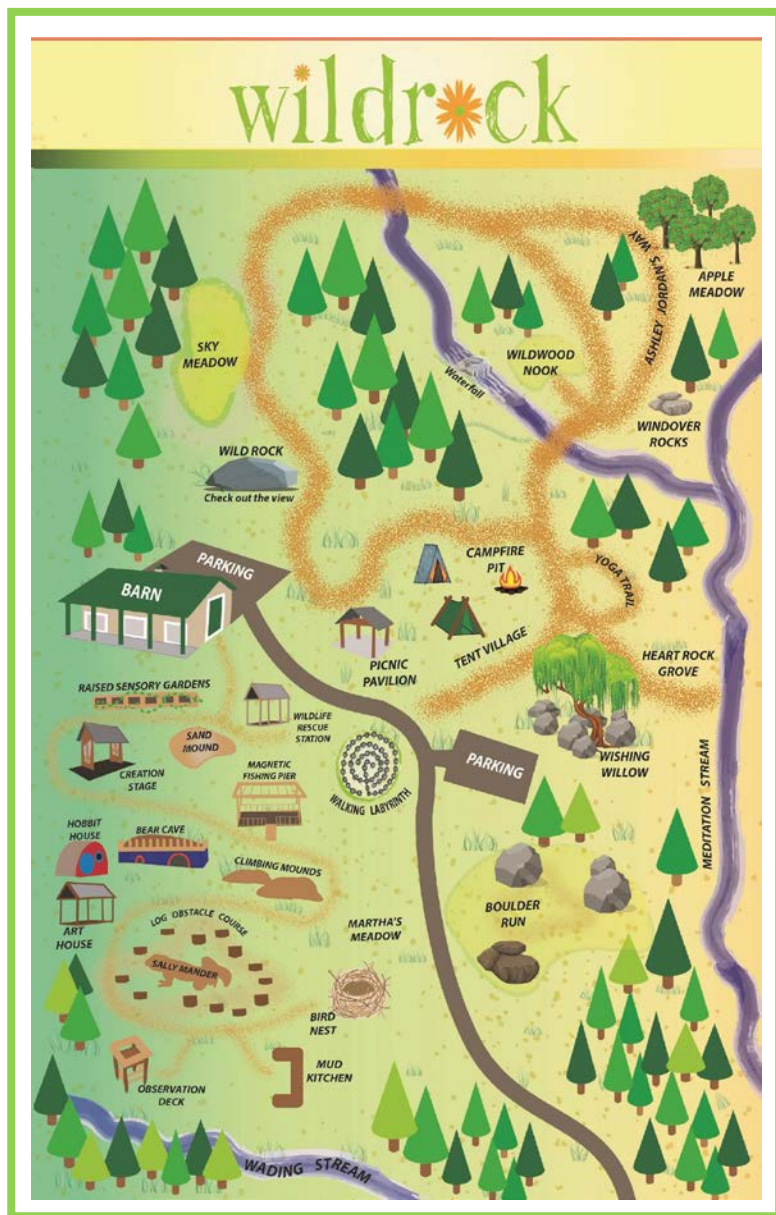


wildrock



A Warm Welcome!

2019 Annual Report





A Note from our Founder

Imagine a child new to Wildrock stepping off a school bus, uncertain, and a bit anxious about what it will mean to spend time in nature. Experience has taught us that within a few hours that same child will get back on the bus with more than muddy sneakers and a skip in her step. She will leave knowing what it feels like to hop in a mountain stream, climb to a rock overlook, and play imaginatively in an expansive natural area full of engaging play zones.

For thousands of children in our community, Wildrock is their welcome to the Blue Ridge foothills and the joys of nature play. With American children spending an average of seven hours a day in front of a screen and only seven minutes in outdoor play, the Wildrock experience is a vital local resource for helping our children develop a nurturing relationship with nature.

This year, we launched programming in public housing communities and schoolyards to help kids connect to nature in their own neighborhoods. We are grateful for the opportunity to create nature experiences that nourish and support healthy children and families.

