

# What did YOU do in 2013?

More than **4,300** SCA volunteers served **1.6M** hours and set performance records across America.







1,095,656 PEOPLE ENGAGED

OR... the equivalent of every visitor to Mount Rainier National Park

"I hope to become an environmental engineer and an advocate for a more sustainable environment."



# {CHAIRMAN'S MESSAGE}



DEAN W. FISCHER CHAIRMAN

#### FOR MORE THAN 55 YEARS, SCA HAS

maintained a "conservation covenant" with our country to protect America's natural and cultural treasures while preparing new generations of stewards. At the same time, SCA upholds separate pacts with our core constituents, among them: resource management agencies, corporate sponsors, foundations, individual donors and, of course, the young men and women who serve our lands each and every day.

I am pleased to report that on all these fronts, 2013 was a year of high performance and exceptional impact.

SCA successfully implemented a visionary strategic plan, expanding conservation service opportunities for America's youth and addressing contemporary, complex environmental issues, all while strengthening our foundation and influence. We achieved these objectives even as the federal sequester and related budget concerns placed considerable constraints on many government offices. I applaud the perseverance of our federal partners and that of the SCA staff in overcoming these fiscal challenges and fulfilling our joint mission under notable duress.

The increasing reach of SCA members was another genuine highlight. The state of our nation's public lands is demonstrably improved today thanks to our volunteers and, as these young people increasingly serve our businesses, schools and neighborhoods, so is the state of our communities. SCA members know that sustainability should not be limited to the backcountry and that we must exercise environmentally-friendly practices every day, everywhere.

Each SCA experience advanced our participants along a professional pathway specifically designed to provide career training and prepare them for productive employment. SCA delivered on the investments made in it while faithfully executing its fiduciary responsibilities.

I thank SCA's exceptional Board of Directors for its determined efforts and those sunsetting off the board will be truly missed: Bob Aldag, Dayton Duncan, Blane Harding, Patty Merritt and Joan Murphy. SCA President Dale Penny and his skilled and devoted staff deserve acknowledgment for raising their collective bar, too.

All of us at SCA are grateful for your enduring support and pledge to live up to the standards expected of the national leader in youth service and stewardship. Thank you.

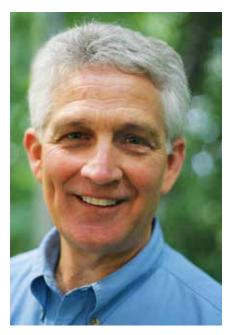


"I have learned more in the past few months than I'd ever hoped.

My experience here will undoubtedly shape who I become."



# {PRESIDENT'S MESSAGE}



DALE M. PENNY PRESIDENT/CEO

#### THERE ARE MANY POWERFUL FORCES

at work across our land. Fortunately, some of the most powerful are the young men and women of SCA.

While it's true that more Americans than ever are being affected by 21st century "super" storms, fires and floods, so, too, are more SCA volunteers stepping in—and stepping up—to protect, preserve and restore our natural world. Not just the places we visit, but the places we call home.

Last year, even as they continued to serve traditional sites such as national parks and forests, SCA members brought stewardship and sustainability to local neighborhoods, campuses and businesses, linking tens of thousands of their fellow citizens to a dynamic movement driven by young leaders determined to conserve and strengthen our environment.

In addition to providing effective ecological solutions, SCA addressed critical societal needs in 2013 by providing career opportunities for young

military veterans, new professional paths for under-represented students, and workforce development strategies for public and private partners. We also improved our field curricula and evaluation tools to ensure the best possible experience for those serving in our programs.

Looking ahead, we are resolutely committed to our mission of building the next generation of conservation leaders. The SCA experience has a profound impact on our participants, forging lasting connections to nature and instilling a lifelong ethic of conservation. In turn, the impact SCA members have on our country's people and places is far greater still. And the truth is, they are just getting started, a fact that fills us all with hope.

I am grateful for the leadership of the SCA Board of Directors, an extremely talented organizational staff, the continued inspiration of SCA Founding President Liz Putnam, and the trust and support of so many generous friends like you. Thank you.

Dale M Penny



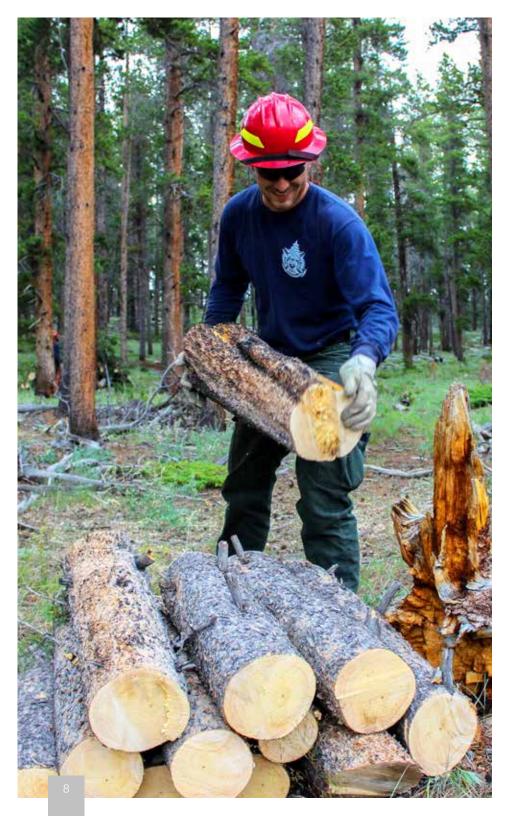


veterans to transfer from foreign battlefields to national forests and launch new careers. Helped parks and refuges build more diverse workforces while putting underrepresented youth on a path to prosperity. Created new leadership roles for young adults seeking to make a difference on the land and in their communities.

# AND THE BEST PART IS THERE'S MORE TO COME.

Across the US, our national, state and city parks suffer anew from short staffs and tight budgets—the very conditions that spurred Liz Putnam to start SCA all those decades ago. And the modern threats of climate change, overconsumption and disconnected youth make our charge all the more urgent.

With the support of an amazing network of partners, SCA is expanding opportunities for a generation of trailblazers. Thanks to their skills and their passion, the future has never looked brighter.



# CIVILIAN "BOOT CAMP" BRINGS VETERANS HOPE

#### LONG AFTER RETURNING

from overseas, thousands of American military veterans are still unemployed. Hardly a hero's welcome home.

In 2013, SCA and the US Forest Service helped veterans enter new careers in forestry while easing their transition back into civilian life, which can often be one of the most formidable tests they face.

"Going back to school wasn't so great," recalled former Marine rifleman Joe Svidron. "Everybody's five, six, seven years younger than you. The things they're doing now, you had no clue were going on when you were in the military, so it's kind of foreign to you.

"You're looking for that camaraderie and that sense of purpose and accomplishment again, and it's not really there in the civilian sector."

"Coming back, especially after a combat deployment, you're a different breed. It's a real struggle," agreed Mike Madalena, another ex-Marine who served in Iraq and Afghanistan. Mike joined the Veterans Fire Corps in 2011 and has since led two other crews. "SCA brings back that spark of life. You get a uniform again, and the sense of importance and fellowship you felt in the military."

Corps participants receive several weeks of intensive wildland firefighting and mitigation training, making them eligible for the "Red Card" required to

join a Hotshots team. "The [Forest Service] Guard School, the chainsaw certification, the fire certification they're all great," stated corps member Tyler Barriere, an Army vet who hopes to eventually manage a wildlife refuge.

