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# wildrock



**A Warm Welcome!**

Nature Play for Health and Happiness

*2018 Annual Report*

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### *A Note from our Founder*

The joy of nature play is contagious. At Wildrock we find ourselves smiling right along with the child proudly sharing the minnow she caught in her bucket or the dad pretending to be an explorer while holding hands with an excited toddler. These moments reflect our mission to **promote nature play for health and happiness**. The research is clear that a relationship with the natural world is highly correlated with measures of well-being, but children today are largely growing up indoors. Wildrock works to counteract the public health costs of this loss of nature connection by providing engaging play spaces and programs that help overcome the barriers to spending time outdoors.

This year we welcomed children from over fifty-five schools. We hosted camps and retreat programs for city school students, school-based programs, teacher workshops, pop-up play installations in greenspaces in the city, ecotherapy retreats for human service workers, veterans, and nonprofit partners, and field trips for preschools to seniors. In the process, we have helped children and families experience the restorative benefits of nature connection and to develop a deeper concern for the natural world. We are excited to grow in our efforts to create nature experiences that nourish and support strong communities and healthy children and families.

*Carolyn Schuyler*



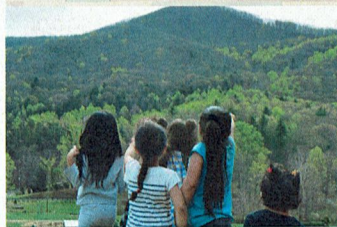
## Wildrock Nature Connection Programs



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



*On Solid Ground Program builds strong networks of 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.*



*Nature Play Lab creates engaging play spaces and programs in green spaces in urban school yards, neighborhoods, and agencies.*

## Program Participation

The table below summarizes the participation in Wildrock's programs for October 1<sup>st</sup>, 2017 through September 30<sup>th</sup>, 2018.

Program	Participants
Community Days (Public by Reservation)	2,509
Field Trips (Schools, Seniors, University)	4,842
On Solid Ground Outreach Program	606
Volunteer Community Stewardship Days	178
Education and Mission Advocacy Programs	353
Nature Play Lab in Urban Green Spaces	1,385
<b>Total Participants:</b>	<b>9,873 !</b>





### **Wildrock Partnerships**

*Wildrock is a highly collaborative nonprofit working in partnership with the Charlottesville City Schools, Albemarle County Schools, several private schools and over a dozen local nonprofits 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 year-and-a-half 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**

- Albemarle County Schools*
- Abundant Life Ministries*
- Building Goodness Foundation*
- Big Brothers and Big Sisters of the Central Blue Ridge*
- Boys and Girls Club - Cherry Avenue*
- Blue Ridge Children's Museum*
- Center for Nonprofit Excellence*
- City of Promise*
- Charlottesville City Schools*
- Charlottesville Day School*
- College of William and Mary*
- Community Attention Foster Care*
- Community Roots Cooperative*
- Computers for Kids*
- Families in Action*
- Free Union Country Day School*
- Girl Scouts and Boy Scouts*
- Great Expectations/CASA*
- Greenstone on 5<sup>th</sup>*
- Elk Hill*
- Hold the Line*
- International Neighbors*
- Innisfree*
- Isha Galan Foundation*
- Jefferson Area CHIP*
- Jefferson-Madison Regional Library*
- Lugo McGinness Academy*
- Living Free*
- Love No Ego*
- On Our Own*
- ReadyKids*
- Rockfish Wildlife Sanctuary*
- Sexual Assault Resource Agency*
- Tandem School*
- The Women's Initiative*
- University of Virginia Contemplative Science Center*
- Virginia Institute of Autism*
- The Village School and Waynesboro Preschool Program*



