



Our mission:  
To educate people  
about the natural  
environment.



2022 - 2023  
**ANNUAL  
REPORT**



a message from the director

# STAR REFLECTIONS

2023 marked the 60th anniversary of the Woldumar Nature Association – an impressive milestone for any nonprofit organization. This gave us reason throughout the year to go back through old photos and records and learn more about the amazing people who had the foresight to make Woldumar happen back in 1963. I am particularly grateful to Gladys Olds Anderson who donated this amazing property to the Association, and founders Len Stuttman and Joan Brigham, among others.

2023 was something of a milestone for me personally as well, as it marked my 15th year of service to the organization. I use the term “service” fairly loosely here, as my work at Woldumar is truly a labor of love. I find so much joy and personal and professional satisfaction in what we are accomplishing here. Woldumar has been a special place to me from an early age, and I really can’t express enough appreciation for the fact that I can watch my own children learn and play here, along with kids from all around the Greater Lansing Area.



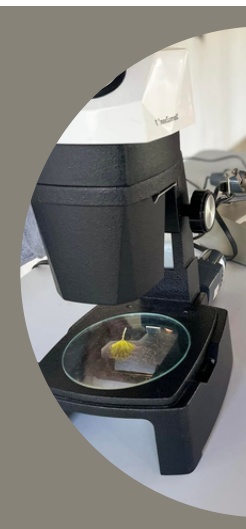
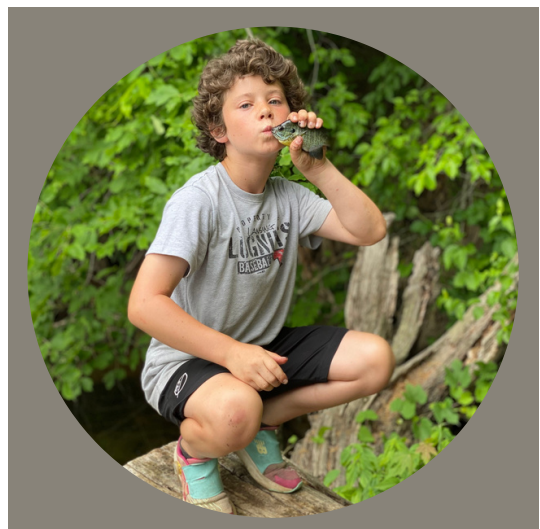
Camp Discovery crossed a milestone this summer too with the highest enrollment we’ve ever experienced. Between winter, spring and summer camps, we engaged 634 campers in meaningful educational outdoor experiences. Our hospitality program – wedding and private event services – generated more revenue for the Association than ever before. I’ve jokingly called rentals our “candy bar sale,” the fundraising effort that makes everything else possible.

Speaking of fundraising, 2023 was our first full year with a full-time dedicated fundraising professional on staff. The board showed confidence in our team and our vision when they got behind this idea and we generated considerable momentum with multiple grant awards, corporate sponsorships, and unprecedented growth in membership. As a result, we are seeing growth in program opportunities for our community, and have been able to make much needed investments in our grounds and facilities.

Woldumar is entering its 61st year with so much going for it, including an amazing staff, a dedicated and supportive board of directors, and generous members, volunteers, and supporters. The next 60 years will surely be amazing, but I just can’t wait to see where we’ll be in another 12 months!

