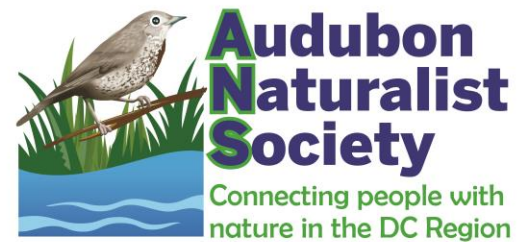




# Fiscal Year 2021 Annual Report





# President's Message

Greetings ANS Members,

We had high hopes that the pandemic would loosen its grip on 2021, but with the Delta variant surging, we experienced continued hardship at ANS. In the face of lingering restrictions and risks, ANS is doing a remarkable job of delivering on our vision of creating a larger, more diverse community of people who treasure the natural world and work to preserve it.

While our Nature Preschool remained closed this year, we used small, in-person programs and new technology to keep children connected to nature. Our GreenKids program inspired more than 11,000 students with virtual environmental lessons ranging from live, online stream studies to food waste challenges to activities featuring amazing cicadas!

And we were able to run a successful but smaller, and fully-masked summer camp this year – and boy did those children need that precious time outside! And we were delighted to welcome back our volunteers, who helped us survey visitors and worked tirelessly on Woodend nature sanctuary and Learning Garden stewardship projects, including popular native plant sales.

We combined online, in-person and hybrid programs to serve our adult learners. Outstanding attendance at our all-virtual Naturally Latinos and Taking Nature Black **Conferences** – more than 1,300 engaged participants – shattered all previous attendance records. Enrollment in our hybrid **Natural History Field Studies** program was higher than we've seen in years. And during the last quarter of the year, we took more people outdoors on **in-person field trips** than we did pre-pandemic.

In Conservation, we continued to champion our advocacy priorities, elevating **Human Health, Access to Nature, and Climate Change** as topline goals. Our advocates made their mark on master plans and climate resilience initiatives throughout the region, ensuring that our elected officials are making climate and nature smart policies for the future. Our work to stop wrongheaded Beltway expansion succeeded in slowing and slimming down the project – but the fight goes on.

Our **community outreach programs** in DC, MD and VA reached new and traditionally underserved audiences. We are connecting communities to their local natural resources and teaching people to advocate for neighborhood green spaces. Our Board focused intently on our work on **Inclusion, Diversity, Equity and Accessibility**, and we created a **Name Task Force** to recommend how to address the racist history of the person whose name our organization bears.

But the silver lining during this hard year of continued pandemic restrictions, social unrest and ever-increasing impacts of climate change was the completion of major Nature for All projects. We are extremely proud to have unveiled our gorgeous **stream restoration and wheelchair accessible nature trail** at Woodend. We added thousands of **native plants and trees** to our habitats and wildlife has returned in droves. Although you can't see it, we're equally proud of the **overhaul of Woodend's electrical system and restoration of the mansion's iconic portico**.

And these Nature for All projects are just the beginning! Next year, we'll install a wheelchair accessible **Nature Play Space** for children. And we'll share the vision of Nature for All throughout the region, launching **new programming** for people of all ages and abilities and demonstrating best green practices and climate resilience for our wonderfully broad and diverse community.

For all this and more, we thank you, our members and donors. Your support and shared vision are why ANS is on a strong trajectory to emerge from the pandemic - better, wiser and stronger than ever. Thanks to your membership dues, your participation in our programs, your generous support, and your commitment to our shared mission and vision, ANS will survive and thrive for the next 124 years!

- Nancy Pielemeier, President



# ANS Board of Directors

## Officers

Nancy Pielemeier, President    Beth Ziebarth, Vice President  
Alice Ewen, Treasurer        Rebecca Turner, Secretary

## Directors

|                     |                      |
|---------------------|----------------------|
| Susan Blaha         | Shanita Rasheed      |
| James Burris        | Alan Spears          |
| Rebecca Lemos-Otero | Rob Timmons          |
| Chanceé Lundy       | Nancy Voit           |
| Hughey Newsome      | Larry Wiseman        |
| Abel Olivo          | Diane Wood           |
| Carolyn Peirce      | Wilfred Quasie-Woode |



## ANS Staff

Lisa Alexander, Executive Director  
Alison Pearce, Deputy Director  
Eliza Cava, Conservation Director  
Jacky Wershbale, Director of Development  
Stephanie Mason, Senior Naturalist  
Serenella Linares, Adult Programs Director

Diane Lill, GreenKids Director  
Stephanie Bozzo, Preschool Director  
Lois Taylor, Comptroller  
Caroline Brewer, Director of Marketing and Communications  
Pam Oves, Office Manager  
Amy Ritsko-Warren, Director of Operations

# Statement of Financial Position

## Statement of Financial Position

As of August 31, 2021

### Assets

#### Current Assets:

|                             |                    |
|-----------------------------|--------------------|
| Cash                        | \$2,506,898        |
| Receivables                 | \$1,330,516        |
| Inventory                   | \$293,394          |
| Prepaid Expenses            | \$29,926           |
| <b>Total Current Assets</b> | <b>\$4,160,734</b> |

Property and Equipment (Net) \$2,497,825

Investments at Market Value \$7,059,251

**Total Assets** \$13,717,810

### Liabilities

|                          |                    |
|--------------------------|--------------------|
| Accounts Payable         | \$5,521            |
| Accrued Expenses         | \$10,872           |
| Accrued Payroll          | \$267,109          |
| Deferred Revenue         | \$765,077          |
| PPP Loan                 | \$409,000          |
| <b>Total Liabilities</b> | <b>\$1,457,579</b> |

### Net Assets

|                           |                     |
|---------------------------|---------------------|
| Without Donor Restriction | \$5,679,472         |
| With Donor Restriction    | \$6,580,759         |
| <b>Total Net Assets</b>   | <b>\$12,260,231</b> |

**Total Liabilities and Net Assets** \$13,717,810

*These preliminary statements for FY2021 are prepared according to Generally Accepted Accounting Principles (GAAP). Final, audited statements for FY2021 will be available on our website and by written request after Board approval of the audit in February 2022.*



# Statement of Operating Activities

## Statement of Operating Activities For the Year Ending August 31, 2021

### Revenue

|                                 |                           |
|---------------------------------|---------------------------|
| Contributions & Grants          | \$2,064,629               |
| Educational Programs            | \$951,809                 |
| Rentals                         | \$334,286                 |
| Membership Dues                 | \$160,435                 |
| Naturalist Shop                 | \$151,501                 |
| Investment Income (net of fees) | \$230,785                 |
| Other                           | \$931                     |
| <b>Total Operating Revenue</b>  | <b><u>\$3,894,376</u></b> |

Covid-19 continued to limit programming and operations during FY2021. ANS reduced losses by half in FY2021 over FY2020. Covid-related restrictions have carried forward into FY2022, leading to continuing impacts on ANS finances.

