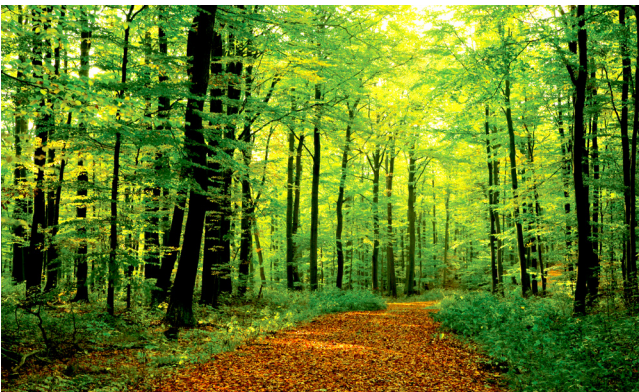




# Natural Heritage Trust



## 2019 Annual Report



*Projects & Programs*  
*April 1, 2018 - March 31, 2019*

# Message from the Executive Director



Dear Friends,

We are pleased to present our FY2018-2019 Year in Review. This report highlights the ways which the Trust continued to successfully raise, manage and administer funds to benefit public projects and programs in parks throughout New York State.

At the close of the fiscal year (March 31, 2019), the Trust held just over \$51 million in total assets, including over \$28.7 million for permanent endowments. We received over \$19.6 million in program and activity revenues, donations, grants and corporate sponsorships, while spending approximately \$12.8 million in support of a wide variety of exemplary projects.

In 2018 the Trust marked our 50<sup>th</sup> Anniversary, celebrating a half-century of working as a trusted collaborator with New York State agencies and businesses, along with partnerships with private groups and individuals. It is quite remarkable that heading into our 51<sup>st</sup> year we achieved a new benchmark of having assets of over \$51 million, the largest amount ever for the Trust! It is a privilege to be entrusted with these monies as a strong vote of confidence in our work. And as always, we pledge to use these funds wisely and prudently to support outdoor recreation, historic preservation, conservation and waterfront revitalization efforts statewide.

Our success this past year was made possible by the steadfast commitment of our friends and patronage of our donors. We are deeply grateful to our agency partners—the NYS Office of Parks, Recreation and Historic Preservation (OPRHP), the NYS Department of Environmental Conservation (DEC), and the NY Department of State (DOS)—and to the many individuals, businesses, foundations and communities for their investment in the Trust. They all have generously supported us this year, and throughout the past 50 years that we have been working to provide support for the natural resources of New York State.

We look forward to the year ahead and the great things we will continue to accomplish together!

Gratefully,

Allen G. Payne  
Executive Director

July 1, 2019

# Board of Directors

## **Erik Kulleseid, *Chair***

### **Commissioner, Office of Parks, Recreation and Historic Preservation (OPRHP)**

Governor Andrew M. Cuomo appointed Erik Kulleseid Acting Commissioner in January 2019 and his appointment was officially confirmed in May. Previously, Mr. Kulleseid served as Senior Vice President, Parks and Policy Program for the Open Space Institute. He co-founded the Parks Program (originally the Alliance for New York State Parks) at OSI, along with State Council of Parks Chair Lucy Waletzky and former State Parks Commissioner Carol Ash in 2010. During his tenure at OSI Mr. Kulleseid secured \$30 million in private and public funds to support improvements and expand recreational access to state parks, including the Jones Beach Revitalization Plan, the Humphrey Nature Center at Letchworth State Park, Thacher Park Center, Denny Farrell Riverbank State Park, and a number of transformational projects at Minnewaska State Park Preserve. Commissioner Kulleseid graduated from Yale College, has a Law degree from Stanford law School and a forestry master's degree from the Yale School of Forestry and Environmental Studies.

