

ANNUAL REPORT

— 2017–2018 —



 Audubon Society
OF WESTERN PENNSYLVANIA

WELCOME!

Connecting the people of southwestern Pennsylvania to birds and nature through our programs, projects, and places. It's more than just our mission statement. It's what we do every day.

Last year, over 23,000 people—many of them students—participated in our hands-on programs. That includes visiting our centers and reserves, Audubon visiting classrooms, and students assisting in the creation of outdoor classrooms on their own schoolgrounds. We believe that conservation begins with education. And for over 20 years, we've worked with local schools to implement environmentally-focused curriculum including installing native plants on school property. Just last year, four new schoolground habitats were added to our long list of successful native plantings.

To make sure that strong connection doesn't end after graduation, we created a program to engage homeowners who already have a strong environmental foundation. The Certified Backyard Habitat initiative teaches participants about native plants and beneficial insects, shows them how to make enhancements on their property, and encourages engagement in Citizen Science research projects. Participants create healthy ecosystems while continuing on a path of life-long learning. In the program's first year, we set a goal of 50 backyard habitats. Interest was so tremendous that over 120 homes are already enrolled in the program.

What comes next? We're taking it to the community level! In 2019, we'll launch our Audubon Bird Friendly Community recognition program which will combine corporate, municipal, household, and school efforts into a community-wide approach to connecting people to birds and nature.

Connecting people to birds and nature is just the beginning—of a lifetime committed to environmental stewardship.

Sam

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Board President

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JIM BONNER
Executive Director

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CENTENNIAL CAMPAIGN OVERVIEW

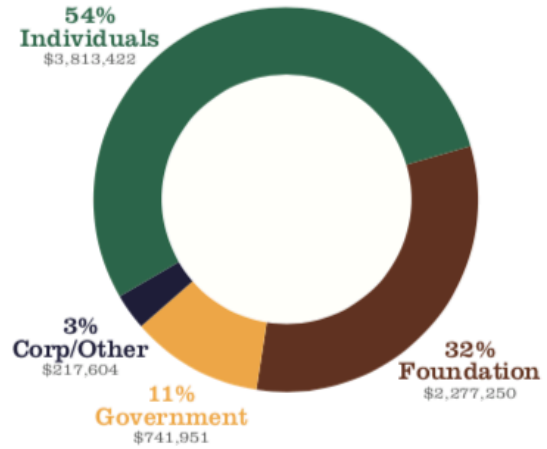
YOU DID IT!

In the spring of 2014, Audubon Society of Western Pennsylvania (ASWP) began an ambitious \$7 million campaign to make improvements and additions at our existing locations, open two new nature centers, and launch a suite of new regional education and conservation initiatives. The Centennial Campaign, so named for the approaching 100th anniversary of ASWP in 2016, surpassed its fundraising goal in early 2018.

Two things made the campaign successful—the hard work of our campaign committee and chair Bill Schenck, and you! Thank you all for all for your amazing support. The complete list of campaign supporters may be viewed at aswp.org.

Last fall, we completed the construction phase at Beechwood Farms Nature Reserve and in early 2018 we started work on the T. W. Phillips Barn project at Succop Nature Park. That center will open in spring 2019. At that time, we will start work on the new Buffalo Creek Nature Center—which will serve as the anchor for Todd Nature Reserve.

HOW DID WE GET TO \$7 MILLION?



▼ New entrance sign at Beechwood Farms Nature Reserve.



▲ The WindStax vertical-axis wind turbine installation at Succop Nature Park. The turbine is part of ASWP's commitment to reduce our carbon footprint.



▲ The T. W. Phillips Barn at the start of construction. The upper floor of the barn with the old decking removed. A five-inch composite floor was added to insulate the bottom floor.



▼ Bridge along one of 2 new accessible trails at Beechwood Farms Nature Reserve.