### Expense

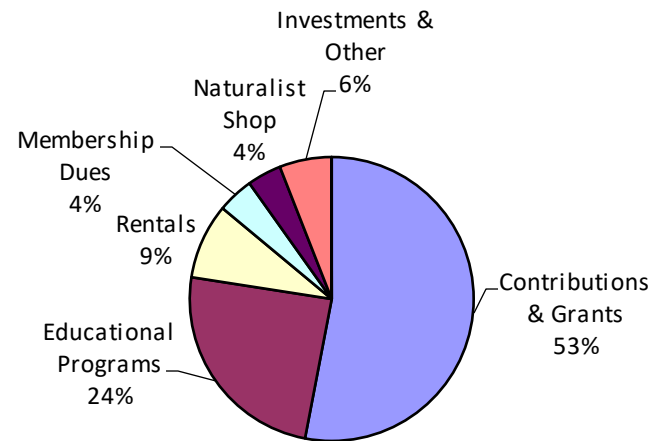
|  |                             |
|--|-----------------------------|
| Conservation, Education, and Restoration |                             |
| Education Programs & Conferences         | (\$1,169,647)               |
| Sanctuaries                              | (\$659,987)                 |
| Restoration                              | (\$840,305)                 |
| Conservation                             | (\$535,731)                 |
| Membership & Volunteer Services          | (\$217,444)                 |
| Communications                           | (\$321,324)                 |
| <b>Total Program Expense</b>             | <b><u>(\$3,744,438)</u></b> |
| Support Services                         |                             |
| Fundraising                              | (\$361,691)                 |
| General and Administration               | (\$190,977)                 |
| <b>Total Support Services Expense</b>    | <b><u>(\$552,668)</u></b>   |
| <b>Total Operating Expense</b>           | <b><u>(\$4,297,106)</u></b> |

**Change in Net Assets from Operations** **(\$402,730)**

|  |                            |
|--|----------------------------|
| Unrealized Gain on Investments                         | \$428,341                  |
| Bequests received in FY2021                            | \$327,733                  |
| Conditional Contribution: PPP Loan                     | \$569,457                  |
| Restoration Expenses Covered by Other Restricted Funds | (\$1,474,594)              |
| <b>Net Assets, Beginning of Year</b>                   | <b><u>\$12,812,024</u></b> |
| <b>Net Assets, End of Year</b>                         | <b>\$12,260,231</b>        |

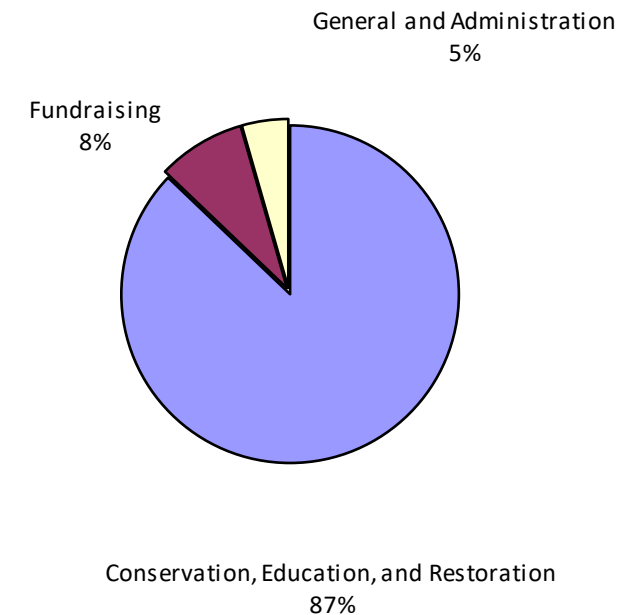
# Operating Revenue

FY 2021 Operating Revenue



# Operating Expense

FY 2021 Operating Expense





# GreenKids School Programs

Our smaller but mighty GreenKids team created and delivered virtual environmental lessons to

**11,533 students**

during the 2020-2021 school year.

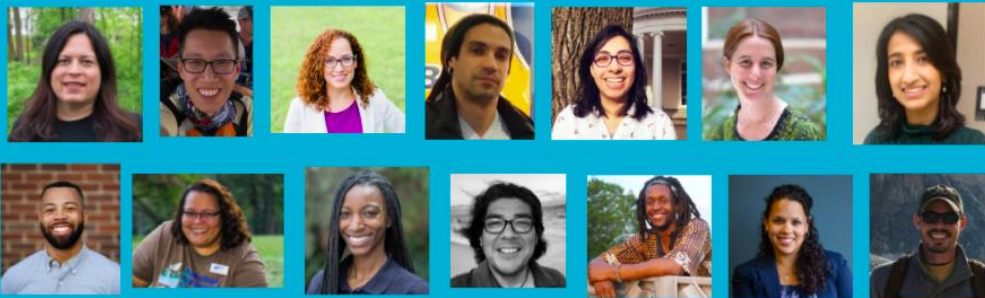
We reached students in public school districts: Washington, DC, Loudoun County, Virginia, and Montgomery and Prince George's County in Maryland.



FY21 brought a shift in our traditional work with schools due to the pandemic. With school buildings closed, online learning in place for the whole school year, and field trips unlikely to resume soon, we consolidated school programming under the GreenKids umbrella.



I'm Nate. Check out the next five slides for links to my interviews with these green professionals!



Thousands of students participated in interactive lessons on Green Careers including interviews with environmental professionals and creating their own Green Career Profiles.

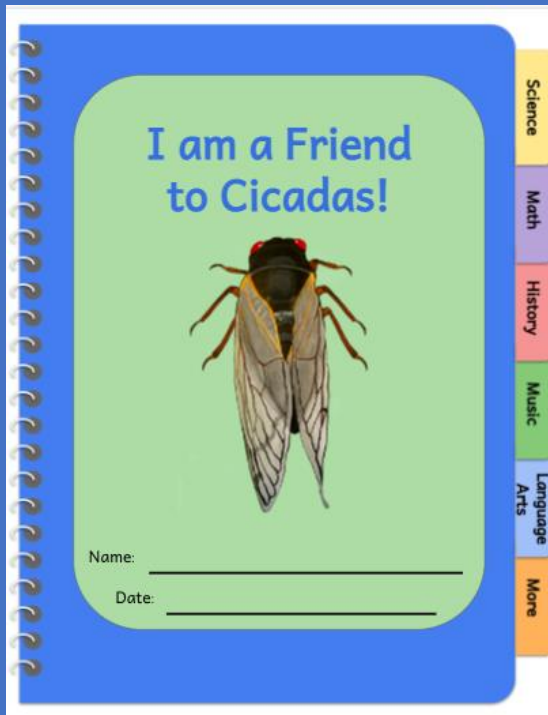


We took "live streaming" to a new level in FY21 by supporting MCPS with virtual programming direct from local streams!



# GreenKids School Programs

Going digital in FY21 allowed us to reach more students than ever imagined with unique bilingual educational materials about the Brood X periodical cicadas in partnership with George Washington and Georgetown Universities.



Our [www.friendtocicadas.org](http://www.friendtocicadas.org) website received 34,658 views from 14,322 unique visitors, our bilingual cross-curricular digital notebook of activities was downloaded by more than 4,500 teachers, and more than 1,000 DCPS students joined us for a fun cicada livestream with scientists!

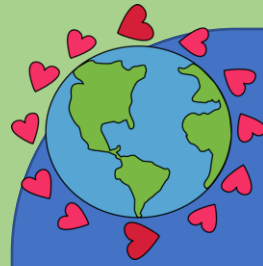


# GreenKids School Programs



***Did you know that food waste is a big contributor to climate change?***

Distance learning enabled us to engage children and families in analyzing household waste and energy usage. We created virtual lessons on energy & waste and launched a partnership with Recycle Leaders to create a home-based, Food Waste Challenge. 13 teams, 90 households, and 200 people took part in our Food Waste Challenge, achieving 52% reduction in food waste!

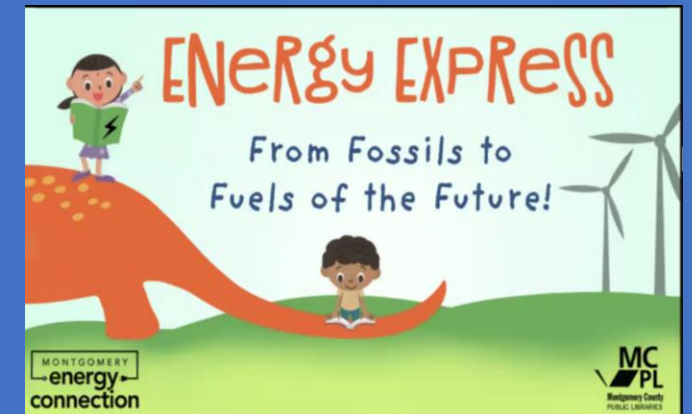


## P.O.W.E.R

(Peer Outreach with Energy Resources)



In our third year partnering with the Montgomery County Department of Environmental Protection, eight MCPS high school interns created original, interactive virtual presentations about time-traveling dinosaurs that took children on a learning journey from fossil fuels to fuels of the future!



