

AUDUBON NATURALIST SOCIETY

Annual Report:
A Year In Review
2016-2017

PRESIDENT'S MESSAGE



Greetings!

It is my honor to share with you highlights of our 120th year in this 2017 Annual Report.

At the top of this year's highlights is the fact that we won two major legal victories: the Montgomery County Board of Appeals granted us the needed variance to begin restoring Woodend's wondrous

habitats by installing a deer fence! Plus, we prevailed in the fight to prevent Pulte Development from violating our First Amendment rights and those of our Ten Mile Creek coalition partners.

The **Education** Program launched our Forest Kindergarten at the Audubon Nature Preschool in a beautiful new classroom. We also had our strongest summer camp ever, teaching even more children to love and protect nature. We expanded our Salad Science program and more than 3,300 students studied the environment in our school programs. This year, we trained our 113th Master Naturalist Volunteer and are proud that more than 80% of our trainees have stayed actively involved with ANS since the program began in 2011.

Through the **Conservation** Advocacy Program, 180 people signed up to join ANS for the March for Science. In addition, we nearly tripled our advocacy Action Alert list to 1,669 subscribers, which super-charged all of our advocacy work for the environment at the federal, state, and local levels.

Our **Communications** Team debuted two new websites: one for **Audubon Naturalist Society** and one for **Woodend Sanctuary**, and launched a **Why ANS?** video series.

The **Shop** experienced a robust 15 percent increase in sales in its specialty brands of optics and we ended the year on the high note of increasing overall revenue by almost 18 percent. These funds support our important mission work in environmental education and advocacy in the DC region.

I hope you will enjoy reading this report and learning more about ANS's accomplishments. Through all of our work, we strive to achieve our mission of spreading the joy of nature through education, advocacy, and conservation. To accomplish the ANS mission, I invite you to help us continue connecting people with nature in the DC region by making a gift to ANS today.

On behalf of the entire Audubon Naturalist Society Board of Directors, my sincerest thanks to our members, volunteers, supporters, staff, and friends for helping us succeed in 2017 and beyond.

Leslie Catherwood, ANS Board President



ANS Board of Directors

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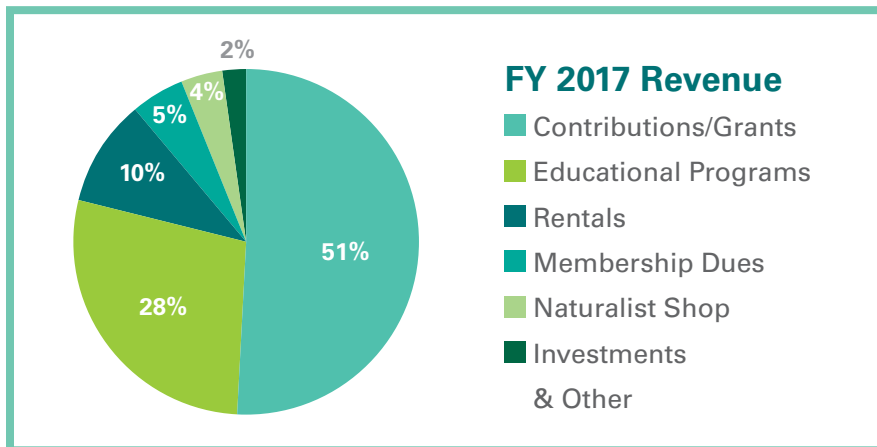
Pam Oves,
Office Manager

FINANCIALS OVERVIEW

Statement of Activities For the Year Ended August 31, 2017

REVENUE

Contributions/Grants	2,196,415
Educational Programs	1,225,834
Rentals	423,003
Membership Dues	200,269
Naturalist Shop	162,056
Investment Income	97,091
Other	2,829
Total Operating Revenue	4,307,497
Unrealized Gain on Investments	189,022
Total Revenue	\$ 4,496,519



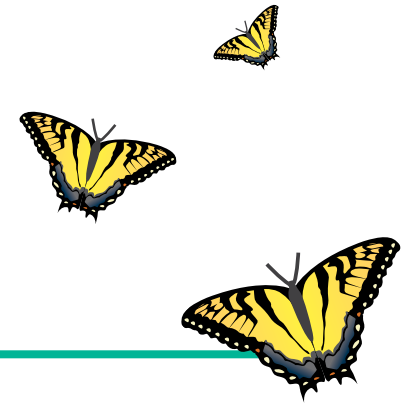
EXPENSE

Conservation and Education

Education Programs	1,544,360
Nature Sanctuaries	641,709
Conservation	548,032
Membership & Volunteer Services	272,958
Communications	170,067
Naturalist Shop	72,862
Total Program Expense	\$ 3,249,988

Support Services

Fundraising	376,053
General and Admin.	146,016
Total Support Services Expense	522,069
Total Expense	3,772,057
Change in Net Assets	724,462
Net Assets, Beginning of Year	5,350,289
Net Assets, End of Year	\$ 6,074,751