PROGRAM ENGAGEMENT

BEECHWOOD, SUCCOP, & TODD

ADULTS

Programs: 103
Participants: 948

SUMMER CAMPS

Programs: 17
Participants: 229

SCHOOLS & SCOUTS

Programs: 178
Participants: 4,994

FAMILY PROGRAMS & EVENTS

Programs: 229
Participants: 2,845

Total Programs: 527
Total Participants: 9,016

AROUND THE REGION

ADULTS

Programs: 65
Participants: 2,195

CHILDREN, SCHOOLS & SCOUTS

Programs: 204
Participants: 8,599

FAMILY PROGRAMS & EVENTS

Programs: 40
Participants: 3,806

Total Programs: 309
Total Participants: 14,600

TOTAL PROGRAMS

836

TOTAL PARTICIPANTS

23,616

4 Annual Report

EDUCATION AND ENGAGEMENT

Audubon's mission is to connect people to birds and nature. And one of the core ways that we do this is through our education programs. From young students to life-long learners, we engage people and provide them with the tools they need to go out and make changes that benefit our environment.

▼ CAPA

Birds have long served as an inspiration for artwork. And in the Spring of 2018, students at CAPA, Pittsburgh's Creative and Performing Arts magnet school used their creativity to transform what they'd learned in an Audubon program into unique pieces of art. CAPA, located in the Cultural District of Downtown Pittsburgh, houses a visual arts program and incorporates workspaces dedicated to ceramics, textiles, and conceptual work.

For this particular project, ASWP's Chris Kubiak and Scott Detwiler presented a birds and nature program to the students—focused on birding, owls, and native birds.

The students then got to work, choosing a specific bird species and developing presentations for their classmates.

These 22 budding young artists channeled their nature-inspired vision into a variety of mediums, including pottery, watercolors, sculpture, and sketches.



▲ The newly-planted Hopewell Junior High School Native Plant Garden is one of four new outdoor classrooms. As it matures, it will host hundreds of native insects and be used by the district's science classes.

OUR PROPERTIES AND HABITAT RESTORATION

Spending time outside is the best way to connect with nature and many people's first experience with ASWP is at one of our reserves. Audubon is proud to protect over 775 acres of important habitat through ownership, conservation easements, and management agreements. Not all of our properties are open to the public. One of those, the Palovcak Parcel in Harmar Township has hosted a pair of nesting Bald Eagles that thousands have enjoyed viewing through our nest camera.

OUR LAND HOLDINGS

LOCATION	BEECHWOOD	SUCCOP	TODD	ZELOYLE	PALOVCAK	TOTAL
Owned	5	50	375.5	73.5	2.5	506.5
Easement	0	0	130	0	0	130
Managed	126	0	6	0	0	132
Total	131	50	511.5	73.5	2.5	768.5
Miles of Trails	3.5	2.5	5.5	0	0	11.5



▼ HARMAR AND HAYS BALD EAGLE NESTS

New web cameras at both the Harmar and Hays Bald Eagle nests provided eagle enthusiasts an even clearer view of both nests, eaglet-rearing, and fledging of these beautiful birds. Both nests hosted young this year, with three birds successfully fledging.

The Harmar Bald Eagle nest, just as the female lays the first egg of 2018.



▼ AUDUBON'S CERTIFIED BACKYARD HABITAT PROGRAM

ASWP's Backyard Habitat Certification Program, launched in May of 2018, connects homeowners with the resources they need to transform their backyards into mini nature reserves that provide important habitat and food sources for birds, pollinators, and wildlife. Each participant received expert before and after visits to their yard, had a custom report created for their property, and were provided with resources to help them achieve success.

With climate change threatening at least 314 species of birds in the United States—nearly half of the birds in our country—and Monarch Butterfly populations being the lowest since scientists began tracking them in the 1970s, participants were eager to partake in the program and join the growing network of backyard habitats spreading across the region.