## Systemic Curriculum Upgrades with GreenKids

In partnership with the MCPS Secondary Science Curriculum Office and Outdoor Environmental Education Programs, GreenKids was able to:

- ❖ Develop a new lesson on watershed modeling for the MCPS high school biology curriculum
- ❖ Train 150 MCPS biology teachers on watershed education
- ❖ Create 28 virtual field trips to Montgomery County streams



## GreenKids School Programs



High school biology teachers engaged in hands-on investigations with ANS and learned to use our Creek Critters water quality monitoring smartphone app with students. This comprehensive training prepares teachers to lead hands-on watershed lessons with students in the new school year.



# Summer Camp







# Summer Camp

For nine weeks this summer, campers in grades 1 –11 joyfully learned about and explored nature at Woodend Sanctuary. With pandemic restrictions easing, we served 199 happy campers in a masked, safe and welcoming setting. We provided scholarships for 14 children to enjoy 36 weeks of camp in 2021.







# Summer Camp

## **Testimonials:**

- *"Camp Audubon is a great example that it is possible to conduct outdoor camp safely and in a fun way. I hope other camps and programs can follow Camp Audubon's example of taking health precautions seriously during this pandemic." – Camp Parent*
- *"Thank you so much to you and your team for your hard work! Evelyn has been having a wonderful time and is determined to figure out the identity of 'Silent Coyote.' I truly appreciate the effort in organizing such a great experience for our kids, and the patience needed." – Camp Parent*
- *"I'm writing to let you know that my daughter is having an absolute blast as a Teen Naturalist in Training. It's endearing to hear her refer to the kids as "her" campers, and she's loving being outside all day. I've learned quite a bit about the plants and animals living at your facility too. Thank you for offering this program." – Camp Parent*





# Youth Programs

When schools were all virtual, ANS made sure that children from 3 to 10 years of age had the chance to learn and play outside all year long through our *Woodend Wanderers*, *Unplug and Play*, and *Forest Friends* programs.

## **Woodend Wanderers**

Drop-off program for children ages 5-7  
34 participants

## **Forest Friends**

Caregiver and child program for children ages 3-5  
97 participants

## **Unplug and Play**

Drop-off program for children ages 6-10  
197 participants



# Naturalist Hour

Our members learned online from amazing naturalists and scientists in our region.

Our Naturalist Hour virtual presentations provided a platform for our members to continue engaging with us and an opportunity for new members to find us.

- **4,010 Naturalist Hour Registrations**
- **66 New Members joined ANS** when they registered for Naturalist Hour.





# Naturalist Hour

Check out our new Naturalist Hour video at the link below.



Audubon  
Naturalist  
Society

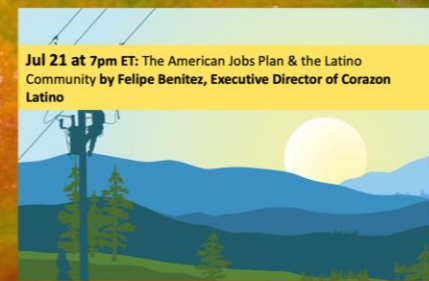
Celebrate Latino Conservation Week with us  
E-mail Pam.Oves@anshome.org to get your free registration!



Jul 20 at 7pm ET: The Queer Latinx Experience in the Environmental Movement by Joe Toolan



Jul 22 at 7pm ET: Fighting the Good Fight with our Latin Communities by Denisse Guitarra, ANS MD advocate



Jul 21 at 7pm ET: The American Jobs Plan & the Latino Community by Felipe Benitez, Executive Director of Corazon Latino



to the sponsorship of the USFS Urban and Community Wilderness/Wild & Scenic Rivers.





# Natural History Field Studies

Natural History Field Studies classes went 'hybrid' this year. We combined online lectures with in-person, hands-on field trips. Students enjoyed the freedom to learn from home weeknights, avoiding rush hour commutes to Woodend. The weekend outdoor field experiences were a hit with students and instructors alike!

We hosted **11 classes** and served **179 registrants** on topics including Fungi, Ecosystems, Birds, Insects, Trees and Soil.





# Natural History Field Studies

## Testimonials

*I moved over an hour away from Woodend which has made it impractical to take in-person classes that meet in the evenings. Online weekly classes with no commute, and a few daytime field trips, for which commuting is no problem fill the bill. Thank you for exploring this alternative means for continuing education!*

*Our instructor knows his material, explains it well, and conveys his enthusiasm. He also is accessible to participants with questions. The field trips were fun and informative – a really important part of the instruction!*







## Adult Nature Outings & Field Classes

Nature-loving adults explored the rich range of natural areas in the region through our in-person walks and field classes.

At the fiscal year's start, group size was limited to 6 with masks required. As conditions changed, group size was upped to 10 and masks were optional. More than 1300 registrants hiked, biked, strolled and shuffled on nearly 160 field trips and outdoor classes, equaling the number of programs run in pre-Covid FY2019.

During the DMV's glorious spring, outings sold out as soon as we opened registration--and many second sessions were added. Most popular throughout the year were our teaching walks aimed at beginning to mid-level birders.



# Adult Nature Outings & Field Classes

## Testimonials:

*Thank you so much for the field trip. I had a blast and it feels extremely rewarding to slowly build confidence in spotting and IDing birds. Thanks to everyone who helped educate me as we went. It was great to meet you all! - From an under-40 participant*

*Thanks so much for our walk at Carderock yesterday. The weather, the fresh air, the animals and plants (and lichens!), and the company of fellow nature-lovers made the walk simply exhilarating. When I got home yesterday, I felt about ten years younger.*

*- From an over-40 participant*





# Woodend Restoration: Accessibility

**We greatly improved accessibility for people with disabilities at Woodend by adding:**

- A quarter-mile, wheelchair-accessible nature trail and accessible, composting restrooms
- A wheelchair-accessible pond classroom and boardwalk complex
- Wheelchair accessible pathways to key building entries and native gardens



**With these upgrades, people of all abilities will be able to experience the forest, stream and meadow habitats of the sanctuary, visit our native plant gardens, and more easily attend events in the mansion building.**



# Woodend Restoration: Habitat

At last, the deeply eroded stream channel has been restored with 44 “step pools” that recharge groundwater and stop pollution from being transported downstream. 370 native trees, 800 native shrubs and nearly 10,000 native wildflowers and grasses were planted in the riparian area along the stream. Staff worked with volunteers to remove invasive plants like Japanese maples, stiltgrass and porcelainberry to make room for native plants that feed and shelter wildlife.



We were delighted to find that wildlife began to thrive in and along the stream even before the project was complete. The step pools teem with tadpoles and aquatic beetles, while dragonflies hover above.



# Woodend Restoration: Stormwater Management

We moved closer to our goal of treating  
100% of stormwater on-site by:

- Installing permeable pavers in two parking areas
- Completing 3 new raingardens,
- Retrofitting an historic walkway with permeable bricks
- Restoring our stream!
- The new wheelchair-accessible trail is also permeable to stormwater, contributing to our stewardship goals.





# Woodend Restoration: Gardening Outreach

We reached 895 people with programs to promote sustainable gardening for wildlife benefit, stormwater management, and human health.

