

2013 Annual Report



THE
CONSERVATION FUND

CONNECTING CONSERVATION AND COMMUNITY

The Conservation Fund is approaching its 30th anniversary, and when I think of the success stories we've been a part of, I am proud of how our relentless focus—year after year for three decades—continues to produce so many inventive solutions. And 2013 is no different.

As you read about our achievements this year, you'll come across what may appear to be unlikely connections: how solar energy is protecting Desert tortoises, how cooking grease is creating green jobs and how managing a working forest is restoring coho salmon habitat. But they're all connected, and like every program and project we pursue, they follow our North Star: that conservation and community go hand in hand, and the economic, historic, inspirational and environmental aspects of conservation benefit all Americans.

You'll also read about how we're preserving the bond between people and land, like Harriet Tubman's connection to the Eastern Shore of Maryland, where she spent her early life as a slave before starting her brave and inspirational journey as a conductor of the Underground Railroad. Once Tubman was in free territory, she made the famous comment about feeling "like a stranger in a strange land." The recently arrived Karen community

in North Carolina may have had a similar feeling. But today, these immigrants from Burma are assimilating and contributing to their local economy by practicing their traditional farming and selling the fruits—and vegetables—of their labor with the help of our community-focused programs.

From vast wild havens to busy urban spaces, our conservation work comes in all sizes. One of our largest projects this year was the purchase of the nearly 20,000-acre Buckeye Forest in California, which fulfills a goal we set more than a decade ago to protect and reassemble a 30-mile stretch of subdivided forestland threatened by development and vineyard conversion. Today it is sustainably managed for timber and carbon sequestration. A one-block parcel in downtown Atlanta may be our smallest project this year, but its impact is immeasurable. By closely working with the local community and integrating our real estate, city planning and community engagement expertise, we are creating the first park for the most underserved neighborhood in the city—giving residents safer places to play, economic opportunities through job training and green space that will protect against flooding during heavy rains.



The nimbleness and efficiency of our creative and entrepreneurial staff spread across the country allows us to consistently find new ways to connect conservation with communities. With our outstanding partners in business, government and community groups, we follow educator Booker T. Washington's astute advice to "do a common thing in an uncommon way."

We've protected more than 7 million acres across America. As always, we have ambition for greater impact, but we can't do that alone. Your financial support will help us build our nation's land and water legacy for the next generation of environmental stewards. Please join us in helping write the next chapter of conservation.

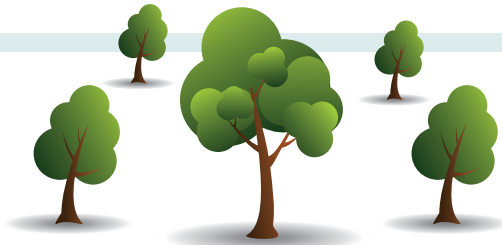
Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Lawrence A. Selzer". The signature is fluid and stylized, with a large initial "L" and "S".

Lawrence A. Selzer
President

230,327 ACRES SAVED, FOR A TOTAL OF 7,398,270 SINCE 1985 A LOOK BACK AT 2013:



PLANTED OUR 10 MILLIONTH TREE

nation-wide through our Go Zero® carbon offset program, in Rouge Park, Detroit.



HIRED 4 TRACKING DOGS,

saved from shelters and skilled in tracking down *E. coli*, to locate 17 sources of sewage leaks along the Galien River in Michigan, keeping beaches open to the public.

AQUIRED A CITY BLOCK in the most underserved neighborhood in the city of Atlanta to create its first park.

140 SEAFOOD INDUSTRY

professionals from around the world, attended a workshop where our Freshwater Institute demonstrated how its sustainable seafood technology is leading the industry and providing sound food security solutions.

ADDED MORE THAN 4,000 ACRES

to Petrified Forest National Park, completing our 186th project with the National Park Service.



LENT MORE THAN \$21 MILLION

in 21 loans to land trusts around the nation through our Land Conservation Loan Program.

