

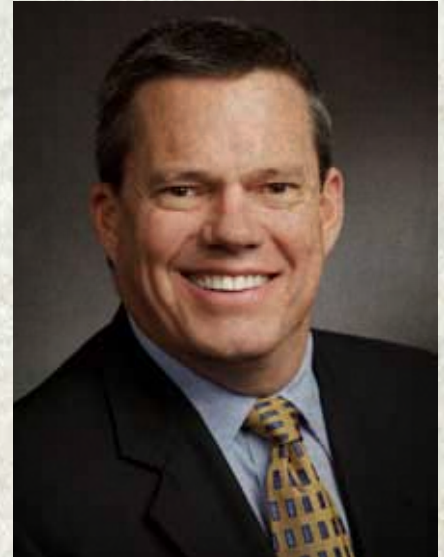


INNOVATION. ENGAGEMENT. IMPACT.

Student Conservation Association
2012 Annual Report



FULFILLING OUR MISSION AND OUR PROMISE



CONSERVATION IS A FIELD that is heavily weighted in the past—and with good reason. Our natural and cultural heritage has shaped us as a nation and accordingly must be preserved.

Protecting these unique American assets is a key part of the Student Conservation Association's mission, but our focus on the future is equally important as it helps bring balance to stewardship, from national parks to local communities.

For five and a half decades, SCA has specialized in original and effective strategies for addressing urgent environmental challenges, and 2012 may have been our most dynamic year yet. From career conservation opportunities for returning war veterans to groundbreaking workforce diversity initiatives, SCA's organizational

leadership was surpassed only by the individual leadership of our members across the U.S.

We not only fulfilled our mission in the field, we met our institutional obligations as well through sound fiscal management and operational excellence. I am proud that as we strengthened SCA's financial base, we also contributed to the nation's economy by placing thousands of young people from all corners of the country in meaningful green jobs and internships—a crucial boost given today's youth employment market and one that offers the promise of continued prosperity.

We also expanded our network of conservation partners, in both the public and private sectors, often in pioneering fashion. It is an honor to collaborate with so many like-minded agencies, businesses, and nonprofits.

SCA's success is directly tied to the exceptional efforts of SCA's Board of Directors and I salute those members whose terms have recently come to an end: David Fitch, Fraser Gilbane, Jane Goedecke, Charles "Reb" Gregg, Jane Rogers, and Josh Stearns. And SCA President Dale Penny and his talented staff redefine operational excellence on a daily basis.

I am grateful to you for your continued trust and support and, finally, to the young women and men who have accepted both the responsibility and privilege of serving America's Great Outdoors, and ensuring our tomorrows will be greater still.

Thank you.

A handwritten signature in black ink, appearing to read "D. Fischer".

Dean W. Fischer
Chairman



BLAZING NEW TRAILS IN CONSERVATION

STRENGTHENING AMERICA'S conservation workforce. Advancing corporate and community sustainability. Expanding and diversifying the field of young, environmental stewards.

While there's been no change to our mission: *to build the next generation of conservation leaders*, over the years, the Student Conservation Association has certainly revised its methods.

We still engage young people in hard work in national parks and forests, but do so now as the first step in a continuum of service-learning and job training which leads many to conservation careers. In addition, we've broadened the opportunities for students on public lands to include research and analysis, environmental science, public education, and many other disciplines. And we've moved the practice of conservation beyond these lands into leading businesses, college campuses, urban neighbor-

hoods, and more, guided by specific strategies designed to address the unique needs of each region of our country. You can see what SCA members are doing in your area right now on the interactive Service Map on our website.

Fifty-five years ago, SCA led our first volunteers into Grand Teton and Olympic National Parks. Today, SCA is leading a movement, fueled by members and alumni nationwide for whom conservation isn't a one-time, summer endeavor but an ongoing, lifelong commitment. Young people who use their SCA experience as a launching pad to green careers and community service. Modern conservationists who network online and use technology to share their knowledge and enlist countless others in forging a more sustainable planet.

This formidable movement involves young military veterans training in

forestry and wildland firefighting, university students who move from the classroom to the boardroom to make businesses more eco-friendly, and city teens whose demanding trail work leads to promising professional pathways. Working together with an ever-growing coalition of public and private partners, SCA is offering myriad new opportunities that enable young people to serve in conservation and succeed in life.

All this is possible only through the leadership of SCA's Board of Directors, the devotion of SCA's talented staff, the inspiration of SCA Founding President Liz Putnam and, of course, the generous support of so many friends like you. Thank you.

Sincerely,

Dale M. Penny
President/CEO

INNOVATION. ENGAGEMENT. IMPACT.

AS THE NATIONAL LEADER IN YOUTH SERVICE AND STEWARDSHIP, you'd expect SCA—and, more importantly, our members—to leave a distinctive mark on hundreds of parks and communities each year as well as the millions of people touched through our conservation programs, education and training, and eco-outreach. Yet SCA is accomplishing so much more.

