Uncertainty is the very condition to impel man to unfold his powers.  
– Erich Fromm

Dear Friends,

As any entrepreneur knows, there is opportunity in uncertainty. For the past two years, economic uncertainty has hovered over non-profit organizations like a dark specter in the shadows. Some organizations have allowed it to envelop them, withering their activities and reducing their effectiveness.

Friends of the Columbia Gorge chose to embrace the uncertainties of the past year. Looking back, it is astonishing to see so much conservation progress, volunteerism, and generosity in a year that presented so many challenges. It is a testament to our mission and the people who share our vision.

Bucking conventional wisdom, we launched the Step Up for the Gorge matching gift campaign, hoping to raise $100,000. Instead, the campaign raised $315,000. We moved the threat of the Gorge casino off the front burner and maybe out of the Gorge for good. And we had blockbuster turnout at our events for members and the public. Our annual summer picnic alone hosted nearly 300 people – and yes, the food and views were that good!

Finally, in true “damn the torpedoes” fashion, to celebrate the 25th anniversary of the Columbia River Gorge National Scenic Area, we built and dedicated a beautiful basalt overlook at Cape Horn to honor Friends founder Nancy Russell.

We had confidence to move aggressively over the past year because of the unwavering support of our membership. In hard times, our members have not stopped caring or giving. In fact, many of you have told us you’ve reassessed your philanthropy to consolidate your energy and dollars in organizations you know are making a difference. We’re humbled to be part of your plans.

In the coming year, Friends is charging ahead with our new Gorge Towns to Trails program. Other than the Scenic Area legislation itself, this is the most ambitious initiative we have ever launched. Some may ask why we would do such a thing in these uncertain times. We’re proud to answer that because of our members, we are confident we can succeed.

Maria Hall, Chair
Friends of the Columbia Gorge

Kevin Gorman, Executive Director
Friends of the Columbia Gorge & Friends of the Columbia Gorge Land Trust

Aubrey Russell, President, Friends of the Columbia Gorge Land Trust
Conservation Advocacy and Legal Accomplishments

Restoring Gorge Rivers
Friends of the Columbia Gorge has worked since 1992 to restore the lower White Salmon River to its natural, free-flowing state by removing Condit Dam. Now that the lengthy planning and permitting process is complete, the dam will be breached in late October 2011. For the first time since 1913, this beautiful river will again serve as spawning habitat for native salmon runs.

Protecting Air Quality
In 2011, Friends achieved a court-enforceable settlement that requires Portland General Electric to cease burning coal at its Boardman power plant by December 2020. The settlement also further reduces acid-rain-causing pollution from the Boardman plant below levels set by the state and establishes a $2.5 million fund for environmental restoration and clean energy projects. This outcome marks the beginning of healthier communities and ecosystems and a more sustainable future for the Columbia Gorge.

Protecting Native Plants
In 2005, Friends challenged a proposal by the U.S. Forest Service and the Oregon Department of Fish and Wildlife to introduce Rocky Mountain goats into the National Scenic Area without first evaluating the potential environmental impacts. Friends was concerned about impacts to sensitive plant species, some of which exist nowhere else in the world. After several years of litigation over the agencies’ refusal to evaluate the environmental impacts, the agencies finally agreed in 2011 to cancel their introduction plans.

Enforcing the Scenic Area Act
As a result of litigation brought by Friends, the Forest Service agreed in October 2010 to close loopholes in the Gorge Management Plan by prohibiting several types of land uses in Special Management Areas.

Reviewing Wind Energy Development
Friends closely reviews proposed wind energy projects that threaten scenic landscapes, wildlife, and other resources in the Columbia River Gorge. In September 2010, Friends reached a settlement with a wind developer that prevents the building of wind turbines in specific locations along the National Scenic Area boundary near Wishram, and that also requires the company to provide mitigation funding if new turbines are built at other locations in the vicinity.
Friends of the Columbia Gorge encourages new Gorge lovers and long-time supporters to enjoy, explore, and learn about the Columbia River Gorge. In 2010-11, our hikes and outings offered events for Gorge lovers and long-time supporters to enjoy, support our work. Our programs provided education on Gorge history, geology, and botany, along with opportunities to engage in Gorge stewardship, citizen advocacy, and public outreach.

