The mission of the Grand Canyon Association is to help preserve and protect Grand Canyon National Park by cultivating support, education and understanding of the park.
Breathtaking.
Thank you for making a difference. Your involvement with Grand Canyon Association helps provide critical support to preserve and protect Grand Canyon National Park for many generations to come.

—DAVE UBERUAGA,
Superintendent, Grand Canyon National Park

Awe-inspiring. Picturesque.

These are only a few words from visitors of Grand Canyon National Park. Whether or not you have witnessed firsthand the park’s sweeping views, pristine streams or flourishing vegetation, it is your appreciation of Grand Canyon that drives us. Your support is helping us maintain and restore this wonderous landscape for present and future generations to experience.

Because of you, we are understanding the patterns of endangered birds, hoping to help them survive. Your generosity is helping us restore the Desert View Watchtower, making it a cultural experience and homage to the ancient people who lived in this area. Donations to our Trails Forever Fund have allowed us to rehabilitate Clear Creek Trail while preserving its historic character. Smaller projects, like providing our visiting junior rangers with park materials, are also possible because of your support.

As we gear up for the National Park Service’s centennial celebration in 2016, we are reminded of the original public servants working to preserve and protect Grand Canyon National Park. Like you, they wanted to protect these important national treasures for future generations. Thank you for your insight, contributions and continual impact on something so grand. Because of your generosity we are able to help support the legacy of the GRANDEST place on earth.

Christine Muldoon, Board Chair

Susan Schroeder, CEO
Showcasing Beauty. Restoring Intent.

**GRAND CANYON DEMONSTRATION GARDEN**

With more than 1,900 different kinds of plants, Grand Canyon National Park is home to more plant species than any park in the United States. With more than 5,000 feet of elevation change, a hike from rim to river is the equivalent to walking from Canada to Mexico and exploring a significant sample of the vegetation along the way. The Demonstration Garden grew from the desire to restore the South Rim’s original vegetation, while creating sustainable solutions for plants to thrive in the village area.

As the most developed part of the Canyon, 90% of park visitors take in the amazing Canyon views from overlooks along the South Rim. Until its removal as part of this project, non-native grass was inhibiting natural vegetation from growing and was not sustainable. The turf also attracted elk to the heavily visited area posing threats to tourist safety. Your generosity is helping to restore the original character of the South Rim. Work to replace this non-native grass began in 2014, removing turf from 2.25 acres along the South Rim in preparation for seeding and planting of local species.

Plans also include enhancing walkways, creating gathering areas and adding benches to form the Demonstration Garden – a place where visitors can better enjoy the views, enjoy the flora of Grand Canyon and participate in interpretive education programs. Other parts of the project include replacing the antiquated spray irrigation system with one that uses less water.

**A GREENHOUSE FOR GROWTH**

Preserving the native plants at Grand Canyon goes deeper than the creation of a demonstration garden. None of these plantings could be possible without a greenhouse to foster seedlings and to nurture new growth. With your support, Grand Canyon will have a new state of the art greenhouse featuring sustainable elements and the space to grow native plants for the Demonstration Garden and for future restoration projects on the rim and in the inner canyon. The greenhouse broke ground in June 2015, and is on track for completion in 2016. To stay up-to-date on this project, visit: www.grandcanyon.org/donate/projects/completed/demonstration-garden.
“After seeing the work done by Grand Canyon National Park’s awesome Vegetation Crew, I felt drawn to help ensure that everyone who visits the Grand Canyon Village gets an up close and personal opportunity to see the amazing variety of plants that call the Grand Canyon home.”

—SALLY CLAYTON
GCA Board member & donor, San Antonio, TX
“After 27 years of loving the Canyon—hiking, backpacking, and exploring the rim—I count my volunteer time with GCA among my best experiences. I would recommend it to anyone. It’s an opportunity to give back and experience parts of the Canyon I never knew existed. The park staff and GCA employees work you hard, but they ensure a great experience—one that you will never forget.”

