The mission of the Memorial Park Conservancy is to preserve, restore, and enhance Memorial Park for the enjoyment of all Houstonians, today and tomorrow. Our vision is to implement principles of world-class park management in partnership with the Houston community.

While tasked with the ongoing protection, preservation and enhancement of Memorial Park, the Memorial Park Conservancy also fulfills a vital role in supplementing the City of Houston’s care of the Park in partnership with Houston Parks and Recreation Department.

The Conservancy is responsible for maintaining trails, natural resource management, coordinating volunteer groups, managing the many daily issues that arise in a park this size and more. We steward future caretakers through dynamic programs such as our Friends of Memorial Park membership group and Urban Wild, geared towards young professionals and the young at heart. We continue work on significant improvements including implementation of a comprehensive long-range master plan.

Find out more about the Conservancy at: www.memorialparkconservancy.org.
Dear Friends of Memorial Park Conservancy:

In the fiscal year ending on May 31, 2014, Memorial Park celebrated its 90th anniversary and it was a year of significant accomplishments for Memorial Park Conservancy. The focus on caring for the Park’s natural resources continued with ongoing removal of invasive plants and undergrowth from the Park. More than 15,000 trees were planted in 2013 and were closely followed by the planting of 90,000 seedlings in 2014.

Memorial Park Conservancy completed the selection of a nationally known landscape architectural firm, Nelson Byrd Woltz, to develop a long-range master plan for the Park. The firm was selected based on their successful experience with large-scale public projects and a keen focus on restoring damaged ecologies. The Conservancy also championed a robust public input process to ensure that the community’s need were reflected in the design process.

More than 2,000 volunteers from schools and corporations worked in Memorial Park planting trees, picking up trash, and maintaining the various gardens within the Park. MPC also went out into the community, speaking to different groups about the Park—from Greater Houston Partnership to the National Honor Society at Lamar High School and participated in city-wide events including Houston Marathon’s Charity Village, Earth Day Houston, Houston Livestock Show and Rodeo Nonprofit Partner Program, and Arbor Day.

The love people have for this verdant greenspace is never more evident than when they put their time and money to work for the benefit of all who use and love Memorial Park. The Conservancy is grateful to count you as an important part of advancing our mission to restore, preserve and enhance Memorial Park.

Thanks to friends like you we will be able to implement a long-range master plan for Memorial Park, and continue to care for the Park’s unique natural resources and landscapes. Public and private support for Memorial Park is critical to ensuring that tomorrow’s generation has a beautiful and enduring urban green space. On behalf of the Conservancy’s Board of Directors and staff, thank you for all you do to support Memorial Park.

With sincere gratitude and best wishes,

Jim Porter
Chairman, Board of Directors
Memorial Park Conservancy
The Year in Review

Last year, through the generous support of the community, the Conservancy made a significant impact on the health and maintenance of the Park, including:

CAPITAL IMPROVEMENTS included new trails, trail maintenance, new buildings and construction, commemorative plaques and pavers, and existing facility maintenance.

HIGHLIGHTS:
• Broke ground on the new Running Trails Center in partnership with Houston Parks and Recreation Department. Lockers and showers are now available for the use of runners, bicyclists, and other park visitors, vending machines offer snacks, and a new office space was provided for the Conservancy.
• Constructed an exciting new stretching deck on the north side of the Park with the assistance of volunteers.

NATURAL RESOURCES MANAGEMENT AND PARK MAINTENANCE included reforestation, watering and irrigation, landscape maintenance, invasive species control, wildlife conservation, soil conservation and the creation of fire protection zones as part of the Conservancy’s transition to proactive natural resource and park maintenance management.

HIGHLIGHTS:
• Continued the invasive species removal program on over 220 acres
• Planted over 90,000 seedlings of diverse species throughout the Park—the largest planting in the Park’s history.
• Executed a new maintenance strategy for the Living Bridge, and other established gardens and landscapes within the Park.
COMMUNITY INVOLVEMENT AND EDUCATION included volunteer natural resources maintenance projects, trail cleaning, special events, newsletters and social media, and advocacy for Park needs.

HIGHLIGHTS:
• Managed over 50 volunteer projects in the Park.
• Mobilized more than 1,300 volunteers for 3,200 hours of work valued at over $80,000 of park care.
• Continued community education on the needs of an urban park, and how to proactively care for an urban greenspace.
• Created of the Conservancy’s ParkLife biannual newsletter and redesigned the Conservancy website.
• Hosted three signature events: the annual spring Golf Tournament, the Green Gala and the Fun Run.

MASTER PLANNING with the goals of restoring habitat and a healthy ecosystem to the Park including upgrading existing amenities, addressing unmet community needs, elevating the Park to an award-winning park, and honoring nature and culture.

HIGHLIGHTS:
• Led the process in conjunction with Houston Parks and Recreation Department and the Uptown Tax Increment Reinvestment Zone #16 to hire the master planning landscape architecture firm, Nelson Byrd Woltz.
• Conducted multiple studies and analysis covering topics such as ecology, park use, regional, cultural and ecological history, park traffic, security, parking, connectivity, and trends in Houston.
• Organized a robust public input process that included the participation of over 3,000 Houstonians.
Thank You to Our Supporters

Memorial Park Conservancy is deeply grateful for the support of the community as we continue with our mission of caring for the Park. We would like to thank the following donors who supported us during the last fiscal year.