OUR CONSERVATION LEADERSHIP NETWORK

engaged with over 48 partner organizations and agencies to build capacity, leadership, and forge on-the-ground conservation solutions in over 140 communities throughout the country in 2013.



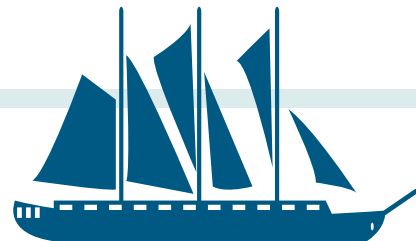
PROTECTED 43,540 ACRES OF RIVER CORRIDORS

PRESIDENT OBAMA ESTABLISHED 5 NEW NATIONAL MONUMENTS,

including two that the Fund has helped make possible: Harriet Tubman Underground Railroad National Monument in Maryland, and First State National Monument in Delaware and Pennsylvania.

FOREST TO OCEAN EXPANDED VISION PLAN

Created a green infrastructure plan for Los Angeles County that will connect 62 cities and over 9 million people to parks and trails from the San Gabriel Forest to the Pacific Ocean.



DONATED A HALF A MILE OF LUMBER

to construct a sustainable replica of a 19th century tall ship in 2013, which will provide unique educational experiences to more than 10,000 young people each year.

OUR MISSION

The Conservation Fund, working with public, private and nonprofit partners, protects America's legacy of land and water resources through land acquisition, leadership training and sustainable community and economic development, emphasizing the integration of economic and environmental goals.



WE PROVIDE CONSERVATION SOLUTIONS FOR EVERY AMERICAN LANDSCAPE.

WE'RE CONNECTING...



Mariposa Park in Los Angeles, CA
©Cameron McIntyre

...TO CONVERT ABANDONED LOTS INTO AN EMERALD NECKLACE

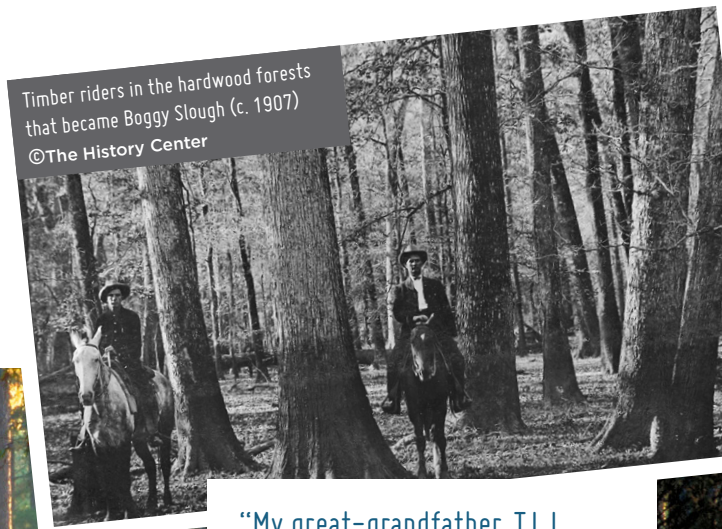
We completed a blueprint for green infrastructure, building on our work with nonprofit Amigos de los Rios to protect and restore open spaces that will create an “Emerald Necklace” for Los Angeles County. *The Expanded Vision Plan* integrates common elements from existing planning efforts and outlines specific implementation strategies to help realize a vision of connected parks and trails more than 80 years in the making. The Emerald Necklace has the potential to completely transform the vast Los Angeles landscape from forest to ocean and create an iconic urban green space that rivals New York City’s Central Park, Boston Common and Chicago’s Lincoln Park.

WHY IT MATTERS: Eighty-two percent of Americans now live in urban areas, making the need for access to open space in cities even more important. By blending gray and green infrastructure planning, we are designing livable, desirable communities that increase the quality of life for all.

