



AUDUBON NATURALIST SOCIETY

Annual Report:
A Year In Review
2017-2018

PRESIDENT'S MESSAGE



Scott Fosler
ANS Board President

Greetings! I'm Scott Fosler, President of the Audubon Naturalist Society Board of Directors. It's my pleasure to share with you highlights of a remarkable year for ANS.

Our **Education Program** served the largest number of campers and had the strongest revenue outcome for summer camp in ANS history. It helped 3,500 youngsters plant and grow organic salad greens in regional public schools (200 more students than last year). Our new chemistry curriculum on water quality and nitrate pollution was rolled out to high school teachers, thanks to support from the National Park Foundation. ANS staff helped produce our first parent guide to connect children with nature, and it was featured on NBC Washington News Channel 4. Registrations for adults to explore natural areas around Washington reached nearly 2,000.

In **Conservation Advocacy**, ANS worked for greater transparency in stormwater management, and for a final stormwater funding compromise, during a fractious battle between the Montgomery County Council and Executive. Our Creek Critters program surpassed the 10,000-users mark. And we continued our valiant work along the Route 1 Corridor in Northern Virginia. We've earned the trust of residents by working with faith communities to educate, train and involve them in advocating for community-oriented green infrastructure solutions to redevelopment.

The new deer fence is now up and already helping native plant communities flourish in **Woodend Nature Sanctuary**. Restoration plantings included 217 new native shrubs and trees. Our Blair Native Plant Garden, Tree-Safe Rain Garden and Restored Meadow have inspired us with delightful blooms all year long.

ANS's popular **Taking Nature Black** and **Naturally Latinos** conferences advanced our Diversity, Equity, Accessibility and Inclusion initiative to engage new voices, viewpoints, and experiences, and to better reflect the rich diversity of the Washington region in the ANS community.

Our stepped-up **Communications** outreach has resulted in expanded media coverage and engages thousands of new people through videos and frequent posts on Facebook, Twitter, Instagram and our great new website. These efforts are also paying dividends in new memberships and renewals.

The ANS **Naturalist Shop** had record sales at the annual Strathmore Museum Shop Holiday Market and at Riderwood Retirement Community's Earth Day Fair. Our **Rentals Program** delivered a 45% increase in revenue over last year.

These accomplishments were made possible only through the joint efforts of an active and committed ANS Board, a talented and energetic staff, and the continued generous and enthusiastic engagement of ANS members, volunteers, supporters, and friends. ANS volunteers—including water quality monitors, meadow and garden stewards, Shop volunteers, Master Naturalists, event planners and more—together donated volunteer hours equal to 6 full-time staff.

On behalf of our Board of Directors, I extend my deepest appreciation to everyone who pitched in to make this such a successful year. Please continue to help us connect people with nature by renewing your membership and making a generous gift to ANS today.

Scott Fosler, ANS Board President



ANS Board of Directors

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Vice President

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Rebecca Turner,
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Cecilia Clavet

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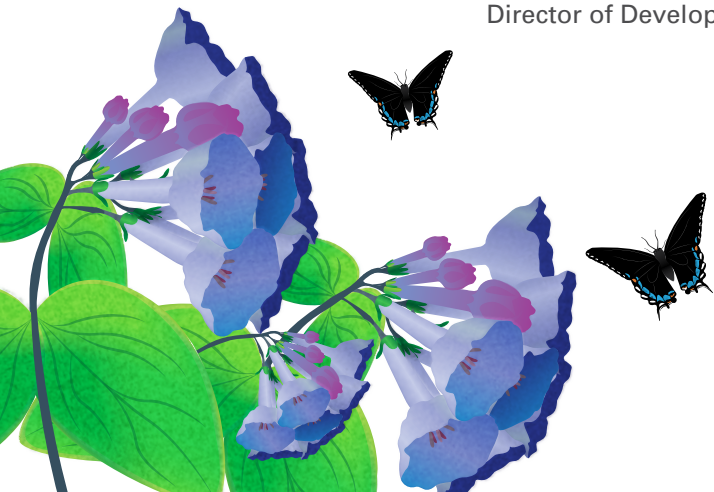
Amy Ritsko-Warren,
Director of Operations

Lois Taylor,
Comptroller

Jacky Wershbaile,
Director of Development



Sunflowers with buzzing bee in restored meadow.



