

REPORT TO THE COMMUNITY

September 1, 2017–August 31, 2018



NATURE CENTER
AT SHAKER LAKES

Conserve. Connect. Inspire.





DEAR FRIENDS,

CONSERVE. CONNECT. INSPIRE. These three little words carry great meaning for us. More than 50 years ago, members of our community came together to save this space, using those three words as guiding principles. Generations later, we carry forward their legacy by continuing to conserve these 20 acres, connect people to nature and inspire environmental stewardship.

At the Nature Center, we strive to grow and improve with each year, taking feedback from our community to enhance our programming, restore and maintain our land and find new ways to help others deepen their connection to the natural world.

This past year, we launched registration for our Summer Outdoor Adventure Camp early, for the first time, to give our members advanced access to their favorite sessions. We provided more hands-on workshops to expand the capabilities for people to make an impact in their own backyards. Our vision of creating demonstration gardens for public education came to fruition, with more native plants growing in these areas than ever before. In its fifth year, our Applied Science for Kids (ASK!) program saw an increase of 1,500 students when compared to the year before. This place-based learning program for students of the Cleveland Metropolitan School District has allowed children to explore the wonderment of nature, for many of them have little interaction with the natural world in their daily lives.

The advancements made this past year are all part of our long-term plan. Embarking on a bold vision for the future, we worked diligently to raise additional dollars needed to support a more comprehensive plan to restore and enhance your outdoor classroom. The first visible evidence of this plan was the construction of the Lavelle Family Amphitheater.

Located directly behind the Visitor's Center, we reimagined what an outdoor auditorium could look like. Enhanced with locally sourced

materials, we designed this space with education in mind, installing permeable pavers as a solution to challenges imposed by the weather but to also provide our educators with a tool when teaching children about stormwater runoff and soil erosion.

We hope this detailed report on our most recent year will show you where we have been, but more importantly, give you a glimpse of where we are headed. As we journey into a new year, we have our eyes set on the future—full of promise and progress. The seeds planted over the last few years are beginning to sprout, and we hope you are as excited as we are to watch them grow.

We are grateful for our community, for your continued support has allowed for us to care for this extraordinary place.

With deep appreciation and warm regards,

KAY CARLSON,
PRESIDENT & CEO

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BOARD CHAIR,
BOARD OF TRUSTEES

KIMBERLY H. DYER
PAST BOARD CHAIR,
BOARD OF TRUSTEES



INSPIRING STEWARDSHIP

The value that volunteers bring to our organization cannot be underestimated. Without the generosity of dedicated community members, we would not be able to accomplish all that we do. We're so thankful to those who give their time, skills and energy towards our mission.



7,631

HOURS GIVEN BY VOLUNTEERS

2,601

HOURS GIVEN OVER
THE SUMMER TO
SUPPORT CAMP

610

VOLUNTEERS

194

HOURS DONATED
BY OUR TOP
INDIVIDUAL
VOLUNTEERS

VOLUNTEER OF THE YEAR:

