



2012
ANNUAL REPORT

Quantifying Experiences with Nature

When you go outside, how do you quantify the experience? Is it through number of birds seen? The amount of time spent? As we look back on our past year, we realize that while annual reports focus on numbers, there is much that we do at Audubon Society of Western Pennsylvania that cannot be counted. The experiences people have—and the ways those experiences change their views of the natural world—have an impact. And that impact may not be felt for years down the road.

Audubon Society of Western Pennsylvania's mission is to connect the people of southwestern Pennsylvania to birds and nature through our programs, projects, and places. It's a new mission statement for 2012 and beyond that allows us to measure success—both in numbers and in intangible moments of natural discovery.

When a family participates in a native plant workshop, what they take away differs for each member. Parents may be inspired to go home and create a rain garden in the backyard. Or to create a native plant environment that will attract birds and butterflies—creating their own mini nature reserve.

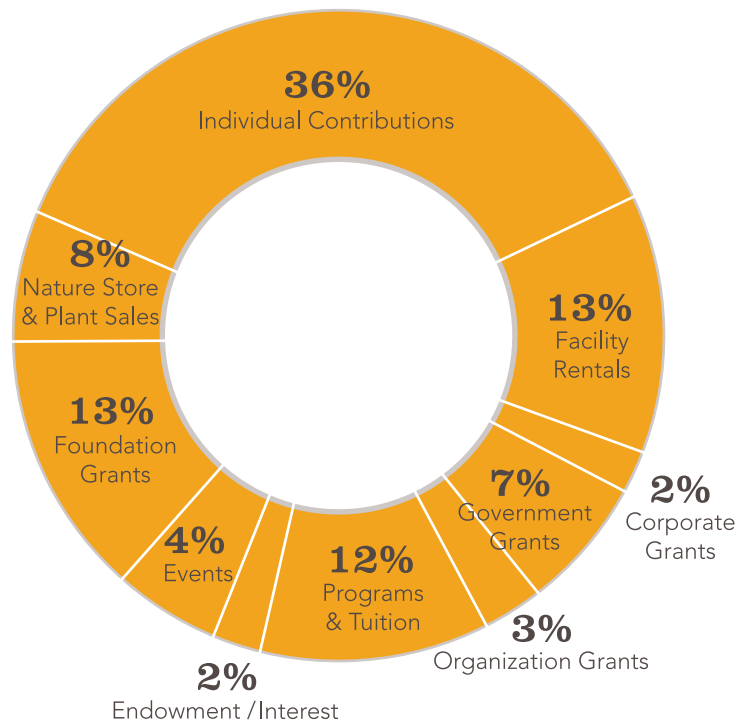
Children may see the event as an opportunity to dig in the dirt—to plant a seed and watch it grow. And when they're reminded of the experience, they may not even recall the program itself. Instead, they'll remember climbing the tree house at Beechwood's DiscoverGround—or hearing the songs of birds in late Spring.

And that's success—a connection made.

Financial Position

ASSETS	2012	2011
Cash and Cash Equivalents	451,788	246,526
Accounts Receivable	181,368	26,137
Pledges Receivable	25,000	78,950
Inventories	60,927	63,189
Investments	862,214	923,529
Assets Held for Sale	165,000	-
Land, Buildings & Equipment (net of accumulated depreciation)	3,644,888	2,009,352
Total	5,391,185	3,347,683
LIABILITIES	2012	2011
Accounts Payable	39,915	46,695
Accrued Expenses	3,446	3,460
Deferred Revenue	22,450	-
Total Liabilities	65,811	50,155
NET ASSETS	2012	2011
Unrestricted Undesignated (land and property)	3,055,245	2,108,489
Unrestricted Board Designated for Land Acquisition	54,818	54,818
Unrestricted Board Designated Reserves	311,798	427,931
Temporarily Restricted Funds	1,110,597	210,692
Permanently Restricted Land	242,500	-
Permanently Restricted Endowment	550,416	550,416
Total Net Assets	5,325,374	3,166,987
Total Liabilities & Net Assets	5,391,195	3,347,683