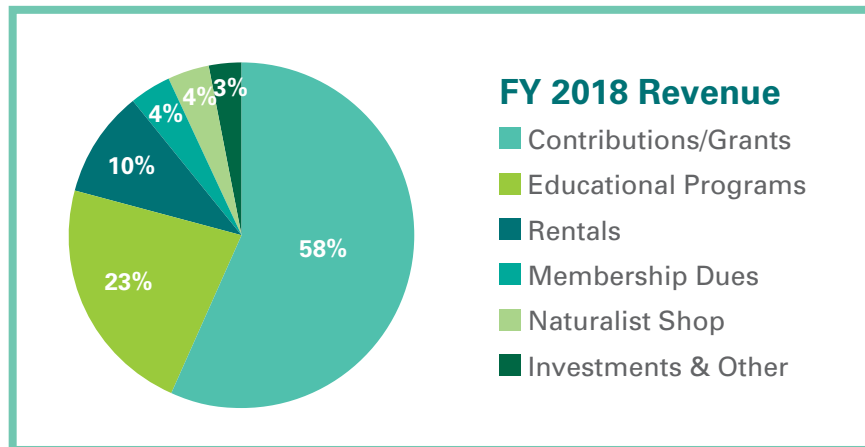
FINANCIAL OVERVIEW

Statement of Activities For the Year Ended August 31, 2018



REVENUE

Contributions/Grants	3,376,909
Educational Programs	1,334,203
Rentals	609,852
Membership Dues	218,047
Naturalist Shop	190,437
Investment Income	124,994
Other	10,588
Total Revenue	5,865,030
Unrealized Gain on Investments	19,611
Total Revenue & Unrealized Gains	\$ 5,884,641



EXPENSE

Conservation and Education

Education Programs	1,685,795
Sanctuaries & Restoration	673,606
Conservation	396,137
Membership & Volunteer Services	206,982
Communications	303,298
Naturalist Shop	144,735
Total Program Expense	\$ 3,410,553

Support Services

Fundraising	424,662
General and Administration	53,133
Total Support Services Expense	477,795
Total Expense	3,888,348
Change in Net Assets	1,996,293
Net Assets, Beginning of Year	6,084,667
Net Assets, End of Year	\$ 8,080,960

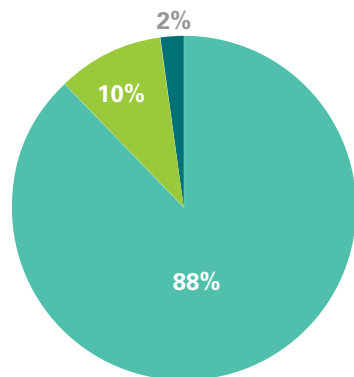
Statement of Financial Position As of August 31, 2018

Assets

Current Assets:

Cash	2,488,724
Receivables	474,374
Inventory	340,718
Prepaid Expenses	94,754
Total Current Assets	3,398,570
Property and Equipment (Net)	2,706,774
Investments at Market Value	2,970,000

Total Assets **\$ 9,075,344**



FY 2017 Expense

- Conservation and Education
- Fundraising
- General and Administration

Liabilities

Accounts Payable	97,263
Accrued Expenses	139,418
Deferred Revenue	708,987
Loan for Classroom Renovation	171,684
Total Liabilities	\$ 1,117,352

Net Assets

Unrestricted	4,982,250
Temporarily Restricted	2,256,018
Permanently Restricted	719,724
Total Net Assets	7,957,992
Total Liabilities and Net Assets	\$ 9,075,344

These preliminary statements for FY2018 are prepared according to Generally Accepted Accounting Principles (GAAP). Final, audited statements for FY2018 will be available online and by written request after Board approval of the audit in February 2019.

CONSERVATION

Conservation Policy & Advocacy

ANS leads local and regional campaigns to address environmental threats, and trains activists throughout Washington DC, Maryland, and Virginia. We leverage our location near the Capitol to take on issues of national importance as well.

Washington, DC



Our members testified on an important bill to regulate noisy two-cycle leaf blowers. Noise pollution is a serious threat to wildlife, especially birds, and ANS made sure that wildlife was “heard” in the debate.

Maryland



ANS hosted a visit by Senator Ben Cardin to Woodend to meet with Montgomery County environmental activists.

We led the fight to save the stormwater budget in Montgomery County, which Executive Leggett slashed by 70%. We were able to preserve commitments to green infrastructure, public involvement, and transparency in the final compromise between the County Council and Executive.

ANS sent a whole Nature Bus full of amazing activists to lobby their state legislators to fix the Forest Conservation Act. The bill didn’t pass this year, but we’ll keep pushing!

Virginia



The EMBARK Richmond Highway plan was completed with a strong commitment to environmental protection in its guidelines for redevelopment, largely due to ANS’s advocacy.

As part of our community empowerment work, we held our first-ever Spanish-language community listening session at a church in Alexandria and will work with the congregation next year to install native plantings.

For the first time in three years, the Stormwater Local Assistance Fund is funded in the state budget! ANS serves as the primary advocate for this critical fund in Northern Virginia.

National Policy

This year, we and our members weighed in on many of the worst elements of the Trump administration’s rollbacks on environmental protection; including threats to the Stream Protection Rule, Waters of the United States, the Migratory Bird Treaty Act, National Environmental Policy Act, and much more.