THE 2018 SEASON WAS INCREDIBLY SUCCESSFUL:

- **49 Backyard Habitats**, totaling 112 acres, received certification across five counties, in 25 municipalities and four City of Pittsburgh neighborhoods.
- **37 additional homeowners** are working towards certification, adding two more counties and 41.1 additional acres.
- **54 households** are already enrolled for the 2019 season.

“Many thanks for your detailed, thorough, and instructive report...we are **THRILLED** to be a part of the program and appreciate the level of care you put into helping us begin to achieve our specific backyard biodiversity goals.”

—LINDSAY W.

The Backyard Habitat Certification Program
is an Audubon at Home Initiative.



VOLUNTEER HOURS

AUDUBON CENTER
FOR NATIVE PLANTS
88 Volunteers
3,409 Hours

EDUCATION
DEPARTMENT
108 Volunteers
2,345.5 Hours

ADMINISTRATIVE
AND BOARD
18 Volunteers
656 Hours

AUDUBON
NATURE STORE
5 Volunteers
774 Hours

CONSERVATION
290 Volunteers
938 Hours

EVENTS ASSISTANCE
59 Volunteers
495 Hours

TOTAL VOLUNTEERS
568

TOTAL HOURS
8,617.5

VOLUNTEER DAYS
290 volunteers gave **938**
hours to help ASWP with
habitat enhancement initiatives
at our reserves. This included
invasive species removal and
native plantings at Beechwood
Farms Nature Reserve.

OUR VOLUNTEERS

Where would we be without our volunteers? Audubon is fortunate to have a core group of volunteers who help us with everything from working in the Nature Store to leading school groups in pond-dipping classes. This year, we're also grateful for the support we received during volunteer tree planting days and trail maintenance days at our reserves. We couldn't do it without our volunteers!

▼ ZELOYLE SANCTUARY

In the past year, ASWP engaged 175 volunteers in 525 hours of service through the Zeloyle Sanctuary Reforestation Project in Sarver, Buffalo Township, Butler County.

A 20-acre section of this property, previously used for growing corn, was planted with 3,570 native trees and 1,470 native shrubs. These species were selected for their high wildlife and carbon sequestration value.

This project is part of ASWP's goal of being a carbon neutral organization. The new trees alone will sequester approximately 125 metric tons of carbon annually. Three different planting strategies were used during this project and ASWP will monitor the project's success to guide future restoration projects.

CENTER FOR NATIVE PLANTS AND NATIVE PLANT NURSERY

100+
Species of Native
Plants Grown

5,000
Native Plants Sold

1,000+
Homeowners, Partners,
and Municipalities Received
Technical Expertise

36
Landscape Professionals
Trained

88
Volunteers

3,409
Volunteer Hours

1,409
People Educated through
Workshops and Hands-on Programs

55
Native Plant Programs
such as Backyard Biodiversity,
Organic Gardening, and
Gardening for Pollinators



OUR SUPPORTERS

This list includes contributors between July 1, 2015 and June 30, 2016 and include Centennial Campaign gifts and pledge payments made during that period. For a full list of Centennial Campaign Donors, please visit www.aswp.org.

\$25,000+ SUPPORTERS

Allegheny Foundation
Babcock Charitable Trust
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\$10,000–\$24,999 SUPPORTERS

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\$250–\$499 SUPPORTERS

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Robin and Michael Zacherl
Zampogna Family

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Joyce and Michael Bussler
Betty and Linda Butler
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Kristen Cario
Mark Carlisle
Constance Carnahan

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Malcolm Harter		Deborah Robinson		
		Carol and William Rodgers		
		Judy Ruszkowski and Ken Regal		
		Elizabeth Ryan		



Preschoolers who attend The Discovery School at Beechwood explore DiscoverGround natural play area, hike trails, and learn in a serene, natural setting.

