

2012

San Diego Audubon Society's Protecting & Enjoying Our Nearby Nature

San Diego Audubon Society

Follow this and additional works at: <http://digital.sandiego.edu/npf-bpl-fundraising>



Part of the [Nonprofit Administration and Management Commons](#)

Digital USD Citation

San Diego Audubon Society, "San Diego Audubon Society's Protecting & Enjoying Our Nearby Nature" (2012). *Fundraising and Marketing*. 1.

<http://digital.sandiego.edu/npf-bpl-fundraising/1>

This Report is brought to you for free and open access by the Best Practice Library at Digital USD. It has been accepted for inclusion in Fundraising and Marketing by an authorized administrator of Digital USD. For more information, please contact digital@sandiego.edu.



A CASE FOR SUPPORT

PROTECTING & ENJOYING OUR NEARBY NATURE



Eyes to See the Nature All Around Us

Living in San Diego County, we can enjoy nature's splendor all year round. From the sea cliffs and lagoons to the Laguna Peaks and all the way to the Anza-Borrego Desert, San Diego is special. Unfortunately, many of us spend the great majority of our time indoors. We travel inside our sealed up cars. Adults are in their offices, children inside the schools, and at day's end we spend the evening hours inside of our homes. As often as the breeze touches our skin we may appreciate our agreeable temperatures but how often do we notice the remarkable animal and plant diversity that is all around us?

All of us see many local and migratory birds every day and we rarely think twice about these wild and amazing creatures. For many of us, taking notice of a beautiful bird is the first step on a journey toward deep enjoyment and lifelong respect for our nearby nature.

San Diego Audubon Society members, volunteers, and donors are committed to enjoying and protecting our special place and the animals that share it with us.

We welcome you on the journey!

Our Mission

The Mission of the San Diego Audubon Society is to foster the protection and appreciation of birds, other wildlife, and their habitats, through education and study, and advocate for a cleaner, healthier environment.



The San Diego Audubon Society Story

What Makes Audubon Unique

We take a positive, proactive, citizen-engaged approach. We protect our local environment so that we can appreciate and enjoy it, and so that future generations will be able to do the same. We are a membership organization comprised of San Diegans and our work is focused on San Diego County. While birds are always at the core of our mission we have also expanded to do much more. We provide strong student and adult nature education programs, we lead volunteers in habitat protection and restoration projects, and we take balanced approaches to environmental advocacy.

San Diego Audubon Society

Since our founding in 1948, SDAS members have been simultaneously protecting and appreciating our local wildlife and their habitats. For the first 50 years, SDAS was run by its board and groups of dedicated volunteers. In the last decade, the organization has professionalized dramatically. SDAS hired four professional staff and has flourished. SDAS now extends a wide range of invitations for people to engage in nature. **SDAS continues to be led by a working board, whose members all give financially and donate more than 3,000 volunteer hours per year to the operation and oversight of many programs and projects.**

National Audubon Network

The National Audubon Society, an organization named for the famed artist, naturalist, and ornithologist John J. Audubon was founded in 1905, in an era when enjoyment of beautiful birds usually meant capturing and killing them for their feathers. Audubon's artistic enterprise brought many beautiful birds of North America to the world. His work has inspired respect for birds and other wildlife. Over 100 years into its founding, there are now Audubon chapters at the local, regional and state levels across the U.S. From your backyard habitat to the halls of Congress, Audubon conservationists are collaborating and working on important issues.

The Need For Nature

Protecting San Diego County's Biodiversity

San Diego County is one of the most biologically diverse areas in the world with eleven distinct nature zones in all. We are under the Pacific Flyway, making San Diego an important way station for migratory birds. The County has recorded more bird species than any other, and unfortunately also more endangered ones. It is imperative that we make a strong effort to safeguard the natural wealth of our regional ecosystems.

Birds are an excellent entry point into nature appreciation and they are also an important indicator species. If bird populations are suffering, it usually means that many other species are also in decline. When the birds are strong, other animal populations are often more stable.



Protecting Our Children from Nature Deficit Disorder

Richard Louv is the best-selling author of "Last Child in the Woods" and a former U-T San Diego columnist. He coined the term "Nature Deficit Disorder," the growing disconnect between humans and the natural world. He suggests there will be negative consequences to our health as individuals and to the social fabric as we increasingly stay indoors. Louv says, "Within the space of a few

decades, the way children understand and experience nature has changed radically. The polarity of the relationship has reversed. Today, kids are aware of the global threats to the environment—but their physical contact, their intimacy with nature, is fading.”