We are transforming the federal, state, and local workforces who manage America's public lands. We are spurring private industries and residential neighborhoods toward a new era of sustainability. And we're advancing the cause of conservation among young people nationwide to ensure they safeguard our natural and cultural heritage well into the future.

Widely known for building trails, SCA has been blazing trails for five and a half decades. And the vision that enabled a young Liz Putnam to launch SCA years before *Silent Spring*, the Peace Corps, and Earth Day

continues to guide us today as we engage new constituencies—from young military veterans to inner city teens and Native American youth—and address the most pressing environmental issues of our time.

See where SCA members are serving and what they've accomplished through our interactive service map at thesca.org/map.





“The SCA Veterans Fire Corps allows me to serve my country in a whole new way.”



CONSERVATION FORWARD

SERVING YOUNG VETERANS AS THEY SERVE THEIR COUNTRY

JAMES LOVE ENLISTED in the Marines 11 years ago, right out of high school. He'll never forget his first day of boot camp and neither will you. By the time he reported to the San Diego Recruit Depot, as previously assigned, on the morning of September 11, 2001, the world had changed forever.

Following eight years in uniform, including two tours of Iraq, Sgt. Love still wanted to serve his country so he joined the SCA Veterans Fire Corps, a program that trains young military vets for careers in wildfire fighting and mitigation.

"This is both rewarding and a great learning opportunity," Love states. "I not only am fulfilling my internship requirements for college, but I'm providing a service to the environment and giving back to the local community."

As America's armed forces scale back their missions overseas, SCA is fielding the Veterans Fire Corps in partnership with the US Forest Service to ease the transition back to civilian life and protect our public lands. We've also developed, in collaboration with Pennsylvania State University, a veterans-centric tool that allows SCA and other nonprofits to assess their readiness and ongoing capability to effectively serve former military personnel. Indications are, it's working.



In Williams, AZ, Love and other vets remove potential fire fuels and conduct prescribed burns in Kaibab National Forest. The preemptive work is critical, especially as the incidence and intensity of wildfires grow, but USFS Fire Staff Officer Pete Gordon notes the benefits are not limited to the landscape. "I'm just proud that we're doing a little bit here to pay back the folks who made a sacrifice for our country," he says.

Love wants a job with the Forest Service or National Park Service "so my time in the Marines will count towards my retirement and pension." He appreciates "working with fellow veterans who have had similar experiences to my own, unlike 95% of the young college kids I am surrounded by in school."

One of those fellow vets is Davon Goodwin. After receiving a Purple Heart in Afghanistan, the 23-year-old Pittsburgh native signed on with SCA because "I still want to give back to our country by restoring and improving the conditions in our nation's forests."

Goodwin, too, has resumed his studies, majoring in biology and botany. "My career goals are to become an agronomist and help to make agriculture sustainable for the world. I have served my country in war and the Veterans Fire Corps allows me to serve my country in a whole new way."

[Read a Q&A with Love and Goodwin and see Veterans Fire Corps photos from the field at \[thesca.org/veterans\]\(https://thesca.org/veterans\)](#)



NPS ACADEMY AT THE HEAD OF THE CLASS

SCA'S ONGOING MISSION is reflected in every facet of NPS Academy. In partnership with the National Park Service, NPS Academy prepares diverse college students from all socio-economic backgrounds for careers in national parks. This unique initiative provides participants with on-the-job experience, reinvigorates the park workforce, and creates a more inclusive conservation community—all while strengthening America's most treasured places.

"It's not my goal to be a park ranger," notes Wanda Murphy, 21, of Pittsburgh. "I'm studying accounting and finance, but if I can help a park get the most out of its budget, then I'll be doing my part."

"The sanctuaries and cultural sites within the national park system tell an all-American story, and I want to be sure that story includes all Americans."

NPS Academy begins over Spring Break, at Grand Teton and Great Smoky Mountains National Parks. Students immerse themselves in park history and professional opportunities before returning to campus to serve as Park Ambassadors. Come summer, they serve as wildlife specialists, researchers and interpreters in national parks across the country.

In only its second year, the program doubled in size in 2012, just as first year alumni began to graduate into permanent Park Service positions. "Until a year ago, I had never set foot in a national park," says Timarko Mitchell, a senior at the University of Arkansas at Pine Bluff. "Now, I'm taking my first step toward a park career. I look forward to helping other people—young and old, of all colors and cultures—and celebrate our diverse national heritage."

[View a special NPS Academy video at thesca.org/npsacademy](http://thesca.org/npsacademy)



ARAMARK INTERNS FIND SUSTAINABLE SUCCESS

SCA MEMBERS ARE mainstays in national parks and forests, and thanks to a partnership with ARAMARK, they are also greening major U.S. businesses, schools and universities. SCA and ARAMARK, a global professional services company, have joined forces to offer challenging sustainability internships in purchasing, energy and water conservation, building operations, waste management, and more.

“My mission is to design and implement a process for tracking sustainable food purchasing campus-wide,” says SCA’s Chelsea Rozek, an intern at the University of South Florida. “By sourcing more food locally, we’ll reduce the pollution created by transporting it across the country and support area merchants at the same time. This

might not sound as exciting as rescuing a species from the brink of extinction, but it is just as important.”

