

*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 2012



DARCY KIEFEL

THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE

## PARK AND CONSERVATION ACCOMPLISHMENTS

Fiscal Year 2011-2012



DARCY KIEFEL

Young soccer players celebrate the opening of Denver's New Freedom Park.

### CONSERVATION VISION AND GIS

*The Trust for Public Land 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.*

Current fiscal year

Projects completed: **20**

Since 2000

Projects completed: **157**

### CONSERVATION FUNDING

*The Trust for Public Land helps agencies and communities identify and create funds for conservation from federal, state, and local government sources.*

Current fiscal year

State and local ballot measures adopted with our help:  
**7—a 100 percent success rate**

Since 1996

State and local ballot measures adopted with our assistance: **425**

### PARK DESIGN AND DEVELOPMENT

*The Trust for Public Land helps agencies and communities plan for, design, and construct parks, playgrounds, and gardens.*

This fiscal year

Projects completed: **83**

### CONSERVATION TRANSACTIONS

*The Trust for Public Land helps structure, negotiate, and complete land transactions that create parks, playgrounds, and protected natural areas.*

Current fiscal year

Transactions completed: **104**

Acres protected: **43,379**

Fair market value of land protected: **\$224,481,403**

Since 1972

Transactions completed: **4,348**

Acres protected: **3,108,039**

Fair market value of land protected: **\$7,147,487,494**

### RESEARCH AND EDUCATION

*The Trust for Public Land acquires and shares knowledge of conservation issues and techniques to improve the practice of conservation and promote its public benefits.*

Fiscal year 2010–2011 saw the national launch of The Trust for Public Land ParkScore Project™ ([parkscore.org](http://parkscore.org)), the most comprehensive rating system ever developed to measure how well the 40 largest U.S. cities are meeting the public's need for parks. We published *Land&People* magazine, made updates to the Conservation Almanac ([conservationalamanac.org](http://conservationalamanac.org)) and LandVote database ([landvote.org](http://landvote.org)), and compiled *City Park Facts 2012*.

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(Not-for-Profit Corporation)

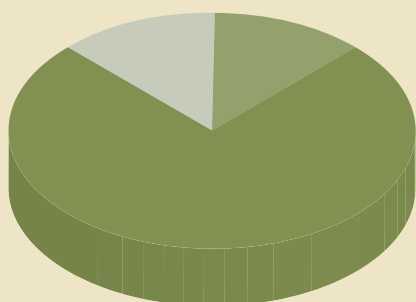
## CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

<i>Year ended March 31, 2012, with comparative information as of March 31, 2011 (dollars in thousands)</i>	<b>2012</b>	<b>2011</b>
<b>ASSETS</b>		
Cash and investments	\$ 94,117	\$ 94,920
Receivables and deposits	24,132	21,060
Land holdings	107,542	139,985
Charitable trust assets	58,175	61,916
Other assets	1,636	1,628
<b>TOTAL ASSETS</b>	<b>\$285,602</b>	<b>\$319,509</b>
<b>LIABILITIES AND NET ASSETS</b>		
Liabilities:		
Notes payable*	\$ 37,859	\$ 58,060
Liabilities to beneficiaries of charitable trusts	41,925	45,412
Other liabilities	24,435	25,849
<b>TOTAL LIABILITIES</b>	<b>\$104,219</b>	<b>\$129,321</b>
Net Assets:		
Unrestricted amounts	\$ 44,268	\$ 46,801
Temporarily restricted amounts	126,369	132,536
Permanently restricted amounts	10,746	10,851
<b>TOTAL NET ASSETS</b>	<b>\$181,383</b>	<b>\$190,188</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$285,602</b>	<b>\$319,509</b>

\*Including \$25,857 (FY12) and \$33,517 (FY11) due within one year.