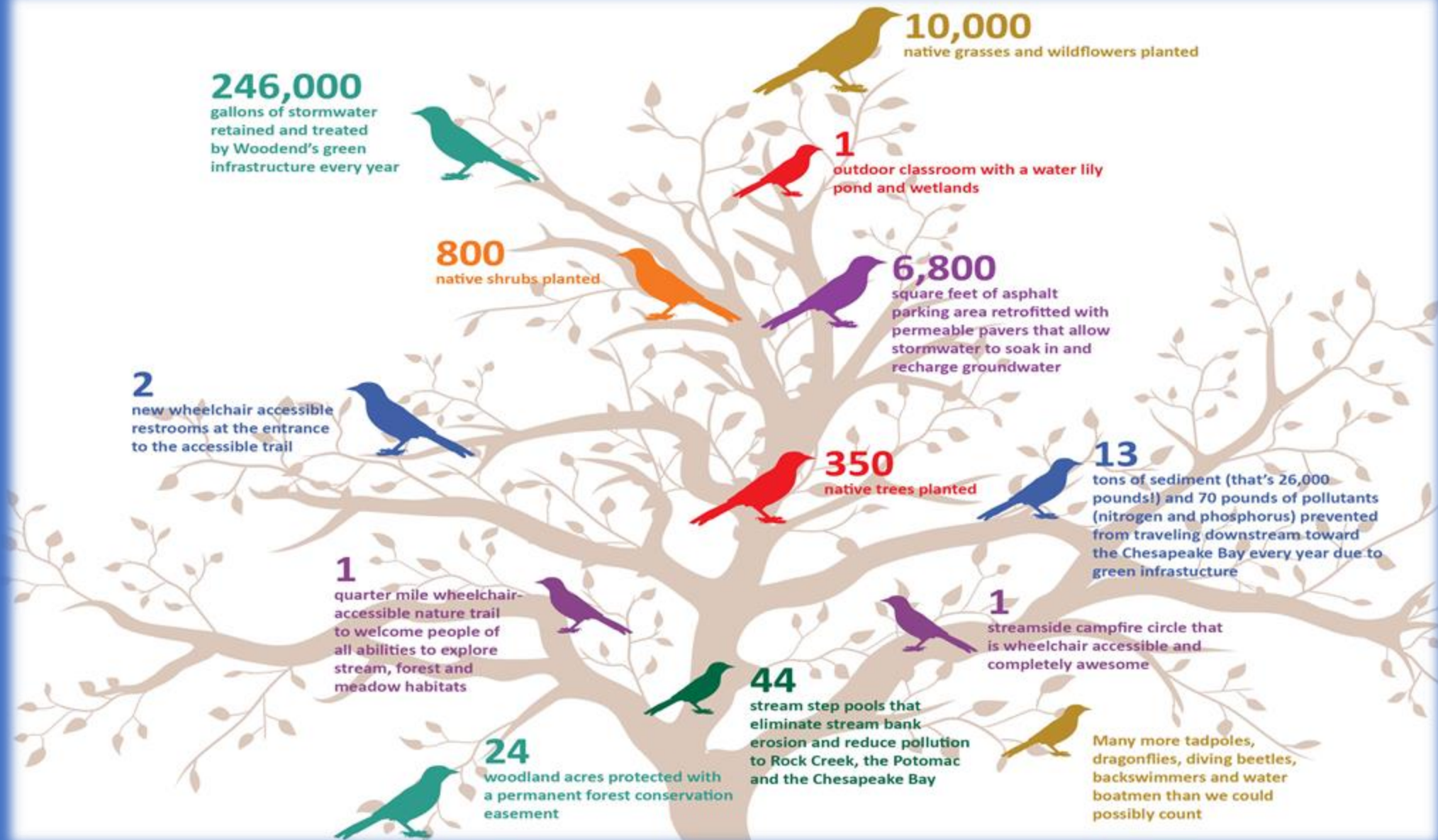
That included 4 native plant sales, 54 in-home garden consultations, 11 presentations to garden clubs, and 23 hands-on workshops, including partnering with Community CHEER to support community gardens and produce distribution in a Silver Spring neighborhood experiencing food insecurity.



We call our coordinated garden programs “Plant It Forward” and encourage people to think of gardens as places to support wildlife and their community. We think it is working. Our native plant sales all sold out!



# Nature for All By the Numbers





# Conservation: Human Health & Access to Nature

All people deserve access to a healthy environment.

We support environmental justice campaigns that intersect with our conservation priorities.

Credit: Ben Israel/ANS



## Ward 8 Water Watchers (Oxon Run Park, Washington, DC)

W8WW is hosted in partnership with The Green Scheme, at the soon-to-be home of The Well, an urban farm run by DC Greens. This year, we hosted seven events and grew a corps of adults, youth, and families who now feel connected in new ways to the stream they have crossed over and played alongside their whole lives.



# Conservation: Human Health & Access to Nature



Credit: Ed Wondolowski/Montgomery Parks

**¡Si Se Puede! (Long Branch, Silver Spring, MD)**- This bilingual program is a partnership with Community Health and Empowerment through Education and Research (CHEER). This year, families began to define an issue and conduct research on projects of their own choosing to improve the health of their stream valley park.

**Water Keepers of Little Hunting Creek (Fairfax County, VA)**- This program builds on years of engagement with communities and social service agencies along the Route 1 corridor. In partnership with United Communities, we have hosted 3 activities so far in the Creekside and Colchester affordable-housing communities, including a guided nature walk in Huntley Meadows Park.



Credit: Serenella Linares/ANS



# Conservation: Biodiversity & Habitat

We protect natural places that provide clean drinking water, habitat for fish, birds, insects, and amphibians, and migratory corridors for wildlife.



Credit: Jane Gamble

## Protecting Migratory Birds

ANS worked with our federal partners to push the Biden Administration to roll back a bad Trump-era rule gutting the Migratory Bird Treaty Act.

## Reducing Plastic Waste

In Fairfax County, ANS and partners won a new ban on using plastic bags for county-collected leaf litter, destined for composting. We also pushed for the introduction of a brand-new plastic bag tax. And in Washington, DC, we catalyzed a growing coalition to remove plastic bottle pollution from the waste stream, streets, and rivers.



Credit: Ari Eisenstadt/ANS



# Conservation: Biodiversity & Habitat

**We protect natural places that provide clean drinking water, habitat for fish, birds, insects, and amphibians, and migratory corridors for wildlife.**



## Protecting and Regrowing Forests

This year we shifted our forest advocacy to the local level. We built a powerful coalition to push Montgomery County towards a “no net loss of forest” policy and closed the year in talks with Councilmembers to develop a new bill.

In Fairfax County, we co-created a new equity-focused tree policy coalition in partnership with Fairfax NAACP, Defensores de la Cuenca, and Plant Nova Natives.

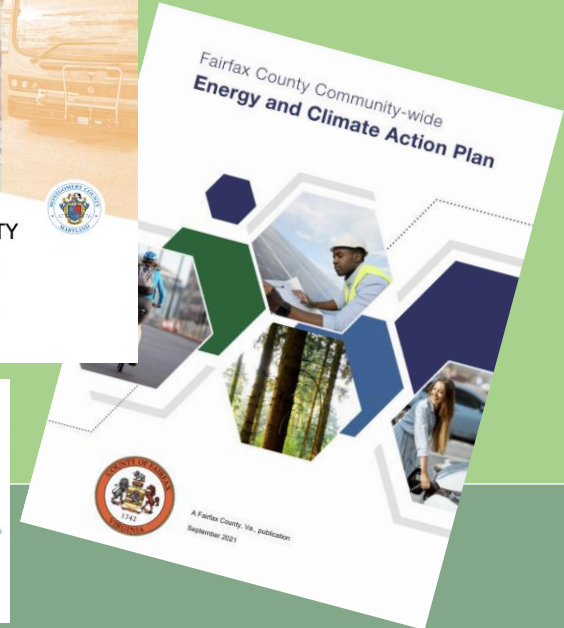
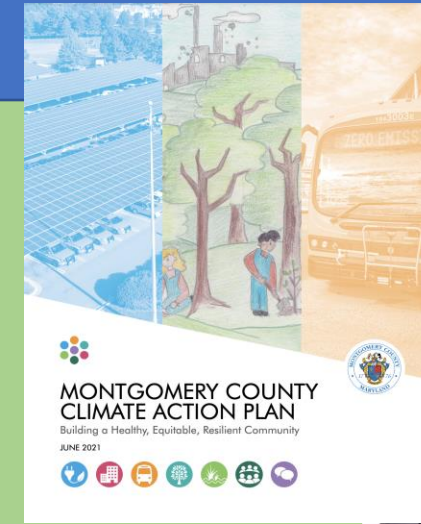


# Conservation: Climate Crisis

We advocate for regional reductions in greenhouse gas emissions while promoting natural solutions like tree planting and green infrastructure.