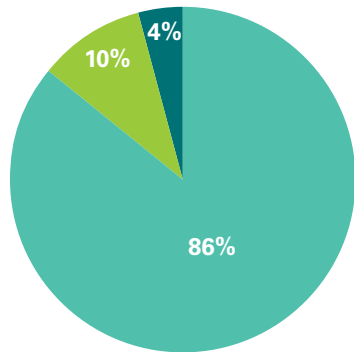
Statement of Financial Position As of August 31, 2017

Assets

Current Assets:

Cash	958,619
Receivables	396,617
Inventory	297,356
Prepaid Expenses	22,964
Total Current Assets	1,675,556
Property and Equipment (Net)	2,574,786
Investments at Market Value	2,843,319

Total Assets **\$ 7,093,661**



FY 2017 Expense

- Conservation and Education
- Fundraising
- General and Administration

Liabilities

Accounts Payable	51,928
Accrued Expenses	115,216
Deferred Revenue	633,138
Loan for Classroom Renovation	218,628
Total Liabilities	\$ 1,018,910

Net Assets

Unrestricted	3,857,655
Temporarily Restricted	1,497,372
Permanently Restricted	719,724
Total Net Assets	6,074,751
Total Liabilities and Net Assets	\$ 7,093,661



False Sunflower

These preliminary statements for FY2017 are prepared according to Generally Accepted Accounting Principles (GAAP). Final, audited statements for FY2017 will be available by written request after Board approval of the audit in February 2018.

CONSERVATION

Conservation Policy & Advocacy

ANS led and engaged in local, regional, and national campaigns to address environmental threats, and trained and educated activists throughout Washington DC, Maryland, and Virginia.

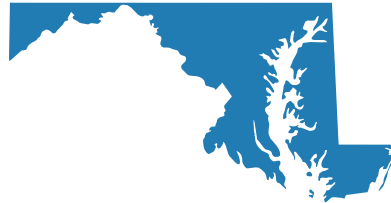


Washington, DC



ANS took a leading role in convening advocates to protect the regionally-famous birding area at the Rock Creek Park Nature Center. The National Park Service continues to consider redevelopment concept plans but they heard your voices loud and clear!

Maryland



ANS and partners successfully pushed Montgomery County to adopt a policy of using 60% green infrastructure as the preferred technology to fix stormwater pollution problems.

We are leading the charge, along with partners at the Potomac Conservancy, Choose Clean Water Coalition, and grassroots groups throughout Montgomery County, to rethink the next round of Clean Water Act permits in Maryland — ensuring that they protect both local streams and the Chesapeake Bay from polluted runoff.

Virginia



ANS is working with community members, county officials and regional partners along Route 1, south of Alexandria, to envision a more equitable and healthy environment for all.

ANS is the primary advocate for the Stormwater Local Assistance Fund in Northern Virginia. This fund is critical to helping local communities build projects that control polluted runoff.

Woodend

In March we launched Conservation Café, a monthly Thursday evening speakers series that allows ANS's members and friends to listen to and participate in hot topics on the environment.

We co-hosted with the Prince Foundation a first-time one-day conference, Our Land, Our Water, Our Food, attended by more than 70 people from the region's environmental groups.

This year, 161 ANS members sent letters to Scott Pruitt's EPA telling the agency to keep our clean water protections. In addition, 180 ANS members signed up to March for Science with us on Earth Day. We increase our Action Alert list to 1,669 people from 569.

Go to conservationblog.anshome.org for more policy & advocacy news and to sign up for our action alerts!





Citizen Science

This year 163 volunteers with the ANS Water Quality Monitoring Program documented aquatic organisms and assessed stream habitat quality at 28 stream sites, for a total of 435 monitoring visits. Although we have traditionally focused on monitoring streams in Montgomery County, Maryland, and Washington, DC, in August, we opened a new monitoring site on the Middle Patuxent River at the Robinson Nature Center in Howard County, Maryland.

We also reached a new milestone: since the program began, more than 1,000 people have monitored with ANS. Program longevity has also been outstanding. Twenty-four people have volunteered for 20 years or more. Nine of these were part of the original group of monitors in 1993.

In July, we reported our monitoring data for the years 2012-2016 to the Maryland Department of the Environment, supplemented with charts of our long-term stream health data for each site.



Water Quality Monitors Party



Citizen Science Class

Testimonials

“ ANS was an important part of my childhood, and I believe it is part of the reason why environmentalism is so important to me now. The education I received while part of their camps has stayed with me since then, and has shaped how I see the natural world around us. Returning to Audubon as an intern, I feel I was able to help support a community that does so much to educate and improve the world around it. ”

— **Sarah Becker,**
2017 Conservation summer intern



Creek Critters

Bike tours, watershed walks, teacher training programs, Trout in the Classroom, fish releases, stream valley cleanups, bio-blitzes, environmental conferences and festivals, stream science programs, and the Science March on Washington. What do all of these have in common? They represent some of the many ways that we have conducted Conservation Program outreach with the Creek Critters app.