We hosted our fellow Independent Audubon Societies from around the country for a Capitol Hill Lobby Day where we worked together to support funding for wildlife and met our Senators and Representatives. See our [video here](#).

conservationblog.anshome.org has more policy and advocacy news and you can sign up for action alerts!





Students of all ages enjoy our evening stream science classes.



ANS and environmental friends cut the ribbon on our new innovative tree-safe rain garden!

Stream Science

This year, 186 volunteers with the ANS Water Quality Monitoring Program documented aquatic organisms and assessed stream habitat quality at 28 stream sites, for a total of 485 monitoring visits.

Our new online database for entering and storing stream data collected by volunteers is now up and running, and team leaders can enter their results from home. Volunteers can also find all their forms and manuals online on our website.

Testimonials

“We have hosted six Creek Critters events and, at every one, I am still impressed with how this simple app along with a few nets and buckets has grown a community of clean water enthusiasts. Most people come to our events thinking only fish live in the creek. We can hear the oohs and ahhs when they find their first macro-invertebrate and by the time they leave, they are asking questions about the health of the stream and what they can do.”

—**Sarah Morse,**
Executive Director, Little Falls Watershed Alliance

Creek Critters

ANS's award-winning Creek Critters stream science app and outreach program keep growing. This year, Creek Critters surpassed the 10,000+ users mark—adding scores of citizen scientists in our region!

Also this year, Creek Critters helped many communities reach their own goals and spread the message of environmental science and stewardship far and wide. For several years, ANS has partnered with the Anacostia Watershed Society to offer Creek Critters events as part of their “Watershed Stewards Academy.”

The Student Conservation Association (SCA) participated in our Creek Critters event and went on to teach Creek Critters to 48 high school students on summer stewardship work crews in the DC area. Students and crew leaders were thrilled to find aquatic insects using the app and see how their stewardship work has a positive impact on stream health. These future leaders will now go out into the world and share the importance of protecting clean water, armed with their smartphones, Creek Critters and a newfound love of streams.



Summer crews from the Student Conservation Association look for macroinvertebrates using our Creek Critters app.

ENVIRONMENTAL EDUCATION

Audubon Nature Preschool

The Audubon Nature Preschool brought the gift of wonder to 80 children and their families this year. Woodend's 40 acres were once again a cherished and beloved "classroom" where young children experimented every day. Finding and rescuing salamander eggs, and then watching them hatch and grow into full-grown salamanders brought boundless joy and excitement to learning about the life cycle.

One of our three-year-olds was overheard explaining to adult visitors that, "I know it's frog eggs because the eggs are together all big and round. If eggs are in a straight line, then they are toad eggs!" Preschoolers are already noticing increased diversity in plant and insect life since the Woodend Nature Sanctuary Restoration efforts began. We can't wait to see what this year will bring!



Baking woodchip "cupcakes" in our new preschool outdoor kitchen.



Searching for wildlife in the pond this spring.

Testimonials

“From our son's first day at Audubon Nature Preschool, we knew that we had chosen the right place. Our son has flourished at Audubon, and we are looking forward to a second year in the Saplings class.”

“My child has always loved the outdoors, but he is now so much more curious and knowledgeable about living creatures and nature in general. The nature preschool helps him develop as a nature lover and a critical thinker.”



GreenKids

Our 13th year of partnership with Montgomery County Public Schools (MCPS) and 9th year with Loudoun County Public Schools (LCPS) was all about “green” culture change in school communities. Twenty schools—17 in MCPS and 3 in LCPS—received state green school certifications this year, a testament to the sustainable impacts of our GreenKids program. Ninety percent of our GreenKids schools re-certify as green schools after they complete the GreenKids program. Now that’s lasting impact! With fun and engaging hands-on lessons and projects, GreenKids helps schools integrate environmental lessons into their curriculum, provides rare outdoor learning opportunities for teachers and students, and instills sustainable practices in school communities to protect our natural world.

Salad Science

Growing and eating your own food is a very powerful way for children to connect with nature and learn about healthy eating. Through our six-week Salad Science program, students nurture their own salad greens from seeds and celebrate with a Salad Party when children gleefully eat their own harvest. We expanded this program throughout Montgomery, Fairfax, and Loudoun Counties and the District of Columbia this year, engaging more than 3,500 students (Grades PreK-5) at 38 different schools. We also developed partnerships with the National Institutes of Health and Nutrition Services staff in our partner school systems. We are proud to welcome these partners who support us in growing this amazing, hands-on program for young children.



GreenKids students and teachers from two MCPS middle schools celebrate their Maryland Green School re-certification awards at Sandy Point State Park in May 2018.



Curiosity abounds as preschool students tend to their lettuce seeds at Mary McLeod Bethune Elementary in Washington, DC.

