

J A N U A R Y 2 0 1 5

The

Friends of Madrona Marsh

Annual Report 2014



About the Friends of Madrona Marsh

The Friends of Madrona Marsh (Friends) is a non-profit, community-based, volunteer organization. The Friends work toward the preservation, restoration and appropriate use of the Madrona Marsh Preserve. Toward these ends the Friends will pursue restoration and enhancement of the Preserve's habitats, offer programs to educate the community about the natural history of the South Bay, and maintain a volunteer program that provides docents and other volunteers to implement the policies of the Friends. The Friends conduct fundraising to provide financial support for Preserve and Nature Center programs and the Friends advocate policies to the City of Torrance and the Community.

Save the Date!

Madrona Marsh Earth Day Fair April 18

Come join us at our first ever Earth Day fair! There will be food, music, crafts and fun booths!

National Public Lands Day September 26

Join us in planting native plants and grasses around the elderberry tree on Duck Island.

Make a Difference Day October 24

Make a difference to the Madrona by planting the northeast corner of the Preserve.

Board of Directors

Suzan Hubert, President

Bobbie Snyder, Vice President

Carol Roelen, Secretary

Ellen Peterson, Treasurer

Bill Arrowsmith, Marsh Mailing

Steve Giffin, Website

Sarah Noddings, Tour Coordinator

Connie Vadheim, Botany Advisor

Bob Shanman, Bird Advisor

Jeanne Belleman, Zoology Advisor

Tracy Drake, Naturalist/Manager of the Preserve and Liaison to the Board



New Website

Early in 2014 the Friends Board initiated a redesign of our website. The objectives for the new site included: Grouping similar pages together with a new menu system highlighting important information, make the site friendly for mobile devices, include more photographs, and update the technology to make the site more accessible to current search-engines. Denise Shiozawa at UmeWorks beautifully designed the new site. Currently the site averages about 100 views per day.

New Books



The Friends published two new books this year. *Common Birds of the Madrona Marsh Preserve* and *An Anecdotal History of the Madrona Marsh*, by David Wong. These two books, five years in the making represent the first of several more books that will be published in the next two years. They are available in the gift shop.



Upcoming in 2015

Insect Display Cases

In June 2014 the Friends Board approved funding for a public insect display in the exhibit hall. The insect specimens will be collected from other locations, because no collecting is allowed on the Preserve, but they represent the most common species found at the Marsh. The display will consist of two cases, one with the common Lepidoptera (butterflies and moths), and the second will contain most of the other orders such as beetles, bugs, dragonflies, flies, wasps and bees.

Hawk Camera

Funded by a grant from ALCOA, two cameras were carefully placed near our local Red-tailed Hawk nest. The cameras will go live on our website in 2015 and allow viewing of nesting behavior, hatching eggs and family life of our local hawks.

Membership

In 2014 we received \$9,415 in membership dues and maintained a membership of 620 people.

Outreach and Advocacy

The Friends participated in many local and county-wide ecological events including:

- Los Angeles Environmental Fair, Arcadia
- 15th Annual Honda Earth Day, Torrance
- Earth Day, San Pedro
- Earth Day at Toyota, Torrance
- Met with the City of Torrance Mayor Furey and also made a presentation to the City Council acknowledging their efforts working on the Preserve for Make A Difference Day.
- Supported the Alondra Park Island Sanctuary through volunteer work days
- Whale of a Day at Point Vicente
- Bag It presentations about the dangers of plastic to the environment and living creatures, Redondo Beach, Torrance and Rolling Hills.

Restoration

- The Friends Board continues the largest restoration project ever undertaken on the Preserve. Headed by Dan Portway and his team this project will continue through 2015.
- Tony Baker has continued maintenance of the Native Plant Garden and Water-Wise Garden outside the Nature Center.
- The Propagation Society maintains our garden nursery, supplying both plants and seeds for our restoration efforts.





