

# By Members, For Members

The Woldumar Nature Association is a private, 501(c)3 non-profit organization managed by its members, for its members, and for the local community.

*In 2016, the staff and board of directors would like to challenge you, our members, to help strengthen and grow the organization in two specific ways:*

## Growing Membership

In 2015, membership increased by more than 300%! We expect to continue that growth in 2016. Odds are, you have a friend or family member who would support our environmental education and preservation efforts. *Please introduce them to Woldumar by encouraging them to join or by purchasing a gift membership for them!* Last summer, we introduced new membership levels in an effort to help make membership appealing to all individuals.

## Growing The Woldumar Endowment Charitable Trust

The Woldumar Endowment Charitable Trust provides a reliable and enduring source of income to support Woldumar's programs. 2015 saw a remarkable number of individuals choose to support this fund with their life membership purchases. Endowment contributions can be made in any amount however, and every contribution helps ensure that this wonderful resource will be here for generations to come! *Please consider a contribution to the Endowment this year!* Donations can be sent to Woldumar with a note or memo that it is intended for the Endowment.

### **Woldumar Endowment Charitable Trust Board of Trustees:**

JB McCombs  
*State of Michigan*

Gary Pike  
*Multi Packaging Solutions*

Steve Cessna  
*Bank of America (Ret.)*



# WOLDUMAR nature center

## 2014-15 Annual Report



# Letter from the Chairman of the Board



Dear Members,

Last year, when drafting my letter for the annual report, I characterized 2014 as a year of transition marked by challenge, opportunity and achievement. Reflecting upon 2015, the year could be characterized in much the same manner. After 52 years, Woldumar Nature Association continues to grow and evolve.

At this point last year, we were introducing a new Executive Director, Heidi Hughes. Likewise, at this point last year, most of us thought Heidi would be leading the organization today. That was not to be, but the experience and insight she brought to WNA, coupled with her unrestrained ability to challenge us to think differently about how the organization could grow and evolve into the future, proved to be exactly what we needed at the time.

More about transition...

Following Heidi's resignation, we were fortunate to be able to promote an extremely talented employee to fill the vacant leadership post. Kevin Wernet, who originally hired into WNA as a summer staff member in 2008, thereafter became our Education Coordinator, was subsequently promoted to Associate Director, and was appointed Executive Director by WNA's Board of Directors last winter. Those of you who know Kevin recognize he is passionate about nature, nature education, and most importantly Woldumar. In addition to his work here, Kevin is also a member of Michigan United Conservation Clubs, Ruffed Grouse Society, and Pheasants Forever. He is a lifelong Mid-Michigan resident, and resides in Grand Ledge with his wife and four young children.

As WNA continues to grow and evolve, efforts are being made to maximize limited resources in order to deliver fresh, relevant programs, while simultaneously preserving and enhancing the nature center to ensure the long-term health of the organization for you, its members. Aside from another leadership transition, several additional notable accomplishments from FY15 are highlighted on the next page:

