



COLORADO NATIONAL MONUMENT ASSOCIATION

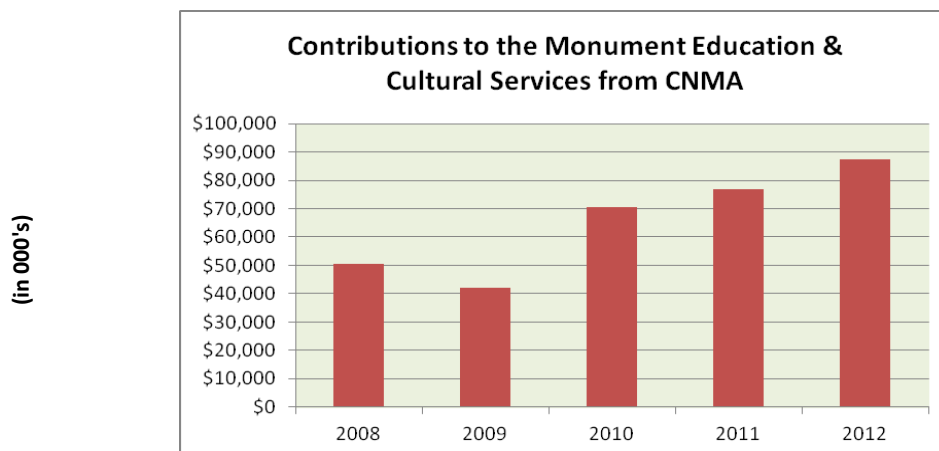
Join Us in Preserving Our National Treasure

FACT SHEET

COLORADO NATIONAL MONUMENT ASSOCIATION, INC., a 501(c)3 non-profit organization established in September of 1964, was originally called the Colorado – Black Canyon Nature Association. In 1977, the Association was reestablished as Colorado National Monument Association. We are a Cooperating Association whose sole purpose is to support Colorado National Monument. Cooperating Associations are one of the oldest and most enduring partnerships of the National Park Service. The strength of our partnership is derived from our ability to provide support and assistance to interpretive, educational, and research activities in the park and to provide interpretive and educational materials to park visitors.

FINANCIAL ASSISTANCE TO COLORADO NATIONAL MONUMENT: CNMA fulfills its mission to provide financial support to the Monument by managing store operations in the Visitor Center, providing a membership program, and accepting donations. Despite a challenging economy over the past few years, revenue from memberships is now increasing, net store revenues are growing, and donations to CNMA increased substantially in 2010 and 2011, allowing us to boost our contributions in support of the Monument's 2011 Centennial celebration.

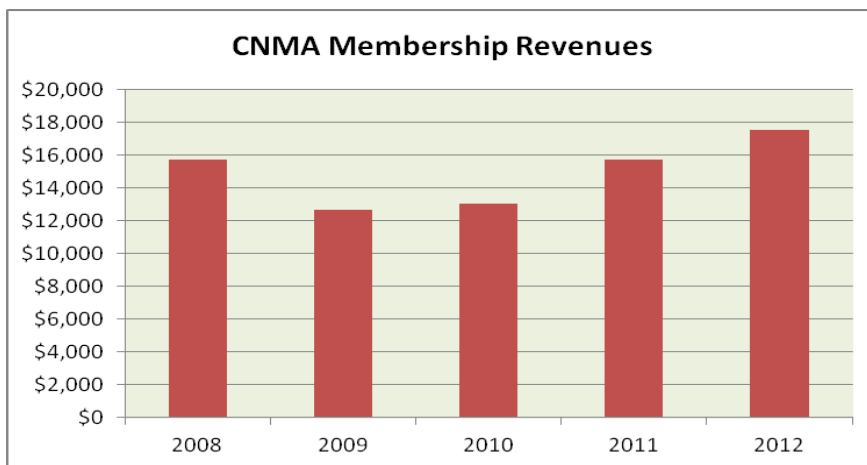
While some of the funds CNMA generates go towards operating expenses and ensuring ongoing financial viability of the Association, we have provided the following financial support to the Monument in the form of cash and in-kind contributions over the past five years. In addition to the amount shown below, in 2011 we also provided a total of \$50,412 for the funding of Centennial events.