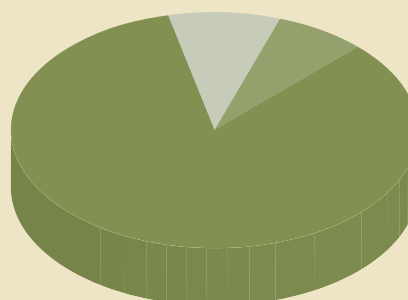
### SOURCES OF FUNDS

13% Contributions of land value  
12% Project fees and other income  
75% Donations from individuals, foundations, and corporations and other gifts



### USES OF FUNDS

84% Program services  
9% Management and support  
7% Fundraising





# The Trust for Public Land and Affiliates

(Not-for-Profit Corporation)

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

<i>Year ended March 31, 2012, with comparative information as of March 31, 2011 (dollars in thousands)</i>	<b>2012</b>	<b>2011</b>
<b>REVENUES AND ADDITIONS TO NET ASSETS</b>		
Contributions of land and easements		
Fair market value acquired	\$175,292	\$247,902
Less consideration paid	(160,642)	(229,418)
<b>CONTRIBUTIONS OF LAND AND EASEMENT VALUES RECEIVED</b>	<b>\$ 14,650</b>	<b>\$ 18,484</b>
Contributions and grants—other		
Restricted	\$ 28,483	\$ 40,527
Unrestricted	54,892	46,981
Future interests in charitable trusts	480	40
Change in value of interests in charitable trusts	(428)	1,220
<b>TOTAL CONTRIBUTIONS AND GRANTS—OTHER</b>	<b>\$ 83,427</b>	<b>\$ 88,768</b>
Project fees, interest, and other income (losses)	13,750	14,858
<b>TOTAL REVENUES AND ADDITIONS</b>	<b>\$111,827</b>	<b>\$122,110</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	\$ 200,776	\$ 266,416
Less consideration received	(141,158)	(212,296)
Contributions of land and easement values made	59,618	54,120
Open space conservation programs	41,211	50,999
<b>TOTAL PROGRAM SERVICES</b>	<b>\$100,829</b>	<b>\$105,119</b>
Support services		
Development	\$ 8,837	\$ 7,988
Management and support	10,966	10,815
<b>TOTAL SUPPORT SERVICES</b>	<b>\$ 19,803</b>	<b>\$ 18,803</b>
<b>TOTAL EXPENSES AND REDUCTIONS</b>	<b>\$120,632</b>	<b>\$123,922</b>
<b>Net increase (decrease) in net assets</b>	<b>(\$ 8,805)</b>	<b>(\$ 1,812)</b>

The condensed consolidated financial information as of and for the years ended March 31, 2012 and 2011 has been derived from TPL's 2012 consolidated financial statements, audited by Hood & Strong, LLP. The condensed consolidated financial information should be read in conjunction with the 2012 audited consolidated financial statements and related notes. To obtain copies of TPL's complete 2012 audited consolidated financial statements, please contact our national office in San Francisco.

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## COMMITTED TO CONSERVING LAND—AND ACCESS

Conservation comes naturally to David Martin, the 2010–2011 chair of The Trust for Public Land’s Georgia Advisory Council. An Atlanta native, Martin spent his formative years hiking the mountains of north Georgia and roaming the banks of the Chattahoochee River. In fact, the river indirectly led Martin to The Trust for Public Land; he first heard of the organization while working as a whitewater rescue instructor during the early ’90s.

“We were always struggling to find access points to the rivers we wanted to paddle,” he says. “I heard about TPL, and I appreciated the mission of preserving people’s access to nature. I didn’t know it then, but conserving land for people would become a key concern for me.”

As Martin learned more about TPL, he found himself increasingly drawn to its work of developing parks and green spaces in cities. “Our city has grown at an exponential rate over the last 20 years,” he says. “The Trust for Public Land’s efforts to put parks and trails in close proximity to underserved Atlanta neighborhoods positively affects so many people.”

