Mission: Friends of Balboa Park preserves Balboa Park’s legacy for future generations through park-wide projects. Our vision is measured in acres and decades, manifested in activities that honor Balboa Park’s celebrated past, enhance its current place in the life of San Diego, improve access and lay the groundwork for a secure future.

Awarded 24 Grants valued at $381,464

Received 5 New Foundation Funders

Acquisition of Balboa Park Carousel

Planted 14 Trees, Bringing the Total Number of Trees Planted by Friends of Balboa Park to 200

Butterfly Release: Record Number of attendees

Joint Effort on Cabrillo Bridge Light Standard Restoration Project

30 Straight Years of Seasonal Floral Displays in Botanical Building

Gate Houses Restoration

 Installed 4 New Historical Landmark Signs

Butterfly Release: Record Number of attendees

Joint Effort on Cabrillo Bridge Light Standard Restoration Project

30 Straight Years of Seasonal Floral Displays in Botanical Building

Gate Houses Restoration

Installed 4 New Historical Landmark Signs

$878,299 Invested towards Park Improvement Projects

322 Volunteers

2,305 Volunteer Hours

20,000 + Outreach Participants

194 New Members
FINANCIALS 2016-17

STATEMENT OF FINANCIAL POSITION
As of June 30, 2017

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Current Assets</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Cash &amp; Cash Equivalents</td>
<td>$297,063</td>
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<tr>
<td></td>
<td>Receivables</td>
<td>$30,750</td>
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<td></td>
<td>Other Current Assets</td>
<td>$171,789</td>
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<td></td>
<td>Total Current Assets</td>
<td>$499,602</td>
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<tr>
<td></td>
<td>Fixed Assets</td>
<td>$2,667,928</td>
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<tr>
<td></td>
<td>Other Assets</td>
<td>$2,371,714</td>
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<tr>
<td></td>
<td>TOTAL ASSETS</td>
<td>$5,539,244</td>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liabilities</td>
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<tr>
<td></td>
<td>Accounts Payable</td>
<td>$103,407</td>
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<td>Other Current Liabilities</td>
<td>$17,820</td>
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<td>Total Current Liabilities</td>
<td>$121,227</td>
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<tr>
<td></td>
<td>Long-Term Liabilities</td>
<td>$1,000,000</td>
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<td></td>
<td>Total Liabilities</td>
<td>$1,121,227</td>
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<tr>
<td></td>
<td>Equity</td>
<td>$4,418,017</td>
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<td></td>
<td>TOTAL LIABILITIES &amp; EQUITY</td>
<td>$5,539,244</td>
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STATEMENT OF FINANCIAL ACTIVITIES
July 1, 2016 - June 30, 2017

<table>
<thead>
<tr>
<th>OPERATING SUPPORT &amp; REVENUE</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations &amp; Grants</td>
<td>$817,461</td>
<td>$262,545</td>
<td>$20,136</td>
<td>$1,100,142</td>
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<tr>
<td>In-kind Contributions</td>
<td>$1,060,229</td>
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<td>-</td>
<td>$1,060,229</td>
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<tr>
<td>Earned Income</td>
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<td>-</td>
<td>$77,969</td>
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<tr>
<td>Investment Income (Net)</td>
<td>$100,543</td>
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<tr>
<td>Net Assets Released from Restriction</td>
<td>$72,544</td>
<td>($72,544)</td>
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<tr>
<td>TOTAL SUPPORT &amp; REVENUE</td>
<td>$2,128,746</td>
<td>$100,001</td>
<td>$20,136</td>
<td>$2,338,883</td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
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<th>TOTAL</th>
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<tbody>
<tr>
<td>Program Expenses</td>
<td>$331,711</td>
<td>-</td>
<td>-</td>
<td>$331,711</td>
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<tr>
<td>Management &amp; General</td>
<td>$111,815</td>
<td>-</td>
<td>-</td>
<td>$111,815</td>
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<tr>
<td>Fundraising</td>
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<td>$85,573</td>
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<td>TOTAL EXPENSES</td>
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<td>$529,099</td>
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<table>
<thead>
<tr>
<th>CHANGE IN NET ASSETS</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>TOTAL</th>
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<tr>
<td>$1,599,647 to $190,001</td>
<td>$1,149,647</td>
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<td>$1,809,784</td>
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<table>
<thead>
<tr>
<th>NET ASSETS AT BEGINNING OF PERIOD</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
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<tbody>
<tr>
<td>$126,361</td>
<td>$188,599</td>
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<td>$377,960</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS AT END OF PERIOD</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>$1,726,008</td>
<td>$378,597</td>
<td>-</td>
<td>-</td>
<td>$2,104,605</td>
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Major Donors
Gifts of $1,000+ between July 1, 2016 – June 30, 2017

