



Caring Together!

***Friends of Killarney Park
Year End Report
2000***

Friends of Killarney Park
Killarney Provincial Park
Killarney, Ontario
P0M 2A0
705-287-2800

Prepared By: Dawn Brown
Executive Director

Table of Contents

	Page #
Introduction	1
Special Events and Projects	
• Killarney Park Map	2
• Acid Lake Recovery Research and Monitoring	2
• Campground Rehabilitation and Clean Up Weekend	3
• Friends Weekend and Annual General Meeting	3
• Fall Backcountry Rehabilitation	3
• Naturalist Packs	4
• Resource Inventory Monitoring	4
• Photocontest	4
Marketing & Membership	
• Membership	5
• Honourary Life Members	7
• Fundraising	7
• Marketing	8
• Recommendations	8
Retail Operations	
• Sales	9
• Park Map and Canoe Guide	10
• Commissioned Artwork Sales	10
• Recommendations	10
Financial	
• Financial Analysis	11
• Natural Heritage Trust	11
• Elizabeth Pitt-Barron Foundation	12
• Supporters and Donors	12
• Financial Statements	14
• Recommendations	15
Human Resources	
• Board of Directors	16
• Staffing Chart	16
• Volunteers	17
• Recommendations	17
Board Development	
• List of Directors	18
• Board Kit	19
Conclusions	19

Friends of Killarney Park

Established in 1986, Friends of Killarney Park operates under a co-operative agreement with Ontario Parks. As a non-profit, charitable organization, our primary mandate is to further the educational and interpretive programs in Killarney Provincial Park. The activities of the Friends are governed by a volunteer Board of Directors whose members are elected for a two-year term. Friends support park goals in the areas of resources protection and heritage appreciation through the following:

- production of the Killarney Provincial Park Canoe Guide and Park Map;
- acid lake recovery research and monitoring;
- natural history research;
- historical and cultural research;
- campground rehabilitation and clean up;
- maintenance of cross country ski trails;
- hosting interpretive programs, including presentations at the amphitheatre and guided hikes;
- developing high quality items and materials for distribution and/or sale to the public at the Outpost;
- organizing special events and undertaking special projects to further public awareness, understanding and appreciation of the park's natural and cultural resources;
- maintaining a resource library
- reprinting the popular park map, Killarney Canoe Guide and Killarney trail guides;
- producing Friends' newsletters to keep members up-to-date all year long;
- raising funds through memberships and individual/corporate donations to further the goals of Killarney Provincial Park.

The objectives of the Friends of Killarney Park as a non-profit corporation without share capital are:

- To encourage and support the goals and objectives of Killarney Provincial Park and its mandate for protection, preservation, education, recreation and interpretive programs relating to the natural, scientific, historic and cultural resources of the Park by:
 - providing positive social, economic and physical support for the Park's activities and programs by raising funds through various means to supplement and compliment Park programs and by promoting and organizing special events compatible with the Park's approved objectives and interpretive themes;
 - undertaking specific projects and initiatives which may be agreed to by Association and the government agency from time to time.
- To develop programs which will further public awareness, understanding and appreciation of the Park's natural, historic and cultural resources.
- To enter into agreements for the operation of sales outlet(s) and develop high quality, park specific, theme related items and materials for public distribution and/or sale.
- To further the objectives of the corporation by accepting donations, bequests and other gifts.

- To encourage a broadly based membership that will support the objectives of the corporation.

Special Events and Projects

Financial support obtained through donations, memberships and grants enables Friends of Killarney Park to organize special events and undertake special protection and education projects that benefit the park. Some of the projects we have been involved with this year include:

- Revision and Printing of the Killarney Park Map
- Campground Rehabilitation and Clean Up Weekend
- Friends Weekend and Annual Meeting
- Supply of Naturalist Packs for Campers to Borrow
- Natural Resource Monitoring - Loon Surveys, Butterfly Count
- Fall Backcountry Rehabilitation
- Acid Lake Recovery Research and Monitoring
- Visitor Centre
- Photocontest

Killarney Park Map

New for 2000, Friends has been able to produce the Killarney Park Map with a fresh look. A full colour photo on the front and a new, blue background, has helped generate great response to the new map. With lots of help from Ontario Parks and Ministry of Natural Resources, the park information on the back has been revised and the trail, campsite and portage information on the map side has all been updated. The map, although still the same scale, is larger now showing the addition of the proposed new park land area.

