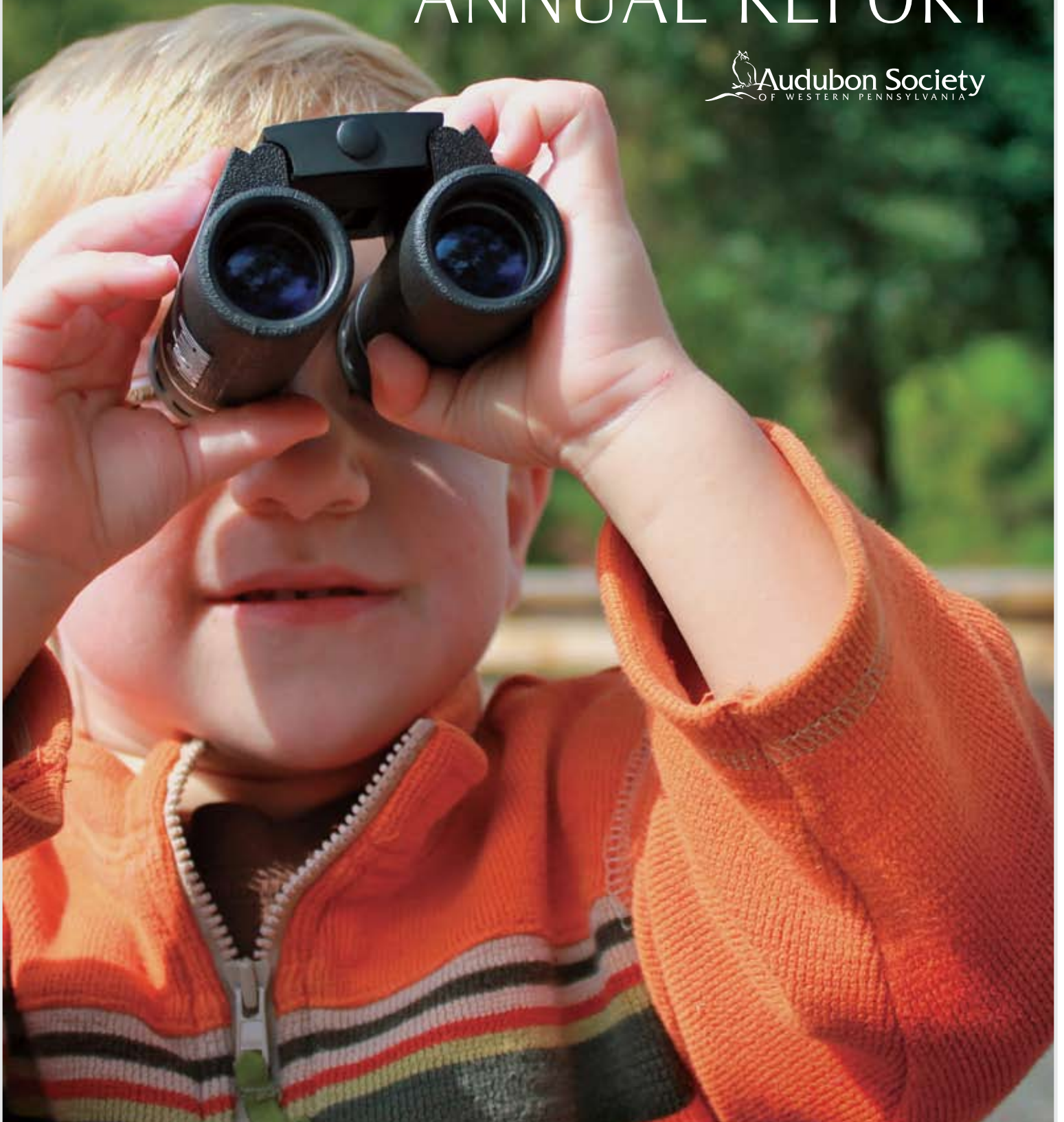


[2011]

ANNUAL REPORT

 Audubon Society
OF WESTERN PENNSYLVANIA



Looking Forward—Looking Back

Just like the young man on the cover, I'm sure you'd like to get a better view of everything that has happened at Audubon Society of Western Pennsylvania (ASWP) over the past year. Actually, he's enjoying his first set of binoculars, which he received at Bird Fest 2011. That's just one of the many programs we conducted last year in our ongoing mission to connect the people of Southwestern Pennsylvania to birds and nature through our Programs, Projects, and Places.

Our nature programs inspire people of all ages to respect the beauty and diversity of the world around them. Through the installation of rain gardens in our region, we're actively reducing the amount of stormwater runoff that ends up in our region's rivers, while providing habitats for beneficial native insects and wildlife. And of course there are our reserves—Beechwood Farms Nature Reserve, Succop Conservancy, and Todd Nature Reserve—where our visitors can explore miles of hiking trails and view birds, mammals, amphibians, insects, and wildflowers.

As we look forward—and look back—we'll continue to build upon our momentum. Whether it's a child exploring the treehouse at DiscoverGround, or a senior embarking on her first Citizen Science project with us, we'll continue to provide fun, engaging, educational opportunities that connect people to nature.