Carolyn Schuyler



***The Community Need** Children today spend less time in outdoor play than in any previous generation. With the loss of nature play in childhood, there has been a corresponding **decline in emotional and physical health**. To counteract this trend, Wildrock collaborates with nonprofit agencies and local schools to ensure that all local children have the foundational nature play experiences they need to thrive. Our Nature Playscape has served as a beloved field trip destination and an inspiration for teachers and parents to create their own nature play areas. In the last year, we have expanded our work into the city by transforming urban green spaces in public housing communities and schoolyards into inviting play zones.*





Program Participation

Wildrock's expanding urban outreach work and thriving community partnerships resulted in 60% growth this fiscal year.

Program	Participants
Field Trips for All Ages	6918
Open Community Days	2111
On Solid Ground Retreats	1030
Community Event Tabling	1320
Nature Play Lab	800
Pop Up Play	1387
Green Team	75
Camps for City Kids	65
Mission Advocacy Talks	1719
Stewardship Work Days	350

15,775 People Served!





Wildrock Nature Connection Programs



Field Trips provide play-based learning in nature for preschoolers up to senior citizens. Programs foster curiosity about wildlife, geology, and conservation.



On Solid Ground Program builds strong social support through shared nature experiences. Serves human service workers and nonprofits.



Community Days make Wildrock available to the general public for exploration, play, special workshops, and day retreats.



Urban Outreach provides innovative play programs in underused green spaces in urban school yards, neighborhoods, and agencies.



New Programs in 2019

Park Hop with a Doc is a partnership with Pediatric Associates bringing nature play to city parks to promote the health benefits of outdoor free play.



Nature Play Lab brings a rotating library of outdoor play materials and play facilitation training to area schools. Transforms recess to include nature-infused, imaginative play.



Stewardship Initiative brought three local schools together to develop a public relations campaign to reduce plastic waste in local businesses. Resulted in a well-attended community meeting at CitySpace.





Wildrock Partnerships

Wildrock works in partnership with the Charlottesville City Schools, Albemarle County Schools, several private schools and over a dozen local non-profits to reach a broad and diverse audience. Programs are designed to meet the unique needs of each partner group and to scaffold nature experiences to accommodate varying levels of comfort and experience. In its two and-a-half years of serving the community, Wildrock has become a vital part of our community's social services helping to promote community health through enriching nature experiences both in urban settings and in our Blue Ridge foothills location.





Wildrock Partners

Abundant Life Ministries
Albemarle County Schools
Building Goodness Foundation
**Big Brothers and Big Sisters of
the Central Blue Ridge**
Boys and Girls Club - Cherry Avenue
Center for Nonprofit Excellence
City of Promise
Charlottesville City Schools
Charlottesville Day School
College of William and Mary
Community Attention Foster Care
Computers for Kids
Free Union Country Day School
Girl Scouts and Boy Scouts
Greenstone on 5th
Elk Hill
Hold the Line
International Neighbors
Jefferson Area CHIP
Jefferson-Madison Regional Library
Lugo McGinness Academy
Living Free for Military Families
New City Arts
On Our Own
Peabody School
Pediatric Associates
Piedmont Housing Alliance
Rockfish Wildlife Sanctuary
Sexual Assault Resource Agency
St. Anne's Belfield
Tandem School
Tom Tom Founders Festival
The Women's Initiative
Virginia Discovery Museum
UVA School of Architecture
UVA Contemplative Science Center
Virginia Institute of Autism
The Village School
Waynesboro Preschool Program





Grant Funded Programs

Wildrock Pop-Up Play Program providing enriching nature play experiences for Greenstone on 5th, Boys and Girls Club - Cherry Avenue, and City of Promise. Made possible by the Bama Works Fund.

Nature Friends Preschool Program offering every Charlottesville City Schools preschooler two yearly trips to Wildrock and four onsite pop-up play visits. Made possible by a partnership with Charlottesville City Schools.

City Kids Camp providing therapeutic play day camps in nature for city school children in need. Made possible by a grant from the Hilltop Foundation, an Enriching Communities Grant from the Charlottesville Area Community Foundation, and a partnership with Charlottesville City Schools.

Stewardships Initiatives preparing children to be advocates for birds, forest ecosystems, and watersheds. Made possible by the Eco-Living Fund, Virginia Department of Forestry, and the Wildlife Grant Program – Virginia Department of Inland Game and Fisheries.





