

EARTHCARE

NORTHWEST

WINTER 2021



SEATTLE
AUDUBON



ANNUAL
REPORT
2020-2021

LETTER FROM OUR EXECUTIVE DIRECTOR

Warm winter greetings, Seattle Audubon members,

Over the course of this drawn-out pandemic, so much of the organizing, advocacy, and activity in support of our mission has been happening behind the scenes.

That's why I've been especially looking forward to this annual report, to share our many accomplishments with you, our members. Rest assured, we have been BUSY!

I am incredibly proud of the work Seattle Audubon's network of members, volunteers, board, and staff accomplished during our 2020–2021 fiscal year, guided by our strategic plan—Cities at the Center.

We continued to focus our work on urban conservation, equity, and resilience. We uplifted the cause of urban conservation for the birds that share our backyards, city parks, and flyways; we centered equity and anti-racism to build a more inclusive coalition for the protection of

birds; and we stewarded our resources, both human and financial, with care to make it all possible.

As we turn the corner into 2022, the strength of our community has never been more important. We are slowly and safely resuming in-person activities. Our volunteers and staff are eager to greet you this holiday season in our Nature Shop, and we hope you will all join us for the annual Christmas Bird Count on December 19. After all, birds of a feather were meant to flock together!



To the new year,

Claire Catania
Executive Director

OUR MISSION & VISION

Seattle Audubon advocates and organizes for cities where people and birds thrive. We envision our local cities integrating and valuing nature, minimizing threats to birds, and protecting habitat.

OUR TEAM

BOARD OF DIRECTORS

Katie Amrhein-Dang
Chrys Bertolotto
Anthony Floyd
Susan Marks, *Treasurer*
Catherine Maxson, *Secretary*
Jennifer McKeirnan, *President*
Jill Naas-Blackburn
Grace Rajendran
Andrew Schepers, *Vice President*
Jennifer Steele
Amanda Virbitsky
Sharon Wada

STAFF

Hanae Bettencourt, *Education Manager*
Elizabeth Cameron, *Urban Environmental Educator, AmeriCorps Service Member*
Claire Catania, *Executive Director*
ryan Dellinger, *Nature Shop Retail Coordinator & Optics Specialist*
Anna Dukes, *Member Services Assistant*
Michelle Flowers, *Nature Shop Retail Coordinator & Optics Specialist*
Joshua Morris, *Urban Conservation Manager*

Carol Roll, *Development Director*
Christine Scheele, *Program Director/ Senior Education Manager*
Ansley Silva, *Nature Shop Retail Coordinator & Optics Specialist*
Russell Steele, *Purchasing Manager*
Sonora Troger, *Operations Manager*
Wendy Walker, *Community Engagement Manager*

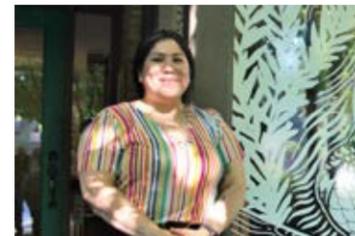
Special thanks to Mary Bond and Robert Sieh who also served on the Board in 2020-21

Special thanks to Brendan McGarry and Anna Murphy who also served on our staff in 2020-21



THE PEOPLE OF SEATTLE AUDUBON

People are at the heart of fulfilling our mission. Through a full year of COVID modifications our members, staff, volunteers, advocates, and partners continued to show up and support our work in so many important and creative ways. Even when we couldn't be together, we were still together on behalf of birds.



3,851
sustaining
members



3,577
adult education
program participants

180
passionate
volunteers



2,643
caring
donors



139,267
social media
followers



12
dedicated
board members

224
grassroots
activists



13
professional
staff



See the full Honor Roll of bird heroes!
<https://bit.ly/SAHonorRoll>

COMMUNITY



By Megan Elfman, Burien Member and Volunteer

We first fell in love with our house because of the big windows looking onto the maple tree in our front yard. We knew it would be a great spot to set up feeders and watch birds right from our living room. However, not long after we settled in, we heard a startling “thunk!”. After our hearts starting beating again, we looked out and saw a Pine Siskin resting on the deck, looking stunned. We knew something must be wrong, because it was still sitting in the same spot after about half an hour. My husband took it to a rehab clinic in a shoebox.