**Kevin Wernet**  
Executive Director

# WANA



Education

# GROWING PROGRAMMING

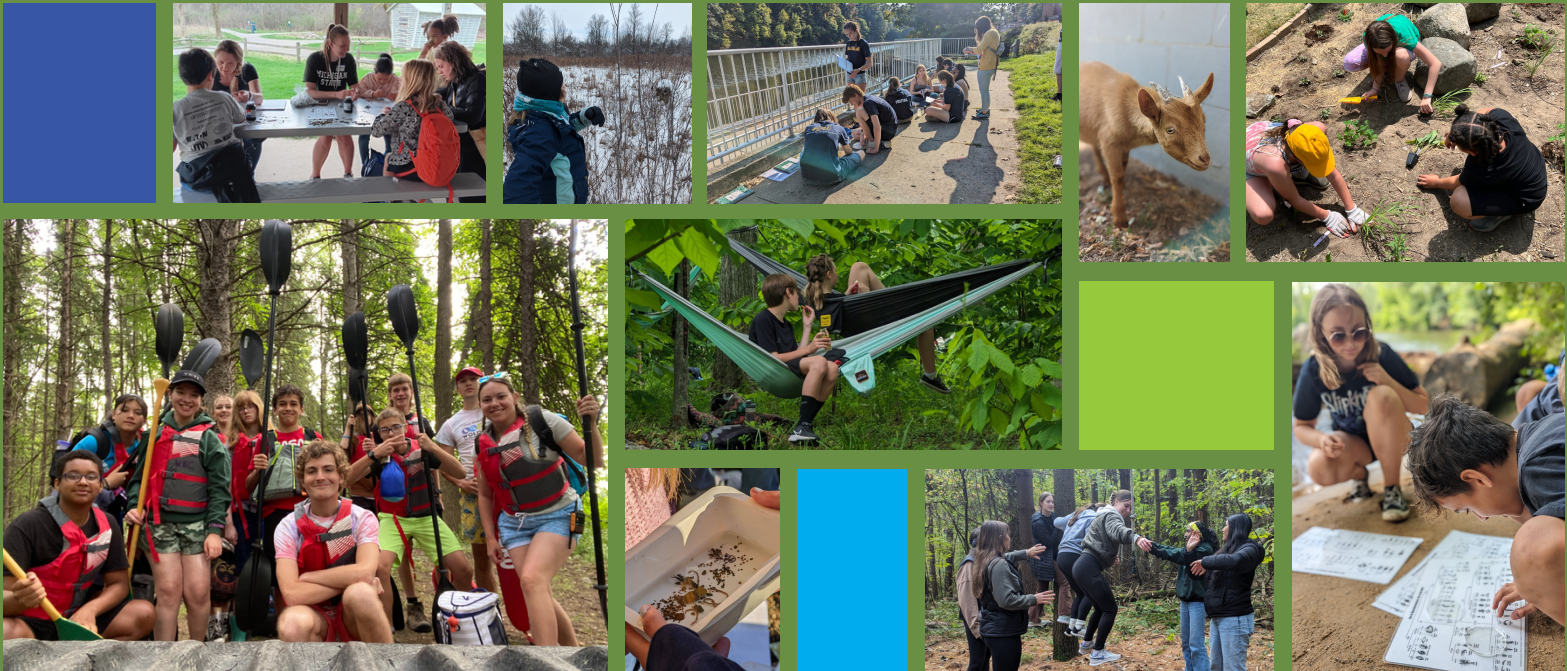


One of my favorite sayings is that passionate educators create passionate people. In the past year, we dedicated over 700 hours helping children connect to nature through our various programs. This isn't to say that it has been an easy, effortless year. In fact it has been full of challenges - "creative opportunities" if you will. The program team's hard work and passion is what made this year's programming so successful.

While the increase in participant numbers is a testament to our accomplishments, there are many other highlights from the past year. It was a pleasure to have Jared Harmon of the Mid-Michigan Land Conservancy and Jinx the goat to work alongside our invasive species management volunteers. I had the opportunity to revamp our marketing and communication materials and documents, including the creation of our new Camp Discovery logo. The STEM Internship program saw a lot of growth, welcoming our highest number of participants and finding new ways to further fine tune this important program for high school students.

As we move forward, I am looking forward to polishing our programs, build on our science curriculum offerings, and increasing the frequency of our community programming. It is an honor to be a part of this community and share my passion for the natural world with others. I look forward to what we can accomplish together and hope to see you on the trails!