These internships are designed to provide career pathways into traditional operational roles throughout ARAMARK and its client locations, where environmental expertise is increasingly in demand. “We recognize that our workforce is evolving,” says ARAMARK Senior Director of Environmental Sustainability Kathy Cacciola, an SCA alumna. “Today’s generation wants to be connected to issues they care about such as corporate responsibility and environmental sustainability. Through this program, we are tapping into their knowledge and enthusiasm to help implement client solutions in these areas.”

Many of those who have completed ARAMARK internships are already moving into professional positions including a purchasing manager at the Monterey Bay Aquarium, registered dietician at the University of Chicago, and sustainability coordinator at the University of Florida. Caroline Gorham, an intern at the University of North Carolina at Wilmington, hopes to follow in their footsteps.

“I’ve always had an interest in the environment,” Caroline says, “but I couldn’t see myself as a biologist in the field. I wanted to work in a setting with a more practical application, and straddle business and environmental issues. It’s awesome that ARAMARK supports this approach.”

Follow Chelsea’s blog at followme.thesca.org/chelsea





“I am proud to say that I have done something positive that will inspire nature lovers and give back to the land.”





SCA GOES NORTH TO THE FUTURE

ALASKA IS HOME TO HALF this nation’s wilderness, yet for many Native youth it remains The Last Frontier. “Until SCA, I’d never been out in the wilderness,” admits Teshonda Thomas, an Alutiiq and Inupiaq high school senior in Anchorage.

SCA is reconnecting Alaska Native youth with their culture and heritage by forging youth-focused networks of government agencies, Alaska Native corporations, and local organizations.

A powerful job-training partnership with Cook Inlet Region, Inc. (CIRI), Cook Inlet Tribal Council, the Arctic Slope Regional Corporation and others last year contributed to a four-fold increase in the number of Alaska Native teens participating in habitat protection, trail construction, and historic restoration. “I’ve not only learned how to overcome the physical challenge of hard work, but I’ve also learned how to become a leader,” states Teshonda. “I am proud to say that I have done something positive that will inspire nature lovers and give back to CIRI land.”

SCA is also collaborating with Alaska Geographic, an educational nonprofit, to create new opportunities for young women and men in Chugach National Forest, and the trails built by SCA members in the Matanuska-Susitna Borough are strengthening the local environment as well as the borough economy. SCA crew leader Nathan Bolton notes while the impact on the land is significant, it’s even greater on the students. “A lot of transformation takes place in just one month,” he says. “It’s spectacular to see.”

Our agency partners agree and are quick to take advantage. “I have at least four people on my staff who started their careers in conservation with SCA,” states Ann Rappoport, a field supervisor with the U.S. Fish and Wildlife Service in Anchorage. “SCA is a way for us to hire more youth and access better diversity. These young people inspire us and remind us why we’re here.”

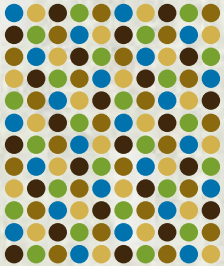
“A lot of our folks are retiring,” adds FWS Volunteer Coordinator Kristen Gilbert. “A lot of institutional knowledge is going to be lost, and we don’t have a lot of young people coming in. SCA is helping us fill this need.”

See what SCA members are accomplishing in Alaska at thesca.org/alaska

SCA ALTERNATIVE SPRING BREAK

by the numbers

120
VOLUNTEERS



3,400
SERVICE
HOURS



58
CAMPSITES
REHABBED

1,200
POUNDS OF INVASIVE
PLANTS REMOVED



427
NATIVE
PLANTS
PLANTED



STUDENTS CHOOSE TO GIVE BACK

JUST AS SEVERAL TRAILS may lead to the summit, SCA provides many routes to conservation leadership. One of the most effective is our Alternative Spring Break (ASB), a week-long introduction to the outdoors, conservation, and sustainable lifestyles.

Thanks to the generosity of founding partner American Eagle Outfitters, SCA doubled the size of last spring's ASB—placing 120 volunteers from scores of schools, from big name universities to small community colleges, and whose studies range from anthropology to zoology. Once on the ground, half the students battled invasive Sahara Mustard plants in the Everglades while the others replanted a burned-out hillside in Joshua Tree National Park.

"I learned about mountaintop removal mining and alternative energies at school and since then I have taken every environmental class I could find," stated John Carroll University sophomore Taylor Holan. "I've changed my career goal to working for a nonprofit in the conservation field, and this SCA project is a chance for me to take the next step."

We can't say every volunteer arrived with such verve but by the time they were done, most were seeing the world—and their place in it—very differently. "If anyone had told me a year ago that I would spend Spring Break planting Joshua Tree seedlings or counting desert tortoises, I would have been skeptical, but this has been a great week," blogged student Jonathan Shafer. "We will return home with a new respect for natural spaces, our impact on them, and the importance of maintaining them for future generations."