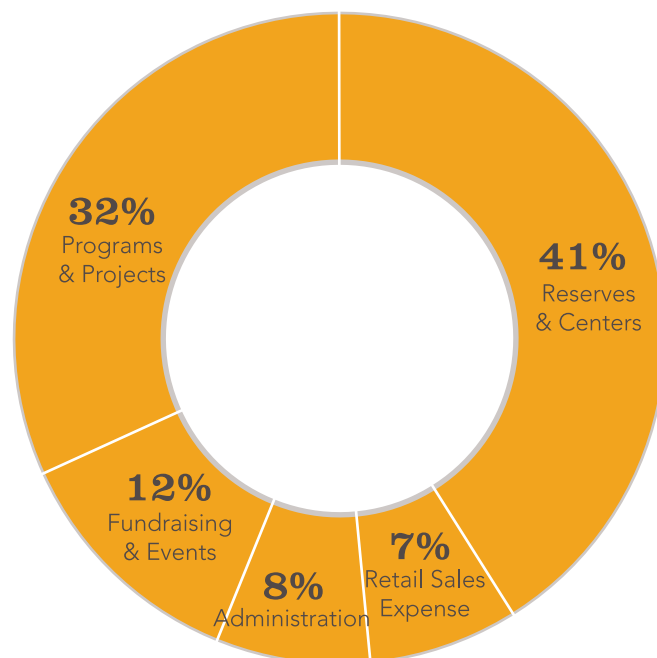
Income Sources



Statement of Activities

REVENUE AND SUPPORT	2012	2011
Fundraising, Contributions & Grants	1,416,452	480,934
Gifts of Land and Property	1,426,291	-
Special Events	60,471	95,217
Rental Income	198,536	-
Education and Program Support	173,083	186,521
Nature Store (net cost of goods)	93,147	100,766
Investment Income	17,763	19,348
Total Revenue and Support	3,385,743	882,786
EXPENSES	2012	2011
Education and Program Support	388,885	337,481
Reserves and Native Plant Center	600,830	228,762
Merchandising	94,797	24,028
General and Administrative	99,043	163,460
Fundraising	146,585	124,253
Total Expenses	1,330,140	877,984

Expense Allocations



Income and Expenses for the 2011-12 fiscal year. All numbers in this report are based on our 2011-12 audited financial statements. Copies available upon request.

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For donations made between July 1, 2011 and June 30, 2012.

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Volunteers

VOLUNTEER GROUPS	VOLUNTEERS	HOURS
Education & Programs	84	1653
Events	575	1330
Raptor Center	4	239
Native Plant Center	21	2299
Nature Store	5	918
Membership & Office Support	3	530
Board Members	20	1005
Total for Fiscal Year	712	7,974

Program Engagement

BEECHWOOD, SUCCOP, AND TODD ACTIVITIES	PROGRAMS	PARTICIPANTS
Adults (includes teacher training)	133	505
Summer Camp Sessions	8	168
Schools and Scouts	110	4,101
Family Programs and Events	46	1,022
Total	297	5,796

REGIONAL OUTREACH	PROGRAMS	PARTICIPANTS
Adults (includes teacher training)	18	681
Children	4	298
Schools and Scouts	127	3,998
Family Programs and Events	27	1,214
Total	176	6,191

Land Holdings

	BEECHWOOD	SUCCOP	TODD	ZELOYLE	TOTAL
Owned	8	50	335	85	476
Easement	0	0	132	0	130
Managed	126	0	0	0	128
Total	134	50	467	85	734

Membership

MEMBERSHIP LEVEL	2012
Individual (\$35)	512
Household (\$50)	719
Naturalist (\$100)	248
Ecologist (\$250)	43
Conservationist (\$500)	25
Steward (\$1,000)	26
Club / Organization	29
Total	1,602

This spring, volunteers from Mountain High Sports worked to get Beechwood Farms Nature Reserve ready for the busy summer season.

Total number of volunteers
420

Total volunteer hours
(3 hours per volunteer)
1,260

Mulch moved by volunteers
(64,000 lbs.)
80 Cubit yards

Railroad ties installed
(in parking lot upgrade)
60

Native plants planted
(installed in DiscoverGround)
150 Plants

Audubon Society of Western Pennsylvania continues its successful Eco Trips programs, which allow participants to travel across the country to view birds and check them off of their life lists.

Number of trips
10

Number of species seen
576

Number of Participants
130



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Allegheny Regional Asset District

Mission Statement

Connecting the people of southwestern Pennsylvania to birds and nature through our programs, projects, and places.

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