# "It's beyond words how this program is changing peoples' lives."

SCA rolled out several other veterans initiatives in 2013, including a Histori-Corps collaboration with the Forest Service to employ vets in preserving historic resources, an experience that yields trade skills in carpentry, masonry, solar technology and more.

In the State of Washington, a partnership with Joint Base Lewis-McChord and Naval Base Kitsap gave dependents of active military personnel the chance to work and play at Mount Rainier and other nearby national parks. And SCA teamed with Penn State University to create a veterans-centric evaluation tool to help it and other nonprofits better serve those who performed so gallantly in our armed forces.

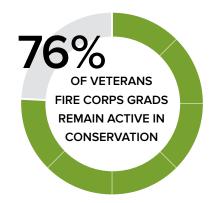
By all accounts, it's working.

More than three out of four graduates of the Veterans Fire Corps moved straight

into jobs with federal land management agencies, returned to the program as corps leaders, or continued their education in natural resources and wildland fire.

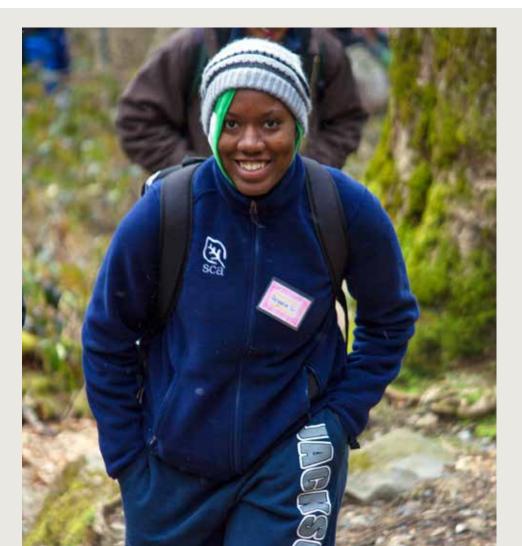
These veterans are not only finding work, they are finding peace.

"It's beyond words how this program is changing peoples' lives," declared Mike Madalena. "This experience should be waiting for every vet when they get home. It's the boot camp of civilian life."



 Veterans relate the importance of their new mission at thesca.org/vetsvideo





# OPENING MORE DOORS TO CONSERVATION

#### TAKE A LOOK AROUND A

national park or wildlife refuge and you may see brown bears, blue herons or Redwood trees. But you're less likely to find any people of color.

That's why SCA grew its awardwinning diversity programs last year, training hundreds of under-represented young adults for outdoor jobs and taking a giant step toward a more inclusive conservation field.

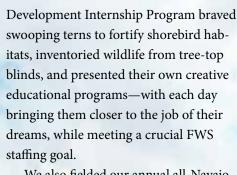
SCA's National Park Service Academy expanded for the third time in as many years. Nearly 100 college students from all backgrounds explored the broad resources, histories and professional opportunities in America's national parks. First, they attended intensive introductory sessions at Grand Teton, Great Smoky Mountains or new partner Kenai Fjords National Parks. From there, they excelled

in career-shaping summer internships at national parks across the country, before returning to their campuses as Park Ambassadors, sharing the practice of service and sustainability among friends and classmates.

# "I can be part of something bigger."

"I hope to become an environmental engineer and an advocate for a more sustainable environment," said Justin Duncan, an environmental science major at UNC Pembroke. "Serving with SCA in NPS Academy is a way to give back while learning my future career field."

A similar workforce development initiative with the US Fish and Wildlife Service swelled to engage 75 underserved students at over 40 preserves from coast to coast. Members of the Career



We also fielded our annual all-Navajo crew at Canyon de Chelly National Monument to renew local teens' links to nature and their tribal heritage. SCA diversity programs activated thousands of young stewards from historically under-represented populations, enhancing our natural resources as well as the participants themselves.

"SCA changed the way I see things

around me," observed Navajo crew member Kayla Curly. "It helped me realize that I can be part of something bigger."

"SCA CHANGED THE
WAY I SEE THINGS
AROUND ME,"
STATED ONE NAVAJO
CREW MEMBER AT
CANYON DE CHELLY



 Watch NPS Academy members share amazing discoveries at thesca.org/NPSAcademy

# A NEW BRIDGE TO LEADERSHIP

#### SCA CONSERVATION CREWS

often build backcountry foot bridges to ease the crossing of potentially troublesome gaps. But last year, SCA was building bridges of its own.

At issue was the passion of crew members, which tends not to expire when their eligibility does at age 19. Many teens serve two, three or even four summers in a row, feeding off the adventure, friendships and sense of accomplishment that characterize

# "This experience can cement conservation as a career choice."

crew life. For those who sought to continue in the program and share the skills and insights they'd gained, a requirement that crew leaders must be at least 21 years of age blocked their advancement. That prompted SCA to create the Apprentice Crew Leader program and the applications have been pouring in ever since.

"I'd been looking for ways to get back to doing what I love with SCA," stated Adrian Willis, a Texan who had served on five crews from Maine to Alaska, "but I thought I'd have to wait till I was 21."

"I really want to be an apprentice crew leader," added 19-year old Stella Tsitsiragos of Seattle. "I love the outdoors and want to give back, and this lets me help the environment by doing something more than just turning off the lights to save electricity."

More than a dozen former SCA crew members graduated to apprentices last year, in both national parks and urban communities, with plans to return as full-fledged crew leaders. These new positions have quickly proved to be a strong addition to the SCA program continuum by providing members with another route to conservation leadership.

The Garden Club of America is SCA's largest apprentice partner, through its Sara Shallenberger Brown GCA National Parks Conservation Scholarship. "We are working with these young people at that critical time when they are considering what they'd like to do in life," said 2013 GCA Scholarship Chair Laurie Davis. "This experience can cement conservation as a career choice."

➤ For a mosquito-on-the-tent wall look at SCA life, visit thesca.org/follow-kalina



IN 2013, THE GARDEN CLUB OF AMERICA SURPASSED \$1 MILLION IN TOTAL PHILANTHROPY TO SCA.

## DONOR PROFILE | BOB AND LISA UNSWORTH

BOB UNSWORTH ADMITS HE WASN'T FAMILIAR WITH CHACO CANYON WHEN HE ACCEPTED HIS SCA CREW PLACEMENT 35 YEARS AGO.

"We filled in ruins that had been excavated in the 1920s. The park was afraid they were going to fall down when the uranium trucks started rolling through," he says. And while reinforcing those thousand-year-old structures, Bob suddenly saw his future.

SCA National Conservation Center to remind crew leaders of the influence they have on crew members and to recommend they further explore careers in conservation.

"You reach a stage in life you want to give back to the organizations and individuals who contributed to your success and happiness in life," he notes. "And when you're old enough that the crew leaders start looking like the crew participants, it's probably time!"



Bob and his wife Lisa (pictured with daughter Fiona) split their days between Massachusetts and Vermont and are currently spearheading a regional philanthropic initiative to help SCA extend its message to more supporters. Lisa, the chief marketing officer for Arnold Worldwide, an international advertising and marketing firm, believes all youth should have the opportunity to serve with SCA. "When Bob talks about his time with SCA, it's clear he gained so much independence and self-confidence," she states. "SCA strikes me as a wholly transformative experience."

