

wildrock

2020 Annual Report



Promoting Nature Play for Health and Happiness

Welcome to Wildrock!

We are a special place in the Blue Ridge foothills for play-based learning and ecotherapy programs.

We are an outreach movement creating therapeutic play experiences in underused urban green spaces.

We promote nature play for health and happiness.



A Note from Wildrock's Board Chair

Wildrock is community leader promoting the well-being of children through nature play. We address the mental health costs of the dramatic decline of outdoor free play in childhood. When children are given opportunities for play in natural settings, research shows they are happier, healthier, and better prepared to learn.

Wildrock's work with schools, pediatricians, mental health agencies, and youth services is a vital resource in stemming epidemic rates of depression and anxiety in childhood. Our rural Nature Playscape and urban Nature Play Labs in city schoolyards are well-loved by children, parents, and teachers alike for making enriched nature play opportunities more accessible.

Restorative nature experiences are needed more than ever as a result of COVID. We have created new programs to meet the needs of frontline workers, schools needing virtual programming, families with children with special needs, and visitors seeking spaces with strict social distancing. We are grateful to for the hundreds of volunteers, donors, and supporters who make this vital work possible.

- Sue Haas, Board Chair



Participation Overview for 2019-2020 11,646 Served

Field Trips	(fall season only) 2444
Open Community Days	4418
Urban Outreach Programs	3203
Therapeutic Retreats	63
Virtual Camps	518
Talks/Presentations/Consulting	842
Stewardship Days	158

Impact of COVID: Starting in March, 2020, Wildrock cancelled a fully booked schedule of large group outdoor programs, workshops, and therapeutic play groups in order to comply with Virginia Health Department Guidelines. We have pivoted to offer timed trail walks, virtual programs in partnership with Charlottesville City Schools, and small group field trips for groups of 15 people or less. We have been open and booked throughout the pandemic as the only park in the area offering timed trail walks to ensure social distancing. We have offered special days for frontline workers, people facing acute stress related to racial violence and the pandemic. Special events were planned for families with autistic children and families with foster children.



Equity Initiatives at Wildrock



*Wildrock works to ensure all children in our community have access to vital nature play experiences that buffer the ill effects of toxic stress and promote emotional resilience. Currently, the need for Wildrock's mission is greater than ever as a children are experiencing isolation, online learning, and a range of losses and stressors associated with the pandemic. **For many children, outdoor free play will be a critical aspect of recovery.***

From its founding, Wildrock has sought to counteract the inequitable access to nature play in our community. We are:

- *Expanding our impact by a partnering with other nonprofits serving Black and Brown children to offer Wildrock's playscape and pop up play materials for their use.*
- *Increasing access by creating therapeutic play programs in schoolyards, agency sidelots, and neighborhoods in need.*
- *Partnering with local public schools to offer teacher trainings on strategies for including nature connection activities as part of the curriculum.*
- *Working with staff and board members to grow in our commitment to serve as an anti-racist organization.*
- *Offering scholarships to all of our programs.*
- *Partnering with the UVA Equity Center to map local green space access in relation to where children reside. Results will help us identify priority areas for programming.*
- *Serving adults by partnering with local Black women leaders to offer Black Women Matter self-care retreats at Wildrock*



Wildrock in the Blue Ridge foothills

Wildrock's Playscape and Discovery Center offers children foundational nature experiences needed for healthy child development. For many of our young visitors, Wildrock is a first introduction to the Blue Ridge foothill region.

Nature Friends Preschool Program serving public preschools with six visits throughout the year. **185 children served.**

Field Trips centering on free play and exploration of the flora and fauna of the Blue Ridge foothills. **2,444 children/ fall 2019 (spring and summer large group field trips were cancelled)**

Open Community Days for play and exploration. **4418 served**

Nature play fosters creativity, collaboration, and critical thinking



Wildrock in the City

We transform schoolyards, underused urban green spaces and agency sidelots into therapeutic play zones promoting social skills and emotional resilience.