School Programs

ANS offered 15 afterschool nature clubs at five schools in Montgomery County this year. We received a \$13,000 grant from Montgomery County Council to work with three Title I elementary schools, Capt. James E. Daly, Summit Hall, and Rolling Terrace. We also provided clubs at Oakland Terrace, Jones Lane, and Beverly Farms Elementary Schools. When so many of our kids go from asphalted schoolyards directly to screen time at home, these ANS clubs allow children to unplug after the school day and learn science in an outdoor, fun, and hands-on environment. At the end of the club session, kids marvel at how much they have learned and how much more comfortable they feel being outside in nature.

Our school programs reached more than 3,000 students this year, and nearly 600 of those students were served by ANS scholarships. Most of the scholarship students were transported to our sanctuary on our butterfly Nature Bus. We taught students about our new rain garden, hiked through forests and meadows, played action-packed life cycle games to reinforce learning, and connected kids to their local streams by teaching them to test water quality.

Come along on an exciting field trip with us and the students of **Friendship Armstrong Academy.**



Elementary students gleefully investigate the habits of worms.

Garbology

Students in 22 DC schools learned that there is no “away” when it comes to where our trash goes. A two-year Environmental Literacy Advancement Grant from the DC Office of the State Superintendent of Education enabled ANS to engage every second-grade student at 22 schools in our famous Garbology program. Children were fascinated by lessons on recycling, composting, and removing litter from our watershed, as well as field trip experiences to Prince George’s County’s recycling center and composting facility.



Students enjoy making their own recycled paper at Eagle Academy in Southeast DC.

Testimonials

“Thank you for spending three engaging days with us! The students loved the lessons and activities. They now feel empowered to keep our school and environment clean! I love how the students are holding the adults accountable now!”

—Jenny Krzystopowicz, Hearst ES, 2nd grade teacher

Chemistry Matters in Rock Creek

ANS was one of six non-profits selected by the National Park Foundation last year to partner with a national park and school system to deliver environmental lessons. We received a \$100,000, three-year demonstration grant under their new Citizen Science 2.0 initiative. ANS has partnered with Montgomery County Public Schools and Rock Creek National Park to create an innovative, 10-day watershed module for the high school chemistry curriculum that is being developed in alignment with the Next Generation Science Standards. In our first year of the pilot, we brought more than 300 chemistry students outside to test the waters of their local stream. When completed, this curriculum will engage 2,500 students to measure and study nitrate pollution in our watershed and learn about careers in the National Park Service.

BioBlitz

Our second annual BioBlitz, held in partnership with the Montgomery County Department of Environmental Protection and Montgomery County Public Schools, engaged every fifth grade student from Glenallan Elementary School in Silver Spring in exploring the biodiversity of Wheaton Regional Park over two days in early June. Student scientists worked alongside professionals, making observations of wildlife and using the iNaturalist app to catalog species diversity in terrestrial and aquatic ecosystems of the park.

Camp Audubon

Camp Audubon had its biggest year yet! We had 1300 camp registrations, more than \$525,000 in revenue, and we doubled our scholarship offerings! Campers climbed Sugarloaf Mountain, dove deep in SCUBA lessons, dug for fossils, and participated in so many other fun activities in our 80 camps.



Ecologists from the Montgomery County Department of Environmental Protection partnered with ANS and MCPS to introduce students to the many creatures that call Wheaton Regional Park "home."



Chemistry students from John F. Kennedy High School in Silver Spring test the waters of Bel Pre Stream in the fall of 2018.





Youths discover aquatic life in a Rust Sanctuary's outdoor adventure.

Rust Watershed Adventures

Since 2013, our Rust Watershed Adventures program in Virginia has provided a project-based learning experience that meets the Virginia Standards of Learning and Loudoun County's One to the World initiative requirements. More than 950 students from 10 different LCPS elementary schools participated in field trips to Rust Sanctuary

this year, and 18 teachers engaged in training from ANS Naturalists both at the sanctuary and in their own schoolyards.

Students explored biological diversity in the pond at Rust Sanctuary as part of their Rust Watershed Adventures experience, which also included testing water chemistry, playing watershed educational games, and planting trees.



Summer campers harvest red and white potatoes from our Children's Garden.

Children's Garden

A new gem at Woodend Sanctuary, our Children's Garden continued to thrive and grow this year under the green thumb of our ANS Garden Manager, and with assistance from many volunteer Master Naturalists and student gardeners! Together, we improved existing beds and expanded the garden. Audubon Nature Preschoolers enjoyed planting a new Three Sisters

Garden, and campers harvested and cooked veggies from the garden all summer long. Now that the garden is truly thriving in its third year, we have begun developing new programming for children and adults, including a Fungi Workshop, teacher trainings, and school field trips that will be piloted in the coming year.