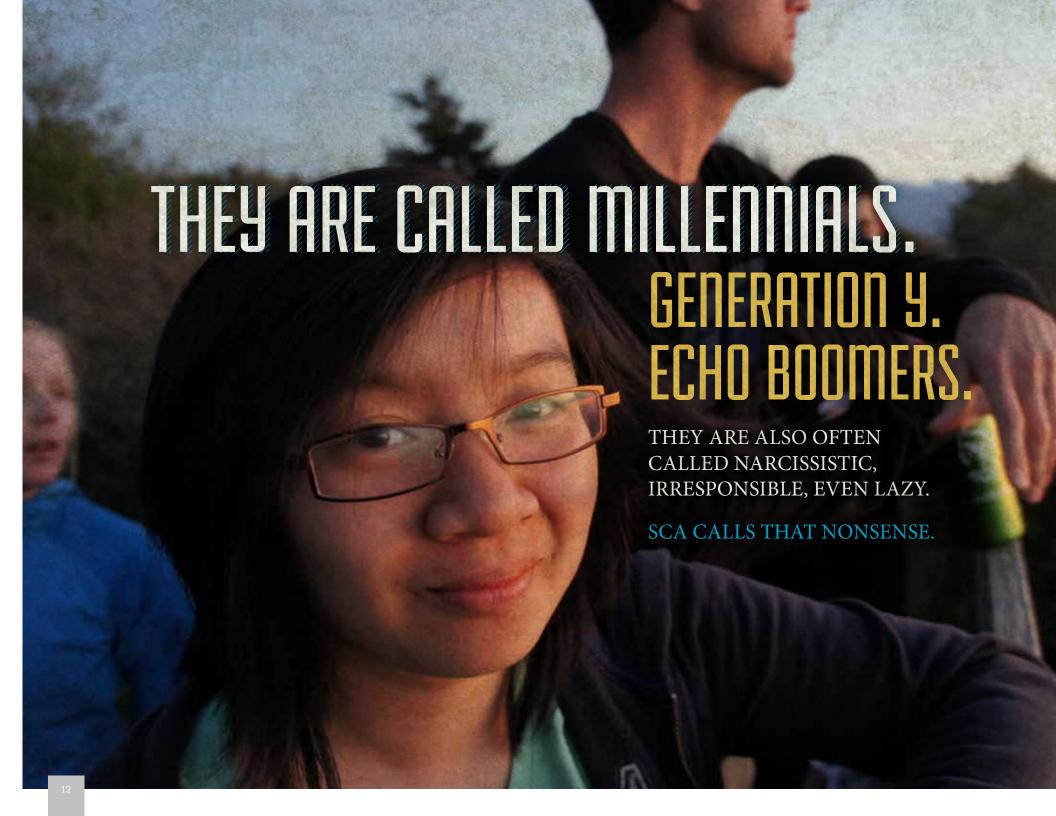
"I'D HAD A LOT OF OUTDOOR EXPERIENCE BEFORE SCA," HE NOTES, "BUT WHAT I DIDN'T HAVE WAS FOCUS, DISCIPLINE. I DIDN'T HAVE THE SENSE THAT THERE WERE CAREERS IN NATURE IN WHICH I COULD MAKE A LIVING."

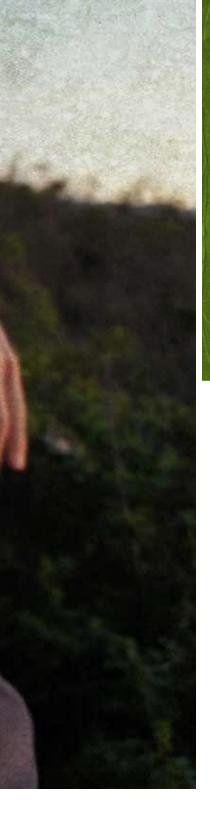
Over the next few years, Bob earned forestry degrees at the State University of New York and Yale. Today, Bob is a leading environmental economics expert, often called upon to assess ecological impacts and their benefits or damages.

"A lot of what I do is recovering reparations for the federal government oil spills and forest fires," he says, "and much of that falls into restoration, work that SCA members could do."

Bob has long had an eye out for advancing SCA. He started giving to the organization while still in college and remains an active and generous contributor. He's also visited the







Just take one look at the volunteers who hiked hundreds of miles last summer to document threats to our wilderness; who toiled for weeks over rain-drenched, rock-strewn, mosquito-plagued trails; who endured a New England winter in rustic camps so they could teach environmental education to local school children and you'd never think of questioning their commitment.



Today's young adults understand the stresses our ecosystems and communities are under and want to ensure the planet they pass on is far healthier than the one they're inheriting. The fact is, in this era of government cutbacks and sequesters, SCA has to turn away tens of thousands of would-be stewards each year. But in 2013, SCA forged new collaborations and grew existing alliances with the goal of giving every youth who wants to serve the chance to give back.

SCA also broke down barriers to service in our cities by providing under-served local teens with summer jobs, career training and access to area parks. Thousands of participants from Oakland to Boston truly experienced nature—most for the first time—as they advanced through a gateway to conservation, employment and citizenship.

# MANY TERMS APPLY TO TODAY'S GENERATION. HOW ABOUT "AWESOME?"





AE-SCA CAMPAIGNS
CREATED MORE THAN

# **40 MILLION**

**IMPRESSIONS IN 2013.** 

# SCA SOARS WITH AMERICAN EAGLE

#### "I'D DONE THE 'SIT-ON-A-BEACH

Spring Break," Patrick Rickett admitted, "but I had never gotten my hands dirty and did something that actually mattered."

That changed last March, when Patrick—a senior at the University of Illinois' School of Earth, Society and Environmental Sustainability—worked for a week at Big Cypress National Preserve and, if you ask Patrick, he'll tell you he changed, too.

As part of SCA's Alternative Spring Break, he joined a team of students and cleared the remains of unauthorized cabins from the woods, built homes for endangered woodpeckers, and rid the preserve of thousands of destructive Brazilian pepper plants. Tavon Betts, a Morehouse College sophomore, recalls "the most memorable part was when we heard things like, 'You guys are my heroes' from workers who had been planning this project for 20 years. I just wanted to run back and start removing more invasives!"

"Instead of going to a beach, we went to a swamp." These projects—these profound personal experiences—were made possible by American Eagle Outfitters as last year SCA and American Eagle amped up its decade-long partnership to its highest output yet.

In addition to providing full-ride Spring Break scholarships for 135 students, American Eagle turned its hundreds of stores, massive social network, even its 25-story electronic billboard in Times Square into beacons for conservation. Retail windows and video displays broadcast lessons in sustainability to millions of consumers, both young and old.

Customer-contribution campaigns generated important awareness and tens of thousands of dollars in additional funding. AE even underwrote a special SCA crew to assist the National Parks of New York Harbor in recovering from Hurricane Sandy.

"American Eagle Outfitters is pleased to grow our partnership with SCA and foster an initiative close to "We were covered in dirt and dust, and while the sun was relentless, so were our spirits."

our hearts," says American Eagle
Outfitters Foundation Director Marcie
Eberhart. "It is important to us to
encourage the ideals of conservation
and activism and to share our love of
the outdoors with current and future
generations."

And don't get the idea this is all promos and prop checks. SCA members and AE employees teamed throughout the year to conduct local conservation service projects, a reflection of company's genuine commitment to our environment.

"Thirty of us planted 200 trees in just two days," noted Claire Wilson, an American Eagle designer from New York. "We were covered in dirt and dust, and while the sun was relentless, so were our spirits. My team's selfless and painstaking efforts left a deep and lasting impression."

