



ICF PRESIDENT'S MESSAGE

It has been three years since we shaped our strategic plan. As we revisit the goals and vision articulated in the plan, we return to the question: "how does

ICF best energize and renew our commitment to our vision to inspire awareness of human interaction with our environment and engage others in stewardship of our natural and cultural history?"

Six years ago I retired and became a resident of Albemarle County. I discovered the Ivy Creek Natural Area (ICNA) while training to become a Virginia Master Naturalist. ICNA became a place for me to practice my new skills and spend a lot of time outdoors reconnecting with nature. I quickly discovered that, in addition to nature and history, there is a community of passionate, like-minded people — a community from whom I have learned much. I treasure the friends I have made, and the opportunities I have had to talk to many of our visitors who love Ivy Creek. I hear again and again how grateful they are for this green space where they come to renew, seek peace and just breathe. Based on these sentiments, never does it seem more pertinent to advance our vision.

Two of the ways Ivy Creek Foundation (ICF) is working to achieve our vision includes increasing the number of supporting friends/ members of ICF both in financial terms as well as volunteerism and the introduction of new educational programming. In spring 2017, we will kick-off a new Friends/Membership drive. We have set an ambitious target of 50 new individual/family members. Of the thousands of visitors we have every year, most do not realize that much of what ICNA has to offer is supported through the contributions of our Friends and the considerable efforts of volunteers. We will hold outreach events on weekends in April and May. Friends of Ivy Creek are our best ambassadors in this effort. If you are interested in helping, please contact Tatyanna Patten (ivycreek.director@gmail.com) and help us achieve this goal.

This summer we will begin a new educational program, *Voices from the Land*, thanks to grants from the Prana Fund and BamaWorks. This program will initially focus on reaching out to the four area Boys & Girls Clubs. In Fall 2017, we will host a 12-week program for 80 children to learn about nature and art as well as how to express themselves through literature, performance, and technology. We plan on making this a regular feature of our educational programming with the potential of engaging all age groups.

In reviewing our many successes over the past year detailed over the pages that follow, and looking at the year ahead, I believe we are on the right track to achieving our vision. I look forward to working with you and seeing you on the trails and/or in the classroom.

Marilyn Smith

Ivy Creek Foundation President



FY16 BOARD OF DIRECTORS

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Marilyn Smith

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Steve Thompson

FY17 Board Changes:

Marilyn Smith, *President*John Edelen, *Vice-President*Gus Colom
David Hannah
Lorna Werntz

Ivy Creek Foundation Staff

Tatyanna Patten, Executive Director director@ivycreekfoundation.org Bruce Gatling-Austin, Education Coordinator programs@ivycreekfoundation.org

ICF HIGHLIGHTS

Ivy Creek Foundation (ICF) depends on the generous participation of members and volunteers to steward our properties, provide public programming, and keep our organization invigorated and engaged. The following pages are dedicated to the 2016 fiscal year (10/1/2015-09/30/2016) and highlight the work conducted to fullfill our mission and plan for a bright future.

COMMUNICATIONS

The Marketing and Development Committee engages the public and prospective, new, and existing members to spread the word about Ivy Creek Foundation and its mission. The Committee also plans and implements fundraising activities to support the Foundation's programs and activities. *Among our accomplishments this year:*

HIGHLIGHTS

- Identified, applied for, and received grants from the Prana Fund and Bama Works to support the Voices from the Land project.
- Stewarded the Ivy Creek Landscape Plan, to improve the visitor experience. More information on this exciting project follows.
- Launched an attractive new website that provides a user-friendly platform to announce programs, provide easy access to information about ICNA, and serve as a guide to interpret the area.
- Introduced our "Become a Friend of Ivy Creek" initiative and integrated it into all our communications.



The Education Committee began the year with the question—How can we improve the experience of those visiting the barn?







EDUCATION

- HIGHLIGHTS from this dedicated group of volunteers include:
 - Improved graphic design, content, and visibility for signage and display information; facilitated public access to the granary; expanded the hours the barn is open; and provided nature identification guides.
 - Upgraded signage and information in the barn on farming and natural history.
 - Explored the original design and use of the barn through research of ICF archival material to more accurately interpret the barn story.
 - Conducted oral history interviews on barn history and farming in Albemarle County.
 - Organized 5 Ivy Talks on African American history, natural history, and pre-WWII farming. All have been recorded and will be available on the website.
 - Collaborated with Master Naturalists, digitized years of recordings of "Natural History Notes" by Bess Murray, some of which have been transcribed for the website.