...TO PROTECT A TIMBERLAND LEGACY IN EAST TEXAS

Buddy Temple’s great-grandfather purchased Boggy Slough in the early 1900s, and it has been a symbol of East Texas’ forestry culture ever since. Carefully maintained as a wildlife and forest management research area, Boggy Slough boasts 19,000 acres of some of the oldest and most ecologically significant hardwood forests in the region, as well as an astounding 18 miles of Neches River frontage. In 2013, the T.L.L. Temple Foundation purchased Boggy Slough from International Paper and will donate a conservation easement across the property to the Fund, ensuring it remains protected and managed sustainably as a working forest for years to come.

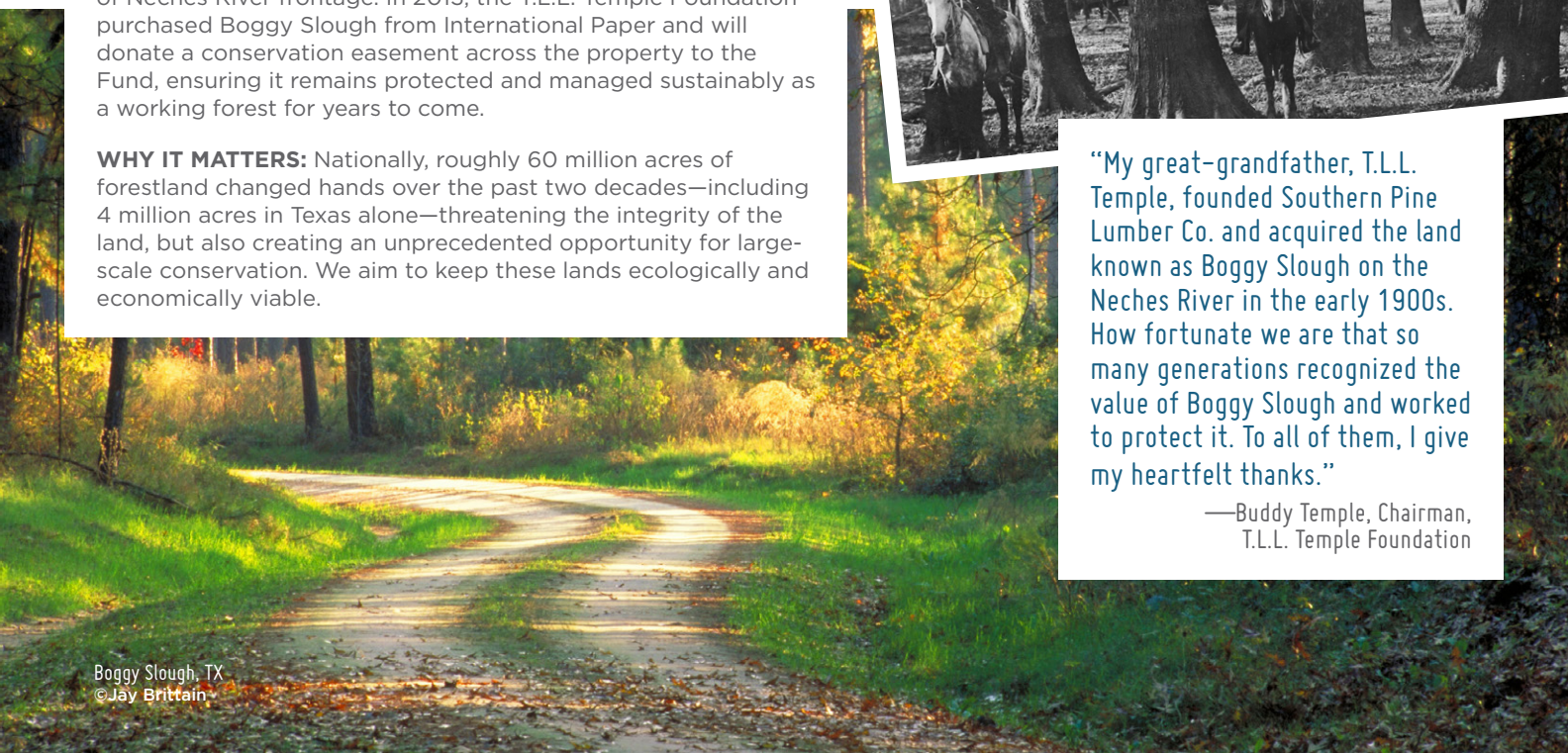
WHY IT MATTERS: Nationally, roughly 60 million acres of forestland changed hands over the past two decades—including 4 million acres in Texas alone—threatening the integrity of the land, but also creating an unprecedented opportunity for large-scale conservation. We aim to keep these lands ecologically and economically viable.