## **Basil Seggos**

### **Commissioner, Department of Environmental Conservation (DEC)**

Since his appointment in 2015, Commissioner Seggos has managed programs promoting a clean, healthy and accessible environment and supporting world-class outdoor recreation on state lands and waters. In addition to advising the Governor on environmental policy and issues, he serves on a variety of boards including the Adirondack Park Agency (APA), Delaware River Basin Commission, the Great Lakes Commission, Hudson River Park, the NYS Environmental Facilities Corporation (EFC), the NYS Drinking Water Quality Council, the New York State Energy and Research Development Authority (NYSERDA), the Olympic Regional Development Authority (ORDA), the Susquehanna River Basin Commission, NYS Energy Planning Board. He received his B.A. from Trinity College and earned his law degree from Pace University. Commissioner Seggos is a Captain in the U.S. Army Reserve.

## **Lucy R. Waletzky, M.D.**

### **Chair, State Council of Parks, Recreation and Historic Preservation (SCOP)**

Dr. Lucy Waletzky has been Chair of the Taconic Region Parks Commission since 2004 and Chair of the State Council of Parks, Recreation and Historic Preservation since March 2007. Under her leadership at SCOP, the State Council's role has expanded with regional commissioners becoming more engaged in private fundraising, helping to build stronger community relationships and advocating to support and protect parks. Dr. Waletzky founded the Open Space Institute's Alliance for New York State Parks program in 2010, an initiative devoted to the restoration and support of New York's state parks. Through this partnership and her enduring support of other groups and organizations, Dr. Waletzky is, and continues to be, an unfailing and powerful voice in conservation, earning her numerous environmental awards. Most recently she was the 2018 recipient of OSI's Land Conservation Award.

## **Rossana Rosado**

### **Secretary of State, Department of State (DOS)**

Prior to being named the Secretary of State in 2016, Secretary Rosado was the first woman to serve as Editor and Publisher of the largest Spanish-language newspaper in the country, *El Diario La Prensa*, for which she earned numerous awards including an Emmy and a Peabody Award for Journalism. Secretary Rosado is equally accomplished in her roles in public service as she served on the board of the Port Authority of New York and New Jersey from 2012 to 2015 and was recently reappointed to that role in 2017. She also chairs Governor Cuomo's Council on Community Re-entry and Reintegration of New Yorkers returning from prison, and served on Governor David Paterson's Task Force on Juvenile Justice. In addition to being a member of John Jay College's Foundation Board of Trustees since 2012, she was a Distinguished Lecturer at the John Jay College of Criminal Justice prior to joining the Cuomo administration. Secretary Rosado received her B.A. in journalism from Pace University.



# 2018—2019 Highlights & Accomplishments

## **\$6.5 Million Grant from the Ralph C. Wilson, Jr. Foundation**



*Proposed Gateway on the Empire State Trail*

The Natural Heritage Trust received a \$6.5 million grant from the Ralph C. Wilson, Jr. Foundation to expand and improve parks and trailways in Western New York. The grant funding will be primarily used for projects as part of the Empire State Trail and also add trail amenities on other trails from Buffalo to Niagara Falls, including the Shoreline Trail. This is the largest single grant awarded to the NHT and will be used over the next three years to enhance the trails with gateways, signage, kiosks, bike services and other amenities.

The Empire State Trail provides visitors with expanded access to New York's natural beauty, driving tourism and economic activity to communities in every corner of the state. This significant investment from the Ralph C. Wilson, Jr. Foundation will support a completed project covering more than 20 miles of regional trail improvements, including the addition of five Empire State Trail "Gateway" trailheads and 90 miles of trail amenities along the Empire State Trail corridor. The Foundation's support builds on New York State's \$16 million investment to improve the Empire State Trail from Buffalo to Rochester, and to enhance outdoor recreation opportunities in the Niagara Gorge.



*Two young cyclists enjoy trail improvements*

## **Robert Frederick Smith Center for the Performing Arts**

Denny Farrell Riverbank State Park can now offer a renovated and revitalized performing arts center as a venue for expanded and enhanced culture and entertainment programs and events. The performance space is named in recognition of Robert Frederick Smith, the philanthropist and founder of Vista Equity Partners who donated \$1 million dollars toward the renovation.

