



STUDENT CONSERVATION ASSOCIATION
2014 Annual Report





2014 IMPACT

SERVICE

SCA ENGAGED
7,655 VOLUNTEERS

3,951
IN OUR FIELD PROGRAMS

1.5 MILLION
HOURS OF VOLUNTEER
SERVICE

3,704
IN COMMUNITY PROJECTS

ACCOMPLISHMENTS

4,821 METRIC TONS OF CO2 REDUCED

26.6 MILLION kWh OF ENERGY CONSERVED

5.4 MILLION GALLONS OF WATER SAVED

144,412 CULTURAL AND HISTORIC ARTIFACTS PRESERVED

1.4 MILLION ACRES OF HABITAT RESTORED AND DEFENDED

1.5 MILLION ANIMALS MONITORED AND PROTECTED

7.6 MILLION FEET OF TRAILS MAINTAINED FOR PUBLIC USE

285 MILES OF SHORELINE RESTORED

378,006 PEOPLE EDUCATED IN ECOLOGY, SUSTAINABILITY

SCA VOLUNTEERS SERVED IN ALL 50 STATES, PLACES THAT ARE HOME TO OR VISITED BY MORE THAN

INFLUENCE

THE 15 MOST POPULAR NATIONAL PARKS

OVER 12 OF AMERICA'S LEADING CITIES

220 MILLION PEOPLE





SCA's mission is to build the next generation of conservation leaders and inspire lifelong stewardship of the environment and communities by engaging young people in hands-on service to the land.

SCA WAS FOUNDED MORE THAN 55 YEARS AGO

amid much concern and turmoil: our national parks were in danger of “being loved to death” when then-Vassar College student Liz (Cushman) Putnam proposed enlisting student volunteers to boost federal maintenance efforts. The American youth conservation movement was born.

Fast-forward to fiscal year 2014, which opened to similar disorder as a government shutdown forced the closure of national parks and many other public lands. Once again, the young men and woman of SCA stepped up, waiting out Washington for 16 days before resuming their responsibilities, determined to make up for the time they lost in preserving America's most inspirational assets.

In the days that followed the shutdown, many pointed to SCA members' sense of selflessness and accountability as qualities to be emulated. Clearly, as these youth represent our next generation of leadership, the future is in the best of hands.

The challenges facing our irreplaceable natural and cultural resources may change but an always-evolving SCA remains

conservation's most reliable solution. We still engage students in national parks and forests, but do so today within a continuum of service-learning and job training experiences that lead many to conservation careers.

We've broadened the opportunities for young people on public lands to include research and analysis, environmental science, public education, and many other disciplines. And we've moved the practice of stewardship and sustainability beyond wilderness and historic sites and into corporations, colleges, communities and more. We're advancing the movement Liz Putnam started, increasing our impact, and making conservation a never-ending commitment.

Outside Magazine recently declared that “SCA is one of America's greatest programs... With a one-month stint in SCA, you'll hook a kid on the outdoors for life.” In this report, you'll see how we are delivering on that promise on top of the investments you made in us. We are grateful for your support as well as the tireless efforts of SCA's board and staff, and we salute the thousands of young people who served and sacrificed throughout the year.

Thank you.

The Leader in Youth Service and Stewardship

The Student Conservation Association launched the American youth conservation movement in 1957, and in the nation's capital, it was primed once again to make history.

On an icy January morning, Interior Secretary Sally Jewell declared the long-proposed 21st Century Conservation Service Corps (21CSC) was at last underway. She made the announcement at the Franklin Delano Roosevelt Memorial, with its ties to the Civilian Conservation Corps, flanked by scores of invited SCA volunteers and alumni. Amid all this history, they represented the future: the next generation of conservation leaders.

“The Student Conservation Association was a pioneer 57 years ago, and it has inspired many, many other youth conservation corps around the country,” Jewell stated. “I can't tell you how exciting it is to know that students like these all over the country are making a difference on our public lands. The work of SCA as a partner with us in our national parks and other public lands has been critical.”

