

## ANNUAL REPORT



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## Executive Summary

Willow Bend Environmental Education Center was founded by the Board of Supervisors of the Coconino Natural Resource Conservation District (CNRCD) in 1978. Since then it has served as **Coconino County's only year-round full time environmental education center.**

### PROGRAMS AND IMPACT

Willow Bend provides environmental, place-based educational experiences for schools, community groups, residents, and visitors.

**Summary of K-12 Programs:** (includes class based programs, field trips, and special guest presentations):

- ❖ Number of School Programs presented: 406

**Total number of students reached through programs: 9,806**

**Summary of Community Programs:** (Adult Workshops, Family Science, Science Saturdays, Community Events and more):

- ❖ Number of Community Programs presented: 127

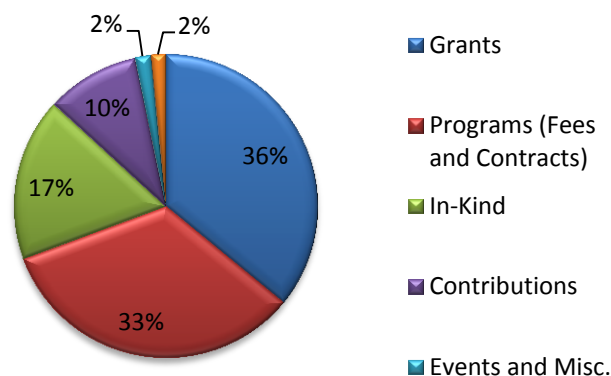
**Number of community members reached by Willow Bend: 8,765**

**Summary of Total Willow Bend Reach:**

K-12 Programs, Adult Education, Teacher Workshops, Center and Community Events, Center "walk-ins" and Recycling Center Tours: **18,571**

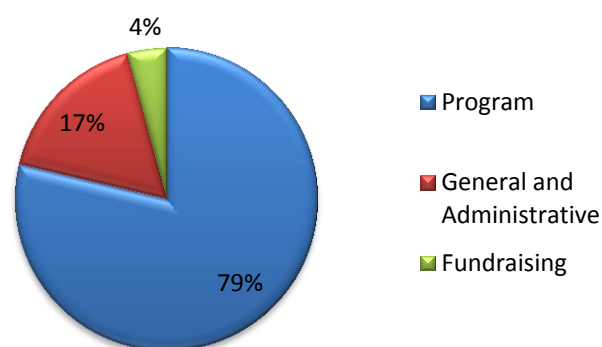
## FINANCIAL

### Income FY 16'



Grants	\$55,199
Programs (Fees and Contracts)	\$51,348
In-Kind	\$26,736
Contributions	\$15,279
Events and Misc.	\$2,615
Center Rental	\$2,425
<b>TOTAL:</b>	<b>\$153,602</b>

### Expense FY 16'



Program	\$114,429
General and Admin	\$24,918
Fundraising	\$6,050
<b>TOTAL:</b>	<b>\$145,397</b>

## About Us

Willow Bend Environmental Education Center was founded by the Board of Supervisors of the Coconino Natural Resource Conservation District (CNRCD) in 1978. Since then it has served as Coconino County's only **year-round full time environmental education center**. Willow Bend provides education outreach services that build environmental awareness and an ethic of responsible stewardship of our natural and cultural resources.

### **BOARD OF DIRECTORS**

Willow Bend has an active all volunteer board of directors and a governing CNRCD board. Our board supports every aspect of our operations including fundraising, event organizing, and budget oversight. All board members that served during Fiscal Year 2016 are listed in this report. Italicized names are those serving as of June 30, 2016.



Top: Willow Bend board members and staff.

### CNRCD Board of Supervisors

- *Mike Macauley, Board Chairman*
- *Jim Parks, Vice Chairman*
- *Reed Jenkins, Treasurer*
- *Paul Babbitt, Supervisor*
- *Steve Gatewood, Supervisor*
- *Cheri Lynn Martin, Supervisor*

### Willow Bend Board of Directors

- *Tom Hanecak, Board President*
- *Steve Gatewood, Vice-President*
- *Cynthia Pardo, Secretary*
- *Holly Taylor, Treasurer*
- *Cree Donovan*
- *Andy Gould*
- *Michele James*
- *Reed Jenkins*
- *Ariel Leonard*
- *Ken Myers*
- *Shelly Shepherd*
- *Neil Weintraub*

### **STAFF**

Willow Bend's day to day operations, program management, teaching, and event organization is conducted by an enthusiastic team of paid staff. Willow Bend's staff are all highly qualified and dedicated to the organization and its success. All staff members that worked during Fiscal Year 2016 are listed in this report. Italicized names are those serving as of June 30, 2016.

