

J A N U A R Y 2 0 1 7

The

Friends of Madrona Marsh

Annual Report for 2016



Who are the Friends of Madrona Marsh?

The Friends of Madrona Marsh 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 The Friends 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 the Friends. The Friends 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.

Board of Directors

Suzan Hubert, President

Bobbie Snyder, Vice President

Carol Roelen, Secretary

Ellen Peterson, Treasurer

Bill Arrowsmith, Marsh Mailing

Steve Giffin, Website Liaison

Sarah Noddings, Tour Coordinator

Connie Vadheim, Botany Advisor

Bob Shanman, Bird Advisor

Jeanne Bellemin, Zoology Advisor

Vincent Lloyd, Inventory Control

Vacant, Volunteer Coordinator

Tracy Drake, Manager & Naturalist of the Nature Center and Preserve and Liaison to the FOMM Board



Save the Date in 2016

Earth Day Restoration

Date: TBD

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

National Public Lands Day

Date: TBA

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

Make a Difference Day

Date: TBD

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

Restoration 2016

- The Friends Board continued to support the Upland restoration. Headed by Dan Portway, his team continued the enhancing and maintenance of local native upland perineal and annual plants over a 3 acre area. A few highlights are:
 - Many annuals have bloomed and have really spread around, particularly the tansy mustard, purple clarkia, arroyo lupine, and collar/truncated lupine.
 - Some yellowstar, blue dick, brodea, and mariposa lilies flowered and many are naturally spreading thru seedlings and off-shoots.
 - Vernal pool #2 is relatively weed free and supported a bloom of both tar plants.
 - We lost about 10% of our buckwheat to drought and gophers, but new volunteer seedlings have sprouted to replace them.
- Tony Baker has continued maintenance of the Native Plant and Water-Wise Garden outside the Nature Center, and a very large local native annual plant area just inside the Preserve main entrance.
- The Propagation Society supplies' both plants and seeds for our restoration efforts.
- The Board allocated \$22,920 for restoration in 2016 and has invested \$145,309 over the past three years.



The First Inventory

Over the years, the Friends have been called upon to provide necessary equipment and furnishings that are not in the Nature Center budget, items as varied as PowerPoint projectors to exhibit cases to grass mowers to microscopes. Many of these items were purchased out of the Friends' general funds, others were purchased with funds donated to the Friends specifically for that purpose and still other items were donated directly to the Friends. A generous grant from Alcoa Corporation has provided for the installation of a system of wildlife cameras and monitors plus the weather station and the digital display seen in the lobby of the Nature Center. In 2016 the Friends put together an inventory of this equipment so we could keep track of its use. Altogether, the Friends have provided equipment worth more than \$170,000 in the last fifteen years.

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
- 17th Annual Honda Earth Day, Torrance
- Water Wise Garden Tour and Ice Cream Social at the Madrona Marsh
- Environmental Day at Wild Birds Unlimited, Torrance
- Torrance Mayor and City Council meetings
- Alondra Park Island Sanctuary
- School Classrooms
- Friendship Park Environmental Fair, San Pedro

Partnerships

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

- **Torrance Refinery** has become the newest supporter of the nature Center and preserve. The Torrance Refinery donated \$2500 in 2016 to support continuation of our restoration on the preserve and new habitats for the Nature Center.
- **South Bay Marriott** is a continuing friend to the Preserve and Nature Center with an entirely new idea this past year. The Marriots restaurant serves a delicious Madrona Burger and donates \$1.00 to the Friends for every burger sold. In 2016 this amounted to a donation of \$4856.
- **Walser's** is a Torrance art store that also does electronic recycling. Walsers generously shares a portion of their profits from electronic recycling

FOMM Website

The Friends saw continued use of the website with 15,000 unique visitors and 45,000 total page views in the past 12 months. The website is the place to view our Marsh Mailer in full color.