In the Everglades, Taylor Holan noted while it may be easier to google mountains and watersheds than it is to visit, touch and heal them, the reality doesn't compare to the virtual experience. "We are connected technologically to everything, but I feel that nature gets lost among all those gigabytes floating around," she said. "I'm concerned that others my age are missing out on this in our wired world and I want to change that. When someone has a passion for something, it's contagious, and I plan on infecting everyone around me!"

Read ASB volunteer blogs,
see slide shows at
followme.thesca.org/2012/asb



URBAN CONSERVATION PROGRAMS TARGET UNDERSERVED YOUTH

CORDELL BARNES SAYS ENOUGH with the gloom and doom about his hometown of Detroit. “Giving up on a city doesn’t make sense to me,” he says. “You wouldn’t say ‘my house is messy, so I’m going to leave it.’ You’d clean it up.”

And that’s exactly what Cordell is doing, by building trails and clearing trash from city parks along with 70 other local teens in SCA Detroit’s Conservation Leadership Corps.

“You should take pride in making your parks look nice,” Cordell reasons. “It’s where you live.”

One of nearly two dozen SCA urban initiatives nationwide, the SCA Detroit

program was founded with support from Johnson Controls, Inc. and is delivered in partnership with The Greening of Detroit. “The Conservation Leadership Corps not only focuses on hands-on work experience and developing professional skills,” says Jennifer Mattes, director, global public affairs for Johnson Controls, “it also shows the students the importance of environmental conservation.”

“We’ve been doing this work for 50-plus years,” notes SCA Detroit Program Manager Amit Weitzer. “We’re bringing national resources to local partners who know the neighborhood and know the need. That synergy is really powerful.”

From Chicago to Houston, and Oakland to Washington, D.C., SCA is helping previously under-represented constituencies pursue green careers and, as they enter the workforce, ensuring a more inclusive conservation community.

“You can see the work we’ve done. It’s apparent,” says Milena Preston, 18, in Detroit. “I got a chance to help out my community and do something that actually matters.”

SCA members discuss their motivation at thesca.org/detroit





“I’ve been able to have a measurable impact, not just a fuzzy, feel-good impact.”





BUILDING SUSTAINABLE CITIZENS AND COMMUNITIES

“Whereas Green Cities Corps Fellows are young professionals who dedicate 10 months of community service to Citywide sustainability initiatives...”

SCA created the Green Cities Corps to assist local governments in assessing their greenhouse gas emissions and developing mitigation strategies. The program collaboratively enlists county and municipal offices, large and small businesses, colleges and universities, and neighborhood residents in the pursuit of a common objective: community sustainability.

“Whereas these Fellows have worked to implement the Pittsburgh Climate Action Plan and other sustainability projects...”

Most participants have complete responsibility for managing their own projects. For example, Green Cities Fellows have developed carbon-neutral strategies for building owners, overhauled waste diversion in the city’s health care industry, and reduced resource consumption across the region’s business sector. “Through the Green Workplace Challenge, we’ve saved 19 million kilowatt hours of energy, almost 9,000 metric tons of CO₂ equivalent, and saved over 48 million gallons of water,” states SCA intern Amanda Verbitski. “I’ve been able to have a measurable impact, not just a fuzzy, feel-good impact.”

“Whereas the Green Cities Corps works hard to create a ‘green’ way of life for Pittsburgh residents...”

Other interns have aided homeowners saving energy and minimizing waste; they’ve led alternative transportation campaigns and mounted college conservation competitions. Collectively, their efforts have moved the Pittsburgh region closer to achieving its goal of reducing emissions by 20% by 2023. And the Fellows themselves have benefitted. A third of Green Cities participants advanced into full-time sustainability positions with the Pittsburgh Parks Conservancy, the conservation organization Citizens for Pennsylvania’s Future, and GTECH Strategies, a nonprofit social enterprise dedicated to sustainable community development, among others. And another 35% of Fellows are taking green courses in college or graduate school in the hope of launching productive eco-careers.

“Be it resolved that I, Luke Ravenstahl, as Mayor of the City of Pittsburgh, honor their great work with the Citizens Service Award and do hereby declare this Green Cities Corps Fellow Day.”

Explore the SCA Green Cities Initiative at thesca.org/greencitiesvideo

GREEN CITIES CORPS fast facts



90 BUSINESS CERTIFIED SUSTAINABLE



6,300 RESIDENTS MOBILIZED



1,300,000 POUNDS GREENHOUSE GASSES ELIMINATED



1,500,000 GALLONS OF WATER SAVED



SCA INTERNS SHAPE THE FUTURE

FIELD TRIPS ARE OFTEN the highlight of any student's day, but many schools can no longer afford them. So, SCA takes the field trip back to the classroom.

In Manchester, NH, intern Scott Baumwald enters a fourth grade class with a small sandbox, a watering can, and a large stone covered in mud. He instructs one student to roll the rock while another showers it with water. The stone leaves a mix of soil and pebbles in its path, "just like the glaciers, thousands of years ago," Scott explains. As other pupils blow on the sand to illustrate erosion, he asks what the puddle in the corner of the sandbox might represent. One boy's eyes widen as his right hand shoots high in the air. "A lake!" he shouts.