—BARRY OLEKSAK, GCA member & volunteer, Phoenix, AZ
Volunteering for Something Grand

Volunteer Week

Until 2014, hands-on opportunities for our members to help the park were few and far between. Recognizing that volunteerism as an important way for people to connect and serve the park, Grand Canyon Association launched our first-ever GCA member only volunteer program. The week-long experience allows Grand Canyon Association members to invest time and labor to make immediate and noticeable impacts to the park.

The inaugural volunteer weeks were physically demanding—and also wildly popular. Members spent time living and working at Grand Canyon, hiking to reach their site locations each day. Work varied by season and location. Some volunteers cut down and carried away vegetation while others removed and replanted trees and many helped with fire mitigation at sensitive archaeology sites. The work was dirty, exhausting and not for the faint of heart, but perfect for the Grand Canyon enthusiast.

Though challenging work, members found care and maintenance of this national treasure deeply satisfying. The volunteers bonded as they dug, sweated, rested and repeated all week. A deep sense of camaraderie grew from their shared labor of love. And they felt pride in caring for something greater than themselves.

Volunteer Week is now a popular annual program; the three weeks available in 2015 are already full and GCA is looking forward to expanding the program in 2016. For more information about the program, future volunteer opportunities and how you can help, visit: www.grandcanyon.org/plan-your-visit/volunteer.
Grand Canyon is much more than a succession of scenic views. That is why Grand Canyon Association spends countless hours supporting educational and cultural events for people of all ages at the park. This past year, Grand Canyon Association sponsored activities that celebrated wildlife, showcased celestial wonders and educated visitors about the art, heritage and culture of native tribes affiliated with Grand Canyon. Your support allowed thousands of visitors to share in these experiences and form a deeper connection with the Canyon.

Your support also brings the Junior Ranger Program at Grand Canyon to life. Junior Rangers help to preserve and protect national parks by learning about nature and history, all while having fun exploring the park. They take this experience home and tell their friends, family and schoolmates about their adventures. The Junior Ranger Program is creating the next generation of park stewards.

Contributions also funded work by Bristlecone Media, who produced a series of online videos educating viewers across the world about Grand Canyon. The four videos, produced from December 2013 through February 2015, have already been viewed a cumulative 168,000 times. The captivating series inspires viewers to protect the park, and motivates them to visit and explore the wonders of Grand Canyon. Visit GCA’s YouTube page to see these spectacular videos.
**WILDLIFE DAY**—Visitors learn about and develop appreciation for Grand Canyon’s abundant wildlife and the work of wildlife biologists.

**ECHOES FROM THE CANYON**—Visitors watch as rangers bring to life historic figures who made Grand Canyon what it is today.

**ANNUAL STAR PARTY**—Visitors at the North and South Rims celebrate the dark skies at Grand Canyon and view star clusters, planets, and galaxies through telescopes operated by volunteer astronomers.

**WESTERN ARTS DAY**—This North Rim celebration embraces the western culture that helps define what Northern Arizona is today. Presentations include cowboy poetry and music, saddle making and 1840s survival skills.

**NATIVE AMERICAN HERITAGE DAY**—Grand Canyon celebrates the eleven tribes that maintain a connection to Grand Canyon with special programs and demonstrations including ethnobotany and Native American flute playing and dance.
Through our close association with the GCA we heard about the Clear Creek Project and jumped at the chance to support it and help the Clear Creek Trail get some much needed TLC (tough, loving care). With an improved trail, we hope more hikers might be encouraged to “go below the rim” and discover the magic that only that kind of experience will provide.

—KATHY AND PETER WEGE, GCA Donors, Sedona, AZ
Trails Forever

CLEAR CREEK TRAIL
Your contributions to the Trails Forever Restoration Fund allowed Grand Canyon Association and the park to kick off one of the most ambitious trail projects in its history: a major restoration of the legendary Clear Creek Trail. It’s a project that takes more than just shovels and sunscreen, and for good reason. The repair of historic trails, like Clear Creek, is actually an act of historic renewal.