Acid Lake Recovery Research & Monitoring

For the past few years, Killarney Provincial Park has been the site of a biological monitoring and assessment study of the factors affecting the recovery of acid-damaged aquatic ecosystems. In 1997, staff and students of the Cooperative Freshwater Ecology Unit at Laurentian University partnered with Norwegian scientists to share research and data of similarly acid damaged aquatic ecosystems in both countries. The sharing of expertise, and comparing results from recovering sites, will undoubtedly enhance understanding of the acidification recovery process. As one of Canada's Ecological Monitoring and Assessment Network (EMAN) sites, Killarney offers excellent opportunities to study long term data as well as provide public education on the effects and recovery of acid-damaged aquatic ecosystems. Friends of Killarney Park donated \$5,000 this year to the Freshwater Ecology Co-op Unit to help continue their valuable research work in Killarney's Lakes. Friends was also able to secure a \$500 grant from Mountain Equipment Co-op to help the team to buy some required research equipment. Several partners including Guelph University, produced an educational cd-rom on the acid lake recovery process in Killarney Park. This interactive game, Mission: Acid Rain, was carried in the Friends Outpost in 2000 with all the proceeds of the sales going directly back into the research work in Killarney Park.

Campground Rehabilitation & Clean Up Weekend

Nothing was more impressive than the 80 volunteers who showed up for our 6th Annual Campground Rehabilitation and Clean Up Weekend. Work accomplished for the weekend included raking and clean up of all 125 sites in the campground as well as several interior campsites. We also rehabilitated nine campsites in the campground, consisting of site hardening and leveling of tent areas, blocking off over-expanded areas and plenty of re-vegetating. One of the sites worked on this year was constructed to be wheelchair accessible. Many truck loads of dirt, gravel and cedar logs and hours of hard work are slowly improving many degraded sites in the campground. We look forward to improving another ten sites in 2001.

Friends Weekend & Annual Meeting

The Friends Weekend this year started off on Friday afternoon with the opening of the Silent Gear Auction, which ran all weekend. Friday evening activities at the amphitheatre started with a slide show on the Friends of Killarney Park, who we are and some of the projects we get involved with. Special guest John Gunn from the Cooperative Freshwater Ecology Unit at Laurentian University presented a slide show on the Acid Lake Recovery and Monitoring Project in Killarney Park. He discussed the research work that had been completed, the ongoing partnership with Norway and briefly outlined where the research and monitoring project hoped to head in following years. The Natural Heritage Education staff ended the evening with a bat program and night hike. Unfavourable weather on Saturday unfortunately resulted in few members attending the Annual Meeting. Over the course of the weekend in an effort to increase memberships, Friends raffled off a sweatshirt for any new or renewing memberships purchased between Friday and Sunday. The weekend wrapped up with the closing of the Silent Gear Auction which brought in about \$1200.

Fall Backcountry Rehabilitation

As Killarney Provincial Park continues to see an influx of visitors each season, the stress on backcountry areas increases and creates a greater challenge in maintaining the park's landscape for high quality recreational use. Along with continued education on wilderness ethics and instilling a sense of personal stewardship, rehabilitation of interior areas is another important tool in maintaining wilderness sites for future use. In a partnership with Ontario Parks, Friends of Killarney Park hired four staff this fall to undertake some backcountry rehabilitation work on a number of Killarney's hiking trail campsites. In a short four weeks, the crew filled 675 sandbags, prepared 95 cedar logs and 3 privies to be delivered to the required areas. They dug four privy holes, constructed eight new tent pads on four campsites, and left materials at another four sites for future work. Additional work included clean up of each site, including the firepit, dismantling of illegal firepits and repairs or replacement of trail and site signage. Construction of tent pad areas is an important rehabilitation technique in that it provides campers with a desirable place to put their tent, eliminating the need trample vegetation in areas beyond the site, which results in continued site expansion, excessive impact and vegetation trampling.

Naturalist Packs

A popular program Friends run is the loan-out Naturalist Packs. There is a set of four knapsacks available, complete with items a camper would need to help them explore Killarney Park. Each pack contains: Bushnell binoculars, a first aid kit, park map, compass, trail guides, a selection of field guides on birds, plants, reptiles and amphibians and optional Kodak Advantix camera. A camper may sign a pack and its contents out for a day free of charge. This season we had 108 parties borrow the Naturalist Packs. All items in the packs were donated so the only cost to Friends to run this program is to replenish first aid supplies when they get low and to replace worn maps. Friends feels this is a valuable program as it encourages campers to learn more about their surroundings in the park in their own time. Campers are equally as enthusiastic about the program. This is a sample of camper comments from our surveys:

“Pack is a great idea – though not enough of them.”

“Excellent, when we go on a trail, we’ll be sure to use a pack – we don’t have a compass or binoculars.”

“Great idea, we loved it.”

“The packs are an excellent idea. The work of the Friends is really appreciated.”

“Wonderful idea to lend these backpacks and books. We learned so much more.”

“We greatly enjoyed the binoculars, as we did not have any, it is great that these packs are available free of charge.”

“I think this is a great program to offer. I hope the general public does not abuse the packs.”

“Fantastic knapsack with all the loot, I felt safe with the first aid kit and the trail info book was fascinating – we were delighted that it was free.”

