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Form **990**
 Department of the Treasury
 Internal Revenue Service

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)
 The organization may have to use a copy of this return to satisfy state reporting requirements

OMB No 1545-0047
2012
Open to Public Inspection

A For the 2012 calendar year, or tax year beginning 01-01-2012, 2012, and ending 12-31-2012

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization GRAND CANYON ASSOCIATION		D Employer identification number 86-0179548
	Doing Business As		E Telephone number (928) 638-2481
	Number and street (or P O box if mail is not delivered to street address) PO BOX 399	Room/suite	
	City or town, state or country, and ZIP + 4 GRAND CANYON, AZ 86023		G Gross receipts \$ 8,153,728
F Name and address of principal officer THEODORE R GWIN PO BOX 399 GRAND CANYON, AZ 86023		H(a) Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list (see instructions) H(c) Group exemption number	
I Tax-exempt status <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (Insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527			
J Website: WWW GRANDCANYON ORG			
K Form of organization <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other		L Year of formation 1932	M State of legal domicile AZ

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities THE GRAND CANYON ASSOCIATION (GCA) IS GRAND CANYON NATIONAL PARK'S OFFICIAL NONPROFIT PARTNER RAISING PRIVATE FUNDS TO BENEFIT THE PARK, OPERATING RETAIL SHOPS AND VISITOR CENTERS WITHIN THE PARK, AND PROVIDING PREMIER EDUCATIONAL OPPORTUNITIES AND PUBLICATIONS ABOUT THE NATURAL AND CULTURAL HISTORY OF THE REGION EACH YEAR NEARLY FIVE MILLION VISITORS COME TO GRAND CANYON GRAND CANYON ASSOCIATION, ITS MEMBERS, DONORS, AND FRIENDS HELP THE PARK SERVICE SUPPORT THESE MANY VISITORS GCA PROVIDES PARK INFORMATION, EDUCATIONAL PROGRAMS, FUNDS IMPROVEMENTS, RESTORES HISTORIC BUILDINGS, SUPPORTS SUSTAINABLE PRACTICES, GREEN TECHNOLOGIES, IMPROVES TRAILS AND TRAIL SAFETY, AND HELPS FUND SEARCH AND RESCUE EFFORTS		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3	Number of voting members of the governing body (Part VI, line 1a)	14
	4	Number of independent voting members of the governing body (Part VI, line 1b)	14
	5	Total number of individuals employed in calendar year 2012 (Part V, line 2a)	96
	6	Total number of volunteers (estimate if necessary)	5
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	0
7b	Net unrelated business taxable income from Form 990-T, line 34		
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year: 1,672,889 Current Year: 2,100,900
	9	Program service revenue (Part VIII, line 2g)	558,777 459,912
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	12,917 3,573
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	2,966,974 2,975,239
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	5,211,557 5,539,624
	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	2,637,024 3,470,045
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0
Expenses	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	902,889 1,128,463
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	18,860
	b	Total fundraising expenses (Part IX, column (D), line 25) 242,640	
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	1,086,269 894,978
	18	Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	4,626,182 5,512,346
19	Revenue less expenses Subtract line 18 from line 12	585,375 27,278	
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	Beginning of Current Year: 7,031,899 End of Year: 7,507,932
	21	Total liabilities (Part X, line 26)	573,639 747,087
	22	Net assets or fund balances Subtract line 21 from line 20	6,458,260 6,760,845

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here	*****	2013-10-02
	Signature of officer	Date
	SUSAN SCHROEDER CEO/EXECUTIVE DIRECTOR	
	Type or print name and title	

Paid Preparer Use Only	Prnt/Type preparer's name RACHEL R LOCKE CPA	Preparer's signature	Date 2013-10-14	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name FESTER & CHAPMAN PC			Firm's EIN	
	Firm's address 8283 N HAYDEN RD STE 200 SCOTTSDALE, AZ 852582456			Phone no (602) 264-3077	

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service AccomplishmentsCheck if Schedule O contains a response to any question in this Part III **1** Briefly describe the organization's mission

THE GRAND CANYON ASSOCIATION (GCA) IS GRAND CANYON NATIONAL PARK'S OFFICIAL NONPROFIT PARTNER RAISING PRIVATE FUNDS TO BENEFIT THE PARK, OPERATING RETAIL SHOPS AND VISITOR CENTERS WITHIN THE PARK, AND PROVIDING PREMIER EDUCATIONAL OPPORTUNITIES AND PUBLICATIONS ABOUT THE NATURAL AND CULTURAL HISTORY OF THE REGION EACH YEAR NEARLY FIVE MILLION VISITORS COME TO GRAND CANYON GRAND CANYON ASSOCIATION, ITS MEMBERS, DONORS, AND FRIENDS HELP THE PARK SERVICE SUPPORT THESE MANY VISITORS GCA PROVIDES PARK INFORMATION, EDUCATIONAL PROGRAMS, FUNDS IMPROVEMENTS, RESTORES HISTORIC BUILDINGS, SUPPORTS SUSTAINABLE PRACTICES, GREEN TECHNOLOGIES, IMPROVES TRAILS AND TRAIL SAFETY, AND HELPS FUND SEARCH AND RESCUE EFFORTS

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ 3,772,982 including grants of \$ 3,457,828) (Revenue \$)

