



# 2020

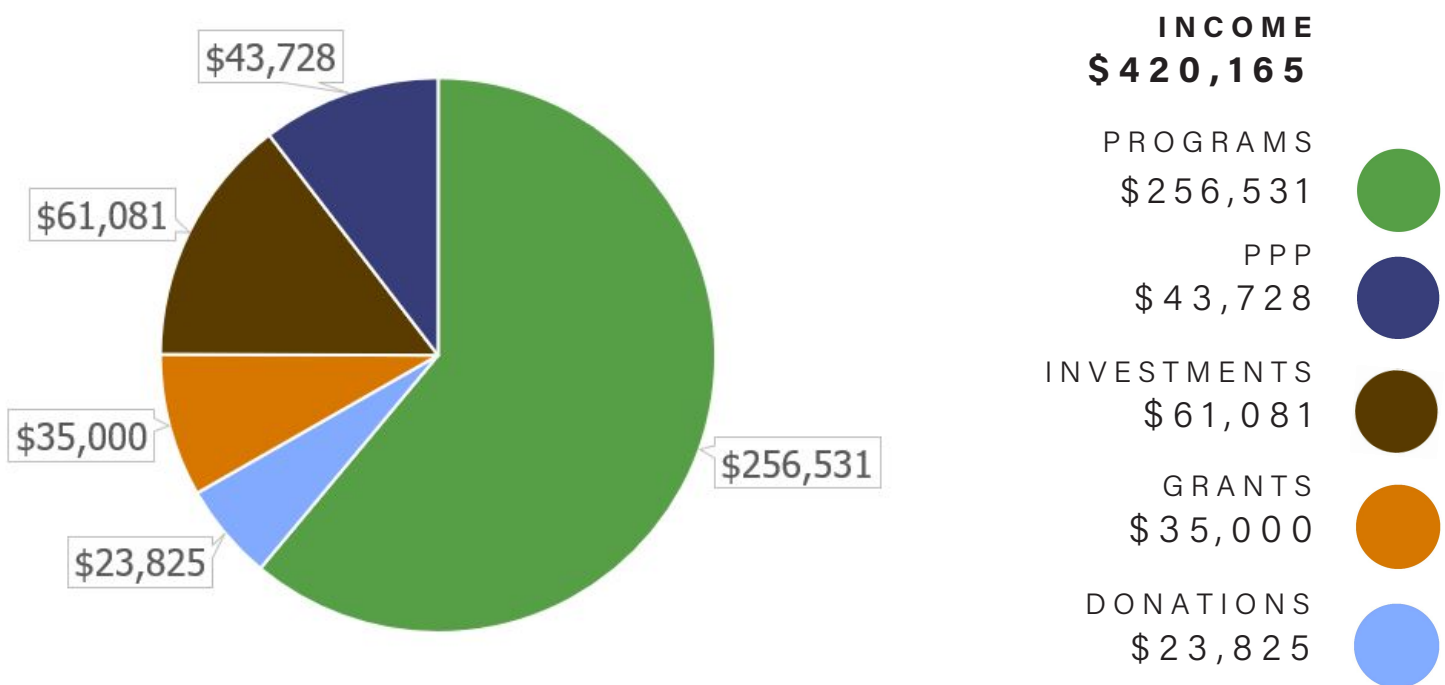
**2020 FISCAL YEAR ANNUAL REPORT  
JULY 1, 2020 TO JUNE 30, 2021**

natural  
areas  
  
ASSOCIATION

## JULY 1, 2020 TO JUNE 30, 2021 ANNUAL REPORT

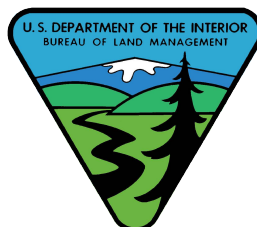
This year was unlike any we had experienced before because so much was unknown. The focus became producing high-quality virtual programming while doing our best to control expenses. We braced for the possibility of significant financial loss, especially as it became clear the an in-person conference would not be possible, but thanks to a PPP loan and disciplined spending, we were able to reduce the financial loss to a little over \$6000.