Since that point, we heard more collisions to the point that we knew we had to do something. We first tried adding clear stickers to the outside of the smaller windows, but the bigger window still had problems. We created and installed our own collision deterrent using long black cords dangling from the roof to cover the big window, about 10 cm apart. The change is astounding. Since we put them in, we have had only one bird strike. The other day, I saw a finch perching on one sideways!

We know this is the change that needed to happen at home, and I wanted to contribute to prevention on a larger scale, so this fall I started volunteering for Seattle Audubon’s new Collision Monitoring program. Once a week I monitor the ‘North Cluster’ buildings, four of eight buildings being monitored. This program is contributing scientific data, giving Seattle Audubon a greater understanding of bird-window collisions.



Spotlighting Mohini Paul, Bellevue Young Birder and Volunteer

When Mohini started high school three years ago, her teacher approached her about starting a birding club. She grew up being interested in backyard birds with her mother, but the birding club is when she really started down the bird identification “rabbit hole”. She learned to identify backyard birds and honed her ability to notice subtle bird characteristics and behaviors. For beginning birders, noticing is one of the most important skills to develop, she says. She particularly enjoys observing waterfowl, because they hold still long enough to notice all of their beauty and subtleties.

This same teacher knew about Seattle Audubon’s Young Birders, designed just for teens interested in birds and conservation, and recommended that she get involved. Mohini joined and has enjoyed being part of a second group with other teens who share her interests. She remembers one Young Birders speaker, Jared Strawderman with Friends of the Columbia River Gorge Wildlife Refuge, as being particularly impactful, explaining how his career gives him the opportunity to observe and protect wildlife on a daily basis.

Mohini also has a part-time job working retail. With this experience, and her interest in birds, she knew she would be a perfect fit to volunteer in Seattle Audubon’s Nature Shop. She enjoys helping find the perfect gift for a shopper’s grandchild, or helping a caller determine how often to clean their feeders. In birding, she says, there are no black and white answers, just knowledge sharing. She is happy to have a volunteer role that lets her skills shine, and we are so grateful to have volunteers like Mohini, who are giving back on behalf of birds.



752 advocacy actions were taken to tell local and national lawmakers that we need policies that benefit birds and people, like stronger tree protections and bird-safe building practices.



389 reports of and pledges for wildlife were collected through dbird, dbird Challenge, and City Nature Challenge to further our understanding and commitment to protecting urban wildlife.



7,963 transactions at our Nature Shop—more than 3,000 products to aid in appreciating, understanding, and protecting birds. This included over 34 tons of bird seed sold! The Nature Shop remains an important way to engage the public in actions they can take at home.



36 online adult classes and workshops were offered to build connection, knowledge, and community. Almost half of those, including our Nature of Your Neighborhood series and quarterly Program Meetings, were offered free to the public, with the rest offered on a sliding fee scale.



June marked the return to **in-person field trips**, which are still continuing. Members have the opportunity to be led by expert volunteers to places like Juanita Bay, Magnuson Park, Union Bay Natural Area, and more!



646 youth received environmental education and conservation messaging through a combination of virtual and in-person age-appropriate curriculum provided during school visits, Young Birders, Nature Camp, education kit rentals, and video storytelling. This doesn’t include the numerous downloads and viewings of free youth curriculum available on our website.



14,686 individual birds were counted through a community science survey during Christmas Bird Count Feeder Watch, Neighborhood Bird Project, and Climate Watch. This data represents the efforts of 140+ volunteers, monitoring species at 338 survey sites or locations.



Over **25 Community Partners** who share our common goals, and amplify our reach and mission impact!

Above photos by LL Howard, Addie Asbridge of Bertschi School, Christina Prinn



HOUSE FINCH | MICHELE BLACK
GREAT BACKYARD BIRD COUNT

CITIES AT THE CENTER 2020–2023 STRATEGIC PLAN

Now halfway through our strategic plan, Seattle Audubon is making significant progress on our urban conservation, equity, and resilience priorities.

URBAN CONSERVATION

Goal: Advocate for bird-safe cities and include specific conservation calls-to-action in all our programs.

Progress

- Reduced urban hazards to birds
 - Better understanding and prevention of window collisions including launching dBird.org and creating a new Collision Monitoring program
 - Encouraged alternatives to pesticides, specifically rat poisons
- Created a guide to enhance biodiversity and green space connectivity for people and wildlife in Capitol Hill
- Advocated for conservation priorities like tree protections and bird-safe building practices
- Developing clear, actionable, and age-appropriate conservation messaging and incorporating those in to all of our programs

EQUITY

Goal: Understand and eradicate racial inequity and injustice in our field and in our own organization, shifting our culture and practices to create welcoming spaces.