The original—and now updated—cultural performance center was already one of Riverbank's most popular features, bringing tens of thousands of people to the park as it hosted numerous social, educational, and performing arts events. With the renovation and addition of essential technical upgrades, the Center for the Performing Arts will enhance productions and improve the performance options for the area, and will also increase the number, variety and quality of programs and activities offered for patrons of all ages.

The fundraising campaign was led by the Open Space Institute in partnership with New York State Parks and the New York City Regional Parks Commission and the Natural Heritage Trust and has raised almost \$3 million in public and private grants and donations. The fully renovated Robert Frederick Smith Center for the Performing Arts Cultural Performance Center was opened officially to the public in April 2019.



*The new Performing Arts Center ready for its Grand Opening*

### **Ride Rehabilitation at Midway State Park**

Midway State Park, one of the oldest continually operating amusement parks in the country, this year launched a campaign called “Transforming History into New Memories” to raise funds to support the purchase and rehabilitation of historic rides for the park.



*The Carousel at Midway State Park*

The park recently purchased a Ferris Wheel and a Twister, two period pieces that represent Midway State Park attractions throughout its history. Both rides require rehabilitation and additional infrastructure before being enjoyed by the public, and funds raised in this campaign will support these necessary costs. Midway will use additional funds from the campaign to purchase other rides that were historically present at the park or missing pieces from Midway’s current collections.

The NHT is delighted to collaborate on this exciting project with the Friends of Midway State Park, the Lenna Foundation, the Jessie Smith Darrah Fund and other community partners.

### **Learn to Swim**

The Learn to Swim program celebrated its sixth season in 2018. Offering free swim lessons and free transportation to swimming venues throughout New York State Parks, this program largely benefits low-income urban and rural populations statewide where swimming options and instruction are limited.

Summer swim programs varied from intermediate-to-advanced swim lessons to pre-school and parent-child programs at 27 locations throughout the state. 2018 also marked the first time that adult swim lessons were offered in several locations.

In the past six years, this program has taught over 6,200 children learn to swim. Support from the American Red Cross, the National Swimming Pool Foundation and the Northeast Spa and Pool Association Foundation has been instrumental to the program's success, enabling Learn to Swim to expand and become an integral part of the free recreation programs offered to children and families at New York State Parks. Governor Andrew Cuomo has also made Learn to Swim a signature program of his commitment to serving more youth at State Parks.



*A student eagerly displays her skills*

## **Connect Kids to Parks**

Connect Kids has continued to lead the way as a signature component of a series of initiatives introducing children to New York State Parks and Historic Sites. Connect Kids is an important part of the free recreation programs that children and their families can participate in at parks statewide.



*A field trip group learns about aquatic life*

Schools across the state have now included the program in their curricula, offering field trips to parks and historic sites as a popular annual activity. The NHT has raised over \$450,000 in support of Connect Kids initiatives.

The Transportation Grant program and Every Kid in a Park program also continued to expand in 2018. The transportation program, which has received over \$1 million in funding to date through the Environmental Protection Fund with support from the New York State Department of Transportation, covers the field trip transportation costs and all program fees for schools in Title 1 Districts. Every Kid in a Park ensures that children can enjoy parks and historic sites outside of the classroom by offering free day-use entry to State Parks and Historic Sites for all fourth-grade students and their families. To date, the Connect Kids to Parks and the Field Trip Transportation program have awarded 2,344 field trip grants and served over 108,000 public school students.

## **Nature & Environmental Education Centers**

New and revitalized nature and environmental education centers throughout the state are a top priority of New York State Park's renewed focus on conservation, stewardship of natural resources, and a sustainable environment. In an era where more and more children are disconnected from nature, environmental education is essential to preparing the next generations of leaders for the future they will inherit.



This year the Natural Heritage Trust was actively involved in fundraising campaigns for two of these centers: the Jones Beach State Park Energy & Nature Center and the Environmental Education Center at Green Lakes State Park.