AFCD Jazz Society
American Public Works Association
Annex Brands, Inc.
Senator Toni Atkins
Balboa Park Conservancy
Trip Bennett, Bennett & Associates
Beyster Family Foundation Fund IV at The San Diego Foundation
John and Melissa Bolthouse
Gayle Breitbart Klusky
John and Jodie Bruhn
Deborah Calhoun
Jack and Jackie Carpenter
John and Libby Carson
Nancy Carol Carter
Gregory and Loretta Cass
Ben and Nicole Clay
Lorraine Frigolet, Compass Rose, Inc.
Competitor Group, Inc.
County Of San Diego
Dean Crowder
Downing Family Foundation
Tom and Bert Durler
Ellen Browning Scripps Foundation
Cyndi Furlong
Judy Gallegos, Gallegos, Inc.
Girl Scouts of San Diego
Connie K. Golden
Glenn and Barbara Gottz
Cindy and Tom Goodman
George Hardy
Ruth Hayward
Heritage Architecture and Planning
Jim and Carmen Hughes
Ingrid B. Hibben Charitable Fund
J.W. Sefton Foundation
Kerri Kapich
Mike and Marilyn Kelley
Doug Kern, Higgins, Fletcher & Mack
Kathy and Michael Kim
Peter LaDow
Maureen Lamberti
Greg Lambron
Dick and Vickie Lareau
Las Patronas
Dorothea Laub
Legler Benbough Foundation
Jed Marcus
Kathlyn Mead
Paul and Maggie Meyer
Elizabeth Moore
Dennis Murray
Nordson Corporation Foundation
Betty Peabody
Robert and Andrea Peach
Louisa Porter and David Brennan
Price Philanthropies
Toby Reschan
Reuben H. Fleet Foundation Fund at The San Diego Foundation
Rodger and Mary Lindsay
Glenn and Lynne Rossman
Julia Russell
Carole Sachs
San Diego Air & Space Museum
San Diego Downtown Breakfast Rotary Club
San Diego Zoo
Bonnie Scott
Harley Selton
Darlene Marcos Shiley
Ariene Simpson
Alan and Nancy Spector
William and Donna Steen
Stiefel-Behner Charitable Fund
Steve Stopper
Tim Tanzer
The Colonel Frank C. Wood Memorial Fund at The San Diego Foundation
The George and Betty Harbaugh Charitable Foundation
The Heller Foundation of San Diego
The Marvin Arnold and Irene Jaquetta Heye Community Enrichment Fund at The San Diego Foundation
The Parker Foundation
The Rice Family Foundation
The Samuel I. & John Henry Fox Foundation
The Thomas C. Ackerman Foundation
The WD-40 Company Foundation at The San Diego Foundation
Tomodachi Fund at Schwab Charitable
Ken and Mary Tranbarger
Marie Tuthill
Betty Vale
David Valentine
Nancy Vaughan
Ray Waite
Bob Wallace
Walter J. and Betty C. Zable Foundation
Bill and Lori Walton
Wimmer, Yamaida & Caughhey
Virginia Wolford
Linda and Jim Zemcik
EDUCATION
Field Trip Scholarship Program

Total Investment $13,760

3,289
SCHOOL CHILDREN SPONSORED BY FRIENDS OF BALBOA PARK’S FIELD TRIP SCHOLARSHIP PROGRAMS (2016-2017)

1% Native Hawaiian/Pacific Islander
1% Unspecified
54% Hispanic/Latino
15% White
11% African American
7% Asian
6% Multiracial
5% Filipino
2% American Indian/Alaska Native

36 SCHOOLS
Number of Schools Within Each City District That Received a Scholarship

Field Trips per School District
- San Diego Unified District: 35
- Oceanside Unified District: 1
- South Bay Unified District: 2
- Chula Vista Elementary District: 1
- National District: 4
- San Marcos Unified District: 1
- Other: 2
Total Field Trips: 46

ONLINE PRESENCE

13,559 WEBSITE SESSIONS
4,840 LIKES
4,741 FOLLOWERS
28,767 PAGEVIEWS
MORE THAN 50 GENERAL IMPRESSIONS FOR FY 2017 valued at $50,000

76% New Visitors
20% ↑ OVER 12 MONTHS
2% Email
13% Referral
57% Organic Search
5% Social Media

SOCIAL MEDIA FOLLOWING APPROXIMATELY
30% ↑ OVER 12 MONTHS

SOCIAL MEDIA ENGAGEMENT APPROXIMATELY