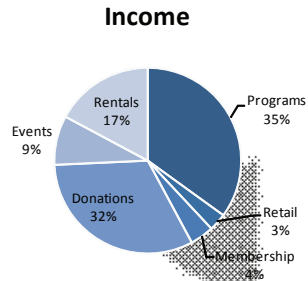
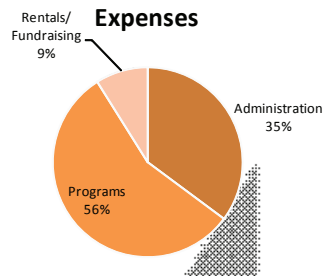


# TREASURER'S REPORT



**Revenue**

Programs	\$113,896.37
Retail	\$9,971.31
Membership	\$13,435.90
Donations	\$104,645.49
Events	\$27,809.22
Rentals	\$55,960.67
<b>Total</b>	<b>\$325,718.96</b>



**Expenses**

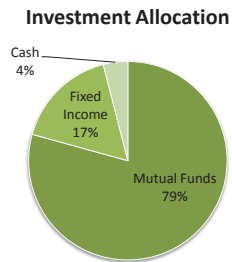
Administration	\$128,498.06
Programs	\$204,388.11
Rentals/ Fundraising	\$32,592.76
<b>Total</b>	<b>\$365,478.93</b>

## WOLDUMAR'S ENDOWMENTS

as of September 30, 2014

WECT Balance: \$545,284

CRCF Balance: \$12,355



*Fireflies at Woldumar* © Vincent Brady 2014, all rights reserved

# WOLDUMAR ANNUAL REPORT

*A Year of Transition*

October 1, 2013 - September 30, 2014



## LETTER FROM THE CHAIRMAN OF THE BOARD

Dear Members:

Woldumar Nature Association embarked on its sixth decade as one of Mid-Michigan's treasures. This year, a year of transition was marked by challenge, opportunity and achievement.

We thank Kevin Wernet and Lena Swelha - incredibly talented individuals with a passion for Woldumar and its mission - for stepping up to the plate to lead Woldumar as we conducted our search for a new Executive Director.

Thanks to Kevin, Lena, the dedicated Woldumar staff, our loyal members and our volunteers, including the Board of Directors, Woldumar is moving forward. These are a few highlights of our year:

- Completed a comprehensive revision of the Woldumar Employee Handbook
- Obtained a grant from the Capital Region Community Foundation to enhance our Boy Scout programs and school scholarships
- Hired a new Executive Director

On behalf of the Board of Directors, I am thrilled to announce that following a national search (which attracted candidates from as far away as Texas and Oregon), Woldumar Nature Association hired Heidi Hughes as our new Executive Director.

Heidi comes from the Agassiz Audubon Society in Warren, Minnesota, where she served as Director since 2011. Prior to that, she was Executive Director of the National Eagle Center in Minnesota, and Director of the Crane Meadows Visitor Center in Nebraska. A journalist, educator and businesswoman, Heidi is the co-author of the Expert's Guide to Backyard Birdfeeding, and has appeared as an "expert" on nature tourism, bat conservation and bird watching on NBC Nightly News and CBS Morning News, and has been quoted by the New York Times, US News & World Report, Wall Street Journal and Washington Post. She has an undergraduate degree in physical education from Skidmore College, took graduate courses in environmental education at Slippery Rock University, and earned an MA in public affairs communication from American University. She also holds a certificate in Zoo Management from North Carolina State University.

Please join me in welcoming Heidi Hughes to Woldumar Nature Association, and the broader Mid-Michigan community!