AID TO NATIONAL PARK SERVICE KEY PROJECTS FUNDED IN 2012 INCLUDE THE BRIGHT ANGEL TRAILHEAD HAS NOT RECEIVED MUCH STRUCTURAL CHANGE IN OVER 100 YEARS GCA SUPPORTED A MAJOR RENOVATION OF ONE OF THE MOST VISITED AREAS OF THE PARK THE RENOVATION INCLUDED A PAVED PARKING LOT, NEW RESTROOMS, A PLAZA AREA WITH SHADED SEATING, A NEW ACCESSIBLE PATH ON THE RIM TRAIL, AND AN ETCHED ROCK SIGN TO HELP VISITORS FIND AND CELEBRATE THE CHANGES (CONTINUED ON SCHEDULE O) A VIRTUAL FIELD TRIP PROGRAM THAT USES STATE OF THE ART VIDEO PRODUCTION EQUIPMENT FOR PARK RANGERS TO ELECTRONICALLY PROVIDE DIRECT EDUCATIONAL EXPERIENCES IN SCHOOLS CLASSROOMS ACROSS THE COUNTRY WITHOUT LEAVING THE PARK GCA FUNDED AN INITIAL ENVIRONMENTAL STUDY TO ASSESS PARK LIGHTING AND LIGHT POLLUTION TO EVENTUALLY MAKE GRAND CANYON AN OFFICIAL INTERNATIONAL 'DARKS SKIES' PARK TO ALLOW FUTURE GENERATIONS TO ENJOY THE SPECTACULAR VIEWS OF THE NIGHT SKY TRAIL RESTORATION IS AN IMPORTANT AND ONGOING PROJECT AT GRAND CANYON TO ENSURE VISITOR SAFETY AND ACCESS TO THE INNER CANYON IN 2012, GCA FUNDED THE RESTORATION OF THE HERMIT TRAIL FORM 990, PART III, LINE 4A - AID TO NATIONAL PARK SERVICE CONTINUED GCA PRESENTED THE FOURTH ANNUAL CELEBRATION OF ART AT GRAND CANYON THIS EVENT INCLUDED A PLEIN AIR ART COMPETITION, AN AUCTION AND AN EXHIBITION OF ART IN THE GALLERY AT KOLB STUDIO THIS ANNUAL EVENT RAISES FUNDS TOWARD THE CREATION OF A PERMANENT ART EXHIBIT AT GRAND CANYON MORE THAN 98,000 VISITORS VIEWED THE ART EXHIBIT GCA'S POLK FELLOWSHIP ENDOWMENT FUNDED THREE FELLOWSHIPS FOR THE SCIENTIFIC STUDY OF ARCHAEOLOGY, VEGETATION, AND WILDLIFE RESEARCH AT GRAND CANYON NATIONAL PARK MEMBERSHIP IS A KEY COMPONENT OF GCA'S EFFORTS TO CREATE A STEADY BASE OF SUPPORT FOR GRAND CANYON NATIONAL PARK IN 2012, GCA'S MEMBERSHIP GREW TO OVER 10,000 MEMBERS THE PULLIAM WATERSHED STEWARDSHIP GRANT FUNDED THROUGH GCA ALLOWED GRAND CANYON NATIONAL PARK TO CONDUCT A PROJECT TO PROTECT AND REHABILITATE THE GRANITE CREEK BEACH ON THE COLORADO RIVER TO ITS NATURAL RIPARIAN HABITAT THIS PROJECT INCLUDED THE ERADICATION OF THE INVASIVE TAMARISK PLANT AND THE REVEGETATION OF THE AREA WITH NATIVE SPECIES

4b (Code) (Expenses \$ 12,217 including grants of \$ 12,217) (Revenue \$)

AID TO USDA FOREST SERVICE GRAND CANYON ASSOCIATION OPERATES A BOOKSTORE IN THE KAIBAB NATIONAL FOREST AT JACOB LAKE, AZ OUR PROGRAMS THERE ENHANCE THE UNDERSTANDING OF THE KAIBAB NATIONAL FOREST AND SURROUNDING AREA AND PROVIDE SUPPORT TO THE INTERPRETIVE ACTIVITIES OF THE US FOREST SERVICE

4c (Code) (Expenses \$ 439,129 including grants of \$) (Revenue \$ 3,320,334)

GRAND CANYON ASSOCIATION PROVIDES PROGRAMS TO ENHANCE THE UNDERSTANDING OF HISTORICAL, SCIENTIFIC, INTERPRETIVE AND OTHER ATTRIBUTES OF GRAND CANYON NATIONAL PARK INCLUDING SALES OF PUBLISHED BOOKS AND OTHER INTERPRETIVE GOODS, INSTRUCTIONAL CLASSES AND GUIDED TOURS GRAND CANYON ASSOCIATION PUBLISHED THREE NEW BOOKS IN 2012 INCLUDING AN AWARD WINNING CHILDREN'S BOOK "WHOSE TAIL IS ON THE TRAIL IN GRAND CANYON NATIONAL PARK" CURRENTLY GRAND CANYON ASSOCIATION PRODUCES 43 PUBLICATIONS AND SEVERAL E-PUBS GRAND CANYON ASSOCIATION OPERATES 7 BOOKSTORES IN GRAND CANYON NATIONAL PARK AND A WEB STORE (CONTINUED ON SCHEDULE O) THE GRAND CANYON FIELD INSTITUTE (GCFI) CONDUCTED MORE THAN 200 CLASSES PROVIDING 34,000 EDUCATIONAL HOURS FOR OVER 1,800 PARTICIPANTS CONTINUED FOCUS ON CREATING DEEP CONNECTIONS IN YOUNGER GENERATIONS WAS ACHIEVED THROUGH OUR RIM-BASED CLASSES AND GCA'S TRAVELIN' TRUNK AND VIDEO LOAN PROGRAM FOR K-12 SCHOOLS THE LATTER REACHED NEARLY 5,000 STUDENTS ACROSS THE COUNTRY GCA COLLABORATES WITH THE PARK'S ENVIRONMENTAL EDUCATION TEAM IN THEIR 'GRAND CANYON IN FOCUS' PROGRAM, PROVIDING EXPERT INSTRUCTION IN PHOTOGRAPHY AS WELL AS FUNDRAISING IN SUPPORT OF SMOOTH WATER FLOAT TRIPS FOR THE PARTICIPANTS GCA CREATES AWARD WINNING BOOKS AND MERCHANDISE FEATURING GRAND CANYON AND THE COLORADO PLATEAU GCA PUBLISHED THREE NEW BOOKS IN 2012 INCLUDING "CARVING GRAND CANYON SECOND EDITION", "GRAND CANYON BABIES", AND "WHOSE TAIL IS ON THE TRAIL IN GRAND CANYON NATIONAL PARK", AN AWARD WINNING HARDCOVERED CHILDREN'S PICTURE BOOK

4d Other program services (Describe in Schedule O)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses **▶** 4,224,328

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i> <input checked="" type="checkbox"/>	Yes	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? <input checked="" type="checkbox"/>	Yes	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		No
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		No
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i> <input checked="" type="checkbox"/>		No
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i> <input checked="" type="checkbox"/>		No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i> <input checked="" type="checkbox"/>	Yes	
9 Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i> <input checked="" type="checkbox"/>		No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i> <input checked="" type="checkbox"/>	Yes	
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i> <input checked="" type="checkbox"/>	Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i> <input checked="" type="checkbox"/>		No
c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i> <input checked="" type="checkbox"/>		No
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i> <input checked="" type="checkbox"/>		No
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> <input checked="" type="checkbox"/>	Yes	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i> <input checked="" type="checkbox"/>		No
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i> <input checked="" type="checkbox"/>	Yes	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i> <input checked="" type="checkbox"/>		No
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		No
14a Did the organization maintain an office, employees, or agents outside of the United States?		No
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		No
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>		No
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>		No
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I (see instructions)</i> <input checked="" type="checkbox"/>	Yes	
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i> <input checked="" type="checkbox"/>	Yes	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i> <input checked="" type="checkbox"/>		No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		No
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

Part IV Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21	Yes	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22		No
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i>	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>	25b		No
26	Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>	27		No
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a	Yes	
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b	Yes	
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33		No
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	34		No
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		No
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		No
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

Table with columns for question ID, question text, and Yes/No response boxes. Rows include questions 1a-1c, 2a-2b, 3a-3b, 4a-4b, 5a-5c, 6a-6b, 7a-7h, 8, 9a-9b, 10a-10b, 11a-11b, 12a-12b, 13a-13c, and 14a-14b.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body at the end of the tax year (14); 1b Enter the number of voting members included in line 1a, above, who are independent (14); 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? (No); 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? (No); 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? (Yes); 5 Did the organization become aware during the year of a significant diversion of the organization's assets? (No); 6 Did the organization have members or stockholders? (No); 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? (No); 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? (No); 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: 8a The governing body? (Yes); 8b Each committee with authority to act on behalf of the governing body? (Yes); 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O (No).

