**Purpose:** Grand Canyon is a national treasure, one of the Seven Natural Wonders of the World, and an international symbol of nature's grandeur. As the official charitable partner, Grand Canyon Conservancy provides private funding to enable Grand Canyon National Park to raise the margin of excellence for educational programs and preservation, build innovation in park services, and support necessities not funded by federal dollars.

**Mission:** We inspire people to protect and enhance Grand Canyon National Park for present and future generations.

**Vision:** We support Grand Canyon National Park in its goals to provide enriching and fulfilling visitor experiences and to protect the park for future generations. We will achieve this by establishing a stable and growing funding stream, providing enhanced educational experiences, and engaging advocates for the park.
Dear Friend,

2018 was a milestone year! In November, we changed our name from Grand Canyon Association to Grand Canyon Conservancy, a name that better communicates who we are, what we do, and how we serve Grand Canyon National Park. Some synonyms for “conserving” are preserving, managing, and protecting . . . exactly what we do with your help. Although our name has changed, our goal to inspire, educate, and protect remains the same, as does our commitment to you, our supporters.

For the third year in a row, over six million visitors from around the world experienced Grand Canyon National Park, and your support was vital to the programs they enjoyed. With your help, we’ve continued to improve hiker safety through trail restoration while protecting natural habitats along the way. The Canyon Field School was relaunched, and its pilot year saw 171 youth taking part in ranger-led, education-based wilderness experiences. More lights were retrofitted along the South Rim, bringing us closer to receiving International Dark Sky Park status. And our Grand Vision Campaign for Trails Forever, Desert View Inter-tribal Cultural Heritage Site, Dark Sky Preservation, and Discovery and Exploration came closer to its goal of raising $15 million.

As we approach the halfway mark of the Grand Canyon National Park Centennial year, we can look back on 2018 as a foundational year that positioned Grand Canyon Conservancy for the national and international outreach the Centennial has brought us. Now, even more people know about the mission and vision of Grand Canyon Conservancy and the vital work we, with your support, do to preserve and protect Grand Canyon National Park.

We thank you for being a part of the Grand Canyon family! With your support, we look forward to continuing the vital conservation, restoration, and education efforts at Grand Canyon that you make possible.

Susan Schroeder,  
Chief Executive Officer

Mark Schiavoni,  
Board Chair

P.S.—On a personal note, I will be stepping down as CEO on June 30 and Theresa McMullan, our current COO, will assume the CEO role on July 1. I’ll stay on to support the transition working on special projects through the end of the year. It’s been a remarkable 11 years since I became CEO of this amazing organization. Thanks to you, our loyal supporters, and our dedicated staff and board, we’ve experienced tremendous growth, and have enhanced our partnership with Grand Canyon National Park. I’m thrilled knowing that Theresa’s love for the canyon, combined with her knowledge and experience, will allow us to make a seamless transition into the Grand Canyon Conservancy’s next chapter.

I hope to see you on the trails!

2018 Board of Directors

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Phoenix, Arizona

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Mountain View, California

Thank you to Rich Foudy and T. Paul Thomas, whose service ended in 2018.

GCC Officers

Susan Schroeder  
Chief Executive Officer

Theresa McMullan  
Chief Operating Officer

Andy Vikta  
Chief Financial Officer
Highlights of 2018

Canyon Field School Develops the Canyon’s Future Caretakers

A revitalized Canyon Field School is once again revealing the wonders of Grand Canyon to youth from Arizona and across the country. This partnership between Grand Canyon Conservancy and the National Park Service invites students to explore science, technology, engineering, art, math, culture, and history with Grand Canyon as their classroom. Participants stay a day, overnight, or up to a week, immersed in hands-on learning opportunities led by Park Service educators.

“We’re passionate about creating environmental stewards,” says school manager Ally Amavisca. Students come from all over the United States, but Amavisca is especially driven to reach Arizona kids, particularly those from Title 1 schools, the big metropolitan areas of Phoenix and Tucson, and American Indian tribes traditionally associated with Grand Canyon. The Canyon Field School offered eight programs to 171 participants when it was relaunched in the second half of 2018; the goal is to triple that number in 2019.