Adult Programs

Hundreds of nature-loving adults explored the rich range of natural areas in our region: from Rock Creek Park to Calvert Cliffs, from Sugarloaf Mountain to Suitland Bog, from Cape May to Kenilworth Aquatic Gardens. On the 150 classes and outings we delivered this year—a 15 percent increase from FY2017—participants chased butterflies and beetles, craned their necks to find birds, bent down to admire flowers and ferns, and along the way learned to identify trees, turtles, and much more. They hiked, biked, paddled, or slowly strolled through popular parks such as the C&O Canal Towpath as well as lesser-known gems like Blockhouse Point and Huntley Meadows. New programs included A Year at Theodore Roosevelt Island, two series of Friday hikes along the C&O Canal, and Smitten by Frogs.



Field trip participants enjoy watching an Osprey catch a fish.



Spring Beauties line the C&O Canal Towpath, a favorite ANS nature destination.



Nature Travel

ANS's travel program gives adults the opportunity to explore the natural world beyond the DC metro area. Our groups are kept small (10-14 travelers) and they're led by seasoned naturalists, often accompanied by the best local guides. When ANS travelers return home, they bring back photographs of stunning scenery and wildlife, stories of memorable sightings and lasting camaraderie with fellow travelers. After their first trip, many travel with us again and again.

In FY2018, our 62 travelers visited five exciting destinations, including a new trip to Coastal California where towering redwoods, Tule Elk, whales and California Condors kept everyone smiling. This year we visited perennial favorite Costa Rica as well as Honduras. From rainbow-hued Toucans to spritely hummingbirds to saucer-sized butterflies, these destinations featured the mind-boggling diversity of plant and animal life to our south. Closer to home, the subtropical habitats of the Florida Everglades delighted our travelers there. The grandeur of Alaska was so enticing that we scheduled not one, but two summer departures to these vast wildlands. Post-trip, one of our Alaska travelers wrote: "the scale of the wilderness was mind-boggling."



Sloths are a favorite sighting on our regular Nature Travel trips to Central America.



The dramatic plumage of this Tufted Puffin delighted our Alaska travelers.

Testimonials

“The highlights of the trip were the birds, the leaders, the participants, the food.”

—Costa Rica traveler

“The enthusiastic reports from others who had traveled with ANS convinced me that this would be enjoyable—and it was.”

—Honduras traveler

“I have never been disappointed by an ANS trip.”

—Alaska traveler



Natural History Field Studies

Our unique Natural History Field Studies program turned 57 this year! This one-of-a-kind continuing education curriculum, featuring in-depth natural history classes for adults, is offered through our partnership with the Graduate School USA.

Year-round evening courses bring together nature neophytes and experienced naturalists, who study the nature in our region both in the classroom and out in the field. Nearly 200 adult learners enrolled in a slate of 18 classes, including Spring Flower ID, Winter Bird Life, and Biology for Naturalists. Three new instructors were added to the teaching roster, and three new courses debuted: Butterflies of Spring, US Conservation History, and Chemistry for Naturalists.



Spring Flower ID students learned to look for Trout Lily in the woods in early spring.



Bees, beetles, butterflies and more were the stars of this summer's Insect Life course.

Testimonials

“The teacher’s knowledge, enthusiasm, and historical understanding (and even a Jeopardy contest) made the course an effective one.”

—Student in new U.S. Conservation History course

“The course had great field trips and an extremely knowledgeable, patient and responsive instructor. Now I can pass what I’ve learned on to my grandchildren.”

—Student in Insect Life course





Bride and groom pose in the Woodend meadow. *J. Sasu Photography*



The happy couple take a stroll. *Crixell Matthews Photography*

Rental Events

The primary goal for Rental Events this year was to increase revenue, because rental proceeds provide significant support for ANS's mission. We are thrilled to report that Rentals not only met, but exceeded its revenue goal by 11%.

These increases were a direct result of marketing and sales efforts, including the launch of a new website, **WoodendSanctuary.org**, an updated brochure, an Instagram following, and the adoption of new technology tools.

Please visit Woodend Sanctuary's Facebook page and Instagram accounts to see hundreds of photos and many videos of the beautiful weddings held at Woodend.

Facebook:
www.facebook.com/woodendsanctuary

Instagram:
[@woodendsanctuary](https://www.instagram.com/woodendsanctuary)



Wedding vows exchanged in our gorgeous Hemlock Grove. *Alisandra Photography*

Testimonials

“Beatriz, the event manager at Woodend, was easy to work with and very professional. Woodened is a classic and romantic wedding venue, with a lovely and airy tent that makes for a great ceremony and/or dinner setting. Thanks to Beatriz for helping make our dream wedding a reality! ”

—Stephanie

“I have always loved Woodend ever since volunteering as a camp counselor there many years ago, so when it was time to choose a wedding venue, it was at the top of my list. The hemlock grove is absolutely breathtaking! Our wedding day went very smoothly and was everything we were hoping for! ”

—Alina



Volunteers and ANS Restoration Director plant new trees along Jones Mill Road.



Rock Creek Conservation Corps students help us cut down invasive honeysuckle trees.