Every Grand Canyon trail has its own unique story, and the Clear Creek Trail is no exception. Clear Creek is a perennial water source sustaining a lush riparian environment and is fed by the Cheyava Falls, a towering, season waterfall. Though Cheyava is Grand Canyon’s tallest waterfall, its intermittent flow and secluded location conspired to keep it a secret from South Rim residents into the early 1900s.

Until the Civilian Conservation Corps completed the Clear Creek Trail in 1935, there was no easy way to access the falls. For most hikers, spending a full day at Cheyava Falls will require a five-day, round-trip expedition. It’s easy to imagine how time, weather and constant use of this remote trail exacted a heavy toll over eight decades.

Support from people like you has afforded the park the opportunity to undo this damage. Together, Grand Canyon Association members and donors raised $219,000 in 2014, to fund trail restoration. That generosity allowed park staff and crew from Coconino Conservation Corps to begin moving tons of rock fall and grooming nine miles of trails in April 2015.

TWO WAYS TO HELP GRAND CANYON TRAILS
The rehabilitation of this historic trail is only a small part of the bigger picture. Grand Canyon has more than 350 miles of trails in constant need of ongoing work. The Trails Forever Restoration Fund sets aside funds for immediate trails projects—such as Clear Creek—that have been identified by Grand Canyon National Park as essential to restore and repair in the next three to five years. The Trails Forever Endowment Fund was established in 2013, by a significant gift from Arizona Public Service, and growing by the generosity of Grand Canyon Association’s many donors. These donors are doing more than just ensuring continued recreation opportunities for today’s hikers—they are preserving our trail network for generations yet to come. The endowment is set to support Grand Canyon trails in perpetuity.
Soaring to New Heights

BIRDING WITH A PURPOSE

Grand Canyon’s bird life has inspired writers, artists and biologists. But, it is visitors’ enthusiastic interest in birds that sparked Grand Canyon Association’s Birding with a Purpose program.

Standing on the Canyon rim, you can often see a family react to their first ever sighting of an endangered California condor. Seeing this threatened species soar over the Canyon forges a deep and lasting sense of connection to this place. But the sight of any wild bird, even a common raven, reminds us that this is not a barren desert. It is a complex environment that sustains myriad forms of life. Birds, in turn, play an important role in supporting this environment by controlling prey populations, pollinating plants and dispersing seeds. The Canyon’s ability to support magnificent and rare birds like the California condor is a powerful reminder of what a healthy ecosystem looks like.

Your support for this special program has taken birdwatching to new heights. Visitors are learning about why and how birds are monitored and about their significance to Grand Canyon. Multiple events such as the Christmas Bird Count, the annual Backyard Bird Count and the annual Big Day/Big Sit attract traditional birdwatchers and first-time enthusiasts. Participating in these nationwide birding events helps researchers understand the bigger ecological role Grand Canyon plays in the region, while engaging the public at the same time.

Grand Canyon National Park is very grateful to the volunteers and supporters of this project—you have helped park scientists better understand bird patterns throughout the Grand Canyon. This work-in-progress ensures that visitors can look up into the sky or down into the vast open space below the rim and enjoy Grand Canyon’s feathered friends. For information on how you can continue to assist this project, visit: www.grandcanyon.org/donate/projects/current/birding-purpose.
A Towering Restoration

DESSERT VIEW WATCHTOWER

Corporate partnerships are another powerful way to accomplish big things at Grand Canyon. There is not a better example than the amazing things happening at the Desert View Watchtower—partly due to a grant from American Express that was secured for the park by Grand Canyon Association.

The commanding stone tower on the east end of the Grand Canyon is a spectacular sight. Seventy feet tall with a 30 foot circular base, this ancient-looking structure was built to model a Native American tower. The historic building, constructed in 1932, was the brainchild of famed southwestern architect Mary Colter.