“With our immersive programs, we’re developing young people who will care for and want to protect this natural resource,” says Amavisca. “And experiencing the canyon will help them in other areas of their lives as well.” Alongside inspiration and education come empowerment. “We want them to know they can make a difference, so we ask them to do one thing that will help nature. They learn that small changes lead to bigger ones, and every action helps.”

“In 2018, we were fortunate to partner with Canyon Field School to include the Grand Canyon as a supporter of Native youth in our parks. Partnering with Canyon Field School has provided opportunities for our Hopi youth to visit and learn about their ancestral homelands. Many of our participating summer youth had never visited the Grand Canyon, and the opportunity to visit one of our most culturally significant areas was an amazing experience.”

— Marshall Masayesva, Ancestral Lands Hopi
Volunteers Bring Helping Hands to Canyon Projects

If volunteers stopped working in Grand Canyon National Park tomorrow, some of the behind-the-scenes work that goes into making the park so grand would not be completed.

Fortunately, there’s little chance of that. Volunteers love to give time to the canyon. Many volunteer as individuals, including Grand Canyon Conservancy supporters who come for supporters-only work weeks. In 2018, over a two-week volunteer work period, GCC supporters contributed 715 hours valued at a little over $18,000, collecting seeds, transplanting seedlings, and helping to reduce the risk of fire near structures.

In addition to GCC volunteers and those who come through other programs, some people volunteer through their workplace. Two companies with volunteer programs at Grand Canyon are power company Arizona Public Service (APS) and integrated payments company American Express.

APS has been volunteering at Grand Canyon for over 25 years. In 2018, their employees volunteered 136 hours. APS employee Joe Hauglie brought his kids along to clean a campground.

“It doesn’t sound glamorous to walk around the South Rim picking up trash or cleaning a campfire ring with a shovel in your hand, but you don’t do it for the glamour,” he says. “You do it because it’s a way to make sure a place like the canyon can be enjoyed by people two to three generations down the road.”

Melissa Irwin, another APS employee, likes to clean the campground because
“it helps save birds and animals from ingesting that trash and getting sick. Being out in the fresh air and seeing the beautiful sights while meeting new people and helping the environment is a win-win in my book.”

Both APS and American Express invite employees to bring their families and camp out during multi-day volunteer events. Experiencing the canyon’s breathtaking dark skies and watching park operations from behind the scenes make these trips especially memorable for many.

“You have fun and make a wonderful contribution at the same time,” says Lisa Payne, who organizes American Express’s volunteer program at Grand Canyon. About 150 employees from across the country have volunteered at the Grand Canyon since this program began in 2013.

Armando Garcia of American Express was still fairly new to Arizona when he saw the canyon for the first time during a volunteer project. He’s now completed four projects.

“People all over the world come to be amazed at the Grand Canyon, and it is our duty to make sure that it can be enjoyed by everyone and for a long time,” he says.

American Express’s Andres Hernandez sums up the benefits of volunteering. “You network with employees from throughout the company and make new friends and colleagues. You get to go camping and get closer to nature, participate in a potluck and taste delicious camping cuisines from the various volunteers at your site, and you get free and close access to the Grand Canyon itself. As someone who typically participates in about eight volunteer events a year, this is the one I look forward to the most!”

Other corporations making a difference at Grand Canyon National Park are the American Automobile Association, REI, Wells Fargo, and Pink Adventure Tours, which has the most robust program at the park, volunteering 829 hours in 2018 across 19 different projects.
A Grand Vision
Centennial Campaign

In 2015, we kicked off a comprehensive fundraising campaign to address pressing needs and exciting projects at Grand Canyon National Park. Thanks to you and other generous supporters, by the end of 2018 we had raised $13.1 million toward our $15 million goal for the Grand Vision Centennial Campaign! Thank you for supporting this amazing park and for your confidence in our work.

While we look to the future and continue to raise funds to meet our goal, we’re pleased to share the results of your philanthropic investment through December 31, 2018.

Preserving Dark Skies

Goal: $1 million
Raised as of 12/31/18: $918,000

Thanks to your support, more than 1,500 high-efficiency, non-glare light fixtures are in place along the South Rim. This signals the achievement of a long-held goal for Grand Canyon—to be permanently accredited as an International Dark Sky Park by the International Dark-Sky Association. Additional work will continue in 2019 and 2020 to minimize light pollution at the park. Grants from the Kemper & Ethel Marley Foundation and the Orr Family Foundation provided a welcome boost to this project and are allowing park experts to begin the expansion of educational offerings for visitors.