➤ Watch SCA volunteers bring big changes to Big Cypress at thesca.org/asbvideo

# GREENING THE EMERALD CITY

#### SURROUNDED BY ICONIC

parks, lush forests and Puget Sound, Seattleites are widely known for returning nature's embrace. But for many younger residents, the snowy peaks and blue waters are merely features of a distant horizon. Enter SCA.

More than 30 years ago, SCA pioneered urban conservation programs to better engage under-served teens. Participants gain work skills, experience, and a paycheck over summer vacation while bonding for life with nature.

And of the 20 city programs SCA ran in 2013, none was more vibrant than SCA Seattle.

"Before I did SCA, I didn't know anything about conservation or parks," declared a smiling Latreea Garner, a four-time alumna. "SCA has changed me. It keeps me out of trouble. And it keeps me busy because there's so much to do for our environment."

More than 110 local teens protected and restored Seattle green spaces last year, from the Washington Park

Arboretum to the new Bullitt Center. For many participants, it was their first real exposure to the outdoors. Service programs were coupled with environmental education to provide greater context to their efforts. Participants also received job readiness training to help them succeed in employment interviews and work environments.

Micha Jordan wants a job as a law enforcement ranger but noted his first priority was just to pitch in. "Hearing about all the budget cuts and knowing that parks are suffering, I wanted do something to help," he said.

Although most SCA urban programs remain based in city parks, SCA Seattle took full advantage of its proximity to nearby Mount Rainier and placed crews in the national park in two-week rotations. Members found the experience eye-opening, and not just trail work. "During our park talk, the ranger showed us a video of the [2006] flood and how SCA helped them save \$1.3 million in repairs," says crew member Louis Lopez. "That really made an impact on me of what it means to be a volunteer."

At Rainier, students also learned about park career opportunities. An estimated 20% of the staffs at Mount Rainier and Olympic National Parks





are former SCA members, and half those working at North Cascades NP broke in with SCA.

Seattle is one of five SCA regional hubs around the country and here, deep regional roots—SCA's first volunteers served at Olympic in 1957—have helped create a wide network of government, corporate, academic and nonprofit partners. Intern C.J. Goulding led a crew for the North Cascades Institute because "I wanted to give back, invest in people." He thought he'd be teaching his students about conservation but instead he asserts "I learned how important a good role model can be for a teenager. I learned about the stewardship of people."

C.J has thus far served in three SCA internships and says he wants to help other youth find their future in the outdoors. "I will continue to strive for people who want to make change," he vowed, "and I'm thrilled to pay my opportunity forward."

➤ See what volunteers in SCA's Northwest programs are accomplishing at the sca.org/nw

# **NEARLY 2,000**

SCA MEMBERS HAVE SERVED IN THE GREATER SEATTLE AREA OVER THE PAST TEN YEARS.

## PARTNER PROFILE | JOHNSON CONTROLS, INC.



"We are proud that the CLC is approaching a decade of support for two worthy causes: real work experience for our young community residents, and the longevity of our area parks," said Jennifer Mattes, director, global public affairs, Johnson Controls. "The program continues to graduate future leaders, some of whom return as apprentice crew leaders or crew leaders for the CLC, underscoring the positive impact the experience has on these students. It helps make them more competitive job candidates, while offering first-hand experience on the importance of environmental conservation."

Students build hiking trails, plant native trees and remove invasive species.

students on a day of service in local parks. They also host CLC members in a professional development day, where participants learn the importance of sustainability and energy efficiency, while engaging in career-focused presentations and hands-on workshops led by company experts. By the end of the program, CLC members know exactly what it takes to be a leader—for today and tomorrow.

"As we work to prepare young people for the future workforce, we are thrilled to see the positive impact the program is having on our young people," said Donald Sykes, President and CEO, Milwaukee Area Workforce Investment Board.

SCA AND JOHNSON CONTROLS, INC. FIRST TEAMED UP TO ENGAGE UNDER-SERVED URBAN YOUTH IN 2006. THE PROGRAM—AND THE PARTNERSHIP—HAS GROWN EVERY YEAR SINCE.

It all started with the launch of the Conservation Leadership Corps (CLC) in Milwaukee, headquarters to JCl's training institute. CLC provided diverse local teens with summer employment, professional skills and leadership development as they worked in city parks. In year two, the program expanded to Baltimore and on to Detroit the year after that. The US Conference of Mayors then cited the SCA-JCl program as one of America's top green job initiatives for youth and, last year, cumulative CLC membership in the three cities topped 1.000 students.

"WE ARE PROUD THAT THE CLC IS APPROACHING A DECADE OF SUPPORT FOR TWO WORTHY CAUSES: REAL WORK EXPERIENCE FOR OUR YOUNG COMMUNITY RESIDENTS, AND THE LONGEVITY OF OUR AREA PARKS."

They also practice resume writing, interview skills and personal finance management. "CLC is important because it teaches valuable lessons on why we need to take care of the Earth," notes third-year Baltimore member Malik Moore. "It also shows people that hard work really does pay off."

Johnson Controls has invested more than \$4.3 million to provide youth in these cities with career opportunities, although the company's commitment extends well beyond financial support. Every summer, JCI employees join SCA is grateful to Johnson Controls, Inc. and all our local partners including The Greater Milwaukee Foundation, The Greening of Detroit, the Baltimore Office of Sustainability, and many more.





As an SCA intern, I work in multimedia and graphic design for Bering Land Bridge National Preserve creating visitor guides and reaching out through social media, among other tasks. I'm based in the bush town of Nome in northwest Alaska, on the Bering Sea and accessible only by plane or boat. It's a modern-day gold mining town that still has a "Wild West" feel to it.

I quickly discovered that a sense of adventure is crucial for this job—especially considering I had almost no prior experience in anything I was doing. After receiving basic aviation and survival training, I found myself getting dropped off by bush plane or helicopter in various parts of the preserve to take photos,

assist with backcountry maintenance, and learn everything I could about this incredible region.

It's a dream job for sure, but often only glamorous in retrospect. The Alaskan tundra is harsh, not quite the idyllic alpine utopia you might envision. Many a time, I found myself huddled in a tent getting beaten by frosty horizontal rain, or battling helicopter-sized mosquitoes, or stumbling for hours over tussocks (evil grass mounds!) on the spongy tundra carrying a pack full of photography equipment. But I wouldn't trade any of this for the world for, in the end, overcoming these challenges brings true rewards.