Jewell outlined her plan to provide 100,000 young people and veterans with work and training opportunities in national parks, forests and refuges. Then she revealed the first major demonstration of private support for

21CSC—a landmark \$1 million gift from SCA's long-time corporate partner American Eagle Outfitters.

Helga Ying, Vice President of External Engagement and Social Responsibility, credited SCA with sparking the firm's “love affair with conservation corps” in 2006 when American Eagle first sponsored SCA crews in Pittsburgh, site of the company's headquarters. “We saw such an incredible transformation in our local parks and the city kids who worked in them. We are honored to help expand the student conservation movement in which we believe so strongly.”

Following the ceremony, Secretary Jewell led the SCA crew on a tour of the FDR Memorial before hosting the members at a lunch in her office. Tai Schroeder, a three-time SCA alumna now majoring in zoology, called it a “once-in-a-lifetime” moment.

“We talked about our experiences with the outdoors and what sparked our interest in environmentalism,” Tai says. “I learned that no matter what age you are, you can make an impact.”

As the leading youth service partner for America's public lands, SCA's impact spans nearly six decades and, with your continued support, will expand deep into the 21st century.





SCA is extremely grateful to the nearly 20,000 individuals, corporations, and foundations whose philanthropy made the 'SCA experience' possible for over 4,000 members this year. Without your deep commitment, we simply could not continue to advance our mission. The following pages represent the most generous philanthropic commitments by SCA donors from April 1, 2013 to March 31, 2014.

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If you would like to learn how you can make your own legacy gift to SCA, please call 888-722-9675 x2024 or send an email to: giftplanning@thesca.org.

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Financial Report 2014

With the increased support of many friends including individual donors, government partners, corporations and foundations, SCA broadened our impact on both our land and youth in 2014. The ongoing faith and generosity of our benefactors, combined with solid performances across the organization, gave renewed vigor to an already strong financial foundation.

These accomplishments required innovation, commitment and efficiency. With a mandate of maximizing your investment in our members and limiting administrative costs, SCA directed more than 87 cents of every dollar raised straight to our conservation programs in the field.

Although the fiscal year opened with a federal government shutdown that disrupted agencies' ability to plan and budget, SCA worked aggressively to cultivate new

partnerships and diversify our funding base. Improvements in systems and strategies allowed us to expand our capacity, improve our services, and address the most urgent needs of land managers, communities and youth in every region of the country.

In the end, key SCA initiatives including our community and workforce development programs for under-served students, special trainings to help recent-era military veterans find new jobs, and sustainability initiatives to mitigate climate change all experienced marked growth and their positive influence will be felt for years to come.

SCA is grateful to all those who contribute to and participate in our mission, and we pledge to earn your continued support every day.

2014 Financial Summary

For the fiscal year running from April 1, 2013 to March 31, 2014

STATEMENT OF OPERATIONS

Operating Revenue and Other Support

Program revenue	\$23,721,208
Contributions and private grants	6,133,604
Net assets released from restriction	3,136,568
Other income	140,862
Total operating revenues and other support	\$33,132,242

Operating Expenses

Field expenses	\$21,263,836
Program support and development	5,634,316
Participant recruitment	1,595,015
General and administrative	2,832,444
Fundraising	1,644,263
Total operating expenses	\$32,969,874
Surplus from operations	\$162,368

STATEMENT OF FINANCIAL POSITION

Total Assets	\$24,259,646
Total Liabilities	\$12,210,048

Changes in Net Assets

Unrestricted - from operations	\$162,368
Unrestricted - from nonoperating activities	-538,595
Temporarily restricted	2,413,308
Permanently restricted	74,157
Total change in net assets	2,111,238
Net assets, beginning of year	9,938,360
Net assets, end of year	\$12,049,598

Endowment Value

Board Designated Funds	\$3,532,162
Donor Restricted Funds	\$5,288,065
Total Endowment Funds	\$8,820,227



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