Trails Forever Annual Restoration

Goal: $2 million
Raised as of 12/31/18: $1,626 million

Thousands of hikers see what we’ve accomplished together along Grandview, Tanner, Hermit, and South Kaibab Trails. In 2019, thanks to a generous grant from the Nina Mason Pulliam Charitable Trust and other contributors, we will make improvements along a three-mile section of Bright Angel Trail from Indian Garden to Pipe Creek Resthouse. The historic Bright Angel Trail is one of the most heavily traveled in the canyon. One section of the trail is washed out, causing hikers to navigate slippery river rocks and traverse through creek water. Your contributions will help divert the creek and make hiking the trail a more enjoyable experience for all.
**Trails Forever Endowment**

**Goal:** $4 million  
**Raised as of 12/31/18:** $2,441 million

We’re also raising funds for an endowment to support trail restoration into the future. Thanks to a generous $500,000 challenge match from ten very special donors, and to those who donated funds to meet the challenge, this permanent fund is growing. Soon, it will provide an ongoing source of money for restoration and maintenance of trails throughout the park.

**Desert View Inter-tribal Cultural Heritage Site**

**Goal:** $1.5 million  
**Raised as of 12/31/18:** $1,066 million

Conservators have applied the finishing touches to the historic murals on floors 2, 3, and 4 of Desert View Watchtower, unveiling the vibrant black, pink, gold, and turquoise hues that comprise the original paintings. The murals have a new vibrancy, delighting visitors with their stories of American Indian culture and history. Outside, the Desert View Inter-tribal Cultural Heritage Site plans are nearing completion, and capital improvements will begin in the near future. Over the next few years, Desert View will evolve from a traditional scenic overlook into a place for first-voice cultural interpretation by associated American Indian tribes. The site will expose millions of visitors to the cultural significance of the
area while informing people about tourism opportunities on surrounding tribal lands. Presently, Grand Canyon Conservancy supports about 400 artist cultural demonstrations each year, providing direct economic benefit to the eleven park-affiliated tribes and their members.

**Discovery & Exploration**

Goal: $3.5 million  
Raised as of 12/31/18: **$3.733 million**

Education and interpretation, science and resource protection, and preventive search and rescue programs are just a few of the park programs benefiting from the Grand Vision Centennial Campaign. One high point is the expansion of the Canyon Field School (see main story), made possible through a grant from the APS Foundation.

**Greatest Needs of the Park** *(unrestricted)*

Goal: $3 million  
Raised as of 12/31/18: **$3.404 million**

Many generous campaign donors are supporting a range of critical park projects by donating unrestricted funds. These gifts are highly valued, as they allow us to act quickly and efficiently to fill in campaign priority gaps and capitalize on emerging opportunities that enhance the park and expand its programs. For example, in 2018, $430,000 was allocated to the Desert View Intertribal Cultural Heritage Site fund and matched by the federal government.
Your support makes a difference! Thank you!

6.38 million visitors to Grand Canyon National Park

$5 million in gifts

10,515 new supporters joining in our stores

$10 million in sales at Grand Canyon Conservancy Park Stores

3,500+ participants in Grand Canyon Conservancy Field Institute

22,000 GCC supporters that make it all happen!

592 hiker assists performed by Preventive Search and Rescue

Your support makes a difference! Thank you!
What’s Next

By the time you receive this Annual Report, we’ll be halfway through the Grand Canyon National Park Centennial. It’s been a busy and rewarding first half of 2019! Grand Canyon Conservancy and the park Centennial have been featured in news stories around the globe, thousands of people have participated in special celebratory programs and events, and Centennial merchandise is flying off the shelves of our stores. We hope you can join us in celebrating at the park or online!

Following the Grand Vision Campaign and the Centennial, we’re looking forward to two very exciting projects: a new shade structure at Tipoff on the South Kaibab Trail and the Desert View Inter-tribal Heritage Site.

Tipoff Shade Structure

The South Kaibab Trail is one of the canyon’s most popular trails, with up to 500 visitors per day enjoying its panoramic views. But it’s also notable for what it does not offer: shade and water.

