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.
PARK AND CONSERVATION ACCOMPLISHMENTS
Fiscal Year 2010–2011

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 as well as updates to the Conservation Almanac (conservationalmanac.org) and LandVote database (landvote.org).
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The Trust for Public Land and Affiliates
(Not-for-Profit Corporation)

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Year ended March 31, 2011, with comparative information as of March 31, 2010 (dollars in thousands)</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; investments</td>
<td>$94,920</td>
<td>$90,593</td>
</tr>
<tr>
<td>Receivables &amp; deposits</td>
<td>21,060</td>
<td>24,785</td>
</tr>
<tr>
<td>Land holdings</td>
<td>139,985</td>
<td>155,702</td>
</tr>
<tr>
<td>Charitable trust assets</td>
<td>61,916</td>
<td>59,829</td>
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<tr>
<td>Other assets</td>
<td>1,628</td>
<td>1,746</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$319,509</td>
<td>$332,655</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes payable*</td>
<td>$58,060</td>
<td>$66,170</td>
</tr>
<tr>
<td>Liabilities to beneficiaries of charitable trusts</td>
<td>45,412</td>
<td>44,558</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>25,849</td>
<td>29,927</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$129,321</td>
<td>$140,655</td>
</tr>
<tr>
<td>Net Assets:</td>
<td></td>
<td></td>
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<tr>
<td>Unrestricted amounts</td>
<td>$46,801</td>
<td>$35,920</td>
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<tr>
<td>Temporarily restricted amounts</td>
<td>132,536</td>
<td>145,230</td>
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<tr>
<td>Permanently restricted amounts</td>
<td>10,851</td>
<td>10,850</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>$190,188</td>
<td>$192,000</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$319,509</td>
<td>$332,655</td>
</tr>
</tbody>
</table>

*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
### REVENUES AND ADDITIONS TO NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions of land and easements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fair market value acquired</td>
<td>$247,902</td>
<td>$213,094</td>
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<tr>
<td>Less consideration paid</td>
<td>(229,418)</td>
<td>(187,862)</td>
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<tr>
<td><strong>CONTRIBUTIONS OF LAND AND EASEMENT VALUES RECEIVED</strong></td>
<td>$18,484</td>
<td>$25,232</td>
</tr>
<tr>
<td>Contributions and grants—other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted</td>
<td>$40,527</td>
<td>$45,670</td>
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<tr>
<td>Unrestricted</td>
<td>46,981</td>
<td>39,175</td>
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<tr>
<td>Future interests in charitable trusts</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>Change in value of interests in charitable trusts</td>
<td>1,220</td>
<td>4,051</td>
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<tr>
<td><strong>TOTAL CONTRIBUTIONS AND GRANTS—OTHER</strong></td>
<td>$88,768</td>
<td>$88,906</td>
</tr>
<tr>
<td>Project fees, interest, and other income (losses)</td>
<td>14,858</td>
<td>18,635</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES AND ADDITIONS</strong></td>
<td>$122,110</td>
<td>$132,773</td>
</tr>
</tbody>
</table>

### EXPENSES AND REDUCTIONS TO NET ASSETS

#### 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

**TOTAL PROGRAM SERVICES**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$105,119</td>
<td>$108,038</td>
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</tbody>
</table>

- Support services
  - Fundraising: 7,988, 7,128
  - Management and support: 10,815, 10,611

**TOTAL SUPPORT SERVICES**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18,803</td>
<td>17,739</td>
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</table>

**TOTAL EXPENSES AND REDUCTIONS**

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$123,922</td>
<td>$125,777</td>
</tr>
</tbody>
</table>

**Net increase (decrease) in net assets**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1,812)</td>
<td>6,996</td>
</tr>
</tbody>
</table>

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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Ms. Dorothy S. McPherson
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.

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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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 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.”
**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 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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“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 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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