

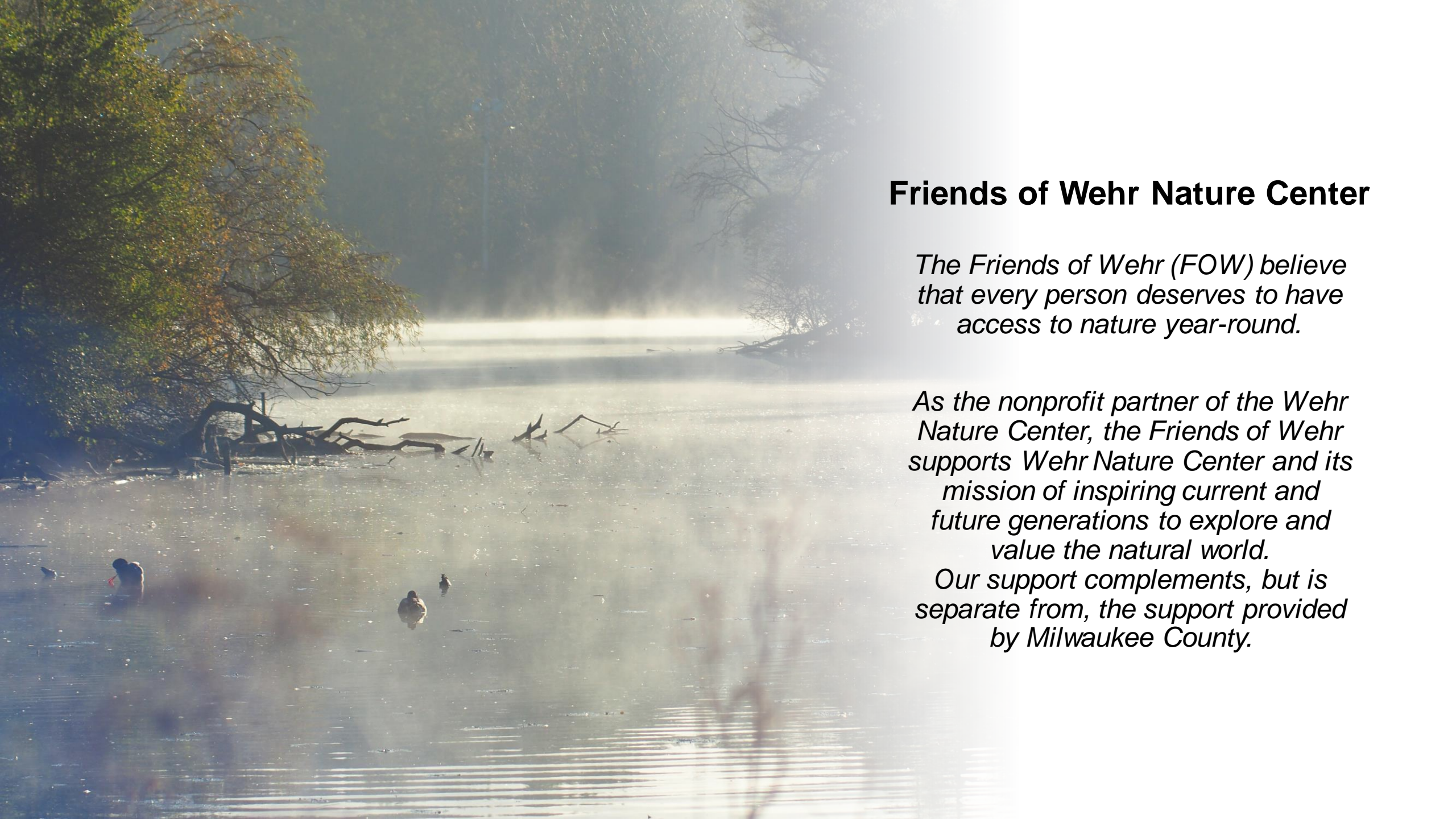


# Friends of Wehr Nature Center Annual Report

*Year Ending 12/31/2022*







## **Friends of Wehr Nature Center**

*The Friends of Wehr (FOW) believe that every person deserves to have access to nature year-round.*

*As the nonprofit partner of the Wehr Nature Center, the Friends of Wehr supports Wehr Nature Center and its mission of inspiring current and future generations to explore and value the natural world.*

*Our support complements, but is separate from, the support provided by Milwaukee County.*

## Friends of Wehr Board President

Cindy Lorentzen



As the nonprofit partner of the Wehr Nature Center, the Friends of Wehr is committed to supporting and promoting Wehr Nature Center's facilities, environmental programs, and access for all abilities. We couldn't do what we do without your generous donations of time, money, and talent throughout the year.

