

wildrock

FIVE YEARS OF NATURE PLAY

ANNUAL REPORT
2022



wildrock

Mission: To promote nature play for health and happiness

Vision: Every person has the basic right to experience a personal connection to the natural world that is supportive of health and happiness.

Values: The benefits of nature connection will be available to everyone, at every stage of life.





Dear Friends,

As we enter our sixth year, we continue to be guided by the inspiring evidence that exploratory, imaginative play in nature has the power to make childhood happier and healthier. Every child needs nature play, but for too many, regular access to outdoor play is out of reach. Our work to promote nature play equity through strong partnerships with schools and community non-profits has enabled us to give over 15,000 children memorable experiences in nature this year.

Thanks to the addition of three new staff members, we rolled out free day camp programs in ten city schoolyards over the summer. Our Nature and Discovery Center is now humming year round with day trippers, students on school field trips, campers, and volunteers.

More and more, we are taking our work on the road to offer keynote talks and classes. This year we spoke to over 1,400 teachers and therapists to prepare them to use nature play therapeutically to promote children's mental health. Addressing the loss of nature and play in childhood is a growing public health need. We are humbled by the opportunity to partner with so many wonderful people and organizations to uplift children through nature play. We thank you for your support.

Gratefully,

MEG PHILLIPS

Co Executive Director

CAROLYN SCHUYLER

Co Executive Director and Founder

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Tessa Thompson
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Yvonne Schoelkopf
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PROGRAMS

Outreach Programs

Schoolyard Summer Camps

- Day camps in city and county schoolyards
- Wildrock Explorers Camp at Abundant Life
- Starr Hill Pathway Camp- Middle Schoolers

Schoolyard Nature-based Learning

- Ecospaces for the Schoolyard
- Mindfulness in Nature at Burnley Moran
- Nature Friends for Preschoolers
- Nature Play Map Project
- Nature Play Lab in Schoolyards

After-school Programs

- Brownsville Bee Program
- Boys & Girls Club Explorers
- City of Promise Explorers

Weekend programs

- Extraordinary Ebony Explorers
- Black Women Matter Retreats

Community Partner Programs

- UVA Equity Center program for Afghan Families
- Multilingual Family Play Groups with City Schools
- Nature Explorers at Charlottesville Parks & Rec
- Nature Explorers at Staunton Parks & Rec
- Nature Friends Preschool Program in City Schools
- Nature Play Lab in City Elementary Schoolyards
- Pop Up Park Team at Charlottesville High School

Playscape Programs

Play-based Learning

- Field trips
- Forest Playschool

Non-profit Partner Retreats

- Down Syndrome Association
- Virginia Institute of Autism
- Living Free Together

Teacher Training Retreats

- Crozet Elementary
- Brownsville Elementary
- Rockingham County Counselors

Playscape Programs

- River Stones Ecotherapy
- Wigglers and Giggles

Stewardship Days

- Investure
- S&P Global Financial
- United Way Day of Caring

Camps

- Spring and Winter Break Camp
- Nine weeks of Summer Camp
- ESL student Summer Camp
- BIPOC Teen Leaders Camp
- Teacher Work Days



15,936
people
engaged in
nature play!

• Number of Participants

Playscape

7836

Outreach

8100

0 2,500 5,000 7,500 10,000

Wildrock's programs are based on strong scientific evidence that quality nature play experiences are a vital protective factor promoting mental health and social and emotional skills in childhood.

IMPACT



"At first when I came to camp I was afraid to go into the woods. In the DRC where I come from, the woods aren't safe. By the end of the week I was having so much fun, I didn't want to leave!"

- Camper

"Our Kindergartener participated in Wildrock's Schoolyard Camp last week and I can't say enough good things about it. In a town of highly privatized inequities, it's so refreshing to see such a strong and humble effort to offer something so compassionate and approachable for public school children. We would absolutely recommend this and love to participate again! Thank you for all you do for our kids!" - Parent



98.8% percent of visitors surveyed agree Wildrock fills a needed niche in our community for promoting nature connection and free play for all.

100% of teachers agree Wildrock field trips support healthy child development.

Campers reported new friendships, strong interest in nature activities, first time outdoors experiences, and joy playing and exploring in nature.