Grand Canyon visitors are drawn to the Watchtower’s unique construction and equally marvelous interior. The ground floor of the structure boasts a large observation room designed to resemble a Native American kiva—a place used for men’s religious and social activities. Visitors entering the Watchtower are treated to breathtaking panoramic views of Grand Canyon and the Colorado River below. Also extraordinary is the Hopi room, designed as a tribute to the Hopi tribe and painted with intricate murals by renowned Hopi artist Fred Kabotie.

This carefully planned space, built as a tribute to the Native American tribes of Grand Canyon, was originally designed to house Native American craft demonstrations by weavers and basket makers. Over the years the original intent of this space was lost and forgotten. The first floor of the building was taken over by a large gift shop and time and the elements weathered much of the Watchtower, both inside and out.

Wanting to restore and preserve this important cultural building, the National Park Service (NPS), reimbursed the Concessioner for capital improvements they had made during previous contracts and designated it an NPS Visitor Center. As a first step in restoring the structure to its original intent, the large gift shop was removed returning the first floor to a cultural and interpretive space. A smaller retail shop by Grand Canyon Association is located in the back of the first floor, and a portion of the proceeds from the sales go back to the park.

This is just the beginning of the Watchtower’s restoration. The park plans to once again offer cultural demonstrations for visitors including art, songs, dances and tribal traditions by Native Americans with help from Grand Canyon Association.

The park also plans to conserve the beautiful Kabotie murals. The first phase of this project is funded through the generous grant from our corporate partner, American Express. During 2015, a specialist will initiate conservation efforts working with interns to document the murals while giving the students immeasurable hands-on experience. The process to fully preserve the Hopi murals may take up to two years and requires additional funding.

Coinciding with conserving the murals, NPS will inventory other damage incurred by the historic building and take the necessary steps to plan for repair costs. Restoring the Watchtower to its original glory will take patience, time and help. To further this worthwhile endeavor and assist in reclaiming the Watchtower’s wonder and allure, visit www.grandcanyon.org/donate.
New Products: GCA introduced a unique pottery line inspired by ancient artifacts in the Park Service Museum Collection and Grand Reflections, a small coffee table book featuring awe-inspiring views from some of Grand Canyon’s best photographers.

The 2014 annual Grand Canyon Celebration of Art was the most successful in the event’s 6 year history, selling 280 paintings totaling more than $322,000. Half of this total will go towards the goal of funding a permanent art venue at the South Rim of Grand Canyon National Park.

The Grand Canyon Field Institute introduced the North Rim Family Hiking Adventure class on the North Rim, allowing families and small groups to participate in educational, rim based day hikes. Nearly 200 park visitors took advantage of this program.
Grand Canyon Association is proud to be the official fundraising and educational partner of Grand Canyon National Park. When you support GCA you are not only funding important park projects, but also helping GCA educate thousands of visitors each year through our own educational and cultural programs that augment and enrich the park experience.

For more than 20 years, GRAND CANYON ASSOCIATION’S FIELD INSTITUTE has provided unforgettable adventures to visitors seeking a more in depth experience at the Canyon. From backpacking, to river running, to rim based courses, the Field Institute offers dozens of ways to connect with the Canyon. No matter what experience you are seeking—a day trip on the rim or a five day backpack—an outing with the Field Institute is always in the company of a Grand Canyon expert. Our instructors transform your visit to the park into a world class learning adventure about Grand Canyon’s ecology, geology and human history.

The digital age has given us the power to instantly capture and share the beauty that is Grand Canyon. But visit the park in mid-September and you will find scores of artists who still capture the canyon the time honored way—one brushstroke at a time. Every year our week-long GRAND CANYON CELEBRATION OF ART invites visitors to slow down and experience the park through the eyes of these artist as they painstakingly work to capture the essence of Grand Canyon.

Following in the footsteps of the early painters who first introduced the world to Grand Canyon, these modern artists brave the Canyon’s harsh elements to record this magnificent national treasure on canvas, board and paper. The culmination of the event is an exhibit and sale of the works created during the week. Proceeds from the event go toward a future permanent art venue at Grand Canyon.