NORMA STORER



ACTIVE VOLUNTEER WITH THE NATURE CENTER SINCE 2016

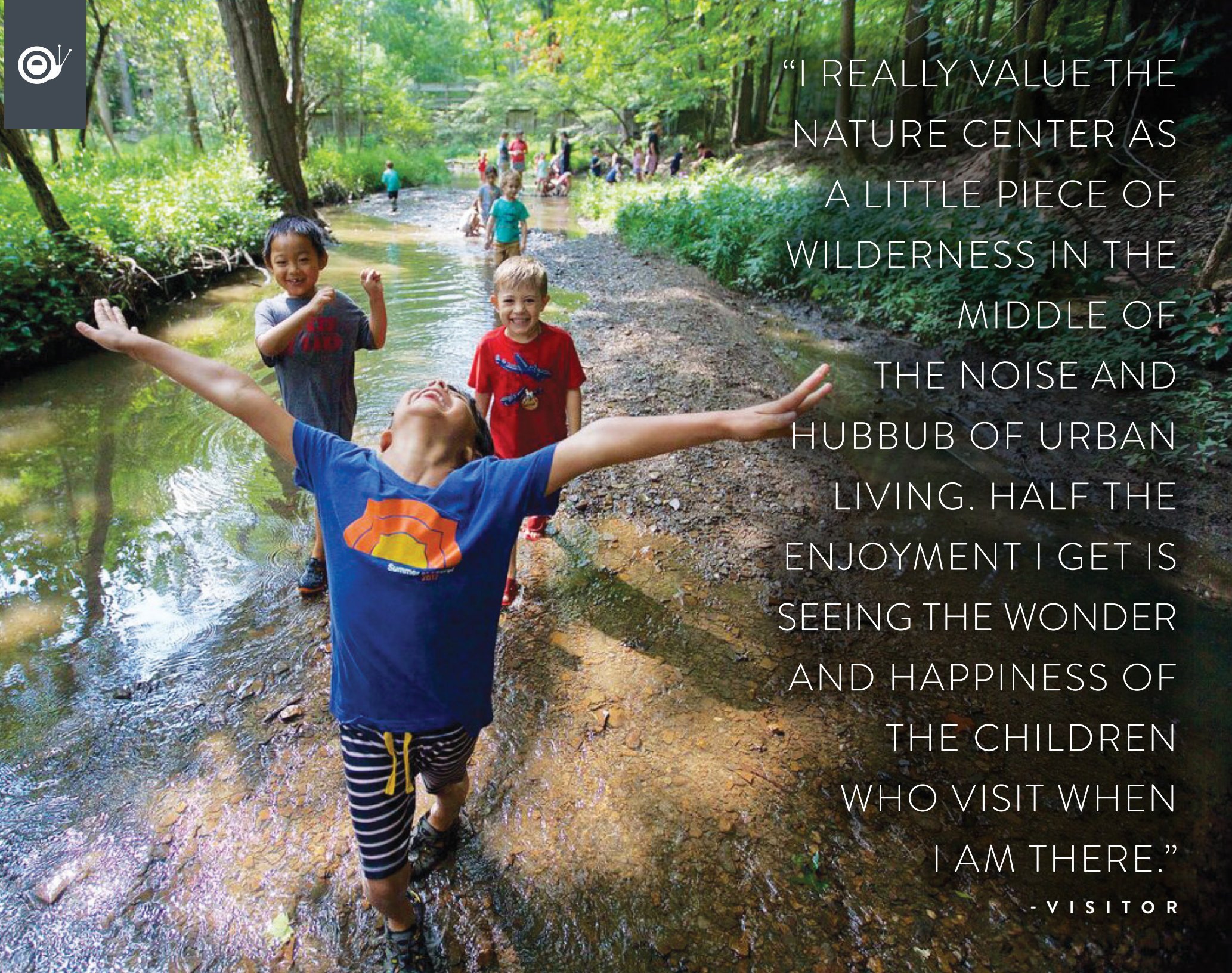
We are pleased to acknowledge Norma Storer as this year's Volunteer of the Year! Recognized for her hard-work, dedication and friendly demeanor, Norma has been an active volunteer with the Nature Center since 2016. Her connection to the Nature Center is a deep and personal one that grew from pure happenstance.

Before Norma and her husband moved to Shaker Heights from Pennsylvania, she was diagnosed with breast cancer. While in recovery, she found solace in nature. Her friends would take turns on 30-minute walks with her in her favorite nearby park, searching for herons to take her mind off her illness. It was one of Norma's favorite things to do—bringing her comfort and hope during her time of need.

After the move, Norma was unpacking boxes and feeling overwhelmed by being in a new place, with none of the familiarities of her past. Still in recovery, she went for a walk to clear her mind and “stumbled” across the Nature Center. Upon entering, she looked up and saw a heron—her beacon of hope. Whether it was a sign from above, or what she notes as “moments of mysterious intrusion,” she knew then, that everything was going to be okay.

From that moment forward, the now-retired nurse of 52 years and breast cancer survivor lends her time to us weekly, serving as a Welcome Desk volunteer assisting visitors and staff.





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NATURE CENTER AS
A LITTLE PIECE OF
WILDERNESS IN THE
MIDDLE OF
THE NOISE AND
HUBBUB OF URBAN
LIVING. HALF THE
ENJOYMENT I GET IS
SEEING THE WONDER
AND HAPPINESS OF
THE CHILDREN
WHO VISIT WHEN
I AM THERE.”