# Woldumar Nature Association Board of Directors

## Chairman

Joshua Tudor  
*JPMorgan Chase Bank, N.A.*

## Secretary

Andria Ditschman, JD  
*Andria Ditschman Law, PLLC*

Irene Bashore  
*General Motors Co.*

Sylvia Colles  
*Michigan Department of Education (Ret.)*

Gail Vander Stoep, Ph.D.  
*Michigan State University*

## Vice Chairwoman

Anne Garwood  
*Michigan Department of Environmental Quality*

## Treasurer

Julie Pfeifle, CPA  
*Andrews Hooper Pavlik PLC*

Zachary Behler, JD  
*Foster, Swift, Collins & Smith, P.C.*

Frank Tegge  
*Wells Fargo Advisors*

# Woldumar Staff

Kevin Wernet  
*Executive Director*

Sally Austin  
*Office Manager*

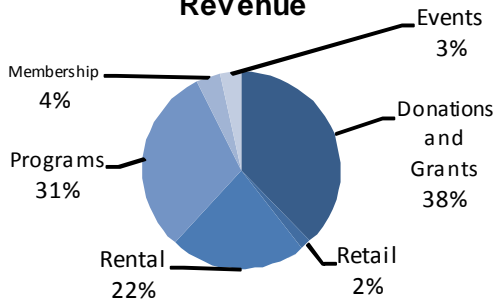
Ron Planten  
*Groundskeeper*

Brittney Cox  
*Program Director*

Victoria Churchill  
*Hospitality Manager*

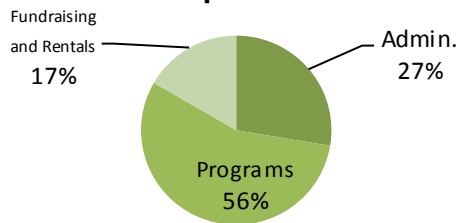
# Treasurer's Report

## Revenue



Donations/ Grants	\$121,137.93
Retail	\$5,334.81
Rental	\$71,726.50
Programs	\$98,221.09
Membership	\$13,450.00
Events	\$10,953.50
<b>Total:</b>	<b>\$320,823.83</b>

## Expenses

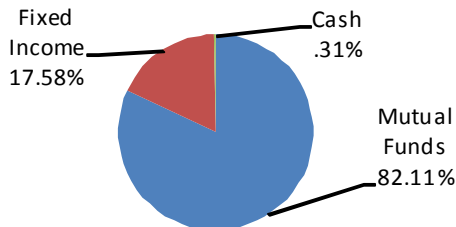


Admin.	91,548.57
Programs	184,668.81
Fundraising/ Rentals	55,157.56
<b>Total:</b>	<b>331,374.94</b>

# Endowments

As of 9/30/2015

## WECT Investment Allocation



<b>WECT Balance:</b>	\$511,407.00
<b>CRCF Balance:</b>	\$12,355.00
<b>Total:</b>	<b>\$523,762.00</b>

- WNA staff made site visits to three of Michigan's premier nature centers to meet with their counterparts, and learn about what's possible.
- Kevin attended the Association of Nature Center Administrators annual conference, the first time WNA has sent a leader to the conference in the past decade.
- The staff and Board of Directors began work on a strategic plan to bring more focus to WNA's activities in the years ahead, particularly with respect to fund development.
- WNA began systematically applying for grants as a primary funding source.
- WNA added six (6) new Lifetime Memberships as a result of contributions of \$1,000 or more to the Woldumar Endowment Charitable Trust, the first such new Lifetime Memberships since 2012!
- Grew general membership by 320%!

There were many positive developments at WNA in 2015, yet none of them would have been possible without the extraordinary financial support of two foundations in particular. The RE Olds Foundation, a steadfast supporter of WNA over the years, supported the organization with a cash infusion in the form of an unrestricted operating grant last winter. Likewise, the Joe D. Pentecost Foundation did the same. WNA is extremely grateful to both organizations for their support and assistance!

In closing, this represents my final year on WNA's Board of Directors. It has been an honor to help steer this special organization, which plays an important role for so many school children and residents of Mid-Michigan. If you, too, value the many positive attributes of WNA, but aren't yet a Lifetime Member, please consider making the commitment by donating \$1,000 or more to the Woldumar Endowment Charitable Trust.

Respectfully,

Joshua M. Tudor  
Chairman of the Board



## Letter from the Executive Director

If one year ago someone had asked me what I expected to be doing at work these days, I probably would have guessed that I'd be planning summer camp in between trips to the woods with groups of kids teaching them about birds, animal tracks, wilderness survival, and so on. I certainly did not expect to be addressing

you as the director of this organization. However, 10 months into this position, I can honestly say that I am still thrilled be serving this organization, and you its members, in this way.

It has been a challenging, yet satisfying year at Woldumar. We have accomplished a great deal. In adding some new faces to the team, we took a step back to really focus on and strengthen camp and school field trips — two programs that I feel are at the heart of the organization. We launched a new website, and gave a facelift to our newsletter and all of our publications. We took a more deliberate approach to social media, gaining more attention and interaction online, engaging with our constituents in a way that ultimately led to last summer's painting of the barn.

We've developed relationships with a number of partners, bringing new volunteers, new members, new donors, and new educators into the Woldumar community. Rentals remain strong and continue to grow as an important revenue stream to help fund our programs. Our American Heritage Festival and Run-A-Munk 5k were both well-attended, and the feedback we received on both events was overwhelmingly positive.