Resource Inventory Monitoring

Each year Friends staff and members participate in several resource inventory monitoring programs. It is an excellent way for participants to share their knowledge and increase identification skills. Results from these kinds of events are gathered from each area and compiled on a province wide basis. This year we did two loon surveys, a spring and a summer one, a butterfly count and a Christmas bird count. Approximately 110 volunteers in all were involved with Killarney’s resource inventory monitoring in 2000.

Photocontest

Friends of Killarney Park’s Annual Photocontest encourages campers to submit photographs of themselves and their families enjoying Killarney Park. A winner and an honourable mention is selected from each of the two categories – The Great Outdoors and Go For It. There were 89 photo entries in all this year. Congratulations goes to Julie Pretty of Sarnia, ON for her photo *Georgian Bay Splendour* which won for the Great Outdoors and to Kelsey Mason of Oakville ON for *Becoming Reacquainted*, winner for in Go for It. Congratulations also to the honourable mentions, Rudolph Nikolaus, Richmond Hill, ON for *A Touch of Fall* in the Great Outdoors and Jane Collins, Troy, ON for *Crazy Eights on the Rocks* in Go For It. Kodak Canada Inc., the 2000 Photocontest supporter donated some great prizes including Advantix cameras and accessories for the winners and honourable mentions. Thanks to all who entered. We look forward to next year’s entries.

Membership & Marketing

Membership

Friends of Killarney Park is only as strong as its members. Friends is supported by almost 400 members who not only make financial contributions, but donate their time and expertise to ongoing projects. Money collected through memberships and general donations in 2000 exceeded \$12,250, most of which went to support our special projects and programs in the park.

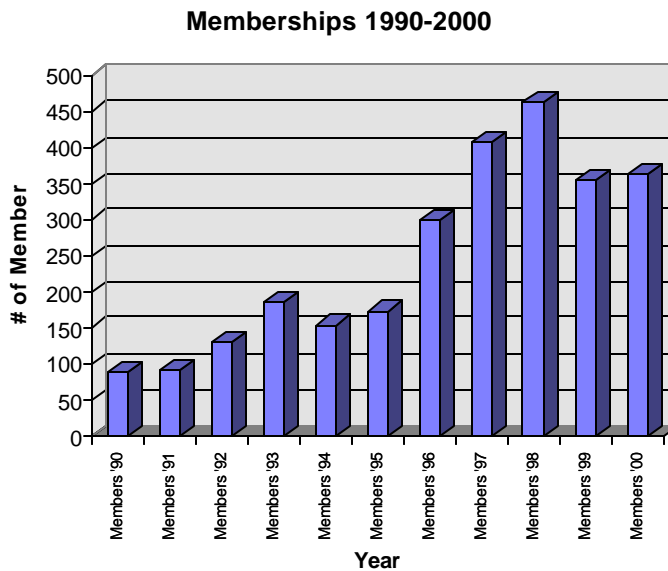


figure #1

Our membership is an annual membership, renewable by mail or in person at the park. The cost of an annual membership is \$10 for an Individual, \$20 per Family and \$30 for an Organized Group. Membership benefits include: a 15% discount on most items sold in the book store; 3 issues of our newsletter, *Paddles & Trails*; and the opportunity to get involved in Friends' special events and projects or on the Board of Directors. In 2000, membership numbers were up slightly from 1999 (fig.#1) with a total of 362 members, including 155 families, 197 individuals, 5 organized groups and 5 honorary lifetime members. (fig#2)

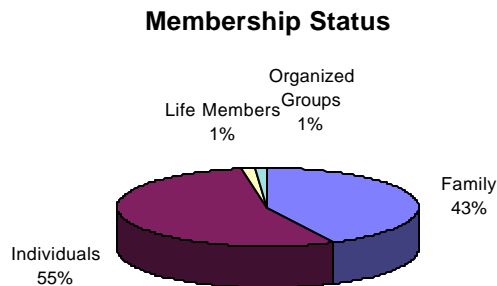


figure #2

More than two-thirds of our membership are annually renewing members from previous years while one-third are new members. (fig#3) Keeping our membership informed and updated on Friends activities and encouraging them to become involved in some of our special events helps renewing members to continue their support. Recruiting new members usually happens in the summer months when campers can see the active role the Friends are taking in the park or to receive their 15% discount when they make a purchase in the Friends' bookstore.

New Members vs Renewed Members

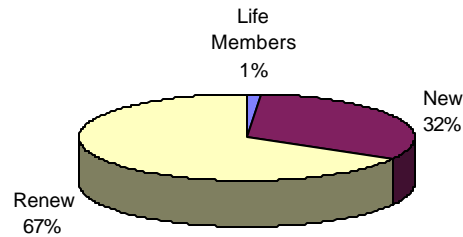


figure #3

Killarney Park is widely recognized as offering exceptional canoeing and camping opportunities, resulting in a wide-ranging membership base. It is encouraging to see a large percentage of our members from beyond the local area who care for the park and in turn support the Friends and our projects and activities.