- VISITOR



CONSERVING OUR NATURAL AREA

Our mission has remained the same for 52 years—to protect and preserve our 20 acres of green space, while connecting people to nature and inspiring environmental stewardship. Our land serves as our community’s outdoor classroom, allowing nature to be the teacher to thousands of people of all ages each year.

40,000

VISITORS
on our grounds

202

STEWARDSHIP
VOLUNTEERS
assisted in conservation

871,200

SQUARE FEET
of land maintained

500+

NATIVE PERENNIALS
planted

24+

INVASIVE SPECIES
removed

1

RENOVATION
to expand and enhance
our outdoor classroom



CREATING LIFELONG CONNECTIONS

12,611

STUDENTS

impacted through environmental education

5,652

STUDENTS

served through our ASK! program with the
Cleveland Metropolitan School District

2,975

PEOPLE

served through family and adult programming

524

SUMMER CAMP PARTICIPANTS

93%

OF STUDENTS

in the ASK! program demonstrated an increased
understanding of how to care for the environment

We have the privilege of teaching people of all ages about our natural world, building the foundation for lifelong connections to the outdoors. Rooted in providing hands-on field experiences, our applauded Applied Science for Kids (ASK!) program with the Cleveland Metropolitan School District aims to teach students in an urban setting about the importance of the environment.

OUR IMPACT

Through our programs with area schools, we have provided educational experiences to thousands of students over the past year, many of whom have little interaction with nature in their daily lives.

We serve students like Jada, a Cleveland first grader, who walked off the bus and onto the Nature Center property, quiet and unsure. As she glanced around her, her face lit up with each step into the woods and each discovery on the trail.

Throughout her field experience, Jada opened up, peering through a magnifying glass and asking inquisitive questions while getting her hands messy studying the soil. When it was time for her class to get on the bus, she said, with broad smile and joy in her voice,

**“I HAD NO IDEA HOW MUCH LIVES
IN OUR DIRT. IT’S SO COOL!”**

Because of our dedicated environmental educators, and support from our community to fund our programs, we’re able to make a difference in the lives of students, opening new doors of possibilities for them.



2018

A YEAR IN REVIEW

CONSERVATION

6,000 LBS
of waste diverted from landfills

780 LBS
of organic waste was composted on-site
and used as soil to grow native plants

WE SAVED
40+ TREES
and 18,000 gallons of water by recycling
2.5 tons of paper, plastic and aluminum

670 PLASTIC BOTTLES
saved by the installation of 1 new water
bottle refilling station

SUMMER OUTDOOR ADVENTURE CAMP

524
spots filled

30
field trips around
Northeast Ohio

6
camp scholarships
awarded

4
inventions were
created by our young
environmental scientists

combined, camp participants
hiked more than
1,473,120
feet while out exploring on a
total of 340 hikes

8
weddings
& rehearsals
held at NCSL

1
60th wedding
anniversary
celebrated on site

45+
B'Earthday
parties celebrated

FLYWAYS NOT HIGHWAYS

\$212,462
generated revenue from this annual benefit

6
creative culinary experts
delighted our guests taste buds

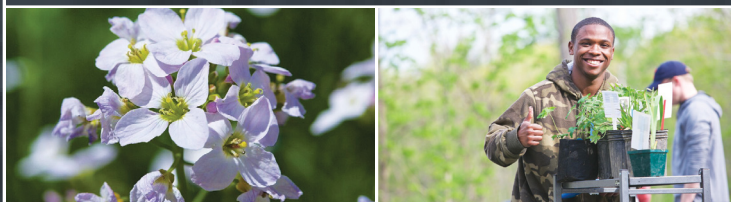


volunteers gave
\$188,409
worth of time in the past year

volunteers made up the
equivalent of
4
full-time staff members

610
volunteers

ANNUAL PLANT SALE



\$70,522
generated revenue from the Annual Plant Sale

55
native plants offered

360
homegrown plants
donated and sold

523
Clevelanders purchased plants for their home gardens

819
new individuals
joined us for
programming

26
family and adult
programs were
offered

300
s'mores consumed
on Family Campfire
Night

24
Mason Bee Houses
constructed to provide
nesting for native bees

925
students sampled
macro-
invertebrates

101
participants on
Family Head Start
day participated
in a family hike

324
feather experiences
conducted to
learn how birds
stay warm

167
new member
families gave
over \$18,000

197
member families
have given consecutively
for the past 20 years

309,000
earned impressions on Facebook

4.7
star rating earned on Google Business

this year marked the
18th year of migratory bird
banding, totaling
18,024
birds banded to-date