Pop up Play in public housing communities and in public schoolyards. **235 served.**

Nature Play Lab pilot program in Charlottesville City Schools. **800 served.**

*Therapeutic play programs in Southwood, Greenstone on Fifth, Boys and Girls Club, and City of Promise.
167 children and parents served*

2020 Community Health Initiatives



Park Hop with a Doc
Pop up play program in city parks co-hosted with Pediatric Associates to promote the importance of outdoor free play for healthy child development and family bonding.

United Way Initiative for Effective Nonprofits Grant
Wildrock partnered with Albemarle County School's 6th grade students and teachers to work with consultants from the Association of Nature Center Administrators to spearhead a new student wellness initiative. Students participated in feedback groups and exploratory hikes to discover firsthand the ways nature contributes to children's well-being.

Students from Jack Jouett Elementary experimented with their ideas to recommend future programs.



2020 Stewardship Projects

November Tree Fest

Wildrock partnered with the James River Association and dozens of family visitors to plant over 150 trees to create a healthier stream buffer. The buffer is part of an educational trail on land stewardship practices.



Junior League Ecotherapy Grant with Region Ten

Wildrock partnered with Region Ten's Women's Center at Moore's Creek to work with women receiving treatment for addiction to develop their own ecotherapy program using agency green spaces. Residents learned about the core principles of ecotherapy and then engaged in a design thinking process to create nurturing nature spaces in green areas around the center.



Pocket Pollinator Gardens

Students designed small gardens at Wildrock to help birds and insects in decline. Students took their new knowledge back to their school and neighborhoods to plant their own gardens.

Nature Play Lab Program

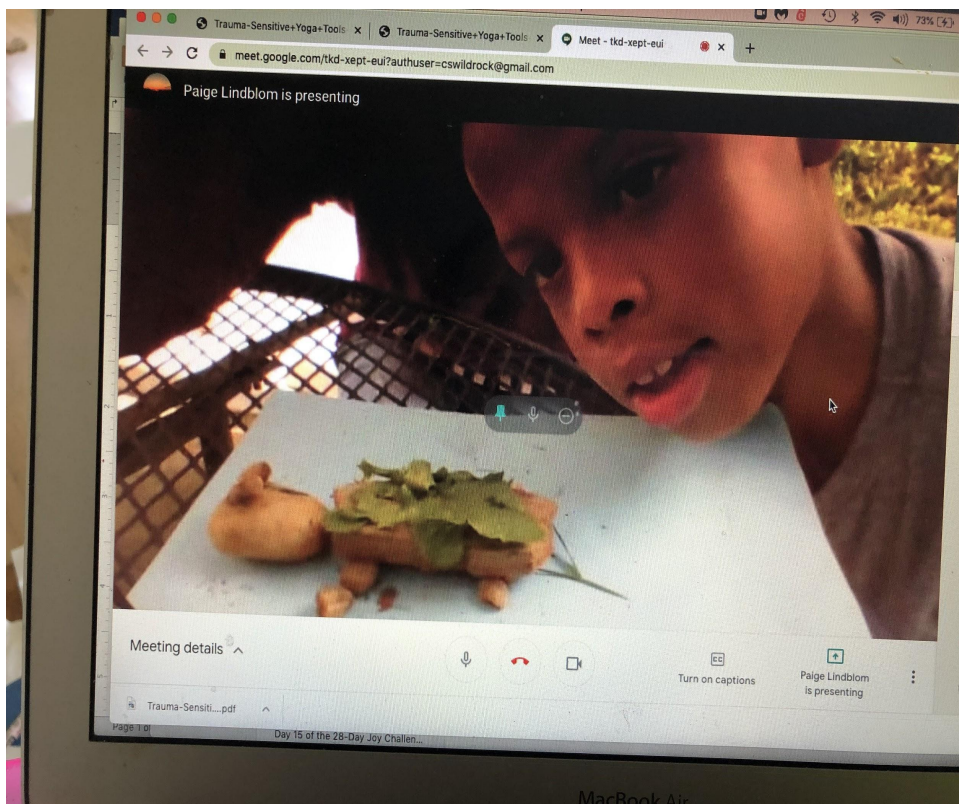
Reimagining recess to empower children to make their own-nature infused imaginative play areas.