San Diego Audubon has seen evidence of Nature Deficit Disorder when some of the children in afterschool programs have cried as they stepped off of pavement and onto the rough terrain of urban canyon trails for the first time. Other children initially react negatively to handling plants and dirt.

Combating the nature deficit for San Diegans of ALL AGES is one of the keys to the current and future direction of the SDAS programs. San Diego Audubon has the goal of creating awareness, engagement and stewardship through a broad array of programs, targeted at both youth and adults. We combat nature deficit disorder with education, environmental recreation and conservation programs, through which people can interact with nature. As a result, volunteers and participants not only help nature, but simultaneously combat the nature deficit.



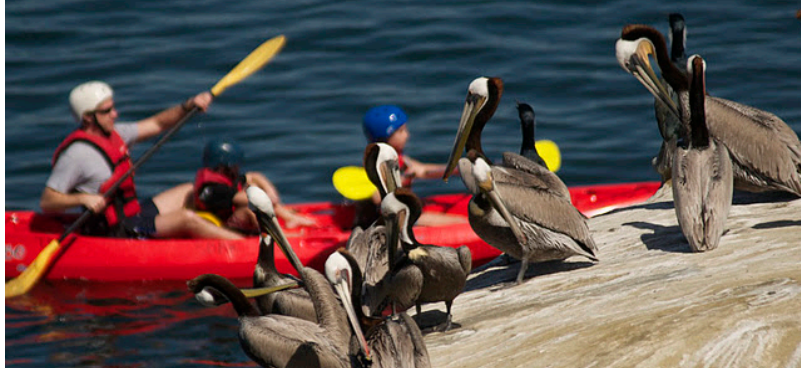
“At the very moment that the bond is breaking between the young and the natural world, a growing body of research links our mental, physical, and spiritual health directly to our association with nature—in positive ways. Several of these studies suggest that thoughtful exposure of youngsters to nature can even be a powerful form of therapy for attention-deficit disorders and other maladies. As one scientist puts it, we can now assume that just as children need good nutrition and adequate sleep, they may very well need contact with nature.”

-Richard Louv

The Audubon Approach

AWARENESS → ENGAGEMENT → STEWARDSHIP

We proactively provide many entry points for people to engage with “nearby nature.” Nature is fascinating, beautiful, and all around us – even in a city like San Diego. All of our programs aim to be constructive, fun, accessible, and engaging. Rather than beginning with a lesson on imperatives of ecological stewardship, we first bring people into nature and help them see their world in new ways. Then we engage their minds through education and social interaction in nature. Finally, we provide ways for them to explore various conservation efforts while remaining aware, engaged, and enjoying nature.



Our Strategic Vision

In 2010, we formally adopted a new strategic plan. The visionary statement and key strategies below are the product of a nine-month process SDAS undertook. In addition to board members, we spoke to our most engaged volunteers, our staff, and many key community stakeholders.

Our Vision: *We seek to shape a culture in San Diego where nature is a common interest of all – where people learn to appreciate, understand, and actively protect the natural world. As we inspire others to join us in strengthening this culture of conservation, our region’s irreplaceable biodiversity will be more highly valued and vigorously protected.*

Key Strategies:

- 1) Engage new and diverse audiences, including a special focus on families and youth.
- 2) Provide experiences in nature that are educational, inspirational, restorative, and that strengthen the SDAS community of members, volunteers, donors, and partners.
- 3) Engage in direct conservation actions to preserve and improve habitat for wildlife, with a special focus on birds.
- 4) Influence public, corporate, and personal decisions to better protect and enhance the natural world.



Programs

Education Programs

Outdoor Explore! is designed to introduce children to our natural environment by connecting



elementary and middle school students to natural open spaces in their very own neighborhoods. Since this program was established in 2007, this program has resulted in 9,500 student visits to nearby nature at 27 afterschool locations.

Outdoor Explore! Habitat Helpers is operated in collaboration with City of San Diego Parks and Recreation. Students get their hands dirty and contribute to the restoration of our city open spaces by planting and caring for native plants. This is not only educational but physically connects each child to a piece of nearby nature. Students return seasons later to see the new plants flourishing.