### Wildrock Supporters

Jennifer Alluisi	C Joel Carter	Mackenzie Esposito
Christina Anderson	Megan Cash	Carol Evans
Neal Andrews	Audrey Cassell	Mark Evans
Brigid Anthony	May Casterline	Casey Eves
Jenny Arcidicono	Moises Castillo	Jane Farmer
Allison Armstrong	Dennis Castillo	Laura Farnsworth
Carley Pavelka Bacher	Katie Cecere	Michelle Faucher
Ana Baggiano	Hannah Chang	Natalie Feaver
Deveryn Bailey	Dawn Cheetham	Jill Ferrell
Ayla Bair	Benjamin Chen	Christopher Finch
Cate Baird	Sarah Chilson	Erica Fisher
Erin Bascom	Beth Chuhay	Madeline Fitzgerald
Chesne Baska	Lisa Churchman	Jason C Fortner
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Traynor Biasioli	Meghan Corneal	Elliott Gerber
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Esther Bobbin	Iryna Danilina	Megan Gildea
Doreen Bonnet	Jared Davis	Gurpreet Gill
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Jena J Brenton	Lauren Dillard	Eleanor Graham
Joshua M Brittingham	Jennifer Dixon	Heidi Graham
Caitlin Britton	Rebekah Doerr	Sarah Gran
Katherine Brooks	Eleanor Downey	Anna Grandpe
Peter Brooks	Courtney Doyle	Lori Graves
Erin Brown	Lisa Draine	Reagan Greenfield
Maria Brown	Gabreila Duran	Stephanie Greenhut
Nicole Browning	Andrea Durbin	Dave Groff
Jessica Buchanan	Amy L Eckert	Stephanie Grondin
Michele Burke	Greg Edwards	Lucy C Gurley
Marie Callahan	Margaret Edwards	Victoria S Haas
Monica Carley-Spencer	Julia J Eggers	Marshall Hanbury
Dana Carrico	Kristen A Escobar	

### Wildrock Supporters

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Justin Harrison	Julia Lapan	Chloe D Morgan
Nikki M Hart	Nicholas Law	Karan & Wistar Morris
Rebekah Hartman	Emily Lazaro	Michael D Morris
Julia Den Hartog	Kelsey Lehman	Lauren Morris
Holly Hatcher	Erika Lehmer	Julia Munro
Aimee Hatfield	Matthew Lemieux	Mariacelia Murray
Megan Haury	Paige Lindblom	Richard S Nash
Lynn Heath	Lloyd Lipscomb	Kathy Neesen
Bebe Heiner (CACF)	Susannah Lipstye	Alison Neil
Kara Henderson	Shanann Lovelace	Sara Nitcher
Krystolyn Henderson	Steve Lowe	Aimee Nolasco
Allison Henderson	Amy Luna	Karyn Novakowski
Ed Henderson	Michael Lusk	Lucas Obringer
Alena Herklotz	Stephanie MacDonald	Laura Oetgen
Katie Hess	Rebecca Mackall	Kyle O'Grady
Catherine Hess	Lauren Mackey	Collin O'Grady
Jennifer Hice	Lena Malcolm	Kathleen J Ohara
Mark W Hill	Malva Mangan	Aubrey O'Hara
Julia Hixson	Karen Mantione	Jon Olson
John Hobson	Samantha Markley	David Ornan
Martha Hodgkins	Amy Marschean	Afshan Ornan
John Holt	David M Martin	Hannah Orsagh
Leanne Inge	Leah Martinson	Amalia Oswald
Beth Jaeger-Landis	Sarah May	Aili A Otto
Jessica James	Leigh Mazone	Jill Overbaugh
Amy James	Catherine McCall	GINNA PALMER
Jessica Jankauskas	Sarah McCutcheon	Pooja Panta
Laura Jeane	Aimee McDavitt	Laura Paphitis
Frederick Johnson	Mary McDermott	Amanda Parks
William Jongeward	Mary McFarland	Stephen & Laura T. Parr
Diane V Jones	Krista R McMullen	Ronda Pearl
Nikesh Kapadia	Louise McNamee	Erika Pedroso
Beth Kavounas	Anna Mendez	Katie Pennock
Margaret Keithley	Jiangtao Meng	Martinique Perfetti
Nicole Kelleher	Seth Michelson	Richard Piazza
Jackie Keller	Jessie Miller	Sarah Pickell
Jessica Kiley	Emily Cone Miller	Amy Piedra
Jessica Kirby	Anne M Mills	Jaclyn Piermarini
Rachel H Kon	Julia Mills	Elizabeth Piper



