ANNUAL REPORT 2017
Natural Resources Foundation of Wisconsin

Photo by Patty Henry
DEAR FRIENDS

As the Foundation continues to grow and mature, we are continually reminded of the trust that our donors, members, fund creators, and partners place in us.

The Natural Resources Foundation of Wisconsin grew steadily in 2017, increasing revenue and expanding grant programs to do more for Wisconsin. We added two new positions in 2017—director of conservation programs and donor relations coordinator—that will expand our ability to fulfill our mission and serve Wisconsin.

The Cherish Wisconsin Outdoors Fund made an historic first disbursement in 2017, contributing to ecological restoration on over 700 acres of land at Bluff Creek and Clover Valley Fen State Natural Areas as well as the Tyrone Tract of the Lower Chippewa River State Natural Area.

We hope this annual report will serve to reinforce that trust and inspire your continued support.

With gratitude,

Ruth Oppedahl
Executive Director

Martin Henert
Chairman of the Board

OUR MISSION AND PURPOSE

The Natural Resources Foundation of Wisconsin connects generations to the wonders of Wisconsin’s lands, waters, and wildlife through conservation, education, engagement, and giving.

We believe that nature has inherent value and that people want to make a difference. The Foundation is a bridge connecting people who care with meaningful strategies to make a positive difference for Wisconsin’s lands, waters, wildlife, and future environmental stewards.
The Natural Resources Foundation of Wisconsin's total revenue was $3.38 million in 2017. This enabled us to provide vital support for conservation needs in Wisconsin. Endowed assets held by TIAA performed well, earning a 13.48 percent return in 2017. The Foundation continues to refine systems for accounting, reporting, and grantmaking, improving our ability to do more good for Wisconsin, its lands, waters, wildlife, and the people who rely on and cherish them.

**GRANTMAKING BY IMPACT AREA**

The Natural Resources Foundation of Wisconsin focuses grantmaking on four primary impact areas: lands and waters, education, rare species, and capacity building for other nonprofit organizations.

**TOTAL GIFTS TO OTHERS: $ 545,515**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Lands &amp; Waters</td>
<td>51%</td>
</tr>
<tr>
<td>Rare Species</td>
<td>26%</td>
</tr>
<tr>
<td>Capacity Building</td>
<td>11%</td>
</tr>
<tr>
<td>Education</td>
<td>12%</td>
</tr>
</tbody>
</table>

**EXPENSE OVERVIEW**

The Foundation is dedicated to doing the most good for Wisconsin. In 2017, nearly $0.75 of every dollar spent went to supporting conservation programs and grants.

**TOTAL EXPENSE: $ 2,034,761**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts to Others</td>
<td>36%</td>
</tr>
<tr>
<td>Programs</td>
<td>36%</td>
</tr>
<tr>
<td>Management</td>
<td>19%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>9%</td>
</tr>
</tbody>
</table>

**FINANCIAL POSITION**

- Total Assets: $13,476,193
- Total Liabilities: $6,402,716
- Long-term Liabilities: $31,334
- Total Net Assets: $7,042,143
IMPACT AT HOME

WISCONSIN IS OUR HOME, OUR HERITAGE, AND OUR FUTURE. THAT'S WHY WE'RE WORKING HARD TO PROTECT IT.

6,648 acres of ecologically important land restored

20+ partner organizations helped recover Wisconsin's wildlife

3,506 Wisconsinites connected to nature

19 nonprofits received capacity-building support

THANK YOU FOR MAKING THIS POSSIBLE
With your help, we supported 44 projects throughout Wisconsin that improved and protected our state’s public lands and waters in 2017. From restoring Wisconsin’s most ecologically important landscapes to improving water quality in our Great Lakes and public access to public lands, every dollar we put on the ground is used to protect and preserve the land we all love. We are proud to have worked with dozens of organizations and donors to make a direct and meaningful impact on Wisconsin’s lands and waters.
GRANTMAKING

In 2017, we increased our capacity for supporting environmental education efforts statewide, established the Environmental Education Advisory Committee to guide our efforts, and expanded the Go Outside Fund, a grant program reaching dozens of schools and thousands of children each year.