### **Jones Beach State Park Energy & Nature Center**

The \$27 million year-round facility at Jones Beach State Park is in the final planning and design phase. New York State Parks is working in partnership with PSEG Long Island, the Long Island Power Authority, New York Power Authority, the Natural Heritage Trust and other local partners to now complete the project. This facility will feature exhibits and programming that encourage visitors of all ages to become engaged stewards of the environment and smart energy advocates. Specifically, the exhibits will educate visitors on New York State's clean air, water and energy initiatives.



*View of the proposed Center from the beach*



*Exhibit at Jones Beach Center*

This landmark project continues the revitalization of historic Jones Beach State Park, with construction expected to begin in early 2020. Working with the Long Island Commission of State Parks, the NHT is spearheading the fundraising efforts to secure \$3 million to support state-of-the-art interior and exterior exhibits.

### **Environmental Education Center at Green Lakes State Park**

In October 2018, Governor Andrew Cuomo announced the completion of a \$6 million makeover of the Green Lakes State Park waterfront, featuring a new year-round Environmental Education Center. The project converted a deteriorating historic boat house on Green Lake into a modern facility to house park events and expand environmental education programming.

The NHT led the fundraising efforts for the Center's exhibits and interpretative installations which highlight the unique aspects of the park's topography, wildlife habitats and ecosystems, and illustrate stories of people and the park through history.

The public private partnership, which included the Central Region State Parks Commission and the Open Space Institute, raised over \$1.5 million in private donations and public grants.



*New signage leads visitors to the Lakes*

# Financial Highlights

## CONDENSED STATEMENT OF FIDUCIARY AND OPERATING ACTIVITY (For Year-Ending March 31, 2019)

### Fiduciary Fund Revenue

Gifts, Donations & Private Grants	\$10,947,873
Grants and Contracts	\$3,497,932
Merchandise Sales	\$1,255,107
Activity & Program Income	\$1,123,951
Mitigation & Environmental Benefits	\$1,083,126
Sponsorship & Advertising	\$416,638
Other Revenue	\$85,521
Investment Income	\$536,170
Realized Gains/(Losses) on Investments	\$1,583,224
Unrealized Gains/(Losses) on Investments	\$(909,317)
<b>Total Revenues</b>	<b>\$19,620,225</b>

### Fiduciary Fund Expense

Program Support & Personnel	\$6,065,882
Activity & Event Support	\$2,677,793
Capital Construction & Maintenance	\$1,661,134
Gift Reassignment	\$907,024
Promotional Materials & Merchandise for Resale	\$838,232
Professional Services	\$585,195
Miscellaneous	\$101,175
<b>Total Program Expenses</b>	<b>\$12,836,435</b>

<b>Total Assets and Fund Balance Beginning of Year</b>	<b>\$43,808,717</b>
--------------------------------------------------------	---------------------

<b>Net Change in Fiduciary Position</b>	<b>\$6,783,790</b>
-----------------------------------------	--------------------

<b>Net Liabilities &amp; Receivables</b>	<b>\$573,078</b>
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<b>NHT Operating Revenues</b>	<b>\$1,305,786</b>
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<b>NHT Operating Expenses</b>	<b>(\$800,958)</b>
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<b>Total Assets and Fund Balance at Year End</b>	<b>\$51,600,794</b>
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# Financial Highlights

## INVESTMENT ACCOUNTS

(For Year-Ending March 31, 2019)

### Capital Projects/Reserves

Main Reserve	\$937,992
Bayard Cutting Arboretum	\$536,246
<b>Total Capital Projects</b>	<b>\$1,474,238</b>

### Endowment/Long-Term Investment

Four Freedoms	\$2,300,485
Hallock State Park	\$2,218,456
Mount Loretto	\$3,335,376
Rockefeller Preserve	\$10,682,237
Minnewaska Preserve	\$2,402,907
Main Long-Term Investment	\$1,977,314
Sampson State Park	\$935,078
Emma Treadwell Thacher	\$584,731
Huttleston	\$113,217
Harriman Environmental Education	\$526,700
Harriman Stewardship	\$1,422,135
Hempstead Lake	\$795,704
Humphrey Nature Center	\$1,414,745
<b>Total Endowments</b>	<b>\$28,709,085</b>