### SOURCES OF INCOME - JULY 1, 2020 TO JUNE 30, 2021



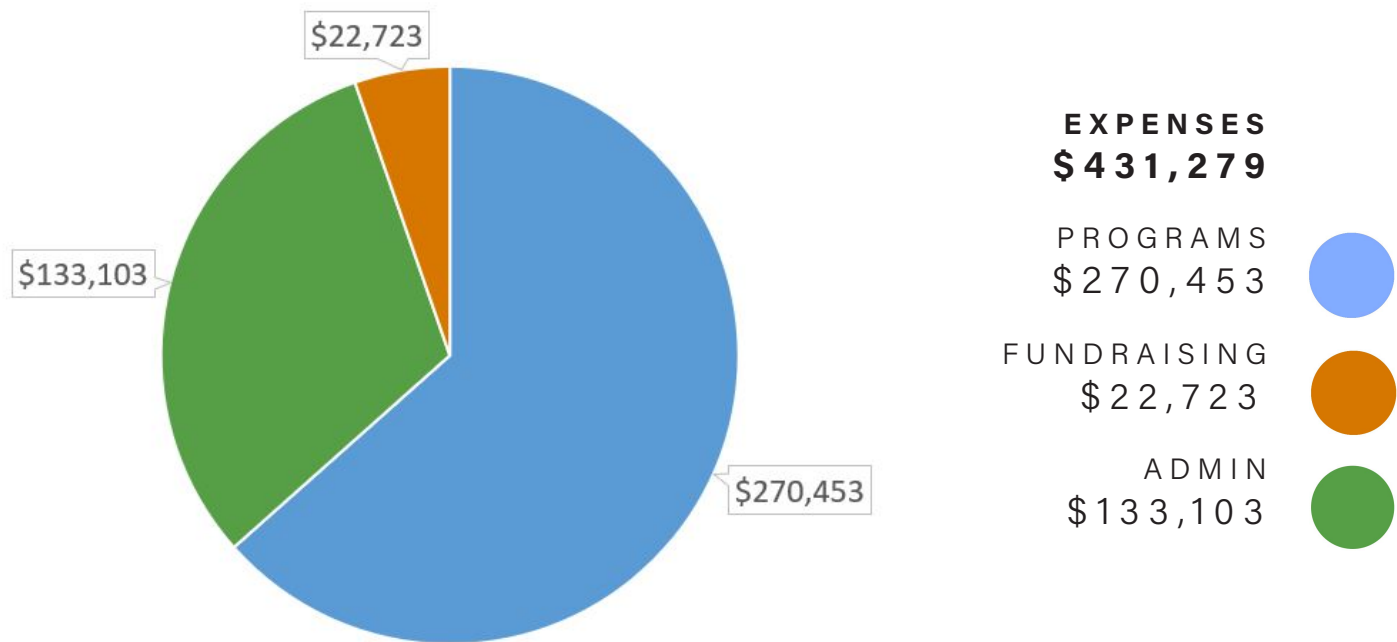
Program income from fiscal year 2020 includes earned revenue from the 2020 virtual conference, and all income related to the Natural Areas Journal, including dues, page charges, subscriptions and royalties. New this year is income from webinars, which now have a fee for nonmembers to attend as of Jan 2020. We also had income from contracted services.

Financial support for programs was provided by the National Parks Service, the USDA Forest Service, the Bureau of Land Management and the Colcom Foundation.