We used the app to engage nearly 3,000 people this year at 60 events. People use the app to assess water in their local waterways by catching and identifying macroinvertebrates, and generating stream health reports based on their findings.

Our stream health outreach work has been accomplished through our many partnerships with groups like the Anacostia Watershed Society, Little Falls Watershed Alliance, Rock Creek Conservancy, Friends of Cabin John Creek, Friends of Accotink Creek, Montgomery County Parks, and the Fairfax County Parks Authority. We've also had opportunities to introduce Creek Critters as a resource for educators during teacher training programs offered by Montgomery County Public Schools, the Chesapeake Bay Foundation, Alice Ferguson Foundation, and Maryland DNR.

See our exciting new video about [Creek Critters here](#).

Woodend Restoration

In October 2016, we unveiled Woodend 2065. This 50-year Master Plan sets forth a new vision for the future of our headquarters at Woodend Sanctuary. We envision Woodend with its forest, pond and meadow habitats restored so that visitors of all ages and abilities can learn about nature's astonishing biodiversity.

This plan sets a course that will return water and wildlife habitat to our Clean Drinking Stream to showcase the importance of stream stewardship. We also celebrated completion of a state-of-the-art Tree-Safe Rain Garden, thanks to the generosity of funders including the Chesapeake Bay Trust, Montgomery County Water Quality Protection Fund, and EPA Region 3. ANS installed this innovative rain garden which protects the roots of our notable Black Walnut tree while slowing and filtering runoff from Woodend's parking lots, roofs, and driveway. Volunteers and preschoolers helped us install thousands of native plants and shrubs that will create a lush new habitat zone at Woodend, one that will help us reach our goal of managing 100 percent of Woodend stormwater runoff.



Creek Critters at Northwest Branch



Woodend Tree-Safe Rain Garden

ENVIRONMENTAL EDUCATION

Audubon Nature Preschool

The Audubon Nature Preschool (ANP) has built on children's inherent curiosity about the world by educating with hands-on, nature-based activities. Climbing trees, building bridges across the creek, crafting fairy homes, crawling through logs, catching and releasing turtles, frogs and insects, and creating art in nature are daily experiences that bolster our children's imaginations, confidence, resiliency and bravery.

ANP celebrated its 10th anniversary during this year and successfully launched the area's first Forest Kindergarten in September 2016 with a fully enrolled class and a waitlist. Two fabulous new teachers led the group of five-and-six-year olds through a magical year, intimately exploring Woodend during this all-outdoor, 5 days a week program. Morning and afternoon preschool and our three parent-child classes also enjoyed a phenomenal year of growth, learning, and discovery.

We were excited to be featured in Education Weekly as well.

<https://vimeo.com/200208919>



Preschool Student Crawling Through Log



Preschool Students Catching Insects

Testimonials

“ Both of our kids have benefited tremendously from the learning-rich environment and play-centered atmosphere at the school. ANP helped instill confidence in both our kids, encouraged them to explore the world, and taught them to love nature. ”

—Airen Hall, mother of two ANP preschoolers

GreenKids

This year marked the 12th school year of our GreenKids program in Montgomery County Public Schools (MCPS) and our eighth year with Loudoun County Public Schools (LCPS). We have continued to focus on promoting environmental literacy by delivering the following Three Core Strategies of the GreenKids program: School-by-school green culture change, systemic partnerships with school systems, and community engagement. In reaching these outcomes, we provide enjoyable, hands-on experiences in science that inspire children, teachers, and parents to respect and protect our natural world.



GreenKids Virginia Waste Weigh-In in event

Testimonials

“I just wanted to say “thanks” for the great experience the girls had at ANP. Yesterday, we went for a hike with one of their friends and Helen & Harriet rushed to the fallen logs and walked right over them, begging to find more. The friend we were with was hesitant, nervous, and not excited. The girls talked her into walking on the log over the stream, though! I love how much they love being outside and how fearless they are. A lot of that is thanks to you, Ryan, and Amelia [ANP teaching staff].”

—Celia Winslow, mother of twins who attend ANP for parent-child classes and also the preschool



Salad Science

As the leader in promoting school gardens in Montgomery County, GreenKids has created **Salad Science**, which provides a six-week unit of study through which students grow their own salad greens from seeds. They learn about plant science, nutrition, and the environmental impacts of food production. We throw a salad party at the conclusion, so students can enjoy the fruits of their labor and, often, discover for the first time, their love for nutritious, organic food!

We built on our successful reputation with Salad Science to collaborate with MCPS to develop a six-lesson unit for 2nd Grade science that essentially solidifies our Salad Science program as a core component of MCPS Curriculum 2.0. We're also helping the school system meet its goal of incorporating Next Generation Science Standard into the 2nd Grade curriculum. Moreover, the GreenKids Salad Science program has been so successful that we obtained funding to replicate it in Northern Virginia (in partnership with Whole Kids Foundation) and in DC (in partnership with the DC Office of the State Superintendent of Education) this year.



