

# Annual Report

**Fiscal Year 2018**

*July 1, 2017 - June 30, 2018*



**Willow Bend**  
*environmental  
education  
center*

founded by the  
Coconino Natural Resource Conservation District

## Executive Summary

Willow Bend Environmental Education Center was founded in 1978 by Jim David, a schoolteacher, and Jim Alam, a supervisor with the Coconino Natural Resource Conservation District (CNRCD). 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: 365

**Total number of students reached through programs: 9,275**

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

❖ Number of Community Programs presented: 140

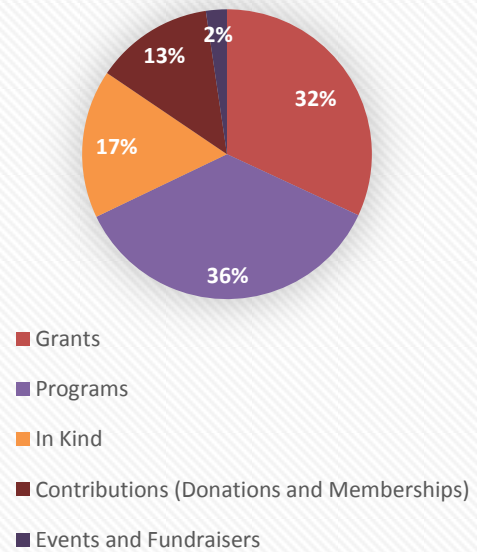
**Number of community members reached by Willow Bend: 9,007**

### Summary of Total Willow Bend Reach:

K-12 Programs, Workshops, Center and Community Events and Programs, Center "walk-ins" and Guided Tours: **18,282**

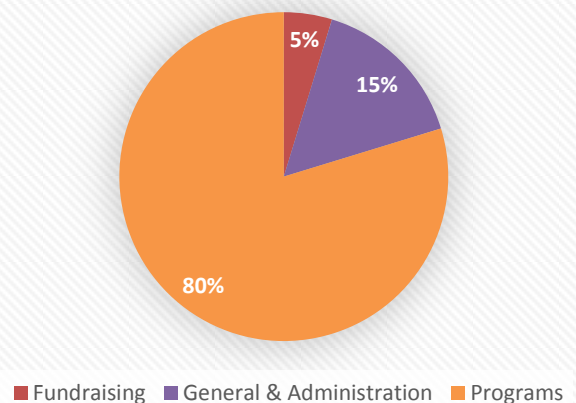
## FINANCIAL

### Income FY 2018



Income	
Events and Fundraisers	\$3,792
Contributions	\$21,400
In Kind	\$26,885
Grants	\$51,770
Programs	\$58,332
Total	\$162,179

### Expenses FY2018



Expense	
Fundraising	\$7,560
Administrative and Reporting	\$24,793
Programs	\$127,237
Total	\$159,591

## About Us

Willow Bend Environmental Education Center was founded by Jim David, a schoolteacher, and Jim Alam, a supervisor with the Coconino Natural Resource Conservation District (CNRCD). 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 2018 are listed in this report. Italicized names are those serving as of June 30, 2018.

#### Willow Bend Board of Directors

- *Ariel Leonard, Board President*
- *Michele James, Vice President*
- *Mary McKell, Treasurer*
- *Holly Taylor, Secretary*
- *Cree Donovan*
- *Steve Gatewood*
- *Andy Gould*
- *Reed Jenkins*
- *Ken Myers*
- *Shelly Shepherd*
- *Eric Souders*
- *Whitney Tapia*
- *Neil Weintraub*

#### CNRCD Board of Supervisors

- *Mike Macauley, Board Chairman*
- *Jim Parks, Vice Chairman*
- *Reed Jenkins, Treasurer*
- *Paul Babbitt, Supervisor*
- *Benny Aja, Supervisor*



Top: Willow Bend Board and staff from left to right, top row: Moran Henn, Executive Director, Neil Weintraub, Holly Taylor, Mary McKell, Steve Gatewood, Michele James, and Reed Jenkins. Bottom row: Eric Souders, Cassandra Roberts, Program Director, Cree Donovan, Ariel Leonard, and Melissa Eckstrom, Education and Outreach Assistant (Not pictured: Shelly Shepherd, Andy Gould, Ken Myers, and Whitney Tapia).

### **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 2018 are listed in this report.

#### Willow Bend Staff

- *Moran Henn, Executive Director*
- *Cassandra Roberts, Education Program Director*
- *Melissa Eckstrom, Education and Outreach Assistant*





Top: Willow Bend staff from left to right: Moran Henn, Executive Director, Melissa Eckstrom, Education and Outreach Assistant, and Cassandra Roberts, Program Director.