Restoration

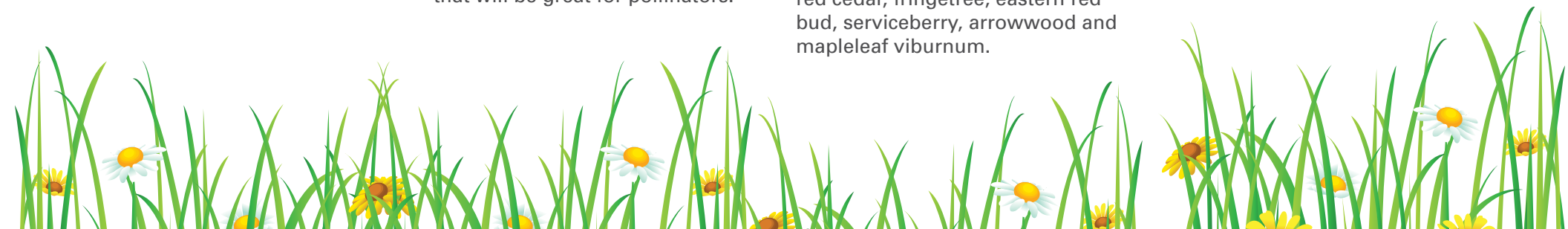
This year the completion of a deer fence and associated driveway grates set the stage for restoration of native plant communities. For the first time in many years, we have observed the survival of native tree seedlings in the Woodend forest, along with the recovery of a native spicebush understory, and the presence of herbaceous plants like Solomon's plume on the forest floor.

In August, a rain garden was constructed to treat over 3500 gallons of stormwater flowing from the top of the entryway drive. The garden showcases a fringetree and highbush blueberries that provide food for birds, as well as spectacular native blooming plants including rose mallow, blazing star, black-eyed Susan, goldenrod, and New England aster that will be great for pollinators.

This year we undertook the first-ever large-scale invasive shrub removal at Woodend, cutting down bush honeysuckle and winged burning bush from 20 acres of forest, as well as along the entryway drive.

Restoration plantings focused on the landscaped areas and included 217 new native shrubs and trees including American holly, eastern red cedar, fringetree, eastern red bud, serviceberry, arrowwood and mapleleaf viburnum.

Restoration at Woodend extended beyond the green areas of the Sanctuary this year. New wayfinding signs were constructed along the drive to guide visitors to parking, and our first ever entryway sign was installed at the Brierly Road exit. In August, Woodend's drive and parking lots were further improved, with new grading, fresh gravel, and a new seal.





Our Shop sells nature games for young nature lovers.



Our Shop sells gift-wrapped nature-scented soaps.