Wildrock Supporters

Amanda Alger	Community Foundation of
Erin Apperson	Greater Buffalo
Jenny Arcidicono	Tara and Dan Cordle
Emily Armstrong	Kim Cory
Charlottesville Area	Kate Cross
Community Foundation	Elizabeth Darby
○ Bama Works Fund	Christian Davis
○ Batten Family Fund	Dakota Davis
○ Eco-Living Fund	Robyn Davis
○ Enriching Communities	Kim Dean
○ Heiner Family Foundation	Carol Dempster
○ Rotgin Family Foundation	Hugh Derr
○ Quantitative Investment	Sharon Diamond-Myrsten
Management, LLC	Emily Dooley
Sarah Babcock	Diane Downer
Bankers Insurance	Gary Driskill
Ben & Jerry's	Nicole Edgecomb
Marjorie Barney	Gregory and Margaret
Christina Beverage	Edwards
Hillary Bracken	Marcelle Eldridge
Bright Eyes Childcare Center	Ana Evans
Caitlin Britton	Christina Fang
Katharine Brooks	Ken Farmer
Peter Brooks	Fifth Season Gardening
Jacki Bryant	Mickie Flanigan
Jessica Buie	Amanda Flora
Virginia Burke	Michelle Faucher
Carpet Plus	Adam Fried
Crutchfield Foundation	Emily Furse
Joann Christy	Beth Garriot
Karen Clark	Leslie Gibson
Earline Collins	Sarah Gibson
Amber Connor	Gleibys Gonzales



Wildrock Supporters

Great Outdoor Provision Company	Kristen Naegle
Sue Haas	Okay Yellow
Megan Haas	Lillian Pace
Susan Hald	Christine Page
Peter and Laretta Harbilas	Tommy Perry
Tara Harrington	Sarah Pevehouse
Sarah Harris	Jaime Petralia
Sara Harrison	Piedmont Group Sierra Club
Ruth Haske	Jerry Polk
Hartfield Foundation	Kathleen Lingle Pond
Helen R. Buck Foundation	Kennedy Prentiss
Hilltop Foundation	Julianna Quick
Hummingbird Hill Nursery	Tomileigh Quirk
Elizabeth Irvin	Kim Rambow
Jill Isenbarger	Lauren Richards
Ivy Nursery	Maureen Richards
Beth Jaeger-Landis	Kathryn Riley
H. Andrew Johnson	Maria Rolph
Kardinal Hall	Rotkin Family Fund
Beth Kagarise	Kathleen Clarke Ross
Jeffery Knies	Kevin Schuyler
L.L. Bean	Kristen Schweig
Melissa Laurie	Kevin Shea
Paige Lindblom	Amanda Sherriff
Marguerite Lippert	Jen Sidley
Megan Looper	Renee Shifflett
Lowe's	Phillip and Martha Stafford
Christine Lowman	Marta Staples
Erin Malec	Ellie Syverud
Emily Mathon	Kelly Tabaka
Sarah McLean	Shirley Terrell
Louise McNamee	Rachel Thielman
Melia Technologies	W. McIlwane Thompson Jr.
Elizabeth Miller Trust	Dana Traynham
Liza Millett	Jennifer Conquest Turner
Johanna Motz	Monique Vanlandingham



Wildrock Supporters

Lee Walker
Amelia Walton
Isla Watkins
Wells Fargo

Ted and Sheila McCarthy Weschler
Whitewood Charitable Foundation
Susan Wilson





Volunteers

Volunteerism is the heart of Wildrock. Our play spaces are truly the reflection of the community's generosity, creativity, kindness, and love for children and nature.

APO Fraternity
Sarah Akers
Joel Artz
Megan Armstrong
Katha Balfoss
Becky Barlow
BB&T Bank Employees
Christopher Bremer
Catherine Buck
Ashley Clary
Anne Parker Coleman
Emily Church Collins
Community Attention Foster Families
Tara and Dan Cordle
Andy Crump
Girl Scouts- Lucy Cummings
Darden Students
Dept. of Human Services- Charlottesville
Carol Evans
Carolyn Graham and the Rodman Scholars
Tim Goode -Heritage Construction
Holly Grimm
Sue Haas





Volunteers

Evelyn Hall
Alice Harrigan
Sarah Harris
Hooter Hartman
William Haynes
Scottye Heilman
Dolly Johnson
Karina Long
Janet Miller
Becky Parkins
Rob Peterson
Jeni Platt
Ellen Powell
S&P Global Financial
Maria Rolph
Carolyn Schuyler
Kevin Schuyler
Art Sherwood
Karen Sherwood
Skyline Church
Jenny Turner
Jessica Turner
Betty Truax
UVA School of
Architecture
Mary Voorhees
Christine Wells
Rod Walker
Maggie Walker