Timber riders in the hardwood forests that became Boggy Slough (c. 1907)
©The History Center

“My great-grandfather, T.L.L. Temple, founded Southern Pine Lumber Co. and acquired the land known as Boggy Slough on the Neches River in the early 1900s. How fortunate we are that so many generations recognized the value of Boggy Slough and worked to protect it. To all of them, I give my heartfelt thanks.”

—Buddy Temple, Chairman,
T.L.L. Temple Foundation



Boggy Slough, TX
©Jay Brittain

...TO INVEST IN GREEN INNOVATION

Through our Natural Capital Investment Fund, we provided a loan to help expand operations at GreaseCycle in Raleigh, North Carolina, taking it from a business that collects used cooking oil and grease trap waste to a full-service recycling and processing facility. Since then, GreaseCycle has recycled 3.7 million pounds of cooking oil, 90% of which is used for biofuels, and processed 4.8 million pounds of grease trap waste. The company also increased its staff to nine employees. So far, our \$180,000 loan has brought in nearly three times that amount in funds from private sources.

WHY IT MATTERS: Small businesses breed innovation and are vital to the communities they serve, but working with traditional lending institutions can be challenging for new entrepreneurs. Our Natural Capital Investment Fund helps grow emerging, sustainable, natural resource-based businesses in economically distressed communities until they can access traditional sources of financing.



GreaseCycle employee
©GreaseCycle

...TO CREATE A BRIGHT FUTURE FOR THE DESERT TORTOISE IN CALIFORNIA

Demand for solar power in the U.S. is soaring; in 2013, a new solar project was installed every four minutes. To meet the growing need, BrightSource Energy aimed to build the world's largest solar energy plant and turned to us when it needed help finding solutions to mitigate the plant's impact on wildlife habitat. Drawing on our broad experience with mitigation projects, we developed and implemented a strategy with the Bureau of Land Management and interested ranchers to acquire and permanently retire grazing permits that will protect 120,000 acres of critical habitat for the Desert Tortoise—listed as a threatened species under the Endangered Species Act. The tortoise now has more room to thrive, while Southern Californians enjoy cleaner air and a cooler future thanks to clean energy.

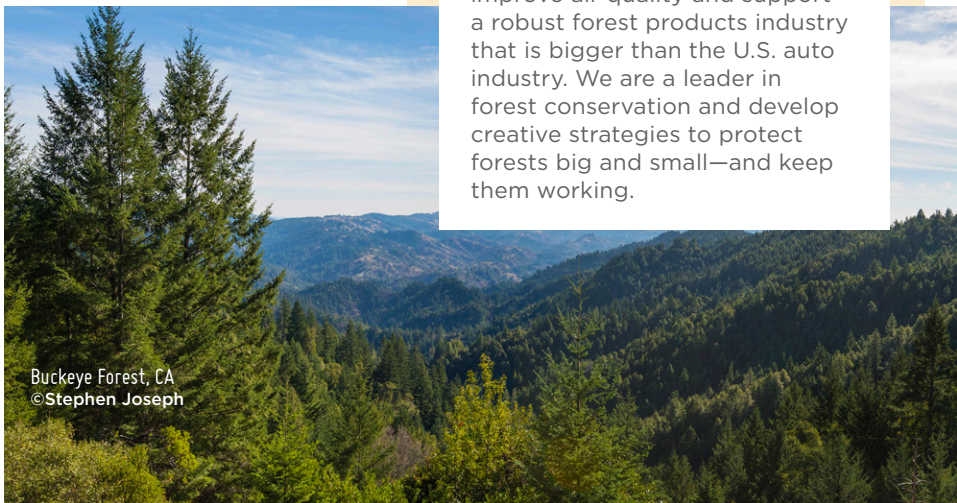
WHY IT MATTERS: America needs to invest in its critical infrastructure, yet this can lead to unavoidable environmental impacts. We believe development and conservation can complement each other, and our smart mitigation solutions provide benefits for people, the economy, wildlife and the land.



