

**45th ANNUAL**



**nature  
forward  
birdathon**

**APRIL 15 - MAY 31, 2025**

**POST-CAMPAIGN SPONSORSHIP REPORT**



*Photo by Jane Gamble*

"There is symbolic as well as actual beauty in the migration of the birds, the ebb and flow of the tides, the folded bud ready for the spring. There is something infinitely healing in the repeated refrains of nature - the assurance that dawn comes after night, and spring after the winter."



**Rachel Carson**

Former Board member,  
internationally recognized author, and  
founder of the modern environmental movement



## Birds are part of Nature Forward's DNA

**and the Nature Forward Birdathon is our longest and most important spring fundraising tradition**

In 1897, volunteers founded the Audubon Society of the District of Columbia to protect and study birds. By 1960, the organization had expanded its mission to encompass the entire natural environment, becoming the Audubon Naturalist Society of the Central Atlantic States. Now, as Nature Forward, we build on this vital mission work, uniting members, donors, volunteers, staff, and supporters to advocate for birds, plants, and habitats, and building a large, diverse community devoted to preserving the natural world.

**Thanks to a generous gift from dedicated supporters, Dr. Linda Lear and Mr. John Nickum, every donation to this year's Nature Forward Birdathon was matched up to \$25,000, which greatly contributed to helping us achieve our goal!**

"I'm back again because it's time for the 45th Annual Birdathon, the largest fundraiser for the oldest independent environmental organization in the Washington, DC region. The mission of Nature Forward links conservation, advocacy, and education."

Photos by Ben Israel, Jane Gamble and Mike Strzelecki



## Carolyn Pierce

Former Board member, pictured center, and fellow Birdathon counters former Board member Gregg Petersen and current Board President Nancy Voit



## Connecting people and nature

### Powerful support for Nature Forward's mission work

"Igniting people's love for and protection of nature is so important," says Nature Forward Board President Nancy Voit.

Nature Forward's annual Birdathon is a celebration of nature and community. Birdathon participants solicit donor pledges for each bird species they spot while enjoying an eye and earfull of amazing birds and birdsong! This spring tradition brings together birders, nature-lovers, friends, and families to learn about and enjoy the natural world while raising funds that provide essential year-round support for Nature Forward's nature education, restoration, and advocacy work.

"The Birdathon truly is our mission in action - bringing people and nature together in the Capital region," says Board member Noel Carson.

"We always like encountering our friends on our Birdathon journey!"

**Pam Oves**

Veteran Birdathon counter for Team Mason, Oves and Wall, and Nature Forward staffer

Photos by Ben Israel



Photo by Jane Gamble



## Birding with a purpose

### An engaged community of caring nature lovers

Nature Forward's Birdathon invites nature lovers of all ages, backgrounds, abilities, and skills to experience the outdoors and share their enthusiasm with friends, family, and others who pledge support for the birds they count.

To boost engagement for the Birdathon's 45<sup>th</sup> anniversary, Nature Forward naturalists led seven local and regional birding excursions and provided informative resources to encourage new and returning birders. A Birds and Brews event in partnership with Atlas Brew Works (pictured left) was launched this year, along with the introduction of fun Birdathon merch.

"This year's Birdathon was so memorable for me," says 2025 counter and Nature Forward staffer Lisa Goodnight. "It was about birds and beers and bonding over a cold one. I'm already counting down to the next Birdathon!"