Where Our Members Are From

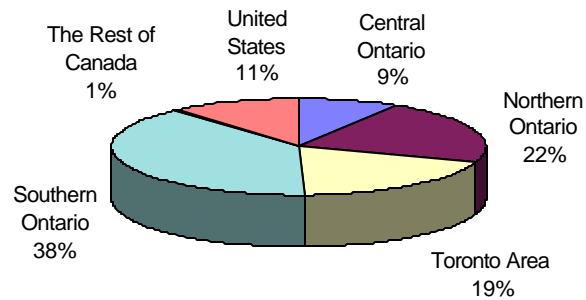


figure #4

Honouary Life Members

Friends of Killarney Park honours individuals who have made an outstanding contribution to Killarney Park and the Friends organization. In February 2000, Friends welcomed our fifth Honourary Life Member, Lara Zamiska. As the founding Executive Director for the organization, Lara's hard work and dedicated service made her an ideal candidate for this award. Her name will be put on a plaque along with the other Life Members, to be displayed at the Friends' office.

Bert Treff – April 1990

Jay Leather – April 1990

Bruce Carscadden – September 1995

John McGrath – November 1997

Lara Zamiska – February 2000

Fundraising

The 3rd Annual Canoe 'n' Gear Raffle was a success, selling 1500 tickets. All raffle prizes were generously donated from businesses in southern and northern Ontario, including yet another grand canoe donation from Nova Craft Canoe. This helped us to add another \$7500 to our Natural Heritage Trust to be used for special protection and education projects in the park.

Congratulations to our winners:

Nova Craft Canoe – Ken Williamson, Oakville, ON

Bushnell Nature View Binoculars – K. Maracle, Oshawa, ON

50L Lowe Alpine Backpack – Barb Smith, Kitchener, ON

2 Cherry Ottetail Paddles – Shannon Boerner, Winterbourne, ON

100L Blackfeather Canoe Pack – Darcy Wilkins, Kitchener, ON

70L Lowe Alpine Backpack – Isabelle Simmons, Kitchener, ON

Millennium Delta Rainjacket – D. Sweet, Killarney, ON

Yellowstone Stove and Cookset – Catharine Lake, Toronto, ON

Blackfeather Trail Lite Sleeping Bag – Karen Hall, East York, ON

PUR Waterfilter – Karine Morin, Chicago, IL

2 Personal Floation Devices – James M. Mutch, London, ON

3 Seal Line Baja Bags – Brian Soehner, Elmira, ON

FON 1 Year Family Membership – Larry E. Briggs, Stow, NY

Canadian Geographic 1 Year Subscription – Darren Bessett, Toronto, ON

38L Euerka Day Pack – Mary Jane Jones, Hagersville, ON

This past year, we also tried our first Silent Gear Auction Fundraiser. Again, all items in the auction had been donated to help us raise over \$1200 for the Natural Heritage Trust. Following this year's success, we hope to run one or two more Silent Auctions next season.

Thank you to everyone who supported Friends of Killarney Park's fundraising efforts through donations and purchases.

Marketing

Marketing initiatives over the past year included attendance at Canoe Expo, help in the production of the 2000 park tabloid and three more issues of the Friends' Membership Newsletter *Paddles & Trails*. Other small but valuable marketing tools included an upgrade to our Mountain of Donors with the addition of corporate logos and the ability to print in colour, Friends of Killarney Park bookmarks and stickers to give out and the development of more Friends of Killarney Park merchandise for sale in the Outpost.

Recommendations

Continued growth in the area of Membership Services and Marketing is dependent on sufficient staff to effectively carry out the workloads of a growing membership base. The members of Friends of Killarney Park are what makes this organization what it is. Members provide donations and need to feel they are receiving adequate gratitude and services in order to continue their support. With a staff member dedicated to membership services and marketing for 2001, services and special events will be greatly enhanced and we will be able to measure the value of continuing this position for 2002.

Retail Operations - The Outpost

Sales

Book store sales are the life-line of the Friends, providing core operating dollars for the organization. Friends of Killarney Park pride themselves in producing and retailing high quality educational products. We ensure our products are educating campers about the natural and cultural history of Killarney Provincial Park. Our focus this year was on increasing the product line by adding several new products including new t-shirt designs, more children's activity/discovery kits, and a wider range of quality, souvenir items like new mug designs, a new lapel pin and more Killarney Landscape note cards. Ensuring we had sufficient inventory for the entire season helped to increase past gross sales levels. Between our two locations of *The Outpost*, sales for 2000 increased 10% over 1999, exceeding \$195,000. (fig#5) With a continually diverse and expanding product line sales are expected to increase again for 2001. Next year, our focus will be on plans to bring in higher retail sales in the off-season months with mail orders and map and canoe guide orders.