*Colcom Foundation*  
COMMITTED TO A SUSTAINABLE FUTURE

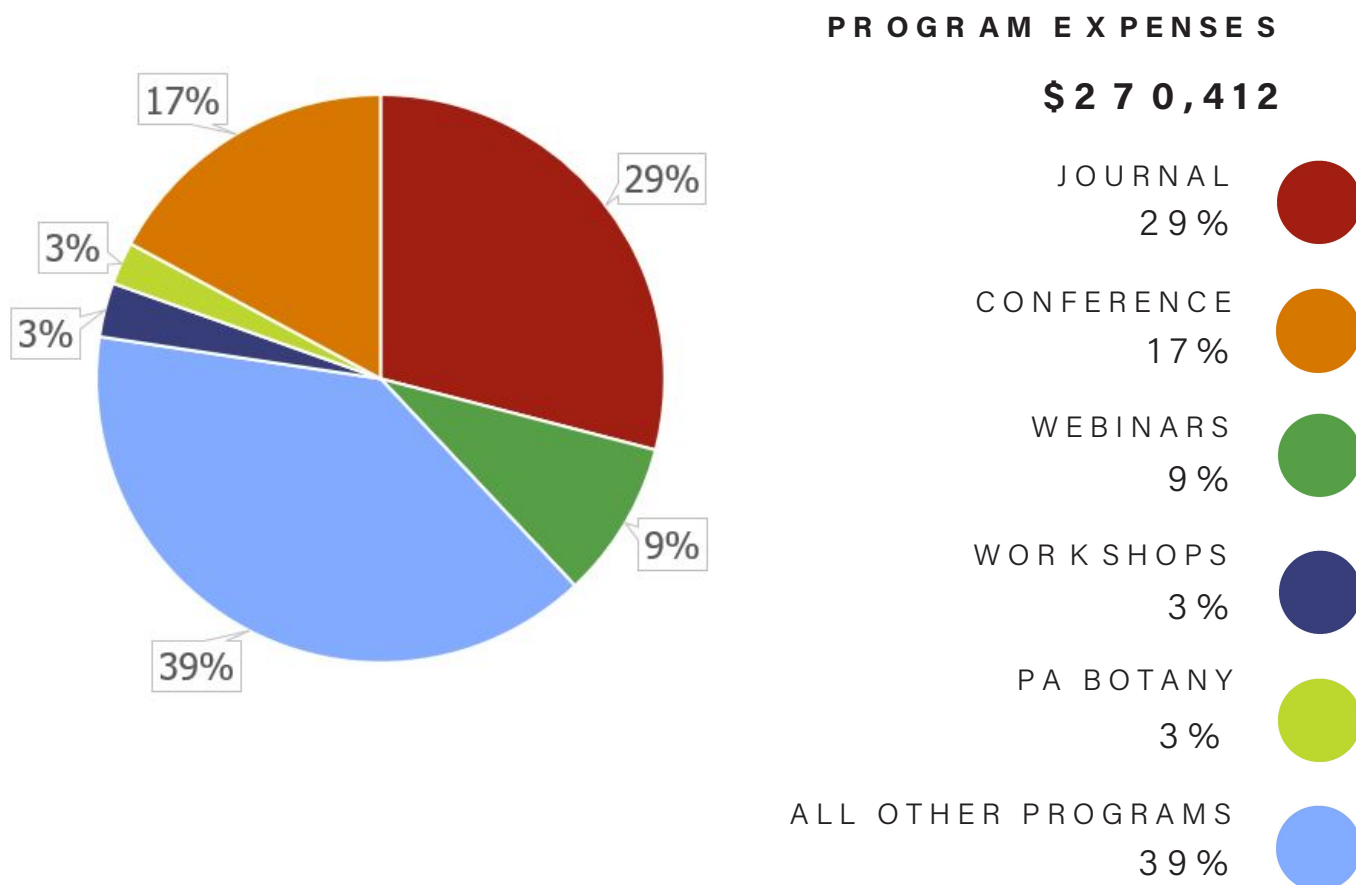
OPERATING EXPENSES - JULY 1, 2020 TO JUNE 30, 2021



About 65% of the money spent this fiscal year went directly to programming. Administrative expenses for this year include rent and utilities from our office space, which we closed at the end of the fiscal year. Fundraising expense is primarily staff time spent on grant writing and reporting.

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## PROGRAM EXPENSES - JULY 1, 2020 TO JUNE 30, 2021



The Virtual Conference and Natural Areas Journal required the largest financial investments this year. Other programs were the third largest, and this includes initiatives that don't bring in earned revenue such as creating resources on our website, developing programming with partners, working on partner initiatives like the National Seed Strategy, facilitating meetings of the State Natural Areas Program and working to support the Science Advisory Committee.





## CONTACT US

Gifts to NAA will support those who are on the front lines of protecting our natural areas, preserving biodiversity, and ensuring that all species survive for generations to come. Please add your voice, because nature cannot speak for itself.

### **Join/Renew**

Becoming a member is the easiest way to support our mission – and to benefit from all we offer.

### **Invest**

Your gift to NAA supports programming like workshops, webinars and the *Natural Areas Journal*.

### **For more information on how to support NAA:**

[naturalareas.org](http://naturalareas.org)  
[info@naturalareas.org](mailto:info@naturalareas.org)  
724-995-8466

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