Credit: ANS



## Influencing Climate Change Plans

ANS participated in the Montgomery County Climate Action Plan and Fairfax County Community-wide Energy and Climate Action Plan. We won key improvements in both. In Prince George's County, we tracked the progress of the Climate Action Commission in preparation to review their new plan.



# Conservation: Climate Crisis

We advocate for regional reductions in greenhouse gas emissions while promoting natural solutions like tree planting and green infrastructure.



Credit: Ben Israel/ANS

**Fighting Highway Sprawl** – We continued to work with a broad coalition of partners to fight Governor Hogan’s bad highway plan to widen parts of I-495 and I-270. As we keep telling the Governor: Building more roads is the LAST thing we should be doing in this era of climate crisis! We are pushing for big investments in transit and land use planning that encourages compact, affordable, transit-oriented development instead.



Credit: Eliza Cava/ANS

**Pushing to Get Off Fossil Gas** – In partnership with DC Sierra Club, we launched a campaign to accelerate DC’s switch to renewable energy, with a particular target on the buildings sector. We discovered extensive gas leaks in pipelines that crisscross underground all throughout the city, pushed the DC Green Bank and Sustainable Energy Utility to reduce or eliminate incentives for new gas appliances, and trained 40 new advocates to push for cleaner, safer fuels for all.



# Conservation: Sustainable Land Use



## Virtual Walk & Talk: Healthier Streams for a Healthier Community

### Getting Route 1 Right

ANS has continued to prioritize the Route 1 corridor, south of Alexandria through eastern Fairfax County. This aging strip of pavement cuts through some of the most diverse and underserved neighborhoods of Fairfax County and past some of its most stunning cultural and natural resources, like Huntley Meadows Park and Mount Vernon. We are promoting high-quality green infrastructure, Bus Rapid Transit, multi-use activity centers with increased housing around transit stops, and affordability and equity for current residents.

### Guiding Future Growth and Conservation

We influenced the Montgomery County Thrive 2050 plan to promote forest conservation and transit-oriented development, and brought new and diverse voices into the outreach process. In DC, we supported climate and green space elements of the new Comprehensive Plan revision and pushed for stronger Housing Justice elements.





# Conservation: Sustainable Land Use



State of the Streams Report – ANS is developing its first-ever “State of the Streams” report on the health of three regional watersheds and the communities they sustain. Later this fall, we will collect stories from watershed residents about how they use the streams and what their hopes and dreams are. Look out for a report launch in late 2021 or early 2022!

The D.C. region is expected to grow by 1,535,000 people by 2045.

Where will our new neighbors live?

Where will they learn to love nature?

*“In case you need any encouragement that what you do really does make a difference, I hope you will think about us! We have set up a network to get information out to just about every neighborhood in the City fast. The council can no longer push things through without us knowing. Thank you for all you do! **Fairfax City is a better place because of you!**” -Katy Johnson*

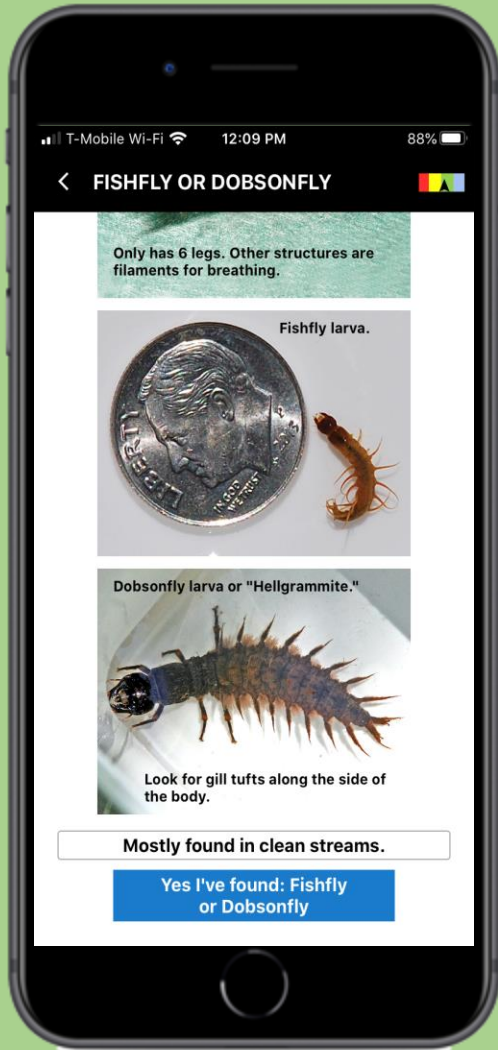


# Conservation: Creek Critters

7,716 more people used ANS' *Creek Critters*® app this year for **34,834 total users to date!**

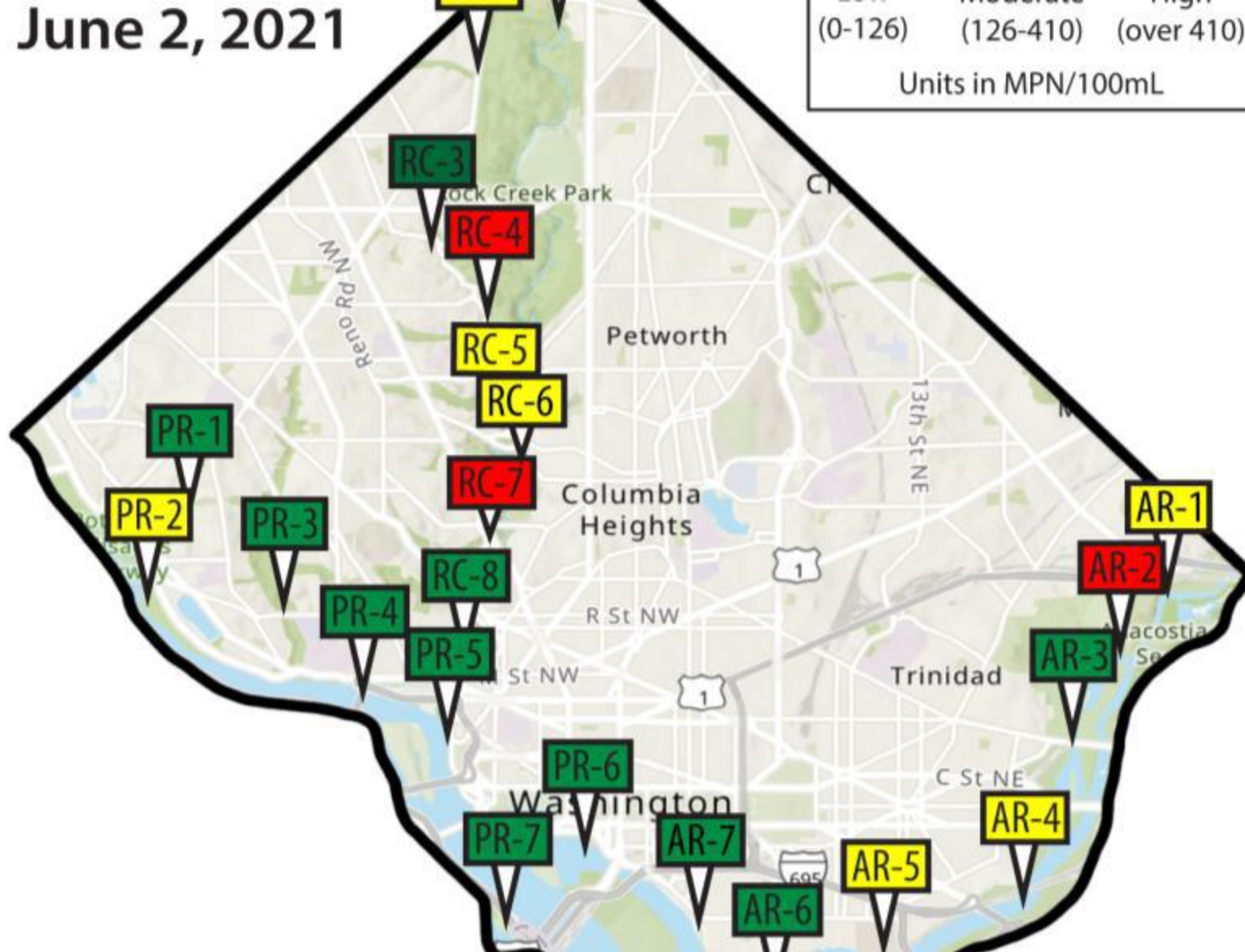
*"A fantastic tool for citizen science and more experienced stream monitors alike! I work with kids and families who daily traverse our neighborhood stream that suffers greatly but often looks "clean" (especially after a clean-up). After learning how to identify macros, many have become aware of the poor water quality and of the cumulative downstream impacts of human behaviors. Creek Critters is intuitive and engaging to use, enabling users to learn while logging data on their streams' health." - Lisa Büttner, Long Branch Project Community Liaison*

As Environmental Education programs went partly-virtual, and our community outreach programs grew, *Creek Critters* has been a powerful, accessible tool for making streams come to life for children and families throughout the region.





