Palos Verdes Peninsula Land Conservancy

2013 annual report

Preserve ◦ Restore ◦ Educate ◦ Enjoy

PALOS VERDES PENINSULA LAND CONSERVANCY 25 YEARS

Dear Friends

Over the past 25 years, the Conservancy has collaborated with supporters and the Peninsula's cities to build public appreciation for natural open space and raise enough funds to establish an extraordinary legacy: 1600 acres of preserved wildlands, including the Palos Verdes Nature Preserve, Linden H. Chandler Preserve and White Point Nature Preserve. As we embark on the next chapter in our history, the Conservancy is committed to a program of renewal, restoration and public engagement to ensure that these preserves thrive and remain an enjoyable respite for Southern California visitors.

Restoration and renewal efforts by the Conservancy are a key part of that commitment to maintain biodiversity and healthy ecosystems in our preserves, filled with a wide variety of native plants and animals. We believe that nature's health is essential to the well-being of our community and its future. Beyond creating niches for a range of increasingly rare plants and animals, restoration benefits people by providing a natural setting for exercise and renewal; an outdoor classroom for children; and the potential for economic gains from increased property values.

In the coming year, we look forward to continuing and expanding habitat restoration programs with additional plantings this fall in Portuguese Bend and the White Point Nature Preserve. With so much restoration underway, it is a pleasure to see people who are benefitting from the results of this work in the preserves.

Since the preserves were first established, more and more people have ventured out to explore them. The preserves now average more than 100,000 visits each year. Increased use and visitation underscores the need for us to protect the land from damage that can be caused by misuse and instill efforts to educate users about trail routes and etiquette. To help us achieve this goal, the Conservancy launched the Volunteer Trail Watch program in 2013 which now boasts 34 active members who monitor the trails each month. These volunteers inform visitors about the laws, rules and policies governing the preserves as well as the rationale behind them, while also helping to increase proper trail use.

Our community has a strong interest in using, preserving and caring for our public lands. The Conservancy will continue to engage and reinforce those interests through its nature education and volunteer programs, events and activities. This year, we were thrilled and gratified by the public response to the first film in our Beauty of Nature series about conservation efforts in Yosemite National Park - where we were joined by more than 500 people.

We hope to see you in the preserves, at an upcoming film screening, or at one of the many Conservancy events scheduled this year. Thank you for your support and involvement.

Yours in conservation,

Andrea Vona

Andrea Vona

Executive Director

Preserve

Virginia Cicoria

From the beginning, Virginia and her late husband, Mike, were involved in efforts to preserve open space on the Palos Verdes Peninsula. Local environmental activism was one of the enduring threads in their romantic "love at first sight" tapestry.

Their home's sweeping views of the Peninsula's golden-green hills edged by the Pacific became a daily reminder to the couple about the importance of local land preservation. When the Conservancy's founder, Bill Ailor, approached them to help save the open space from development they jumped at the chance to become involved. After that first meeting with the Conservancy, the Cicorias and two of their daughters became ardent supporters. Mike kicked off their relationship as benefactors more than a decade ago with a gift of $100,000, and the family has donated time and money ever since.

Because of people like the Cicorias, Portuguese Bend became a 399-acre nature reserve that is now open to the public for hiking, horseback riding and biking, After Mike died several years ago, Virginia carried on with Mike's vision and plans. "He loved the area because it reminded him of an Italian village on the Adriatic Sea where he lived as a child," she explained.

"One thing Mike wanted to do was return something to this community," Virginia said. "He wanted to do something for others since others had done so much for him."

After his family moved from Italy to Ohio, Mike quickly learned English. Despite having only a fifth grade education from Italy, he graduated from high school and went on to earn his bachelor's degree from Ohio State University in record time. While teaching at his alma mater, he spotted Virginia in his classroom and it was love at first sight.

One year later, Mike moved to California and corresponded with Virginia by mail, courting her with persuasive descriptions about the Golden State's beauty. The couple married and began a new life in California. Mike was teaching Spanish and working on his PhD in Romance Languages and Literature. When he began raising a family, he left UCLA and opened two successful businesses. Soon thereafter they bought land with a spectacular view above Portuguese Bend and built their Spanish-style dream home where they raised five children.

Now a lifetime member of the Conservancy's Legacy Circle, Virginia honored Mike with a trail marker in the Portuguese Bend Reserve. The Cicoria name also appears on the curved recognition site at Del Cerro Park in Rancho Palos Verdes, along with the names of 39 other families. For Virginia, staying involved as a supporter is the best way to honor Mike's memory and continue adding threads to the couple's tapestry of love.