**DONATIONS RAISED**

**\$75,000+**

FOR NATURE EDUCATION, CONSERVATION, & RESTORATION PROGRAMS



**PARTICIPANTS & SUPPORTERS**

**255**

**36 INDIVIDUAL COUNTERS**

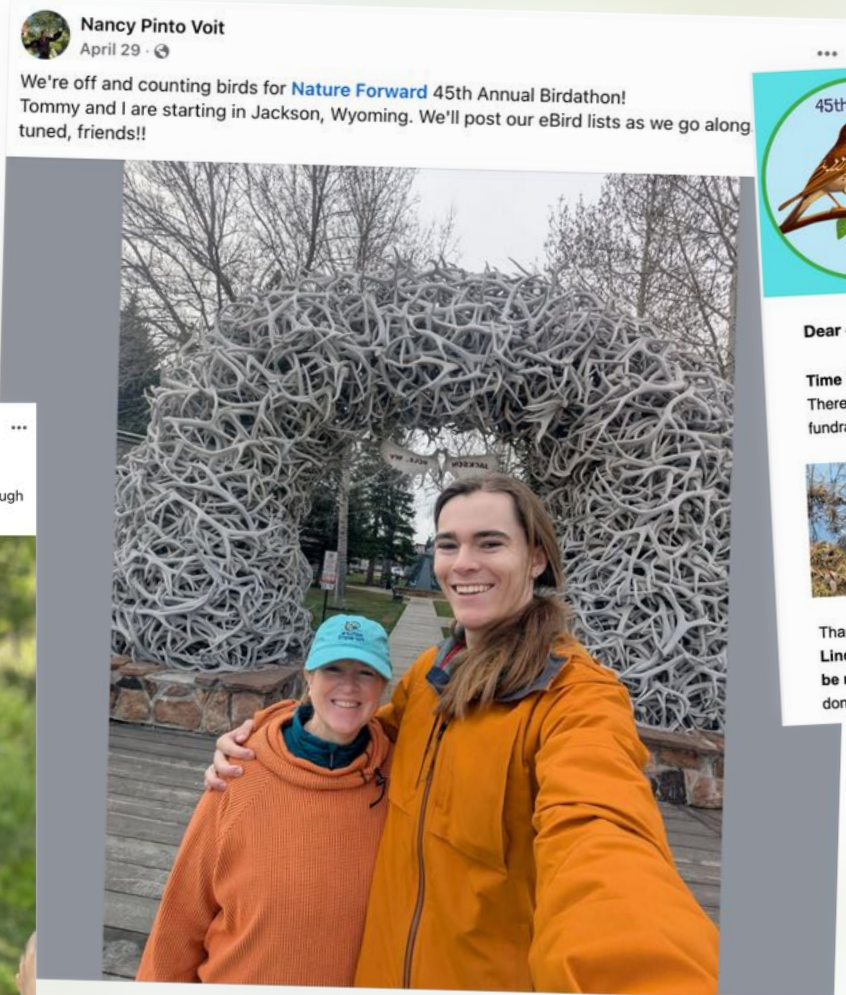
**16 BIRDATHON TEAMS**

**7 NATURE FORWARD-LED BIRDING EXPERIENCES**

# Nature Forward Birdathon: REACH

Robust web traffic and dynamic social media engagement were highly effective in building awareness and excitement for the 45th annual Nature Forward Birdathon.

Outreach included earned media, email marketing, social media, public events, and our Nature Forward Quarterly publication, which has a readership of approximately 12,000.



Dear << Test First Name >>

Nature Forward's 45th Birdathon kicked off on April 15 and has raised more than \$55,000 towards our \$75,000 goal! Birds are part of Nature Forward's DNA and the Birdathon is our longest-running and most important spring fundraising tradition. Will you help us reach our goal?

Through peer-to-peer fundraising by our Birdathon "counters" and generous support from friends like you, every dollar directly supports Nature Forward's efforts to connect people to nature and protect natural habitats for birds and all animal species.



Dear << Test First Name >>,

**Time is flying but you can still support Nature Forward's Birdathon!** There are only two days left to contribute to our longest-running spring fundraising tradition. Will you help us reach our goal?

Continuing along the trail, team members listened to the songs of Baltimore and Orchard Orioles and spotted a striking male Baltimore Oriole. Tree Swallows darted above the watercatching insects. Bird activity surged as the team made its way onto the Indian Creek Trail. The beautiful song of the Swainson's Thrush in the forest was a highlight.

Thanks to a generous gift from Linda Lear and Mr. John Wood, your donation will go even farther!



## Takoma Park Couple Can't Stop Watching Birds

Throughout their 31 years of marriage, David Blockstein and Debra Prybyla have shared a love of birding. They go on walks, each carrying their own binoculars, and count the birds they see and even have held various jobs in the field of nature and the environment.