**Allie**  
**PROGRAM MANAGER**





# Camp Discovery

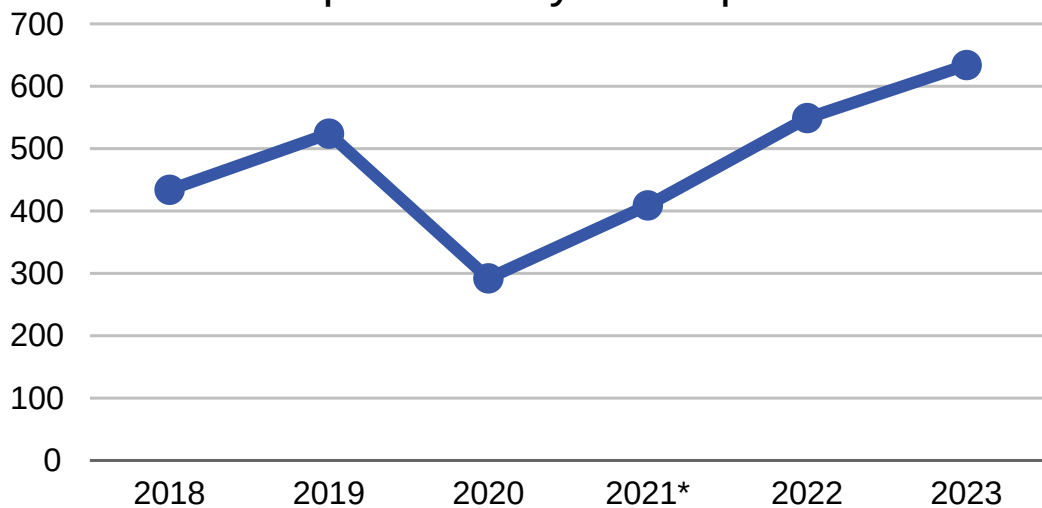


# 2022 - 2023 Program Snapshot

Field Study	On- and off-site environmental education programs with schools	155 Hours of Programming 1387 Students 75 Total Classes
Camp Discovery	Eleven weeks of summer day-camp, plus spring and winter break	634 Campers 462 Hours of Camp Avg. of 88.7% Capacity Filled
Annie's Big Nature Lesson	Five days of nature programs with schools	15 Classes 75 Hours of Programming
Eco - Green	Water quality testing program supported by General Motors volunteers	10 Unique Sampling Sites 58 Samples Collected 7 Interns Over 280 Participants 40 Volunteer Hours from GM
Team building, Retreats, & Activity Course	Businesses, teams, and classes work on communication and creative problem solving	86 Participants 3 Events



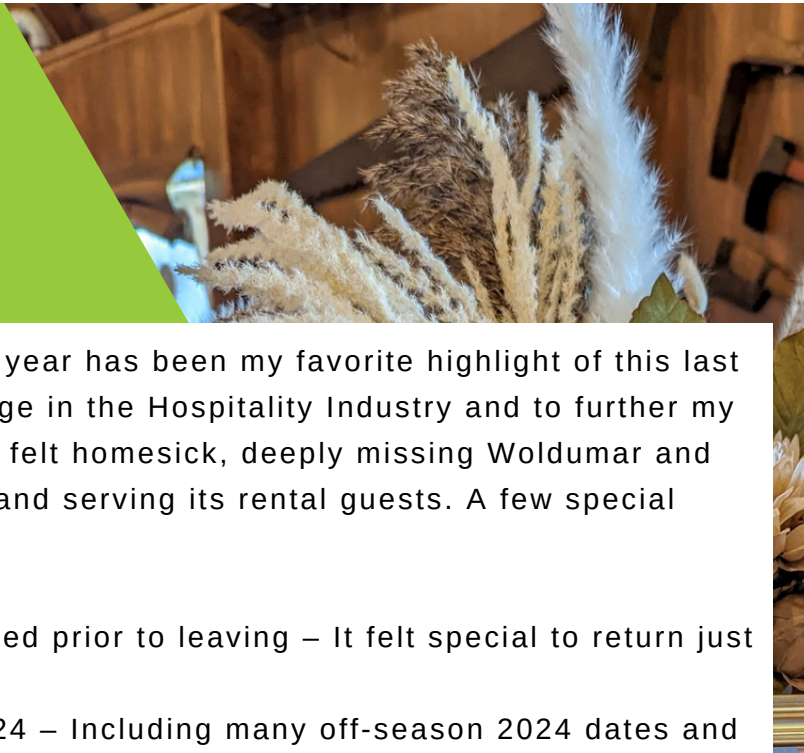
### Camp Discovery Participants



\* There was a partnership with Waverly schools that year to provide 3 weeks of camp for free to their students; their numbers are not reflected.

Hospitality

# A SPECIAL CALLING



Returning to Woldumar after leaving for nearly a year has been my favorite highlight of this last year. I left with hopes of broadening my knowledge in the Hospitality Industry and to further my professional development. Shortly after leaving I felt homesick, deeply missing Woldumar and the special connection I had to the organization and serving its rental guests. A few special highlights from this last year include:

- Being able to assist with weddings I had booked prior to leaving – It felt special to return just in time to assist with their celebration.
- Booking available wedding dates for 2023-2024 – Including many off-season 2024 dates and an October 2023 date, with only two months planning time.
- Attending an all-inclusive bridal show and connecting with the community.

I look forward to bringing my ideas to light as well as work on venue improvements. One of my favorite things to do is enhance our rental spaces and make them a more beautiful and welcoming space for all. While away I learned so much and have so many wonderful ideas for growing the number of rentals we host and overall enrich the quality and depth of the services we provide. I am delighted and inspired to have the opportunity to be a part of such an incredible organization.