Six Charlottesville City Elementary Schools are home to an innovative Nature Play Lab conceived by Wildrock and built by our non-profit partner, Building Goodness. Schools partake in Wildrock's library of rotating play materials. Teachers receive play facilitation training and maintenance support from Wildrock.

The Nature Play Lab program is vitally important for promoting social skills and emotional resilience. Play is a critical buffer against the ill effects of chronic stress.



Virtual Programs for City School Kids



Over the summer, Wildrock created an innovative online camp for students in the Charlottesville City summer school. Thanks to the generous support of the Hilltop Foundation and our ongoing partnership with Charlottesville City Schools, Wildrock was able to provide social and emotional support to students through fun, interactive activities. The program used play prompts, visits with live animals, storytelling and expressive art to create a caring community of critical importance during the pandemic. Many children participated with parents and siblings, making the camp a family affair.

Pandemic Trail Programs

Green spaces are proven buffers against stress and anxiety. In response to the steep rise in mental health challenges associated with the pandemic, Wildrock created seven new programs to meet the needs of the times, all of which follow safety protocols for group size, social distancing, and frequent disinfecting. Programs were offered to frontline workers, families with special needs children, and families seeking support in coping with the impact of the pandemic and racial violence. Small field trip programs were offered free to children experiencing virtual learning in public schools. We have taken these programs on the road to children at the City of Promise, Abundant Life Ministries, and Waynesboro Ridgeview Park.



Volunteers



Volunteers *The Heart of Wildrock*

Albemarle High
School Students
APO Fraternity
Caitlin Abramson
Jenny and Joe
Arcidicono
Liz Bordogna
Karan Bhasis
Catherine Buck
Carolyn Burnett
Better Living
Composites
Kiwanis Club
Kshamta Bishnoi
Eileen DeCamp
Nicole Fernandez
Building Goodness
Serena Gruia
Hooter Hartman

Investure
Quinn Egnor
Keaton Fisher
Wendy Ferguson
Barron Gong
Dolly Johnson
Evelyn Hall
Sarah Harris
Dolly Johnson
Ann Joseph
Kelly Key
Carter Lindblom
and family
Karina Long
Kate Marks
Kaley McCusty
Jasmine
Moore-Mangone
Max Murphy

Robb Peterson
Pediatric
Associates
S&P Global
Carolyn Schuyler
Kevin Schuyler
Laurel Skarbinski
Karen Sherwood
Isabel Skarbinski
Justin Shimp
William
Simopoulos
Jennifer Skipper
and family
Troop 1028/1029
United Way Day
of Caring
Mary Vorhees
Willowtree



Supporters

Albemarle Garden Club
Joe and Jenny Arcidcono
Bama Works Fund of Dave
Matthews Band at the
Charlottesville Area
Community Foundation
Bankers Insurance, LLC
Susan Barker
Rebecca Barlow
Batton Family Fund
Liz Bordogna
Blue Ridge Building Supply
Hilary Bride
Bright Funds
Katherine Brooks
Jacki Bryant
David Corfield/ Small
Business Challenge
Walker Davis
Carol Dempster
Gary Driskill

Freedom Duff
Sheri Edgecomb
Ana Evans
Margaret and Greg
Edwards
Wendy Ferguson
Fidelity Charitable
Donor-Advised Fund
Corrinne Field
Mickie Flanigan
Leanne Fox
Margaret Franco
Grace R. Riggs Fund
the Charlottesville Area
Community Foundation
Greater Kansas
Community Foundation
Stephanie Greenhut
Sue Haas
Rebecca Hall
Peter Harbilas



Supporters (continued)



Hartfield Foundation

Holly Hatcher

Heiner Family Fund at the
Charlottesville Area

Community Foundation

Hilltop Foundation

Connie Horan

Nancy Hurrelbrink

Jill Isenbarger

Erin Kurtz

Paige Lindblom

Elizabeth Lipscomb

Ryan Looney

Rosalyn Lull

Erin Malec

Avis McGuiggan

Lauren McKay

Sarah and Grey McLean

Ali Melton

Patrick Moynihan

Oakhill Fund

Paige Perriello

Dr. Vito A Perriello Jr.