Salad Science in DC

Testimonials

“ Our Science Salad experience with the Audubon Naturalist Society was excellent. The students in our third grade classrooms were able to experience the natural process of growing lettuce in our outdoor classroom. The students made weekly observations, watered, and thinned the plants over a two-month period. The third graders at Seldens Landing Elementary loved the salad party, learned that it is very easy to grow healthy vegetables, and shared their experiences with their families. We grew so much lettuce that we were able to feed seven third grade classes and donate salads to a local church for families in need. ”

—**Carrie Mock**, Third Grade Teacher, Seldens Landing Elementary



School Programs Manager Serenella with students at a school



Stone and Holt Weeks field trip to Woodend

School Programs

New School Programs Manager, Serenella Linares, developed and aligned our curriculum with the multi-state Next Generation Science Standards, from which 3,361 elementary school students benefited.

We offered scholarship field trips to Woodend to six classes (222 students) using our new nature bus.

School Programs also piloted the first middle school fee-based programs to four classes (64 students). During Weed Warriors, students learned about invasive species and helped us manage a selected invasive plant at Woodend.

Compost and Decomposers took a new spin, offering middle schoolers the opportunity to learn about nutrient cycling, and the differences between mechanical and chemical decomposition done by our creepy crawlers.

School Programs also reached Hispanic communities with workshops offered in collaboration with CASA de Maryland and CHISPA de Maryland, League of Conservation Voters Fund. During the Parents as Teachers event with CASA (approximately 30 kids) and at the "Festival del Rio Anacostia" (250 attendees), we offered our Enviroscape demonstration in Spanish and mimicked the effects of reforestation on river banks through our Bay Savers game.

Lastly, our School Programs Manager developed and executed a new professional development program for teachers, Creepy Crawlies, which trains school teachers to utilize their school grounds as an outdoor classroom by capturing species of insects through the year and relating population changes to seasonal weather variability.

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

Testing the Waters

Environmental Education piloted a new watershed education program this year for high school students called Testing the Waters at four high schools in the Montgomery County Public Schools system. We also received a prestigious, \$100,000 grant from the National Park Foundation to build upon Testing the Waters by developing a watershed module for the MCPS high school chemistry curriculum. The grant is in partnership with MCPS and Rock Creek Park. See [our news release here](#), and some of the news coverage here, in the [Washington Post](#), and here, in [Bethesda Magazine](#).

Vamos al Bosque

We continued to grow our Vamos al Bosque (Let's Go to the Woods) outreach program to engage Latino families with young children at GreenKids schools with high percentages of Latino students. We also worked with community centers run by the Montgomery Housing Partnership (MHP) in communities of GreenKids school students. We ran four field trip programs for 110 children and parents (about 40 families total). We will continue developing the program and building our partnership with MHP in the coming year.



Testing the Waters



Vamos al Bosque Students





BioBlitz

BioBlitz

We partnered with the Montgomery County Department of Environmental Protection and Montgomery Parks this year to host the first every BioBlitz for Montgomery County Public Schools students. Clarksburg Elementary School students spent about three hours at the MCPS Kingsley Environmental Education Center – moving between forest, meadow and stream stations to find and identify plant and animal species for two hours. Findings

from the 139 species included: Silky Dogwood, Clubmosses, Wood Fern, Lowbush Blueberry, Potomac Sculpin, Fantail Darter, Sphinx Moths, Green Lacewings, Crane fly larva (aquatic), Wild Turkey, and Northern Watersnake.

The link: <https://www.inaturalist.org/projects/clarksburg-elementary-bioblitz>

We hope to do this again next year and build on the partnerships developed so that we may serve even more students with these awesome field experiences.



Ambika teaching Garbology lesson in DC

Garbology in DC Schools

ANS was awarded an Environmental Literacy Advancement Grant from the DC Office of the State Superintendent of Education to create and deliver a lesson unit on Garbology (the Science of Garbage). All 2nd grade students at 16 District schools participated in hands-on lessons on recycling, composting, and removing litter from our watershed. Their teachers received training to improve school waste management practices.





Campers Viewing Eclipse



Camper Catching Caterpillar



Campers Playing Games

Camp Audubon

It's been a fabulous summer for Camp Audubon! We hosted 1,300 campers at 86 different camps, with 40 staff and generated \$500,000 in revenue.

Our campers cooked food fresh from our garden, hiked the Appalachian Trail, toured Luray Caverns and the National Aquarium, and, of course, got muddy and wet in Rock Creek and our pond.

Above are just a few of the life-changing adventures youngsters had, thanks to Camp Audubon!