### Willow Bend Staff

- *Moran Henn, Executive Director*
- *Cassandra Roberts, Education Program Director*
- *Vallerie Grimmett, Educator*





Top: Willow Bend staff from left to right Val, Moran, and Cassandra.

## NEW LEADERSHIP

With the beginning of the 2016 fiscal year (July), Willow Bend welcomed a new Executive Director. Moran Henn is a Flagstaff local with years of experience in the non-profit world and an extensive background in natural resource management and environmental education and policy. Before coming to Willow Bend Moran was the Executive Director for Friends of Flagstaff's Future, a local non-profit organization.



Top: New executive director, Moran Henn, during her first Willow Bend Eagle Celebration.

She also worked for numerous state and federal agencies including the National Park Service, the US Forest Service, and Idaho Fish and Game. She was an educator at different wildlife rehabilitation centers and

was a teaching assistant for NAU's Environmental Sciences and Policy Program.

Moran is very involved in the Flagstaff community, volunteering her time and serving on different boards including Northern Arizona Pet Therapy, Center for Indigenous Music and Culture, Flagstaff Festival of Science, Capoeira Amizade, Conserve to Enhance, and more. Moran earned a Master's Degree in Environmental Sciences and Policy from Northern Arizona University (NAU), and an Undergraduate Degree in Conservation Biology and Outdoor Recreation, with an emphasis on Environmental Education, from the University of Idaho. She lives in Flagstaff with her husband, dog, and two daughters who she says make every single day an adventure.

## VOLUNTEERS AND INTERNS

Willow Bend depends on the substantial donation of volunteer time and skills. From programmatic assistance, day to day Center caretaking, fundraising, and event tabling, Willow Bend's volunteers make our work possible. This was the first year Willow Bend did not have an AmeriCorps member, but rather relied solely on NAU interns and community volunteers.

### Willow Bend Interns

Our interns not only shared their time and skills, but also earned academic credit and satisfied their department's requirements for hands-on experience. We would particularly like to recognize Helena Van Winkle, an undergraduate student in the Environmental Sciences Program, and Sarah Carbajal, an art major, for their excellent work.



Top: Helena Van Winkle (left) and Sarah Carbajal (right) with volunteer Neil Weintraub, during a tabling event for Full Circle Trade and Thrift.

### **Willow Bend Volunteers**

Willow Bend is blessed with dedicated and enthusiastic volunteers. While we cannot name all of our community volunteers in this report, each year we highlight a number of volunteers that were exceptional and went above and beyond. In this report we would like to thank Charmain Lovely, who volunteered almost every week assisting with much needed day to day and administrative tasks, Coreen Walsh, who assisted with Center events, Mike Masek and Michael Dechter who volunteered to lead adult workshops, Gail Lowe, whose professional bookkeeping assistance was



Top: Nancy and Frank from the Cottage Place

We would also like to thank a special volunteer group that formed this year. The

Friends of the Willow Bend Gardens (including Kathleen Satterfield, Laura Davis, and Susan Lamb) have been working on revitalizing and enhancing educational experiences within the Willow Bend Gardens.

Left: Mike Masek from The Forager's Path volunteering to lead a Medicinal Plant workshop at Willow Bend.



### **MAJOR PARTNERSHIPS**

Each year Willow Bend partners with various federal, state, and local government agencies, organizations, individuals and businesses. While our list of partners is very long and we appreciate each and every one of them, we would like to highlight a few partnerships and recognize their contribution to the success of our programs (for a list of major donors, foundations, grants, and business partners see the financial report below). Partners are listed below in alphabetical order:

- 1.) Arizona Game and Fish Department
- 2.) Boys and Girls Club of Flagstaff
- 3.) City of Flagstaff Sustainability Section
- 4.) Coconino County: Parks and Rec, Superintendent of Schools, and Sustainable Building Program
- 5.) Flagstaff Area National Monuments
- 6.) Flagstaff Unified School District
- 7.) Mountain Sports Flagstaff
- 8.) Northern Arizona University (multiple departments)
- 9.) Prometheus Solar/Nova Kinetics
- 10.) The Arboretum at Flagstaff