J 2017 **GOALS**

- To form an Archiving Group to organize, catalog, preserve, and protect ICF's artifacts, documents, photographs, and audio and visual recordings.
- To develop advanced training for barn docents on farming, the barn's story, the Carr-Greer family and its African American community history, and how to best interpret the nature displays and the bee community; and increasing the number of trained barn docents so the barn can be opened for longer hours.
- To develop online maps of the Ivy Creek story, illustrating changes in land ownership from Hugh Carr's acquisition of the land in the 1870s to the formation of Ivy Creek a century later.
- Continue to gather and record oral histories, to conduct training sessions, and research relevant topics to enhance interpretation and educational programs.

PROGRAMS

This year has been good for connecting with community and collaborations have flourished.

ADULT & FAMILY PROGRAMMING

Overall, the total number of natural and cultural heritage programs offered increased by 30% over 2015, with total attendance up by 66%. Attendance at partner program offerings increased by 23%.

160 Programs 3198 Attendees



This year we were able to offer Farm and Barn History Hours on both Saturday and Sunday afternoons. As a result, local appreciation of the cultural history of our site has increased along with attendance (+153%). Most other programs also

saw increases in attendance, with the exception of the Butterfly and Dragonfly Walks, which unfortunately coincided with bad weather.

"The Ivy Creek Natural Area has become home base for the Blue Ridge Young Birders Club. The first Saturday bird walks provide a wonderful opportunity for adult mentorship, giving support and encouragement to the young birders prior to their bi-monthly meetings, which we are gratefully able to hold in the Education Building. We were also delighted to be able to build and install the Chimney Swift tower which we look forward to monitoring for years to come."

Mary Mapel, Monticello Bird Club and Blue Ridge Young Birders Club



YOUTH PROGRAMMING

The Field Trip program provides experiential natural history programs for children from area schools as well as

extracurricular groups such as Boy Scouts, Girl Scouts and the Boys & Girls Clubs. This fiscal year saw an increase in the total number of school tours (+8%) and the number of visiting children (+7%) over the previous year. We also saw a slight drop in Charlottesville City Schools' trips and extracurricular programs, while Albemarle County Schools' participation

greatly increased (+36%).

School Tours

- ◆ 1593 students
- 374 chaperones

27

Other (scout, home school, etc.)

The number of participants in The Little Naturalists program (*formerly Toddler Time*) has continued to increase, this year by over 60%. The program provides an important opportunity to acquaint our youngest citizens with the wonders of the natural world.

LANDSCAPE PLAN

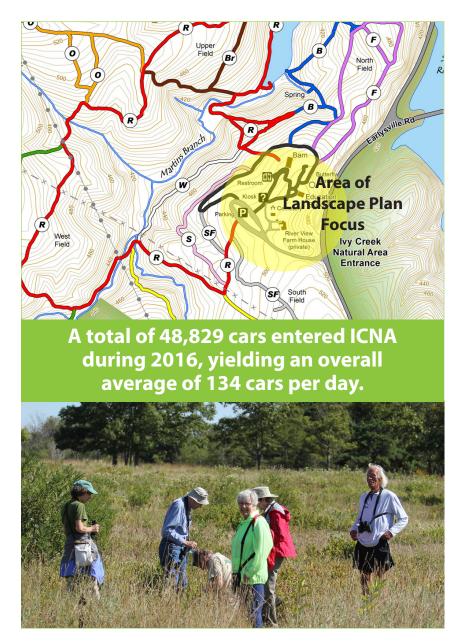
The Landscape Improvement Task Force, an ad hoc committee formed by the Communications Committee, worked closely with long-time ICF members and renowned landscape architects Sue Nelson and Warren Byrd to develop a holistic landscape design for the core visitor use area of ICNA. The goal of the plan is to improve the entrance road, parking, accessibility, safety, aesthetic appearance, signage, and wayfinding while also providing a more welcoming and richer educational environment for visitors that highlights the important role played by ICF.