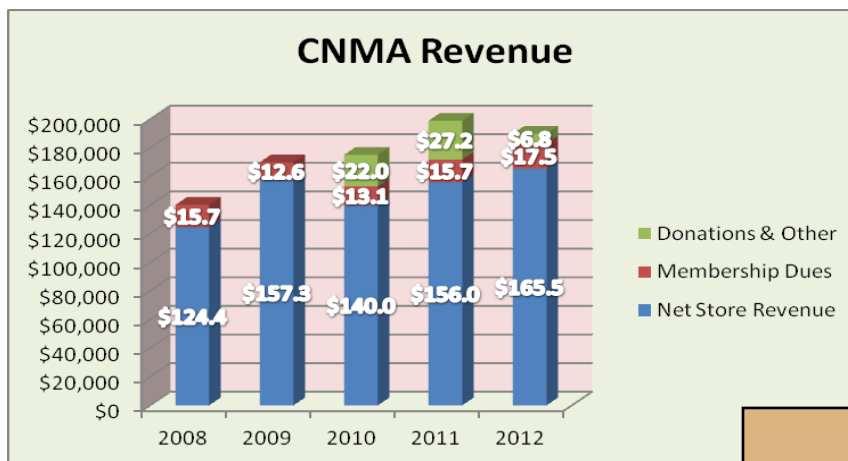
Following is a partial list of programs CNMA has helped fund in the Monument:

- Junior Ranger Explorer Summer Day Camp
- Transportation funding for local school field trips
- Spring and Fall Walks & Talks programs
- Advertising and marketing expenses for park-run community events
- Landscaping and exhibit area improvements
- Production of the Colorado National Monument calendar featuring the work of local photographers
- Roadside and trailhead signs
- Development and printing of publications including visitor guides, brochures, and site bulletins
- Remodel of the Visitor Center store
- Archival supplies and services for preservation of historical photographs (including CCC workers)
- Funding of college internships
- Centennial Band concerts
- Art & photography contests and exhibits
- Water refill stations at visitor center

MEMBERSHIP: Dues from our members is an important source of revenue for CNMA. Despite a downturn in 2009, membership revenue is now increasing. One of our goals is to increase CNMA's visibility and membership, especially with local businesses, through a campaign that started in 2011.



(in 000's)



OUR MISSION

Colorado National Monument Association (CNMA), a 501(c)3 nonprofit organization, exists solely to assist and support the Colorado National Monument. Proceeds from our retail operations, memberships, and donations support the Monument's educational, interpretive, and scientific programs, helping visitors better understand and connect to this premier geologic and recreational gem in Western Colorado.

BOARD OF DIRECTORS: Board members are elected to serve three-year terms beginning in July of each year and may serve up to two terms. The Board of Directors for 2013-14 is comprised of Ginny McBride, Chair; Cindy Fry, Vice Chair; Jack Connolly, Treasurer; Lauren Goodknight, Secretary; Dan Flenniken; Tim Murray; Barbara Burr; Sharon Currie-Mills; Jim Colosky and Seth Anderson.

ORGANIZATION: The CNMA is governed by the Standard Agreement between the National Park Service and the CNMA, the Articles of Incorporation, and our Bylaws, and by the Board of Directors. The Board sets policy, initiates and directs ongoing planning and execution of activities in fulfillment of our mission, approves annual budgets, manages the finances of the Association, and provides direction and oversight to the Executive Director. If you are a member of CNMA, we appreciate your support and hope you will encourage others in the community to become members as well. If you are not a CNMA member, we invite you to join us today in preserving and protecting this national treasure for the benefit of future generations.

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