### Short & Intermediate-Term Investment

Main Management (Fiduciary)	\$15,169,915
<b>Total</b>	<b>\$15,169,915</b>

### Investment Targets

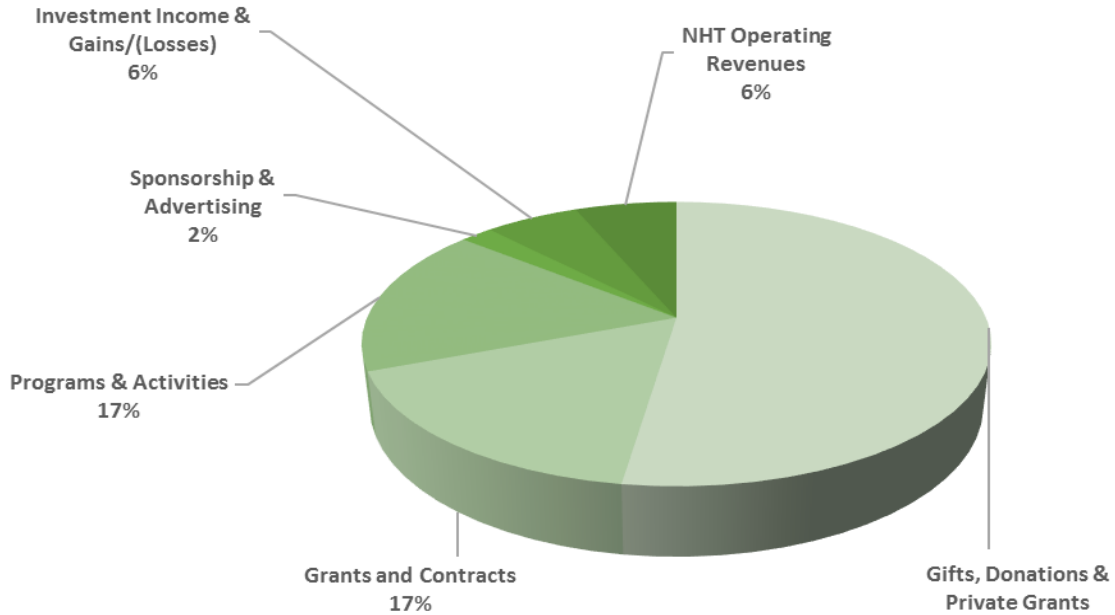
	Capital Projects	Endowments	Short & Intermediate
Fixed Income	70%	38%	95%
Equities	28%	60%	0%
Cash/Money Market	2%	2%	5%