Memorial Fund at CACF

Jerry Polk

Prentiss Foundation

Quickstart Tennis Fund
at Charlottesville Area

Community Foundation

Lauren Richards

Maureen Richards

Bettina Ring

Rotgin Family Fund at the
Charlottesville Area

Community Foundation

S&P Global

Michelle Schlesinger

Kevin Schuyler

Schwab Charitable

Amy Secret

Arthur and Karen

Sherwood

Emily Shorp

Jennifer Sidley

Phillippe Sommer

State Farm Donor Match

Rachel Thielmann

Liz Tilton

Heather Vanderweide

Ted and Sheila Weschler

Vanguard Charitable

United Way of Greater
Charlottesville



Workshop and Consultation Highlights



Speaker at University of Virginia Medical Center Hour on topic of *Nature Connection for Mental Health*

Consultation at Lewis Ginter Botanical Garden on *Incorporating Ecotherapy in Garden Programming*

Virginia Association of Early Childhood Educators on *Nature Play for Healthy Child Development*

Commonwealth Center for Children and Adolescents on *Nature Therapy: Creating Healing Outdoor Spaces for Children*

University of Virginia Wellness Center Oasis Room Consultation

Virginia Military Family Presentation on *Nature Connection for Trauma Symptom Reduction*

Consultant and presenter at the Steward School, Richmond on *Nature Play for Thriving Kids*

In 2019, Wildrock was featured in the Richmond Dispatch, on CBS19 News, in the Crozet Gazette, and in the Daily Progress

Partner Organizations

Abundant Life Ministries

Albemarle County Schools

Barrett Early Learning Center

Building Goodness

Foundation

Big Brothers and Big Sisters

of the Central Blue Ridge

Blue Ridge Young Actors Guild

Blue Ridge Children's Museum

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

Girl Scouts and Boy Scouts

Greenstone on 5th

International Neighbors

Elk Hill School

Jefferson-Madison Regional

Library

Lugo McGinness Academy

Living Free for Military

Families

Laura Lee Gullidge

Love No Ego

Miss Tessa's Community

Care and Consulting

On Our Own

Pediatric Associates

The Women's Initiative

Region Ten

St. Anne's Belfield

Tom Tom Festival

Virginia Discovery Museum

Virginia Institute of Autism

Virginia Commission of the

Arts

The Village School

Wayne Hill Preschool

Program



Testimonials and Outcomes

Out on the trail, I felt really included, like I was someone who matters. When we were outside, we didn't split into our usual friend groups, we just all stuck together. We had a lot of fun playing and reconnecting to childhood and nature. Out there, it didn't matter who we were, or who we have been. We could just laugh and play around together. I felt a genuine happiness for the first time in a while.

8th grader from
Jack Jouett Middle School

100% of teachers, chaperones, and partner organizations agree that Wildrock programs are highly valuable for kids social, emotional, and cognitive development.

I attended your "Recess Re-imagined" session at the Virginia Association for the Education of Young Children. I was so inspired by your presentation that I wrote a grant. We are excited to have a new outdoor play area soon! Thank you!

Educators' workshop attendee

Wow! What an AMAZING adventure our ESOL kiddos had! We (the teachers) are already brainstorming how we can incorporate some of the elements we saw into some of our own guided discovery, recess and instructional time at school

Title One
School teacher

This is
the
best
day
ever!!!!