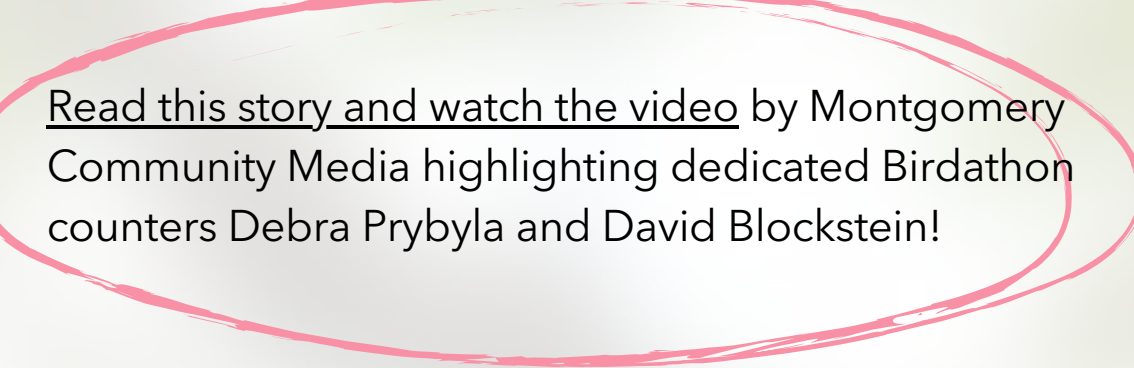


The Takoma Park couple recently joined Nature Forward's fundraiser and raised money by counting as many birds as they could hear and see in 24 hours. They counted 86 different species while visiting family in Florida. Blockstein was most excited to spot a short-tailed hawk that was soaring near a turkey vulture.

Each time, Blockstein locates a bird, he pulls out a much-used notebook and writes down the type. He later types them into a national site that collects the information to learn where birds live and when they migrate.

The couple enjoy Nature Forward in Chevy Chase and often can be found walking the trails and visiting the book and gift shop. Prybyla worked there for several years, and they were married on the property.

Also participating in the fundraiser was Peihan Orestes, volunteer coordinator at Nature Forward, and her daughter, a



**5** FEATURES IN ENEWS & NATURE FORWARD QUARTERLY

**SOCIAL MEDIA REACH**

**23,000+**

**SOCIAL POSTS**

**85** FACEBOOK, INSTAGRAM, LINKEDIN & BLUESKY

**EMAIL MARKETING**

**18** PROMOTIONAL MESSAGES

**UNIQUE WEB VISITS**

**1,743**



# 2025 BIRD SIGHTINGS

AAcadian Flycatcher  
 American Coot  
 American Crow  
 American Goldfinch  
 American Kestrel  
 American Redstart  
 American Robin  
 Bald Eagle  
 Baltimore Oriole  
 Barn Swallow  
 Barred Owl  
 Barrow's Goldeneye  
 Bay-breasted warbler  
 Belted kingfisher  
 Black Vulture  
 Black-and-white Warbler  
 Black-bellied Plover  
 Black-billed Magpie  
 Blackburnian Warbler  
 Black-capped Chickadee  
 Black-crowned Night Heron  
 Blackpoll Warbler  
 Black-throated blue warbler  
 Black-throated green warbler  
 Blue Gray Gnatcatcher  
 Blue Jay  
 Blue-gray Gnatcatcher  
 Blue-headed Vireo  
 Boat-tailed Grackle  
 Bonaparte Gull  
 Broad-tailed Hummingbird  
 Broad-winged hawk  
 Brown Creeper  
 Brown Thrasher  
 Brown-headed Cowbird  
 Canada Goose

ACape May Warbler  
 Carolina Chickadee  
 Carolina Wren  
 Cedar Waxwing  
 Chestnut-sided Warbler  
 Chimney swift  
 Chipping sparrow  
 Chukar  
 Cliff Swallow  
 Common Grackle  
 Common Merganser  
 Common Raven  
 Common Yellowthroat  
 Cooper's Hawk  
 Dark-eyed junco  
 Double-crested Cormorant  
 Downy Woodpecker  
 Dunlin Sandpiper  
 Eastern Bluebird  
 Eastern Kingbird  
 Eastern Meadowlark  
 Eastern Phoebe  
 Eastern Towhee  
 Eastern Wood-Pewee  
 European Starling  
 Field Sparrow  
 Fish Crow  
 Forster's Tern  
 Gadwall  
 Glossy Ibis  
 Golden Eagle  
 Gray Catbird  
 Great Blue Heron  
 Great Crested Flycatcher  
 Great Egret  
 Green Heron

Green-winged Teal  
 Hairy Woodpecker  
 American kestrel  
 Red-shouldered hawk  
 Wild turkey  
 Hermit Thrush  
 Herring Gull  
 Hooded Merganser  
 Horned Lark  
 House Finch  
 House Sparrow  
 House Wren  
 Indigo Bunting  
 Killdeer  
 King Rail  
 Laughing Gull  
 Least Flycatcher  
 Least Sandpiper  
 Least Tern  
 Lesser Scaup  
 Loggerhead Shrike  
 Louisiana Waterthrush  
 Magnolia warbler  
 Mallard  
 Mississippi Kite  
 Mountain Bluebird  
 Mourning Dove  
 Northern Cardinal  
 Northern Flicker  
 Northern House Wren  
 Northern Mockingbird  
 Northern Parula  
 Northern Rough-Winged Swallow  
 Northern Shrike  
 Northern Waterthrush  
 Orchard Oriole