• Our Fall 2010 and Spring 2011 hiking seasons included 91 hikes and outings.

• 60 experienced hike leaders and shepherds provided great trail experiences for 1,200 hikers and outdoor enthusiasts.

• More than 125 Gorge enthusiasts supported our community outreach efforts and volunteered their professional skills and practical talents to support our work.

• More than 2,400 Friends members, activists, and supporters wrote letters, contacted public officials, and gave public testimony in support of strong Gorge protections.

• Friends of the Columbia Gorge Land Trust organized 12 stewardship events on Land Trust properties, where 55 volunteers contributed more than 250 hours.

• 84 stewardship volunteers participated in 4 major events at Cape Horn, devoting a full 420 hours to trail maintenance and to building the Nancy Russell Scenic Overlook.

• Our Vic Clausen OutdoorYouth Fund provided an enriching two-day outdoor education experience for 213 students at Canyon Creek and Jemetaagarda Middle Schools in Washougal, Washington.

• Friends’ mission and programs drew 128 new members to help protect the Columbia Gorge.
Friends of the Columbia Gorge Land Trust had a very busy and highly successful year. We acquired 64 more acres to preserve wildlife habitat and scenic vistas and increase recreation potential. Featured highlights of our work in 2010-11 include:

**Burdoin Oaks**
The Land Trust’s most recent purchase is a 10-acre parcel on Burdoin Mountain in Washington. The property is an outstanding example of undisturbed oak woodland, preserving much-needed habitat for Lewis’s woodpeckers and western gray squirrels. This area is a checkerboard of private and public land with wider swaths being pieced together for large animal habitat. Public hiking and biking trails already cross adjacent Forest Service lands, and additional trail spurs may be added on our property in the future.

**Mount Pleasant Farmlands**
A 54-acre parcel in Washington directly across from the Vista House at Crown Point was purchased last fall and was the site of our 2011 Summer Picnic. The pastoral landscape and oak woodlands are now permanently protected from development. An anonymous donor contributed over two-thirds of the purchase price to help the Land Trust secure this iconic property. The land came on the market immediately after conservation buyers who had approached Friends about protecting land purchased an adjacent 16-acre lot. These two newly acquired properties will ensure protection of the iconic view seen by millions of visitors who stop at the Vista House every year.

**Stewardship and Planning**
Stewardship continues on our properties at Mosier Plateau, the Lyle Cherry Orchard, and Dancing Rock, with third Thursday Lend-a-Hand Stewardship Events, where volunteers remove invasive plants, repair trails, and prepare new trail routes. Plans for a Mosier Plateau trail that will provide wonderful wildflower and Gorge viewing are taking shape. A grant was secured to begin trail construction and work will begin in fall 2011.

As of June 30, 2011, our Land Trust owns more than 850 acres that are protecting critical habitat and scenic landscapes on both sides of the Columbia Gorge.

**In Washington:** Washougal Oaks, Mt. Pleasant Farmlands, Cedar Creek Falls, Carson Cove, Burdoin Oaks, Lyle Cherry Orchard, and Dancing Rock.

**In Oregon:** Dodson-Warrendale, Dell Road, Mosier Plateau, Memaloose Overlook, and Celilo.
Friends' fundraising took a giant step up this year with a 49% increase in revenue over the previous year. Both new and renewing members stepped up, increasing our membership roster by 5%. With 60% of our revenue coming from individual donors, we have many people to thank.