It’s not unusual for hikers to set out energetically on a day hike or overnight trip to Phantom Ranch, only to find themselves hot and exhausted by the time they get to the Tipoff just 4.4 miles down the trail. The Tipoff has composting toilets and an emergency phone but doesn’t help hikers with one of their greatest needs—protection from the sun.

The Tipoff Shade Structure plan includes improvements that will make the trail safer and more enjoyable for tens of thousands of people who travel it each year, including:

- A durable shade structure, with steel roof and wooden benches, built to withstand harsh weather conditions with little or no maintenance.
- Two new cisterns to capture the canyon’s precious rainfall, making emergency water available to hikers carrying water filters.

In next year’s Annual Report, we’ll cover the progress of the shade structure and the impact it has on the trail. And if you hike South Kaibab, you’ll see firsthand the work being done later this year.

Desert View Inter-tribal Cultural Heritage Site

Desert View is much more than a scenic overlook—it tells a living story of the peoples of the eleven associated tribes that make Grand Canyon their home.

Together with the National Park Service and the Inter-tribal Advisory Council, we are transforming Desert View into a thriving space that celebrates the tribal heritages of Grand Canyon. As we embark on establishing an Inter-tribal Cultural Heritage Site at Desert View, we will work to transform a scenic overlook and rest area into a cultural destination that is accessible and intuitive, authentic and inspiring. Visitors will enter and move through the site seamlessly and sensibly, with clear wayfinding and access ensured for all. Appropriate spaces will be built for first voice interpretation, cultural demonstrations, and tribal exhibits.

Your generous support will create an experience that engages visitors from around the world in the diverse cultures at Grand Canyon and allows everyone—including the canyon’s first inhabitants—to celebrate our shared heritage. Stay tuned for more information on this important project.
A New Chapter Begins

As Grand Canyon National Park prepared to celebrate its centennial year, Grand Canyon Conservancy CEO Susan Schroeder prepared herself and Conservancy staff for a different sort of watershed event: her retirement.

Since 2008, Schroeder has brought her knowledge and experience in organizational development, fundraising, strategic planning, and nonprofit governance to Grand Canyon Conservancy. Her first challenge was incorporating fundraising into the Conservancy’s mission, a task made doubly challenging during the recession.

“Adversity has a way of making us stronger,” says Schroeder, “and that was the case for Grand Canyon Conservancy in 2008. It was a challenging time but also an opportunity to see how we could do things differently.”

Under Schroeder’s leadership, the Conservancy has found many ways to do things differently without losing sight of a heritage stretching back to its founding in 1932. The redevelopment of Bright Angel Trailhead, the renovation of historic Kolb Studio, and a new, energy-efficient greenhouse at the South Rim were all major fundraising projects completed during Schroeder’s tenure.

“We have a strong and effective partnership with the park now and are in lockstep supporting their efforts,” Schroeder says.

As the Conservancy has grown, its partnership with the National Park Service has expanded and solidified. To celebrate the National Park Service Centennial in 2016, the Conservancy launched its first-ever fundraising campaign, A Grand Vision. By the time it ends in 2019, this campaign will have raised $15 million to fund priority projects at Grand Canyon identified by the Park Service (see pages 6-8).

To ensure a smooth change in leadership, the board selected Theresa McMullan, current chief operating officer, to assume the role of CEO as of July 1, 2019, with Schroeder continuing to work on special projects for the Conservancy through year’s end. McMullan, who joined the staff in 2015, currently oversees retail operations, human resources, publishing, IT, and facilities maintenance.

“I look forward to continuing to work with our passionate and talented board and staff, and to connecting with our supporters as we enter the park’s next century,” McMullan says.

As she prepares for the transition, Schroeder has taken time to consider what life might hold once she’s no longer responsible for the daily operations of a busy and thriving nonprofit. In addition to volunteering and doing some consulting, she says, “I plan to travel more with my husband, and have more time to hike Grand Canyon!”

The future looks bright, both for Schroeder and Grand Canyon Conservancy. “I’m excited and confident in the future of this organization,” says Schroeder. “The board made an excellent choice in selecting Theresa as CEO, and her knowledge and experience with Grand Canyon Conservancy will allow us to make this a seamless transition into the next chapter.”
Thank you for your generous support.

