



CONSERVATION & PRESERVATION

Charities of America

2010 ANNUAL REPORT TO THE PUBLIC

(5/1/09 – 4/30/10)

OUR MISSION

Conservation & Preservation Charities of America is an IRS-recognized tax-exempt federated group representing charitable organizations that specialize in addressing the critical issues of overpopulation, deforestation, pollution and the reckless waste of our natural resources, as well as contributing to the preservation of our natural and cultural heritage. Its mission is to organize and prepare its member charities for effective participation in at-work employee charitable fund drives and other types of fundraising activities, to screen and certify these charities to assure they meet the eligibility criteria to participate in these fund drives, to help educate contributors about the work of these worthy causes, and to provide for the secure, accurate, and timely transmission of contributions from the fund drives to the recipient charities. And to do all the above as cost-effectively as possible consistent with delivering quality service.

Originally established to help charities participate more effectively in the U.S. Government's annual employee fund drive, the Combined Federal Campaign, Conservation & Preservation Charities of America has in recent years expanded into fund drives conducted by state and municipal governments, United Ways, and corporations, either by representing its members directly or by cooperating with other federated groups.

PROGRAM SERVICES

To accomplish its mission, Conservation & Preservation Charities of America provides the following programs and services to its members and to the giving public:

- ✓ Fund drive application assistance.
- ✓ Review and certification of charitable agency eligibility documentation.
- ✓ Representation of the members before fund drive organizing and/or regulatory authorities.
- ✓ Disseminating information about the work of the charities to the workplace giving public.
- ✓ Organizing member participation in fund drive promotional and educational events.
- ✓ Forwarding contributor name and address information, if requested, and accounting for and transmitting gift funds, with annual audit.

THE YEAR IN REVIEW

Conservation & Preservation Charities of America approved and certified 93 members in the Fall 2009/2010 fund drive campaign year and raised \$3 million in cash and pledges. A complete list of the member charities, including descriptions of their programs, addresses and direct contact information is available at www.conservenow.org.

Either directly or through cooperative arrangements with other federations, members were presented in workplace fund drives reaching as many as 10 million employees. Members also had the option of participating in a variety of non-workplace fund raising programs. A detailed description of member services and benefits is available on the federation's web site.

Conservation & Preservation Charities of America

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www.conservenow.org

AUDITED FINANCIAL STATEMENT SUMMARY

For the year ended April 30, 2010

Revenue and other support:

Combined Federal Campaign	\$2,611,269
State Employees & Corporate campaigns	39,824
Online Giving System donations	374,511
Less estimated uncollectible pledges	(476,793)
Less amounts distributed to member agencies	(2,484,056)
Charges to member agencies	<u>217,229</u>

Total support & revenue 281,984

Expenses:

Program services	173,839
Administration	21,493
Fundraising	86,652
Total expenses	281,984

Changes in net assets	0
Nat assets, May 1st	0
Net assets, April 30th	0

The federation is audited by the firm of Maze & Associates, CPAs, headquartered in Pleasant Hill,, California. A complete copy of their report for the fiscal year ended 4/30/2010 is available on request. A copy of the federation's Form 990 IRS tax return is available on our web site.

MEMBER CHARITY FEES

For the fiscal year 2009/2010, charges to members equaled \$217,229. Total costs to members thus equaled 7.2% of revenue.

Member charities share in supporting the operating costs of the federation ("Total Expenses" in the federation audited financial statements) by having membership fees deducted from the donor-designated gifts they receive from the fund drives in which they participate as members of the federation. Fees are determined on a pro rata basis. For example, if gifts made to a member charity represent ten percent of the total of all gifts made to all members, that charity's share of federation operating costs will be ten percent.

Gifts made to the federation itself (versus gifts made to an individual member agency), and other federation revenue, such as interest income, are shared among all the member charities on the same proportionate basis. For example, if gifts made to a member charity represent ten percent of the total of all gifts made to all members, that charity's share of federation revenue will be ten percent.

Therefore, as a net result, should the federation's revenue exceed expenses in any given year, the member charities share the excess income in addition to the donor-designated gifts each has received; the membership fee is effectively zero. Conversely, should the federation's expenses exceed revenue, fees are apportioned against the members' donor-designated gifts to cover the net balance.

The proportionate formula notwithstanding, for the fiscal year 2009/2010 the federation "capped" fees that any individual member charity could be assessed. For revenue generated through the Combined Federal Campaign, there was a cap of \$12,500. For revenue from other fund drives, the cap was ten percent of gifts, with no minimum fixed dollar amount. Regardless of its respective gift totals, a member cannot be assessed an amount larger than this cap.

