

J A N U A R Y 2 0 1 6

The

Friends of Madrona Marsh

Annual Report for 2015



Board of Directors

Suzan Hubert, President

Bobbie Snyder, Vice President

Carol Roelen, Secretary

Ellen Peterson, Treasurer

Bill Arrowsmith, Marsh Mailer

Steve Giffin, Website Liaison

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



Who are the Friends of Madrona Marsh?

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

Save the Date in 2016

Celestron Bench Dedication February 18

Celebrate the installation of two benches that will provide a place to rest on the Berm.

Earth Day Restoration April 23

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



National Public Lands Day September 24

Come help us prepare for the coming wet season by clearing tules and trimming trees.

Make a Difference Day October 22

Make a difference by helping to prepare the middle pond area for the upcoming wet season.

Restoration 2015

- The Friends Board continued to support the largest multi-year upland restoration project ever undertaken on the Preserve, spending \$31,000 in 2015 and a total of \$132,000 during the last 2 years. Lead by Dan Portway, his team completed this year's effort of restoration and maintenance of local native upland perennial and annual plants, for totaling over 2 acres restored in just 2 years.
- Tony Baker has continued maintenance of the Native Plant and Water-Wise Garden surrounding the Nature Center. He also maintains and enhances our restored upland plants, and a very large local native annual-plant area, at and inside the Preserve's main entrance.
- The Propagation Society maintains our nursery year-round; supplying both plants and seeds for our restoration efforts.

A Very Special Thank You

Joanie Spring and Karyn Holderbaum-Spring donated a "Club Car" electric vehicle and two years of maintenance service to the Friends. Each weekend the electric vehicle is critical in the set-up, delivery of tools and snacks for the volunteers and Staff who conduct the Saturday Habitat Restoration / Service Learning Program. For the past ten years Staff used a Think Vehicle donated to the City by the Ford dealership. After years of faithful service, the Think has slowed down – literally. We were in immediate need of a new vehicle. It came – just in time!



Membership

In 2015 we received \$11,686 in membership dues and maintained a membership of 430 people.

Outreach and Advocacy

The Friends participated in many local and countywide ecological events including:

- What's Up for Kids Expo at the Torrance Cultural Arts Center
- Whale of a Day at Point Vicente
- Earth Day Fair at Madrona Marsh Nature Center
- 16th Annual Honda Earth Day, Torrance
- Bug Fair at Los Angeles County Natural History Museum
- Water Wise Garden Tour at the Madrona Marsh
- 1st Annual LA Urban Nature Fest at the Los Angeles County Natural History Museum
- Electric Week Celebration at Torrance Civic Center
- Environmental Day at Wild Birds Unlimited, Torrance
- Torrance Mayor and City Council meetings
- Supported Alondra Park Island Sanctuary
- Wild Birds Unlimited Anniversary Fair
- Rock Around the Block



Partnerships

We are proud of our community partnerships that significantly improve the Friends ability to fulfill our responsibilities.

- **Exxon Mobil** is a long time supporter of educational activities and donations to events. This past year they sponsored the Earth Day Faire.
- **Celestron** is a new and most welcome sponsor this year. Celestron sponsored our Total Lunar Eclipse, donated products and participated in hosting the event. Additionally, Celestron will donate two benches to the Preserve.
- **South Bay Marriott** is a continuing friend to FOMM with an entirely new idea this year. Their restaurant serves a delicious Madrona Burger and donates \$1.00 to the Friends for every burger sold.
- **Walser's** is a Torrance art store and electronic recycling facility. They generously share a portion of their profits with the Friends.
- **ALCOA** funded a large grant over the past few years that supported the installation of several critter cameras.



Educational Experiences

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

Educational events The Friends hosted numerous events for the community including:

- Production of a quarterly Newsletter, The Marsh Mailer
- Maintained a mobile friendly website
- Installed an Interpretative map on the Preserve
- Provided Tyke Hikes, a monthly program for young children aged birth-3 years
- Fun Fridays, a weekly science based program for 3-6 year olds
- Home School Science classes for ages 6-9
- Held 40 Out of the Wilds and into your Garden classes for adults



Docent Tours for Students and Adults

A grand total of 1272 students and 252 adults participated in our docent led tours.

Docent Tours for Torrance Schools were attended by 792 students and 153 adults. The participants included: 683 students' pre-K through 4th grade, 27 high school students and 82 college students.

Torrance Unified Schools participated included Arlington, Arnold, Bert Lynn, Carr, Edison, Fern, Hickory, Torrance, Walteria and West High School.