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a Did the organization have local chapters, branches, or affiliates? (No); 10b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?; 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? (Yes); 11b Describe in Schedule O the process, if any, used by the organization to review this Form 990; 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 (Yes); 12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? (Yes); 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done (Yes); 13 Did the organization have a written whistleblower policy? (Yes); 14 Did the organization have a written document retention and destruction policy? (Yes); 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? 15a The organization's CEO, Executive Director, or top management official (Yes); 15b Other officers or key employees of the organization (Yes); 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? (No); 16b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

Table with 2 columns: Question, Answer. Row 17: List the States with which a copy of this Form 990 is required to be filed (AL, AK, AZ, AR, CA, CO, FL, GA, HI, IL, KS, KY, LA, ME, MD, MA, MI, MN, MS, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI, DC). Row 18: Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply: [X] Own website, [X] Another's website, [X] Upon request, [] Other (explain in Schedule O). Row 19: Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. Row 20: State the name, physical address, and telephone number of the person who possesses the books and records of the organization (THEODORE GWIN PO BOX 399 GRAND CANYON, AZ (928) 638-2481).

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

• List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid

• List all of the organization's **current** key employees, if any See instructions for definition of "key employee "

• List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

• List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations

• List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) GREG BATIE CHAIR	15 00	X					0	0	0	
(2) CHRIS MULDOON VICE CHAIR	10 00	X					0	0	0	
(3) MARSHA SITTERLY DIRECTOR	2 00	X					0	0	0	
(4) JOSEPH G WARREN TREASURER	3 00	X					0	0	0	
(5) ROBERT S AIKEN DIRECTOR	1 00	X					0	0	0	
(6) HOWARD WEINER DIRECTOR	2 00	X					0	0	0	
(7) BARRY J BAKER SECRETARY	3 00	X					0	0	0	
(8) SALLY CLAYTON DIRECTOR	4 00	X					0	0	0	
(9) NIKKI COOLEY DIRECTOR	2 00	X					0	0	0	
(10) JIM MCDOWELL DIRECTOR	2 00	X					0	0	0	
(11) LINDA PALLAS DIRECTOR	5 00	X					0	0	0	
(12) PAUL SCHMIDT DIRECTOR	2 00	X					0	0	0	
(13) ROBERT STIEVE DIRECTOR	2 00	X					0	0	0	
(14) STEPHEN WATSON DIRECTOR	10 00	X					0	0	0	
(15) SUSAN SCHROEDER CEO/EXEC DI	40 00			X			144,840	0	7,639	
(16) THEODORE GWIN CFOO	40 00			X			93,658	0	12,005	
(17) LAURA JONES CORP SECRET	40 00			X			39,933	0	6,026	

Part VIII Statement of Revenue

Check if Schedule O contains a response to any question in this Part VIII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns . . . 1a					
	b Membership dues 1b	468,138				
	c Fundraising events 1c	61,100				
	d Related organizations 1d					
	e Government grants (contributions) 1e					
	f All other contributions, gifts, grants, and similar amounts not included above 1f	1,571,662				
	g Noncash contributions included in lines 1a-1f \$					
	h Total. Add lines 1a-1f	2,100,900				
Program Service Revenue	2a FIELD INSTITUTE SERVICES	900099	402,052	402,052		
	b NON-DEDUCT MEMBERSHIP DUES	900099	57,860	57,860		
	c					
	d					
	e					
	f All other program service revenue					
	g Total. Add lines 2a-2f	459,912				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		3,573		3,573	
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6a Gross rents	(i) Real				
		(ii) Personal				
		b Less rental expenses				
		c Rental income or (loss)				
	d Net rental income or (loss)					
	7a Gross amount from sales of assets other than inventory	(i) Securities				
		(ii) Other				
		b Less cost or other basis and sales expenses				
		c Gain or (loss)				
	d Net gain or (loss)					
	8a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18	a	134,802			
		b Less direct expenses b	72,515			
c Net income or (loss) from fundraising events		62,287				
9a Gross income from gaming activities See Part IV, line 19	a					
	b Less direct expenses b					
	c Net income or (loss) from gaming activities					
10a Gross sales of inventory, less returns and allowances	a	5,356,690				
	b Less cost of goods sold . . . b	2,541,589				
	c Net income or (loss) from sales of inventory	2,815,101	2,815,101			
Miscellaneous Revenue	Business Code					
11a OTHER INCOME	900099	97,851	97,851			
b						
c						
d All other revenue						
e Total. Add lines 11a-11d		97,851				
12 Total revenue. See Instructions		5,539,624	3,372,864		3,573	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A)

Check if Schedule O contains a response to any question in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	3,470,045	3,470,045		
2	Grants and other assistance to individuals in the United States. See Part IV, line 22				
3	Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	304,101	133,666	170,435	
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	626,040	201,055	256,363	168,622
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	37,802	14,530	13,464	9,808
9	Other employee benefits	90,929	40,461	34,086	16,382
10	Payroll taxes	69,591	22,331	33,772	13,488
11	Fees for services (non-employees)				
a	Management				
b	Legal	29,792		21,595	8,197
c	Accounting	15,985		15,985	
d	Lobbying				
e	Professional fundraising services. See Part IV, line 17	18,860			18,860
f	Investment management fees				
g	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O)				
12	Advertising and promotion	2,729	469	2,260	
13	Office expenses	78,862	8,792	70,070	
14	Information technology				
15	Royalties				
16	Occupancy	135,138	119,409	15,179	550
17	Travel	32,397	17,264	8,400	6,733
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	42,613		42,613	
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	145,823		145,823	
23	Insurance	67,556		67,556	
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O)				
a	REPAIRS & MAINTENANCE	150,774	80,347	70,427	
b	BANK CHARGES	112,596	109,872	2,724	
c	OTHER EXPENSES	80,713	6,087	74,626	
d					
e	All other expenses				
25	Total functional expenses. Add lines 1 through 24e	5,512,346	4,224,328	1,045,378	242,640
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response to any question in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	385,896	1	212,636
	2 Savings and temporary cash investments	1,537,109	2	1,649,294
	3 Pledges and grants receivable, net	204,500	3	9,362
	4 Accounts receivable, net	33,248	4	28,608
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use	803,904	8	787,963
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	10a 2,805,195		
	b Less accumulated depreciation	10b 1,754,792	1,110,174	10c 1,050,403
	11 Investments—publicly traded securities	2,799,374	11	3,574,252
	12 Investments—other securities See Part IV, line 11		12	
	13 Investments—program-related See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets See Part IV, line 11	157,694	15	195,414
16 Total assets. Add lines 1 through 15 (must equal line 34)	7,031,899	16	7,507,932	
Liabilities	17 Accounts payable and accrued expenses	411,058	17	531,656
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability Complete Part IV of Schedule D		21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D	162,581	25	215,431
	26 Total liabilities. Add lines 17 through 25	573,639	26	747,087
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	3,534,449	27	3,415,235
	28 Temporarily restricted net assets	1,293,674	28	1,655,473
	29 Permanently restricted net assets	1,630,137	29	1,690,137
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
33 Total net assets or fund balances	6,458,260	33	6,760,845	
34 Total liabilities and net assets/fund balances	7,031,899	34	7,507,932	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	5,539,624
2	Total expenses (must equal Part IX, column (A), line 25)	2	5,512,346
3	Revenue less expenses Subtract line 2 from line 1	3	27,278
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	6,458,260
5	Net unrealized gains (losses) on investments	5	275,307
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	6,760,845