### NEW STAFF AT WILLOW BEND

At the end of the 2017 school year Val Grimmertt, our Education Assistant, retired. The Willow Bend team was therefore looking for a new staff person to jump on board. However, with the organization's growing needs we realized the new person would need to do more than just assist with teaching. The Willow Bend hiring committee was looking for a new staff person that - in addition to teaching and delivering programs - could also take on some outreach, membership, and volunteer coordination responsibilities. The committee was looking for someone extraordinary with teaching experience, love for children, creativity, enthusiasm, and of course dedication to Willow Bend's mission. (Impossible? Read on).

We advertised the position and within a few weeks, after reviewing all the applications, we had a number of great candidates. Interviews were

Conducted in July 2017 and after a tough decision process Willow Bend offered the position to Melissa Eckstrom, making her the official new Willow Bend staff person and team member.

### MELISSA ECKSTROM

Melissa holds a B.A in Sustainable Agriculture from Sterling College in Craftsbury Common, VT. She served in AmeriCorps National Civilian Community Corps in the American Midwest, as well the United States Peace Corps in Jamaica. She is passionate about environmental education and has shared her loved for the natural world while creating programs for schools and camps, managing gardens, and playing songs about worms on her ukulele. Melissa loves to ride her bike, bake bread, and draw comics in her sketchbook.



Top: Melissa Eckstrom, Willow Bend's new Education and Outreach Assistant.

### VOLUNTEERS AND INTERNS

Willow Bend depends on the substantial donation of volunteer time and skills. From programmatic assistance, day-to-day center and garden caretaking, fundraising, and event tabling, Willow Bend's community volunteers and NAU interns make our work possible.

## 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 like to recognize and thank this year's interns:

- Cameron Rood
- Haley Lemos
- *Jill Wagner*
- *Alyssa Eoff*

## Willow Bend Volunteers

Willow Bend is blessed with dedicated and enthusiastic volunteers. Each year we highlight a volunteer (or volunteers) that were exceptional and went above and beyond.

This year we are excited to highlight some new as well as returning volunteers. Daniel Foley, USGS geologist, who assisted during our bi-monthly Downtown Geology Tours, and volunteered almost every Science Saturday event. James Dorn, an Eagle Scout who took on restoring and enhancing the slope adjacent to Willow Bend, and the Butterfly Way station. Mike Dechter and Mike Masek who generously shared their time and skills and led Adult Workshops. Norm Lowe, who continuously assists with center building maintenance, and other technical needs. And the Friends of the Willow Bend Gardens, who tirelessly continue to restore and maintain the habitat gardens.



Left: Geologist and volunteer Daniel Foley during a Downtown Geology Tour.



Top: Volunteers from the Sathaya Sai International Organization working in the gardens in a restoration event organized by the Friends of the Willow Bend Gardens.

## **MAJOR PARTNERSHIPS**

Willow Bend collaborates 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). This year's Top 10 partners are listed below in alphabetical order:

- 1.) American Conservation Experience
- 2.) AZ Game and Fish Department
- 3.) Boys and Girls Club of Flagstaff
- 4.) City of Flagstaff Sustainability Section
- 5.) Coconino County: Parks and Rec, Sustainable Building Program, and Juvenile Detention Center
- 6.) Flagstaff Unified School District and numerous charter schools
- 7.) Mountain Sports Flagstaff
- 8.) Northern Arizona University – Merriam Powell Center for Environmental Research, Road Scholars, and numerous other departments
- 9.) Rocky Mountain Research Station (USFS)
- 10.) Wind for Schools



## Program Summary

### K-12 SCHOOL PROGRAMS

Willow Bend was first and foremost established to serve Coconino 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 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, regional, and charter schools. Our K-12 programs and field trips include topics in botany, astronomy, sustainable living, hydrology, wildlife, and geology.



Left: Kinsey 2<sup>nd</sup> grade students learning about weather, climate, and renewable energy.

#### Summary of K-12 Program Reach:

- ❖ Number of In-Class School Programs presented: **216**
- ❖ Number of Field Trips: **149**
- ❖ Number of teacher workshops: **2**

**Number of students reached through in-class and field trip programs: 9,275**



Top: Through a partnership with Mountain Sports Flagstaff and 1% for the Planet, we are able to provide free Downtown Geology Tours throughout the summer and fall.



Top: Through a new partnership with Wind for Schools, we are able to provide renewable energy programs and activities to schools and college programs.