Non-Torrance private and public schools attending include 480 students and 99 adults from Hawthorne, Lawndale, Lomita, Los Angeles, Pasadena, Rancho Palos Verdes, Redondo Beach, San Pedro and Wilmington. Tours for adults included: 24 Tour de Torrance regional bird walks, 12 bird walks with Bob Shanman, and 12 fourth weekend nature walks.

Fundraising

- The Friends Gift Shop is operated entirely by volunteers with 100% of the profits going to support the Madrona Marsh Preserve. We are always challenged to keep the shop open for regular hours. This past year was the closest we have come to meeting this goal. The gift shop earned back the price of inventory and made an additional \$1,010 in 2015.
- Individual Donations totaled \$14,473
- Corporate Donations equaled \$3,500
- ExxonMobil funded Earth Day
- Celestron funded the Lunar Eclipse fundraiser

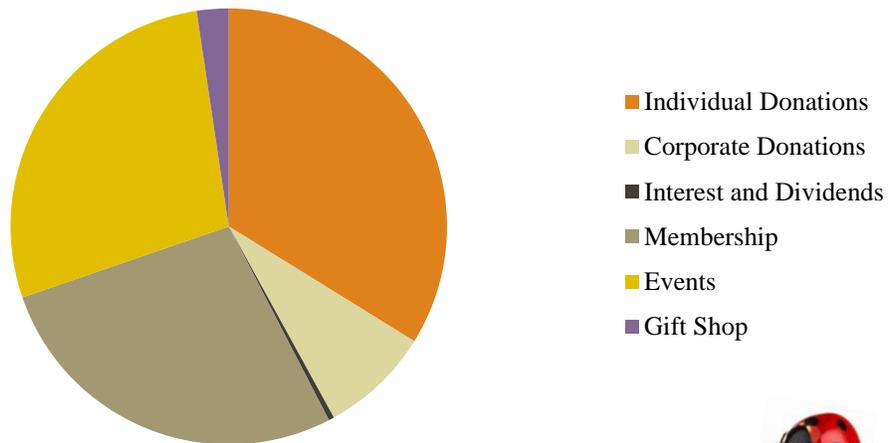


What the numbers tell us about 2015

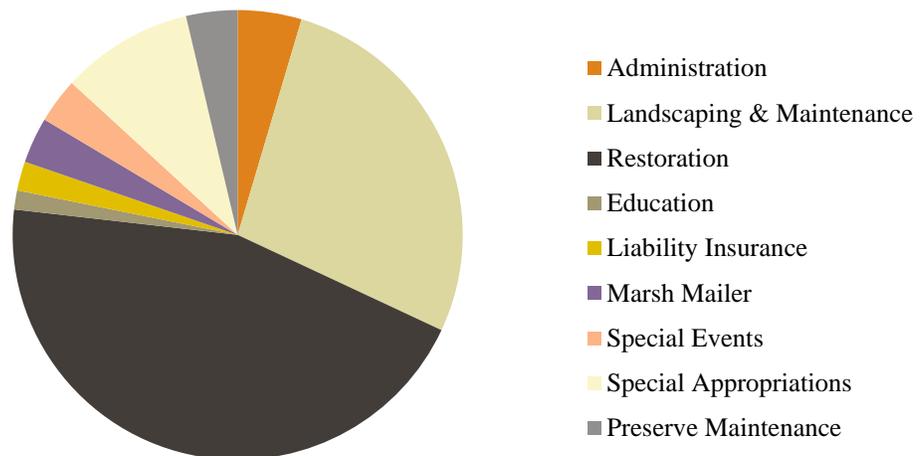
- 38,619 people visited the Preserve and Nature Center
- 13,946 people attended our scheduled events and programs.
- There was a total of 6,148 volunteers making a contribution of time and energy to supporting Nature Center programs and Preserve maintenance and restoration.
- The above-mentioned volunteers worked 23,736 hours in service to the Nature Center and Preserve in 2015; this represents an increase of 7,609 hours over last year.
- At \$15.00 per hour these volunteers saved the City of Torrance \$356,040 in 2015.

A Glance at the Budget

Income



Expenses



It is with sincere gratitude that we publish this Annual Report for our supporters. Many people have the chance to enjoy this magical Preserve because of support from the City, Community and business partners. On behalf of the plants and the animals that live on the Preserve we offer our heartfelt thank you.

If you would like to join our efforts, please contact Suzan Hubert at the Nature Center by calling (310) 782-3989.