During 2022, we saw a significant increase in the number of Friends of Wehr members, raffle earnings for Cider Sunday, attendance at Ladies Night Out, Nature Store sales, and Giving Tuesday donations. In addition, Friends of Wehr continued to move forward with accessibility projects, including expansion of the accessible boardwalk and plans for a new, accessible bird blind - to be completed in 2023.

Thank you for supporting our 2022 Friends of Wehr fundraising events:

- **Chili Cook-Off, February 26.** Chili dinner with a friendly chili cook competition, homemade desserts, and a selection of silent auction items.
- **Native Plant Sale, June 4-5.** A selection of nursery grown native wildflowers were sold to help create a refuge for pollinators and birds in your own backyard.
- **Ladies Night Out, July 12.** Over 30 local business-women offered all natural beauty products, stress reducers, essential oils, jewelry, homemade and recycled items, and more.
- **Cider Sunday, October 2.** Our largest fundraiser was loaded with apples, pumpkin bowling, great raffle prizes, music, food, and fun!
- **Giving Tuesday, November 29.** On this global day of giving, donations were matched up to \$4,675 through a generous donation from the Borman Family Foundation. A grand total of \$10,844 raised to help kids to go on fieldtrips to Wehr Nature Center.

***Your support makes a lasting difference, giving current and future generations an opportunity to explore and learn about nature. Thank you for making an impact by becoming a member, volunteer or donor, and telling your family and friends about Wehr!***



# Director Wehr Nature Center

Carly Hintz



For nearly 50 years, Wehr Nature Center has been a place for all seasons, a place for everyone. In 2022, the center announced a new big goal to become a leading destination in the Midwest for providing equitable access to nature for people of all ages, abilities, and backgrounds. While there is much work to be done, in 2022 the nature center expanded the ADA boardwalk by 100 feet, launched the Kids in the Park scholarship program in partnership with Friends of Wehr, and partnered with organizations who are underserved or have not-yet-been served with nature-based programming. In addition, several highlights especially made 2022 stand out:

- **Healthy County Challenge:** On April 9th, 2022 County Executive, David Crowley and his team visited Wehr, co-hosted by The Ability Center. More than 60 people attended to walk the trails and try out the all-terrain wheelchairs and adaptive trail chairs.
- **School programs:** Wehr expanded its partnership with Indian Community School by hosting the first Maple Sugar week for all of their K-8 students. Watershed programming was also expanded to serve various area schools (thanks to a grant from Milwaukee Metropolitan Sewerage District.)
- **Partnership Launch with Access Ability Wisconsin (AAW):** In July, an Open House was held to spearhead the only all-terrain wheelchair in Milwaukee County owned by AAW and hosted at Wehr Nature Center.
- **Creating Career Connections:** Three interns were employed throughout the year at Wehr: (1) In partnership with Goodwill Industries, Wehr Nature Center hired an Inclusion Intern to support the rollout of the all-terrain wheelchair, (2) an Environmental Education Intern was hired to expand capacity for summer youth programs, and (3) through the University of Wisconsin-Milwaukee Community Leaders Internship Program a Marketing Intern was hired during the academic year as well.
- **Managing the Land:** Throughout the growing season, 0.4 acres of aquatic invasive species (Yellow Iris and Flowering Rush) were treated, 55 gallons of Garlic Mustard and Dames Rocket were removed, and 44 trees were planted as part of the ephemeral pond restoration.

**Volunteer Capacity:** Two new volunteer groups, Eco Warriors and Trail Ambassadors, were formed to enhance the ability to balance visitor engagement and land management.