## Wildrock Supporters

Susan Ponzio	Michael S Scambos	Michelle Truslow
Green Mission Possible	Derek Schermer	William D Tucker III
Ellen Powell	Robert Schmidt	Christopher Tuttle
Jessica Powell	Christianna Schork	Laura S Urban
Liberty Powers	Jaclyn Scott	Heather Vanderweide
Amy Predmore	Clay Seftor	Laine VanDyke
Kennedy Prentiss	William Segal	Jonathan Verity
Jamie Price	Shelby Sender	Amy Vesser
Samantha Provencio	Beth Sharpe	Leora Vincenti
Virginia Purcell	Jaeah Shim	Mary Voorhees
Courtney Redding	Heather Shiner	Whitney L Wade
Samantha E Reed	Bellamy Shoffner	James Walsh
Sarah M Reedy	Cheryl Sites	John Walters
Kristen Reichert	Henry Skeritt	Anna Walters
Megan Renfro	David Smith	Jinkui Wan
Jessica W Reon	Michael Smith	Tanya Wanchek
Adel Rhakimova	Candace Smith	Virginia V Ward
Lauren Richards	Philippe Sommer	Matthew W Warner
Maureen Richards	Monica Spencer	Jesse Warren
Laura Richardson	Kristie Spring	Ashley Watkins
Brian Richter	Mitchell Sterling	Klair Watson
Phil Riddle	Jeremy Stern	Ted Wechsler
Lane Ritter	Nicole Stewart	Mike Weiglein
Amanda Robbins	Jennifer Stinnett	Vail Weiglein
Rachael Roberts	Greg Stoll	Kelly Weinersmiths
Holly Robertson	Jennifer Sublette-	Cassandra Wendell
Ashley Rogan	Williamson	Carmen White
Parker Rogers	Sandip Sukhtankar	Melissa Whittenberger
Katharine C Rooney	Jenny Sweeney	Lori Wier
Nicole Root	Kelly Tabaka	Gavin Willhide
Robert A Ross	Lauri Tamberrino	Ariana Williams
Rotgin Family Fund	Wenyan Tang	Karolin Williams
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Spring A Rowland	Tyler Teass	Lisa Wingerath
Sarah Royse	Ingrid Tepelmann	Pary Wishart
Lindsay Rubin	Edward R Testerman III	James Witschey
Marjory Ruderman	Katie Thach	Mara Wolff
Janis Rule	Drew Thach	Danielle Wood
Janelle Rynning	Melissa Thackston	Jason Woodle
Sasha H Sagan	Jeremy Thompson	Melissa Woodruff
Erin Salemi	Walker Thornton	Ellen Woodson
J.R. Sanders	Elizabeth Tilton	Priscilla Woyak
Lisa Saucerman	Tara Todd	Molly Wright
Liz Savage	Erin Tolman	Zhenhaun Zhao
Kevin Sawyer	Sarah Torrens	Gretchen Zoll

## Grant Funded Programs

**Wildrock Pop Up Play Program** providing enriching nature play experiences for Greenstone on 5<sup>th</sup>, Boys and Girls Club Cherry Avenue, and City of Promise. Made possible by the Junior League of Charlottesville.

**Nature Friends Preschool Program** offering every Charlottesville City Schools preschooler two trips to Wildrock and four onsite pop-up play visits. Made possible by a grant from Bama Works Fund of the Charlottesville Area Community Foundation.

**On Solid Ground Program** providing therapeutic retreats for human service workers and nonprofit partners made possible by an Enriching Communities Grant from the Charlottesville Area Community Foundation.