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		No
2b Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	Yes	
2c If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
3b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

SCHEDULE A
(Form 990 or 990EZ)

Public Charity Status and Public Support

OMB No 1545-0047

2012

Open to Public Inspection

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

Name of the organization
GRAND CANYON ASSOCIATION

Employer identification number
86-0179548

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is (For lines 1 through 11, check only one box)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II)
- 8 A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II)
- 9 An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2)**. (Complete Part III)
- 10 An organization organized and operated exclusively to test for public safety See **section 509(a)(4)**.
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h
 - a Type I
 - b Type II
 - c Type III - Functionally integrated
 - d Type III - Non-functionally integrated
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 - (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?
 - (ii) A family member of a person described in (i) above?
 - (iii) A 35% controlled entity of a person described in (i) or (ii) above?
- h Provide the following information about the supported organization(s)

	Yes	No
11g(i)		No
11g(ii)		No
11g(iii)		No

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions))	(iv) Is the organization in col (i) listed in your governing document?		(v) Did you notify the organization in col (i) of your support?		(vi) Is the organization in col (i) organized in the U S ?		(vii) Amount of monetary support
			Yes	No	Yes	No	Yes	No	
(A) NATIONAL PARK SERVICE NATIONAL PARK SERVICE	841024566	6		No	Yes		Yes		3,457,828
(B) USDA FOREST SERVICE USDA FOREST SERVICE	720564834	6		No	Yes		Yes		12,217
Total									3,470,045

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV)						
11 Total support (Add lines 7 through 10)						
12 Gross receipts from related activities, etc (see instructions)					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here ▶						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f))	14	
15 Public support percentage for 2011 Schedule A, Part II, line 14	15	
16a 33 1/3% support test—2012. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ▶		
b 33 1/3% support test—2011. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ▶		
17a 10%-facts-and-circumstances test—2012. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test The organization qualifies as a publicly supported organization ▶		
b 10%-facts-and-circumstances test—2011. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test The organization qualifies as a publicly supported organization ▶		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ▶		

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2012 (line 8, column (f) divided by line 13, column (f))	15	
16 Public support percentage from 2011 Schedule A, Part III, line 15	16	

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2012 (line 10c, column (f) divided by line 13, column (f))	17	
18 Investment income percentage from 2011 Schedule A, Part III, line 17	18	

- 19a 33 1/3% support tests—2012.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- b 33 1/3% support tests—2011.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Part IV **Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

Facts And Circumstances Test

Explanation

SCHEDULE D (Form 990)

OMB No 1545-0047

Supplemental Financial Statements

2012

Open to Public Inspection

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization GRAND CANYON ASSOCIATION

Employer identification number 86-0179548

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

Table with 3 columns: (a) Donor advised funds, (b) Funds and other accounts, and a Yes/No column. Rows include total number at end of year, aggregate contributions, aggregate grants, aggregate value, and questions about donor advised funds and grant purposes.

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

Table with 2 columns: Description and Held at the End of the Year. Rows include purpose(s) of easements, total number, acreage, and number of easements on historic structures, along with questions about monitoring and expenses.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

Table with 2 columns: Description and Amount. Rows include questions about reporting works of art, historical treasures, or other similar assets, and amounts for revenues and assets.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

- a** Public exhibition
- b** Scholarly research
- c** Preservation for future generations
- d** Loan or exchange programs
- e** Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table

	Amount
1c Beginning balance	
1d Additions during the year	
1e Distributions during the year	
1f Ending balance	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	1,630,137	1,530,137	1,395,956	21,456	
b Contributions	60,000	100,000	90,000	1,374,484	21,456
c Net investment earnings, gains, and losses			65,653	16	
d Grants or scholarships					
e Other expenditures for facilities and programs	11,826		21,472		
f Administrative expenses					
g End of year balance	1,678,311	1,630,137	1,530,137	1,395,956	21,456

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

- a** Board designated or quasi-endowment
- b** Permanent endowment 100.000 %
- c** Temporarily restricted endowment
The percentages in lines 2a, 2b, and 2c should equal 100%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

	Yes	No
(i) unrelated organizations	3a(i) Yes	
(ii) related organizations	3a(ii)	No
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b	

4 Describe in Part XIII the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings		2,194,037	1,383,522	810,515
c Leasehold improvements				
d Equipment		506,160	357,276	148,884
e Other		104,998	13,994	91,004
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c).)				1,050,403

Part VII Investments—Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
Other		
Total. (Column (b) must equal Form 990, Part X, col (B) line 12)		

Part VIII Investments—Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
Total. (Column (b) must equal Form 990, Part X, col (B) line 13)		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
Total. (Column (b) must equal Form 990, Part X, col.(B) line 15.)	

Part X Other Liabilities. See Form 990, Part X, line 25.