...TO MANAGE A NORTH COAST FOREST

Our Working Forest Fund, with support from the Richard King Mellon Foundation and the California State Coastal Conservancy, enabled the purchase of the nearly 20,000-acre Buckeye Forest in California's Sonoma County, fulfilling a goal we set more than a decade ago to protect and reassemble a 30-mile stretch of subdivided forestland threatened by development and vineyard conversion. Through our North Coast Forest Conservation Initiative, we have now protected 125,000 acres of forestland that is sustainably managed for timber, carbon sequestration and restoration of coho salmon habitat.

WHY IT MATTERS: Forests are more important than you may think. In addition to housing plants and wildlife, forests provide clean drinking water, improve air quality and support a robust forest products industry that is bigger than the U.S. auto industry. We are a leader in forest conservation and develop creative strategies to protect forests big and small—and keep them working.



Buckeye Forest, CA
©Stephen Joseph



The Eastern Shore of Maryland
©Ian Plant

...TO PRESERVE OPEN SPACES IN BOZEMAN, MONTANA

The popular 16-acre Bozeman Pond Park sits in a densely populated, fast-growing area underserved by public open space. Through our Land Conservation Loan Program, we provided a critical \$720,000 loan to Gallatin Valley Land Trust to purchase an adjacent 12-acre parcel that previously was under contract by residential developers. In a unique example of conservation working for the community, the land trust will sell three acres to Haven, a domestic violence shelter and advocacy organization for use as a new shelter site. The city of Bozeman will use funding from its recently approved parks and open space bond to buy the remaining land.

WHY IT MATTERS: Land conservation deals often move quickly, sometimes faster than communities can secure funding for preservation. Our Land Conservation Loan Program, the only national bank for land conservation, provides ready capital that enables local nonprofits to seize conservation opportunities in their communities before they are lost forever.

“We would have lost this property to development if it weren’t for the Land Conservation Loan Program. Their loan allowed us to be nimble and responsive to an urgent opportunity. The result is an incredible, lasting outcome for conservation and for our community.”

—Kelly Pohl, Associate Director,
Gallatin Valley Land Trust



Bozeman Pond Park, MT
©Kelly Pohl





...TO ESTABLISH NATIONAL MONUMENTS

On March 25, 2013, President Obama designated two new national monuments that pay tribute to America's colorful past, and we played the lead role in getting them started. In Delaware, the 1,100-acre Woodlawn property just outside Wilmington became one of three historic areas that make up the First State National Monument, which tells the story of Delaware's early settlement and its important role as the first state to ratify the Constitution. With a generous contribution from the Mt. Cuba Center, we purchased the Woodlawn property and donated it to the National Park Service. Not too far away, on Maryland's Eastern Shore, we donated a key 480-acre property to the National Park Service that became the heart of the newly designated Harriet Tubman Underground Railroad National Monument. Born into slavery, Tubman escaped and returned to the South many times to rescue more than 300 slaves, becoming the best known conductor on the Underground Railroad. In addition, this year the Maryland Department of Natural Resources broke ground on Harriet Tubman Underground Railroad State Park, established on a 17-acre property protected by the Fund.

WHY IT MATTERS: America's story begins outdoors. Our lands and waters are the backdrop for our most poignant national memories: explorations, war, escape, adventure and more. We have worked with the National Park Service on nearly 200 projects to protect landscapes that define America's history.

"We wanted to see the Woodlawn property put to the best use and see it nationally recognized. Its unspoiled beauty, historical significance, and location near the Brandywine River make it a place that should not be kept a secret. We are grateful to have played a role in this historically significant designation."