The strength of our organization is our broad base of members, including our major donors who give $1,000 or more annually to support our Gorge protection work. Major donor support increased by 139% this year, led by a visionary donor who helped design and fund the *Step Up for the Gorge* Matching Gift Campaign. The initial campaign goal was $50,000 in new and upgraded gifts that would be matched dollar for dollar, to generate a total of $100,000. Our membership responded to announcement of the campaign with an enthusiastic surge of support, such that we were able to quickly recruit additional matching donors to increase the goal. In the end, *Step Up for the Gorge* raised a grand total of $315,000 giving a whole new meaning to *Step Up for the Gorge*!

In recognition of the extraordinary efforts of our major donors, we inaugurated a new giving circle called *Guardians of the Gorge*. Inspired by past Gorge conservation giants like Sarah and Charles Ladd who purchased Beacon Rock, Simon Benson who donated Multnomah Falls for a park, and Nancy and Bruce Russell who conserved Cape Horn, *Guardians of the Gorge* make significant gifts to Gorge protection. Using Friends of the Columbia Gorge to accomplish their conservation goals, *Guardians of the Gorge* support the organization with unrestricted gifts of $5,000 or more.

Our sincere thanks to every individual who helped in their own way with a contribution this year. Your generosity will provide a lasting benefit to the Columbia River Gorge.

Many thanks to these outstanding photographers, whose donated images capture the beauty of the Columbia Gorge and eloquently present the importance of protecting it. Their contributions are greatly appreciated.

We also thank the following individuals and businesses for their generous support through in-kind contributions:

- Dean Apostol
- Backpacker Magazine
- Sheila and Ron Campbell
- Ron and Brenda Carroll
- Chocolat Lily
- Ken and Felice Denis
- Tom Garnier
- Dennis M. Golik
- Noah Jenkins
- Keen, Inc.
- Gerri Sue Lent
- Lower Columbia River Estuary Partnership
- Rudy Salakory
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- Roy Soards
- Spring House Cellar
- Starbucks
- Bryan Telegin
- The Mountain Shop
- Fran and John Von Schlegell
- Walker Macy
- Pat and Macy Wall

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*many thanks to these outstanding photographers, whose donated images capture the beauty of the Columbia Gorge and eloquently present the importance of protecting it. Their contributions are greatly appreciated.*
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Anonymous

Table Mountain  
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2010-11 Annual Report  • 7
### Statement of Financial Position 6/30/2011

**Assets**

- Cash & Short-Term Investments: $3,858,108
- Long-Term Investments:
  - Russell Endowment: $2,398,208
  - Clausen Endowment: $62,827
  - Wilson Endowment: $31,551
  - Land Trust Endowment: $5,000
- Other Assets: $25,072
- Land & Related: $5,308,196

**Total Assets**: $11,888,962

**Liabilities**

- Accounts Payable & Accrued Expenses: $175,728
- Other Liabilities: $1,300

**Total Liabilities**: $177,028

**Net Assets**

- Unrestricted - Invested in Land: $5,508,196
- Unrestricted - Other: $3,613,181
- Temporarily Restricted: $2,365,315
- Permanently Restricted: $225,242

**Total Net Assets**: $11,711,934

**Total Liabilities & Net Assets**: $11,888,962

### Statement of Activities

**Revenue**

- Memberships: $258,776
- Major Donors: $386,575
- Special Appeals: $36,502
- Foundations: $135,553
- Corporations: $12,904
- Bequests: $37,520
- Land Purchase Donations: $400,000
- Endowment Donations: $5,000
- Interest & Capital Gains (Losses): $339,726
- Miscellaneous Revenue: $52,220

**Total Revenue**: $1,864,776

**Expenses**

- Conservation: $136,146
- Casino: $116,855
- Legal: $205,549
- Lobbying: $79,256
- Land Trust: $296,789
- Outreach & Outdoor Programs: $222,237
- Parks & Trails: 24,490
- Fund Raising: 161,458
- Administration: $119,896

**Total Expenses**: $1,362,676

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*This is an unaudited financial statement. Friends undergoes an annual independent audit of its financial statements, but it is not completed until after this publication is printed.*
Friends of the Columbia Gorge
P.O. Box 40820
Portland, Oregon 97240-0820

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Sunset on the river. Photo: Aubrey Russell

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