(a) Description of liability	(b) Book value
1 Federal income taxes	
CUSTOMER DEPOSITS	173,342
CAPITAL LEASE PAYABLE	14,606
OTHER	14,587
ACCRUED ROYALTIES	12,896
Total. (Column (b) must equal Form 990, Part X, col (B) line 25)	215,431

2. Fin 48 (ASC 740) Footnote In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740) Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	8,356,520
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains on investments	2a	275,307
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII)	2d	2,541,589
e	Add lines 2a through 2d	2e	2,816,896
3	Subtract line 2e from line 1	3	5,539,624
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	
c	Add lines 4a and 4b	4c	
5	Total revenue Add lines 3 and 4c . (This must equal Form 990, Part I, line 12)	5	5,539,624

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	8,053,935
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII)	2d	2,541,589
e	Add lines 2a through 2d	2e	2,541,589
3	Subtract line 2e from line 1	3	5,512,346
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	
c	Add lines 4a and 4b	4c	
5	Total expenses Add lines 3 and 4c . (This must equal Form 990, Part I, line 18)	5	5,512,346

Part XIII Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b Also complete this part to provide any additional information

Identifier	Return Reference	Explanation
COLLECTIONS AND RELATION TO EXEMPT PURPOSE	SCHEDULE D, PAGE 2, PART III, LINE 4	COLLECTION OF GRAND CANYON ART AND PHOTOGRAPHS FOR PUBLIC EXHIBITION ART COLLECTION THE ASSOCIATION COLLECTS AND DISPLAYS FINE ART AND FOLK ARTS AND CRAFTS THAT PERTAIN TO THE NATURAL AND CULTURAL RESOURCES OF GRAND CANYON NATIONAL PARK AND SURROUNDING REGIONS THE ASSOCIATION MAINTAINS AND ADDS TO ITS ART COLLECTIONS THROUGH THIRD-PARTY GIFTS, DONATIONS, BEQUESTS AND THROUGH DIRECT PURCHASES THE ART COLLECTION IS PRESERVED AND RESTORED IN ORDER TO MAINTAIN ITS ORIGINAL VALUE PURCHASES OF COLLECTION ITEMS ARE RECORDED AS DECREASES IN UNRESTRICTED NET ASSETS IN THE YEAR IN WHICH THE ITEMS ARE ACQUIRED, OR AS DECREASES IN TEMPORARILY RESTRICTED NET ASSETS IF THE FUNDS USED TO PURCHASE THE ITEMS WERE RESTRICTED BY DONORS THE ASSOCIATION INCURRED EXPENSES OF 4,300 AND 5,000 FOR PURCHASED ARTWORK FOR ITS ART COLLECTION DURING THE YEARS ENDED DECEMBER 31, 2011 AND 2010, RESPECTIVELY
INTENDED USES FOR ENDOWMENT FUNDS	SCHEDULE D, PAGE 2, PART V, LINE 4	GRAND CANYON ASSOCIATION HAS FIVE ENDOWMENT FUNDS THAT SUPPORT GRAND CANYON NATIONAL PARK EACH HAS A DONOR DIRECTED PURPOSE ONE SUPPORTS GREENWAY TRAILS, TWO SUPPORT WILDLIFE RESEARCH, ONE PROVIDES FUNDING FOR GRADUATE STUDENT FELLOWSHIPS, AND ONE PROVIDES SUPPORT FOR GRAND CANYON ASSOCIATION THE FUNDS ARE MANAGED BY THE ARIZONA COMMUNITY FOUNDATION AND ONLY DISTRIBUTIONS DETERMINED BY THAT ORGANIZATION ARE USED FOR THE ENDOWMENTS' INTENDED PURPOSES
REVENUE AMOUNTS INCLUDED IN FINANCIALS - OTHER	SCHEDULE D, PAGE 4, PART XI, LINE 2D	INVENTORY COST OF GOODS SOLD 2,541,589
EXPENSE AMOUNTS INCLUDED IN FINANCIALS - OTHER	SCHEDULE D, PAGE 4, PART XII, LINE 2D	INVENTORY COST OF GOODS SOLD 2,541,589

SCHEDULE G (Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

OMB No 1545-0047

2012

Open to Public Inspection

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a. Form 990-EZ filers are not required to complete this part.

Attach to Form 990 or Form 990-EZ. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization GRAND CANYON ASSOCIATION

Employer identification number 86-0179548

Part I Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a Mail solicitations
b Internet and email solicitations
c Phone solicitations
d In-person solicitations
e Solicitation of non-government grants
f Solicitation of government grants
g Special fundraising events

2a Did the organization have a written or oral agreement with any individual... Yes No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements...

Table with 6 columns: (i) Name and address of individual or entity (fundraiser), (ii) Activity, (iii) Did fundraiser have custody or control of contributions?, (iv) Gross receipts from activity, (v) Amount paid to (or retained by) fundraiser listed in col (i), (vi) Amount paid to (or retained by) organization.

3 List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing

AL, AK, AZ, AR, CA, CO, FL, GA, HI, IL, KS, KY, LA, ME, MD, MA, MI, MN, MS, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI, DC

Part II Fundraising Events. Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1 CELEBRAT OF ART (event type)	(b) Event #2 (event type)	(c) Other events (total number)	(d) Total events (add col (a) through col (c))
Revenue	1 Gross receipts	195,902			195,902
	2 Less Contributions	61,100			61,100
	3 Gross income (line 1 minus line 2)	134,802			134,802
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages				
	8 Entertainment				
	9 Other direct expenses	72,515			72,515
	10 Direct expense summary Add lines 4 through 9 in column (d) ▶				(72,515)
11 Net income summary Combine line 3, column (d), and line 10 ▶				62,287	

Part III Gaming. Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))
Revenue	1 Gross revenue				
	2 Cash prizes				
Direct Expenses	3 Non-cash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	7 Direct expense summary Add lines 2 through 5 in column (d) ▶				
	8 Net gaming income summary Combine lines 1 and 7 in column (d) ▶				

9 Enter the state(s) in which the organization operates gaming activities _____

a Is the organization licensed to operate gaming activities in each of these states? Yes No

b If "No," explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No

b If "Yes," explain _____

Does the organization operate gaming activities with nonmembers? Yes No

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? Yes No

13 Indicate the percentage of gaming activity operated in

a The organization's facility	13a	
b An outside facility	13b	

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name ▶

Address ▶

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? Yes No

b If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ _____ and the amount of gaming revenue retained by the third party ▶ \$ _____

c If "Yes," enter name and address of the third party

Name ▶

Address ▶

16 Gaming manager information

Name ▶

Gaming manager compensation ▶ \$

Description of services provided ▶

Director/officer

Employee

Independent contractor

17 Mandatory distributions

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? Yes No

b Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ _____

Part IV Supplemental Information. Complete this part to provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

Identifier	Return Reference	Explanation
		EXPENSES ALLOCATED TO AID TO GRAND CANYON NATIONAL PARK CASH PRIZES 6500 FOOD AND BEVERAGES 4950 OTHER DIRECT EXPENSES SALARIES WAGES 11886 PAYROLL TAXES 1048 PROMOTIONS AND ADVERTISING 25858 OUTSOURCED SERVICES 18096 POSTAGE SHIPPING 1243 SUPPLIES 688 TRAVEL LODGING MEALS 2241 72514

Schedule I (Form 990)

OMB No 1545-0047

Grants and Other Assistance to Organizations, Governments and Individuals in the United States
Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22.
Attach to Form 990

2012

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization GRAND CANYON ASSOCIATION

Employer identification number 86-0179548

Part I General Information on Grants and Assistance

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?
2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

Table with 8 columns: (a) Name and address of organization or government, (b) EIN, (c) IRC Code section if applicable, (d) Amount of cash grant, (e) Amount of non-cash assistance, (f) Method of valuation, (g) Description of non-cash assistance, (h) Purpose of grant or assistance. Includes entries for NATIONAL PARK SERVICE and USDA FOREST SERVICE.