Grand Canyon Conservancy is grateful for the many people, companies, and organizations that supported Grand Canyon National Park through donations between January 1 and December 31, 2018. Every effort has been made to ensure that this list is accurate. Due to space constraints, we are only able to include those who contributed $1,000 or more. Regardless of amount, your contribution helps us inspire present and future generations to protect and preserve Grand Canyon.

$100,000+
APS Foundation
Charina Endowment Fund
J. W. Kieckhefer Foundation
Kemper and Ethel Marley Foundation
The Orr Family Foundation
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Thaddeus Lasiewicz
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Audrey and Michael Sepe
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Kathleen and Peter Wege
Earl Weidner
Hilarie and Peter Weinstock
Gary West
Janis Wheat
Marlene Whitlock
The Wildland Trekking Company
Donna and Daniel Winarski
Scott Wohlander
Beverly Womack
Pamela Wrench
Leilani and Andrew Yamada Osler
Kathleen Duffy Ybarra and Frank Ybarra
Beth Anne Yeager and David Schwartz
Cynthia Yomantas and Steven Bauman
Yuka and Koki Yonemura
Patricia and Michael Young
Marjorie and Robert Zamorski

*Special thanks to our park partners who support Grand Canyon Conservancy and the park through the guest donation program.

Bright Angel Bicycles
Delaware North Parks and Resorts
Forever Resorts
Grand Canyon National Park Lodges/Xanterra Parks and Resorts
National Park Foundation

This list includes donations made between January 1 and December 31, 2018. Every effort has been made to ensure that it is accurate and complete. We apologize if your name has been omitted or otherwise inaccurately reported. Please contact us at (800) 858-2808 so we may correct our records.
**Bright Angel Circle**

The Bright Angel Circle honors forward-thinking individuals who have made an estate gift or bequest to Grand Canyon Conservancy. Thank you for helping us protect and enhance the Grand Canyon for future generations. Our heartfelt gratitude for your commitment to Grand Canyon National Park.

Robert W. and Barbara L. Aaron
Ron Alexander
Anonymous
Barbara Lorraine Bigelow
Arch and Laura Brown
Judie and John Carpenter
Sally M. Clayton
William D. Di Paolo and Laura B. Hall
Jerry Dickey
Gregory M. Dixon
Margie Puerta Edson and Frederick M. Edson
Fr. Jerome W. Fehn
Jeanne and Nigel Finney
Raymond W. Flint
K.L. Gibson
Sharon E. Gossett
Charlotte S. Graham-Clark
Jerilee Grandy
Karen Greig and Michael Frank
Alice Hagerman
Martha G. Hahn
Mike and Kathy Hayes
Sheila Lewis Henry
Robert and Ellen Hostetler
James R. Huett and Claudia R. Huett
Anonymous
Mark W. Jordan
David R. King
Wanda and Tony Kuklis
Dorothy and Ken Lamm
Maura D. Mack
Gail M. Mancuso
Linda J. McKee
Christine Duff Muldoon
Jeffery D. Judds and Barry S. Oleksak
Charles Parker
Teresa Hurst Peitrowski
John “Rick” Rockwell
John M. Rowland
Susan Schroeder and Gary McNaughton
Judy Sharken Simon and Chris Simon
Anonymous
Marsha Morgan Sitterley
Iver and Karen Sondrol
Roger and Chris Stage
James R. Stewart
Don and Laura Stuart
Dawn and Stan Sutherland
The Carl A. Thomsen Family
Mari Tustin
Willem and Johanna Van Kempen
Marilyn J. Viehl and Warren A. Viehl
Jannene F. Wagner and Mark E. Rassier
Daphne and Stuart Wells
DJ Williams
Anonymous
Martha Wren and Harvey Johnstad
Pamela B. Wrench
Philip M. Smith Estate
Robert L. Sanders Estate

To make a gift, call or email (800) 858-2808 or philanthropy@grandcanyon.org
### Statement of Financial Position  
(with comparative totals for December 31, 2017)