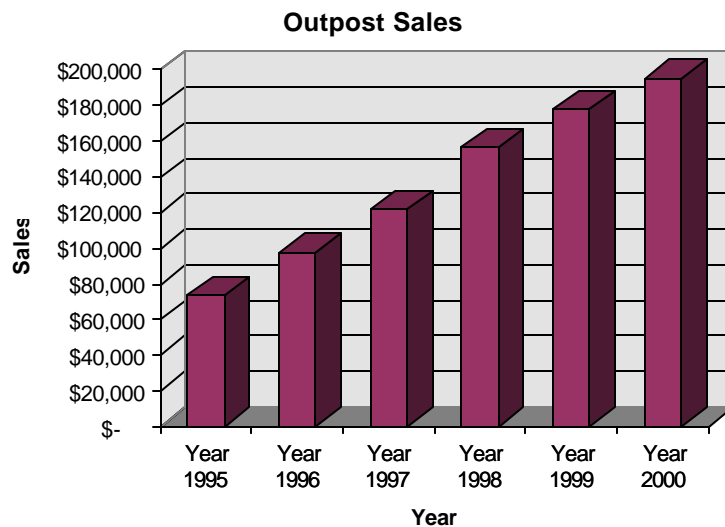


figure #5

The 2000 season was the second year the Bell Lake location of the Outpost was operated by park staff, instead of being a tendered-out operation. Sales at the Bell Lake Outpost currently account for about 5% of our total sales. This number is expected to rise as we continue to fine-tune the merchandise selection to suit canoeists who access the park at Bell Lake and improve display units.

Small but significant improvements for the Outpost in 2000 helped Friends to provide better customer service and added a more professional look to the store. The addition of a point of sale machine for the summer was an excellent time-saver for staff in credit card processing and transactions as well as providing customers with the much requested opportunity to make debit card purchases. Purchasing a pricing gun and personalized labels not only provided a consistency to our price tags, but it also greatly improved the efficiency of pricing incoming stock and getting it out on store shelves as quickly as possible. A uniform standard for fonts, size

and paper was set for all signs to be used in the Outpost, creating a tidier, consistent appearance. An emphasis was put on training this year to provide a more thorough training program, focusing on better customer service.

Park Map and Canoe Guide

With the updated, expanded edition of the park map, sales soared to an all-time high in 2000. Selling over 6300 maps accounted for more than \$40,000 or 20% of our gross sales. The sales increase of approximately 700 maps over the past few years can be attributed to a number of factors. With a new look, updated campsites and portages data as well as fresh travel, planning and general park information, the 2000 edition of the park map was an appealing product to new and returning campers. We also had a focus this year to recruit more vendors to carry our map and guide in their stores. We were able to add seven new map vendors to our list this year.

The completion of the Killarney Park Canoe Guide in 1998 has been an enormous boost to our sales as it is a valuable tool for any canoeist or backcountry traveler in Killarney. As anticipated, sales in the third year of the popular Killarney Park Canoe Guide are still doing well but are dropping off to a more consistent level. The second edition of the Killarney Park Canoe Guide will up for a reprint in about a year and a half.

Commissioned Artwork Sales

A few years ago, Friends of Killarney Park started selling Killarney landscape paintings by a couple of local artists on consignment, as a way to decorate the walls of the Outpost. Now, we are starting to carry art from several artists as well as photographs, carvings and pottery. As the number of requests to sell artwork in the Outpost increases each year, so does the need for a plan to manage these pieces and their sales. Friends will be implementing a new policy for commission sales in 2001 that provides details on the kind of work we will carry, the number of pieces displayed, length of time displayed, suggested price ranges of artwork, Friends commission rate, artists responsibilities, and the requirement for the artist to support the Friends by becoming a member if we are to support them by selling their art. Commission sales in 2000 accounted for about \$4200 of total gross sales.

Recommendations

As perhaps the last year with the Outpost located in the front park office, energy in 2001 will need to be spent on deciding what will be needed to improve sales and customer service in the new Visitor Centre location for 2002. This will require research in the areas of layout, displays, sales operations, customer profiles and inventory judgment. Another slight increase in sales is expected for 2001 as we continue to bring in new products, but, with our limited sales space used up, a larger growth in sales isn't expected until we can move into a bigger area. In order to be prepared to compete with other navigational maps of Killarney Park being produced, Friends needs to look at different options and cost effectiveness of producing our map on waterproof paper and maps in a different scale.

Financial Information

Financial Analysis

This year, Friends had an excess of revenue over expenditure of \$33,078., a decrease of \$18,550 from the previous year. Last year's exceptional excess of revenue over expenditure was mainly due to the \$15,000 bequest received from the Elizabeth Pitt-Barron Foundation. As seen in figure #6, Outpost sales provide the organization with the majority of our core operating dollars, but we still rely on grants to provide education and protection programs.