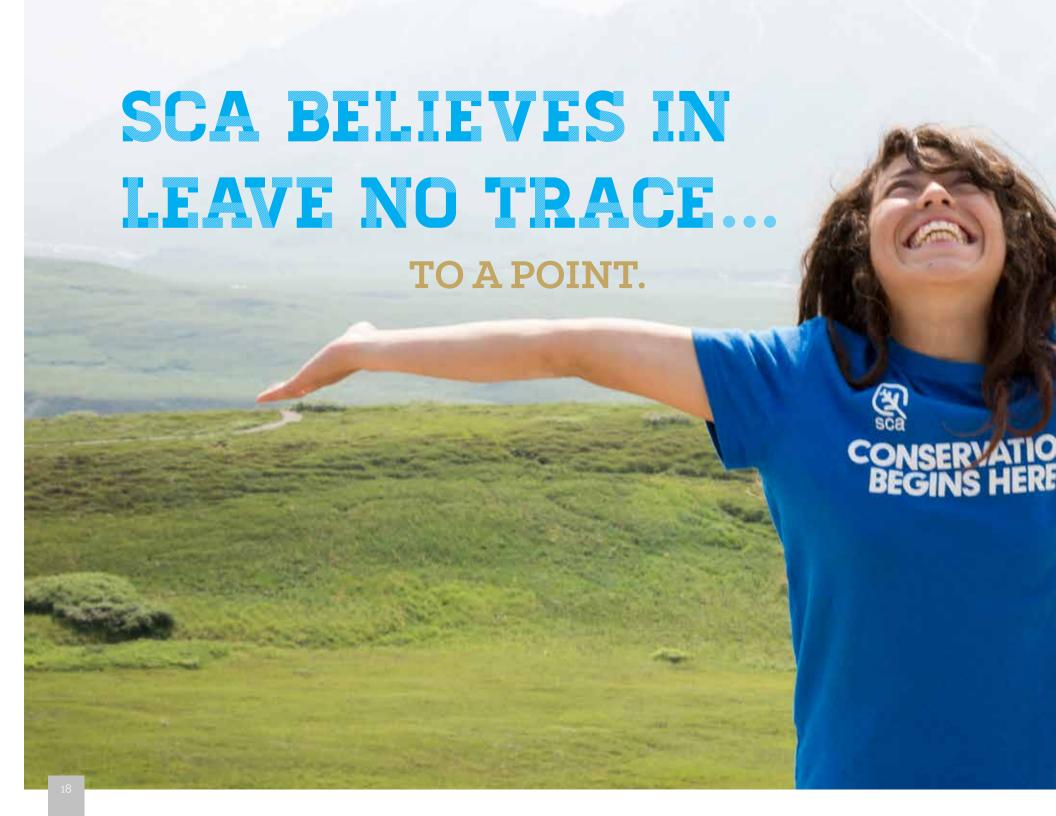
I'm incredibly grateful to have worked with the local community, learned from the Inupiaq culture, and truly experienced some of the most remote wilderness left on earth, all while serving with the National Park Service. I thought I would be working another SCA internship but, as it turns out, I was offered a full-time park ranger position by Bering Land Bridge. It just goes to show what an amazing opportunity SCA is for gaining the experience and qualifications to begin a career in the conservation field.

As for what happens next, I'm starting my new life in the bush again, in some ways more prepared, and in other ways knowing that I'm in for completely new and unexpected adventures.





> See Andrea's videos and photos at thesca.org/follow-andrea





> "These young people are investing their time and hard work into making the parks better for every visitor," said National Park Service Director Jonathan B. Jarvis. "We love their commitment to service, to the national parks, and to getting outside. Young people, conservation, and parks just go together."

SCA volunteers also impact the partner agencies and corporations where they work. These professional staffs consistently report that they draw inspiration from the energy and enthusiasm SCA members bring to the job, and that young people are poignant reminders of why it's so crucial to conserve our natural and cultural resources for future generations.

It's also important to note the lasting effect of nature on our volunteers. Its mountains, woodlands and waterfronts motivate these young people establish their values, their priorities, and their own role in world.

THE GREAT OUTDOORS IS A
POWERFUL VENUE FOR LEARNING
AND DEVELOPMENT AND, WITH
THE AID OF SCA MEMBERS,
THEY WILL REMAIN "GREAT"
FOR MANY YEARS TO COME.





# SCA AND AMERICORPS: 20 YEARS AND COUNTING

#### TWENTY YEARS OF PARTNERSHIP

is also two decades of accomplishment, and SCA celebrated both marks last year with AmeriCorps, the federal national service program.

In Idaho's Salmon-Challis National
Forest, dozens of young adults spent five
hard months training in forestry
and fuel loads, wildlife and
rangeland management,
GPS data collection,

trail work and more. In the end they had the experience and certifications necessary to advance as a conservation professionals...but

getting there certainly wasn't easy.

Participants carved hiking trails into mountainsides for weeks at a time in hitches described as "brutal." They repaired ATV trails by filling them with crushed rock—but only after crushing the rock by hand. They trekked hundreds of miles up and down steep slopes in all sorts of weather to inventory forest conditions. And they used GPS data to update 40-year-old trail maps. In the words of one intern: "the mountains hadn't changed much but mapping technology sure had."

Members in SCA's AmeriCorps-supported programs in Massachusetts and New Hampshire arrived in January—a beautiful time to enjoy New England but, one marked by falling snow and temperatures. Nights could be uncomfortable in small, rustic cabins—some, but not all, furnished with modest

wood stoves. But through the cold months, members were warmed

by the smiles of the hundreds of children they taught in local elementary schools.

"Whether students are making a model volcano erupt or singing about decomposition, the environmental lessons are consistently fun, exciting,

and leave the children with a better understanding of the natural world and their place in it," said SCA's Ryan Pennesi from his team's HQ in Dubuque State Park in western Massachusetts.

In spring, the MA and NH members traded their lesson plans for Pulaskis and McLeods to rebuild state park trails and campgrounds; in the Granite State, corps members also led Manchester high school students on trail projects. The hours and hours of assistance provided by these corps were a crucial boost to parks straining under severe budget restrictions.

# "The mountains hadn't changed much but mapping technology sure had."

In New York, the SCA Hudson Valley Corps included dozens of interns serving from Saratoga Springs to New York City. They restored habitats, monitored water quality and conducted outreach for partners including the NY Department of Environmental Conservation, The Nature Conservancy and Scenic Hudson.

The personal contacts made by SCA/AmeriCorps program members directly enhanced tens of thousands of Americans' knowledge and interactions with nature, and the environmental safeguards they put in place benefited millions of others.

There is no one better at getting things done.

 Explore Idaho's rich wilderness with intern Jerimiah Oetting at thesca.org/follow-jerimiah

# **MORE THAN 17,760**

YOUNG PEOPLE HAVE JOINED SCA/AMERICORPS NATIONAL SERVICE PROGRAMS SINCE 1994—1,500 IN 2013 ALONE

# SUSTAINABILITY IN ACTION

### TO VISITORS, DENALI

National Park is a pristine paradise. To some, however, Denali is a place of business. To ARAMARK, it is both... and they intend to keep it that way.

A leader in food services and facilities management, ARAMARK teamed with SCA last year to place ground-breaking sustainability interns at corporations, sports stadiums, universities and national parks. These young people were responsible for devising plans to reduce waste, source responsibly, and conserve resources.

At Denali, intern Kaitlin Finan discovered more than 120,000 bottles of water are consumed in the park each year. Some are sold by ARAMARK concessionaires. Most are distributed by tour providers. And once emptied, 80% of those bottles wind up in the rubbish.

So, backed by her own market research, Kaitin proposed giving away free, Denali-branded reusable bottles and installing water stations along the bus route. Despite the costs and potential impact on bottled water sales, ARAMARK greenlit a pilot project.

"When asked about exiting the bus to use the water filling station, 69% of the passengers stated that they thought it was very or extremely convenient," Kaitin notes. "And 90% of respondents said they were likely to use their souvenir bottle again. The simple solution of giving passengers bottles to reuse could promote a lifestyle change towards personal sustainability."

And eliminate 1.5 tons of plastic from Denali's waste stream.

Other SCA/ARAMARK sustainability interns had similar success around the country. Meagan Lak helped the





"Today's generation wants to be connected to issues and concerns they care about such as corporate responsibility and environmental sustainability."