Respectfully,

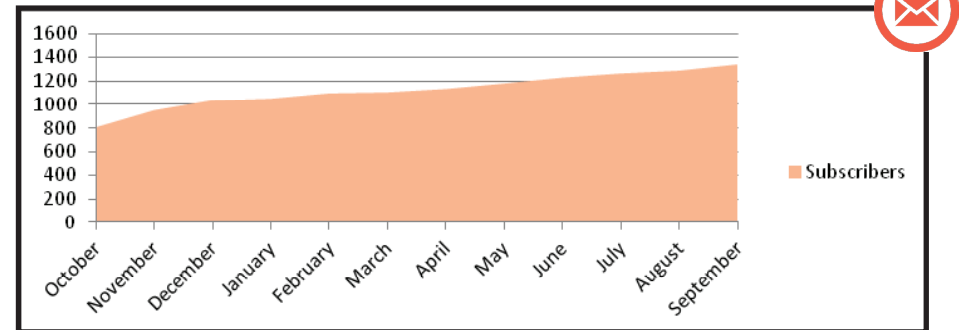
Joshua M. Tudor  
Chairman of the Board

## ONLINE PRESENCE

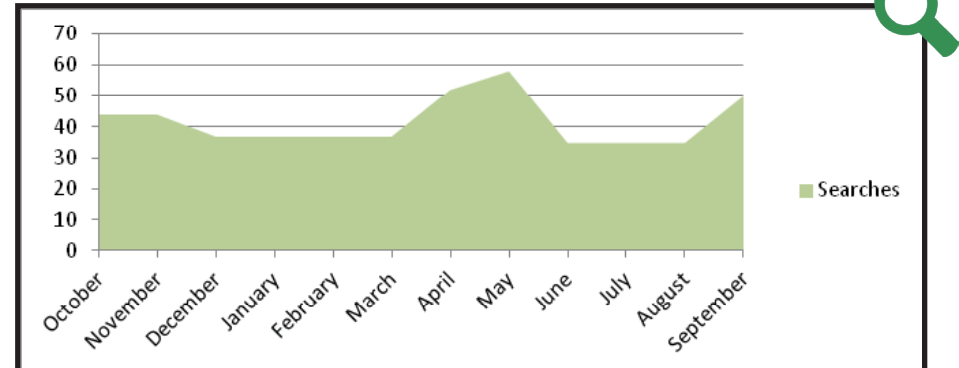
Facebook Likes - **2,525** as of September 30, 2014



E-Mail Subscribers - **1,334** as of September 30, 2014



Google Searches for "Woldumar"





## A FEW WORDS FROM OUR NEW EXECUTIVE DIRECTOR

*Latitude.* That's what caught my attention about Woldumar. After spending a long, record-breaking cold winter in northwestern Minnesota, anywhere south of Fargo seemed promising. I'll bet the thermometer never hits -32F in Lansing, Michigan.

*Latitude.* That's what I thought I'd find at Woldumar. Their Board of Directors said they're open to new ways of accomplishing their mission. A retail store. A coffee bar. Perhaps an owl center and an insect zoo. A bio-blitz. A citizen-science center. A folk school. And how about a "snow" school?

*Latitude.* That's what made me accept the director job at Woldumar. Let's see how much we can do with it in 2015.

*Heidi Hughes*

## 2013-14 EVENTS



Run-A-Munk Trail Run  
November



Chili Winter Evening  
January



Petals and Vines  
May



Boating Bonanza  
July



American Heritage Festival  
September

# A YEAR OF VOLUNTEERING

## 2014 FISCAL YEAR

Volunteer Hours: 621.5  
Total Volunteers: 66



*"This is my way to help make the world a better place: fixing things at Woldumar."*

- Kevin Feldpausch, Volunteer



*"It's payback for me. My kids loved it here. It's one of the few places my daughter wants to see when she visits."*

- Vee Bjornson, Volunteer

## OPEN VOLUNTEER POSITIONS

Gardening	Fund Development
Visitor Center Greeters	Maintenance
Program Education	Event Planning
Graphic/Web Design	Landscape Architecture
Office Assistance	Retail Store Management
Board of Directors Members	



Katie Whitecar,  
Outreach Coordinator

Contact Katie  
to start volunteering today!

[katie@woldumar.org](mailto:katie@woldumar.org)



## LETTER FROM THE ASSOCIATE DIRECTOR FOR PROGRAMS

Last August, I helped a group of teenagers slip a fleet of canoes into the Grand River. With two people per boat, we started in Dimondale and slowly paddled back to Woldumar. With sightings of blue and green herons, kingfishers, raptors and waterfowl, the animals didn't seem too put off by a group of friends laughing and splashing their way down the river.

I shared a canoe with a young man I'd just met. He was new to our Camp Discovery, so I asked about his experience.

He learned about camp when his Boy Scout troop did badge work at Woldumar earlier in the summer. His first week of camp led to another, and by summer's end he was a regular. His mother explained that he attended several other camps, but Woldumar was a place where he found purpose and acceptance. His counselor cared about him. He felt like he belonged, and he wanted to come back.

This young man's experience wasn't unique.

Woldumar is beautiful. It's a place where people can escape to explore and discover. But our programs give Woldumar a face. They provide a hand to lead you into the woods - someone to encourage you to be still and listen to the sounds of the forest, or to wonder aloud about the natural world. Our program participation grew in 2013/14, due in large part to our deliberate effort to create experiences which draw people into nature and keep them coming back. It's about connecting with environment and building relationships with people, and our program staff is proud to be engaged in such work every day.

## 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	3,855 students in 172 classes from 18 school districts	\$15,298.00
Camp Discovery	Twelve weeks of summer day-camp, plus spring and winter break.	505 campers	\$70,313.00 \$1,738 in scholarships
Annie's Big Nature Lesson	Five days of nature programs with schools.	875 students in 35 classes, over 17 weeks	\$12,750.00
Teambuilding, Ropes and Activities Course	Businesses, teams, and classes work on communication and creative problem solving.	17 groups	\$4,4290.00
Scouts Programs	Badge work	403 badges awarded	\$6,051.00