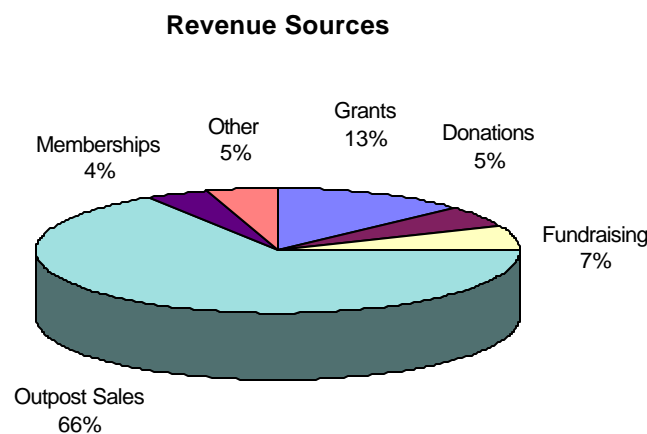


figure #6

Each year Friends applies for grant money from a number of sources to help fund some of our projects and activities. In 2000, Friends received \$7500. through a Summer Experience Program to hire 3 students for the summer to run the Outpost, providing campers with information on the park and surrounding area, selling merchandise and answering questions. Metis Training Initiatives also provided a wage subsidy of \$1675 to employ the Administrative Assistant while she trained to cover the maternity leave of the Executive Director.

Natural Heritage Trust

In 1997, Friends of Killarney Park established a Natural Heritage Trust to accommodate and allocate money raised through donations and fundraising efforts. Funds in the Natural Heritage Trust can be distributed to specific natural heritage, protection and education projects and activities in the park as approved by the Board of Directors such as the printing of Friends' publications, and the Acid Lake Monitoring project. In the last couple of years, the Trust has swelled to over \$63,000, financially enabling Friends of Killarney Park to undertake a number of great programs. Some projects for 2001 may include; continued support for the Acid Lake Monitoring program and re-writing and re-printing of the Granite Ridge and Cranberry Bog Trail Guides.

Elizabeth Pitt-Barron Foundation

In 1999 Friends of Killarney received the first part of a \$33,000. bequest from the Elizabeth Pitt Barron Foundation. This money has been added to our growing Natural Heritage Trust to be used for special Friends protection and education projects in the park. We hope to be able to add the additional \$18,000 to the Trust in 2001.

Supporters and Donors

With the generosity of the following individuals, Friends of Killarney Park has continued to be a strong and effective force in educating people about Killarney and protecting Killarney's beauty for present and future campers to enjoy. Any funds collected through donations will go directly towards Friends of Killarney Park's Natural Heritage Trust. We thank the following donors who supported Friends of Killarney Park in the 2000 year.

\$500 +

Mountain Equipment Co-op

Fraser & Nancy Gibson

Nick Minov

\$200-\$499

Archer Engineering
Donna & Randy Boerner
Pat & Gordon Cameron

Nicole Charette
Brad Dussiaume
Alan Hills

Todd M. Houston &
Jennifer C. K. Russel

\$100-\$199

Pat Brooks & Chuck Atkins
Marion & Keith Dorland
David Granskou
William & Barbara Hills

J. Jorgensen & J. Vopalensky
Kalamazoo College
Killarney Mountain Lodge
Killarney Outfitters

Ben & Jackson Kuhn
David W. Sexton
Nancy Swatkov

\$50-\$99

Richard D. Anderson
Scott Andrews
Jane & Bill Barden
Sarah Cameron
John Closs & A. Desroches
T. Colgan & D. Jez
Brian & Maureen Cunliffe

Kristie Daniel
Gary & Margaret Daniels
Juliette del Junco
David Elliot Donley
Mita Giacomni & J. Hurley
John & Cathy Grava
Peter Laing

Mary Kay McDuffie
John Pletsch
David & Judith Puttock
Dan Smykowski
Judith A. Thompson

\$10-\$49

Dennis Anderson	Ashliegh Gehl	Wendy & Elwin Neu
Sheila Anderson	Francis Gosnell	Bruce Parker
Paul & Rosemary Antze	Jane Graham	The Pease Family
A. & Jeannine Baumgarten	Mark Grill	Robert Pittl
Brian & Beth Beauchine	Gary & Susan Hamilton	Barbara Puckering
Wolfgang & Vivian Bessel	Robert Howarth	Bill Roorda
Isabel Black	Grant Howitt	Paula Rautanen
Jeff Bird	David Jivcoff	Armand Roque
Mary Campbell	Liam Jewell	Peter Rose
Brett Cemer	Rachel Jewel	Charles Sale
Brian & Lana Chadwick	David Kechnie	Harold & Audrey Schaner
Dr. J. Coleman	John Kendall	Laura Schneider
Michael P. Coley	H. David Kwinter	Wendy Schrader
Charles Copeland	Kathy Lee	James K. Scruton
Joyce Curry & Bob Weir	Manfred Loeffler	Polly Sharp
CWDHS Phys. Ed. Outdoor	Bruce MacDonald	Bev Thompson
Ted Djaferis	Barbara & Malcolm MacKay	Doreen Vella
Claudia Donovan	Mary Sue McDuffie	Gail Vickars
Murielle Elliot	Chuck Miller	Micheal Zacks
J.P. Fleming	Monica Mulvihill	

Thanks also to everyone who provided an anonymous donation through the Friends' Donation Box.