Membership

- \$9266 in membership dues
- _____ members



Educational Experiences

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

Educational Programs and Events The Friends hosted numerous programs and events for the community including:

- Tyke Hikes is a monthly docent led tour of the Preserve designed for infants to 3 year olds.
- 1496 children and parents attended Fun Friday. This is a weekly science program which includes a themed classroom experience and a tour of the Preserve for children 3-6.
- 266 students participated in Home School Classes which are offered twice a month September – June for 7-9 year olds
- Production of a quarterly Newsletter, The Marsh Mailer
- Maintained a mobile friendly website
- Out of the Wilds and into your Garden classes



Docent Tours for Students and Adults

A grand total of 1690 students and 240 adults participated in our docent led tours. Docent Tours for Torrance Schools were attended by 833 students and 92 adults.

- 755 students pre-K through 4th grade
- 78 college students

Torrance Unified Schools participating include Anza, Carr, Hickory, Torrance, Towers, Victor and Woods. Non-Torrance private and public schools attending include 857 students and 148 adults from Carson, Hawthorne, Lawndale, Lomita, Los Angeles, Pasadena, Redondo Beach, Rolling Hills, San Pedro and Wilmington.

Docent tours for Community Members

- _____ Tour de Torrance,
- _____ Bird Walks with Bob Shanman,
- _____ Fourth Saturday/Sunday Nature Walks

Fundraising

- The Friends Gift Shop is operated entirely by volunteers with 100% of the profits going to support the Madrona Marsh. We are always seeking help to keep the shop open for regular hours; this past year was the closest we have come in several years. The gift shop earned \$_____ in 2016.
- Individual Donations \$29,915
- Corporate Donations \$17,481
- Soup Plantation Fundraiser \$63
- Lazy Dog Fundraiser \$227

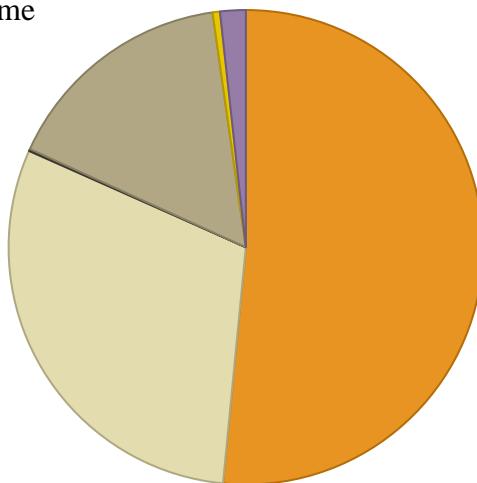


What the numbers tell us about 2016

- 35,534 people visited the Preserve and Nature Center
- 10,294 people attended our scheduled events and programs.
- There were a total of 5650 volunteers contributing to the Nature Center and Preserve
- Volunteers donated 14488 working hours to the operation and maintenance of the Madrona Marsh Preserve and Nature Center.
- At \$15.00 per hour these volunteers saved the City of Torrance \$217,320 in 2016.
- At \$15.00 per hour these volunteers saved the City of Torrance \$356,040 in 2015.

A Glance at the Budget

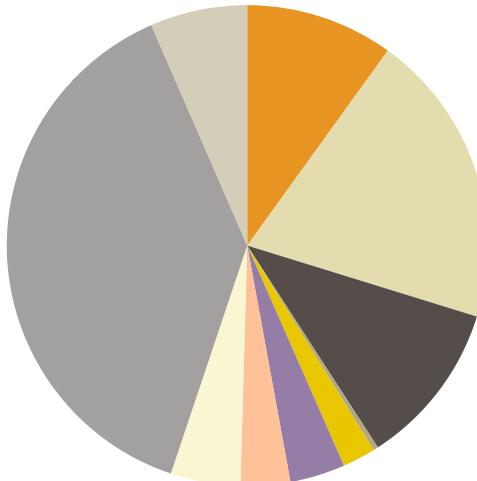
Income



- Individual Donations
- Corporate Donations
- Interest and Dividends
- Membership
- Events
- Gift Shop



- Administration
- Landscaping & Maintenance
- Restoration
- Education
- Liability Insurance
- Marsh Mailer
- Special Events
- Special Events
- Preserve Maintenance



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.