Testimonials

“ I am looking forward to returning to Audubon camp because the kids who go there are always nice.” Why? “Because people who love nature are nice! ”

—Ben Maughan, Camper, age 10



“ Other camps just pass the time. At Audubon, the kids' time has a purpose. ”

—Crystal Bradford, Camp parent

After-school Unplug and Play Clubs

ANS offered 23 after-school nature clubs at 9 different schools in Montgomery County this year. We received a \$25,000 grant from Montgomery County Council to work with five Title I elementary schools, Gaithersburg, Captain James E. Daly, Summit Hall, Glen Haven, and Rolling Terrace. We also held clubs at Oakland Terrace, Jones Lane, Woodlin, and Beverly Farms elementary school. These clubs allow children to unplug after the school day and learn science in an outdoor, fun, and hands-on environment.



UnPlug and Play at Glen Haven

Northern Virginia— Rust Sanctuary

With a \$25,000 grant from the Whole Kids Foundation, ANS provided the GreenKids Salad Science school gardening program to 1,069 students at 10 Virginia public elementary schools this year. By offering this program in Northern Virginia, we built on our experience and success with piloting the program at one Virginia school for the past two years and at 25 schools in Montgomery County. ANS worked with science curriculum specialists and nutrition services specialists in both Fairfax and Loudoun County Public Schools to ensure that the lessons were aligned with Virginia's Standards of Learning and could support Project Based Learning.



Salad Science harvest in Virginia

Children's Garden

Opportunities to see, touch, and taste what ANS's children grew in the Children's Garden this year were abundant! Pizza, pickles, and a "three sisters" garden, alongside dozens of vegetables, fruit, and flowers are some of what was in store for visitors when an Open House was held in June. Begun five years ago, the Children's Garden is now a fresh field of produce and flora, thanks to ANS member, volunteer, and staffer Jenny Brown.

Spring Break Camp students planted: corn, carrots, peas, cosmos, zinnias, sunflowers, lettuce, radish, spinach, swiss chard, amaranth, potatoes, beets, mouse melons, nasturtiums. Other students planted more zinnias, cosmos, sunflowers, cilantro, basil, and alyssum. Brown has since added pole beans, squashes, peppers, tomatoes, parsley, chervil, dill, cucumbers, and more.

Summer campers made pesto pasta with the basil, pizza sauce from homegrown tomatoes and topped the pizzas with veggies from the garden, and also made pickles and zucchini stir fry. With the Hopi red dye amaranth, they made a magenta pink dye to dye tee shirts.

The garden benefited from a \$2,500 one-time grant from the WholeKids Foundation in February.



Boys with full-grown green vegetables



Adult Nature Class Students identify trees by their leaves

Adult Classes and Field Trips

Nearly 2000 nature-loving **adults explored the natural areas of our region** with ANS: from the Potomac to the Patuxent, from wetlands to woodlands, from the Blue Ridge Mountains to the meadows at our own Woodend. On more than 130 offerings throughout the year, participants chased birds and butterflies, studied fungi and ferns, and identified

wildflowers and waterfowl. They hiked or slowly strolled through well-known destinations, such as the C&O Canal Towpath and Rock Creek Park and less-frequented parks, such as Rachel Carson Natural Area and Kenilworth Aquatic Gardens. New programs included Art and Nature Journaling and Forest Bathing Walks.

Check out a new and **exciting field trip video** from this year.



Five-lined Skink, with an electric-blue tail found on the Fridays at Widewater field trip

Some kudos for our adult nature program leaders:

“ Her patience in ensuring that all participants experience each particular species (be it plant, bird, snake, etc) continues to inspire awe. ”

“ I’ve LOVED every field trip I’ve attended from start to finish. I’m afraid I’m not a sponge, but I believe I have retained much more than I thought possible and that is a tribute to the leaders’ engaging delivery. ”



Nature Travel

Our travel program gives ANS members a chance to explore the world outside the D.C. metro region. We keep our groups small—typically 10-14—and are proud of our leaders: experienced naturalist/teachers, often accompanied by local guides. ANS travelers return home with stories of stunning scenery and amazing wildlife; many of our travelers are repeat “customers” who make life-long friends with other trip-mates.

This fiscal year we offered five destinations to our 67 travelers, including a new trip to southern Spain to witness spring bird

migration across the Strait of Gibraltar. We visited the tropical habitats of Panama in November and Costa Rica in February. In both Central American countries, the biodiversity of plant and animal life was jaw-dropping. In June, we collaborated with Victor Emmanuel Nature Tours to offer a cruise to the Galapagos Archipelago. Nature walks and evening talks, snorkeling, and photographing wildlife at arm’s length kept everyone smiling. In late summer, two sets of travelers were introduced to the mountains and temperate rain forest of the Olympic Peninsula of Washington State.

Testimonials

“ANS seems to attract some special type of folks with their ability to be inclusive, their willingness to share info, & their gracious caring for each other. All of this was enhanced by our ANS leader’s focus on helping & modeling the expectation of the group being at its best.”