STATEMENT OF FINANCIAL POSITION (AS OF JUNE 30, 2018)

ASSETS	2018	2017
Cash and Cash Equivalents	2,324,139	2,402,999
Accounts Receivable	28,047	155,837
Pledges Receivable	466,533	832,441
Inventories	90,025	72,693
Prepaid Expenses	-	2,396
Investments	1,167,123	1,131,576
Land, Buildings, and Equipment	5,566,605	4,938,394
Total Assets	9,624,472	9,536,336

LIABILITIES AND NET ASSETS

LIABILITIES	2018	2017
Accounts Payable	129,175	132,585
Accrued Expenses	8,953	6,933
Deferred Revenue	45,232	58,150
Total Liabilities	183,360	197,668

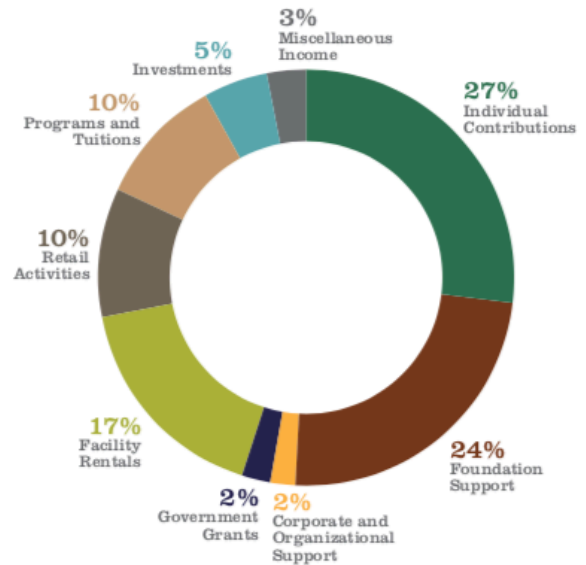
NET ASSETS

Unrestricted - Undesignated (Land and Property)	4,645,862	4,068,488
Board Designated for Land Acquisition and Projects	62,186	68,870
Unrestricted Board Designated Reserves	532,584	497,037
Temporarily Restricted Funds	3,319,564	3,805,357
Permanently Restricted Land	242,500	242,500
Permanently Restricted Endowment	656,416	656,416
Total Net Assets	9,459,112	9,338,668
Total Liabilities and Net Assets	9,642,472	9,536,336

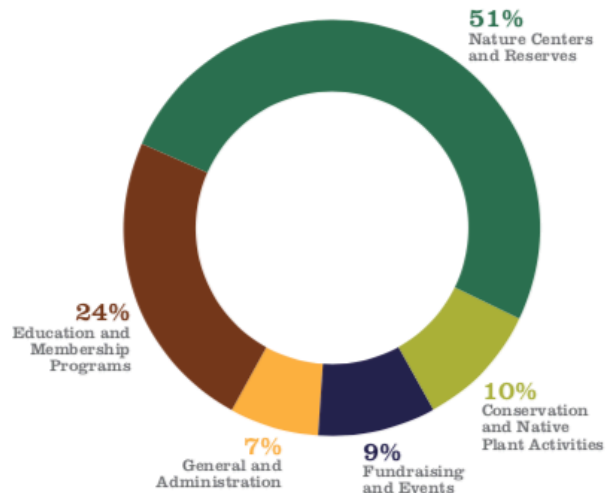
STATEMENT OF ACTIVITY

	2018	2017
Earned Income	776,803	725,172
Contributions	1,076,270	1,849,325
Investments	89,010	125,302
Miscellaneous Income	3,089	128,430
Total	1,945,172	2,828,229
Programs	1,468,157	1,413,948
Fundraising	158,118	186,322
Administration	114,334	100,678
Total	1,740,609	1,700,948

2018 INCOME SOURCE



2018 EXPENSE ALLOCATIONS



WHAT MAKES UP A YEAR AT AUDUBON?



229

Children attended
our summer Outdoor
Discovery Camps



21

Scout Programs



4

New Nature
Gardens installed at
Outdoor Classrooms
at Local Schools



26

Senior Citizen-Specific
Programs



144

Free Bird Walks



137,105

Pounds of bird
seed sold (that's more
than 68 tons!)