Left: Knoles 3<sup>rd</sup> graders at a Picture Canyon field trip offered through a partnership with the City of Flagstaff Sustainability Section.

## CENTER AND COMMUNITY PROGRAMS

In addition to school programs, Willow Bend hosts adult and community education workshops and events, field trips for college students, workshops for teachers, guided tours of the recycling center, Picture Canyon, and Flagstaff's downtown geologic history, youth group programs, 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.



Left: Mike Masek from The Forager's Path leading an adult workshop

*Family Science* are family-focused presentations from experts featuring live animals. Subjects this year included Bald Eagles, Arizona Animals, and Amazing Arthropods.



Left: Joe Miller from Liberty Wildlife during the Family Science eagle celebration.

*Science Saturdays* are held on the first Saturday of every month. Each event features a different theme, hands-on activities, games, and guest experts. Some themes this year included birds, spring celebration, renewable energy, and fish and watersheds of the Colorado River.



Top: Science Saturday programs at Willow Bend. Renewable Energy, Spring Celebration, Bats, Colorado River Days and more!

*Guided Tours:* Partnering with the City's Sustainability Section, we facilitate monthly tours of the Recycling Center and monthly summer tours to Picture Canyon. Through a partnership with Mountain Sports Flagstaff, we continued and enhanced our Downtown Geology community tours. Through a partnership with Coconino County Sustainable Building, we coordinate the Sustainable Home Tour, as well as ongoing tours of sustainable straw bale passive solar building and the xeriscape gardens.





Top: Monthly tours of Picture Canyon supported through a partnership with the City of Flagstaff Sustainability Program.

#### Summer Camps:

While Willow Bend does not facilitate our own summer camp, we host the Meriam Powell Bug Camp each summer. We also provide outdoor and environmentally focused programs to many local summer camps including the Boys and Girls Club, Canyon Camp, Coconino County Parks and Rec and more.

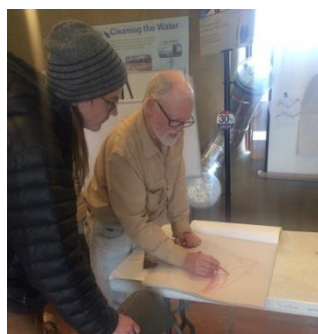


Left: Native Fish program provided to the Boys and Girls Club summer camp in partnership with AZ Game and Fish Department.

Right: Young entomologists catching insects during Bug Camp at Willow Bend.



*New program, the Art of Science:* Through the Flagstaff Arts Council Special Project Arts and Science Grant and the City of Flagstaff BBB revenues, Willow Bend facilitated the “**Art of Science**” program. The program included monthly art workshops focusing on a different topics, utilizing different art mediums and featuring a different lead artist and guest scientist. Each workshop included a lecture or a hike led by the guest scientists, and continued with one-on-one instruction from the lead artist. Participants created nature focused works of art.



Left: Artist Zack Zdniak teaching “Birds of a Feather” the first Art of Science workshop, together with Biologist Brenda Strohmeier from the Rocky Mountain Research Station.

*Service and Off-Site Events:* Throughout the year, Willow Bend organizes and participates in service and community events at our center, the gardens, and throughout the community. We participated in many community events including City of Flagstaff Earth Day Celebration, Festival of Science, STEM night and more.

#### Summary of Community Program Reach:

- ❖ Number of Community and Adult Education Programs, Tours, and Events: **140**
- ❖ Number of community members reached by Willow Bend: **9,007**
- ❖ **TOTAL Willow Bend Reach (including school and community programs) : 18,282**



# Financial Report

## PROFIT AND LOSS

### Willow Bend Environmental Education Center Profit & Loss July 2017 through June 2018

		Jul '17 - Jun 18
▼ Ordinary Income/Expense		
▼ Income		
Contract		11,339.00
► Contributions Income		21,399.99
Fundraising Event		3,061.00
Grant Income		51,770.79
In-Kind Donations		26,885.64
► Misc Income		6.89
► Program		36,471.00
Program Fees		10,522.90
Rental Income		725.00
Total Income		162,182.21
Gross Profit		162,182.21
► Expense	►	161,106.84 ◀
Net Ordinary Income		1,075.37
Net Income		<u>1,075.37</u>