Dozens of happy
child visitors

Children surrounded by high amounts of green space in childhood have up to a 55% lower risk of developing a mental health disorder

<https://www.sciencedaily.com/releases/2019/02/190226112426.htm>

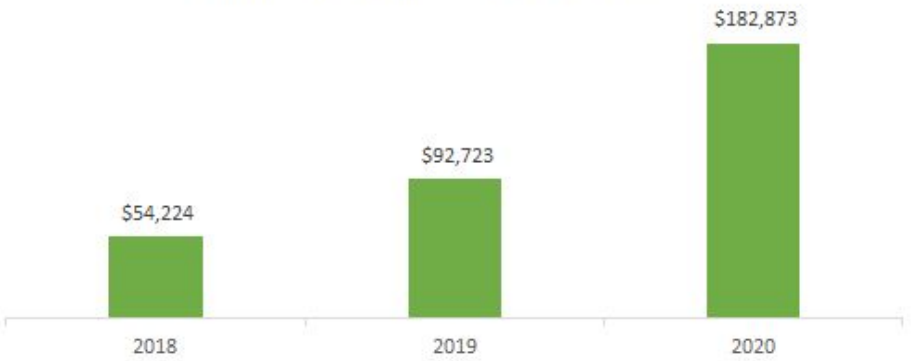
You guys have been lifesavers these past few weeks. My daughters totally loved this program! I'm sure it was a lot of work but I wanted to let you we really appreciated it!

City school virtual camp parent



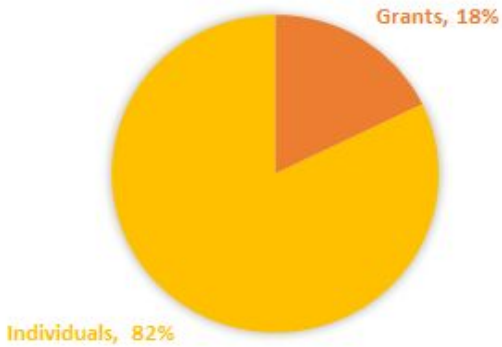
WILDROCK IS GROWING!

Individual Contributions FY18 through FY20



SOURCES OF CONTRIBUTIONS

FISCAL YEAR ENDED SEPT. 30, 2020



Operating Statement

Fiscal Year Ended Sept. 30, 2020 (Unaudited)

Revenues

Cash Contributions	\$	222,503
Program Fees & Rentals	\$	42,059
Other Revenue	\$	11,261
Total Revenues	\$	275,823

Expenses

Program Expenses	\$	111,244
Fundraising Expenses	\$	2,095
General Expenses	\$	33,078
Total Expenses	\$	146,417

Net Income

Net Income	\$	129,406
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Balance Sheet

As of Sept. 30, 2020 (Unaudited)

Assets

Cash - unrestricted	\$	186,835
Cash - restricted*	\$	129,373
Investments (Designated Funds)	\$	279,860
Total Current Assets	\$	596,068

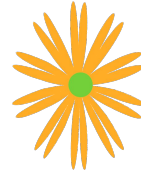
Land and Land Improvements	\$	454,691
Buildings	\$	542,775
Equipment	\$	17,997
Total Fixed Assets	\$	1,015,463

Total Assets	\$	1,611,531
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Liabilities and Equity

Liabilities	\$	104,500
Equity	\$	1,507,031
Total Liabilities and Equity	\$	1,611,531

*Restricted to Playground for Walker Upper Elementary



Wildrock Board

Sue Haas
Carolyn Schuyler
Margaret Edwards
Christian Patrizia
Erin Malec
Shirley Terrell

Brantley Ussery
Kim Rambow
Gary Driskill
Harry Stillerman
Jenny Arcidicono
Ryan Looney

Staff

Carolyn Schuyler, Executive Director
Jill Watt, Director of Programs
Kat Werner, Environmental Educator
Kyle Crawford, Land Stewardship Director
Sarah Harris, Communications Director





Pocket Pollinator Garden Project



Listening to Trees - Art Initiative



wildrock

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