Your connection to Grand Canyon doesn’t end when you leave the park. That’s why Grand Canyon Association works so hard to create books and merchandise through our PUBLISHING AND PRODUCT DEVELOPMENT PROGRAM that educate and inspire you long after your visit ends. We provide outstanding educational literature by seeking out experts on Grand Canyon geology, wildlife, culture—and trails to partner with us on our books. We are always working to enhance our line with unique products. If you haven’t been to one of our park stores recently, stop in on your next Grand Canyon trip or visit our online store.

To learn more about how you can be involved visit www.grandcanyon.org.
Thank you for your passion and support to protect Grand Canyon National Park.

Many people, companies and organizations supported Grand Canyon through donations to the Grand Canyon Association in 2014. Because of space constraints, the following list includes donors who contributed $500 or more. Your contribution—regardless of size—helps protect Grand Canyon for future generations. Thank you for your generous support.

**$100,000+**

National Park Foundation

**$50,000+**

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Legacy Gifts  
The Bright Angel Circle honors those who have included Grand Canyon Association in their estate plans. Designating your legacy gift is the only qualification needed for life-time membership; benefits include invitations to special events and a subscription to Canyon Views quarterly newsletter.  

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Call Ann Scheflen, Chief Philanthropy Officer,  
928-863-3876, or visit grandcanyon.org  

Every effort has been made to ensure that this list is accurate and complete. We apologize if your name has been omitted or otherwise improperly reported. Please contact us at (800) 858-2808 so we can correct our records.
The amounts presented here are derived from the Grand Canyon Association’s audited financial statements for the year ending December 31, 2014. A copy of the audited financial statement is available on request.

Grand Canyon Association changed its accounting policy regarding capital improvements to property owned by the National Park Service. See our audited financials posted at www.grandcanyon.org for more detail.

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<tr>
<td><strong>Net Assets:</strong></td>
</tr>
<tr>
<td>Unrestricted:</td>
</tr>
<tr>
<td>Board designated for operating reserves</td>
</tr>
<tr>
<td>Undesignated</td>
</tr>
<tr>
<td><strong>Total unrestricted net assets</strong></td>
</tr>
<tr>
<td>Temporarily restricted</td>
</tr>
<tr>
<td>Permanently restricted</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
</tr>
</tbody>
</table>
Statement of Activities
Year Ended December 31, 2014

Revenues, support, and gains:

Sales $6,311,062 $5,488,121
Contributions and Memberships
  Individuals 1,959,418 1,636,595
  Corporations 72,522 1,117,307
  Foundations 279,107 422,052
  Events 142,092 137,780
Investment and Other income 814,527 1,063,578
Total revenues, support, and gains $9,578,728 $9,845,433

Expenses:

Program expenses
  Sales Expenses and Cost of Goods Sold 3,696,322 3,353,135
  Aid to National Park Service 3,578,382 3,602,791
  Aid to USDA Forest Service 7,660 10,713
  Management and general 970,008 900,428
Fundraising 468,930 391,398
Total expenses 8,721,302 8,258,465
Change in net assets 857,426 1,586,968
Net assets, beginning of the year 7,641,193 6,024,225
Net assets, end of the year $8,498,619 $7,641,193

GCA Interpretive Services $1,430,531
Education & Interpretation $852,401
Buildings & Historic Structures $433,989
Conservation: Habitat & Wildlife $308,917
Visitor Services $65,564
Publication Development $182,338
Arts & Culture $110,669
Trail Restoration $183,973
Education & Interpretation
Visitor Services
Conservation: Habitat & Wildlife
Publication Development
Arts & Culture
Trail Restoration
Buildings & Historic Structures
GCA Interpretive Services
The mission of the Grand Canyon Association is to help preserve and protect Grand Canyon National Park by cultivating support, education and understanding of the park.