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table
3 Enter total number of other organizations listed in the line 1 table

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.

Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance

Part IV Supplemental Information.

Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information

Identifier	Return Reference	Explanation
PROCEDURES FOR MONITORING THE USE OF GRANT FUNDS INSIDE THE UNITED STATES	SCHEDULE I, PAGE 1, PART I, LINE 2	EACH GRANT RECIPIENT IS REQUIRED TO DEVELOP A SPENDING PLAN THAT DETAILS HOW FUNDS ARE BEING/HAVE BEEN SPENT IN FULFILLMENT OF THE ORIGINAL PURPOSE OF THE GRANT EACH REQUEST FOR DISBURSEMENT OF FUNDS MUST DETAIL PROGRESS TOWARD THE FINAL OBJECTIVE THE RECIPIENT MUST ALSO SUBMIT A FINAL REPORT THAT EXPLAINS HOW THE FUNDS WERE USED TO MEET THE OBJECTIVES OF THE GRANT

Schedule J
(Form 990)

Compensation Information

OMB No 1545-0047

2012

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For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, question 23.

▶ Attach to Form 990. ▶ See separate instructions.

Department of the Treasury
Internal Revenue Service

Name of the organization
GRAND CANYON ASSOCIATION

Employer identification number

86-0179548

Part I Questions Regarding Compensation

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.
- | | |
|--|--|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) |

b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III

- | | |
|---|---|
| <input type="checkbox"/> Compensation committee | <input type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization

- a** Receive a severance payment or change-of-control payment?
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c** Participate in, or receive payment from, an equity-based compensation arrangement?
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III

Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9.

5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of

- a** The organization?
- b** Any related organization?

If "Yes," to line 5a or 5b, describe in Part III

6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of

- a** The organization?
- b** Any related organization?

If "Yes," to line 6a or 6b, describe in Part III

7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b		
2	Yes	
4a		No
4b		No
4c		No
5a		No
5b		No
6a		No
6b		No
7		No
8		No
9		

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) SUSAN SCHROEDER CEO EXEC DIRECTOR	(i) (ii)	138,077	6,500	263	1,942	5,697	152,479	

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
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Schedule L (Form 990 or 990-EZ)

Transactions with Interested Persons

OMB No 1545-0047

2012

Open to Public Inspection

Complete if the organization answered "Yes" on Form 990, Part IV, lines 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b. Attach to Form 990 or Form 990-EZ. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization GRAND CANYON ASSOCIATION

Employer identification number 86-0179548

Part I Excess Benefit Transactions (section 501(c)(3) and section 501(c)(4) organizations only).

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b

Table with 4 main columns: (a) Name of disqualified person, (b) Relationship between disqualified person and organization, (c) Description of transaction, (d) Corrected? (Yes/No)

2 Enter the amount of tax incurred by organization managers or disqualified persons during the year under section 4958 \$
3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization \$

Part II Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a, or Form 990, Part IV, line 26, or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22

Table with 9 main columns: (a) Name of interested person, (b) Relationship with organization, (c) Purpose of loan, (d) Loan to or from the organization (To/From), (e) Original principal amount, (f) Balance due, (g) In default? (Yes/No), (h) Approved by board or committee? (Yes/No), (i) Written agreement? (Yes/No)

Part III Grants or Assistance Benefitting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

Table with 5 main columns: (a) Name of interested person, (b) Relationship between interested person and the organization, (c) Amount of assistance, (d) Type of assistance, (e) Purpose of assistance

Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
(1) MIKE BUCHHEIT	FIELD INST DIR	31,666	PURCHASE FOR RESALE		No
(2) ROBERT STIEVE	BOARD MEMBER	41,149	PURCHASE FOR RESALE		No
(3) MICHELLE GWIN	EMPLOYEE	17,899	WAGES PAID		No

Part V Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule L (see instructions)

Identifier	Return Reference	Explanation
ADDITIONAL INFORMATION	SCHEDULE L PART V	PART IV 1 THE ORGANIZATION PURCHASED PHOTOGRAPHS FOR RESALE WITH PROCEEDS TO BENEFIT THE ORGANIZATION FROM THE ORGANIZATIONS FIELD INSTITUTE DIRECTOR PART IV 2 THE ORGANIZATION PURCHASED PRODUCTS FOR RESALE FROM ARIZONA HIGHWAYS MAGAZINE ROBERT STIEVE IS THE EDITOR FOR ARIZONA HIGHWAYS MAGAZINE AND IS A BOARD MEMBER FOR THE ORGANIZATION PART IV 3 MICHELLE GWIN IS A PART TIME EMPLOYEE OF THE ASSOCIATION AND THE SPOUSE OF AN OFFICER OF THE ASSOCIATION

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.
▶ **Attach to Form 990 or 990-EZ.**

OMB No 1545-0047

2012

Open to Public Inspection

Name of the organization
GRAND CANYON ASSOCIATION

Employer identification number

86-0179548

Identifier	Return Reference	Explanation
ORGANIZATION'S MISSION	FORM 990 - ORGANIZATION'S MISSION	THE GRAND CANYON ASSOCIATION (GCA) IS GRAND CANYON NATIONAL PARK'S OFFICIAL NONPROFIT PARTNER RAISING PRIVATE FUNDS TO BENEFIT THE PARK, OPERATING RETAIL SHOPS AND VISITOR CENTERS WITHIN THE PARK, AND PROVIDING PREMIER EDUCATIONAL OPPORTUNITIES AND PUBLICATIONS ABOUT THE NATURAL AND CULTURAL HISTORY OF THE REGION EACH YEAR NEARLY FIVE MILLION VISITORS COME TO GRAND CANYON GRAND CANYON ASSOCIATION, ITS MEMBERS, DONORS, AND FRIENDS HELP THE PARK SERVICE SUPPORT THESE MANY VISITORS GCA PROVIDES PARK INFORMATION, EDUCATIONAL PROGRAMS, FUNDS IMPROVEMENTS, RESTORES HISTORIC BUILDINGS, SUPPORTS SUSTAINABLE PRACTICES, GREEN TECHNOLOGIES, IMPROVES TRAILS AND TRAIL SAFETY, AND HELPS FUND SEARCH AND RESCUE EFFORTS