Wildrock's Mission Advocacy Work Highlights

Presented workshop on nature therapy at the Virginia Department of Social Services statewide conference

Presented professional development workshops for Albemarle County Schools and Charlottesville City Schools

Speaker at Virginia Native Plant Society on "Growing the Next Generation of Plant Lovers"

Workshop for United Way Early Childhood Educators Conference on "Nature Play in Preschool"

Featured in Cville Weekly and Charlottesville Inside-Out on PBS

Speaker for international Earthbody Institute webinar

Urban Tree Hugger Event for Tom Tom Founders Festival. Presented workshop on "Connecting Children to Special Trees in Charlottesville"

Created spring ecotherapy installation at New City Arts and at UVA in partnership with the Contemplative Science Center

Spoke at the UVA School of Architecture Forum on new research findings on human nature engagement

Hosted Eastern Region Forest & Nature School Association Conference



Wildrock Board of Directors



***Sue Haas, Board Chair
Maria Rolph, Treasurer
Jacki Bryant
Gary Driskill
Margaret Edwards
Brantley Ussery***

***Erin Malec
Kim Rambow
Carolyn Schuyler
Phillippe Sommer
Shirley Terrell***

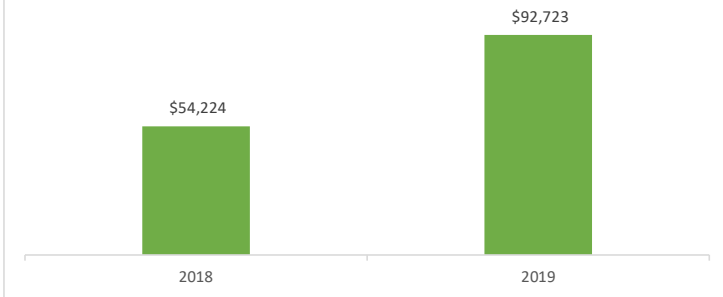
Wildrock Staff

***Carolyn Schuyler, Executive Director
Paige Lindblom, Director of Community Outreach
Jill Watt, Director of Operations
Kat Werner, Environmental Educator
Sarah Harris, Communications Assistant
Kyle Crawford, Grounds Manager
Tessa Thompson, Green Team Leader
Interns: Ariana Piacquadro
and Isabel Skarbinski***

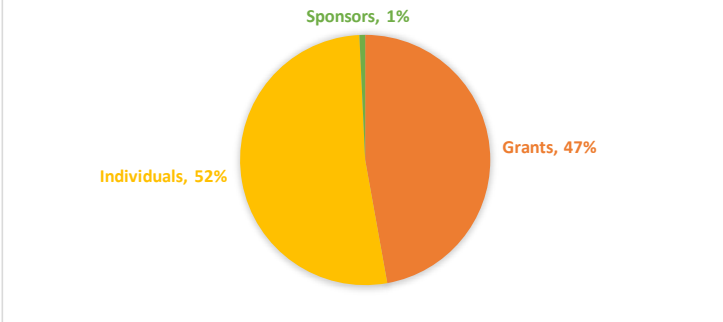


Wildrock Finances

WILDROCK IS GROWING! Individual Contributions FY18 and FY19



SOURCES OF CONTRIBUTIONS FISCAL YEAR ENDED SEPT. 30, 2019





Wildrock Finances

Revenues

Cash Contributions	\$	178,009
Program Fees & Rentals	\$	55,133
Other Revenue	\$	5,124
Total Revenues	\$	238,266

Total Expenses

Total Expenses	\$	157,444
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Net Income

Net Income	\$	80,822
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Balance Sheet

As of Sept. 30, 2019 (Unaudited)

Assets

Cash	\$	100,711
Investments	\$	154,326
Total Current Assets	\$	255,037

Land and Land Improvements	\$	437,789
Buildings	\$	542,775
Equipment	\$	15,028
Total Fixed Assets	\$	995,592

Liabilities and Equity

Liabilities	\$	-
Equity	\$	1,250,629
Total Liabilities and Equity	\$	1,250,629

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Charlottesville VA
Permit No.

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