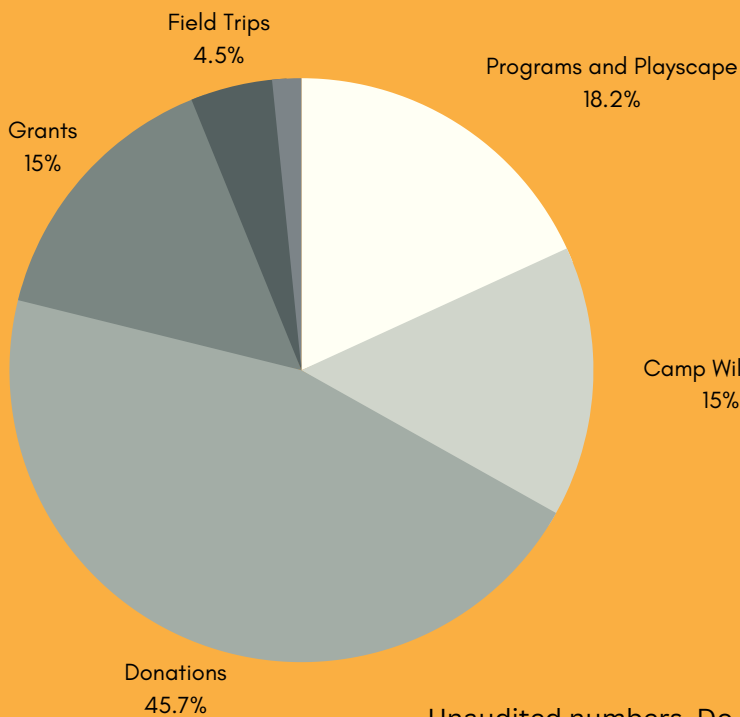


FINANCIAL OVERVIEW

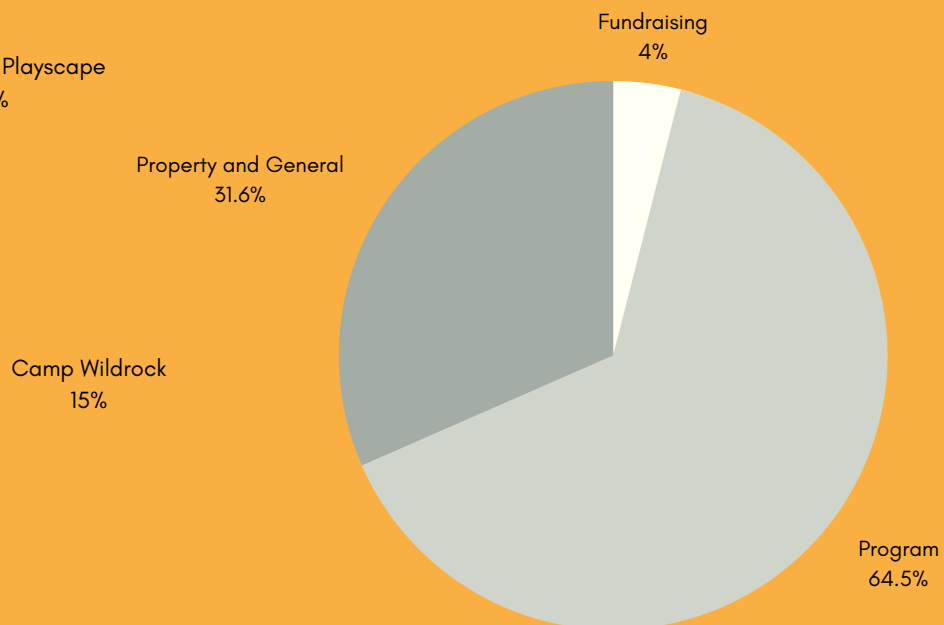
Wildrock is in strong financial footing. Through a combination of fees-for-service revenue, grants, and private donations, we exceeded our financial goals in fiscal year 2022. Over the summer, we were able to offer scholarships to all campers in need. We also launched **fourteen free nature-based programs** in partnership with local schools and nonprofit organizations. Thanks to a grant from the American Recovery Act, we offered free Wildrock day camps at every elementary school in partnership with Charlottesville City Schools.