Educational Experiences

During the past year, volunteers offered a wonderful assortment of educational opportunities for all ages.

Fun Friday is a weekly science program for preschoolers. Fun Fridays combine a themed classroom experience and a tour of the Preserve. Approximately 960 preschoolers and adults attended.

Tyke Hike is a monthly docent-led tour of the Preserve for young children. 318 children and adults participated.

Home School Classes for children aged 7-9 are offered twice a month September –June. 321 children, adults and siblings attended this program.

Docent Tours for schools were attended by 563 Preschool- third grade students and 106 adults. Docent tours were also attended by college students. Torrance Unified schools participating include: Arlington, Arnold, Edison, Hickory, Lincoln, Torrance and Wood Elementary. Other private schools and school districts attending include 330 students and 80 adults from Rancho Palos Verdes, Lomita, Gardena, Lawndale, Redondo Beach, Corona, Carson and Los Angeles. A grand total of 893 students and 186 adults participated in our docent led tours.

Docent led tours and classes for community members included:

Tour de Torrance - 27 walks, 143 people attended

Bird Walks with Bob Shanman - 12 walks, 80 people attended

Fourth Weekend Walks -12 walks, 144 people attended

Gardening Classes - 40 classes including: Accent on Annuals, Introduction to Botany, Climate Change and Southern California Gardens, Fabulous Fruits, Lester Rowntree, Ban Those Bugs, More Beautiful Butterflies, Water-wise Hummingbird Haven, Planning a Pot and Myths, Magic & Madness.



Fundraising

- The Friends Gift Shop is operated entirely by volunteers and is always seeking help in keeping the shop open for regular hours. All profits are used by the Friends to support Marsh programs.
- Individual Donations: \$18,074
- Corporate Donations: \$5923
- Alcoa Grant: \$20,000
- ExxonMobil provided financial support for Earth Day and safety improvements in the Curation Laboratory.
- Wild Birds Unlimited, Torrance discounted twenty pairs of binoculars to the Nature Center for loan to visitors and use in our children's programs.

The Numbers

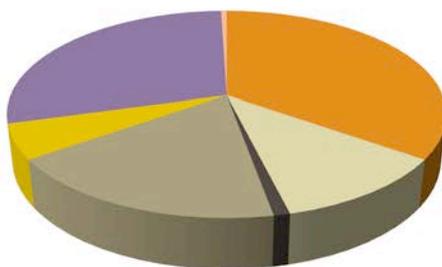


- 29,387 people visited the Preserve and Nature Center in 2014.
- 9,222 people attended scheduled events or programs.
- 6,573 volunteers donated 16,127 hours to the operation and maintenance of the Nature Center and the Preserve. At a rate of \$15 an hour, their cost would have been \$241,905. This represents a substantial cost savings to the City.



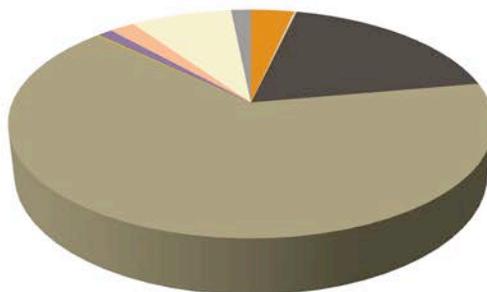
A Glance at the Budget

2014 Income



- Individual Donations
- Corporate Donations
- Interest/Dividends
- Membership
- Events
- Grants
- Misc

2014 Expenses



- Administration
- Exhibits
- Landscaping
- Restoration
- Education
- Liability Insurance
- Marsh Mailers
- Grants
- Misc

It is with gratitude that we publish this annual report. Without the support of the community, your generous donations and the support of the City, far fewer people would have had a chance to enjoy this treasured Preserve. We know we are the trusted stewards and advocates for both plants and animals of the Preserve as well as the teachers for the visitors. If you would like to join our efforts, please contact Suzan Hubert at the Nature Center by calling (310) 782-3989.