This is the sort of imaginative, interactive lesson that SCA interns have provided to every Manchester fourth grader since 1994—and entire generation of school children, more than 12,000 students in all.

"There is no doubt that my kids learn from the lessons," says Carolyn Tartsa, a teacher at Webster Elementary, "but more importantly, the SCA members are role models in the truest sense—young persons the children can respect, admire, and aspire to be."

SCA interns also host an after-class service-learning program for high school students. Those who do well go on to assist their instructors when the SCA NH Corps turns to repairing trails and campgrounds in state parks over the summer. The more these teen learn, the more they do: serving in SCA internships, majoring in environmental studies, and entering in green careers.

"What you're seeing here is a microcosm of the SCA program continuum," says intern Tyler Laue. "We're putting these students on a path to lifelong stewardship."

[View a slide show of SCA in NH classrooms and parks at thesca.org/NHCorps](http://thesca.org/NHCorps)



RESTORING NATURE NATURALLY

BRILLIANT, RESOURCEFUL, and masters of disguise, they are the McGyvers of the Desert.

They are SCA's Desert Restoration Corps and their mission is to protect a vast area of southern California seen by many as a wasteland, though the region is actually a thriving ecosystem: home to the desert tortoise, Mojave ground squirrel, and foxtail cactus, among other rare and at-risk species.

Their primary nemesis is illegal off-road vehicles that chew the terrain, alter the flow of surface water, and destroy habitats. Unauthorized social trails pose additional threats. That's where the SCA Corps comes in: they brush the soil, replant native species, and use readily available, natural

materials to recreate the landscape's original appearance.

"We lined the trail with 'vertical mulch,'" wrote SCA Project Leader Matt Duarte in his team's log, referring to large, corps-crafted creosote formations that serve as gentle "Do Not Enter" signs to passers-by. SCA has been partnering with the Bureau of Land Management on desert restoration for nearly 10 years, and BLM long ago credited our interns with re-writing the book on desert restoration.

Time has proven that incursions are much less likely to occur once an area has been repaired, and the overall health of the desert is improving. But no one said it was easy.

"Mother Nature seems like she's trying to thwart us with hurricane force winds through the nights, monsoon-like rains one morning, arctic temperatures, bees, and even a mountain lion," Duarte reported. "Despite the obstacles, we found where riders were entering the wilderness and obscured the tracks."

It's McGyver's code: if you don't want to be touched, look downright untouchable.

For more on the SCA Desert Restoration initiative, log on at thesca.org/desertcorps





TOUR IMPACT

8,480
VOLUNTEER HOURS

1,000
NATIVE TREES AND
GRASSES PLANTED

2,120
VOLUNTEERS

9
MILES OF TRAILS
BLAZED

58
TRUCKLOADS OF
INVASIVES & DEBRIS
REMOVED

SCA TAKES OFF WITH SOUTHWEST AIRLINES

Forty conservation projects in 25 cities. Seven SCA interns in one biodiesel RV. Put them all together and you have the SCA-Southwest Airlines **Conservation in Action Tour**, a cross-country showcase of volunteerism and stewardship.

The SCA members travelled more than 11,000 miles, led over 2,000 Southwest Airlines employees and other local volunteers in conservation projects, and helped to protect city, state and national parks from Los Angeles to Atlanta. "This is the perfect way to celebrate our 40th Anniversary," exclaimed Southwest Airlines President and CEO Gary Kelly. "Giving back is something that our people do year-round. We enjoy partnering with SCA and appreciate all their work to make our world a better place."

As the Official Airline of SCA, Southwest provides hundreds of airline tickets each year for members, leaders and staff. As our Conservation in Action partner, Southwest and its employees helped plant 500 trees in Dallas, clean a riverbed in Phoenix, clear two miles of trail in Orlando, among many other achievements. As one park official in Kansas City beamed, "You enhanced the quality, safety, and aesthetics of the park. In one day, you completed three to four weeks of work for our staff. Thank you so, so much!"



DR PEPPER SNAPPLE GROUP RENEWS COMMITMENT

Protecting America's natural resources and building a new generation of conservation leaders—those are the primary objectives of a dynamic partnership between SCA and the Dr Pepper Snapple Group.

In 2012, DPS support enabled SCA interns in all 50 states to perform water conservation, native planting, waste reduction and recycling projects, and engage and educate more than 1.5 million Americans in sustainable behaviors. Over the past two years, more than 4,000 young adults have safeguarded our public lands while gaining meaningful work experience, all thanks to DPS' generosity.

"We are thrilled to continue our partnership with the Student Conservation Association," says Tina Barry, EVP of Corporate Affairs for Dr Pepper Snapple Group. "SCA's hands-on approach to conservation strengthens our youth, our communities and our environment. The organization's mission effectively aligns with our philanthropic priority of supporting environmental sustainability initiatives, and we look forward to working together to make more of an impact in the future."

Through the year, DPS employees joined SCA members in service projects in Chicago, Dallas, Gettysburg, Houston, New York City and Sacramento.