DiscoverGround encourages children to engage in creative play while building a love and respect for the natural world.



One of the Chimney Swift Towers ASWP has installed along the Riverfront Trail in Millvale, PA.

PROJECTS

Nowhere is Audubon's diverse interest more apparent than in our projects. Over the past year, we began or expanded our on-the-ground activities in many areas, including:

- Facilitating the installation of 12 rain gardens in Hampton Township, PA – part of a project that will eliminate over 500,000 gallons of stormwater annually from running into the Pine Creek watershed.
- Installing four Chimney Swift Towers in Millvale, PA – part of our goal to install 100 towers over the next three years.
- Releasing the Western PA Birding Trail Guide, which provides detailed information on over 60 locations recommended by local birders for viewing not just birds, but also wildflowers and various mammals.
- Creating a water quality data baseline for the Buffalo Creek watershed – an Important Bird Area located in Butler County, PA.

BIRD SEED

Total Bags of Seed Sold at Beechwood **4,639**

15 bags a day
1 bag every 30 minutes we are open

Total pounds of Beechwood Blend provided to the birds (and squirrels) of Southwestern Pennsylvania: **171,950**

Number of average size meals: **46,260,918**

Number of Audubon Song Birds that found new homes through the Audubon Nature Store: **122**

PROGRAMS

ASWP continues to be a leader in environmental education programming – both formal and informal – for people of all ages. But information needs to flow both ways, which is why this year we launched our Citizen Science Corps. Citizen Science refers to programs where the nonprofessional public help to gather data that researchers and scientists can analyze and use in their work. No scientist – or even an entire university team – can collect the amount of data collected by the over 60,000 participants in last year's Christmas Bird Count. As we grow our Citizen Science Corps we will train and coordinate participants in four seasonal programs every year.



PLACES

BEECHWOOD FARMS NATURE RESERVE

This year brought a new amenity to our headquarters' reserve—DiscoverGround. This one-acre nature exploration area, designed especially for our youngest visitors, provides an environment for fun, creative, unstructured play and motor skill development—critical elements for healthy child development.

SUCCOP CONSERVANCY

Officially added to our holdings on July 1, 2011, this 50-acre former farm estate provides Audubon members and the Butler community with a new opportunity to connect with nature through our education programs in a beautiful park-like setting.

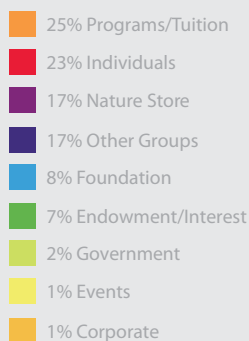
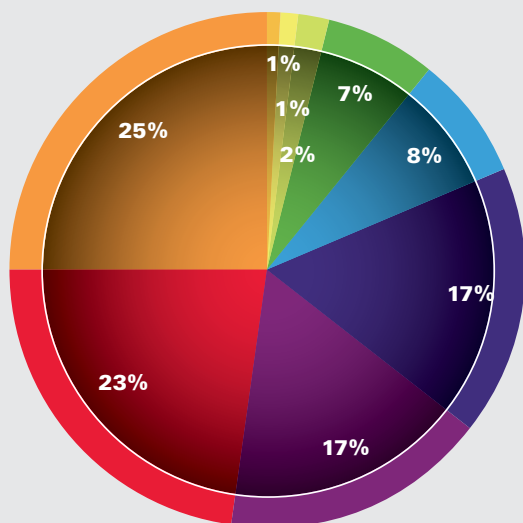
TODD NATURE RESERVE

ASWP has entered into an agreement with Buffalo Township—and with help from PA Department of Natural Resources—to jointly purchase a five-acre parcel between the Butler-Freeport Trail and Little Buffalo Creek. In the coming years, the township will convert the former hunting and fishing club located on the property into a community pavilion and picnic area. ASWP will also explore development of a year-round nature center to serve Todd Nature Reserve.

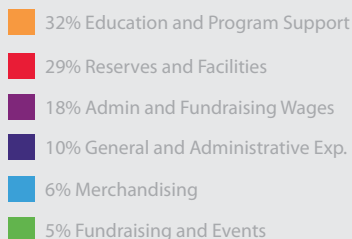
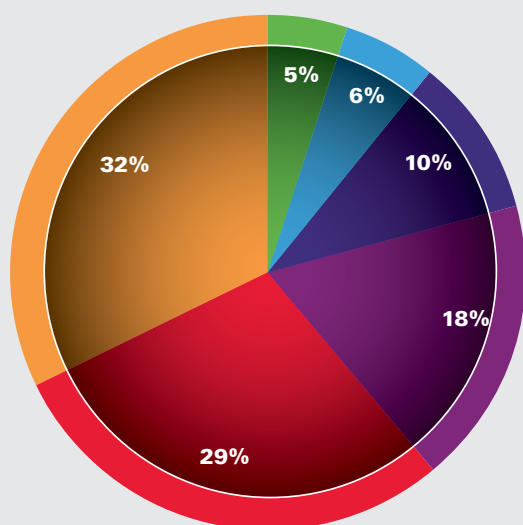
ZELOYE SANCTUARY

Made possible through a gift of property from the Zeloye Estate, this 85-acre property adds to the land we own and protect in the Buffalo Creek Valley Important Bird Area. Unlike our other areas, we do not plan to add trails or facilities to this property. Instead, it will be held as green space for the benefit of the community and our feathered friends.