**Veteran Family Get-Away Retreats** made possible by a grant awarded by ParadeRest Virginia.

## We Are Grateful for Grant & Sponsor Support

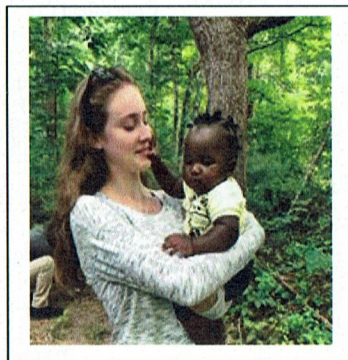
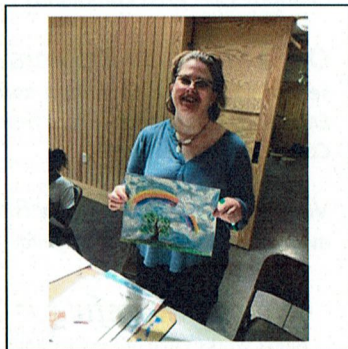
Bama Works Fund of the Charlottesville Area Community Foundation (CACF)  
 Ben & Jerry's  
 Blue Ridge Building Supply  
 Crutchfield Corporation, DonorsChoose.org  
 Enriching Communities Grant from CACF  
 Fidelity Charitable Gift Fund  
 Great Mountain Provision Company  
 Harris Teeter  
 Hartfield Foundation, Helen R. Buck Foundation  
 Junior League of Charlottesville, Little Planets LLC  
 LL Bean  
 ParadeRest Virginia  
 Quantitative Investment Management LLC  
 Random Row Brewery  
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 Union Bank & Trust  
 Vanguard Charitable Gift Fund  
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 Whole Foods Market



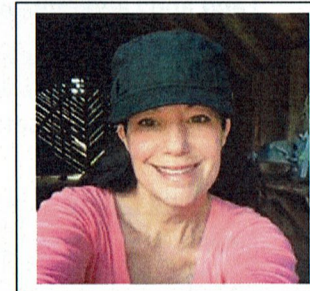
## Volunteers

*Volunteerism is the heart of Wildrock. Our flower beds, website, social media work, handcrafted play elements, and special programs are possible because of the kindness and commitment of volunteers. Wildrock is truly the reflection of the community's generosity, creativity, kindness, and love for children and nature.*

APO Fraternity  
Sarah Akers  
Jenny Arcidicono  
Blue Ridge School  
Catherine Buck  
Mecca Burns  
Linda Cappachione  
Pat Cheeks  
Jude Christian  
Beth Coakly  
Dan Cordle  
Tara Cordle  
Andy Crump  
Eileen Decamp  
Dottie Di Litto  
Tim Eckert  
Carol Evans  
Camille Freeman  
Leah Gerber  
Tim Goode  
Trudi Goodwin  
Girl Scouts  
Carolyn Graham and  
the UVA Rodman Scholars  
Green Grannies  
Heidi Graham  
Stephanie Greenhut  
Megan Haas  
Marshall Hanbury



Alice Harrington  
Sarah Harris  
Sam Harris  
Amalia Harte  
Hooter Hartman  
Lynn Heath  
Leigh Ann Kuhn  
Pat Leavitt  
Paige Lindblom  
Madison House –  
University of Virginia  
Alanna Mahon  
Emily Manclark  
Walter Mehring  
Lauren Myer  
Pennie Newell  
Nancy and Bob Peterson  
Robb Peterson  
Maria Rolph  
Kevin Schuyler  
William Schuyler  
Art Sherwood  
Karen Sherwood  
Justin Shimp  
Reggie Short  
Isabel Skarbinski  
Callie Smith  
Nick Stone  
William Swain  
Dana Traynham  
UVA JAG School  
Mary Vorhees  
Debra Weiss  
Western Albemarle High





## Wildrock Finances

### Income Statement

Fiscal Year Ended Sept. 30, 2018 (Unaudited)

#### Revenues

Cash Contributions	\$	173,562
Program Fees & Rentals	\$	57,584
<b>Total Revenues</b>	<b>\$</b>	<b>231,146</b>

#### Total Expenses

Total Expenses	\$	106,878
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### Balance Sheet

As of Sept. 30, 2018 (Unaudited)

#### Assets

Cash	\$	143,042
Escrows and Deposits	\$	-
<b>Total Current Assets</b>	<b>\$</b>	<b>143,042</b>
Land and Land Improvements	\$	447,458
Buildings	\$	572,894
Equipment	\$	21,882
<b>Total Fixed Assets</b>	<b>\$</b>	<b>1,042,234</b>

