside my comfort zone, and I have had the commitment to say: Sure, I’ll give it a try.”

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