Top Left: Steven Rossi from Flagstaff Area National Monuments teaching a joint program with Willow Bend. Top Right: Merriam Powell at NAU partnering on the Amazing Arthropods Family Science event

### Summary of K-12 Program Reach:

- ❖ Number of In-Class School Programs presented: 273
- ❖ Number of Field Trips: 133
- ❖ Top programs and field trips for 2015-2016: Reason for a Flower, Aspen Corner Ecology, Recycling Center Tours, the “Rio Project”, and Flagstaff Area National Monument in-class programs and field trips.
- ❖ **Number of students reached through in-class and field trip programs: 9,806**

## Program Summary

### K-12 SCHOOL PROGRAMS

Willow Bend was first and foremost established to serve the County’s schools and its students. Willow Bend plays an important role in K-12 education: we provide out-of-the-ordinary experiences such as guest visits to classrooms, demonstrations, and field trips that expand effective learning opportunities. Our programs are aligned with state standards and reflect STEM (Science, Technology, Engineering, and Math) principles. We employ proven strategies that enhance learning including experiential, hands-on, and place-based education. We work with over 25 public schools across three school districts, regional charter schools and schools on the Navajo and Hopi Nations. Our K-12 programs and field trips include topics in botany, astronomy, sustainable living, hydrology, wildlife, and geology.



Top: Kinsey students visiting Willow Bend on a field trip. Bottom: Val teaching “Reason for a Flower” at Sechrist Elementary.





## CENTER AND COMMUNITY PROGRAMS

In addition to school programs, Willow Bend also hosts adult and community education programs and events, field trips to our sustainable building, programs for college students, workshops for teachers, tours, and volunteer events. *Adult Workshops* connect our visitors with experts from a variety of fields such as forestry, botany and sustainability through presentations and workshops.



Top: Kristine Haskins, Research Director at The Arboretum at Flagstaff, giving an Adult Workshop about pollinators as part of Willow Bend's winter workshop partnership with The Arboretum.

*Guided Tours:* Partnering with the City's Sustainability Section, we facilitate monthly tours of the Recycling Center.



Top: Cassandra giving a monthly first Friday tour of the recycling center.

This year, through our growing partnership with the City Sustainability Section Open Space, we also added community tours to Picture Canyon. Through a partnership with Mountain Sports Flagstaff we also started a new Downtown Geology community tour offered throughout the summer.

*Family Science* programs include family-focused presentations from experts, live animal demonstrations, games, hands-on activities and more. Subjects included this year: Bald Eagles, Arizona Animals, and Amazing Arthropods.



Top: Annual Bald Eagle Celebration

*Science Saturday* is a free new program that started this year, held on the first Saturday of every month. Each month featured a



different topic or theme, and included hands-on activities, games, and guest experts. Themes included Invasive Plants, Energy, Grand Canyon Adventures and more.

Top: Kids learn about fish and watersheds during September's Science Saturday: Colorado River Days.

Through a mid-year grant from the Flagstaff Arts Council we added an art component to the Science Saturday program and hosted various artists including singer, writer and storyteller Matt Hall.



Top: Storyteller and song writer Matt Hall tells the story of Phoebe and Chub during a Grand Canyon Adventures Science Saturday in February.

Willow Bend also organizes volunteer and service events at our site. This year we held a multi-partner slope restoration event on Arbor Day. We also participated in many community events including Coconino County's Sustainable Building Tour, Festival of Science, Earth Day and more. We hosted *Center Visits* highlighting the building's sustainable features, the adjacent Watchable Wildlife Site, the surrounding gardens, and Flagstaff's Urban Trail System (FUTS). Finally, we organized and facilitated locally-focused, integrative curriculum and

professional development for teachers, educators, and home schooling groups.