SCA LAUNCHES NEW CORPORATE ALLIANCES

In the fall of 2012, SCA announced a new international environmental partnership with Domtar Corporation, a leading sustainable paper company, in support of SCA urban initiatives for youth in more than 20 major U.S. and Canadian cities.

SCA and Domtar commemorated the alliance with back-to-back service projects in October. Just outside the firm's Montreal headquarters, **more than 50 Domtar employees, family members, and SCA volunteers planted 300 native trees and shrubs and removed invasive plants and trash from Parc de Rapides, an important migratory bird sanctuary.** And dozens of volunteers turned out at Andrew Jackson State Park in Lancaster, SC, near a local Domtar mill, to construct a new trailhead kiosk, build five picnic tables, and restore an eroded lakefront at the popular 360-acre park. Many other projects are planned for 2013.

"Domtar has a long tradition of being committed to enhancing the livelihoods of the communities in which we operate," states Domtar President and Chief Executive Officer John D. Williams. "These hands-on projects provide an additional opportunity to express our 'caring' value, improve places where our employees work and live, and support young SCA conservationists."

In addition, Nestlé Waters North America extended its support of SCA programs that provide green job opportunities to more than 1,500 diverse teens each year. And a new partnership with Union Bank, N.A. allowed SCA members to provide California state parks with many crucial extra hands.



GARDEN CLUB OF AMERICA SUPPORT GROWS

SCA crew leaders have a tough job. One minute they are teachers, the next they may be guardians, and always they are role models. Every summer, they safely guide hundreds of high school students on a path of service, teamwork, and stewardship. But how do these leaders gain the wisdom and experience they share with their crews?

For the past two years, SCA has partnered with the Garden Club of America (GCA) in a pilot program to place SCA alumni as apprentice crew leaders on select crews. Funded by the Sara Shallenberger Brown GCA National Parks Conservation Scholarship, the program provides college undergraduates with the skills and insights needed to begin conservation careers.

“This position has given me the most hands-on leadership practice I’ve ever had,” states Christina Spohn, who apprenticed last summer at Wind Cave National

Park in South Dakota. These positions play an important role in the SCA continuum that offers participants a series of experiences to strengthen their outdoor capabilities, prepare them for professional opportunities, and instill a lifelong ethic of conservation.

“We are working with these young people at that critical time when they are considering what they’d like to do in life,” notes GCA Scholarship Chair Laurie Davis. “This experience can cement conservation as a career choice.”

The Garden Club of America was one of SCA’s earliest supporters and remains among our most ardent, as over the years GCA and 185 local clubs have collectively donated nearly \$1,000,000.



THE GARDEN CLUB of AMERICA





SCA MARKS EARTH DAY IN BIG WAY

One could argue that at SCA, every day is Earth Day, but hosting 10 signature conservation projects nationwide, being featured in 1,000 American Eagle Outfitters stores across North America, and getting our own Broadway billboard made Earth Day 2012 truly special.

More than 1,000 volunteers chipped in to help SCA protect the planet between April 14th and 21st.

Oakland Mayor Jean Quan joined SCA and the Friends of Sausal Creek to clear invasive Himalayan blackberry from Dimond Park, SCA Philadelphia removed tons of trash from a city sanctuary, and SCA Seattle teamed with Coastsavers to remove marine debris from the beaches of the Quinault Indian Reservation.

“Just finished speaking at Student Conservation Association’s Earth Day event,” tweeted then-Congressman Jay Inslee. “My parents led SCA trips up to Mount Rainier, and those experiences gave me a deep appreciation for our environment. Thanks SCA for continuing the legacy of teaching our kids to appreciate and care for our natural surroundings.”

While all this was happening, presenting sponsor American Eagle and their customers raised \$25,000 for SCA, as AEO donated one dollar for every pair of jeans purchased during its Earth Day “Jeans for Trees” campaign. But American Eagle wasn’t done yet—they amped up awareness for SCA through its social network of more than six million followers and highlighted SCA on a 40-story LED billboard atop the company’s flagship store in Times Square.

“We’re excited to expand our partnership with SCA in a way that will benefit people and communities for years to come,” states American Eagle Outfitters Foundation Director Marcie Eberhart. Since 2005, American Eagle has generously provided SCA with more than \$1.5 million in direct financial aid and in-kind support.



**AMERICAN EAGLE
OUTFITTERS**
ae.com

S. D. BECHTEL, JR. FOUNDATION AWARDS \$500K GRANT

SCA is expanding its engagement of underserved youth in the California Bay Area thanks to a \$500,000 grant from the S. D. Bechtel, Jr. Foundation.

During the three-year grant period, SCA will offer 900 internships for college-age individuals throughout the Golden State and 400 positions for underrepresented high school-aged youth, primarily in the Bay Area.

Support from the S. D. Bechtel, Jr. Foundation will strengthen SCA's ability to offer a range of experiential environmental education, conservation service, and community stewardship to all Bay Area participants.