**Victoria**  
HOSPITALITY MANAGER

**27 WEDDINGS**



**47 OTHER SPECIAL EVENTS**



**26 WEDDINGS SCHEDULED FOR 23/24**



# Community Support

123 Volunteers  
6 Different Companies  
1,825 Hours!

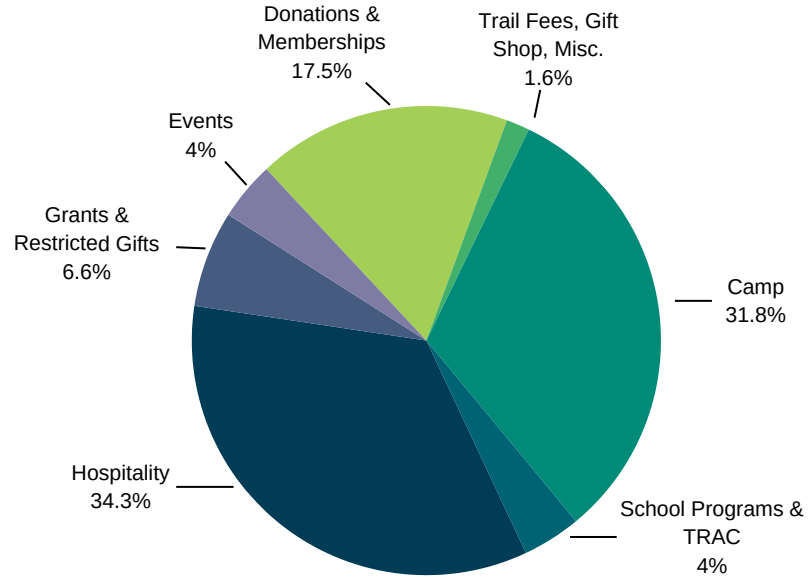


# Treasurer's Report

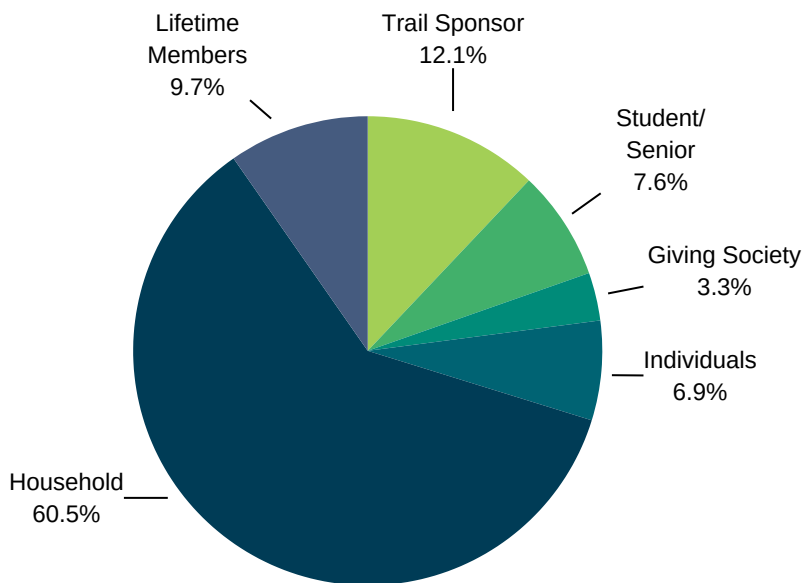
Summary of 2022 / 23 financial activity. Detailed reports and audited financial statements will be made available upon request.

Revenue	
Donations & Memberships	\$71,474.58
Trail Fees	\$3,727.32
Gift Shop	\$2,833.80
Camp	\$129,678.00
School Programs & TRAC	\$16,444.00
Hospitality	\$140,046.50
Grants & Restricted Gifts	\$27,082.76
Events	\$16,480.36
Misc.	\$37.24
	<b>\$407,804.56</b>

## Revenue Distributions

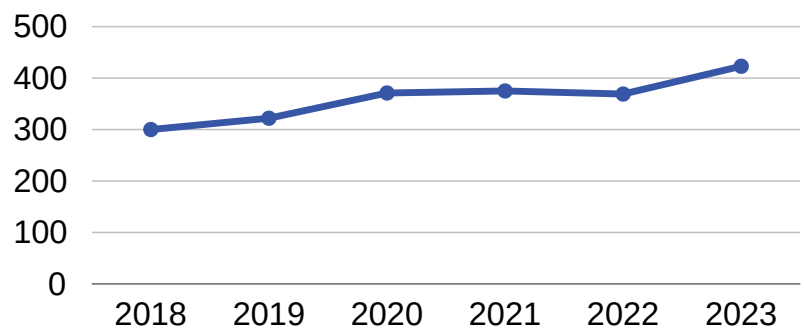


## Membership Types



Expenses	
Operations	\$78,780.44
Wages	\$320,327.41
Program Expenses	\$6,356.20
Gift Shop	\$1,298.53
Events	\$4,189.32
Maintenance	\$8,109.39
Hospitality Expenses	\$5,956.85
Board Approved Expenses*	\$44,645.36
	<b>\$469,663.50</b>

## Total Number of Members



**423 Total Members**  
**+ 17.5% from last year!**

\* Represents revenue earned in a prior fiscal year

Development

# GAINING MOMENTUM

As we close out the 60th Anniversary of the Woldumar Nature Association, I want to thank you, our supporters. Your commitment allows us to live our mission, to educate people about the natural environment, every day. This year, we made significant strides in our journey toward more strategic fundraising and capital growth.