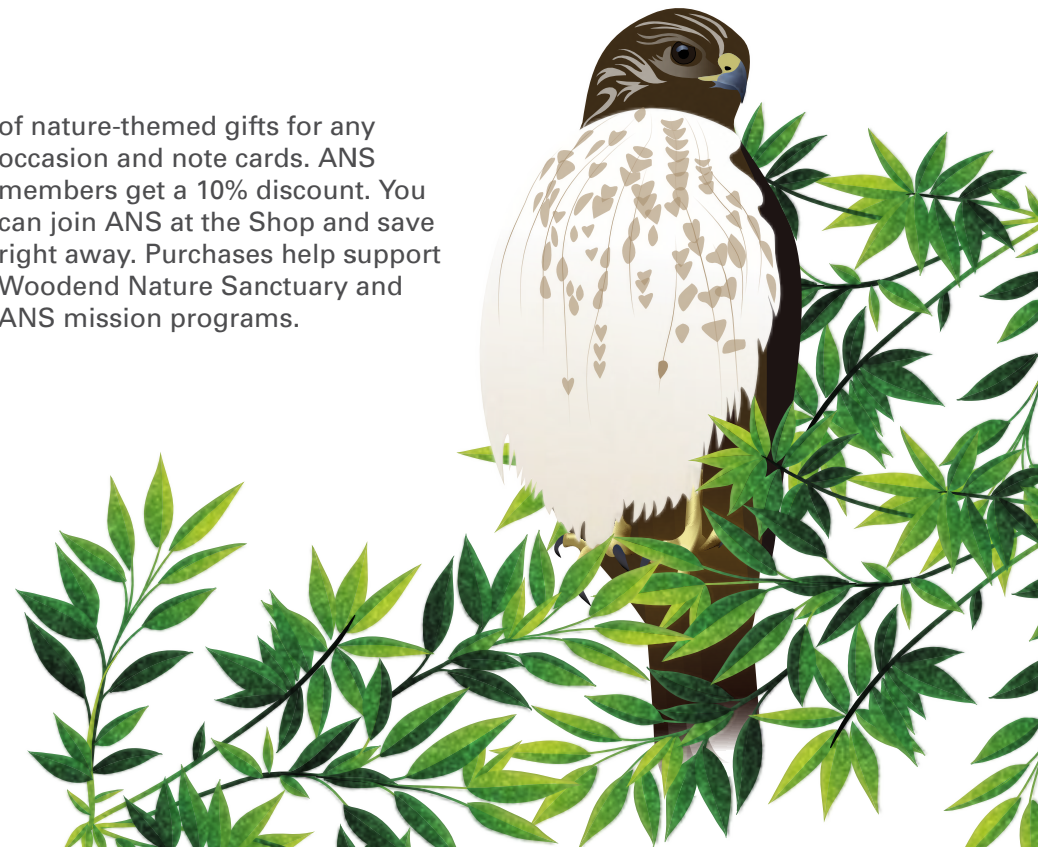
The Naturalist Shop

The Naturalist Shop serves as an attraction and a welcoming place at Woodend Sanctuary. This year, the Shop attracted 150 new members and sold more than \$17,000 in memberships. In support of ANS Education programs, the Shop provides students with learning materials and offers extended hours to accommodate evening classes. Record sales events included the annual Strathmore Museum Shop Holiday Market and a visit to Riderwood Retirement Community for an Environment Fair on Earth Day. A springtime author event with Smithsonian Ornithologist Bruce

Beehler attracted 80 people who learned about his new book on Warbler migration, *North on the Wing*.

The Naturalist Shop has become a bright and cheerful gathering destination for ANS members, naturalists, students, and visitors, offering nature backpacks, trail maps, ANS literature, a stimulating bookstore, educational products for children, binoculars, and spotting scopes. The Shop also sells high quality wild bird seed —our top-selling product—and bird feeding supplies, along with a nice selection

of nature-themed gifts for any occasion and note cards. ANS members get a 10% discount. You can join ANS at the Shop and save right away. Purchases help support Woodend Nature Sanctuary and ANS mission programs.





Students from St. Andrew's Episcopal School help restore Woodend Sanctuary.



ANS's Senior Master Naturalist teaches Master Naturalist trainees to identify trees.

Volunteer Programs

293 people volunteered
12,255 hours, the equivalent
of 6 full-time staff.

Volunteers:

- Reduced deer population resulting in signs of forest understory recovery; the planting and prospering of sapling trees and spicebush, spring wildflowers and more;
- Began removing and breaking down non-native plants, to improve soil quality and provide habitat for native organisms and native plant species;
- Taught children throughout MCPS how to grow vegetables, identify benthic macroinvertebrates, remove invasive plants, understand ecological connections, think critically and objectively about nature;

- Took on leadership of programs, such as Beginner Bird Walks and Citizen Science projects. Our Bird Walk Leaders add data from their walks to eBird; Butterfly Surveys and Meadow Surveys contribute to data about habitats at Woodend and in the region.

Master Naturalists

ANS trained 21 Master Naturalists in 2017. The new graduates have donated nearly 700 hours of

volunteer time to ANS mission work. This class conducted a survey of invasive species at Woodend, researched successful removal techniques and tools for invasive plant species, started a tree-survey, and began photo documentation of the restoration project. Another 23 students have been accepted into the 2018 Master Naturalist Class. Collectively, our Master Naturalist volunteers contributed 5460 hours of service to ANS.





Rachel Carson Biographer and ANS member Linda Lear with ANS Executive Director Lisa Alexander.



Guests mix and mingle amid silent auction items at our Annual Holiday Party.

Signature Events

The Development Department celebrated Environmental Champion and ANS Member Rachel Carson with two events:

- Notable Rachel Carson biographer and ANS member, Linda Lear, attracted 80 people to Woodend for a special presentation and discussion for a special presentation on Rachel Carson and Her Friends.
- Award-winning actress Leslie Goddard wowed the audience with her moving portrayal of Rachel Carson at a special performance at Woodend.

In April, we held our first Spring in Washington event –16 supporters rode the ANS Butterfly Bus along the route of Louis Halle's iconic book, *Spring in Washington*. Halle is a former ANS member.

Hundreds enjoyed member-focused special events and fundraisers including:

The Straw Bale House and Edible Gardens Trip: Michael Judd's Long Creek Homestead included a tour about food forests and other edible gardening techniques.

Art Lovers flocked to the **Balance and Imbalance** Art Show by Marnie Sinclair, featuring art works inspired by climate change.

Annual Holiday Party: 140 people attended the Autumn Lights Holiday Party to celebrate and support the ANS mission.

Audubon After Dark: Our annual fundraiser raised more than \$53,000 for conservation and education, and guests dined on a wonderful meal donated by Corcoran Caterers.

A big thank you to all our members and supporters for such generous support!





Reporter Molette Green of NBC4 celebrates release of the ANS Parent Guide with members, staff, and summer campers.



Business Owner Sarah Anderson, right, speaks to other attendees at our 2nd Taking Nature Black Conference.

Marketing and Communications

This year saw record levels of engagement from old and new audiences, across all ANS platforms. ANS has been No. 1 in engagement on social media for most of the year, surpassing local environmental organizations many times our size.