HIGHLIGHTS

- Members of the task force met with the heads of both the City's and the County's Departments of Parks and Recreation to solicit their input and build support for the project.
- Sue and Warren presented their landscape plan to the ICF membership at the 2016 Annual Meeting in September.

9 2017 **GOALS**

- To develop and refine a phasing plan and estimates of probable costs for implementation of the landscape plan.
- To present the landscape plan to the Albemarle County Board of Supervisors and Charlottesville City Council in order to solicit their approval and financial support.
- To identify potential funding, cost-sharing opportunities and an appropriate timetable for plan implementation.
- To raise awareness about the importance of protecting the River View Farm farmhouse.



BUILDINGS & GROUNDS

The attractive and well-kept condition of the buildings and grounds at ICNA is the result of many hours of work on the part of ICF Board members and volunteers who so generously contribute to the stewardship of the property. In addition to the many tasks that constitute the maintenance regime at Ivy Creek—repairing and clearing trails, managing open fields, caring for native planting displays, and addressing the needs of the barn, education building, granary, privy, and signage—ICF conducts a variety of special projects each year designed to meet education, access, and sustainability goals.

Signage, invasive removals, and facility maintenance have had a positive impact on visitor use and enjoyment.

HIGHLIGHTS

- Trails were improved with dozens of erosion-controlling water bar replacements and additions.
- Invasives such as oriental bittersweet and autumn olive were treated within fields and along woodland margins with help from volunteers and a grant (Dominion Environmental Stewardship) as well as individual donor funding.
- Trail junction posts were added and painted, and signage updated. The Kiosk's 3D trail system map was refurbished with new trail information and plexiglass cover.
- Large volunteer groups helping with landscaping maintenance, invasives removal, and trail work, included: UVA's Madison House and APO Fraternity, Teens Give, Triple C Camp, Charlottesville Area Tree Stewards, Boy Scouts, Girl Scouts, Piedmont Master Gardeners, and United Way Day of Caring.

"Working with the Buildings and Grounds volunteers has always been a great experience for me. It can be physically challenging when the winter wind blows and the timbers for the water bars are to be carried deep into the trail. But the satisfaction of seeing the trails in heavy use, and the patch of land cleared of oriental bittersweet, more than offsets the effort, and the fellowship of a morning with the trail crew is something to remember for the rest of your life."

Dave Hogg

Longtime member of ICF and past Board President



ICF PARTNERSHIPS

Organizational Partner Donors

Central Virginia Beekeepers Assn. Charlottesville Area Tree Stewards City of Charlottesville County of Albemarle Horological Assn. of Virginia James River Assn. Medic Solo--Wilderness First Aid Monticello Bird Club Rivanna Master Naturalists

Sierra Club, Piedmont Group Sierra Club, Virginia Chapter Streamwatch/Rivanna Conservation Alliance Victoria Dve Photography Virginia Native Plant Society Jefferson Chapter Virginia Natural Resources Leadership Institute (VNRLI) Virginia Tech Cooperative Extension Wild Virginia

We would like to thank those organizations who have provided volunteers, programming, and support on the ground

Foundation & Corporate Donors

Charlottesville Area Community Foundation (CACF) The Charles Fund Exxon-Mobil Matching Gift Fund The J&E Berkley Foundation

Grants

Dominion Foundation National Environmental Education Foundation (NEEF)

Program Partners

Blue Ridge Young Birders Club The Boys & Girls Clubs of Central Virginia Central Virginia History Researchers Charlottesville Astronomical Society Earth Week Go Into Nature

Organizational Supporters

Albemarle Garden Club Boxwood Garden Club Buck Mountain Garden Club Monticello Garden Club Piedmont Garden Club Rivanna Garden Club



Diane Lepkowski

ICF MEMBERSHIP for Fiscal Year 2016

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FINANCIAL SUSTAINABILITY

Financial Objectives Accomplished!

In the 2014 Strategic Plan, ICF set ambitious goals for securing the organization's financial future and to make improvements to our outdated infrastructure. We are very pleased to report on the implementation of two projects during 2016 that help us to meet these goals.

- Our new website greatly enhances the visitor experience, allowing all of us to track Ivy Creek events, news, and programs from a variety of digital devices. The better use of graphics and storage of program information has been exceedingly helpful for staff communication accuracy and consistency, internally and externally.
- Our new donor management system will come online Spring 2017. The related software will allow us to more accurately and efficiently keep track of and communicate with our donors, members, and volunteers. The system will also save valuable administrative hours, and promises to improve coordination of registration for events and programs as well as membership services.

