



AFTER 300 MILLION YEARS,
we've learned to take the long view.

Grandfather Mountain Stewardship Foundation
ANNUAL REPORT 2013

A letter from
JIM MORTON,
 GMSF President



Jim Morton with his
 father, Hugh Morton,
 in 1955.

WELCOME

COVER PHOTO

Dawn breaking over the skyline
 of Charlotte. Photographed from
 the Swinging Bridge parking lot
 by Jesse Pope.

On behalf of the directors and staff of the Grandfather Mountain Stewardship Foundation, I wish to express our sincere thanks for your interest in what we are doing. We feel extremely privileged to serve as caretakers for one of the world's most esteemed natural treasures, and we are fully committed to preserving the timeless wonders of this special place for all generations to come.

Our foundation is both a doer and a dreamer. What we do is work hard every day to provide each of our guests with an enjoyable and enriching experience which they will long remember. What we dream is that Grandfather Mountain will achieve its potential to make a positive contribution to the future.

In just three days from April 12-14, 2014, our little nature park hosted visitors from at least 26 states and 19 foreign countries. We are proud to have become an international destination, and we are excited by the unique opportunity we now have to promote responsible stewardship practices across the globe.

Thank you very much for your friendship and support.

- JMM

Grandfather Mountain Stewardship Foundation, Inc.
 Consolidated Financial Statements
 YEAR ENDING DECEMBER 31, 2013

ASSETS	AMOUNT
Cash and cash equivalents	\$ 1,539,060
Inventories	327,582
Accounts receivable	18,034
Equipment, Net	8,847,857
Investments	1,208,377
Total assets	11,940,910
LIABILITIES AND NET ASSETS	
Accounts payable and accrued expenses	84,556
Net Assets, Unrestricted	11,856,354
Total Liabilities and Net Assets	11,940,910
REVENUE AND EXPENSES	
Revenue and other support	
Retail Sales	1,839,530
Investment Income	93,285
Contributions	98,441
Admission fees and other operating revenue	3,246,123
Total revenue and other support	5,277,379
Expenses	
Program Expenses	2,691,821
General and Administrative Expenses	1,580,498
Cost of Retail Sales	763,102
Fund Raising Expenses	7,766
Total expenses	5,043,187
 Increase in net assets	 \$ 234,192

Providing an exceptional guest experience that deepens our visitor's appreciation of nature and inspires them to be good stewards.

Naturalists welcomed 296 school groups to the mountain in 2013, introducing 11,049 children to the wonders of Grandfather Mountain.

Naturalists hosted 115 programs for Grandfather's guests last summer, sharing their love for Grandfather and enthusiasm for the natural world with 1,737 people.

Rangers conducted 28 guided hikes in the summer of 2013, leading 603 adventurers over Grandfather's spectacular trails and sharing details about the land and the amazing diversity of life that Grandfather shelters.



An exceptional guest experience includes interaction with Grandfather Mountain's knowledgeable and entertaining staff. For this reason, the Stewardship Foundation has redoubled its commitment to environmental education by increasing the number of opportunities for guests to participate in special nature programming.

In 2013, we offered activities for children in Kindergarten through 3rd grades each Saturday morning in June and July. More than 130 youngsters read books, sang songs, played games and went exploring without even realizing they were learning!

Further committed to improving the guest experience for children, Grandfather's Junior Ranger booklet was redesigned. In the new 12-

page, full-color booklet, Yonni the Yonahlossee Salamander leads children on an entertaining exploration of Grandfather Mountain and introduces them to small choices they can make to be good stewards of the earth.

Naturalist increased their face-to-face encounters with guests in 2013 through what they call "rouge interpretation." Random programs were put together off-the-cuff by the Naturalist staff when they noticed a large number of guests gathering at one time and place. Several thousand people participated in these unscheduled programs.



Grandfather also began offering special sunrise and sunset opportunities in 2013. Guests signed up for the chance to be in the park before or after hours to see a sight not available to the general public on a regular basis.

Operating the nature park sustainably, in the public interest.

The devotion and loyalty of the fantastic staff at the Grandfather Mountain Stewardship Foundation showed through in 2013 as they watched attendance numbers drag throughout the painfully wet spring and summer.

Finishing as the second wettest year since we began keeping records in 1956, the total 85.95” of rain in 2013 was only 3.3” below our all-time record annual rainfall of 89.25” measured in 1979. The year included the wettest ever July on our books. That month’s precipitation total of 23.91” more than doubled the previous record July rainfall set in 1989.

Because our attendance is inversely proportional to the amount of rain we get, the number of people entering the park in 2013 was down by 25,800 guests compared to 2012.

Challenged to offset the drop in income with a reduction in expenses, the dedicated employees of the Stewardship Foundation succeeded in bringing down overhead for the year by \$415,000. When combined with a 55% increase in donations from supporters like you, the Grandfather Mountain Stewardship Foundation succeeded in sustaining itself and was able to show a profit in 2013.

Preserving Grandfather Mountain.



Photo by Monty Combs

After two years of fundraising, an upgraded eagle habitat debuted in May. Netting was draped over the existing open-air habitat to protect the eagles from predators and their food from scavengers. The new aviary design lets us offer sanctuary to flighted eagles.

Griffin, the male, lost his right eye and is unable to hunt sufficiently to survive in the wild. Sitka, the female, has an injury to her right wing that limits her ability to fly.

Participating in educational and research activities.



Grandfather is teamed with Indiana State University, US Fish & Wildlife, the NC Wildlife Resources Commission and NC State Parks to conduct an environmental impact study for NC DOT that will determine the effect that widening NC Highway 105 might have on the rare Virginia Big-eared Bat.

Using radio telemetry, researchers learned that the bats hibernate on Grandfather but migrate to Beech Mountain to give birth and raise their young.

Grandfather's role in this project is to educate the public about the bats and their value to the ecosystem. The Stewardship

Foundation will host several events in 2014 to promote understanding of the mammals.

Every September volunteers are recruited to come to Linville Peak and help count the number of hawks and eagles that fly over each day. Grandfather is one of 275 sites accredited by the Hawk Migration Association of North America to gather statistics about raptor migration habits.



Working on a honors research project at Appalachian State, Josh Goodwin surveyed rock shelters on Grandfather to better understand how Native Americans might have used the mountain thousands of years ago. Goodwin identified one hearth feature and recovered 27 artifacts that point to a human presence on Grandfather as far back as 5,000-8,000 years.

Michael L. Baker

Grandfather Mountain
Stewardship Foundation
P. O. Box 129
Linville, NC 28646

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