425
students observed and
recorded bird banding

1
split rail fence installed by Eagle
Scout Troup 662 to increase safety

HIKE, RUN & EXPLORE

450 ARROWS
soared through the air during archery

420 RUNNERS
crossed the finish line

100 TREE CLIMBERS





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Caitlin Connick, Environmental Educator/Program Specialist
Michelle Hall, Bookkeeper
Marcia Fox, Welcome Desk Assistant
Lisa Golba, Early Childhood Environmental Educator
Katrina Heinzen, Part-time Environmental Educator
Thomas Hornberger, Facilities Director
Nick Mikash, Natural Resources Specialist
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Jane Richards, Content Marketing Specialist
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Tania Younkin, Director of Marketing

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Lisa Meade, B'Earthday Party/Environmental Educator
Mon'trel Myrick, Welcome Desk Associate
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Andy Weiss, B'Earthday Party/Environmental Educator

*AS OF DECEMBER 1, 2018

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*AS OF SEPTEMBER 1, 2018

VOLUNTEERS

200+ HOURS

Ruffing Montessori School

150-199 HOURS

Chase Sloan
Margaret Poutasse
Norma Storer
Charles Stephenson
Andy Weiss

100-149 HOURS

Case Western Reserve University
Cross Country Teams
Cindy Oakley
Camryn Koonce
Helena Souffrant
Jane Donnell
Anna Carpenter
David Carpenter
Andrew Philip

50-99 HOURS

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Greenville School
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GENERATIONAL GIVING

MAKING AN IMPACT OVER THE PAST 45 YEARS



Over the past 52 years, we've had the pleasure of witnessing generations of families shaping the future of this treasured space. Passed down from parents to their children, a strong tradition of involvement to help us protect and preserve this vital green space has made a tremendous impact on the long-term sustainability of the Nature Center.

One family in particular has had a remarkable history of involvement with the Nature Center. For more than 45 years, and the Lavelle family has actively supported our mission, through a variety of means.

It all began in 1970 when Nancy Lavelle found herself preparing appetizers for a fundraiser to support the newly established Nature Center. What began as a small gesture has grown into nearly five decades of service. Nancy, with the support of her husband Neal, would go on to serve as a member of the Board of Directors for the Nature Center from 1974 through 1993. Neal's sister, Kathy Heffernan, served as President of the Nature Center Board from 2003–2005, encouraging younger members of the family to become involved.

After spending his childhood days on these very grounds, Nancy's son, David Lavelle, followed in his mother's footsteps, becoming a board member in 2006. David and his wife Ann would eventually bring their three children to the Nature Center, enrolling them in our summer camps and attending many of our programs.

The three generations of the Lavelle family have supported the Nature Center in a multitude of ways, including the funding of a recent enhancement to our outdoor classroom. In honor of their loyal service throughout the years, this new space was dedicated as 'The Lavelle Family Amphitheater' which greatly expanded our abilities to teach outdoors, surrounded by nature.



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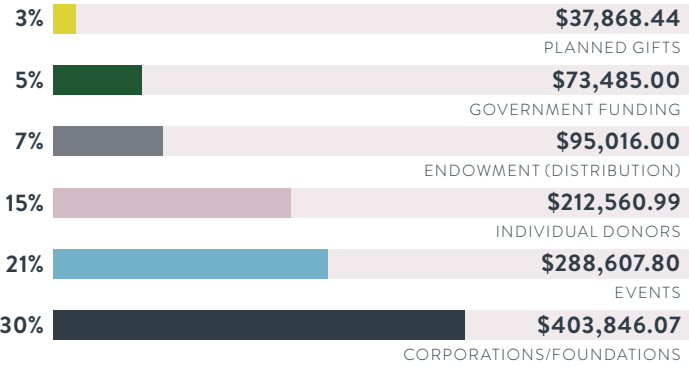
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SEPTEMBER 1, 2017–AUGUST 31, 2018
The Nature Center at Shaker Lakes
extends its deepest appreciation
to the many donors, members and
institutional supporters whose
generous contributions helped
ensure a successful year.
We apologize for any omissions.
If your name has been omitted or
listed incorrectly, please contact
Patty Albrecht at 216.321.5935 ext.
232 or albrecht@shakerlakes.org.
Marie Salkin