2013 highlight

Conservancy installed 17,285 plants, restoring over eight acres of habitat—equivalent to 6 football fields including:

- Planted five acres of coastal sage scrub at Portuguese Bend
- Planted three acres of coastal sage scrub at Abalone Cove
- Planted shrubs and willow trees along a stream in Lunada Canyon
- Planted Palos Verdes blue butterfly habitat at Linden H. Chandler Preserve
- Planted demonstration garden plants at the White Point Nature Preserve

Restore

Joyce and Bob Daniels

You never know where you might find Joyce Daniels, but it's likely to be outdoors. She might be visually scanning the ocean for gray whales during their annual migration. She might be surveying the cactus wren for the Conservancy. Or she might be with her husband Bob traveling to see whales in Baja, Polar bears in Canada or a variety of animals in Africa.

Joyce and Bob initially heard about the Conservancy from whale-watching friends. They respect its mission to preserve and restore land and admire the efficiency of its 15-member staff and its location in modest offices. They also enjoy seeing their money at work, and that's exactly what they get with the Conservancy.

"You go to their headquarters and there's not an oversized staff...we can see them out planting," said Joyce, a former IT manager for an investment management company. "We can talk to other volunteers. We can see the educational programs ourselves." She thought about these kinds of issues when the founders of her investment management group encouraged philanthropy and even suggested, by their own example, that nature preserves are a great asset and idea for philanthropy.

So when it came time to narrow down their charitable contributions, Joyce and Bob picked the Conservancy. Joyce says it's "like the microwaves that are always there" and one organization she can count on, where she doesn't feel her "money is going into a well."

"We've lived on the Hill for a long time, and [the Conservancy] is close to us and something we can see and know," Joyce said. Over the years, there was a movement led by the Conservancy to halt coastline development that was occurring at a frenzied pace – another reason they like the organization. Though acquisition is more glamorous to new funders, restoration is "hugely important and I now also understand why we need to remove invasive species."

Joyce estimates she's spent thousands of hours in the sun, wind and fog at Point Vicente in Rancho Palos Verdes counting whales during the migrating season. She is also out on the preserves throughout the year monitoring at-risk cactus wrens as a member of a newly trained Conservancy Citizen Science Team.

It's getting so hectic that husband Bob jokes: "I get a kick out of watching her keep so busy."

2013 highlight

1,800 people volunteered 17,896 hours to preserve and restore land, help provide educational programs, and assist in the good governance of the Conservancy

- Support from volunteers generated $442,096 of in-kind services
- Conservancy nursery grew 56,943 plants from locally-collected seed for restoration projects and native garden demonstrations

Educate

Harlyne Norris

When Harlyne Norris gets tense from driving around the Palos Verdes Peninsula and seeing the mega-mansions sprouting within its communities, she knows she'll breathe a sigh of relief at the wild coastline view from PV Drive South. As a longtime Conservancy supporter, she understands this unspoiled vista is the direct result of the organization's work. In the outdoor classroom, the Conservancy makes it possible for hundreds of students each year to learn about insects, reptiles, raptors, habitats and plants, and the roles they play in the lives of the Peninsula's residents. Harlyne's interest in the Conservancy was sparked by its role in education.

"The peninsula is a treasure filled with lessons that can change children's lives overnight as they explore the rugged terrain. Here they can spot anything from sleeping owls to raccoons and even coyotes and learn how the native Tongva made soap from plants," she said. "I love children, and there are just so many kids and so many opportunities for these (educational) experiences to change their futures in unexpected, unpredictable and lovely ways."

As a Trustee of the Foundation, Harlyne is pleased to have her daughter, Lisa Hansen, as Chairman of the Board and her son, Jim Martin and her daughter, Kimberley Presley, as fellow Trustees.

Harlyne's commitment to enriching the lives of young people extends beyond the Conservancy's education programs to many other groups, including the Accelerated Schools of Los Angeles, Norris Performing Arts Center, Jumpstart for Young Children and the Wilmington YMCA.

The Conservancy's vision is the creation and management of large blocks of natural open space where visitors may enjoy peaceful solitude, where children and adults can learn about the natural environment, and where locally native plants and animals will exist in a secure environment.