Identifier	Return Reference	Explanation
FIRST ACCOMPLISHMENT DESCRIPTION	FORM 990, PAGE 2, PART III, LINE 4A	<p>A VIRTUAL FIELD TRIP PROGRAM THAT USES STATE OF THE ART VIDEO PRODUCTION EQUIPMENT FOR PARK RANGERS TO ELECTRONICALLY PROVIDE DIRECT EDUCATIONAL EXPERIENCES IN SCHOOLS CLASSROOMS ACROSS THE COUNTRY WITHOUT LEAVING THE PARK GCA FUNDED AN INITIAL ENVIRONMENTAL STUDY TO ASSESS PARK LIGHTING AND LIGHT POLLUTION TO EVENTUALLY MAKE GRAND CANYON AN OFFICIAL INTERNATIONAL 'DARKS SKIES' PARK TO ALLOW FUTURE GENERATIONS TO ENJOY THE SPECTACULAR VIEWS OF THE NIGHT SKY TRAIL RESTORATION IS AN IMPORTANT AND ONGOING PROJECT AT GRAND CANYON TO ENSURE VISITOR SAFETY AND ACCESS TO THE INNER CANYON IN 2012, GCA FUNDED THE RESTORATION OF THE HERMIT TRAIL FORM 990, PART III, LINE 4A - AID TO NATIONAL PARK SERVICE CONTINUED GCA PRESENTED THE FOURTH ANNUAL CELEBRATION OF ART AT GRAND CANYON THIS EVENT INCLUDED A PLEIN AIR ART COMPETITION, AN AUCTION AND AN EXHIBITION OF ART IN THE GALLERY AT KOLB STUDIO THIS ANNUAL EVENT RAISES FUNDS TOWARD THE CREATION OF A PERMANENT ART EXHIBIT AT GRAND CANYON MORE THAN 98,000 VISITORS VIEWED THE ART EXHIBIT GCA'S POLK FELLOWSHIP ENDOWMENT FUNDED THREE FELLOWSHIPS FOR THE SCIENTIFIC STUDY OF ARCHEAOLGY, VEGATATION, AND WILDLIFE RESEARCH AT GRAND CANYON NATIONAL PARK MEMBERSHIP IS A KEY COMPONENT OF GCA'S EFFORTS TO CREATE A STEADY BASE OF SUPPORT FOR GRAND CANYON NATIONAL PARK IN 2012, GCA'S MEMBERSHIP GREW TO OVER 10,000 MEMBERS THE PULLIAM WATERSHED STEWARDSHIP GRANT FUNDED THROUGH GCA ALLOWED GRAND CANYON NATIONAL PARK TO CONDUCT A PROJECT TO PROTECT AND REHABILITATE THE GRANITE CREEK BEACH ON THE COLORADO RIVER TO ITS NATURAL RIPARIAN HABITAT THIS PROJECT INCLUDED THE ERADICATION OF THE INVASIVE TAMARISK PLANT AND THE REVEGETATION OF THE AREA WITH NATIVE SPECIES</p>

Identifier	Return Reference	Explanation
THIRD ACCOMPLISHMENT DESCRIPTION	FORM 990, PAGE 2, PART III, LINE 4C	THE GRAND CANYON FIELD INSTITUTE (GCFI) CONDUCTED MORE THAN 200 CLASSES PROVIDING 34,000 EDUCATIONAL HOURS FOR OVER 1,800 PARTICIPANTS. CONTINUED FOCUS ON CREATING DEEP CONNECTIONS IN YOUNGER GENERATIONS WAS ACHIEVED THROUGH OUR RIM-BASED CLASSES AND GCA'S TRAVELIN' TRUNK AND VIDEO LOAN PROGRAM FOR K-12 SCHOOLS. THE LATTER REACHED NEARLY 5,000 STUDENTS ACROSS THE COUNTRY. GCA COLLABORATES WITH THE PARK'S ENVIRONMENTAL EDUCATION TEAM IN THEIR 'GRAND CANYON IN FOCUS' PROGRAM, PROVIDING EXPERT INSTRUCTION IN PHOTOGRAPHY AS WELL AS FUNDRAISING IN SUPPORT OF SMOOTH WATER FLOAT TRIPS FOR THE PARTICIPANTS. GCA CREATES AWARD WINNING BOOKS AND MERCHANDISE FEATURING GRAND CANYON AND THE COLORADO PLATEAU. GCA PUBLISHED THREE NEW BOOKS IN 2012 INCLUDING "CARVING GRAND CANYON SECOND EDITION", "GRAND CANYON BABIES", AND "WHOSE TAIL IS ON THE TRAIL IN GRAND CANYON NATIONAL PARK", AN AWARD WINNING HARDCOVERED CHILDREN'S PICTURE BOOK.

Identifier	Return Reference	Explanation
SIGNIFICANT CHANGES TO ORGANIZATIONAL DOCUMENTS	FORM 990, PAGE 6, PART VI, LINE 4	SIGNIFICANT CHANGES WERE MADE TO THE BY-LAWS IN 2012 DETAILING THE SPECIFIC ROLES OF THE DIRECTORS, CREATING COMMITTEES, AND ELECTING NEW DIRECTORS POSITIONS

Identifier	Return Reference	Explanation
ORGANIZATION'S PROCESS USED TO REVIEW FORM 990	FORM 990, PAGE 6, PART VI, LINE 11B	THE ASSOCIATION'S AUDIT AND FINANCE COMMITTEES, AS WELL AS THE CFO, REVIEW THE FORM 990 BEFORE THE FINAL VERSION IS EMAILED TO ALL DIRECTORS FOR THEIR REVIEW PRIOR TO FILING

Identifier	Return Reference	Explanation
ENFORCEMENT OF CONFLICTS POLICY	FORM 990, PAGE 6, PART VI, LINE 12C	BOARD MEMBERS WILL ATTEST TO THE FACT THERE ARE NO CONFLICTS OF INTEREST, OR DISCLOSE SUCH CONFLICTS IN WRITING ON AN ANNUAL BASIS AND AGREE TO NOTIFY THE BOARD SHOULD THEIR STATUS CHANGE

Identifier	Return Reference	Explanation
COMPENSATION PROCESS FOR TOP OFFICIAL	FORM 990, PAGE 6, PART VI, LINE 15A	GRAND CANYON ASSOCIATION IS A MEMBER OF A THIRD PARTY ORGANIZATION THAT PERFORMS MEMBER SALARY SURVEYS AND PROVIDES COMPARABILITY DATA TO THEIR MEMBERS. THIS INFORMATION IS USED IN DETERMINING SALARY AND BENEFIT PAYMENTS FOR OFFICERS, DIRECTORS, AND EMPLOYEES.