—Ann Rose, President, Mt. Cuba Center



Marquita and her son Christopher, Atlanta, GA
©Whitney Flanagan

...TO DEVELOP A PARK WITH A PURPOSE IN ATLANTA

For more than a decade, we've worked park by park to make Atlanta cleaner and greener with support from the Arthur M. Blank Foundation and other key partners. In 2013, we helped lay the groundwork for the very first park in the English Avenue neighborhood, piecing together vacant and abandoned lots in one of the most underserved parts of the city. We took community leaders to Milwaukee to see how neighborhoods there are using green space to address pollution and flooding issues. And, our Resourceful Communities Program brought residents together to create a shared vision of hope for the future.

WHY IT MATTERS: Bringing green space to urban populations offers long-term community benefits and creates a center for community life, recreation and rejuvenation. When complete, Lindsay Street Park will offer a safer place to play, impact the economy through job and workforce training opportunities for local residents and provide cleaner air and water through rain gardens and other absorbent green spaces that help stem a polluted creek from spilling into nearby streets. It's a park with true purpose.



Transplanting Traditions, NC
©Jagmeet Mac

...TO PROVIDE OPPORTUNITY FOR REFUGEES IN NORTH CAROLINA

Refugees face many hardships when starting over in a new country. But in Chapel Hill, North Carolina, Transplanting Traditions Community Farm is helping more than 140 Karen immigrants use farming to preserve connections to the traditional foods and cultural practices of their native Burma. Program participants grow food on four acres of land protected by Triangle Land Conservancy. With support from the Z. Smith Reynolds Foundation, our Resourceful Communities Program provided a grant and technical assistance, which aided the creation of a roadside produce stand and helped strengthen and sustain programming that includes community-supported agriculture, food sales to restaurants and education and training in business development for its participants.

WHY IT MATTERS: Conservation is more than saving land. It's also about preserving the connection people have with the land and sharing it across generations and cultures.

...TO PLANT SEEDS OF HOPE IN DETROIT

The Conservation Fund, U-Haul, The Greening of Detroit and an army of community volunteers took part in a major effort to restore Rouge Park and strengthen Detroit's green economy. Donations to our Go Zero® program from U-Haul and its customers helped add 1,600 trees to the park and established the Growing Detroit's Green Economy Fund, which provides grants to organizations whose business models are tied directly to the sustainable use of natural resources. More than a million U-Haul customers have donated to Go Zero since 2007 to protect and restore America's forests from coast to coast.

WHY IT MATTERS: Detroit is in a rebuilding period. As a result of its economic collapse, city services have suffered, and rivers and parks stand neglected. With our experience working in some of America's largest metropolitan areas, we are helping Detroit improve its unique urban landscapes and ensuring its recovery will be green.

"The Conservation Fund has been partners with U-Haul for more than seven years. This partnership has helped U-Haul customers and our company invest in the future and support the well-being of our children and grandchildren. Together with our customers, we are not only mitigating emissions, but assisting the Fund in conserving and expanding the most important forests in the U.S. This is a powerful collaboration, an investment in our future and an integral part of our strategy to support initiatives that protect and conserve the spaces we work and live in. The Conservation Fund helps us do so with excellence."

—John "J.T." Taylor, President,
U-Haul International, Inc.



Go Zero tree planting in Rouge Park, MI
©Ivan LaBianca

2013 FINANCIALS

COMBINED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

For the year ended December 31, 2013, with comparative totals for 2012

SUPPORT AND REVENUE	2013 TOTAL	2012 TOTAL
Individual Contributions	12,211,901	22,419,616
Foundation Contributions	12,810,385	38,418,235
Corporate Contributions	2,212,209	1,953,091
Gifts of Land	39,725,967	14,867,434
Other Contributions	5,165,821	1,789,919
Conservation Land Transactions	45,500,953	41,931,398
Federal and State Grants	24,506,442	22,277,048
Contract Income	5,611,391	3,317,585
Mitigation/Carbon/Timber	5,094,482	19,254,387
Investment/Other Program Income	12,103,980	16,413,044
TOTAL SUPPORT AND REVENUE	\$164,943,540	\$182,641,757