Conservation Programs

Important Bird Areas

IBA is a network of 13 identified conservation sites essential for maintaining the long-term viability of wild bird populations and other biodiversity in the County. SDAS has current conservation projects in four Important Bird Areas.

San Diego Audubon has active conservation projects in the following Important Bird Areas:

- Mission Bay- San Diego River Estuary,
- San Diego Bay,
- Tijuana River Reserve, and;
- San Diego National Wildlife Refuge Otay-Sweetwater Unit.



Developed in the 1980s by BirdLife International, Important Bird Areas is a global effort to identify areas most important for bird populations, and to focus conservation efforts on those sites. As the U.S. Partner for BirdLife International, Audubon has identified more than 2,500 IBAs in 47 states. In California, 145 IBAs provide more than 10 million acres of essential habitat for breeding, wintering, and migrating birds.

Endangered & Threatened Species

The San Diego Audubon Society utilizes a combination of habitat restoration, citizen science, advocacy, education, and community outreach activities to support the recovery of target species within metropolitan San Diego.

For example, to help the Western Snowy Plover, SDAS has collaborated with



California State Parks to carry out a children's signage and education program called Share the Shore. SDAS enlisted local schoolchildren to create educational signage while teaching them about the plover. Signage is displayed at Silver Strand State Beach and the Tijuana Slough and has proved quite effective deterring human disturbance near nesting areas.

Sanctuaries

Silverwood Wildlife Sanctuary is a 757-acre preserve of diverse flora and fauna. Over 324 native plant species and 124 bird species have been recorded there, as well as numerous reptile and mammal species, including mule deer, bobcat, and raccoon. Exploration of the extensive trail system provides another entry point to nature.



"Silverwood means San Diego to me, perhaps more than any other place. It is the Old San Diego, the one that has been pushed further out with development and human habitation. Silverwood is a reminder of the importance of having a wild place, even in the midst of city and sub-divided areas, casinos and shopping, agriculture and tourism. At Silverwood I've been able to introduce hundreds of my college students to the Coastal Chaparral and Oak Woodlands, and to many species of birds, animals and reptiles at this special place."
-Lisa Chaddock, longtime San Diego Audubon volunteer

Anstine Audubon Nature Preserve is an 11 acre preserve located near Vista that serves as an educational facility for the large suburban population in North County. The natural habitat in this area is mostly Coastal Sage Scrub, but this preserve also is host to many trees and even a small wetland area. Nearly 100 species of plants, eight species mammals and six reptiles, and more than 100 species of birds have been recorded.

Hands-On Donor Engagement



We want all citizens to engage and interact with the environment and come away full of new knowledge and appreciation. While your generosity provides connection to nature for your neighbors, we know that your quality of life will be enhanced as you experience it anew yourself! You are invited become involved and here are just a few ways:

Volunteer. *Join the thousand-strong group of volunteers from across San Diego who multiply the work of our excellent paid staff.*

Come to the Annual Bird Festival. *Hear lectures, meet people who are passionate about birds, and join part-day and full-day bird watching excursions all over Southern California.*

Join a birding field trip. *Haven't been on a field trip since you were in school? These trips are scheduled throughout the year to fantastic spots for watching birds and other wildlife and they are open to all.*

Fly away with Avian Adventures. *Travel with experienced birders in San Diego on multi-day trips to birding hotspots throughout the U.S. and internationally in Panama, Costa Rica, and further afield.*

Advance the Mission & Vision With Your Major Gift

Your major gift is the most effective way to advance the mission.

We continue to expand and improve our programs to better protect birds, other wildlife, and their habitats. Here are just a few ways major gifts have helped advance the Audubon mission this year:



- *We created habitat for wildlife by planting over 3,000 coastal sage scrub and upland/transition native plants at our Anstine Audubon Nature Preserve, at Emory Cove in the South Bay, and in three neighborhood canyons through our Habitat Helpers environmental education program.*
- *A 19-acre parcel was recently added to our Silverwood Wildlife Sanctuary which allows us to better protect the upper watershed of the creek that runs through the sanctuary.*
- *We once again conducted the Christmas Bird Count and other citizen science projects. The Bird Count is one of the longest running citizen-led bird surveys in the world and is used by scientists publishing in peer-reviewed journals.*

Priority Major Gift Opportunities for Capital Improvements

Audubon House - \$2,000,000

Your gift provides a permanent home for Audubon programs and administrative offices. The project is sited and initial plans have been drawn. Major donor/memorial naming recognition is available.