June 2, 2021



ANS participated in the **DC Volunteer Water Quality Monitoring Program** for a third year, testing sites across DC for the presence of *E. coli*, a bacterium that indicates fecal contamination.

ANS worked to equip, deploy, and manage 18 volunteers at 7 monitoring sites in the Potomac River watershed.

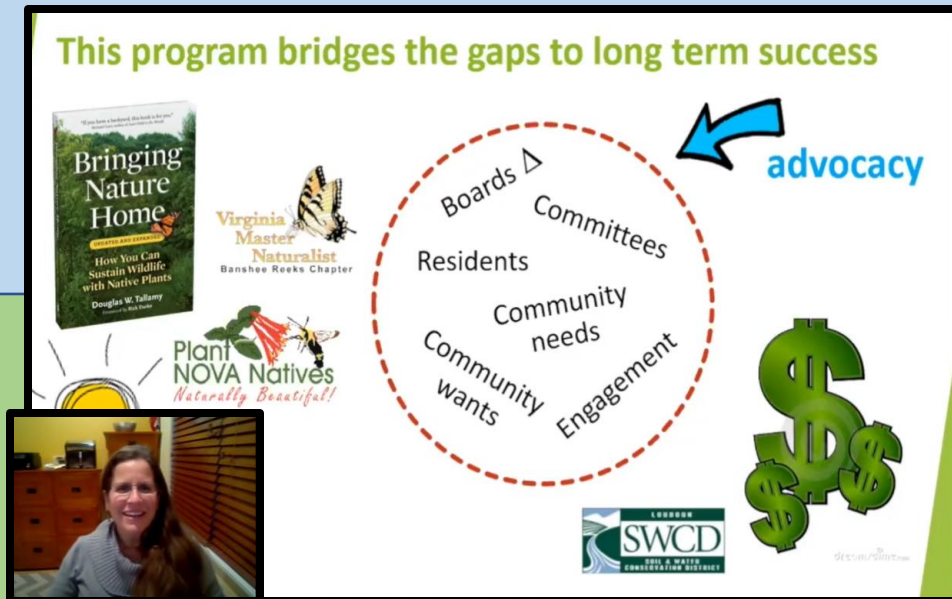
collected stream health data at 20 stream sites during FY21, for a total of 274 monitoring visits.

*in the DOEE Water Monitoring Program. I gained first-water samples, testing the pH level, water and air temperature. The best part was talking to my neighbors in Battery Kemble Park...Their curiosity would start a conversation and I had an opportunity to share the results of the DC water monitoring program. Some people were surprised to learn that the water in Battery Kemble was unsafe, others were already informed and thanked me for volunteering for the project.” - Kathryn McDonnell*



# Conservation: Workshops, Trainings, & Conservation Cafes

We offered 29 workshops to 740 participants, mostly virtually. Participants joined “Couch Advocacy 101” workshops, our two-year Loudoun County “Greening Your Neighborhood” HOA activation training program, detected methane gas leaks in the streets of DC, and learned about stormwater management policy.



## Conservation Café: Activism, Agriculture, and Stewardship in the Cedarville Band of Piscataway Indians

**Valarie Proctor**  
Activist, Educator, Farmer, and Member of the Cedarville Band



## Conservation Café: Spirituality in Nature in Tumultuous Times: Learning from Our Elders



**Beth Norcross**  
Founder and Executive Director,  
The Center for Spirituality in Nature

## CONSERVATION CAFÉ



**Beatra Wilson**  
U.S. Forest Service



**Jeanne Braha**  
Rock Creek Conservancy



**Caroline Brewer**  
Audubon  
Naturalist Society

631 participants attended  
9 Conservation Cafes this year,  
led by 65% presenters of color.



# Naturalist Shop

**The Naturalist Shop** remained open throughout the pandemic restrictions, staffing limitations, and construction detours, to produce much needed revenue and continued connection to our members, customers, and visitors. Optics sales boomed and holiday sales exceeded expectations.

Our virtual booth at Taking Nature Black was a big success with excellent visitor traffic and engagement.

We made several positive changes to improve the customer and visitor experience. The new parking lot, walkways, and planters made our entrance more welcoming. A redesigned ANS Information kiosk inside our Shop attracts greater interest. Our checkout point of sale was upgraded to Square for Retail with a snazzy, efficient, user-friendly machine that allows customers to enter an email for their receipt. And moving the Shop's point of sale and inventory management system to Square allowed us to sync with our online store, to manage inventory remotely, and to facilitate native plant sales and Woodend rentals payments.







***Our first-ever  
Virtual Conference  
was a success!***

An online format helped us nearly double attendance and include live presentations from Chile, Turkey, Brazil and Costa Rica! We offered sessions in Spanish and English with simultaneous interpretation. The conference is now available on the [ANS YouTube Channel](#).

**60 speakers 384 registrants 68% bilingual attendees**

**66% female 53% millennial 53% Hispanic/Latinx**

### ***Post-Conference Activities***

Thanks to the support of the USFS Urban and Community Forestry, Civil Rights, Wilderness/Wild & Scenic Rivers, we were able to host our first ever Latino Conservation Week celebration with three events hosted online and one in-person event at Rust Nature Sanctuary.

**Ben Alexandro, Maryland League of Conservation Voters (Sponsor):** *"Naturally Latinos was an absolutely amazing event! The content, technology, and sessions were all fantastic. Thank you!"*

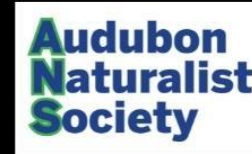
**Lucila deFernandez, US Forest Service (Sponsor):** *"Fantastic work, I cannot speak highly enough about how excellent Naturally Latinos was this year, as your conferences are every year! A lot of people loved the platform and found your sessions to be highly informative and substantive. Some FS folks have already asked me about using Hopin (online platform ANS used to host the conference) for conferences they are involved with coordinating."*





"Call and Response:  
Elevating Our Stories,  
Naturally"

# TAKING NATURE BLACK



Keynote Speakers



Dr. Thomas R.  
Easley



Derrick  
Evans



Catherine  
Flowers



Dr. J. Drew  
Lanham



U.S. Rep. A Donald  
McEachin (VA-4)



Akiima  
Price



Dr. Sacoby  
Wilson

February 23 - 27, 2021

## TNB 2021 was a record-breaking event!

930 attendees/registrations!

\$33,664 in ticket sales, more than double our  
budget goal

758 paid tickets, quadruple 2020 sales

423 of 789 attendees who shared identity  
information were people of color = 53%

The satisfaction rate for sessions averaged 99%.

100% of panelists and speakers surveyed were  
satisfied or very satisfied.

Record social media engagement including 54  
new Influencers (people with 1,000+ followers,  
all the way to 54,000) now following ANS and  
the highest number ever for Twitter views.

Effusive praise for *Ain't You Got a Right to the  
Tree of Life?* music and dance program created  
for TNB and skillfully filmed and edited by  
ANS videographer Ben Israel.