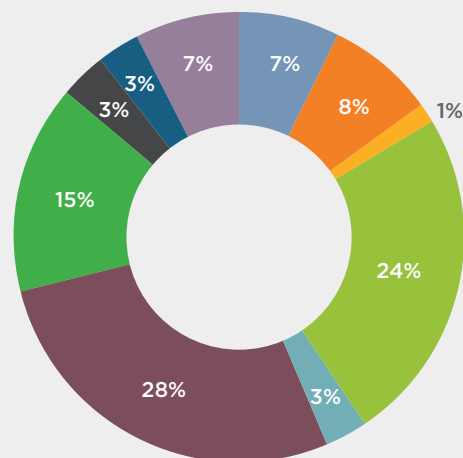
EXPENSES	2013 TOTAL	2012 TOTAL
Programs	140,068,110	133,385,238
Management and General	2,464,174	3,463,067
Fundraising	1,405,135	2,038,114
TOTAL EXPENSES	\$143,937,419	\$138,886,419

CHANGE IN NET ASSETS	\$21,006,121	\$43,755,338
NET ASSETS, BEGINNING OF YEAR	\$488,899,353	\$445,144,015
NET ASSETS, END OF YEAR	\$509,905,474	\$488,899,353

SOURCES OF FUNDS - 2013

Individual	\$12,211,901
Foundation	\$12,810,385
Corporate	\$2,212,209
Gifts of Land/Other	\$39,725,967
Other Contributions	\$5,165,821
Conservation Land Transactions	\$45,500,953
Federal and State Grants	\$24,506,442
Contract Income	\$5,611,391
Mitigation/Carbon/Timber	\$5,094,482
Investment and Other Program	\$12,103,980