Asilomar Conference Grounds in Pacific Grove, CA save 400,000 gallons of water through new efficiency measures. Bloomberg, LP recertified its Skillman, NJ "green restaurant" with the aid of intern Bill Pennington. Sache Jones enabled Spelman College to slash its waste stream by introducing a recyclable takeout container membership program. And, in perhaps the ultimate test of the sustainability intern program, more than half the interns were hired into permanent sustainability positions.

"We recognize that our workforce is evolving and we are looking at ways to better engage young people by designing career opportunities around our shared interests," said Kathy Cacciola, ARAMARK Senior Director of Environmental Sustainability. "Today's generation wants to be connected to issues and concerns they care about such as corporate responsibility and environmental sustainability."

Kathy should know—as an SCA alumna, she's one of the tens of thousands of former SCA volunteers dedicating their careers to conserving our environment.

 ${\color{blue} \blacktriangleright} \ \ \text{See intern Alyssa Kalter's recipe for sustainability at the $\tt sca.org/follow-alyssa }$ 

# LEADING THE WAY BACK FROM HURRICANE SANDY

#### AS FISCAL YEAR 2013 CAME TO

a close, REI executive director Sally Jewell was named to lead the Department of the Interior. In one of her first official acts in office, Secretary Jewell named SCA to lead the National Parks of New York Harbor Conservation and Resiliency Corps, a partnership with the City of New York, to repair environmental damage caused by Hurricane Sandy at national park units and other sites in New York City and New Jersey.

The corps was expected to provide 200 jobs for young people in 2013 and grow in subsequent years.

"[SCA Founder] Liz Putnam's vision has set the course for youth in conservation for a long time," states Sec. Jewell. "These young people will become our future national park service rangers and conservationists."

SCA members were to remove tons of debris from beaches and displaced sand, restore damaged habitats and replant washed-out areas, conduct environmental and wildlife impact studies and more.

The surge in interest from area young people far outpaced that of the storm.

"My family suffered from Hurricane
Sandy. Having someone there to help us



through eased our pain," wrote Nadia Fluker of South Ozone Park, NY. "I want to help those who lost a piece of them like we did. I want them to see it will get better."

"I was impacted, my family was impacted," said Sameer Shukar, a student in Far Rockaway. "The storm took out two cars, flooded our basement, delayed my college application. And a lot of people here had it worse. So now I want to give back to my hometown."

As local youth help their community heal, the process of restoring the neighborhood parks will help them heal as well.

SCA has been a pioneer in environmental restoration since 1988, when our volunteers helped Yellowstone come back from massive wildfires that scorched nearly a third of the park. Since then, we've aided the Everglades' rebound from Hurricane Andrew, repaired a flood-ravaged Mount Rainier and helped rescue wildlife from the Deepwater Horizon oil spill in the Gulf of Mexico.

As incidents like these strike with increasing frequency and severity, America can count on SCA and the next generation of conservation leaders.

 Watch Sandy videos and read inspiring stories of recovery at thesca.org/sandy



## ALUMNA PROFILE | KIM MEDLEY, PH.D.



# "SCA GAVE ME THE DIRECTION I NEEDED. THAT INTERNSHIP HELPED ME FIND WHAT I WANTED TO DO ACADEMICALLY."

"My mom stimulated our love of nature," says Kim Medley, a professor of geography at Miami University of Ohio. "I have so many memories of amazing family camping trips and how happy we were on them."

So it wasn't much of a surprise in 1977 when Kim, then a college sophomore, took an SCA internship as a back-country ranger at Olympic National Park. "The first time in I thought I was going to die! Carrying ten days of supplies—it was a haul," she recalls.

She stuck with it, though, and when Kim returned home, her mother, Gayla, noticed something was different. Very different.

"Before SCA," Kim concedes, "I was a little wild and crazy. My mom was taken because I'd become so absorbed in learning. I spent hours in the library and outdoors. SCA gave me the direction I needed. That internship helped me find what I wanted to do academically."

Kim earned a degree in conservation at Kent State and then enjoyed a series of seasonal positions at national parks before obtaining her Master's in Geography and a Ph.D. in Botany from Michigan State, where she launched her academic career. "My mom's love of nature, all those camping trips, and SCA combined to inspire me professionally," Kim says.

Gayla Medley passed away and left a large portion of her estate to SCA. "Her gift was made in memory of my brother, Jere, who left us far too soon, and it was also as a tribute to what her daughter had become."

Today, Kim regularly points her students in the direction of SCA. "I'm always looking for that spark, the love of nature," she explains. "I am SCA's absolute biggest advocate!"

# SCA REGIONAL PROFILES

# SCA NORTHWEST

- > AREA: Idaho, Montana, Oregon, Washington, Wyoming
- TOP 5 SITES: Mount Rainier National Park, Seattle Parks and Recreation, Grand Teton National Park, Yellowstone National Park, Salmon-Challis National Forest
- > HIDDEN GEM: Lewis and Clark National Historic Site

#### > KEY PARTNERS:

- Norcliffe Foundation
- The Bullitt Foundation
- University of Washington, College of the Environment
- Joint Base Lewis-McChord
- THEME SONG: "Can't Hold Us" by Macklemore and Ryan Lewis



- AREA: Arizona, California, Colorado, Hawaii, Nevada, New Mexico, Utah
- TOP 5 SITES: Yosemite National Park; Klamath National Forest, California Desert Conservation Area (BLM), Eldorado National Forest, East Bay Regional Parks/ San Mateo County Parks
- > HIDDEN GEM: Devil's Postpile National Monument

#### > KEY PARTNERS:

- S.D. Bechtel, Jr. Foundation Bay Area Community Program, CA Program Continuum
- Pacific Foundation Services Bay Area Community Program
- California Off Highway Motorized Vehicle Dept./
   CA State Parks Desert Restoration Program
- Yosemite Conservancy Yosemite NP Programming
- Bureau of Land Management California WildCorps
- Union Bank Foundation Community Programs
- > THEME SONG: "Redwood Tree" by Van Morrison

# SCA MIDWEST

- AREA: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Pennsylvania (Western), South Dakota, Wisconsin
- TOP 5 SITES: City of Pittsburgh, City of Detroit, City of Milwaukee, Indiana Dunes National Lakeshore, Isle Royale National Park
- > HIDDEN GEM: Milwaukee's Washington Park

#### > KEY PARTNERS:

- Johnson Controls, Inc. Milwaukee and Detroit Community Programs
- Exelon Foundation Chicago Community Program
- RK Mellon Foundation Pittsburgh Community Program
- > THEME SONG: "Blue Sky" by Common

## SCA GULF REGION

- AREA: Alabama, Arkansas, Florida, Louisiana, Mississippi, Oklahoma, Texas
- TOP 5 SITES: City of Houston, US Army Corps of Engineers Vicksburg District Office, Big Cypress National Preserve, Gulf Islands National Seashore, Texas Parks and Wildlife Department
- HIDDEN GEM: Pelican Island National Wildlife Refuge, "America's First National Wildlife Refuge!"