*"I wanted to send a huge thank you for all the work you put into such a wonderful, successful and inspiring event. Running a conference, especially with lots of people learning a new digital platform, is not a small task, and I admire you all! The programming was all so engaging, and I left each session energized. Thank you for the opportunity to have NPCA support this event and to have a booth. We're so happy to be part of this event and look forward to supporting next time!"*

**Melani McDowell**

1st Time TNB Conference Sponsor, National Parks Conservation Association



# Signature Events

For the second year in a row, Covid shuttered our signature events including our popular Holiday Lights Party and Audubon After Dark.



**Good news!** ANS members & supporters stepped up once again to support the 41<sup>st</sup> Annual Bloomin' Birdathon!

**We raised more than \$100,000 –** the most that we have ever raised for the Bloomin' Birdathon.

**Thank you to everyone who made this great success possible!**







## Marketing and Communications

Communications and Marketing provided outstanding support for the grand opening and ribbon cutting celebrations for the restored Woodend Sanctuary Nature for All projects. Our staff photographer and videographer captured hundreds of photos of our forest, stream, meadows, and gardens, captured video, and produced new content for our YouTube channel, which grew to nearly 600 subscribers. Our webmaster redesigned several web pages to keep the public up-to-date about the restoration projects. We shared progress in every issue of the Naturalist Quarterly and worked throughout August 2021 on a special issue devoted exclusively to the grand opening.

We attracted media throughout the year, rebounding from the dramatic slowdown during the first six months of the pandemic. We also devoted significant resources to our two signature conferences, Naturally Latinos 3 in 2020 and 2021 Taking Nature Black, which attracted more than 1,300 virtual participants.



# Marketing and Communications



Email marketing outreach doubled this year, helping keep our program income steady. We also energized marketing and comms with photos and video, new web pages and high-engagement social media posts, Naturalist Quarterly articles, and earned media for Nature for All, the Bloomin' Birdathon, Summer Camp, preschool and youth programs, the Naturalist Hour, Adult field trips and classes, the Master Naturalist and Natural History Field Studies courses, Conservation outreach in DC, MD, and VA, and more!







# Volunteers

**173 Volunteers donated 5,232 hours of their time.**

**86% of volunteers completed Inclusion, Diversity, Equity and Accessibility training.**

Our dedicated volunteers safely continued to return to Woodend and afield this year. With service in all three pillars of our mission, Conservation, Restoration and Education, volunteers helped with:

- Restoration, trails and gardens;
- Community outreach;
- Advocacy research;
- Camp programs;
- Naturalist Hour production;
- Developing new interpretive signs.

**Of the more than 5,000 service hours recorded, nearly 4,000 hours were recorded by ANS-trained Master Naturalists.**

This year marks the 10<sup>th</sup> year that ANS participated as a Master Naturalist host site. To date we have trained 179 Master Naturalists who have given ANS and the state of Maryland over 33,000 hours of service and additional training to help them better protect the natural world.



# Rentals

Now, more than ever, event hosts see the benefits of renting a venue like Woodend, where outdoor areas, a tent included in the fee, and plenty of fresh air, are vital!

Woodend's wonderful setting for events combined with Beatriz's strategic placement of advertisement, social media posts, and the more than 200 in-person tours given in FY21 resulted in 80 new contracts signed within the fiscal year, with 35 percent of those being held by August 2021.

**68** contracts remained in FY21, despite the 14 contracts cancellations, and the dozens of date changes that shifted revenue from this fiscal year to FY22 and FY23, but the positives certainly outweighed all challenges, and Rentals already started booking events for 2023. Earning Washingtonian's Best Wedding Vendor was icing on the [wedding] cake!

Before the Covid-19 vaccine was approved, 19 events were held at Woodend in the fall of 2020. Beatriz worked with all clients to inform and clarify Montgomery County's mandate for social gatherings, helping them safely navigate the challenges imposed by the pandemic. With patience and creativity, Beatriz offered suggestions on how to stay within the 50-person limit at that time, which included splitting a wedding in two separate events within the existing contracted hours, with a 30-minute intermission where the first group of guests left and the venue was refreshed, then second group of guests arrived, joining the couple and their wedding party to also celebrate their special day. This solution allowed the couple to have all their immediate family for their ceremony and first dinner, and friends for the second dinner and dance.



**Outdoor Venues are the places to book.  
Hooray for Woodend!**



# Rentals – Client Reviews

***"Wedding planning in a pandemic is stressful, to put it mildly, but Beatriz made it as simple and stress-free as possible. She was organized, thoughtful and accommodating - considering the volume of emails she must be getting right now. She was always responsive and sympathetic, giving us recommendations, FAQs, even valuable advice on things like the timeline, tent space, etc.***

***The venue itself is remarkable - beautiful, spacious, with lovely options for both outdoor and indoor weddings (plus a spacious, attractive tent on site if it rains!) It's both close enough to the city to be easily accessible for guests (our hotel of choice was 10 min away) and enclosed with enough acreage and trees to feel private and magical. Being able to have the ceremony and reception in the same space was key for us, but the two areas (the grove and the mansion) are separate enough that you still get the feeling of a "solemn" ceremony and then a "fun" reception. There are also nature classes and a little store on site that sells bird seed, etc. - they (obviously) aren't open during the ceremony, but it was really meaningful to us to be able to contribute to a space that also serves to educate others about nature and the environment.***

***Also, the Woodend team are incredibly helpful day-of - I didn't have to worry about parking, logistics, anything. They even had signs directing people to the ceremony site. Long story short, can't recommend this space enough. It's cliché to say, but it really was a magical day, and Woodend was a huge part of that." - Paige O.***





# Rentals – Client Reviews

*"Woodend was the perfect venue for our wedding. It's wonderful to have both indoor and outdoor space and to have the peace of mind of an alternative rain plan (which we fortunately did not need). Beatriz and her staff were great to work with, and they also connected us to our amazing caterer (Corcoran Caterers). The outdoor grove provided beautiful scenery for our ceremony, and we loved that having our wedding at Woodend supports the mission of the Audubon Naturalist Society." - Josh S.*





# Volunteer List

|                      |                          |                         |                        |                     |                    |                       |
|----------------------|--------------------------|-------------------------|------------------------|---------------------|--------------------|-----------------------|
| • Joy Adler          | • Jane Burner            | • Alice Ewen            | • Cheryl Jukes         | • Barbara Nash      | • Andrew Ristvey   | • Rebecca Turner      |
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| • Carol Anderson     | • William Cheeseman      | • R Scott Fosler        | • Chris Lancette       | • Marla Nix         | • Sujata Roy       | • Nancy Voit          |
| • Joseph Andrews     | • Ana Chuquin            | • Patty Friedman        | • Michael Lautenberger | • Sergio Obadio     | • Kathryn Rushing  | • Elizabeth Wagner    |
| • Laurel Bahar       | • Ann Claxton            | • Elena Furman          | • Sharon Lavallee      | • Abel Olivio       | • Joe Saliunas     | • Paula Wang          |
| • Joyce Bailey       | • Christy Concannon      | • Tom Gardner           | • Lorie Leavy          | • Mary Olson        | • Frank Sanford    | • Sharon Weaver       |
| • Robert Bannister   | • Linda Conover          | • James Graham          | • Rebecca Lemos-Otero  | • Patty O'Malley    | • Harry Savage     | • Glenn Welch         |
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September 1, 2020 – August 31, 2021

Audubon Naturalist Society offers sincere thanks to the following individuals, families, foundations, businesses and organizations that supported ANS during our last fiscal year.

Although we do not have space to acknowledge everyone, we are extremely grateful for and appreciate the generosity of each supporter.

Audubon Naturalist Society thanks our Nature for All donors who made capital campaign pledge payments in FY21.

Your generous pledges to the Nature for All campaign were recorded in prior annual reports. Thank you!