# Financial Highlights

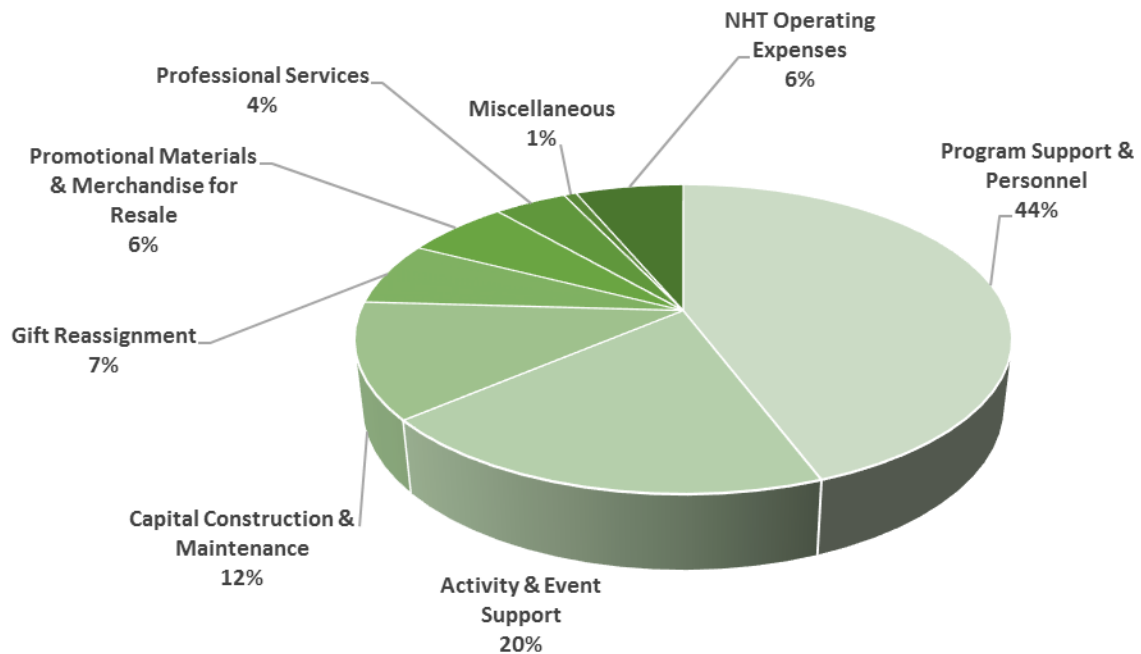
## REVENUE AND EXPENSES

(For Year-Ending March 31, 2019)

### Revenue by Source



### Expenses by Source



# Public and Private Partnerships



The Natural Heritage Trust collaborates with the Office of Parks, Recreation and Historic Preservation (OPRHP), Department of Environmental Conservation (DEC) and Department of State (DOS) to identify sources of private investment to supplement state support for our natural, recreational and historic resources. Since 1968 millions of private dollars have been secured to support programming, capital projects, environmental and outdoor education, natural resource protection, and historic preservation throughout the state. The NHT is dedicated to building and sustaining relationships with private supporters to protect and enhance these programs and projects.

## **Endowments and Major Gifts**

As of FY2018-2019, the NHT managed over \$28.7 million in separate long-term investment/endowment accounts. FY18-19 also marks the first time the NHT managed a single endowment valued at over \$10 million for a singular park—Rockefeller State Park Preserve—providing approximately \$400,000 per year in annual operating support.

In addition to the Preserve account, the NHT manages 12 other dedicated endowments statewide. NHT endowment funds are invested to provide an ongoing source of annual income. Earnings from these accounts support the restricted projects and programs for which the funds were raised. The NHT continues to actively expand its endowment portfolio.

## **Foundation Support**

During FY2018-2019, the NHT received nearly \$11 million in support from a wide array of foundations, trusts and not-for-profit organizations. In some instances, the NHT receives annual distributions from entities with funding dedicated for the benefit of specific parks and facilities. In other cases, the NHT is awarded foundation grants in support of specific programs and/or projects. This year we were excited to be awarded a first-time grant of \$6.5 million and embark on a partnership with the Ralph C. Wilson, Jr. Foundation in support of parks and trailways in Western New York.

## **Friends' Groups**

As part of its overall mission, the NHT builds and maintains partnerships with a variety of Friends and other mission-congruent groups. The NHT collaborates in a number of ways—in some cases acting as a fiscal agent, and in some situations the NHT receives funds raised by the Friends in order to support a specific park or site.

## **Statewide Programming, Agency Initiatives and Collaborations**

The NHT provides support to its state agency partners by soliciting and securing public and private funding via grants, donations, program income and other funds to enhance the agencies' abilities to carry out their respective missions by supplementing limited state resources. Through our cooperative relationships, the NHT provides agencies and friends groups with support in investment management and administrative functions for specific projects and programs.