FINANCIAL INFORMATION
FY2018 (UNAUDITED)

REVENUE: CONTRIBUTED

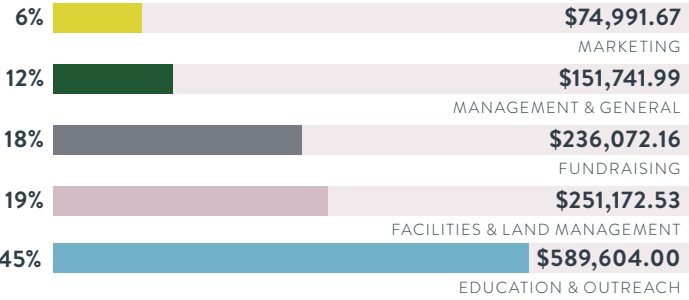


REVENUE: EARNED



TOTAL REVENUE: \$1,372,318.13

EXPENSES



TOTAL EXPENSES: \$ 1,303,582.35

NET OPERATING REVENUE*: \$68,735.78

**EXCLUDES DEPRECIATION AND OTHER ADJUSTING ENTRIES.
INCLUDES A BEQUEST OF \$37,868.

WAYS TO GIVE

Because we receive no property or income tax, we rely solely on the generous contributions of individuals, members, foundations and corporations to deliver our mission. Your gift is vital and will ensure that we remain open and free to the public, connecting future generations to nature.

MEMBERSHIP Become a member by giving a gift at one of our six levels ranging from \$50–1000+. Each membership has progressive benefits, including early and discounted registration rates and 10% off our Duck Pond Gift Shop.

ANNUAL FUND This annual campaign is a year-round effort to raise funds necessary to support the daily operations of our organization, including the maintenance of our trails and facility. Gifts of any size are appreciated and are tax-deductible to the fullest extent allowed by law.

THE HERON SOCIETY The Heron Society recognizes our dedicated donors who give \$1,000, or more, annually. In addition to a host of membership benefits, Heron Society patrons enjoy access to exclusive events and behind-the-scenes opportunities.

TRIBUTE GIFTS Make a gift to the Nature Center in memory or celebration of someone special. We have many opportunities to make a tribute gift, including our sustainable Tribute Tree program.

THE EVERGREEN SOCIETY Membership is open to anyone who invests in the future of the Nature Center through a planned gift. Individuals may designate gifts for a specific purpose or offer broad support through a gift to the Endowment Foundation.

ENDOWMENT FOUNDATION Early supporters of the Nature Center had the foresight to create the Shaker Lakes Regional Nature Center Endowment Foundation to establish consistent funding and long-term security for our future. Donations to the Endowment Foundation are strategically invested by its Board, which allocates annually a percentage of the revenue from those investments to the Nature Center for daily operations, guaranteeing a source of income each year. Generally, bequests, memorial donations, and other designated gifts are placed in the Endowment Foundation. Donations to the Endowment Foundation remain a living legacy, ensuring that the Nature Center will exist into perpetuity.