In Kind Donations

Bell Canada	Marg & Jim Endicott	Kodak Canada Inc
Bushwhacker Magazine	Graphic Resources	Natural Sports
Gordon Cameron	Journal Printing	Marc Sitler-Bates

Canoe & Gear Raffle Donations

Adventure Guide Inc.	Federation of Ontario	Mountain Equipment Co-op
Buoy 'O' Boy	Naturalists	Nova Craft Canoe
Bushnell Sports Optics	Grey Owl Paddles	Trailhead, Mississauga
Canadian Geographic	Hikers Haven, London	Trailhead, Toronto
Eureka!	Hikers Haven, Toronto	
Europebound	Killarney Outfitters	

Silent Auction Donations

Randy Boerner
Dawn Brown
Bushtukah
Canadian Geographic
Crystal Wind Trading Co.
Farmhouse Pottery – Al Pace

W.C. Hills
Hikers Haven, Toronto
Kodak Canada Inc.
Langford Canoes
Ontario Parks

The Original Bug Shirt
Company
Tasco Binoculars
White Squall
Wildrock Outfitters

Financial Statements – Friends of Killarney Park – Year Ended December 31, 2000

CONDENSED STATEMENT OF REVENUE AND EXPENDITURE (Unaudited)

	<u>2000</u>	<u>1999</u>
REVENUE		
Sales	\$ 195,367	\$ 177,666
Operating Revenue	15,516	39,245
Charitable Revenue	15,510	28,581
Project Revenue	13,411	-
TOTAL REVENUE	<u>\$ 239,804</u>	<u>\$ 245,492</u>
EXPENDITURE		
Cost of Sales	\$ 109,197	\$ 94,126
Operating Expenses	78,630	99,174
Project & Special Events Expenses	18,899	1,502
TOTAL EXPENDITURE	<u>\$ 206,726</u>	<u>\$ 194,802</u>
EXCESS OF REVENUE OVER EXPENDITURE	<u><u>\$ 33,078</u></u>	<u><u>\$ 50,690</u></u>

**BALANCE SHEET
(unaudited)**

	<u>2000</u>	<u>1999</u>
ASSETS		
CURRENT ASSETS		
Cash	\$ 122,769	\$ 103,038
Accounts Receivable	2,264	475
Inventory	38,319	36,697
	<u>\$ 163,352</u>	<u>\$ 140,210</u>
CAPITAL ASSETS	<u>\$ 18,573</u>	<u>\$ 18,573</u>
	<u>\$ 181,925</u>	<u>\$ 158,783</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable and accrued charges	\$ 2,573	\$ 3,428
Deferred revenue	-	1,582
	<u>\$ 2,573</u>	<u>\$ 5,010</u>
LONG-TERM DEBT		
Ontario Parks Loan - Canoe Guide	\$ -	\$ 7,500
TOTAL LIABILITIES	<u>\$ 2,573</u>	<u>\$ 12,510</u>
EQUITY		
Accumulated excess of Revenue over Expenditure	\$ 160,779	\$ 127,700
Equity in Capital Assets	18,573	18,573
	<u>\$ 179,352</u>	<u>\$ 146,273</u>
	<u>\$ 181,925</u>	<u>\$ 158,783</u>

Recommendations

Friends of Killarney Park needs to set some short and long term goals for sound financial management of the organization, especially with regards to the Natural Heritage Trust. As money in the Trust continues to grow, it is important for our supporters to know what specific projects it is being used for or earmarked for. If the money continues to accumulate for our projects in a more general sense, there is a fear that donors don't know what they are specifically supporting, thus making it more difficult to acquire funds. With a list of intended projects for the year or a larger project we are working towards, people know what they are supporting and are much more inclined to contribute financially to our work.

Human Resources

Friends of Killarney Park's Human Resources is made up of a volunteer Board of Directors, administrative staff, Outpost store staff, special projects staff and a large number of dedicated volunteers.

The Friends of Killarney Park Board of Directors:

President – Nicole Charette

Past President – Fraser Gibson

Vice President – Al Hills

- Randy Boerner
- Dick DeStefano
- Chris Hills
- Debbie Jenkins
- Frank Koka
- Nick Minov
- Richard Todd

Secretary – Nancy Gibson

Ontario Parks Liaison – Chuck Miller

2000 was a year of change in staffing for the Friends of Killarney Park. Lara Zamiska, who had been the Executive Director for the last five years, moved on to other challenging career paths. Dawn Brown moved from Administrative Assistant to take over the duties as the new Executive Director and Andrea Duchesne took over the administrative responsibilities after a year as Senior Outpost Clerk.