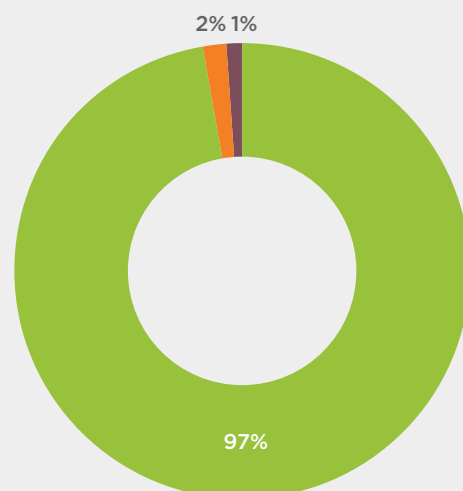
Total **\$164,943,540**



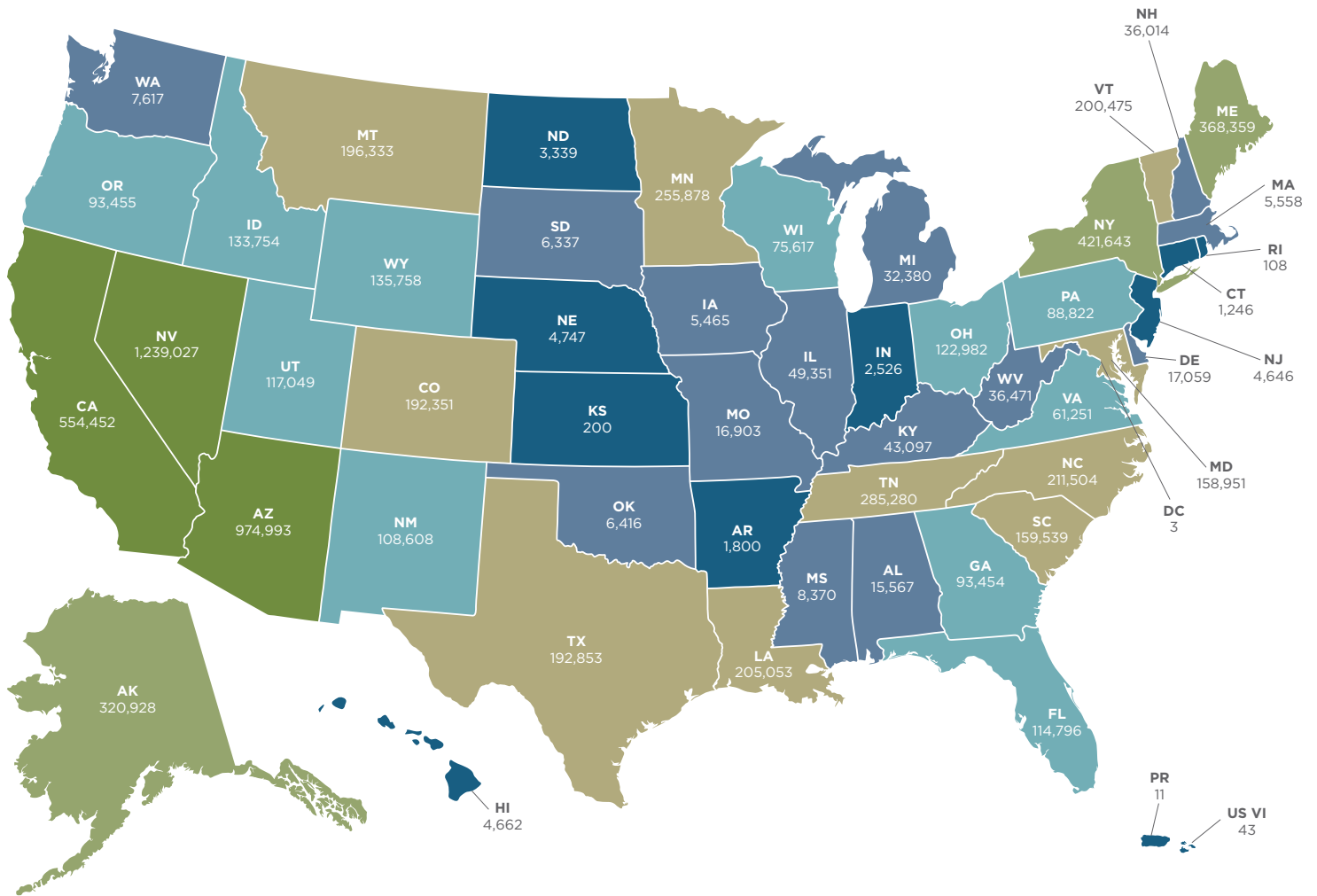
USES OF FUNDS - 2013

Programs	\$140,068,110
Management and General	\$2,464,174
Fundraising	\$1,405,135

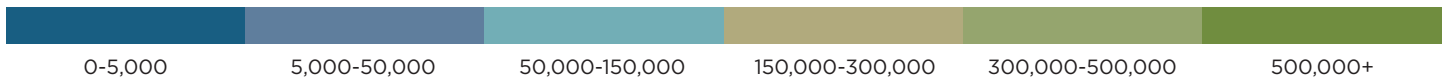
Total **\$143,937,419**



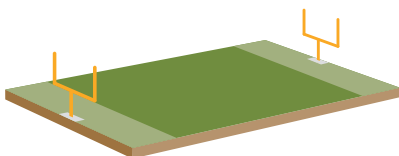
The Conservation Fund has saved over **7 million acres**



TOTAL ACRES SAVED SINCE 1985



WHAT DOES THIS MEAN FOR AMERICA?



A football field is about **1.1 acres**.

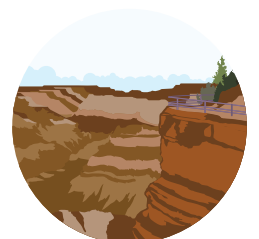
The island of Manhattan is only about **14,700 acres**.

The Conservation Fund has saved about **475 Manhattans**.



Grand Canyon National Park is about **1.1 million acres**.

The Conservation Fund has saved over **7 Grand Canyons**.



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conservationfund.org/connect

THE CONSERVATION FUND

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