Education

34
grants for education

212
Field Trips offered

990
students reached

3,506
Wisconsinites explored nature

FIELD TRIPS

Led by experts, our Field Trips provide up-close, hands-on experiences in nature that can be life changing. In 2017, 97 partnering organizations led Field Trips with the Foundation including UW Extension, Prairie Enthusiasts, Trout Unlimited, Aldo Leopold Foundation, and of course, the Department of Natural Resources. These trips also helped raise $37,000 for on-the-ground conservation projects in Wisconsin.
In 2017, we joined a national effort to increase awareness and protection for monarch butterflies and funded citizen science training for monarch monitoring efforts.

We established the Wisconsin Amphibian and Reptile Conservation Fund and supported habitat restoration for threatened wood turtles in five counties across Wisconsin.
# 2017 Donors

Thank you for making a difference in Wisconsin.

## DONORS BY NAME AND GIVING LEVEL

### $100,000 to $299,999
- Anonymous (1)
- Caerus Foundation, Inc.
- Joyce and David Weizeniker WDNR - Cherish Wisconsin Outdoors Fund
- Colby Construction Company, Inc.
- James and Virginia Coburn
- Wisconsin Coastal Management
- Central Aquatics
- Linda Bochert and David Hanson
- Antonia Foundation
- Alliant Energy Foundation
- Anonymous (2)
- We Energies Foundation
- R. Tod Scott
- Mary Kay Ring
- Peter Ostlind
- James Matras
- Tess Mallery
- Jim Metras
- Linda Morash
- Charles and Carolyn Mowbray
- Peter Ostlund
- Mary Kay Ring
- R. Tod Scott
- Seramur Family Foundation
- Drs. Gary and Penelope Shackelford
- We Energies Foundation

### $50,000 to $99,999
- Douglas and Sherry Caves
- Fund for Lake Michigan
- Patricia Stocking
- Wisconsin Environmental Education Foundation
- Wisconsin Public Service Foundation, Inc.
- Levi and Janet Wood
- Caryl Zaar
- Anonymous (1)
- Neal and Carla Butenhoff
- James and Mary Hlaban
- Neal and Carla Butenhoff

### $25,000 to $49,999
- Anonymous (1)
- American Family Insurance Dreams Foundation
- John C. Bock Foundation
- The Brookby Foundation
- John and Marlen Kaiser
- Ryan and Denise Mallery
- Tess Mallery
- Tuck Mallery
- Jim Metras
- Linda Morash
- Charles and Carolyn Mowbray
- Peter Ostlund
- Mary Kay Ring
- R. Tod Scott
- Seramur Family Foundation
- Drs. Gary and Penelope Shackelford
- We Energies Foundation

### $10,000 to $24,999
- Anonymous (2)
- American Family Insurance Dreams Foundation
- John C. Bock Foundation
- The Brookby Foundation
- John and Marlen Kaiser
- Ryan and Denise Mallery
- Tess Mallery
- Tuck Mallery
- Jim Metras
- Linda Morash
- Charles and Carolyn Mowbray
- Peter Ostlund
- Mary Kay Ring
- R. Tod Scott
- Seramur Family Foundation
- Drs. Gary and Penelope Shackelford
- We Energies Foundation

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- Antonia Foundation
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- Central Aquatics
- Dan Chabot
- Wisconsin Coastal Management Program
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- Door County Nature and Travel

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- Dr. James Bennett
- Janet and Michael Brandt
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- Hugh and Helena Brogan
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- Christine Kiselewski
- Mary Krall
- James and Rebecca Kurtz
- Randall and Catherine Lawton
- Jean and Mark Ledman
- Bill Lunnay and Judie Pfeifer
- Nancy Emmons Luthin
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- LaVonne Middleton
- James Mohr
- Drs. Thomas Nash, III, and Corinna Gries
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- Nelson Family Foundation
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**Denotes that the named donor is deceased.
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James Bennett
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Paul Brandt**
Daniel and Margaret Brown**
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John Dolen Dee**
Dale Druckery**
Jane Edson
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Davin Lopez
Richard Emmons Luthin
Kristi Maegli
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Kristine Ochu
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Linda Bochert and Dave Hanson
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Dr. Laurits and Bea Christensen
Thomas and Kira Dott
Timothy and Linda Eisele
Elizabeth Fennema
Stephen Glass and Sharon Dunwoody
Laura Guy and James Prosser
Dr. Rebecca Haefner
Robert and Elke Hagge, Jr.