While grants and investments helped to initiate these projects, your generous donations—particularly the amount raised during the Mid-Year Appeal—allowed ICF to complete them. *Our hats are off to you.*

Thank you for playing this essential role in allowing ICF to position itself for future programming improvements and organizational growth. In next year's Annual Report, we expect to celebrate the integration of the new infrastructure and report on the last of our strategic plan goals.



Ivy Creek Foundation Statement of

FINANCIAL POSITION September 30, 2015

ASSETS		
Total Current Assets		
Cash		\$14,582
Fixed Assets		
Grounds Improvements	\$757	
Furniture and Equipment	\$3,030	
Less Accumulated Depreciation	<u>(\$1,640)</u>	\$2,147
Other Assets		
Investments (Market Value)		\$479,552
TOTAL ASSETS		\$496,281
LIABILITIES & EQUITY		
Current Liabilities		\$1,233
Equity		
Permanently Restricted Investments	\$263,075	
Unrealized Investment Gains	\$113,239	
Unrestricted Net Assets	\$118,734	\$495,048
TOTAL LIABILITIES & EQUITY		\$496,281

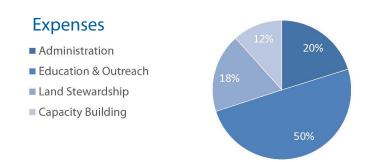
FINANCIAL SUMMARY Fiscal Year 2016 (10/1/2015 - 9/30/2016)

Fiscal Year 2016 ended with a positive cash flow. Compared to the previous year we had a 7% increase in income and an 8% increase in expenses.

Our diversified revenue sources strongly impacted proportions. This year, 58% of our income came from individual donations. Our bottom line was also helped by two timely grants, Dominion Foundation's gift of \$5,000 for our invasive plant control program, and the National Environmental Education Fund's gift of \$5,000 for our capacity-building initiatives. We budgeted \$10,000 from our investments to support website development.



Similarly, our expenditures shifted to accommodate our special projects. Overall, 68% of our resources went directly to programs and 20% to administration, with capacity building coming in at 12% of the total.



FY16 INCOME	
Investments	\$12,643
Individual Memberships	\$27,756
Organizational Memberships	\$4,875
Restricted (Special) Gifts	\$3,105
Mid-Year Appeal	\$14,079
Grants	\$10,000
Foundation Gifts	\$3,500
Event Income	\$1,791
Other Donations	\$1,228
TOTAL INCOME	\$ 78,977
FY16 EXPENSES	
Staff	\$59,374
Administration	\$6,504
Education	\$1,276
Outreach	\$2,757
Buildings & Grounds	\$875
Development	\$2,012
Website Development	\$4,959
TOTAL EXPENSES	\$77,757

We are grateful to all of the members, donors, grant-makers, foundations, and organizations who have made this year a financial success.



Ivy Creek Foundation

P.O. Box 956, Charlottesville, VA 22902 (434) 973-7772 www.ivycreekfoundation.org

Photo Credits: Mark Rough (top left), Gus Colom (mid-left, top right), Betty Jackson Truax (mid-right, bottom right), Jim Greene (bottom left)



Mission

Connecting people to our lands, present and past.

Vision

Ivy Creek Foundation inspires awareness of the relationships between people and land through education and active stewardship of our natural and cultural history.

Values

Ivy Creek Foundation values the quality of our lands and the biodiversity of life it nurtures.

We seek to provide, to as broad an audience as possible, experiences that increase appreciation of the natural world and that foster a greater understanding of the natural and cultural context of the lands under our care, so that future generations will make wise decisions about land use and natural resources.

Goals

The Ivy Creek Foundation aims to:

- Conserve the natural state of lands under our care and management.
- Use our lands and programs to focus attention on best management practices for natural resources and wildlife.
- Protect native flora and fauna, and promote the appreciation of both.
- Teach the value of natural spaces and natural history to as broad an audience as possible.
- Foster an understanding of how human cultures have worked with and on the land through time.
- Explore the role of history in the context of the land that supports us all as a community.