—Costa Rica traveler

“We have traveled many times with ANS and have never been disappointed. Most importantly, we have always gained a greater knowledge and appreciation of the complexities of the ecosystems that we have visited. Also, it is a great joy to travel with others who share our concerns and love of the natural world. We have made many friends on ANS Nature Travel trips and have wonderful memories (and photos) from every trip.”

—Olympic Peninsula traveler

“I felt each day was an exciting new adventure filled with new things to see and experience.”

—Panama traveler



Natural History Field Studies

This year marked our 55th as a regional leader in offering in-depth natural history classes for adults through the **Natural History Field Studies Program**. Our long-term partner is the Graduate School USA.

Courses are open to nature neophytes and experienced naturalists alike. Offered on a quarterly schedule year-round,

evening classes emphasize the study of nature in the field, not just the classroom. Nearly 200 adult learners enrolled in an offering of 18 courses, from Woody Plant ID to Geology to Bird Life to Human Ecology. The new Botany for Naturalists debuted in the spring and filled to capacity quickly. We welcomed two new instructors. Six students earned the Certificate of Accomplishment in Natural History (which requires completion of 39 continuing education units).

NHFS Testimonials

“ Field trips were the best learning experiences, as the instructor was able to build on and amplify class lecture information during our walks. ”

—Student in Wetland Ecosystems course

“ The field trips were amazing. I loved the open exploration approach. I found it super enjoyable and a great way to learn. ”

—Student in Insect Life course

“ I tell my friends that Natural History Field Studies is everything adult education should be: learning for the love of learning, with a group of motivated peers. ANS in general, and the field studies program in particular, are at the top of the best things about living in this metro area. ”

—Robinne Gray



Photo by Kelly Prizel

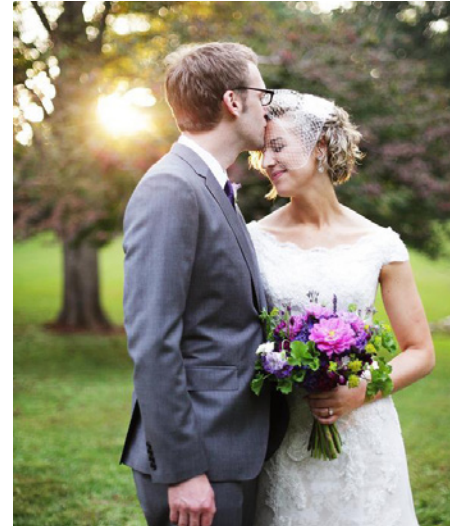


Photo by Love Life Images



Photo by Classic Photographers

Rentals Website

Rentals launched a new website in June, 2017. Called woodendsanctuary.org, it features a lot more photos—spanning three brand new galleries, and featuring some of the sanctuary’s prime nature spots, such as the awe-inspiring hemlock grove, the sunlit meadow where delicate flowers flourish, the South Lawn with its breathtaking views of the forest, and the enchanting woodland with serene trails. Site visitors also will be captivated by images from the six-column portico surrounding the mansion’s marble terrace, our custom-tented patio, and the elegance of Woodend after dark, lit by hand-crafted lanterns from the grassy floor and chandeliers from a tented top, as well as perfectly appointed rooms inside the mansion.

The site includes easy navigation through all pages, a greatly expanded special events section, an all-new FAQ section, and downloadable resources, such as policies, permits, floor plans, and rates, to make choosing Woodend for rentals as enjoyable as a summer breeze.

Rental Events

In FY2017, 85 rental events were held at Woodend, supporting the mission of the Audubon Naturalist Society. Weddings represented 70 percent of all events. Corporate meetings and events from 16 distinct organizations accounted for 20 percent of all bookings. Memorials, photo shoots and one cultural event were also booked. Salesforce was adopted as the customer relationship

management tool to provide reporting capabilities, faster response time to rental inquiries, and database management and engagement. Rentals also published a gorgeous new weddings brochure in print and online form.

The ANS Rentals Manager attended the Wedding Wire World Conference in August in D.C. as part of staff development. The Rentals Manager created and manages an Instagram account for Woodend Sanctuary in January 2017, in addition to the Woodend Sanctuary’s Facebook page.

The hashtag #woodendsanctuary has resulted in almost 400 posts, increasing Woodend’s social media exposure as an event and meeting venue.

Rentals launched a new event brochure in June 2017. Potential clients receive a hard copy and can access the brochure online through Woodend’s website. The new brochure includes information for meetings and special occasions, in addition to weddings.

Wedding Video

<https://vimeo.com/229952234>

Woodend Weddings and Styled Shoots Published in Media Outlets during FY2017

Washington Post

Washingtonian

Borrowed and Blue

Grey Likes Weddings

United With Love

Wedding Chicks



The Naturalist Shop

We offer a wonderful selection of natural history books and children's books, and many gifts, games, and notecards with a nature theme. We also sell birdwatching supplies including high-quality birdseed (**Bird Seed Selection**), birdfeeders, birdhouses, birdbaths, binoculars, spotting scopes, tripods, and we carry shade-grown coffee

Highlights for sales, inventory, and programs, this year include:

The Audubon Naturalist Shop continued to grow after its 2016 renovation by adding new products and opening its doors earlier to accommodate summer camp parents. Optics sales increased 15 percent.