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Jonathan Pell Ela Fund for Bailey’s Harbor Boreal Forest created by Patricia Stocking

Peggie Post Mallery Wisconsin Conservation Fund created by Tuck, Ryan, and Tess Mallery and Friends

Wisconsin Amphibian and Reptile Fund created by NRF

Wisconsin Environmental Education Fund created by the Wisconsin Environmental Education Foundation

Wisconsin Water Protection Fund created by James and Mary Hlaban

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Wisconsin is home to thousands of passionate, committed, and tireless conservation organizations, scientists, educators, and citizens. At the Natural Resources Foundation we believe that success is defined not by how many you rise above, but rather by how many you raise up by your side.

**Education**

Bayfield Regional Conservancy  
Boston School Forest  
Cable Natural History Museum  
Crestwood Elementary School  
East Troy Community School District  
Friends of Lake Wingra  
Goodman Armstrong Creek  
Middle/High School  
Green Lake School District  
Groundswell Conservancy  
Hoo’s Woods Raptor Center  
Houlton Elementary School  
Hurley K12 School  
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**Lands & Waters**

American Players Theatre  
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DNR - Flambeau River State Forest  
DNR - Hartman Creek State Park  
DNR - Natural Heritage Conservation  
DNR - Parks & Recreation  
DNR - Wildlife Management  
Friends of High Cliff State Park  
Friends of Horicon Marsh  
International Education Center  
Friends of New Glarus Woods State Park  
Friends of Point Beach State Forest  
Iron County Land and Water Conservation  
Jefferson County Parks  
Kettle Moraine Natural History Association  
Northern Waters Environmental Charter School  
Northland College  
Park People of Milwaukee County  
River Revitalization Foundation  
River Valley School District  
Sauk Prairie Conservation Alliance  
Southwest Badger Resource Conservation Council  
Standing Cedars Community Land Conservancy  
West Wisconsin Land Trust  
Woodland Dunes Nature Center

**Rare Species**

Amazon Conservation Association  
Bluebird Restoration Association of WI  
Dane County Conservation League  
DNR - Fisheries  
DNR - Mercer  
DNR - Natural Heritage Conservation  
DNR - Wildlife Management  
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Friends of Schlitz Audubon Nature Center, Inc.  
Harbor District, Inc.  
International Crane Foundation  
Mequon Nature Preserve  
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Western Great Lakes Bird and Bat Observatory  
Whitewater High School  
Wisconsin Chimney Swift Working Group  
Wisconsin Master Naturalist  
Wisconsin Society for Ornithology

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Cedar Grove Ornithological Research Station  
Dane County Conservation League  
Friends of Wisconsin State Parks  
Jefferson County Parks  
Ozaukee Washington Land Trust  
The Prairie Enthusiasts  
River Alliance of Wisconsin  
Rocky Mountain Elk Foundation  
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Trout Unlimited - Green Bay  
Trout Unlimited - Oconto River  
Trout Unlimited - Shaw-Paca  
Trout Unlimited - Wisconsin Council  
Trout Unlimited - Wolf River  
Upper Sugar River Watershed Association

Photo credits from left: Saw whet owl by D.Z. Johnson; Caves Point by Dave Edwards; child with turtle by WDNR; Cherish Wisconsin Fund first disbursement with Terry Hilgenberg (Natural Resources Board), Rebecca Haefner (NRF Board of Directors), and Dan Meyer (DNR Secretary).
Thank You

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