"This generous 2012-2014 commitment from the S. D. Bechtel, Jr. Foundation allows SCA to better leverage the support of our existing government, nonprofit, and philanthropic partners, and to enlist new allies as we expand outdoor service and career opportunities for local youth," said SCA Regional Vice President Jay Watson. "This grant will allow SCA to make measurable strides in its ability to reach underrepresented Bay Area youth and to connect them to conservation service opportunities proven to increase their sense of civic responsibility."

CAREER PREP PROGRAMS EARN TOP HONORS

Two SCA job preparedness initiatives were recognized at the highest levels in 2012.

In Washington, D.C., U.S. Secretary of the Interior Ken Salazar bestowed a Partners in Conservation Award to the Phoenix District Youth Initiative, joint workforce development program of the Bureau of Land Management and SCA. One hundred percent of this pilot program's participants earned offers of future positions.

Elsewhere, The Wildlife Society named the Career Discovery Internship Program (CDIP), created in partnership by the U.S. Fish and Wildlife Service and SCA, as the recipient of its 2012 Diversity Award. The prize, which recognizes innovative programs that further diversity in employment, academic enrollment, or membership, was presented at the Society's 75th anniversary conference in Portland, OR. Launched in 2007, CDIP has grown in scope every year since and last year placed some 60 interns in 25 states.



SCA MARKS 55TH ANNIVERSARY WITH NPS, LET'S MOVE OUTSIDE!

As SCA's roots are in national parks, it was only fitting that we commemorate our 55th anniversary last June with a special service project in the nation's capital at Kenilworth Park and Aquatic Gardens, one of the most unique units in the national park system.

"Young people, conservation, and parks just go together," stated NPS Director Jon Jarvis. "That's what Liz Putnam knew 55 years ago when she started SCA and we are delighted to help celebrate this great organization's anniversary in one of America's 397 national parks."

The event was held in cooperation with First Lady Michelle Obama's Let's Move Outside! healthy kids initiative. **One hundred volunteers from SCA, the Department of the Interior, and Outdoor Nation removed invasive plants and restored hiking trails last June, kicking off our summer field season.**



SCA FOUNDER RECEIVES LEGACY AWARD

Fifty-five years after starting the youth conservation service movement, SCA Founding President Liz Putnam was honored by The Corps Network, which presented Liz with a Legacy Achievement Award in Washington, D.C.



"Corps impart the value of leadership and stewardship in young people all across our country, while preparing participants for conservation careers," Ms. Putnam stated. "Our collective legacy will be a better planet for all."

Youth corps members and alumni from around the country surrounded Liz following her remarks at The Corps Network's annual conference. Attendees offered a combination of congratulations and appreciation to Liz for helping to create the field opportunities they've enjoyed across America.



LAKEY PETERSON, SCA CLEAN UP AT US OPEN

With longboards, shortboards, and skateboards plus three SRO concerts, it was a wild scene at the 2012 Nike US Open of Surfing in Huntington Beach, CA—but SCA helped to ensure it was a clean scene, too.

In addition to informing tens of thousands of surf fans about SCA service opportunities and how individuals reduce their environmental footprint, SCA volunteers and staff rid the beach of litter following each day's competition. As one person tweeted, all that waste could have otherwise been headed to "one of those gargantuan offshore trash islands."

Seventeen-year-old world class surfer and SCA spokeswoman Lakey Peterson led the week's biggest project, a Saturday sweep that left Huntington Beach good to go for Sunday's surfing finals, where Lakey scored a near-perfect 19.76 on her way to winning it all after finishing second in last year's event and first in the Junior Division.

As others congratulated Lakey on her championship, she was characteristically focused elsewhere. "I am so stoked that everything with SCA worked out so well!" she shouted.



SCA IS EXTREMELY GRATEFUL to the nearly 20,000 individuals, corporations, and foundations whose philanthropy made the 'SCA experience' possible for nearly 4,000 members this year. Without your deep commitment, we simply could not continue to advance our mission. SCA donors continue to play a vital role in the organization's goal of providing 10,000 conservation opportunities a year by 2020. The following pages represent the most generous philanthropic commitments by SCA donors from January 1, 2011 to June 30, 2012.



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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 the *The National Parks: America's Best Idea* by noted filmmakers Ken Burns and Dayton Duncan. To explore options for meeting obligations to family and charity, please contact Hugh Montgomery, Director of Gift Planning, at hmontgomery@thesca.org or 1.888.722.9675 ext. 1151. Thank you.

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The Charles W. and Fern E. Lynn Fund
Betsy Matsch Memorial Fund
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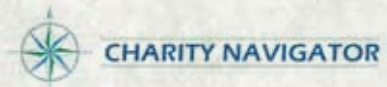
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FINANCIAL report 2012



IN ADDITION TO ACCOMPLISHING OUR CONSERVATION OBJECTIVES, SCA is pleased to report that we also met our fiscal objectives in FY 2012 with solid performances from across the organization strengthening an already-firm financial foundation.

Increased operating efficiencies and other reforms further contained general and administrative costs to the point where we put 87.5 cents of every dollar raised directly into our conservation programs, delivering maximum value on your investment in SCA.