INCOME



EXPENSES



STATEMENT OF FINANCIAL POSITION

ASSETS	2011	2010
Cash and Cash Equivalents	246,526	60,001
Accounts Receivable	26,137	60,782
Pledges Receivable	78,950	125,000
Inventories	63,189	39,932
Investments	923,529	980,915
Land, Buildings & Equipment (net of accumulated depreciation)	2,009,352	1,931,163
Total	3,347,683	3,197,793

LIABILITIES	2011	2010
Accounts Payable	46,695	27,920
Accrued Expenses	3,460	2,886
Total Liabilities	50,155	30,806

NET ASSETS	2011	2010
Unrestricted — Undesignated (land and property)	2,108,489	1,752,990
Unrestricted — Board Designated Reserves	427,931	485,317
Temporarily Restricted Funds	210,692	378,264
Permanently Restricted Endowment	550,416	550,416
Total Net Assets	3,297,528	3,166,987
Total Liabilities and Net Assets	3,347,683	3,197,793

STATEMENT OF ACTIVITIES

REVENUE AND SUPPORT	2011	2010
Fundraising, Contributions & Grants	480,934	391,246
Special Events	95,217	6,753
Education and Program Fees	186,521	194,732
Nature Store (net cost of goods)	100,766	127,108
Investment Income	19,348	22,898
Total Revenue and Support	882,786	742,737

EXPENSES	2011	2010
Education and Program Support	337,481	363,592
Reserves and Native Plant Center	228,762	181,577
Merchandising	24,028	58,136
General and Administrative	163,460	148,226
Fundraising	124,253	119,639
Total Expenses	877,984	871,170

Income and Expenses for the 2010-11 fiscal year. All numbers in this report are based on our 2010-11 audited financial statements. Copies available upon request.

MAJOR SUPPORTERS

For donations made between July 1, 2010 and June 30, 2011.

\$15,000 AND UP

Mr. & Mrs. Thomas Succop
Beckwith Family Foundation
Laurel Foundation
National Fish & Wildlife Foundation
PA Dept of Conservation & Natural Resources
Clapp Charitable & Educational Trust

\$5,000 TO \$14,999

Allegheny Regional Asset District
Anonymous Estate
BNY Mellon
Davison Design
Dominion Foundation
GenOn
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PA Dept of Environmental Protection
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Mr. Samuel McClung
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Ms. Janet McKinney
Mr. Mark E. Monk & Ms. Connie Simon
Mr. & Mrs. Tom Mulroy
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Mr. & Mrs. James S. Pasman Jr.
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ASWP EDUCATIONAL PROGRAM INFORMATION

BEECHWOOD FARMS AND TODD NATURE RESERVES

	PROGRAMS	PARTICIPANTS
Adults (includes teacher training)	149	573
Summer Camp Sessions	8	189
Schools and Scouts	104	4,267
Family Programs and Events	48	1,006
Total	309	6,035

REGIONAL OUTREACH

	PROGRAMS	PARTICIPANTS
Adults (includes teacher training)	22	744
Children (includes summer camps)	4	464
Schools and Scouts	146	4,514
Family Programs and Events	29	1,531
Total	201	7,253

LAND HOLDINGS

LOCATION	BEECHWOOD	SUCCOP	TODD	ZELOYLE	TOTAL
Owned	6	50	335	85	476
Easement	0	0	137	0	137
Managed	128	0	0	0	128
Total	134	50	472	85	741
Miles of Trails	5	3	5.5	0	13.5

ASWP MEMBERSHIP

MEMBERSHIP LEVEL	2011
Individual (\$35)	553
Family (\$50)	645
Naturalist (\$100)	275
Ecologist (\$250)	55
Conservationist (\$500)	22
Steward (\$1,000)	27
Club	24
Corporate	17
Total	1,618



Audubon at Succop Conservancy expands our reach into the Butler, PA community.



STAFF

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Conservation Director Brian Shema
Communications Director Rachel Mohr Handel
Donor Relations Director Katie Butler
Community Relations Director Jennifer Zaltman

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Environmental Educator Scott Detwiler
Environmental Educator Gabrielle Hughes
Office Manager Barbara Heck
Retail Manager Craig Falatovich
Retail Associate Alexis Thorbeck
Plant Center Coordinator Roxanne Swann
Facility Steward Steve Boros

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Program Assistant Mary Jane Ziegler

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Allegheny Regional Asset District

MISSION STATEMENT

To inspire and educate the people of Southwestern Pennsylvania to be respectful and responsible stewards of the natural world.

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(412) 963-6100
www.aswp.org

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