2013 highlight

Served 3,050 students from 33 elementary schools in school-based education programs

- Nearly 50% of the schools served have a high percentage of students from low-income families
- Since 1995, field trip programs have served 31,295 students and 6,930 parents

Enjoy

Charlotte and Allen Ginsburg

Charlotte Ginsburg says living on the Palos Verdes Peninsula is like having access to "a million Disneylands." Her husband Allen, a retired ophthalmologist, said there isn't one Conservancy trail he hasn't hiked, "jumping from canyon to canyon" to visit them all. Thinking back over the years, the two outdoor enthusiasts discussed how they watched in dismay as development gobbled up open land in Los Angeles County.

"There was no concept of conservation until relatively recently," said Allen, who has climbed Mount Everest and still enjoys cross-country skiing and kayaking in the ocean, often with Charlotte. "The concept of joining with the Conservancy was to set some land aside."

When the Conservancy came knocking, the Ginsburgs were more than ready to contribute $500,000 to preserve land across their beloved Peninsula. They made their gift of open space so others could experience what they enjoy themselves on local trails: unparalleled ocean views, streams, native habitat and local wildlife.

"I just think this is paradise," Charlotte explained. "We want to keep it wild."

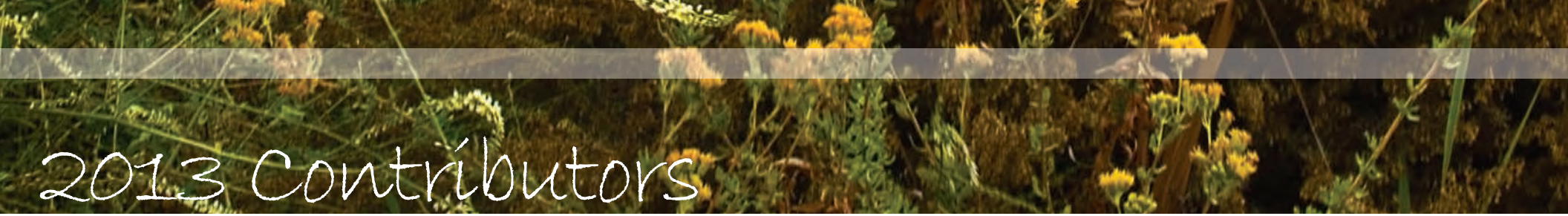
Although the Ginsburgs support many non-profits, Charlotte said the Conservancy is her favorite because of its important mission and vision, and its role in teaching children about nature. Since the Conservancy's founding in 1988, people like the Ginsburgs have helped preserve 1,600 acres of open space and create twelve nature reserves.

"Although we've traveled to spectacular parts of the world…swum with sharks and hiked on glaciers," Allen said, "I have to confess that nowadays one of the best parts of our trips is coming home! And that's largely because of the Conservancy and all the Peninsula's wonderful, preserved open space."

2013 highlight

Installed over 300 trail markers along trails improving signage and protecting habitat

- In collaboration with Rancho Palos Verdes, completed the nine mile segment of the California Coastal Trail throughout Rancho Palos Verdes The entire California Coastal Trail, once completed, will extend 1,200 miles from Oregon to Mexico
- Nature centers hosted 9,995 visitors including 2,069 students on school group trips



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$1,000,000+

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Annenberg Foundation

Restorer of the Land
$750,000 - $999,999

Allen and Charlotte Ginsburg

Guardian of the Land
$500,000 - $749,000

Alcoa Foundation
Virginia Cicoria
Richard and Melanie Lundquist
Major Family Foundation

Beginning in this 25th Silver and Sage Anniversary year, Legacy Circle members whose cumulative gifts are at $500,000 or more will be considered lifetime Legacy Circle members.

Sage Legacy Circle
$250,000 - $499,999

Bob and Joyce Daniels
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Reed and Nan Harman

Platinum Legacy Circle
$100,000 - $249,999

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The Kenneth T. and Eileen L. Norris Foundation
Tuffli Family
Eb and Dorothy Rechtin

Gold Legacy Circle
$75,000 - $99,999

Boeing Employees Community Fund
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John Spielman

Beginning in this 25th Silver and Sage Anniversary year, Legacy Circle members will be recognized during each year of active membership with their cumulative gifts.

Silver Legacy Circle
$50,000 - $74,999

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Nina Ritter
Betty Field Strauss

Bronze Legacy Circle
$25,000 - $49,999

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1988	1991	1992	1998	2002	2005
		20 acres preserved	200 acres preserved		1,400 acres preserved
Bill Ailor, President					
Conservancy is founded by Bill Ailor and local residents to preserve open space on the Palos Verdes Peninsula.	Guided Nature Walk Program begins for the public featuring the Peninsula's unique habitat and geology.	First land donation of 20 acres by E.K. Zuckerman family, now part of the Agua Amarga Reserve.	Ten years later, over 200 acres are preserved including Linden H. Chandler Preserve and Forrestal Reserve.	Conservancy signs 25-year agreement to implement community-based plan for 102-acre White Point Nature Preserve.	Palos Verdes Nature Preserve is created after Conservancy-led community campaign, government agencies and private foundations raise $19 million.

