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2021 Minnesota Conservation Volunteer

DEPARTMENT OF NATURAL RESOURCES

Annual Report to *MCV* readers who supported this nonprofit magazine and its education and outreach initiatives from July 1, 2020, through June 30, 2021

OUR MISSION IS TO ENCOURAGE CONSERVATION, ENJOYMENT, AND SUSTAINABLE USE OF MINNESOTA'S DIVERSE NATURAL RESOURCES.

What You Support. *Minnesota Conservation Volunteer* is the only state conservation magazine that funds its entire operation through reader donations. This past year, readers covered the cost of publishing and mailing magazines every other month to about 115,000 subscribing households, businesses, and organizations.

Your contributions also supported the MCV website and social media. Our website presents current feature stories and insightful videos and slide shows. Our online archive of searchable PDFs allows easy access to every story published in the magazine since October 1940.

Initiated with a bequest from Dale L. Charbonneau in 2012, the MCV Education Fund covered the cost of sending more than 5,400 magazines bimonthly to every public school and library in the state. It also made possible an education project with Cass Lake–Bena Middle School in northern Minnesota. Six times during the 2020–2021 school year, participating Cass Lake–Bena teachers received classroom sets. Each student in the school had a chance to read the issue, use Young Naturalists study guides, and take *Minnesota Conservation Volunteer* home.

Welcome New Readers. A total of 6,027 new readers signed up for *Minnesota Conservation Volunteer* this past year. Some 4,597 subscribers gave over 7,750 gift subscriptions. Others told their friends and neighbors how to join the readership. Whenever you introduce someone to *Minnesota Conservation Volunteer*, you strengthen our conservation mission.

Paths for Contributing. *Minnesota Conservation Volunteer* asks every subscribing household, business, and organization to contribute. To donate, use the form that comes with each issue or call or go online to give via credit card. You may sign up online to give monthly. Some readers choose to make a legacy gift through a bequest or a gift of retirement account assets.

The amount you give is always your choice. Unless otherwise requested, the name of each person who contributed between July 1, 2020, and June 30, 2021, appears in this annual report.

Thank you for your vital support of *Minnesota Conservation Volunteer*.

Chris Clayton, Editor in chief

FISCAL 2021 FINANCIAL REPORT

MCV GIFT FUND

INCOME

Reader contributions	1,925,380
Credit-card service charges	(10,887)
Interest	11,932
TOTAL MCV GIFT FUND INCOME	1,926,425

EXPENSES

Salaries and benefits	498,506
Agency leadership salary	42,328
Printing and postage	468,150
Fund raising	196,367
Circulation fulfillment	146,610
Professional/technical services, photography	68,927
Travel and training	1,232
Supplies and equipment	2,154
Agency computer support	8,042
Statewide indirect costs	5,876
TOTAL MCV GIFT FUND EXPENSES	1,438,192

Operating surplus	488,233
2020 Funds forwarded	2,526,833
TOTAL MCV GIFT FUND BALANCE	3,015,066

MCV SALES FUND

INCOME

Royalties for books and posters	1,509
TOTAL MCV SALES EARNED INCOME	1,509

EXPENSES

State agency fees	51
Outreach (printing, displays)	440
TOTAL MCV SALES EXPENSES	491

Operating surplus	1,018
2020 funds forwarded	46,275
TOTAL MCV SALES FUND BALANCE	47,292

MCV EDUCATION FUND

INCOME

Reader contributions	0
Interest	1,772
TOTAL MCV EDUCATION FUND INCOME	1,772

EXPENSES

Printing and mailing to all Minnesota public libraries and schools	65,598
Teachers guides	9,411
Statewide indirect cost	24
TOTAL MCV EDUCATION FUND EXPENSES	75,033

Operating shortfall	-73,261
2019 funds forwarded	441,586
TOTAL MCV EDUCATION FUND BALANCE	368,325

MINNESOTA DEPARTMENT OF NATURAL RESOURCES

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Gail Nosek, COMMUNICATIONS DIRECTOR
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