#### > KEY PARTNERS:

- American Eagle SCA Alternative Spring Break
- Shell Houston Community Programs
- Brown Foundation SCA Conservation Interns and Greater Houston Community Programming
- Aramark Sustainability Interns
- The Carruth Foundation Houston Programs in the Buffalo Bayou
- THEME SONG: "One Particular Harbour" by Jimmy Buffet

# SCA MID-ATLANTIC/ SOUTHEAST

- > AREA: Delaware, District of Columbia, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania (Eastern), Puerto Rico, South Carolina, Tennessee, Virginia, West Virginia
- TOP 5 SITES: Great Smoky Mountains National Park, National Capital Parks, Shenandoah National Park, Carolina Sandhills National Wildlife Refuge, Daniel Boone National Forest
- > HIDDEN GEM: Cumberland Island National Seashore

#### > KEY PARTNERS:

- Morris and Gwendolyn Cafritz Foundation -DC Programs
- Scattergood Foundation Philadelphia Community Programs
- Campbell Soup Foundation Camden, NJ and Norwalk, CT Community Programs
- DC Recreational Trails Fund DC Community Programs
- US Forest Service invasive program
- Exelon Foundation Philadelphia Community Programs
- > THEME SONG: "The Nature" by Talib Kweli

# SCA NORTHEAST

- ➤ AREA: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont
- TOP 5 SITES: National Parks of New York Harbor, US Fish and Wildlife Service NE Region, Frederick Law Olmsted National Historic Site, New Hampshire State Parks, Massachusetts State Parks
- > HIDDEN GEM: Saint-Gaudens National Historic Site

#### > KEY PARTNERS:

- The Countess Moira Charitable Foundation -Connecticut Community Programs
- PSEG Foundation New Jersey sustainability interns
- Elmina B. Sewall Foundation Maine Programs
- Cox Family Fund Connecticut Community Programs
- State Street Foundation Boston Community Programs
- New Jersey Department of Environmental Protection – NJ Community Programs
- Cabot Family Charitable Trust Boston Community Programs
- NYSOPRHP and NYSDEC Hudson Valley AmeriCorps and Hurricane Sandy Recovery
- > THEME SONG: "I'm Shipping Up to Boston" by the Dropkick Murphys

# SCA ALASKA

- TOP 5 SITES: Chugach National Forest, Denali National Park, Juneau Forestry Sciences Lab, Wrangell St Elias National Park, Tongass National Forest
- > HIDDEN GEM: Katmai National Park and Preserve

#### > KEY PARTNERS:

- Cook Inlet Region Incorporated CIRI Talkeetna Alaska Native Crew
- ConocoPhillips Alaska Youth Programs
- Anchorage Park Foundation SCA/Youth Employment in Parks
- Mat-Su Health Foundation Matanuska-Susitna Valley participant
- > THEME SONG: "North to Alaska" by Johnny Horton

SCA'S NPS ACADEMY
WORKFORCE DEVELOPMENT
PROGRAM EXPANDED TO
KENAI FJORDS
NATIONAL PARK
IN 2013.

"Through SCA, I've learned a lot about what I can accomplish, about the things that really matter to me in this world, and what it has to offer—naturally."



# CONSERVATION BEGINS HERE.

"My internship has offered me adventure, beauty and learning. Conservation is so important. I plan to apply to graduate school to actualize the dreams that SCA helped me discover."

Lanna Jin, 22, SCA Volunteer, Northern Mojave Desert, US Geological Survey "I could never have imagined making a trail out of the forest.

I want my career to be like this... a park ranger or someone that teaches others about nature."

Shawna Strain, 17, SCA Crew Member

"My experience has provided focus and direction for my goals in the future. I will continue, with a brighter flame, my passion for conserving America's natural beauty."

Dylan Welch, 18, SCA Volunteer, Wind Cave NP

Every year, SCA engages thousands of young people in meaningful, conservation service opportunities that inspire lifelong stewardship and sustainability.

Regardless of how much you give, your support is pivotal to building the next generation of conservation leaders.

Conservation begins with you. Help us make the difference for lands and youth nationwide. Please use the enclosed envelope or give securely online at thesca.org/supportSCA



# THE LIZ PUTNAM LEGACY SOCIETY

In 2010 the Student Conservation Association established the Liz Putnam Legacy Society to honor the vision and dedication of our founder, Liz Putnam, and all forward-looking supporters who join her in planning legacy and life-income commitments to SCA. We are immensely grateful to all who have made provision for the future, building the next generation of stewards and ensuring America's conservation legacy.

If you have already remembered SCA in your plans, please let us know so we may welcome you into the Society and send you a signed copy of The National Parks: America's Best Idea (the companion volume to the PBS series) by noted filmmakers Ken Burns and Dayton Duncan. To explore options for meeting obligations to family and charity, please contact the SCA office of gift planning at 603-543-1700. Thank you!

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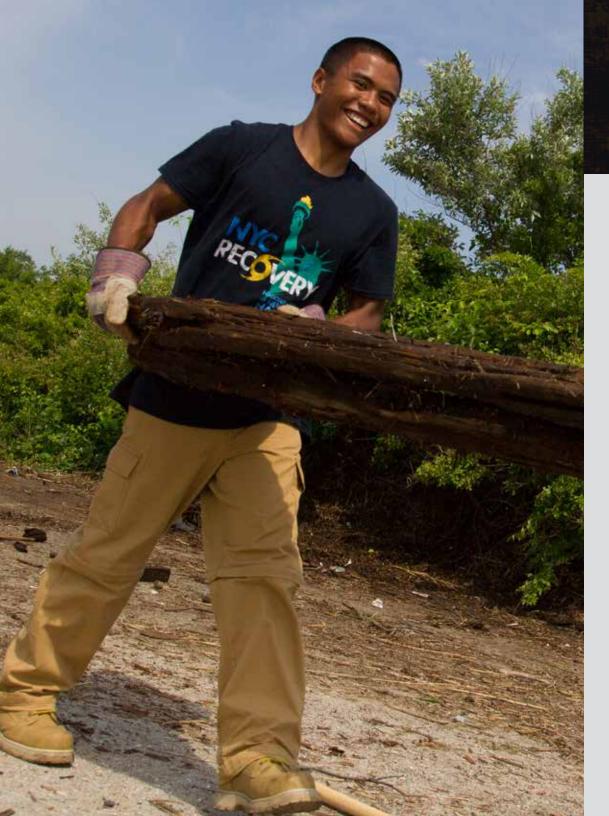
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Chevron Corporation - DC

Clark-Winchcole Foundation

Community Foundation for

Southeast Michigan

Dominion Foundation

FarthShare America

The Grable Foundation

Greater Milwaukee Foundation

I.I. Bean

Mars Foundation

The Martin Fabert Foundation

Mazda Foundation

The Curtis and Edith Munson

Foundation

National Fish & Wildlife Foundation

Timberland Community Investment

Fund of the New Hampshire

Charitable Foundation

Orange County Community Foundation

PNC Foundation

Public Service of New Hampshire

Elmina B. Sewall Foundation

Harold Simmons Foundation

Skagit Environmental Endowment

Commission

State Street Foundation

Union Bank Foundation

Vidda Foundation - Michael Brewer

Fund

The Wallace Genetic Foundation

#### \$10.000 or more

Anonymous (1)

American Park Network

Audubon Connecticut

Bank of America - Boston

The Batchelor Foundation

The Boeing Company Charitable

Trust - PA

Community Foundation for Northern

Virginia - Alan M. and Nathalie P.

Voorhees Fund

The Community Foundation of

Santa Cruz County

ConocoPhillips

Edwin W. and Catherine M. Davis

Foundation

Delaware North Companies

Geraldine R. Dodge Foundation

Energizer Charitable Trust

Fairfield County Community Foundation

Fiduciary Trust Company

Forest County Potawatomi Community

Foundation

Foundation for Youth Investment

GE Asset Management

Hazel Miller Foundation

David and Barbara B. Hirschhorn

Foundation

Horizon Foundation. Inc.