#### Year Ended December 31, 2018

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$4,236,183</td>
<td>$2,785,439</td>
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<tr>
<td>Investments</td>
<td>7,174,974</td>
<td>7,291,654</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>138,201</td>
<td>89,847</td>
</tr>
<tr>
<td>Bequests, grants and pledges receivable</td>
<td>894,972</td>
<td>954,115</td>
</tr>
<tr>
<td>Inventories</td>
<td>1,402,320</td>
<td>1,342,917</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>140,305</td>
<td>141,751</td>
</tr>
<tr>
<td>Other current assets</td>
<td>67,529</td>
<td>57,797</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td><strong>14,054,484</strong></td>
<td><strong>12,663,520</strong></td>
</tr>
<tr>
<td>Long-term investments—endowments</td>
<td>3,963,920</td>
<td>4,021,635</td>
</tr>
<tr>
<td>Pledges receivable, non-current, net</td>
<td>412,334</td>
<td>344,616</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>489,640</td>
<td>538,654</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$18,920,378</strong></td>
<td><strong>$17,568,425</strong></td>
</tr>
</tbody>
</table>

#### Liabilities:

Current liabilities:

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$419,607</td>
<td>$310,340</td>
</tr>
<tr>
<td>Accrued payroll</td>
<td>319,686</td>
<td>259,746</td>
</tr>
<tr>
<td>Customer deposits</td>
<td>299,996</td>
<td>289,904</td>
</tr>
<tr>
<td>Notes and Leases payable</td>
<td>15,165</td>
<td>13,197</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>13,538</td>
<td>13,197</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>1,067,992</td>
<td>897,502</td>
</tr>
<tr>
<td>Capital lease payable, non-current portion</td>
<td>—</td>
<td>12,874</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>1,067,992</strong></td>
<td><strong>910,376</strong></td>
</tr>
</tbody>
</table>

#### Net assets:

**Unrestricted:**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic operating reserve</td>
<td>1,641,381</td>
<td>1,660,585</td>
</tr>
<tr>
<td>Direct Aid to NPS carryover</td>
<td>1,290,802</td>
<td>1,440,570</td>
</tr>
<tr>
<td><strong>Undesignated</strong></td>
<td><strong>3,918,125</strong></td>
<td><strong>3,717,283</strong></td>
</tr>
<tr>
<td><strong>Total unrestricted net assets</strong></td>
<td><strong>6,850,308</strong></td>
<td><strong>6,818,438</strong></td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>11,002,078</td>
<td>9,839,611</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>17,852,386</strong></td>
<td><strong>16,658,049</strong></td>
</tr>
</tbody>
</table>

**Total liabilities and net assets**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$18,920,378</strong></td>
<td><strong>$17,568,425</strong></td>
</tr>
</tbody>
</table>

The amounts presented here are derived from Grand Canyon Conservancy's audited financial statements for the year ending December 31, 2018. A copy of the audited financial statement is available on request.
Statement of Activities
(with comparative totals for the year ended December 31, 2017)

<table>
<thead>
<tr>
<th>Year Ended December 31, 2018</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues, gains, and other support:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>$ 10,502,312</td>
<td>$ 9,825,139</td>
</tr>
<tr>
<td>Contributions and memberships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individuals</td>
<td>2,090,585</td>
<td>3,597,645</td>
</tr>
<tr>
<td>Corporations and foundations</td>
<td>2,544,638</td>
<td>1,152,000</td>
</tr>
<tr>
<td>Events</td>
<td>222,896</td>
<td>230,780</td>
</tr>
<tr>
<td>Investment and other income</td>
<td>302,509</td>
<td>1,636,982</td>
</tr>
<tr>
<td><strong>Total revenues, support, and gains</strong></td>
<td>$ 15,662,940</td>
<td>$ 16,442,546</td>
</tr>
</tbody>
</table>

| **Expenses:**                  |            |            |
| Program Expenses               |            |            |
| Sales expenses and cost of goods sold | 6,081,183   | 5,531,146   |
| Aid to National Park Service   | 5,900,418   | 4,290,659   |
| Aid to USDA Forest Service     | 22,045      | 11,248      |
| Management and general         | 1,649,725   | 1,396,274   |
| Fundraising                    | 815,232     | 688,357     |
| **Total expenses**             | **14,468,603** | **11,917,684** |
| Change in net assets           | 1,194,337   | 4,524,862   |
| Net assets, beginning of the year | 16,658,049 | 12,133,187 |
| **Net assets, end of the year** | **$ 17,852,386** | **$ 16,658,049** |
| Net assets released from restrictions | $ 1,262,531 | $ 858,635 |
Thanks to you,
Grand Canyon National Park is being protected and preserved for future generations.

Your support makes a difference!