## BALANCE SHEET

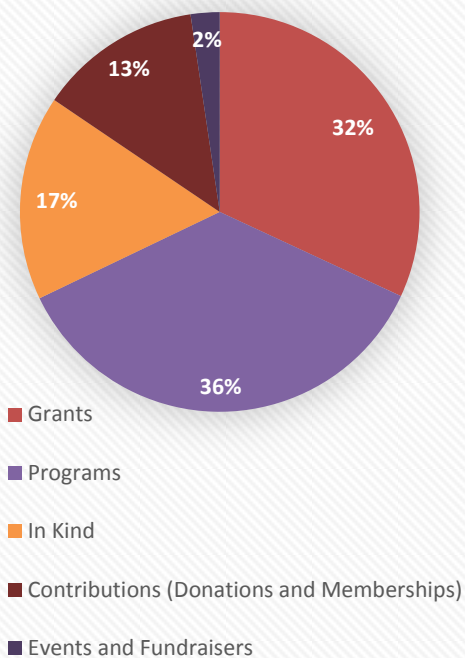
### Willow Bend Environmental Education Center Summary Balance Sheet As of June 30, 2018

	Jun 30, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	30,566.24
Accounts Receivable	7,730.00
Other Current Assets	4,950.00
Total Current Assets	43,246.24
Fixed Assets	14,013.26
<b>TOTAL ASSETS</b>	<u>57,259.50</u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	567.00
Total Current Liabilities	567.00
Total Liabilities	567.00
Equity	56,692.50
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u>57,259.50</u>

Our financial information\* is entered and tracked in QuickBooks with advice from a professional CPA and Board oversight. The information presented is on an accrual basis and is unaudited (pie chart representation below rounded up to the nearest decimal) \*Note: Willow Bend has an endowment fund at the Arizona Community Foundation not included in the above figures.

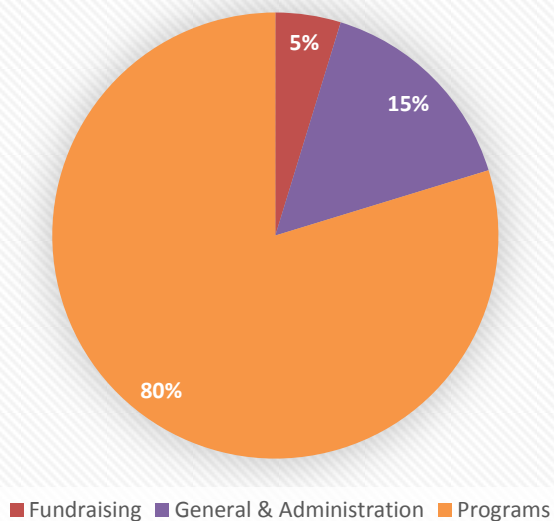
## INCOME AND EXPENSE: JULY 1<sup>ST</sup> 2017 – JUNE 30<sup>TH</sup> 2018

### Income FY 2018



Income	
Events and Fundraisers	\$3,792
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### Expenses FY2018



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## Our Supporters

### **BUSINESS SUPPORT**

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



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

-

**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**



Center for Spiritual Living

**In-Kind Business Support**



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

- ❖ Bean Family Trust
- ❖ Canino
- ❖ Faus and the Rosenberger Family Trust
- ❖ Giovale
- ❖ Gould
- ❖ Roberts
- ❖ Satterfield
- ❖ Welch
- ❖ Wollman Family Charitable Fund

\* Some donors requested to remain anonymous

### **BUSINESS PARTNERS, FOUNDATIONS, GRANTS, AND GOVERNMENT PARTNERSHIPS (IN ALPHABETICAL ORDER):**

- ❖ Arizona Community Foundation of Flagstaff
- ❖ Arizona Commission on the Arts
- ❖ Arizona Game and Fish Department Heritage Fund
- ❖ Arizona State Land Department
- ❖ 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 Sustainable Building Program
- ❖ Coconino Natural Resource Conservation District
- ❖ Environmental Fund for Arizona
- ❖ Flagstaff Arts Council
- ❖ Flagstaff Unified School District (and multiple schools)
- ❖ Flagstaff Charter and Private Schools (including Flagstaff Junior Academy, Haven Montessori, Foresight Learning Center, Montessori Schools of Flagstaff, Star School, and Pine Forest Charter School)
- ❖ The Forager's Path, School of Botanical Studies (Mike Masek)
- ❖ GeoFund
- ❖ Hope Construction
- ❖ Mountain Sports Flagstaff
- ❖ Northern Arizona University (Meriam Powell Center for Environmental Research, Road Scholars, and additional departments)
- ❖ Novakinetics
- ❖ Patagonia
- ❖ Upward Bound
- ❖ USDA Forest Service- Rocky Mountain Research Station
- ❖ W.L. Gore and Associates, Inc.
- ❖ Wollman Family Charitable Fund



# 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*