Long engaged in charitable community work, Martin joined TPL’s Georgia Advisory Council in 2007, bringing his background and experience in business, board organization, fundraising, and management. “TPL’s work is broad stroke. It not



JANET HOWARD STUDIO

only conserves land forever by transferring ownership into the public domain, but it also ensures that people get access to the land that’s preserved. It applies national expertise and resources to projects on a local level. For me, that puts the organization in a whole different league and makes it a very inviting philanthropic opportunity.”

Martin is proud of The Trust for Public Land’s growing list of conservation accomplishments in his home state—particularly its ongoing efforts to preserve the lands around his beloved Chattahoochee. To date, TPL

has protected almost 76 miles of river frontage and more than 23,000 acres of land across the state. “With all the Georgia projects that TPL has completed, I can pop someone in the car or on a bike, and be on a TPL project site in ten minutes. I can’t think of a better way to illustrate the impact of this organization.”

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## PROTECTING BEAUTIFUL PLACES FOREVER

A molecular biologist and pioneering researcher whose patents helped launch the development of the biotech industry, Art Riggs credits his wife, Jane, for sparking his interest in conservation. As a child, Jane spent family vacations camping in California state parks. “We went to Lake Tahoe, Fort Bragg, and Russian Gulch, and slept in tents on blow-up mattresses that would be flat by morning,” Jane reminisces. “I loved it. I truly assumed that all beautiful places were protected and would be available for people to visit forever.”

As an adult, Jane has worked tirelessly with local conservation coalitions to conserve beautiful natural places near the Riggs’s Southern California home, including San Diego’s Sycamore Canyon and Bonelli Park in San Dimas. Art shares her commitment, and together the couple supports a number of charitable environmental efforts. So in 2010, when they learned about The Trust for Public Land’s program to preserve the San Gabriel foothills—a place close to their home and hearts and the site of many of Art’s favorite mountain-biking trails—they were determined to lend their support.

“I was excited to support TPL’s work in the foothills because these trails serve so many folks who would otherwise not have access to nature,” explains Jane. “Just in the last couple of years I have seen more people from the city coming out to experience the land here, and that’s a great thing. But if we don’t protect this area, there won’t be enough trails



SCOTT QUINTARD

to serve those who are just learning about the health benefits and fun of hiking.”

Art believes that The Trust for Public Land’s efforts to develop nature in close proximity to cities set it apart from other conservation organizations. “We appreciate TPL’s focus on providing recreation and outdoor opportunities for urban communities,” he says. “The organization does a good job of leveraging funds, so we made it clear we were okay with our donations being used to support operating costs. We’ve been very pleased—we’ve watched the foothills program make major progress.”

After years of working on local conservation efforts, Jane especially appreciates TPL’s willingness to partner with grassroots organizations. “TPL applies their expertise and leadership to help ordinary citizens who care about land preservation but don’t have the resources to follow through on their concerns,” says Jane. “They partner with people.”

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For 40 years The Trust for Public Land has depended on the expertise of its in-house legal staff to steer each project through to completion. But from time to time we call on the specialized expertise of outside counsel. Among these resources are pro bono lawyers from Reed Smith, a law firm that has built an international reputation representing some of the world's leading companies in complex litigation, transactions, and regulatory matters.

Since 2007, Reed Smith lawyers have contributed hundreds of thousands of dollars in legal services assisting with TPL projects in New Jersey, Pennsylvania, California, Illinois, New York, and Washington, D.C.

The firm places a high priority on corporate social responsibility, says Daniel Slattery, a Reed Smith partner who has served as a pro bono lawyer for the The Trust for Public Land's Chicago office for 15 years and now sits on its advisory board. "It is an ethical obligation of all lawyers to provide pro bono legal services, especially for those in need," Slattery explains. "TPL's mission aligns with Reed Smith's corporate responsibility credo—to help people, particularly people in underserved communities."