As a center, we hit our 2022 Milwaukee County revenue goal (\$93,500), served more than 16,000 people during public and/or outreach programs, counted more than 100,000 trail goers, and had our first full year of all in-person programs. As if that weren't enough, we hit our fundraising targets and successfully implemented a rebrand.

With new programs, expanded partnerships, and a 50th Anniversary year to plan for in 2023, we are excited to work with our Friends of Wehr members, volunteers, and visitors to continue to grow the reach of our unique place in Whitnall Park.

Thank you for making our favorite moments from this year possible and for being a part of this incredible community.

## Treasurer's Report

Jim Wroblewski  
Treasurer



The Friends of Wehr Nature Center, Inc. is a 501 (c)(3) non-profit organization. Let's look at our 2022 Financial Position. We have a very healthy liquid asset of \$95,895 that we can draw on immediately. However, due to the financial meltdown on Wall Street, inflationary concerns, and Federal Reserve interest rates, our investment took a hit. We initially invested \$175,000. As of the end of the year our value decreased to \$150,504. We elected to keep our investment in our current portfolio. Slowly, our value is increasing, and we are hopeful for a full recovery early in 2024. There are no liabilities to speak of.

Please look at our Financial Statement of Activities. One area that needs to be addressed is the Unrealized Gain/Loss of -\$30,243. This was our investment loss. Without this loss, our net income was \$14,720. We spent \$219,415 in expenses. In 2021, our gross profit was \$208,657. In 2022, our gross profit is \$234,136. That is a healthy 12% increase. In detail, our total income increased by 20% over 2021. The bulk of our expenses was on wages, property improvements, memorial expenses, and audit accounting.

*“Financially, the Friends of Wehr Nature Center is very healthy.”*

Jim Wroblewski  
Treasurer



## Friends of Wehr Nature Center, Inc

Statement of Financial Position  
As of December 31, 2022

<b>Assets</b>	
Current Assets	\$95,895
Other Current Assets	
Nature Store Inventory	27,312
Fixed Assets	
Equipment	9,091
Other Assets	
Investments	150,504
<b>TOTAL ASSETS</b>	<b>\$255,490</b>
<b>Liabilities</b>	
Deferred Membership Rev.	\$21,252
Other Liabilities	3,895
<b>TOTAL LIABILITIES</b>	<b>\$25,147</b>
<b>Net Assets</b>	
Net Assets	\$245,916
Net Income	-15,574
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$255,490</b>

## Friends of Wehr Nature Center, Inc.

Statement of Financial Activities  
December 31, 2022

<b>Income</b>	
Membership dues	\$43,503
Grants	47,436
Contributions-Individual	56,713
Contributions-Corporate	32,787
Store Revenue	38,530
Other Revenue	39,753
<b>Total Income</b>	<b>\$258,722</b>
Cost of Goods Sold	10,120
Physical Inventory Variance	14,467
<b>Gross Profit</b>	<b>\$234,136</b>
<b>Expenses</b>	
Advertising	\$4,688
Animal Care Expense	4,732
Merchant Fees	5,500
Investment Fees	2,077
Contrib. to other organiz.	40,500
Wages and Payroll Taxes	66,568
Concessions Expenses	6,131
Fundraising Materials	12,791
IT Software & Licenses	7,624
Property Improvements	12,763
Memorial Expenses	12,014
Audit & Accountings	12,600
Intern Expense	4,346
Other Expenses	27,081
<b>Total Expenses</b>	<b>\$219,415</b>
Unrealized Gain/Loss	-30,243
<b>NET INCOME</b>	<b>(15,574)</b>



## *Nature Store: Browsers welcome!*

What a great year for the Nature Store. We had dedicated volunteers and kept our store open most of the year. The Nature Store had sales of \$38,530 all of which is used to support the Friends of Wehr educational programs less our cost of goods sold. The county allows us, free of charge, the use of square footage for the operation of the store, cubicle, basement storage, and shared office space for Friends of Wehr employees. Other than that, there are no other overhead expenses.