Marketing and Communications:

- Supported ANS's signature conferences, **Naturally Latinos** and **Taking Nature Black**, which

welcomed capacity crowds, and new sponsors, garnered media attention, and laid the foundation for new partnerships with at least a dozen groups in the region. ANS also hosted our first ever **Independent Audubons Lobby Day** on Capitol Hill.

- Supported Woodend's Restoration efforts with media outreach, two new web pages, hundreds of photos and captivating videos.

- Added 434 local **Facebook followers** to reach 1,637 and topped 18,000 Facebook followers overall.
- Added 354 **Twitter followers** for a high of 1,695.
- **Launched an Instagram page** that gained nearly 200 followers in fewer than six months.
- Won a total of 22 Earned media mentions. A 6 a.m. live shot with NBC Washington's Channel 4 was a high.
- We launched redesigned pages and created new ones (**Camp, Preschool, Restoration, Plant-a-Tree, Welcome, Conferences, Newsroom, Earth Month, Let's Keep in Touch**) and we published with the outstanding contributions of the EE team ANS's first **Parent Guide: How to Help Children Fall in Love with Nature**
- We supplied more than 2,400 new photos and **a dozen new videos**.



TOP DONORS



September 1, 2017 – August 31, 2018

ANS offers sincere thanks to the following individuals, families, foundations, businesses, and organizations that supported us 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.

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

\$100,000 & up

Anonymous (2)
Sharon and Robert Buchanan*
The Campbell Foundation
Chesapeake Bay Trust
DC Office of the State
Superintendent of Education*
Kristie Miller
Town Creek Foundation

\$50,000-\$99,999

Anonymous (2)
Cal & Jeff Leonard*
Howard Hughes Medical
Institute*
Florence K. Millar*
National Park Foundation*
Richard & Nancy Raines
Ruth McCormick Tankersley Trust
Wallace Genetic Foundation

\$25,000-\$49,999

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Iambert Ngenzi

Marisa Olszewski
Lucky Omoding
Stephen Panossian
Ana Paraon
Florencio Paraon
Giselle Paraon
Ed Pfister
Chris Powell
Sarah Price
Debra Prybyla
Diyan Rahaman
Shyazana Rahaman
Pat Ratkowski
Ethan Rembold
Sara Robinson
Susan Robinson
Bob Rushing
Lynn Rust
Adriana Sanchez
Frank Sanford
Susan Schober
Heather Schoning
Marcie Schubert
Joe Schultz
Sandy Schultz
Gretchen Schwartz
Suzanne Shoemaker
Sidwell Friends Students
Jonathan Simak
Olga Simakova
Robert Simpson
Roxane Sismanidis
Deirdre Smith
Karen Smith
Mike Smith
Patty Smith
Carol Spence
Corinne L Stephens

Julie Super
Kay Taub
Lillie Thomas
Merin Thomas
Tricia Tice
Alison Trackman
Brian Trackman
Karen Trackman
Gregg Trilling
Lori Tsang
Thomas Urban
Alice Viechnicki
Henry Viechnicki
Nate Viechnicki
Peter Viechnicki
Severiano Villaruel
Steve Wachs
Marti Wade
Liz Wagner
Tracy Waldon
Paula Wang
Weeun Wang
Glenn Welch
Marjorie Wellman
Karen Wilhelm
Sarah Wilkins
Janice Winter
Cathy Wiss
Tenley Wurglitz
David Yang
Bill Yeaman
Nicole Zimmerman
Ethan Zmola
Theresa Zmola



ANS BY THE NUMBERS

10,000

Creek Critters
smartphone app
users tested stream
health



12,255

hours donated by dedicated
ANS volunteers to support
our mission work



5,280

feet of fence installed to
exclude hungry deer



3,500

schoolchildren planted,
harvested and ate organic
lettuce with ANS Salad Science



950

students from 10 Loudoun
County elementary schools
took nature field trips to Rust
Sanctuary



1,300

nature summer camp
registrations marked a record
year for ANS getting kids into
nature



300

high school chemistry
students tested
for nitrates in local
streams in an ANS
pilot program



485

stream data-collection visits
made by ANS water quality
monitors



168

adult nature classes and
five nature travel trips
engaged adult learners all
year long



217

new native shrubs
and trees planted at
Woodend Nature Sanctuary



80

children and their
families received the
gift of wonder from
Audubon Nature
Preschool



40

environmental advocacy letters
ANS sent to local, state and
federal government agencies



22

DC schools participated
in ANS Garbology lessons
delivered to every 2nd grade
student



20

GreenKids schools re-
certified as Maryland and
Virginia Green Schools



3

Lobby Days on Capitol
Hill where team ANS
fought for environmental
protection



2

sold out diversity
conferences, Naturally
Latinos and
Taking Nature Black



**Audubon
Naturalist
Society**