ANNUAL GIVING AND GENERAL OPERATIONS
Making Our Mission Possible

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ExxonMobil Foundation
Marvy Finger Family Foundation
Greater Houston Community Foundation
George and Mary Josephine Hamman Foundation
The Ann Lents and J. David Heaney Foundation
Albert and Ethel Herzstein Charitable Foundation
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The John P. McGovern Foundation
The Robert and Janice McNair Foundation
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Chevron HumanKind Employee Engagement Fund
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Houston Striders, Inc.
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Caring for Urban Greenspace

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Meta Alice Keith Bratten Foundation
The Brown Foundation
The William Stamps Farish Fund
Ray C. Fish Foundation
Greater Houston Community Foundation
Alice Kleberg Reynolds Meyer Foundation
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Atlantic Trust
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The Hanover Company
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HCC Service Company, Inc.
HEB
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The Houstonian Hotel, Club and Spa
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Texas Petroleum Investment Company
Three Men Movers
Tossini Custom Clothier
Wedge Services
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Sharing Passion for the Park

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Greater Houston Community Foundation
Edith H. and C. Hastings Johnson Family Fund
Houston Jewish Community Foundation
The Kayser Foundation
The Love Foundation
Lykes Knapp Family Fund
The Richard W. Weekley Family Fund

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Apache Corporation
Aramco Services Company
Athlon Solutions LLC

2014 ANNUAL REPORT 5
CAPITAL SUPPORT
AND AMENITIES
IMPROVEMENTS
Investing in Tomorrow’s Park

FOUNDATIONS
Hobby Family Foundation
Petrello Family Foundation

CORPORATIONS
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Divine Destinations
Finish Line Sports
Houston Livestock Show and Rodeo
The Houston Wave
The Houstonian Club and Spa
Kirksey Architecture
Parking Advisory Group
Satterfield & Pontikes Construction, Inc.
Tribble & Stephens Co.
USA Fit

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Mr. and Mrs. Joseph H. Williams
Mr. and Mrs. Craig Wilson
### Audited Consolidated Statements of Financial Position as of May 31, 2014 and 2013

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$750,987</td>
<td>$2,084,783</td>
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<tr>
<td>Pledges receivable, net</td>
<td>245,800</td>
<td>1,059,341</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>8,250</td>
<td>8,567</td>
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<tr>
<td>Investments</td>
<td>1,710,858</td>
<td>677,178</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$2,715,895</strong></td>
<td><strong>$3,829,869</strong></td>
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#### LIABILITIES AND NET ASSETS

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<thead>
<tr>
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<th>2013</th>
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<tbody>
<tr>
<td>Liabilities:</td>
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<tr>
<td>Accounts payable</td>
<td>$395,706</td>
<td>$81,675</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$2,715,895</strong></td>
<td><strong>$3,829,869</strong></td>
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#### COMMITMENTS

<table>
<thead>
<tr>
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<th>2013</th>
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<tr>
<td>Net assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>1,223,709</td>
<td>1,247,475</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>985,480</td>
<td>2,389,719</td>
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<tr>
<td>Permanently restricted</td>
<td>111,000</td>
<td>111,000</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>2,320,189</strong></td>
<td><strong>3,748,194</strong></td>
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### Audited Consolidated Statement of Activities for the year ended May 31, 2014

<table>
<thead>
<tr>
<th></th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>PERMANENTLY RESTRICTED</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<td></td>
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<tr>
<td>Contributions</td>
<td>$459,591</td>
<td>$1,003,401</td>
<td>$1,462,992</td>
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<tr>
<td>Special events</td>
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<td></td>
<td></td>
<td>$689,701</td>
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<tr>
<td>Donor benefit costs</td>
<td>(103,494)</td>
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<td>(89,886)</td>
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<tr>
<td>Investment return</td>
<td>2,527</td>
<td>16,939</td>
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<td>19,466</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td>2,068,665</td>
<td>1,020,340</td>
<td>2,068,665</td>
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</tr>
<tr>
<td><strong>Net assets released for:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Purpose restrictions</td>
<td>2,424,579</td>
<td>(2,424,579)</td>
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<tr>
<td><strong>Total</strong></td>
<td>3,472,904</td>
<td>(1,404,239)</td>
<td></td>
<td>2,068,665</td>
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<tr>
<td><strong>EXPENSES</strong></td>
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<tr>
<td>Park enhancement and programming</td>
<td>3,003,363</td>
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<td>3,003,363</td>
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<tr>
<td>Management and general</td>
<td>282,030</td>
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<td>282,030</td>
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<tr>
<td>Fundraising</td>
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<td>211,277</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>3,496,670</td>
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<td></td>
<td>3,496,670</td>
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<tr>
<td><strong>CHANGES IN NET ASSETS</strong></td>
<td>23,766</td>
<td>(1,404,239)</td>
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<td>1,428,005</td>
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<tr>
<td>Net assets, beginning of year</td>
<td>1,247,475</td>
<td>2,389,719</td>
<td>$111,000</td>
<td>3,748,194</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>$1,223,709</td>
<td>$985,480</td>
<td>$111,000</td>
<td>$2,320,189</td>
</tr>
</tbody>
</table>
The mission of the Memorial Park Conservancy is to preserve, restore and enhance Memorial Park for the enjoyment of all Houstonians, today and tomorrow.