#### Summary of Community Program Reach:

- ❖ Number of Community and Adult Education Programs, Tours, and Events: 127
- ❖ Teacher Workshops: 2
- ❖ Top Programs: Bald Eagle Celebration, Fermentation Workshop, Sustainable Home Tour, Colorado River Days, Downtown Geology Tour, Picture Canyon Tour.
- ❖ **Number of community members reached by Willow Bend: 8,765**

#### Summary of Total Willow Bend Reach:

K-12 Programs, Adult Education, Teacher Workshops, Center and Community Events, Center "walk-ins" and Recycling Center Tours: **18,571**



Top: Arbor Day volunteer event, held in collaboration with the County, City, The Arboretum, APS, and REI.



## **Program Highlight**

### **SCHOOL PROGRAMS**

With hundreds of programs offered and thousands of students served this year, it is hard to pick just one program to highlight. However, since we don't have room in this report to cover it all, we have chosen to emphasize our new Rio de Flag program (the "Rio Project"). We feel this program demonstrates Willow Bend's role in our community and our commitment to promoting place-based educational experiences and activities.



Top: Alpine Academy 6<sup>th</sup> grade students on a winter field trip to Frances Short Pond.

The Rio Project was funded through a generous grant from the Arizona Community Foundation of Flagstaff, the GeoFund, and W.L. Gore and Associates. The program engaged students with local ecosystems found along the Rio de Flag and Flagstaff's Urban Trail System through delivery of classroom presentations, field experiences, and service learning projects. When we started the project we conducted surveys and interviews with 6<sup>th</sup> grade students to determine their knowledge of the Rio de Flag (Rio) and the concept of watersheds. The majority of students had

very limited knowledge. A common [guessed] definition of a watershed was "a small building for storing water". After significant research and study of the Rio, students were able to define and explain the role, function, and importance of the river and a watershed.

A winter field experience to create photo essays about the Rio as it travels through downtown Flagstaff allowed the students to interview people in the community to see if they knew what a watershed was. Students had a chance to test their knowledge against that of adults downtown. They administered the survey to a random sample of people they encountered along the Rio corridor. Students were delighted to discover that about half of the adults they met were unable to answer their questions since it then gave them the opportunity to share and pass on the knowledge that the students had recently gained.

Students compiled photos they took while walking the Rio and created "photo essays" and posters. The completed essays and posters were displayed during a Willow Bend Science Saturday event, and shared at a school open house. As project organizers, it was very rewarding to see the impact this knowledge had on the students and witness their excitement at passing this knowledge on to other members of the community.



Left: A student creating her Rio Project poster.

## COMMUNITY PROGRAMS

One of our areas of focus this year was to enhance our community programs by increasing the number and continuing to improve the quality and diversity of experiential educational opportunities we offer. It's been a very successful year!

A packed room during the "Introduction to Fermentation Adult Workshop," excited kids making wind turbines and learning about solar panels at the Alternative Energy Science Saturday event, and of course our sold out Annual Bald Eagle Celebration are just a few examples of this year's successes. But if we had to choose only one program to highlight, it would have to be the expansion of our guided tours. We feel they are perfectly aligned with Willow Bend's goal of getting people outside, enjoying, learning about, and appreciating our open and shared public spaces.

Through a partnership with the City of Flagstaff Sustainability Section Open Space, we started offering free tours to Picture Canyon Natural and Cultural Preserve.



Left:  
Picture  
Canyon  
guided  
tour

Tours, led by our very own Education Director, Cassandra, covered some of the history, ecology, geology, and archeology of Picture Canyon. The tour lasted about 3 hours and offered viewing, photography,

and educational opportunities of iconic sites along the way including Flagstaff's only waterfall, Northern Sinagua petroglyphs and dwelling sites, and the Rio de Flag.



Left:  
Enjoying  
the canyon  
view  
during a  
Picture  
Canyon  
Tour.

In addition, through a partnership with Mountain Sports Flagstaff and their 1% for the Planet program, we launched our first free community Downtown Geology tours.



Left: Val,  
outside  
Mountain  
Sports  
Flagstaff,  
during the  
Downtown  
Geology  
Tour.

Based on local Flagstaff author Marie Jackson's *Stone Landmarks* book, the tours covered ancient history of rocks used to build downtown's iconic buildings. Participants searched for fossils on the Ice House walls, visited the layers of the "Grand Canyon" at Heritage Square, touched the beautiful stone etchings on the County's Court House, and more. Building upon the success of these programs we hope to be offering them again next summer.

## Financial Report

Our financial information\* is entered and tracked in Quickbooks with advice from a professional CPA and Board oversight. The information presented below is on an accrual basis and is unaudited (pie chart representation rounded up to the nearest decimal).