# Thank You to Our Supporters



We are always grateful to have the opportunity to publicly acknowledge and sincerely thank our many donors, partners, and sponsors who contribute to the preservation of New York State's natural resources and historic treasures. This past year our supporters have given to the NHT in a multitude of ways and at a variety of levels. Contributions, both large and small, have enhanced programs and projects that directly benefit parks, conservation and historic preservation. We deeply appreciate the personal commitment and dedication of our generous supporters.

## Ways You Can Give

For over 50 years, thousands of individuals and private organizations have contributed financial resources that make the work of the NHT possible. We realize that some of our supporters are considering how to include philanthropy in personal financial planning. We are dedicated to assisting those who wish to make gifts now and in the future, in ways that can contribute to the mission of the NHT and be an effective tool for managing your own money. A broad range of flexible options and opportunities are available to give now, and to plan for future gifts.

## Present and Annual Giving

Private support has always been critical to ensuring that our projects and programs are adequately resourced. Due to the continuing fiscal challenges facing New York State, private funding through the NHT has become increasingly important and provides vital support for a variety of parks programs. Your support is needed now more than ever. Your gift will be directed as per your wishes and instructions to the park and program of your choice.

### Direct Gifts

You can make a one-time or recurring donation online at [www.naturalheritagetrust.org](http://www.naturalheritagetrust.org) or mail a check directly to: Natural Heritage Trust, 625 Broadway, Albany, New York 12207.

### Memorial and Tribute Gifts

The NHT accepts memorial and tribute gifts to remember and honor family members and friends. A memorial gift is a meaningful testimony to the life of a loved one. The NHT also accepts tribute gifts, which celebrate the special people, events and milestones in your life. When your memorial or tribute gift is received, the NHT will send a personalized letter to the person you indicate, notifying them of your thoughtful gift.

### **Employer Matching Gifts**

You can double or even triple the impact of your gift if your employer participates in a matching gift program. Please check with your employer to find out if this is an option, and if documentation from the NHT is required we will be happy to provide you with whatever you need.

### **Gifts of Stock and Securities**

The NHT accepts stock, bonds, mutual funds, and other securities. Donors receive a formal acknowledgment and tax substantiation upon successful completion of a gift. If you are considering a gift of stock or securities, please contact the NHT for information regarding the transfer.

## **Planned and Future Giving**

Planned Giving provides a variety of opportunities to support parks and the environment in a meaningful way as part of your estate planning goals. By leaving a gift to your favorite park or historic site through the NHT, you will make an enduring contribution to ensure that New York State's natural and historic resources are preserved and maintained to be enjoyed by future generations.

### **Bequests**

By remembering the NHT in your will, you will make an enduring and lasting contribution. You can designate a specific amount, a percentage of your total estate, or a share of the residual amount after gifts to your heirs. Your bequest can be designated for general purposes or to a specific park, historic site, or program area.

### **Charitable Remainder Trust**

Charitable remainder trusts are popular plans for the flexibility they offer. They are similar to other types of trusts, however the NHT can be the recipient of the remainder interest. You assign cash or securities and specify how trust income and the remainder interest will be distributed.

### **Charitable Lead Trust**

Charitable lead trusts are the reverse of charitable remainder trusts in that payments from the trust are given to the NHT for a specified term in years. Upon your death or the end of the term, the net assets of the trust pass to your family or other designees.

### **Gifts of Life Insurance**

When your life insurance policy was purchased, you likely had a need for the benefits. If circumstances have changed, you can contribute your life insurance policy, naming the NHT as the beneficiary or partial beneficiary.

*If we can assist you or your advisors in charitable gift planning, please don't hesitate to contact us. We ask that you please let us know if you've made the NHT the beneficiary of your charitable planning as we would like very much to acknowledge your special gift in your lifetime and to be able to recognize your generosity into the future.*

**THANK YOU FOR YOUR SUPPORT OF, COMMITMENT TO,  
AND INVESTMENT IN NEW YORK STATE PARKS!**

# Contributors, Sponsors & Partners

## Individual Donors

### \$25,000+

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John Hendrikson  
David Rockefeller  
Lucy R. Waletzky, M.D.

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Alan Adams &  
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