(\*) Funding ANS programs through a multi-year contribution

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Bob Garland

#### **Mitch Greene**

Joe Marx

#### **Jan Holderness**

Louise Beale; Sarah Demarest

#### **Avi Kirschbaum**

Tom, Mimi & PopPop

#### **Stephen & Liz Jones**

Sherrill Edwards

#### **Louise Lees**

Alison, Dave, Evelyn, Rick, Brian, & Mary Beth;

Alison & David Waxman

#### **Nataleigh & Tom Lehman**

Leslie Rose

#### **Stephanie Mason**

Caryl McNeilly

#### **Don Messersmith**

George Jett

#### **Wayne Morris**

Warren Morris

#### **Cecily Nabors**

Pamela Graham; Linda Keenan

#### **Harry & Charlee Neale**

Elizabeth Irons

#### **Max Newman**

Robert & Marianne Smythe

#### **Steven Painter**

Jennifer Kelley

#### **Laurence Patlen**

Barbara Corak

#### **Carolyn Peirce**

Adria Zeldin

#### **Sophie Preston**

Edmund & Eleanor Preston

#### **Suzanne Richman**

Nicholas Richman

#### **Frank Sanford**

P. E. O. International Sisters

#### **Martha Saragovitz & John Shew**

Barb, John & Ethan

#### **Christopher Smith**

Hilary Vidalakis

#### **Jim Stufft**

Joe & Mary Howard

#### **Anne Sturm**

Kristie Miller

#### **Matthew & Colin Sward**

David Sward

#### **Thursday Craft Group**

Sarah Stout

#### **Christopher Tudge**

Ralph Buglass

#### **William Yeaman**

Margaret Novinsky

#### **Mary Zarou**

Sarah Horick

#### **Adria Zeldin**

Jordan, Jess & Paige

### IN MEMORY OF

#### **Elizabeth H. Allen**

Bethesda Community Garden Club; Bill Booth;

Margaret Cutler; Barbara Parsons; Patricia Silber;

Irene Sinclair; Scott Wallace

#### **Yvonne Ayoroa**

Sandra Alvarado

#### **Ralph Baxter**

Susan Gander

#### **Steve Boehm**

Maureen Wilkerson

#### **Natalie Bollerud**

Erica Bollerud

#### **Luther J. Carter**

Joseph Silvio

#### **Susan Hurst Calderone**

The Adasczik & Alois Families; AVC Team; Amy

Berman; Leslie Calderone; Lindsay Calderone;

Chhabra Family; Katherine & Amelia Ingram;

Jared Joiner; Sharon Kruse; Melissa Martinez;

George Oleson; Linda, Ted & Julia Rosen; Karen &

Bill Saum; Ira Symes; Anne Walbridge; Jeremy

Wallenberg; Diane Wax; Nancy Weiss

#### **Luther J. Carter**

Joseph Silvio

#### **Drewry Cromwell**

Sheila Cochran

#### **Charlotte Davis**

Karen Snyder

#### **Pietro De Santis**

Gian Piero & Teresa Forcina

#### **Yoli Del Buono**

Jane Yaffe

#### **Dorothea Dorman**

Marc Silver



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|---|---|--|--|
| <b>Cris Fleming</b><br>Tolulope Adetayo; Allen Belden; Carole Brand; Allen & Janice Browne; Marney Bruce; Paul Carlson; Michael Dixon; Brenda Ekwurzel; Neal Fitzpatrick; Mary Freeman; Anne Fretz; Natalie Gitelman; Barbara Gordon; Tucker Harris; Bill & Jane Hill; Liz Jones; Ruth & Harold Kowal; Roberta Liebman; Linda Maraniss; Stephanie Mason; Mary Massey; Karen & Jim McManus; David Mehlman; Don Messersmith; Jan Meyer; Cecily Nabors; Barbara Nash; Carol & Dan Perry; Marjorie Richman; Ralph & Betsy Stephens; Meg Steward Campbell; Chris Swarth & Marilyn Fogel; Jacky Wershbale; Hal Wierenga & Lynn Davidson; Amy & Stan Young | <b>John Joseph Liebel</b><br>Menna Family<br><b>Pearl Marks</b><br>Robert Mecklenburg<br><b>Betty Masket</b><br>Carolyn Grund<br><b>Jane McGettrick</b><br>Charlotte SherCheryl Esbaenshademan<br><b>James A. McKenney</b><br>The Potomac Lily Society<br><b>Nancie McManus</b><br>Naomi Adelman; John Ahlers; Roselin Atzwanger & Edward Lenkin; Donna & Rick Barrs; Elizabeth Bergen Zabak; Carlton Fields, P.A.; Double View LLC; Joan & Lester Edelman; Cynthia Edwards; Dale R. Ellickson; Daniel Felsen; Palmer & Barry Graham; Jane Gulley; William P. Harbin; Anne & Buck Hinkle; Hoe N Hope Garden Club; Nancy & David Hunter; Martha L. Kahn & Simeon Kriesberg; Thelma Lenkin; Michael Loulakis; Rebecca Lula & Scott MacLeod; Joseph McManus; Candy & Ed Meyerson; Nanci Miller; David & Kathleen Mockbee; Connie Myers & Savannah Jameson; Alison Pearce; Katie Phelps; Marsha Pinson & Children; Frank Riggs; Traci Robinson; Sheila & Jan Rosenberg; Susan & Larry Schor; Sally & Frank Shropshire; Luann Sinclair; Tina & Albert Small, Jr.; George Smith; Jim & Donna Stephenson; Joshua Treem; Sylvia H. Walbolt; Lauriell Webb; Wiener & Garg LLC; David & June Zelig; Michael Zetlin<br><b>Marisela Montoliu-Munoz</b><br>Lucia Fort<br><b>Ruth O'Reilly</b><br>Gail Burns; Marjorie Gillespie; Laurie Jenkins & Mark, Stephanie, Courtney, Antonio, Brian, and Bill K; Janet Hall; Farida Montanus; Dennis Schmidt; Eva-Maria von Bronk; Jacky Wershbale; Carole & Gary Wittenberg | <b>Judith Olmer</b><br>Jan Powers<br><b>John V Osolnick</b><br>Cory, Emily, Remi & Yonah<br><b>Helen Patton</b><br>Mike Bowen; Anne Cianni; Mark England; Jacky Wershbale<br><b>Joseph Pawloski</b><br>OCC<br><b>Marie Plubell</b><br>Richard & Diana Routman<br><b>Abby Portney</b><br>Marcia Lim<br><b>Richard Quick</b><br>Lynn Clement Bremer<br><b>Tommy Raskin</b><br>Betsy Taylor<br><b>Bruce Ramsay</b><br>Katherine Anderson; Joseph Cammarata; Sharon Carr; William Conway; Kathleen Dorman; Sean Helfrich; Margaret Hood; Deborah Huber; Caron Hummer; Joan Joyce; Sonal Purhoit; Margaret Ralph; Mr. & Mrs. Craig Ramsay; Michael Ramsay; Mary Rein; Ira Sherman; Michael Shibley & Carol Soble; Kathie Sollers; Diane Wood<br><b>Robert Leo Roller</b><br>Susan Petro<br><b>Vita Ruditis &amp; John Ruditis</b><br>Ilze Ruditis<br><b>Alice Caroline Ryan</b><br>Oonagh Deasy; Nancy Miller | <b>Glenda Shasho-Jones</b><br>Emma Mohr; Peter Mohr<br><b>Sneaky</b><br>Catherine Schmader<br><b>Dolores Smith</b><br>Anne DeNovo<br><b>John Strassburger</b><br>Bobbi Cohn; Stephanie & Gregg Rothschild<br><b>Richard Taft</b><br>Sheila Blum<br><b>Maria Veltri</b><br>Joanna Veltri<br><b>Joseph C. Vojtko</b><br>Andrea Vojtko<br><b>Daniel A. Webber</b><br>Peter A. & Bernadette Chapin<br><b>Stone &amp; Holt Weeks</b><br>Barbara Van Woerkom<br><b>Rita Wides</b><br>Deborah Shulman<br><b>John Williamson</b><br>Linda & Michael Wolfson<br><b>Mary Ella Works Freiburg</b><br>Olney Brookeville Book Club<br><b>Ann Zahn</b><br>Bethesda Community Garden Club |
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