### Willow Bend Environmental Education Center Profit & Loss July 2015 through June 2016

	Jul '15 - Jun 16
Ordinary Income/Expense	
Income	
Contract	20,000.00
Contributions Income	15,279.01
Fundraising Event	2,602.45
Grant Income	55,199.00
In-Kind Donations	26,736.00
Misc Income	12.78
Program	31,346.46
Rental Income	2,425.00
Total Income	153,602.70
Gross Profit	153,602.70
Expense	
Advertising	263.75
Contract Labor	910.00
Depreciation	2,091.48
Dues, Subscriptions & Fees	496.42
Exhibits and Displays	93.28
Fundraising Efforts	260.71
In-Kind Expense-Rent	26,736.00
Insurance	2,068.50
Misc Expense	485.48
Payroll Expenses	97,659.20
Postage & Delivery	83.65
Printing & Reproduction	965.10
Professional Fees/Services	5,504.37
Repairs & Maintenance	65.00
Small Equipment	176.24
Supplies	5,614.90
Travel	63.26
Utilities	1,773.01
Total Expense	145,400.35
Net Ordinary Income	8,202.35
Net Income	8,202.35

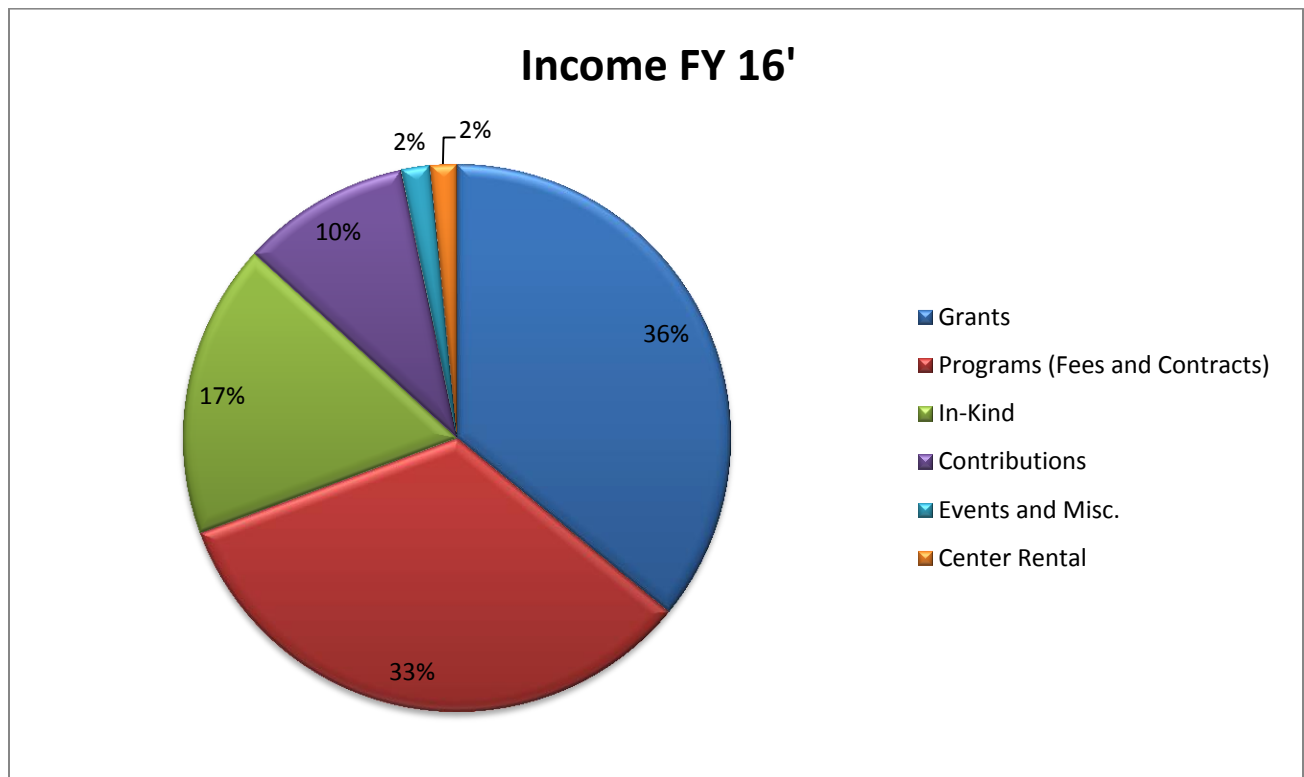
### Willow Bend Environmental Education Center Balance Sheet As of June 30, 2016