We themed inventory to meet the demand for all of our fundraising events and expanded store hours during these fundraisers. Our Snowflake Sale was very successful from October to December offering great discounts of 20% to 50%. All Friends members also receive an additional 10% discount year-round.

We expanded our apparel stock, and Friends of Wehr themed products such as tumblers and water bottles. In 2023, we will expand Friends of Wehr products to include mugs, ornaments, and solar eclipse glasses for the partial eclipse expected in October and full eclipse the following April. All products are nature themed, educational, or scientific wonder. Please come in to browse. You will be amazed.





# Driving “a-Wehr-ness” in 2022

## Website:

[www.friendsofwehr.org](http://www.friendsofwehr.org)

## Follow us on digital media:

FACEBOOK: [Facebook.com/wehrnaturecenter](https://www.facebook.com/wehrnaturecenter)

INSTAGRAM: [Instagram.com/wehrnaturecenter](https://www.instagram.com/wehrnaturecenter)

YOUTUBE: [www.youtube.com/user/wehrnaturecenter](https://www.youtube.com/user/wehrnaturecenter)

LINKEDIN: [Linkedin.com/company/friendsofwehrrnaturecenterinc](https://www.linkedin.com/company/friendsofwehrrnaturecenterinc)





## *The Impact of our Volunteers in 2022*

- Sixteen volunteer groups (including high school and university service learners, community service, eagle scouts and corporate groups) with a total of 114 individuals donated **480 hours**
- **283** individual volunteers donated 12,155 hours
- We welcomed **69** new volunteers

In total, 397 individuals volunteered 12,635 hours valued at \$378,418 or the equivalent of 6 full-time employees, a **63% increase over 2021!**



**Top Hour Volunteers in 2022**  
*Jim Wroblewski, Deb McRae and Ted Bosch*





# ***Your membership made it possible...***

...for our dedicated team to continue their mission to inspire current and future generations of all abilities to explore and value the natural world.

**In 2022, membership increased to a record 1,502 members!**

Your membership provides financial support of every aspect at Wehr Nature Center.

**We could not do what we do without you!**

## **2022 Membership by Category**

Individual – 218  
Family – 655  
Senior – 506  
Supporting – 104  
Sustaining – 13  
Benefactor – 6

**Total: 1,502**

*"Membership provides continuing support for this beautiful, vital natural area and encourages participation in educational programs for all ages and abilities."*

*FOW Member*



*"I value the flora, the fauna, the staff and the volunteers."*

*FOW Member*



*Thank you to our donors  
who contribute so much  
to Wehr Nature Center.*

Your generous donations made it possible for us to develop programs for individuals of all ages and abilities. In addition, we made facility improvements for the welfare of park visitors and the surrounding community.

It is because of your generosity that Wehr Nature Center is a special place for everyone.



## Individual Donors

### **\$2,000 - \$7,999**

Bosch, Ted and Kathy  
Festival Foods  
Mishefske, Laura  
MMSD  
Reineck, Audrey  
Waukesha County Community  
Foundation

### **\$1,000-\$1,999**

Anonymous  
Aon  
Janoska, Whitney  
Kesser, Judith  
Kohls Department Store  
Marifke, Allan and Sharon  
Murray, Denis  
Natural Resources Foundation  
Rebernick, Ron  
SEWISC  
State Farm  
Storey, Betty Andrews

### **\$500-\$999**

Anonymous  
Assurant  
Bringe, Patrice  
Brings, Paul and Pat  
Kohlenberg, Peter  
Lubner, Jim  
Madison Area Herpetological  
Society  
Meyer, Jeanne  
Miller, Lisa  
Moneywise Planning Group,  
LLC  
Nutri Blend, LLC  
Outpost Natural Foods  
Cooperative  
Resendiz, Colleen  
Roubik, Joe  
Schenk, Carlen  
Schilz, Joanne  
Smieja, Gary  
Soike, Dave  
Whitsel, Nina, Estate of

### **\$1-\$499**

684 donors

*We are grateful to all our supporters at all levels, but due to space constraints only donors who gave \$500 or more are listed. If your name is listed inaccurately or omitted, please let us know.*