Jim Mogan, a Reed Smith partner based in the firm's Philadelphia office, agrees. "When Dan Slattery asked if I would be interested in helping TPL on a land preservation project in New Jersey,



JACK RAMSDALE

I jumped at the chance, dove in, and have not looked back," says Mogan, pictured at left. "Living in New Jersey, one of the most densely populated states, and having a chance to assist in the preservation of land here was a big draw in getting involved with TPL."

Mogan is currently assisting TPL on several projects. They include preserving from future development more than 300 acres of land in New Jersey's Pinelands National Preserve and supporting TPL's public-private partnership with the city of Philadelphia to add 500 acres of new, publicly

accessible green space to the city by 2015.

"It has been exciting to help further TPL's mission of providing Philadelphia residents, especially children, with access to more green spaces in which to play, exercise, and be creative," Mogan says. "Providing access to more sustainable spaces is crucial to promoting a healthier lifestyle and better quality of life for all residents of Philadelphia and beyond."

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## WHEN CONSERVATION IS THE BOTTOM LINE

For the Conservation Alliance ([conservationalliance.com](http://conservationalliance.com)), protecting the environment isn't just good stewardship—it's good business. The 185 member companies are retailers, manufacturers, and others in the outdoor industry, all committed to safeguarding the land that forms the foundation for their success.

"Conservation Alliance members understand that protected land is the infrastructure their businesses depend on," says executive director John Sterling. "They understand that their customers need protected places to go to recreate."

The Alliance contributes more than \$1 million annually to select environmental nonprofits, and has built a vocal presence in Washington, D.C. Over the past four years, The Trust for Public Land has been a frequent partner in conserving key New England landscapes such as Vermont's Brushwood Community Forest and New Hampshire's Gardner Mountain.

"The Conservation Alliance is proud to partner with The Trust for Public Land," says Sterling. "The organization does what it says it will do and has a strong track record."

Most recently the Alliance has put its weight behind the effort to establish Barre Town Forest



TYLER ROEMER

(see *LanderPeople* Spring/Summer 2012) on the site of a former granite quarry in Vermont. Public ownership of the land would be a boon to the local economy: businesses thrive on spending by visitors attracted to the woods' extensive network of trails for mountain biking, hiking, and snowmobiling.

Projects like community forests, which provide urban and suburban residents with easy access to open space, resonate with the Alliance's mission. Will Manzer, CEO of Eastern Mountain Sports—a Pinnacle member of the Alliance—values The Trust for Public Land's

research-driven focus on the practical payoffs of conservation.

"The Trust for Public Land understands the economic benefits of aligning their conservation work with the recreational industry," Manzer says. "They also understand the health benefits of providing close-to-home opportunities for people to get outdoors."

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## A TWENTY-YEAR PARTNERSHIP FOR PARKS

“We are impressed with The Trust for Public Land’s ability to deliver,” says Andrew Johnson, program officer at the William Penn Foundation. “The Trust for Public Land brings a unique blend of expertise to the table, and is as skilled at protecting land as it is in engaging people in the design and stewardship of parks.”

For close to 20 years, the William Penn Foundation has been a strong partner for The Trust for Public Land in Pennsylvania and New Jersey. The partnership addresses almost every aspect of TPL’s work, from saving and preserving land, to generating conservation funding, to revitalizing and designing new public parks, to protecting watersheds.

Shawn McCaney, also a program officer at the Foundation, has spearheaded a significant investment in The Trust for Public Land’s newly launched Parks for People—Philadelphia program.

“With TPL’s proven track record of success in cities across the country, we knew we had the right



JACK RAMSDALE

organization to implement Philadelphia’s goal of adding 500 acres of green space by 2015,” says McCaney. “The playgrounds will not only add natural features, but they will also be designed to manage stormwater, which helps to protect our city’s water resources.”

“The Trust for Public Land’s commitment to thoughtfully engage communities in the planning and design of these new public spaces ensures that they will serve local needs, and it encourages a sense of community ownership,” McCaney

continues. “It’s really the secret behind the success of the program.”

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