	Jun 30, 16
ASSETS	
Current Assets	
Checking/Savings	
AZ State Credit Union Checking	36,104.33
AZ State Credit Union Savings	5.00
Checking-Chase	4,230.81
Total Checking/Savings	40,340.14
Accounts Receivable	
Accounts Receivable	10,206.60
Total Accounts Receivable	10,206.60
Other Current Assets	
Petty Cash	100.00
Total Other Current Assets	100.00
Total Current Assets	50,646.74
Fixed Assets	
Accumulated Depreciation	(31,764.25)
Equipment	
Building-Solar System	12,490.58
Landscaping/Gardens	2,015.41
Program Equipment	13,700.00
Total Equipment	28,205.99
Vehicles	13,307.00
Total Fixed Assets	9,748.74
TOTAL ASSETS	60,395.48
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Direct Deposit Liabilities	(2,924.68)
Payroll Liabilities	
Medicare	(102.48)
Social Security	(438.16)
Withholding-Federal	(229.00)
Withholding-State	(109.24)
Payroll Liabilities - Other	217.02
Total Payroll Liabilities	(661.86)
Total Other Current Liabilities	(3,586.54)
Total Current Liabilities	(3,586.54)
Total Liabilities	(3,586.54)
Equity	
Retained Earnings	55,779.67
Net Income	8,202.35
Total Equity	63,982.02
TOTAL LIABILITIES & EQUITY	60,395.48

(\*Note: Willow Bend has an endowment fund at the Arizona Community Foundation not included in the above figures)