Osprey  
 Ovenbird  
 Palm Warbler  
 Peregrine Falcon  
 Pileated Woodpecker  
 Pine Warbler  
 Prairie Warbler  
 Prothonotary Warbler  
 Purple Finch  
 Purple Martin  
 Red Knot Sandpiper  
 Red-bellied Woodpecker  
 Red-eyed Vireo  
 Red-headed Woodpecker  
 Red-shouldered Hawk  
 Red-tailed Hawk  
 Red-winged Blackbird  
 Ring-billed Gull  
 Ring-necked Duck  
 Ring-necked Pheasant  
 Rock Pigeon  
 Rose-breasted Grosbeak  
 Rough-legged Hawk  
 Ruby-Crowned Kinglet  
 Ruby-throated Hummingbird  
 Ruddy Turnstone  
 Sandhill Crane  
 Savannah Sparrow  
 Say's Phoebe  
 Scarlet tanager  
 Seaside Sparrow  
 Semi-palmated Plover  
 Short-billed Dowitcher  
 Snowy Egret  
 Solitary Sandpiper  
 Song Sparrow

Spotted Sandpiper  
 Spotted Towhee  
 Swainson Hawk  
 Swainson's Thrush  
 Swamp sparrow  
 Tree Swallow  
 Trumpeter Swan  
 Tufted Titmouse  
 Turkey Vulture  
 Veery  
 Violet-green Swallow  
 Warbling Vireo  
 Western Grebe  
 Western Kingbird  
 Western Meadowlark  
 White-Breasted Nuthatch  
 White-crown Sparrow  
 White-eyed Vireo  
 White-Throated Sparrow  
 White-throated Swift  
 Wild Turkey  
 Willet  
 Wood Duck  
 Wood Thrush  
 Worm-eating Warbler  
 Yellow Warbler  
 Yellow-bellied Sapsucker  
 Yellow-billed Cuckoo  
 Yellow-breasted Chat  
 Yellow-rumped Warbler  
 Yellow-throated Vireo  
 Yellow-throated Warbler

## TOTAL BIRD COUNTS

915

## UNIQUE SPECIES COUNTED

176

## COUNT LOCATIONS

9 STATES + DC

COLORADO  
 DELAWARE  
 FLORIDA  
 MASSACHUSETTS  
 MARYLAND  
 NEW JERSEY  
 NEW YORK  
 VIRGINIA  
 WASHINGTON DC  
 WYOMING

3 COUNTRIES

ITALY  
 JAPAN  
 USA

"Birds are so amazing. So is the work that Nature Forward does!  
 So are you for supporting us! Thank you very much!"

**Debra Prybyla and David Blockstein**

2025 Birdathon Counters

Photo by Ben Israel

# THANK YOU, nature forward **birdathon** SPONSORS!

We appreciate your generosity and community leadership on behalf of our 40,000 members, supporters, visitors, and program participants.

## Dr. Linda Lear & Mr. John Nickum



# Your support of the nature forward **birdathon** as a counter, donor, or sponsor helps Nature Forward..



Educate thousands of children about the natural world and foster a lifelong love of nature



Protect and restore biodiversity and habitats for people and wildlife



Raise awareness about the threat of climate change and ways to mitigate it



Advocate for green energy and green infrastructure policies

## Thank You!



Photo by Mike Strzelecki

# We value your input and feedback!

*Your ideas and recommendations help us improve and grow in our mission*

Let's strengthen our relationship!

Registration and Donation Questions?

**Erin Mosley, Membership and Annual Giving Manager,**  
at [erin.mosley@natureforward.org](mailto:erin.mosley@natureforward.org) or 301-450-1471

Sponsorship Questions?

**Talissa Bavaresco, Special Event and Sponsorship Manager,**  
at [talissa.bavaresco@natureforward.org](mailto:talissa.bavaresco@natureforward.org) or 301-450-1381



Nature Forward earns top ratings from independent non-profit evaluators for accountability, transparency, and financial best practices.



Donations to Nature Forward are tax-deductible to the full extent of the law.