In addition, we diversified and expanded our funding sources, which in turn attracted new corporate and philanthropic commitments to help drive bold eco-initiatives and youth engagement strategies.

Following a thoughtful planning process with our board and management, SCA also implemented new systems and operational practices that enabled us to improve our service to partners, clients and members. Just as important, these upgrades allowed us to address specific regional and local environmental challenges while increasing our overall conservation impact across the nation.

These outcomes occur as our government partners are forced to do more with unprecedented reductions in resources, making SCA's increased capacity, creative programming, and pinpoint recruiting all the more imperative.

By all measures, SCA is stingy on administrative expenses and focused on field programs, and our responsible fiscal stewardship has improved our balance sheet, increased opportunities for future investments, and ensured another operating surplus.

For all our partners—members, alumni, philanthropic donors, government agencies, corporations, foundations, universities, and local communities—SCA is committed to retaining your trust and support every day and performing at new levels of excellence for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard Seaman', written in a cursive style.

Richard Seaman, Chief Financial Officer



FINANCIAL summary 2012

STATEMENT OF OPERATIONS

Year ended March 31, 2012

Operating Revenue and Other Support

Program revenue	\$25,024,258
Contributions and private grants	5,782,356
Net assets released from restriction	2,272,643
Other income	138,588
Total operating revenues and other support	\$33,217,845

Operating Expenses

Field expenses	\$21,886,255
Program support and development	5,687,798
Participant recruitment	1,387,258
General and administrative	2,747,239
Fundraising	1,375,037
Total operating expenses	\$33,083,587
Surplus from operations	\$134,258

STATEMENT OF FINANCIAL POSITION

Year ended March 31, 2012

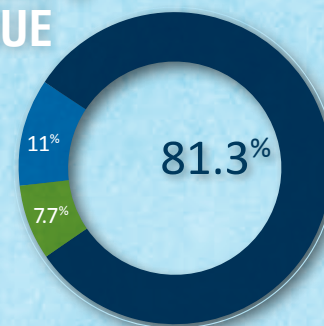
Total Assets	\$21,757,358
Total Liabilities	\$11,367,261

Changes in Net Assets

Unrestricted - from operations	\$134,258
Unrestricted - from nonoperating activities	314,965
Temporarily restricted	(664,133)
Permanently restricted	109,481
Total change in net assets	(105,429)
Net assets, beginning of year	10,495,526
Net assets, end of year	\$10,390,097

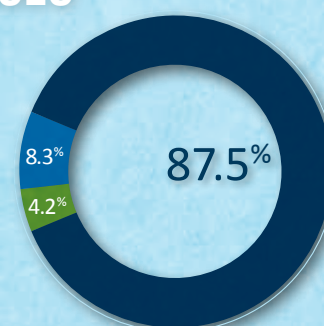
Board Designated Funds	\$5,260,009
Donor Restricted Funds	\$4,789,006
Total Endowment Funds	\$10,049,015

SUPPORT & REVENUE



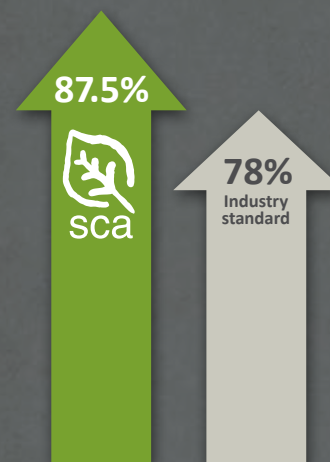
- Program Income
- Foundation and Corporate Grants
- Gifts from Individuals

EXPENSES



- Program Expenses
- General & Administrative
- Fundraising

LAST YEAR, SCA IMPROVED ITS OPERATING EFFICIENCY, spending 87.5% of every dollar raised on conservation programs, vs. the industry average of 78%



(source: Center on Nonprofits and Philanthropy, "Environment and Animals sector")



VIDEOS, PHOTOS, BLOGS AND MORE—CONNECT WITH
SCA'S ONLINE COMMUNITY AT jointhesca.org







DO SOMETHING GRAND

FOR OUR YOUTH AND OUR LAND



LEAVE A LEGACY TO SCA

“Imagine the cumulative impact we would have on our natural world if all of us who care so deeply did whatever we could, large or small, to help build new generations of conservation leaders by planning legacy gifts to this great organization.”

– Liz Putnam, SCA Founding President

Liz has devoted a lifetime of service to SCA. She is also helping to ensure that our natural world will be protected for years to come by including SCA in her estate plans. Join forces with Liz and leave a lasting legacy to SCA. You can remember SCA in your will or living trust or simply name SCA as a beneficiary of your IRA, 401(k), a life insurance policy, or a bank or brokerage account. In appreciation, you will be welcomed into SCA’s Liz Putnam Legacy Society.

For further information or to let us know that you have included SCA in your plans, please contact Hugh Montgomery at (603) 504-3241 or hmontgomery@thesca.org.



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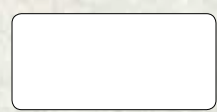
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