Identifier	Return Reference	Explanation
COMPENSATION PROCESS FOR OFFICERS	FORM 990, PAGE 6, PART VI, LINE 15B	GRAND CANYON ASSOCIATION IS A MEMBER OF A THIRD PARTY ORGANIZATION THAT PERFORMS MEMBER SALARY SURVEYS AND PROVIDES COMPARABILITY DATA TO THEIR MEMBERS. THIS INFORMATION IS USED IN DETERMINING SALARY AND BENEFIT PAYMENTS FOR OFFICERS, DIRECTORS, AND EMPLOYEES.

Identifier	Return Reference	Explanation
STATES WHERE COPY OF RETURN IS FILED	FORM 990, PAGE 6, PART VI, LINE 17	MAINE, MARYLAND, MASSACHUSETTS, MICHIGAN, MINNESOTA, MISSISSIPPI, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEW YORK, NORTH CAROLINA, NORTH DAKOTA, OHIO, OKLAHOMA, OREGON, PENNSYLVANIA, RHODE ISLAND, SOUTH CAROLINA, TENNESSEE, UTAH, VIRGINIA, WASHINGTON, WEST VIRGINIA, WISCONSIN, DIST OF COLUMBIA

Identifier	Return Reference	Explanation
GOVERNING DOCUMENTS DISCLOSURE EXPLANATION	FORM 990, PAGE 6, PART VI, LINE 19	THE ORGANIZATION WILL PROVIDE ANY NECESSARY DOCUMENTATION UPON REQUEST, WITHIN THREE BUSINESS DAYS IF REQUEST IS MADE IN PERSON OR VIA US MAIL, INDIVIDUAL IS GIVEN OR MAILED A HARD COPY, IF REQUEST IS RECEIVED VIA EMAIL, INDIVIDUAL IS EMAILED AN ELECTRONIC COPY THE 990 IS AVAILABLE FOR PUBLIC VIEWING ON GUIDESTAR'S WEBSITE

Identifier	Return Reference	Explanation
RECONCILIATION OF CHANGES - OTHER	FORM 990, PART XI, LINE 9	INVENTORY COST OF GOODS SOLD 2,541,589 INVENTORY COST OF GOODS SOLD -2,541,589

Form **4562**
 Department of the Treasury
 Internal Revenue Service (99)

Depreciation and Amortization
(Including Information on Listed Property)

OMB No 1545-0172
2012
 Attachment
 Sequence No **179**

▶ See separate instructions. ▶ Attach to your tax return.

Name(s) shown on return GRAND CANYON ASSOCIATION	Business or activity to which this form relates INDIRECT DEPRECIATION	Identifying number 86-0179548
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Part I Election To Expense Certain Property Under Section 179
Note: If you have any listed property, complete Part V before you complete Part I.

1 Maximum amount (see instructions)	1	500,000
2 Total cost of section 179 property placed in service (see instructions)	2	
3 Threshold cost of section 179 property before reduction in limitation (see instructions)	3	2,000,000
4 Reduction in limitation Subtract line 3 from line 2. If zero or less, enter -0-	4	
5 Dollar limitation for tax year Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	

6 (a) Description of property	(b) Cost (business use only)	(c) Elected cost
7 Listed property. Enter the amount from line 29	7	
8 Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9 Tentative deduction. Enter the smaller of line 5 or line 8	9	
10 Carryover of disallowed deduction from line 13 of your 2011 Form 4562	10	
11 Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions)	11	
12 Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11	12	
13 Carryover of disallowed deduction to 2013. Add lines 9 and 10, less line 12	13	

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.

Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.) (See instructions.)

14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions)	14	
15 Property subject to section 168(f)(1) election	15	
16 Other depreciation (including ACRS)	16	145,823

Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

Section A

17 MACRS deductions for assets placed in service in tax years beginning before 2012	17	
18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here <input type="checkbox"/>		

Section B—Assets Placed in Service During 2012 Tax Year Using the General Depreciation System

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only—see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs		S/L	
h Residential rental property			27.5 yrs	MM	S/L	
i Nonresidential real property			39 yrs	MM	S/L	

Section C—Assets Placed in Service During 2012 Tax Year Using the Alternative Depreciation System

20a Class life					S/L	
b 12-year			12 yrs		S/L	
c 40-year			40 yrs	MM	S/L	

Part IV Summary (see instructions)

21 Listed property. Enter amount from line 28	21	
22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. Partnerships and S corporations—see instructions	22	145,823
23 For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

Part V Listed Property (Include automobiles, certain other vehicles, certain computers, and property used for entertainment, recreation, or amusement.)

Note: For any vehicle for which you are using the standard mileage rate or deducting lease expense, complete only 24a, 24b, columns (a) through (c) of Section A, all of Section B, and Section C if applicable.

Section A-Depreciation and Other Information (Caution: See the instructions for limits for passenger automobiles.)

24a Do you have evidence to support the business/investment use claimed? 24b If "Yes," is the evidence written? 25 Special depreciation allowance for qualified listed property placed in service during the tax year and used more than 50% in a qualified business use (see instructions) 26 Property used more than 50% in a qualified business use 27 Property used 50% or less in a qualified business use 28 Add amounts in column (h), lines 25 through 27 Enter here and on line 21, page 1 29 Add amounts in column (i), line 26 Enter here and on line 7, page 1

Section B-Information on Use of Vehicles

Complete this section for vehicles used by a sole proprietor, partner, or other "more than 5% owner," or related person If you provided vehicles to your employees, first answer the questions in Section C to see if you meet an exception to completing this section for those vehicles

30 Total business/investment miles driven during the year (do not include commuting miles) 31 Total commuting miles driven during the year 32 Total other personal(noncommuting) miles driven 33 Total miles driven during the year Add lines 30 through 32 34 Was the vehicle available for personal use during off-duty hours? 35 Was the vehicle used primarily by a more than 5% owner or related person? 36 Is another vehicle available for personal use?

Section C-Questions for Employers Who Provide Vehicles for Use by Their Employees

Answer these questions to determine if you meet an exception to completing Section B for vehicles used by employees who are not more than 5% owners or related persons (see instructions)

37 Do you maintain a written policy statement that prohibits all personal use of vehicles, including commuting, by your employees? 38 Do you maintain a written policy statement that prohibits personal use of vehicles, except commuting, by your employees? See the instructions for vehicles used by corporate officers, directors, or 1% or more owners 39 Do you treat all use of vehicles by employees as personal use? 40 Do you provide more than five vehicles to your employees, obtain information from your employees about the use of vehicles, and retain the information received? 41 Do you meet the requirements concerning qualified automobile demonstration use? (See instructions) Note: If your answer to 37, 38, 39, 40, or 41 is "Yes," do not complete Section B for the covered vehicles

Part VI Amortization

(a) Description of costs (b) Date amortization begins (c) Amortizable amount (d) Code section (e) Amortization period or percentage (f) Amortization for this year 42 Amortization of costs that begins during your 2012 tax year (see instructions) 43 Amortization of costs that began before your 2012 tax year 44 Total. Add amounts in column (f) See the instructions for where to report