Anstine Nature Center - \$1,000,000

Your gift provides Anstine visitors with an interpretive center and restroom facilities.

Silverwood Wildlife Sanctuary Facilities Improvement - \$100,000

Your gift provides permanent restroom facilities for Silverwood visitors.

Priority Major Gift Opportunities for Projects and Programs

SDAS Capacity-Building Program - \$50,000 annual for two years

Your gift funds a development director position for the first two years to build Audubon's fund development capacity.

Audubon Advocacy-For-Wildlife Program - \$25,000

Your gift supports staff advocacy work influencing policies that protect wildlife and habitat. These programs are least often supported by foundations and corporations.

Priority Major Gift Opportunities for Projects and Programs (Continued)

Silverwood Wildlife Sanctuary Habitat Enhancement - \$20,000

Your gift provides for one year of sanctuary-wide field work to maintain and enhance natural habitat preserved for native species and visitors alike.

Silverwood Wildlife Sanctuary Outreach Program - \$20,000

Your gift supports one year of field-based instruction for local college classes on geology and botany.

Wildlife Conservationist Training Program - \$17,500

Your gift funds one year of training for 20 volunteer wildlife conservationists and advocates.

Coastal Cactus Wren Monitoring and Recovery Program - \$10,000

Your gift provides for one year of management of a county-wide volunteer-based monitoring program to survey and protect the Coastal Cactus Wren.

OutdoorExplore! After-School Nature Education - \$2,000 per site, up to 20 sites

Each gift of \$2,000 fully supports an afterschool program site, bringing our hands-on urban nature exploration to children in the city.

Silverwood 4th Grade Science Discovery Program - \$900 per class, up to 20 classes

Each gift of \$900 provides a San Diego 4th grade class a field trip to Silverwood Wildlife Sanctuary after an in-school lesson on natural habitats.

San Diego Audubon Donor Recognition Program

Donors are recognized monthly in our magazine, "Sketches." Corporate and individual donors to our annual Bird Festival are recognized at various levels. Special donor recognition and naming privileges can also be arranged.

Golden Eagle Legacy Club

Special recognition in the form of membership to the Golden Eagle Legacy Club is granted to those who have provided for future and ongoing support to San Diego Audubon Society in their estate planning. The club meets annually for invitation-only special events.

Charitable Gift Annuities

Charitable Gift Annuities may be arranged through the San Diego Foundation and may provide significant income and tax benefits to you in life and generous sustaining support of your passion for nature through San Diego Audubon Society programs as your living legacy. Contact xxxxx xxxxxx at the San Diego Foundation.

Leadership at Audubon

Board of Directors

Peter Thomas
President

Ed Henry
Vice President

Joyce Haak Brooks
Treasurer

Renee McLeod
Secretary

Mel Hinton
Past President

Becky Wilbanks
Anstine Audubon Nature Preserve Committee

David Stump
Communications

Catie Fyfe
Education

Lawrance Bailey
Fund Development Committee

David Kimball
Membership, Bird Festival

Phil Pryde
Silverwood Sanctuary Committee

Wayne Harmon
Member-at-Large

Mike Matherly
Member-at-Large

John Lomac
Member-at-Large

Jim Peugh
Conservation

Staff Leadership

Chris Redfern
Executive Director

Brian Moehl
Education Coordinator

Roxy Carter
Conservation Program Manager

Danielle Heckman
Community Outreach and Operations Coordinator

Our Nearby Nature Needs Your Help

Your support is the most effective way to advance the mission.

From the tidal flats of the Tijuana Estuary to the fir stands on the crest of Palomar, from the foggy sycamore and oak groves of the coastal canyons to the sun-parched Borrego Badlands, we have so much amazing biodiversity to enjoy and protect. Our members are inviting our neighbors, young and old, to see San Diego anew and engage with the nearby nature that is all around us, and remedying nature deficit disorder.

Will you join them now in this vital work? Please give generously to this great need, according to your capacity. Your support is essential to multiply these efforts and preserve San Diego's magnificent natural environment for our own children and future generations to enjoy.

Finances At-A-Glance

***Financial Statements should appear here. The financial statements for the San Diego Audubon Society have been removed at the request of the organization.**

Detailed budgets and external audited financials are available upon request.