We have invested in three new staff members to prepare for future growth, as the need for outdoor programming is more and more recognized as a proven driver for healthy child development.

REVENUE: \$439,052



EXPENSES: \$340,696



Unaudited numbers. Do not include depreciation expenses.

PARTNERS

James River Association
Living Free Together
Barrett Early Learning Center
Botanical Garden of the Piedmont
Charlottesville City Schools
Albemarle County Schools
UVA Rodman Scholars
A Playground for Walker
Jefferson Madison Regional Library
Region Ten
On Our Own
ReadyKids
Child Health Partnership
City of Promise
Boys and Girls Club
Abundant Life Ministries
Charlottesville City Parks and Rec
Staunton City Parks and Rec.
Saint Anne's Belfield
Lugo McGinnees Academy
Montair Family Resort
Pediatric Associates

American Horticulture Society
VPM PBS
Albemarle Garden Club
CONVOY Graphic Designs
Rockingham County Schools
Charlottesville Parks and Rec
Virginia Institute of Autism
Living Free Together
Steward School
American Horticultural Society
National Association of Social
Workers - VA chapter
Virginia Association for the
Education of Young Children
UVA Equity Center
UVA Equity Center
UVA School of Architecture
UVA Department of
Environmental Thought and
Practice
PVCC Let Their Be Light
Neighborhood Disposal



PROJECT SPOTLIGHT

Wildrock regularly partners with schools to innovate nature-focussed projects with students. In the spring, Wildrock proposed that a trail be built adjacent to Agnor Hurt Elementary, the only county school still without forest access. Wildrock board members joined parents, students, and teachers to create a new woodland classroom.

To prepare for the launch the trail, Wildrock worked with fifth graders to introduce the woods to the school community through scavenger hunts, nature art, and maps. Over the summer, Wildrock provided daily recess nature enrichment programming for all the students attending summer school.



SUPPORTERS

Every dollar donated to Wildrock supports quality nature programming and increased nature equity in central Virginia. We sincerely thank all of Wildrock's donors for sharing a passion for Wildrock's mission. Donors of \$100 or more:

Jenny Arcidicono Family Fund
Carolyn Auchenbach
Bankers insurance
The Bowers Foundation
Lorraine Bryner
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CACF - Batten Family Fund
CACF- McLean Family Fund
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Christopher Held
Thomas Hill
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Investure, LLC
Jill Isenbarger
Sydna Julian
George Lipscomb
Leonard and Carol Lohman
Benevity Fund- Erin Malec and Jed Verity
Robert McDermott

SPONSOR SPOTLIGHT

Since our opening on Earth Day in 2017, our partner **S&P Global** has been a bedrock of support in helping us meet our stewardship goals to improve Wildrock's land for wildlife habitats. Thanks to four work days over the course of the year, Wildrock has a new orchard with native trees, improved gardens, and fewer invasive plants. We have seen more gold finches than in prior years thanks to these efforts and the diligent work of our Land Steward, Kyle Crawford.



Sharon Philpott
Michael and Patricia Prentiss Foundation
Quantitative Investment Management LLC
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Michael and Heather Vanderweide
Leora Vincenti
Mary D Voorhees
Adrienne Wager
Wegman's Food Market
R. Ted Weschler
Virginia Wildlife Grant
Whitewoods Charitable Foundation



VOLUNTEER SPOTLIGHT

Wildrock is built on the generosity of volunteers. This year **117 volunteers donated over 3,340 hours!** **This represents a cost savings of over \$76,800.**

We give special recognition to **Kevin Schuyler** for his devoted service from Wildrock's earliest days. The value of Kevin's contributions for Wildrock's success cannot be overstated. Kevin has repeatedly provided the insights, skills, and hard work to ensure Wildrock is on solid footing for the future. We thank Kevin for his tireless service, generosity, and good humor!





We acknowledge and extend our deepest gratitude to the original stewards of the land on which Wildrock is located, the Monacan and Manahoac people. We respectfully acknowledge the revered ancestors of the Monacan Nation and the esteemed elders of the present day.



Blackwells Hollow Road

Crozet, VA 22932

www.wildrock.org info@wildrock.org 434-823-5100

501(c)3 non-profit

Donate Here