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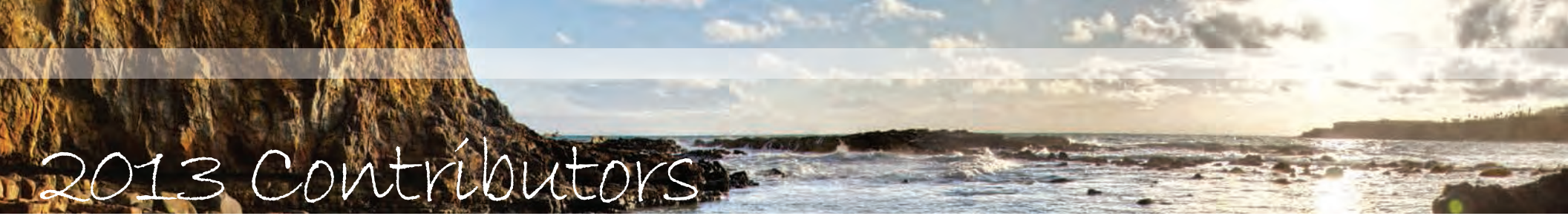
Government

California Coastal Conservancy
California Department of Fish and Wildlife
City of Rancho Palos Verdes
City of Rolling Hills Estates
Coastal San Pedro Neighborhood Council
County of Los Angeles
Habitat Conservation Fund
Los Angeles County Sanitation District
National Fish and Wildlife Foundation
Naval Facilities Engineering Command, Southwest/Defense Logistics Agency
Santa Monica Bay Restoration Commission
U.S. Fish and Wildlife Service Coastal Program

2009	2010	2011	2011	2013
1,600 acres preserved				
Henry Jurgens, President	**Ken Swenson, President**			**Bruce Biesman-Simons, President**
191-acre Upper Filiorum property is acquired after Conservancy-led campaign, forming a contiguous corridor for habitat and wildlife in the Palos Verdes Nature Preserve.	White Point Nature Education Center opens to the public with interactive exhibits and native plant demonstration gardens.	City of RPV approves 50-year agreement to restore habitat and monitor sensitive wildlife in the Palos Verdes Nature Preserve.	Nature Education Program reaches 25,000 students after 16 years.	Conservancy celebrates 25 year anniversary and establishes Volunteer Trail Watch program as the eyes and ears of the Preserve.



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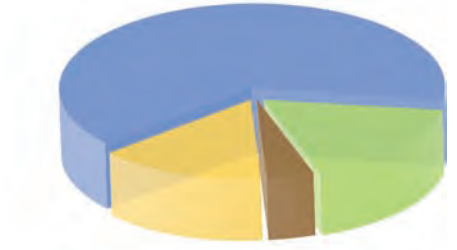
Financials

2013 Summary of Revenue and Expenses

Revenue and Public Support

43%	Contributions	$700,044
28%	Government Contracts and Grants	$443,981
<1%	Program Service Fees	$6,647
15%	Interest Income, Dividends, Unrealized Gains	$238,421
7%	In Kind Revenue	$111,807
1%	Inventory Sales, Net of Expenses	$11,240
6%	Special Events, Net of Expenses	$102,174
	Total Revenue and Public Support	**$1,614,314**

Expenses



64%	Stewardship	$1,046,638
17%	Education	$277,155
4%	Management and General	$72,305
15%	Fundraising	$243,139
	Total Expenses	**$1,639,237**

The Palos Verdes Peninsula Land Conservancy receives multi-year grant funding from various sources, which in accordance with generally accepted accounting principles, are recorded in the period received or pledged. However, expenditures related to these grants can occur over several years. As a result, timing differences are created which can have an effect on the changes in net assets.

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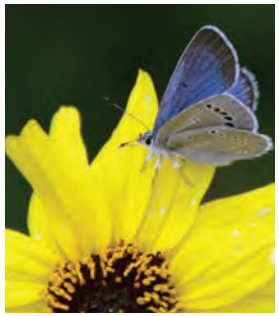

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Urban Wildlands Group
US Fish &Wildlife Service

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Thank you."

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(L to R) Bill Swank, Henry Jurgens, Bill Ailor, Ken Swenson, and Bruce Biesman-Simons

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