PLEASE CONTACT US TO LEARN MORE ABOUT THE RANGE OF GIVING OPTIONS

ROBERT SIKORA

DIRECTOR OF DEVELOPMENT

216.321.5935, ext. 223

sikora@shakerlakes.org

PATTY ALBRECHT

MEMBERSHIP AND ANNUAL FUND MANAGER

216.321.5935 ext 232

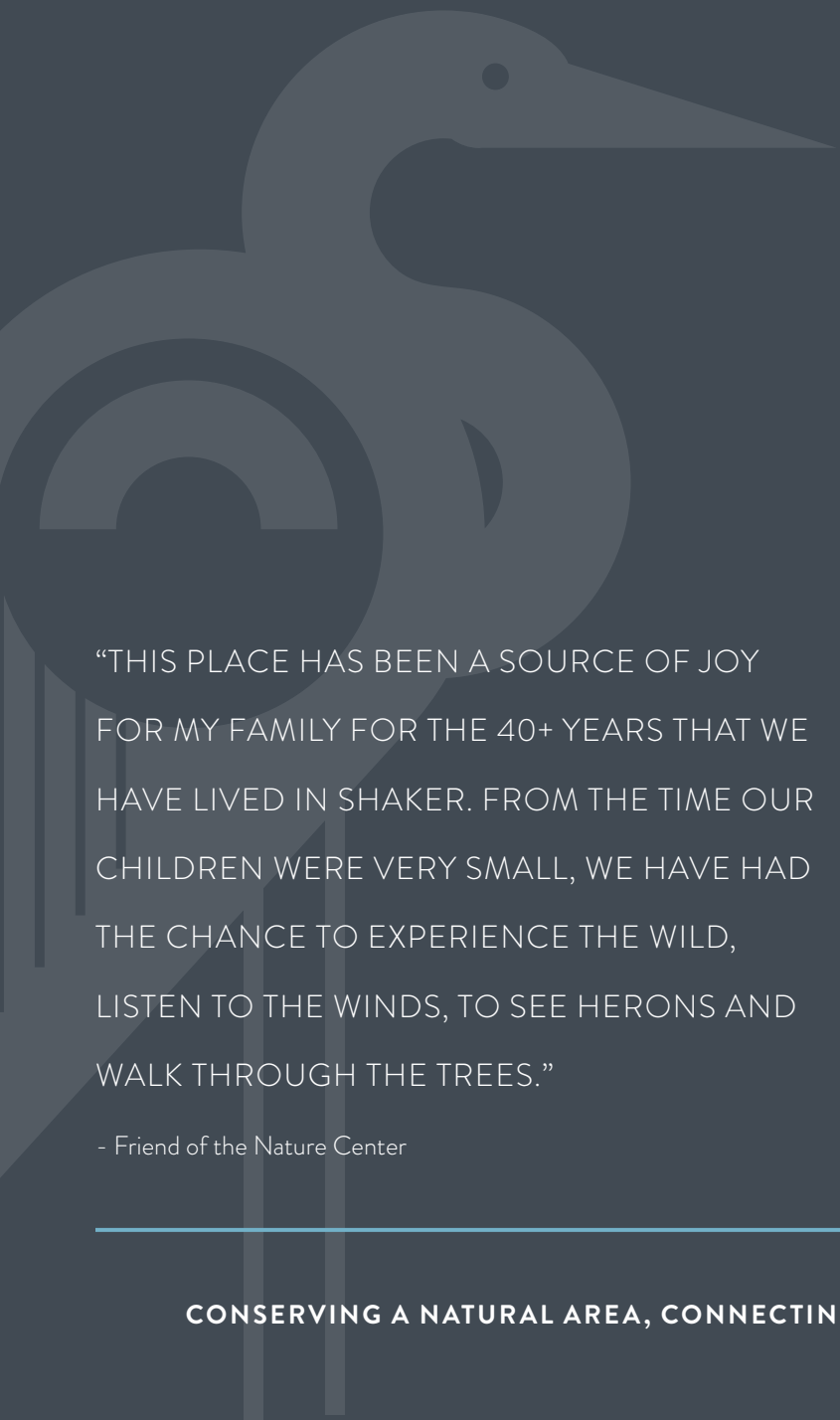
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2600 South Park Blvd., Cleveland, OH 44120

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The Nature Center is and will always be a transparent organization that is thankful for the gifts our community members bestow upon us in order to further our mission. We are pleased to share that our organization has been awarded the top 4-star rating by Charity Navigator for our commitment to fiscal responsibility and healthy governance.





“THIS PLACE HAS BEEN A SOURCE OF JOY
FOR MY FAMILY FOR THE 40+ YEARS THAT WE
HAVE LIVED IN SHAKER. FROM THE TIME OUR
CHILDREN WERE VERY SMALL, WE HAVE HAD
THE CHANCE TO EXPERIENCE THE WILD,
LISTEN TO THE WINDS, TO SEE HERONS AND
WALK THROUGH THE TREES.”

- Friend of the Nature Center

#SHAKERLAKES   

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Photos courtesy of Dave Brown Images

CONSERVING A NATURAL AREA, CONNECTING PEOPLE WITH NATURE, AND INSPIRING ENVIRONMENTAL STEWARDSHIP