I am happy to have served you over the last 18 months and look forward to seeing how you continue this momentum.

**Stay curious,  
Robin Carey**

### With your help we:

- Grew partnerships with organizations including General Motors, Ultium Cell, Target, Strange Matter Coffee Co., and Lake Trust.
- Rallied our community around the purchase of a new pontoon boat to facilitate environmental education in action.
- Hosted our most successful Woldumar Trail Run to date.

**\$3425 Raised**

**Over 250 participants!**



## Welcome Lauren Smith! Meet the new Director of Development

I am proud to join the Woldumar team this year, just in time to celebrate 60 years of nature education in the Greater Lansing region! Woldumar has long been a happy place for me, with countless hours and many miles spent exploring the trails and enjoying the wildlife that can be found within this hidden gem, and so I am honored to contribute to its success as the new Director of Development.

At this pivotal time of growth for Woldumar, I am excited to collaborate with the staff, board, and dedicated volunteers to identify and pursue organization-sustaining opportunities as well as discover creative solutions to the abundant challenges we face in pursuit of achieving our mission. In the coming year, I look forward to building on the work of those dedicated and passionate people who have helped make Woldumar what it is today, and fostering new relationships with community partners.



# Board of Directors

### Chair

**Kevin Goodwin**

Executive Committee  
Fund Development  
Committee

### Vice Chair

**Melissa Phipps**

Executive Committee  
Grounds & Facilities  
Committee  
DEI Committee

### Treasurer

**Jason Wilkinson**

Executive Committee  
Finance Committee  
Chair

### Secretary

**Randy Flick**

Executive Committee  
Grounds & Facilities  
Committee  
PR Committee Chair

### Members at Large:

#### Board Member

**Judy Gigante**

Volunteer Coordinator  
Grounds & Facilities  
Committee Chair  
DEI Committee

#### Board Member

**Ann Hasen**

Executive Committee  
Finance Committee

#### Board Member

**Mary Louks**

DEI Committee Chair

#### Board Member

**Chris Gillett**

Fund Development  
Committee Chair

#### Board Member

**Stephaney Keroson**

Finance Committee  
DEI Committee

#### Board Member

**Alaina Nelson**

Grounds & Facilities  
Committee  
PR Committee

### Endowment Trustees:

Melissa Hatfield, JB McCombs



# Woldu-Staff

**Kevin Wernet**

Executive Director

**Sally Austin**

Bookkeeper &  
Office Manager

**Victoria Churchill**

Hospitality Manager

**Allie Shigley**

Program Manager

**Lauren Smith**

Director of  
Development

**Ashley Austin**

Naturalist

**Alex Laskowski**

Naturalist

**Tom McNeily**

Naturalist

**Katelyn Starr**

Hospitality Assistant

**Sandy Tran**

Hospitality  
Assistant

**Woldumar is made possible by a generous community of supporters who believe in our mission "to educate people about the natural environment" and who understand the value of protecting and restoring local green space.**

There are many ways to get involved at Woldumar! In the coming year, please consider elevating your membership level, becoming a monthly supporter, joining our stewardship corps or a planning committee.

## **Become a Member**

Enjoy discounts to our programs, invitations to special activities, and free access to our trails.

## **Volunteer Your Time**

Share your time and talent in a way that matches your interests, skills and availability.

## **Donate to Woldumar**

Your gift ensures that we can continue to provide powerful experiences and opportunities for all.



## **Thank you!**

Woldumar Nature Association is a 501(c)-3 non-profit organization that is run by its members. We continue to exist because of the support of our faithful members, energetic volunteers and treasured donors.

Sitting on the Grand River with more than a mile of shoreline, Woldumar maintains over 5 miles of trails on over 180 acres of Maple and Beech woodland, tall grass prairie, and a pine plantation. Trails are open 365 days each year - we invite you to hike or ski on them anytime between dawn and dusk!

Each summer, Woldumar operates a summer program, Camp Discovery, which serves approximately 600 children, ages 4-16. In addition, our break camps, school programs, and community outreach serve over 25,000 children and adults every year.