Staffing Chart

Position	# of Positions	Employee	Funding	Wage	# Weeks
Executive Director	1	Dawn Brown	Friends	Salary	52
Administrative Assistant	1	Andrea Duchesne	Friends/Metis	\$11.00/hr	47
Senior Outpost Clerk	1	Brandy Strowbridge	SEP/Friends	\$6.85/hr	22
Outpost Clerk	2	Jenn Fry, Matt Bateman	SEP	\$6.85/hr	10
Fall Outpost Clerk	1	Nika Linesman	Friends	\$8.00/hr	2
Rehab Crew Leader	1	Sarah MacHardy	MNR	\$12.00/hr	4
Rehabilitation Crew	3	Brandy Strowbridge, Eric Penn, Eric Koopman	MNR	\$10.00/hr	4

Total Wage Dollars Spent - \$65,010

Total Wage Grants - \$15,528

Friends Wage Dollars Spent - \$49,482

Volunteers

Volunteers play an enormous part in Friends of Killarney Park's special events and general operations. This past year we had over 2000 volunteer hours put into events like the Campground Rehabilitation and Cleanup, Friends Fiesta, Trade Shows, Visitor Centre Research, Donors/Sponsors Recruitment as well as regular board meetings. It's these dedicated volunteers who really add to the value of many Friends' programs. Without the hard work of volunteers, we wouldn't be able to rehabilitate many campground sites, or have a board of directors to oversee the organization's operations.

Recommendations

As with any organization, growth brings about an increase in administration and financial operations. As the responsibilities of the Executive Director and Administrative Assistant continue to expand, it is important to secure reliable, consistent positions for an Outpost Manager and a Marketing and Membership Services person to carry out these duties, in order to maintain the same levels of service in all areas. Currently, we spend about 14% of our total budget on wages, where other organizations generally use about 25% of their budget for wages. These numbers reflect not only actual Friends dollars spent but also incoming grants and wage grant expenditures. An increase in staffing levels to bring us closer to the 25%, whether it be with Friends money or grant dollars, would undoubtedly improve member services, Outpost sales, special events and better enable us to carry out more park specific protection and education projects.

Board Development

The Friends of Killarney Park is governed by a volunteer Board of Directors made up of 10-12 members elected at the Annual General Meeting by the general membership. Each director may serve two consecutive, two year terms. In January 2000, the Board of Directors of the Friends of Killarney Park was made up of:

President – Fraser Gibson

Vice President – Nicole Charette

Past President – Brian Soehner

- Randy Boerner
- Eric Eberhardt
- Al Hills
- Chris Hills
- Frank Koka
- Nick Minov
- Richard Todd

Secretary – Nancy Gibson

Ontario Parks Liaison – Chuck Miller

A motion was passed at the February meeting that the board would not fill the two vacancies left by board members resigning in the Fall of 1999 and that the total number of Board Members for 2000-2001 be limited to ten members instead of the usual twelve. In July 2000 with the resignation of Eric Eberhardt and Brian Soehner having served his term, there were two vacancies for which we had 5 excellent candidates. Debbie Jenkins and Dick DeStefano were elected by the membership to become the new Directors for 2001-2002.

The Friends of Killarney Park Board of Directors is divided into several committees to deal with different aspects of the corporation's operations:

- Employment Committee
- Nominations/Bylaws/Board Members
- Fundraising
- Marketing & Membership
- Visitor Centre
- Wilderness Projects
- Publications
- Natural Heritage Trust
- Friends Weekend
- Campground Rehabilitation and Clean Up

Each committee is responsible for keeping the rest of the board up to date on its activities at board meetings. The Board of Directors have four meetings per year. In February, the board discusses year end, financial information and the budget. April meetings are usually about committee work and projects. In July, there is an Annual Meeting and a regular inaugural meeting, and in September, the board holds a weekend long planning meeting to discuss projects and visions for the following year.

Board Kit

A board recruitment and welcoming package was designed for new board members this year, as well as the start to an extensive Board Manual for current board members. The Board Manual details the role of a Director, outlines the Friends' Objectives and By-Laws as well as holds information on each committee and its activities. Ongoing special events and projects are also outlined as well as some policies and forms. This Board Kit, while still in the editing stages will provide a valuable resource of information for new as well as experienced Board Members during their term on the board.

Conclusion

Overall, it has been a year of success and continued growth. Friends should be proud of all that they have accomplished over the past year. Our efforts combined with the hard working staff of Killarney Park have certainly added to educating visitors and helping them feel a part of the caring for Killarney's beauty. The park truly realizes the value of all the work the Friends has done. Friends of Killarney Park encompasses a valuable collection of hardworking staff members, directors and volunteers who are all caring together to protect Killarney's wilderness. We are all caring together...for common goals, to protect, to preserve, to educate. We are truly making a difference.