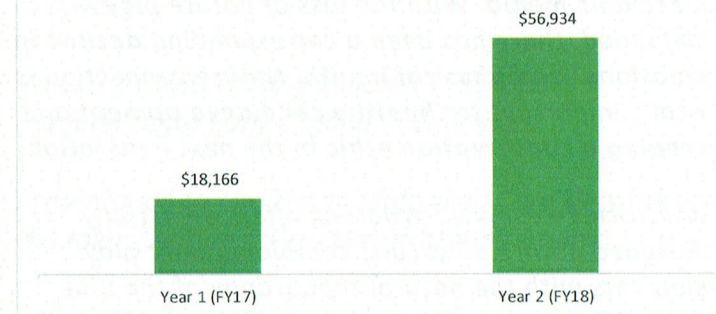
#### Liabilities and Equity

Liabilities	\$	-
Equity	\$	1,185,276
<b>Total Liabilities and Equity</b>	<b>\$</b>	<b>1,185,276</b>

## Wildrock Finances

### WILDROCK IS GROWING!

Program Revenue FY17 and FY18



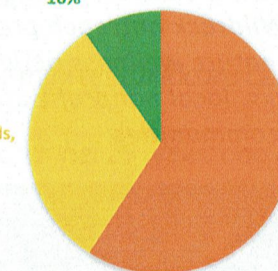
### SOURCES OF REVENUES

FISCAL YEAR ENDED SEPT. 30, 2018

Sponsorship,  
10%

Individuals,  
31%

Grants, 59%







**The Community Need** Children today spend less time in outdoor play than in any previous generation. The average child today spends **seven minutes a day playing outside and several hours connected to electronic media**. With the loss of nature play in childhood, there has been a corresponding **decline in emotional and physical health**. Nature connection is vitally important for **healthy child development** and **seeding a conservation ethic** in the next generation.

**Wildrock's Response** Wildrock offers an artfully designed nature playscape combining built play elements with the natural topography of the Blue Ridge foothills. The playscape **scaffolds positive nature experiences and serves as a bridge into nature** for the many children of Charlottesville for whom a visit to Wildrock is their **first experience playing and exploring in a setting outside their school yard and neighborhood**. Wildrock outreach programs bring nature play and nature wellness activities to school yards, urban parks, local nonprofit agencies, and low-income housing communities.



### **Wildrock's Mission Advocacy Work**

**Publication of Research Study in the journal Ecopsychology in partnership with the College of William and Mary**

**Wildrock's Naturalizing Children's Play Spaces Conference for Early Childhood Educators**

**Presentation to The Trauma Informed Care Network on the role of nature connection in healing trauma**

**Talk to the Rivanna Master Naturalists on promoting nature connection in childhood**

**Keynote Address for the Virginia Outdoor Experiential Educators Association**

**Training for Westminster Childcare Center**

**Appearance on Channel 29 News and article in Charlottesville Tomorrow**

**Hosting nature center directors for the Paradise Foundation, a conservation park in China**

**Wildrock Ecotherapy Collective Meetings**

**Interview on local radio show with Captain Bob on serving veterans and the role of nature in healing**



## *On Solid Ground Program*

Therapeutic retreats for veterans, mental health agencies, non-profit partners and human service workers. Wildrock offered 19 such programs this year, including the following:

### *College of William and Mary Ecotherapy Retreat*



### *August 11<sup>th</sup> Healing Retreat for Residents of Westhaven and Greenstone on 5th*



### *Girls Summit with City of Promise and Jefferson Area CHIP*



## *Wildrock Board of Directors*



*Sue Haas, Board Chair  
Maria Rolph, Treasurer  
Pennie Newell, Secretary  
Margaret Edwards  
Paige Lindblom  
Erin Malec  
Carolyn Schuyler  
Phillippe Sommer  
Brantley Ussery*

### *Wildrock Staff*

*Carolyn Schuyler, Executive Director  
Sarah Harris, Early Childhood Program Director  
Carlene Hudgens, Director of Operations  
Kyle Crawford, Grounds Manager  
Tessa Thompson, Green Team Leader  
Interns: Char Tomlinson, Lauren Meyer,  
Wai Kwan Nig, and Isabel Skarbinski*