The Naturalist Shop serves as an attraction and a welcoming place at Woodend Sanctuary. It 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, spotting scopes, or a magnifier loupe for botany study. The shop also sells

high quality wild bird seed—our top-selling product—and feeding supplies, along with a nice selection of gifts and note cards. ANS members receive a 10% discount. One can join ANS at the shop and save right away. Purchases help support Woodend Nature Sanctuary and ANS programs.

Highlights this year include:

- \$483,000 in retail sales
- 300 new members sign-ups
- 6,000 estimated visitors
- Several author talks and book-signings
- Birder's Store at the 2017 MOS annual conference in Garrett County, MD
- Participation in the Kennedy Center Sidewalk Sale for DC area museum shops.

In other big news, the Shop launched a video and photo storytelling series called "My Favorite Thing at the Shop." Click the links to learn more.

[Favorite things at the Shop 1](#)

[Favorite things at the Shop 2](#)

[Favorite things at the Shop 3](#)



ANS intern shopping at the Shop



ANS member shopping at the Shop



Volunteers work at south fence

Volunteers

More than 527 people volunteered for more than 12,000 hours to help ANS fulfill its mission by assisting with programs, monitoring streams, restoring habitat, welcoming customers in our Shop, and more. While invaluable to us, the independent sector would value that volunteer commitment at more than \$320,000.

Key volunteer projects this year:

- Initiated surveys of Woodend habitats to mark our progress in increasing biodiversity
- Completed the sweaty, buggy, and thorny work of clearing our fence line in preparation for a new deer fence that will allow for habitat restoration
- Planted dozens of trees and shrubs to slow stormwater along steep slopes at Woodend
- Created a unique step pool garden that slows stormwater in a cascade of native plant beds
- Served as liaisons to schools in the new Chesapeake Greens program
- For the third year in a row, ran the Ethnobotany summer camp



Master Naturalists

Master Naturalists

ANS trained 20 new Master Naturalists in the fall of 2016. By the end of the fiscal year, all 20 had completed the volunteer hours to become certified. ANS now has 83 active certified Master Naturalist volunteers (and 22 more in training). While Master Naturalists volunteer in all of our programs, this year's special projects focused on Woodend biodiversity and habitats including: breeding birds, butterfly and amphibian surveys, inventories of meadow and forest vegetation in sample plots, and measurements of stream geomorphology.





Signature ANS Events

ANS celebrated its 120th anniversary with a series of events focusing on the theme: Looking Back—Looking Forward. We kicked our celebrations off in January with a re-showing of our 100th Anniversary video, **ANS: The First Hundred Years**. This was followed by a tour of the historic Woodend Mansion led by ANS member, Allen Browne. Other events included a fiber arts show: Birds: Imagined, Natural, Symbolic; and a talk by author Bob Musil on his book: Washington in Spring.

Hundreds of ANS members visited Woodend throughout the year to participate in member-focused special events and fundraisers:

Annual Holiday Party: 140 people attended the Holiday Party on December 10, 2016.

Eggstravaganza: The Saturday before Easter, we opened up the grounds at Woodend for a special (decomposable) bird-egg hunt. More than 300 people joined in the fun searching for eco-eggs in the woods and meadows and visiting our education stations for more bird-themed activities and prizes.

Audubon After Dark: Our annual fundraiser raised \$57,000 in support of our conservation and education programs and maintenance of the beautiful grounds at Woodend. 180 guests enjoyed a fabulous meal donated by Main Event Caterers and were given a preview of the plans for a new Nature Play Space at Woodend.

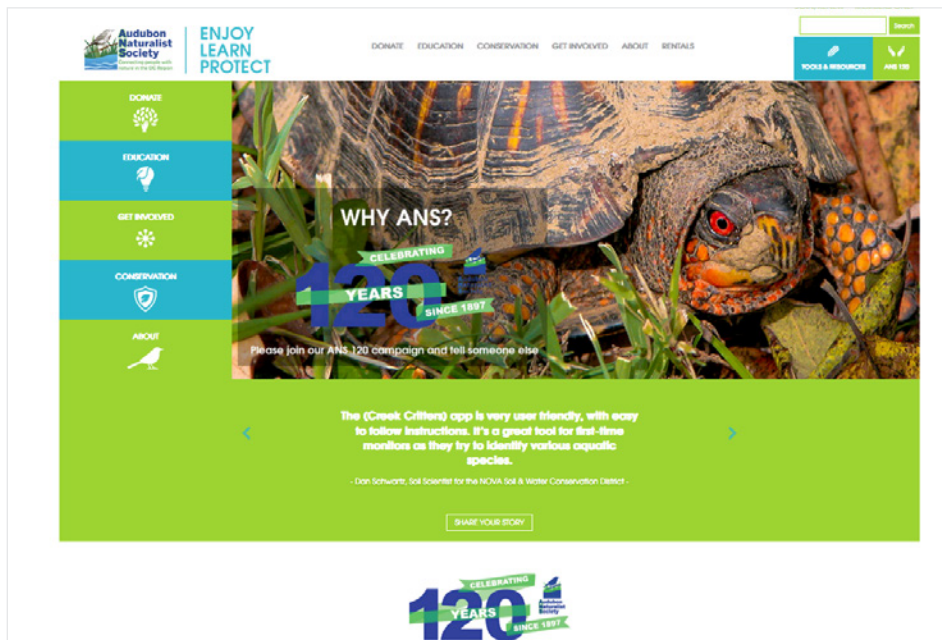
We also launched **our monthly giving campaign** so that our members, friends, and partners have another option to help us sustain our mission work. **Thank you for donating.**