Progress

- Launched Hoot Camp, an annual workshop series for all staff and volunteer leaders to foster a shared understanding of our conservation and equity goals
- Worked with an outside consultancy to perform a comprehensive culture audit and create an actionable plan for an anti-racist future
- Making policy changes to support a future organizational culture that attracts, retains, and supports BIPOC leadership

RESILIENCE

Goal: Be excellent stewards of our existing resources, diversify and enhance our funding sources, and maximize retention by developing our staff, board, and leadership.

Progress

- Launched a new board on-boarding program
- Increased pay band equity among staff, stabilized our staffing model, and increased employee retention
- Secured two Paycheck Protection Program loans, which have been fully forgiven
- Maintained our existing funding sources and are supporting the growth of our Conservation Action Fund, a board-designated strategic reserve



RED-TAILED HAWK | PETER FERGUSON
GREAT BACKYARD BIRD COUNT

As a local, independent, nonprofit organization, Seattle Audubon relies on diverse funding sources including individual donations, membership dues, grants, investment income, and earned incomes like class and Nature Camp registrations and profits from The Nature Shop. These diverse revenue streams provide us with a secure financial foundation.

Thank you for your investment last year! We believe in transparency and accountability on how your support funded our programs and mission. Complete financial statements are available upon request.

This is a summary of the Seattle Audubon's July 1, 2020–June 30, 2021 audited financial statements.

FISCAL YEAR JULY 1, 2020–JUNE 30, 2021

PROFIT & LOSS STATEMENT

REVENUE

Membership	\$ 129,752
Contributions	\$ 485,081
Grants	\$ 110,238
Sales (net)	\$ 171,502
Program Fees	\$ 62,697
Investments	\$ 331,766

TOTAL REVENUE \$ 1,291,036

EXPENSES

Programs*	\$ 513,777
Administration	\$ 222,454
Funding the Mission	\$ 210,685

TOTAL EXPENSES \$ 946,916

* Includes the work of Urban Conservation, Education, Community Science, Community Engagement, and The Nature Shop

We had excess revenues over expenses of \$344,120, which includes approximately \$303,000 in unrealized gain on our endowment investments and approximately \$41,000 from our operating activities. While we are pleased with the positive investment returns, these earnings are not readily available for operations.

BALANCE SHEET

ASSETS

Cash & Cash Equivalents	\$ 554,725
Investments	\$ 2,762,363
Receivables	\$ 4,983
Merchandise Inventory	\$ 216,589
Prepaid Expenses	\$ 15,043
Land, Building, & Equipment	\$ 473,831

TOTAL ASSETS \$ 4,027,534

LIABILITIES & NET ASSETS

<i>Liabilities</i>	
Payables & Accrued Expenses	\$ 185,107
Paycheck Protection Program	\$ 119,032

Total Liabilities \$ 304,139

<i>Net Assets</i>	
Without donor restrictions	\$ 1,465,001
With donor restrictions	\$ 2,258,394

Total Net Assets \$ 3,723,395

TOTAL LIABILITIES & NET ASSETS \$ 4,027,534



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CHANGE SERVICE REQUESTED

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FEEDER WATCH

Contribute to important data collection from the comfort of home! Join the Seattle Christmas Bird Count as a Feeder Watcher and report the birds that visit your yard. A perfect option for beginner birders and families!

<https://bit.ly/CBCSeattle2021>

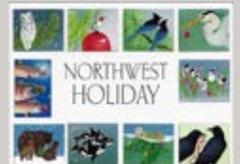
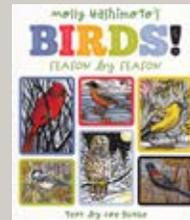


HOLIDAYS AT THE NATURE SHOP

The Nature Shop is open for all your in-person and online shopping needs—binoculars, feeders, games, gifts, & more!

Bonus December Member Benefits*

- Additional 10% OFF any bag of seed, or any book
- 10% OFF any one item (excluding optics)
- Buy two children’s books, get one FREE



Use Coupon Codes ANY SEED, ANY BOOK, or ANY ITEM

**Monday–Saturday 10am–5pm, Sunday 11am–4pm
or anytime at seattleaudubon.org**

** Limit one of each coupon per household. Excludes binoculars, scopes and tripods. Book of least value is free, and only available for in-store purchases.*