In the coming year, we will remain a program-centered organization. We have goals to grow camp enrollment and field trip participation. We have laid the groundwork for a new program partnership with the Boy Scouts of America. We will offer more opportunities for people of all ages to experience our community education and recreation programs, and we are exploring opportunities for pre-school aged children.

There is an energy at Woldumar right now, and *for* Woldumar in the Greater Lansing Community. I am grateful for the opportunity to lead the organization at this point in its history, and I'm excited to experience what the coming year has in store!

## Woldumar Programs BY THE NUMBERS

<u>Program Name</u>	<u>Description</u>	<u>Total Participation</u>	<u>Revenue</u>
Field Trips	On-site and off-site environmental education programs with schools	2,987 students in 116 classes from 25 school districts	\$14,005.00
Camp Discovery	Eight weeks of summer day-camp and winter break	424 campers	\$60,708.50
Annie's Big Nature Lesson	Five days of nature programs with schools	750 students in 25 classes, over 12 weeks	\$9,750.00
Teambuilding Ropes Course	Businesses, teams, and classes work on communication and creative problem solving	3 groups	\$1,300.00



## Letter from the Program Director

In October I taught a class that was participating in our week-long “Annie’s Big Nature Lesson” school program. I helped a young student catch his first fish. He was excited and told me he thought fish only lived in the lake near his house. We spent the next five minutes or so talking about aquatic diversity and habitat. He was naturally curious and wanted to learn more because of this experience. We built a relationship that day. Moments like these are why I chose a career in education.

Woldumar Nature Center is known for great programming such as Camp Discovery, Annie’s Big Nature Lesson, Boy Scouts of America, Project Green, and school field trips. 2015 was a year of orientation and learning for me, but 2016 is looking bright. Currently school field trips, Camp Discovery, and Annie’s Big Nature Lesson are thriving. January will be a big month for new programs. We will be launching our Scouting program that ties into our already established school field trips. Interns for Project Green, a water quality testing program that is partnered with General Motors, have been selected. A meeting is scheduled in February for training with a few of GM’s environmental engineers. We are excited for the opportunity to expand our program reach.

As a team, the WNC staff is doing our due diligence to create an everlasting nature experience for our members and the people of our community. WNC will be a place to build relationships, connections, and memories for generations to come!



# Online Presence



**E-mail Subscribers:**  
**1,629**  
 Compare to 1,336 in Oct 2014



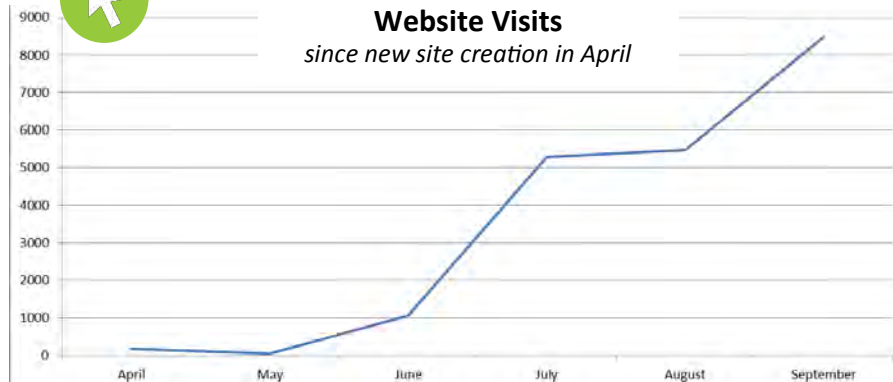
**Facebook Likes:**  
**3,164**  
 Compare to 2,525 in Oct 2014



**Google Searches**  
 for "Woldumar"



**Website Visits**  
 since new site creation in April



# A Year of Volunteering

**Total Volunteers:**  
**289**

**Total Volunteer Hours:**  
**2,062.25**

**Volunteer Hours**  
 By the Month



## 2014-15 Volunteer Groups



Lansing Catholic Students



Emergent Bio Solutions



Lansing Christian Students



Boy Scouts Order of the Arrow

**Thank you to all of our volunteers! Your help is greatly appreciated.**