Earth Day Tree Giveaway Eggstravaganza Family



Holiday Party Auction



Home page of ANS's new website by Seaberry Design

ANS Outreach

Marketing and Communications received a new director this year, who began quickly to expand resources and platforms to help tell the ANS story.

Highlights:

- **Launch of a new ANS website** already underway to help make it user-friendly, with more functionality, compelling photos, easier navigation and new ways for **ANS supporters to share stories**.
- Supporting Rentals Manager to ensure that **the new rentals site** met her hopes and needs for more functions and digital resources,

expanded display of photos, and easier navigation.

- Hiring of a social media manager who has produced outstanding results in reach, engagement, and followers, with posts that are professional, eye-catching, strategic, and relevant (covering education, history, politics/advocacy), and that have strengthened our relationships.
- Emphasis on visual storytelling, including bigger, better photos, more photos, especially in the new eNews platform and on the web, and photo training for staff: hiring a photographer and videographer



Eggstravaganza Visitor— Why ANS? (Photo by by Ben Israel)

who has created compelling documentary photos and videos that have broken records for views on our **Facebook**, **Twitter**, and **YouTube** pages.

- Facebook followers up by almost 500 to 17,143 and Twitter followers up by 125 to 1,336 over six months. We earned 20,000 Twitter impressions in August, the highest over the past 12 months. Our top **Why ANS? video, featuring Development Assistant Allie Henn**, received more than 6,800 Facebook views. Importantly, summer camps, adult field trips, Natural History Field Studies classes, special

events and other programs are filling up more regularly because of a renewed emphasis on promotion.



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September 1, 2016—August 31, 2017

ANS 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.

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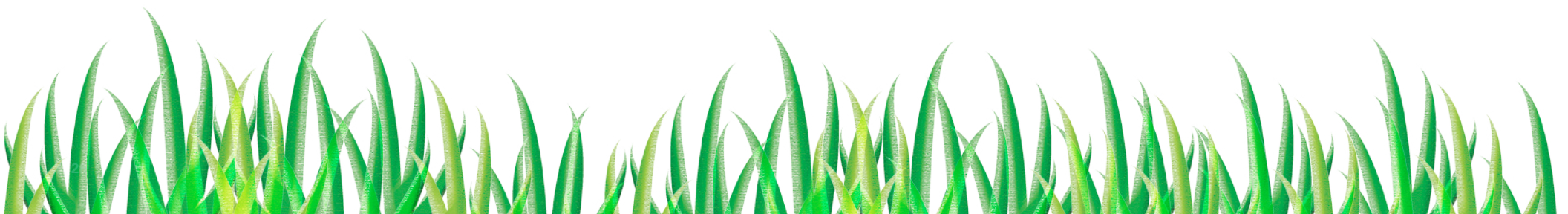
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Janet Walker Chirlin
Eve Walton
Paula Wang
Weeun Wang
Ben Weishaav
Glenn Welch
Karen Wilhelm
Tenley Wurglitz
David Yang
Bill Yeaman
Theresa Zmola



ANS BY THE NUMBERS

25,000

dollars for computers and intern work spaces (Cafritz Foundation)

100,000

the dollar amount of the grant Environmental Education received from the National Park Foundation to build upon its Testing the Waters program with high school students

20,000

dollars to support our environmental mission work (Phillip Graham Foundation)

3,000

people involved in Creek Critters using the app

12,000

volunteer hours were donated to help ANS fulfill its mission

1,069

students benefited from ANS's GreenKids Salad Science school gardening program in Virginia

200

adult learners enrolled in 18 Natural History Field Studies courses

161

ANS members sent letters to Scott Pruitt's EPA

2017

the year we had our strongest summer camp revenue outcome—ever

113

Master Naturalists trained by ANS since the inception of the program in 2011

100

people participated in the March for Science

120

years ANS has been around, fighting for a better environment

50

years the Master Plan has a vision for Woodend's restoration

20

the percent increase in overall revenue

1

sparkling brand new Forest Kindergarten Classroom at Audubon Nature Preschool