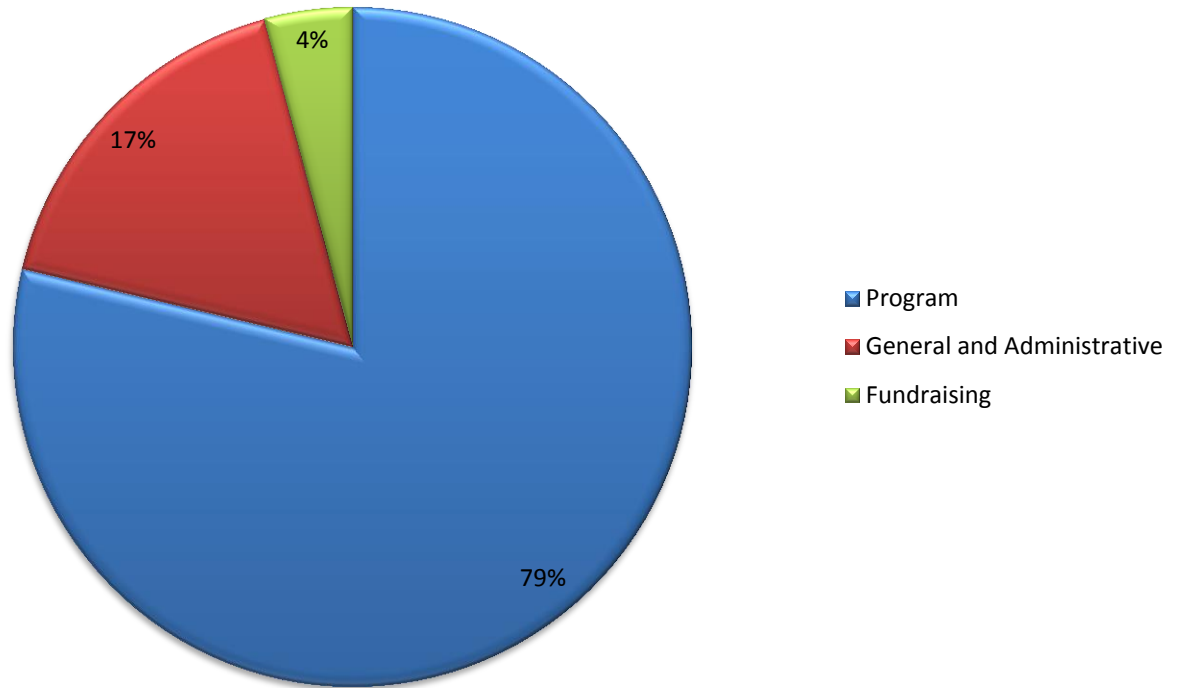


## INCOME AND EXPENSE: JULY 1<sup>ST</sup> 2015 – JUNE 30<sup>TH</sup> 2016



Income FY 16'	
Grants	\$55,199
Programs (Fees and Contracts)	\$51,348
In-Kind	\$26,736
Contributions	\$15,279
Events and Misc.	\$2,615
Center Rental	\$2,425
<b>TOTAL:</b>	<b>\$153,602</b>

### Expense FY 16'



### Expense FY 16'

Program	\$114,429
General and Admin	\$24,918
Fundraising	\$6,050
<b>TOTAL:</b>	<b>\$145,397</b>

## Our Supporters

### **BUSINESS SUPPORT**

**Willow Level \$5,000 and above/year**



**Oak Level \$3,000 - \$4,999/year**

-None

**Ponderosa Level \$2,000-\$2,999/Year**



**Aspen Level \$1,000-\$1,999/Year**



**Juniper Level \$500-\$999/Year**



**Basic Business Membership \$100-\$499/Year**



**In-Kind Business Support**



***Wilson's Auto Repair***



## MAJOR GRANT, CONTRACT, IN-KIND AND OTHER PROGRAM SUPPORT



GeoFund



## Giles W. and Elise G. Mead Foundation

## MAJOR INDIVIDUAL DONORS (\$250 AND ABOVE, BY LAST NAME)

- ❖ Bean
- ❖ Biggerstaff
- ❖ Faus
- ❖ Giovale
- ❖ Gould
- ❖ Rosenberger Family Trust
- ❖ Satterfield
- ❖ Wade
- ❖ Welch

## FULL LIST OF MAJOR SUPPORTERS AND PARTNERS (IN ALPHABETICAL ORDER, INCLUDING BUSINESS AND INDIVIDUAL)

- ❖ Arizona Community Foundation of Flagstaff
- ❖ Arizona Game and Fish Department Heritage Fund
- ❖ Arizona State Land Department
- ❖ Bean
- ❖ Biggerstaff
- ❖ Boys and Girls Club of Flagstaff
- ❖ City of Flagstaff Art and Science Fund/BBB Revenues
- ❖ City of Flagstaff Sustainability Section
- ❖ Coconino County Parks and Recreation
- ❖ Coconino County Superintendent of Schools
- ❖ Coconino Natural Resource Conservation District
- ❖ Environmental Fund for Arizona
- ❖ Faus
- ❖ Flagstaff Arts Council

- ❖ Flagstaff Firefly Festival
- ❖ Flagstaff Music Festival
- ❖ Flagstaff Unified School District (and multiple schools)
- ❖ Flagstaff Charter and Private Schools (multiple including Flagstaff Junior Academy, Haven Montessori, Foresight Learning Center, Montessori Schools of Flagstaff, Star School, and Pine Forest Charter School)
- ❖ Forager's Path, School of Botanical Studies (Mike Masek)
- ❖ Full Circle Trade and Thrift
- ❖ GeoFund
- ❖ Giles W. and Elise G. Mead Foundation
- ❖ Giovale
- ❖ Gould
- ❖ Hope Construction
- ❖ Mountain Sports Flagstaff
- ❖ National Park Foundation (in partnership with Flagstaff Area National Monuments)
- ❖ Northern Arizona University (multiple departments)
- ❖ Novakinetics
- ❖ Prometheus Renewables
- ❖ Rosenberger Family Trust
- ❖ Satterfield
- ❖ Urban and Community Forestry Financial Assistance Program (administered in cooperation with the Arizona State Forestry Division - Urban and Community Forestry, and the USDA Forest Service)
- ❖ Wade
- ❖ Welch
- ❖ W.L. Gore and Associates, Inc.

# THANK YOU!



## **Willow Bend Environmental Education Center**

*703 East Sawmill Road, Flagstaff, AZ 86001.*

*(928) 779-1745 [www.willowbendcenter.org](http://www.willowbendcenter.org)*

*Willow Bend is a 501(c)(3) nonprofit organization*