MEMBER CHARITY RESULTS – FALL 2009 CFC

	DESIGNATIONS	FEES
Access Fund	\$29,619	\$3,045
Algalita Marine Research Foundation	3,709	369
Alliance for Community Trees	6,433	684
Alliance to Save Energy	22,097	2,365
American Alpine Club	5,626	569
American Bird Conservancy	23,737	2,545
American Canoe Association	10,265	1,057
American Council for Environment and Science	8,286	891
American Discovery Trail Society	22,154	2,344
American Fisheries Society	10,588	1,075
American Forest Foundation	14,064	1,437
American Hiking Society	20,803	2,185
American Historical Association	10,875	1,115
American Whitewater	16,507	1,747
American Wildlands	3,105	321
Antarctica and Southern Ocean Coalition	15,220	1,592
Appalachian Trail Conservancy	106,295	11,337
Archaeological Conservancy	33,518	3,584
Archaeological Institute of America	10,212	1,089
Association of Partners for Public Lands	663	74
Boone and Crockett Club Foundation	20,040	2,049
Center for Food Safety	15,256	1,645
Center for International Environmental Law	6,319	684
Center for Watershed Protection	4,120	445
Chesapeake Bay Foundation, Inc.	334,438	12,500
Civil War Preservation Trust	229,307	12,500
ConservAmerica	3,562	373
Conservation and Protection of Public Lands	6,780	719
Consortium for Ocean Leadership, Inc.	1,254	137
Coral Reef Alliance	35,118	3,717
Delta Waterfowl Foundation	24,355	2,550
Earthwatch Institute	15,622	1,683
Entomological Foundation	6,768	738
Environmental Leadership Program	3,947	431
Equestrian Land Conservation Resource	15,206	1,578
Floresta Tropical Reforestation Fund	5,784	603
Forest Conservation (Pinchot Institute for Conservation)	6,665	687
Gettysburg Foundation	28,661	3,053
Greater Yellowstone Coalition	10,473	1,087
Green Seal	4,311	454
Greenpeace Fund	90,107	9,605
Grist Magazine	7,172	761
Hawk Mountain Sanctuary Association	12,921	1,340
Hostelling International - USA	6,217	656
Keystone Conservation Inc.	1,371	151
Leave No Trace Center for Outdoor Ethics	7,709	805
Mote Marine Laboratory	29,439	3,033
National Aquarium in Baltimore	14,275	1,567

MEMBER CHARITY RESULTS – FALL 2009 CFC - continued

	DESIGNATIONS	FEEES
National Marine Sanctuary Foundation, The	\$20,255	\$2,144
National Park Foundation	316,783	12,500
National Park Trust	32,098	\$3,414
National Preservation Institute	1,827	195
Nature and Culture International	6,875	752
Negative Population Growth	29,092	3,093
North Cascades Institute	4,048	418
NumbersUSA Education and Research Foundation	11,480	1,216
Ocean Foundation	8,504	901
Organization of American Historians	1,351	148
Pacific Crest Trail Association	12,233	1,266
Pheasants Forever	72,728	7,563
Population Institute	6,700	692
Public Employees for Environmental Responsibility	18,159	1,934
Rainforest Renewable Light Network	6,175	661
RARE	7,083	763
River Management Society	2,960	315
River Network	3,467	356
Rocky Mountain Biological Laboratory	4,827	487
Rocky Mountain Elk Foundation	173,334	12,500
Root Capital, Inc.	1,641	172
Ruffed Grouse Society	11,981	1,262
Safari Club International Foundation	9,327	977
Save America's Forests Fund	16,261	1,693
Society for Range Management	1,491	160
Soil and Water Conservation Society	10,065	1,054
Solar Electric Light Fund	27,484	2,896
Southeast Watershed Forum, Inc.	746	72
Theodore Roosevelt Conservation Partnership, Inc.	25,436	2,615
Tread Lightly!, Inc.	26,260	2,643
Trees, Water and People	16,640	1,758
Tropical Forest Foundation	3,843	380
Trout Unlimited	73,389	7,678
WaterPartners International	13,328	1,401
Wilderness Inquiry	2,536	256
Wilderness Volunteers	2,464	247
Wilderness Watch, Inc.	4,669	482
Wildlands CPR	2,553	268
Wildlife Conservation Fund of America	23,320	2,397
Wildlife Forever	27,531	2,816
Wildlife Habitat Council, Inc.	8,409	860
Winter Wildlands Alliance	2,317	244
World Land Trust - US	54,924	5,835
Yellowstone Park Foundation, Inc.	68,097	7,163
Yosemite Fund	50,331	5,198

GOVERNANCE AND STAFF

Conservation & Preservation Charities of America is governed by an all-volunteer board of directors who receive no compensation for their services.

Mariam Haus Cunningham, President
Davinder Khanna, Vice President
Karen Piatak, Treasurer
Kelly Elmore, Secretary
Carl Ashley, Board Member
Geoff Coats, Board Member

The federation does not retain regular staff employees but instead retains outside service providers under the supervision of the Board of Directors. The two principal outside service providers are Maguire/Maguire Association Management, for membership and campaign support services, and Local Independent Charities of America for fiscal agent services.