The Henry M. Jackson Foundation

Jacob and Charlotte Lehrman

Foundation, Inc.

Johnson & Johnson

Kinder Morgan Foundation (El Paso)

The Lightfoot Foundation

The Maine Community Foundation

Marathon Oil Corporation

Marpat Foundation, Inc.

The John Merck Fund

Merlin Foundation

Edward S. Moore Family Foundation

The Morningstar Foundation

Motiva Enterprises LLC

The Mountain Club of Maryland Miles

Fund

New York Community Trust

Connecticut Light and Power

North Cascades Insitute

Pepperidge Farm, Inc.

Prince Charitable Trusts (Chicago)

The Prudential Foundation

Purdue Pharma L.P.

SAP

Robert M. Schiffman Foundation

The Sierra Club

Sony USA Foundation, Inc.

The Stewardship Council Subaru of America Foundation, Inc. Sustainable Pittsburgh The Neil and Louise Tillotson Fund

Alan M. and Nathalie P. Voorhees Fund of The Community Foundation Serving Richmond and Central Virginia

Wells Fargo

West Monroe Partners LLP Wisconsin Energy Foundation Wolpoff Family Foundation The Wortham Foundation

#### \$5,000 or more

Anonymous (1) Alcoa Foundation

Argo Tea

Baird Foundation, Inc.

Facebook

General Reinsurance Corp

The Jacob and Terese Hershey Foundation

Corina Higginson Trust

Roy A. Hunt Foundation

Mazar Family Charitable Foundation Trust

Nottawa Wild Bird Supply

Patagonia

The Peterson Charitable Lead Trust

The Seattle Foundation

Sony

Tapeats Fund



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KAREN DAVIS

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KEVIN HAMILTON

Vice President for Communications

\*SCA Alumni











# **FINANCIAL REPORT 2013**

#### AS SCA EXPANDED ITS CAPACITY TO

address critical conservation issues on America's public lands and impact the lives of more young people in fiscal 2013, we enjoyed the support of increasing numbers of friends and partners—individual donors, alumni, foundations, corporations and government agencies. Together, this public-private partnership of concerned citizens contributed to SCA's sustaining financial foundation.

In order to best utilize your investments, SCA continued to manage with a high degree of efficiency and lowered administrative costs to ensure that more than 87% percent of every dollar raised went directly to fund conservation programs.

Even as many of our federal government partners' budgets were reduced, SCA took proactive steps to expand the number and type of our financial partnerships and to diversify our funding base.

As we continued to strategically extend SCA's mission and relevance, SCA invested in developing regional operations to meet the most urgent and relevant needs of area land managers, communities and youth.

OF EVERY DOLLAR RAISED WENT DIRECTLY TO FUND CONSERVATION PROGRAMS



As the year came to a close, we saw the positive results of these actions as more individuals joined as supporters. We also were pleased that many of our corporate partners such as American Eagle Outfitters, Johnson Controls and Southwest Airlines, as well as numerous foundations and community organizations, increased their contributions.

We appreciate that the value of SCA is recognized by so many friends and assure you that we will continue to invest in the youth of this nation and use your support wisely.

Thank you.

Martin M. Dale

Martin Hale

Chairman, Finance Committee, Board of Directors

# **FINANCIAL SUMMARY 2013**

#### STATEMENT OF OPERATIONS Year ended March 31, 2013

Operating R	evenue and	Other	Support
-------------	------------	-------	---------

Program revenue	\$24,028,515
Contributions and private grants	8,828,440
Net assets released from restriction	2,729,653
Other income	178,071
Total operating revenues and other support	\$35,764,679

Operating Expenses	
Field expenses	\$21,087,920
Program support and development	8,953,318
Participant recruitment	1,328,770
General and administrative	2,749,062
Fundraising	1,499,334
Total operating expenses	\$35,618,404
Surplus from operations	\$146,275

# STATEMENT OF FINANCIAL POSITION | Year ended March 31, 2013

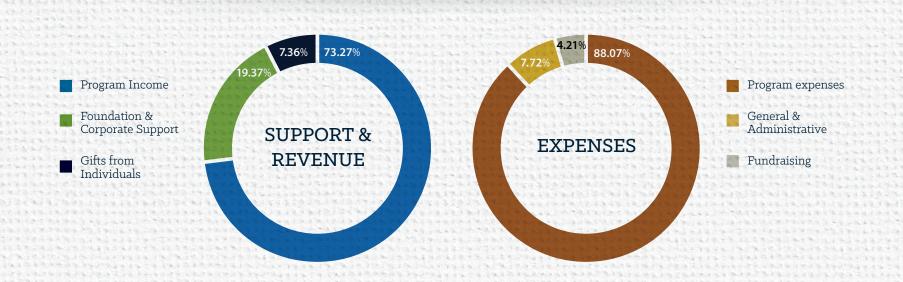
lotal Assets	\$22,919,892
Total Liabilities	\$12,981,532

## **Changes in Net Assets**

•	
Unrestricted - from operations	\$146,275
Unrestricted - from nonoperating activities	(1,152,807)
Temporarily restricted	320,840
Permanently restricted	233,955
Total change in net assets	(451,737)
Net assets, beginning of year	10,390,097
Net assets, end of year	\$9,938,360

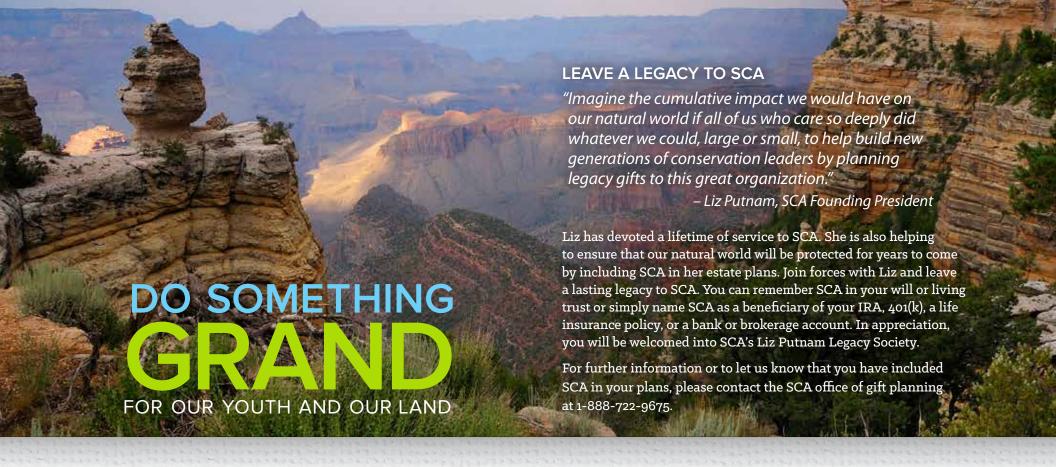
#### **Endowment Value**

Liidowillelit valde	
Board Designated Funds	\$4,097,890
Donor Restricted Funds	\$5,084,245
Total Endowment Funds	\$9.182.135











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THESCA.ORG

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SCA HOUSTON Suite 290 Houston, TX 77098 713.520.1835

SCA NORTHWEST 3015 Richmond Avenue 1265 South Main Street Suite 210 Seattle, WA 98144 206 324 4649

SCA PITTSBURGH 239 4th Ave, Suite 2100 Pittsburgh, PA 15222



