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# ANNUAL REPORT 2014



## HELPING PEOPLE MAKE A DIFFERENCE FOR NATURE

We believe in the transformative power of nature, in its generosity and splendor. We believe that our progress depends on making sure that we protect it. But with one of the lowest rates of land conservation in the world, Puerto Rico needs a plan to

ensure the wellbeing of all its inhabitants – human and otherwise. So The Conservation Trust of Puerto Rico created a new unit -Para la Naturaleza- and tasked it with a lofty dream: conserving 33% of Puerto Rico's territory by 2033.

At Para la Naturaleza, we protect lands and ecosystems of high ecological value, we encourage people to take responsibility for all our natural resources, and we push forward conservation public policy. With help from thousands of

volunteers and other allies, we encourage and guide one and all to take conservation into their own hands to move us closer to our common goal: a sustainable future for Puerto Rico.

### CONSERVING LAND

**1,422**  
acres became Puerto Rico's largest land donation ever, made by the Escabí family: Finca Ojo de Agua, in Juana Díaz. Its dry forest provide habitat to at least three endemic birds: the Puerto Rican bullfinch (*Comeñame*), the Puerto Rican woodpecker (*Carpintero*), and the Puerto Rican lizard cuckoo (*Pájaro bobo mayor*).

**28,165**  
acres of valuable lands protected by Para la Naturaleza by December 2014.

**1,937**  
new acres added to our system of Natural Protected Areas during the year through acquisitions, conservation easements and donations.

*"After considering several alternatives, we decided to let our lands return to their natural state and donate them in order to preserve them forever. My wife and I visited some of your properties and became acquainted with your plans and projects. Frankly, we got an excellent impression, which made our decision very easy. Yours is a serious, professional organization which operates with planning, enthusiasm and lofty goals."*

**Iván Garriga, land donor, Finca Luz M. Martínez de Benítez**



OUR FRIENDS AND VOLUNTEERS HELPED US...

**Reintroduce** 8,197 tadpoles of the critically endangered Puerto Rican crested toad (*Sapo concho*) in two of our properties, bringing the total released to 53,957

**Plant** 1,519 native trees in our properties to rebuild habitat and promote reforestation

**Measure** 149 trees, including the discovery of 11 new Champion Trees

**Survey** 153,875 acres of land to obtain biodiversity information on 2,482 birds, 471 reptiles, 2,811 plants, 34 beaches and 18 rivers

**Guide** 162 kids and youths to explore and learn about ecosystem conservation as they grow into leaders for nature

ENGAGING PEOPLE

*"Doing volunteer work is one of the best decisions I have ever made. Through Map of Life I have learned about using new instruments, carrying out scientific research, and the importance of recording all data. It's been a spectacular experience. Coming in contact with nature has become a powerful anti-stress activity, and I've met wonderful people with whom to share our common love of nature and our interest in protecting and rescuing it."*

**Sandy Santiago, Map of Life Volunteer**

**72,876** people visited our properties in 2014, and 22% of our visitors became volunteers for nature.

**16,186** volunteers generously donated a total of **61,360** hours of their time. They participated in one or more of our **1,400** volunteer events on **40** different topics, helping us obtain valuable scientific data in the field, collect garbage from rivers and beaches, monitor predators of endangered species, perform lab work, train other volunteers, and much, much more.

*"At this pace, I'm sure that we can achieve the 33% conservation goal by 2033. Keep it up, Para la Naturaleza; as long as I can, I will always give you a hand."*

**Para la Naturaleza Volunteer**

...TOGETHER WERE BUILDING KNOWLEDGE TO MAKE INFORMED DECISIONS THAT FURTHER CONSERVATION.

**Create** 19 new, volunteer-led scientific research projects

**Count** 135,470 individual birds and report them in 9,003 checklists to help scientists track bird movement

**Recover** and document 1,217 bags of pre-Columbian (*Igneri*) archaeological artifacts from Playa Jayuya, a site threatened by climate change

**Promote** planting of native trees at 10 schools participating in the Biocomiso Tree Nursery Program

**Raise** more than \$1 million in donations and \$9.9 million in land donations and conservation easements



## PROMOTING CHANGE

In September, the Antiguo Acueducto del Río Piedras was declared a National Treasure by the National Trust for Historic Preservation – Puerto Rico's first. This will help our efforts to save the 19th century buildings and the river's last natural meander, currently threatened by a proposed channelization project.

*"The aqueduct is a physical gateway for the city's historic and cultural resources and we plan to collaborate with Para la Naturaleza to advocate for thoughtful flood control measures of the Piedras River that will protect and enhance one of the last remaining Spanish-period waterworks in the U.S."*

**Stephanie Meeks, President, National Trust for Historic Preservation**

**638**

petitions signed in three months supporting the redesign to the channelization project. In collaboration with Nature Serve, we provided information on areas of high ecological value to assist the Planning Board's development of Puerto Rico's Land Used Plan. Our efforts also helped pass or reinforce 3 laws and regulations and 2 territorial plans to advance conservation.

**\$2,141,468**

raised for nature with the support of individuals and organizations – **107%** of the target. Pfizer's help alone allowed us to train 25 new volunteers to lead Map of Life ecological protocols, tripling the number of activities to collect data on the ecological value of Puerto Rico's land.

**76,520**

Facebook likes

**2,255**

additional followers in Twitter and Instagram

### OUR SOURCES OF REVENUE



● \$9,248	Investment income
● \$2,486	Donations, grants & other income
● \$614	Other income
● \$9,909	Land donations and easements
○ \$22,257	Total

### HOW WE SPEND OUR FUNDS



● \$12,118	Program services
● \$3,315	Management & Support
● \$1,217	Development
● \$2,579	Capital investments
○ \$19,229	Total

## FINANCIALS

for the year ended  
December 31, 2014





● **THANK YOU**

to all our AMIGOS,  
donors, volunteers and  
friends for your support,  
your trust and your  
commitment to  
preserving Puerto Rico's  
ecosystems! ●