## Corporate Donors

AbbVie  
AmazonSmile  
Aon Risk Solutions  
Aurora Health Care  
Baker Tilly  
Boy Scout troop 598  
Clavette Insurance Agency, Inc.  
Festival Foods  
GE Foundation  
Hales Corners Chamber of Commerce  
Holz Motors  
Home Depot  
Keybank  
Kohl's Department Store  
Lettenberger Financial Group  
Madison Area Herpetological Society  
Mathnasium of Franklin  
Michelle's Action Angels  
MMSD  
Moneywise Planning Group, LLC  
Natural Resources Foundation  
Northwestern Mutual  
Nutri Blend, LLC  
Odd Lot Investment Club & Partnership  
Orthodontic Experts Management  
Outpost Natural Foods Cooperative  
Safeway Pest Management Co Inc  
State Farm  
SEWISC  
UHG  
VivTech  
Vmware  
Waukesha County Community Foundation  
WI Metro Audubon Society  
Wisconsin Lutheran College



## 2022 Impacts

Thanks to the support of our members and donors we accomplished great things!



Served a record 1502 FOW members.



Built 100 feet of new accessible boardwalk



Funded field trips for 200 students



Sponsored a Summer Environmental Education Intern



Supported nature discovery programs at Wehr



Helped restore and protect Wehr's natural areas.

### Additional 2022 Accomplishments

- Welcomed 2,549 visitors to our special (county) events and 1,569 visitors to FOW fundraisers including:
  - 6,151 children on field trips
  - 818 people attending family/child programs
  - 1,013 people attending adult programs
- Raised \$35,185 at FOW fundraisers





## **Saving our Ecological Wonders: Restoring our Ephemeral Ponds**

One of the most important and ecologically sensitive areas in Whitnall Park is located on the north boundary of Wehr Nature Center, bisected by West College Avenue. Road salt and even illegal dumping of litter and paving oil has affected this special place. In the last ten years, a new threat emerged – the loss of the tree canopy due to the infestation of Emerald Ash Borer.

In 2022, FOW received a generous memorial donation that allowed Wehr to begin restoring the native habitat by purchasing 44 native trees for replanting around the pond.

With the donation, and the hard work of our volunteers, Silver Maples, Cottonwoods, and Swamp White Oaks were planted to provide shade and protection for the special creatures that live there (such as Planaria, Blood Worms, Water Beetles and the whimsical looking Fairy Shrimp and resident Wood Frog) for the next 150 years or more!

For more information about ephemeral ponds and the beloved creatures that live there, please see [friendsofwehr.org/blog/](https://friendsofwehr.org/blog/).

# Thank you!

## **Board of Directors as of 12/2022**

- Cindy Lorentzen – President
- Ted Bosch – Vice President
- Liz Terassek – Secretary
- Jim Wroblewski – Treasurer & Store Manager
- Lucas Amell – Cider Sunday Chair
- Paul Brings – Board Development Chair
- Scott Cherek – Marketing Chair; Video Production
- Justin Hougham
- Greg Joers
- Paul Kohlmann – Digital Media
- Jennifer Lazewski – Strategic Planning Chair
- Jeremy Lewandowski
- Lisa Miller – Resource Development Chair
- Joe Roubik – Membership Chair
- Joe Schwark - Volunteers

## **Friends of Wehr Staff**

- Carol Howard - Executive Assistant
- Jan Alexander - Part-time Staff
- Rachel Ingrasci - Part-time Staff

## **Wehr Nature Center Staff**

- Carly Hintz – Director
- Howard Aprill - Park Naturalist
- Jan Alexander - Front Desk Receptionist
- Breeann Behrendt - Office Manager
- Emily Brown - Park Naturalist
- Bev Bryant - Park Naturalist
- Mary Gaub - Volunteer Coordinator/Naturalist
- Brooke Gilley - Park Naturalist
- Carol Howard - Naturalist
- Andy Karpek - Park Maintenance
- Matt Seiler - Park Maintenance/Land Steward
- Sarah Stokes - Front Desk Receptionist
- Holly Walz - Park Naturalist