77

Weddings at Succop
Nature Park



35,000

Visitors Beechwood;
15,000 to Succop; and
2,500 to Todd



42,432

Carbon-offset Miles
for our Eco Tour
to Belize



228

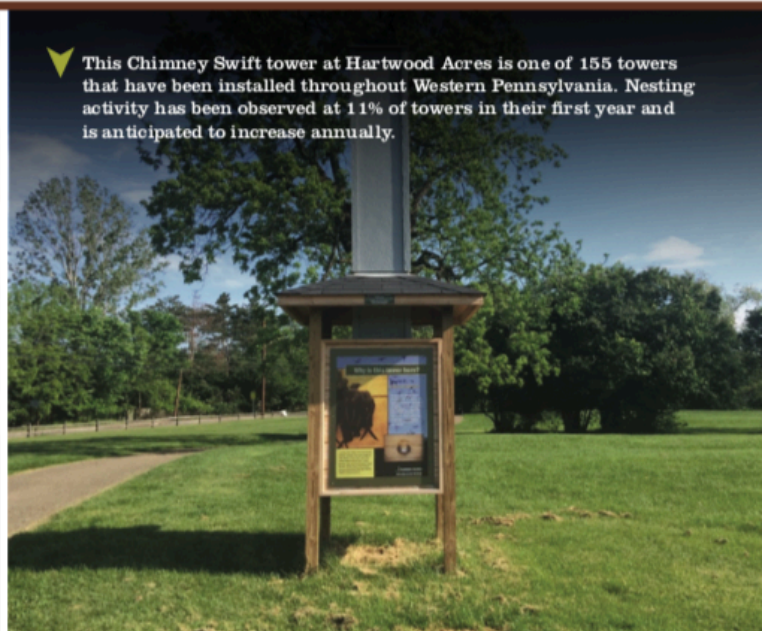
Species of Birds
seen in Belize in
just 8 Days

23,616

The number of people that participated in one or more of ASWP's hands-on environmental programs; including **14,959 students** and **8,610 adults** in **836 programs**, for a total of **2,734 program hours**. This was an increase of **1,039 people (4.6%)** from the previous year



▲ Students volunteer their time to propagate plants at the Native Plant Nursery.



▼ This Chimney Swift tower at Hartwood Acres is one of 155 towers that have been installed throughout Western Pennsylvania. Nesting activity has been observed at 11% of towers in their first year and is anticipated to increase annually.



OUR FLOCK

Jim Bonner, Executive Director
Brian Shema, Operations Director
Rachel Handel, Communications Director
Sarah Koenig, Conservation Director
Chris Kubiak, Education Director
Rebecca Tyers Brown, Development Director

BEECHWOOD STAFF

Lauren Brush, Whetzel Land Steward
Scott Detwiler, Environmental Educator
Samantha Ditch, Retail Manager
Barbara Heck, Office Manager
Gabrielle Hughes, Environmental Educator
Kellen McGrath, Facility Steward
Lisa Steimer, Nature Store Associate
Roxanne Swan, Plant Center Coordinator

SUCCOP NATURE PARK STAFF

Davlin Smith, Center Coordinator
Rich Alessi, Facility Steward
Vince Bevilacqua, Event Assistant
Ryan Stauffer, Environmental Educator

TODD NATURE RESERVE STAFF

Renee Alchier, Nature Center Manager
Amanda Clark, Nature Store Associate



VISIT OUR LOCATIONS

BEECHWOOD FARMS NATURE RESERVE

614 Dorseyville Road, Pittsburgh, PA 15238

SUCCOP NATURE PARK

185 W. Airport Road, Butler, PA 16002

TODD NATURE RESERVE

Kepple Road, Sarver, PA 16055

www.aswp.org

Photos Courtesy of Justin Merriman