

J A N U A R Y 2 0 1 8

The

Friends of Madrona Marsh

Annual Report for 2017



Who are the Friends of Madrona Marsh?

The Friends of Madrona Marsh is a non-profit, volunteer organization. Our goal is preservation, restoration and appropriate use of the Madrona Marsh Preserve. To accomplish these goals 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 our policies. We will also conduct fundraising to provide financial support for the Preserve and Nature Center.



Board of Directors

Suzan Hubert, President
Bobbie Snyder, Vice President
Carol Roelen, Secretary
Ellen Peterson, Treasurer
Bill Arrowsmith, Marsh Mailing Editor
Steve Giffin, Website Liaison
Sarah Noddings, Tour Coordinator
Connie Vadheim, Botany Advisor
Bob Shanman, Bird Advisor
Jeanne Bellemin, Zoology Advisor
Vincent Lloyd, Inventory Control
Melissa Loebl, Naturalist/Manager and Liaison to the Board

Membership

- \$15,495 in membership dues
- 317 members



Save the Date in 2018

Fundraiser
February 16



California Pizza
Kitchen, Rolling
Hills Plaza

Urban Coyotes
February 22



Presentation at
the Nature
Center

NASA
February 24

Presentation on
STEM

Earth Day
April 22

Watch for
events.



Restoration 2017

- The Friends Board continued to support the largest multi-year upland restoration project ever undertaken on the Preserve, spending \$ 15,495 in 2017 and a total of \$147,495 to date. Headed by Dan Portway, his team completed this year's effort of restoration and maintenance of local native plants. Dan and his team will be handling the Vernal Pools restoration in 2018.
- Tony Baker continues maintenance of the Native Plant and Water-Wise Garden outside the Nature Center. He also maintains and enhances the restored upland plants and a very large local native annual plant area inside the Preserve main entrance.
- The Propagation Society maintains our nursery year round, supplying both plants and seeds for our restoration efforts.

The work of these dedicated experts is stunningly apparent when you walk on the Preserve after the spring rains. It is a truly magical place.

Watch for in 2018

- Interpretive panels in the classroom
- Virtual, docent led tour of the Preserve and Nature Center
- Implementation of the Vernal Pools grant
- Completion of Estelle DeRidders beautiful mural
- Completion of the timeline in the Nature Center
- Scholarships for our advanced Restoration students



Friday Fun Class with Solar Glasses

Outreach and Advocacy

The Docent Coordinator and staff arranges for volunteers to host promotional and educational displays and demonstrations throughout the area. In 2017 the Madrona Marsh was represented at these events.

- What's Up for Kids Expo
- 33rd Annual Whale of a Day
- Dana Park Earth Day
- Children's Hospital at the Botanical Gardens



Partnerships

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

- **Torrance Refinery** is a long time supporter through sponsorship of educational activities and donations to events. This past year they sponsored educational panels for the classroom.
- **California Coastal Conservancy** funded a large 3-5 year grant which will restore the edges of our vernal pools.
- **Celestron** donated special solar eclipse glasses for our Friday Fun and Home School classes.
- **South Bay Marriott** The Marriott's restaurant serves a delicious Madrona Burger and donates \$1.00 to the Friends for every burger sold.
- **Walsers** generously shares a portion of their profits from electronic recycling with the Friends.
- **ALCOA** funded a large grant over the past few years which recently supported the installation and maintenance of a red tailed hawk camera.



Madrona Burger





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:

- Production of a quarterly Newsletter, The Marsh Mailer.
- Website
- Out of the Wilds Native Plant Gardening Series
- Tyke Hikes is a monthly docent led tour of the Preserve designed for infants to 3 year olds.
- Friday Fun is a weekly science program for 3-6 year olds with a combined themed classroom experience and a tour of the Preserve. 1496 children and their parents attended this program in 2017.
- Home School Classes are offered twice a month for 7-9 year olds September –June. 266 students participate in this program.

Docent Tours for Students and Adults

- A grand total of 1471 students and 313 adults participated in our docent led tours.
- Docent Tours for Torrance Schools were attended by 1050 students and 215 adults.
- Torrance Unified Schools participating include Anza, Carr, Hickory, Lincoln, Torrance, Towers, Victor, Wood and all four High Schools.
- Non-Torrance private and public schools attending include 421 students and 98 adults from Carson, Lomita, Los Angeles, Palos Verdes, Redondo Beach, Santa Monica and Westchester.

Tours for the Community

- Tour de Torrance, 229 participants
- Bird Walks with Bob Shanman, 211 participants
- Fourth Sunday Nature Walks, 159 participants

Fundraising

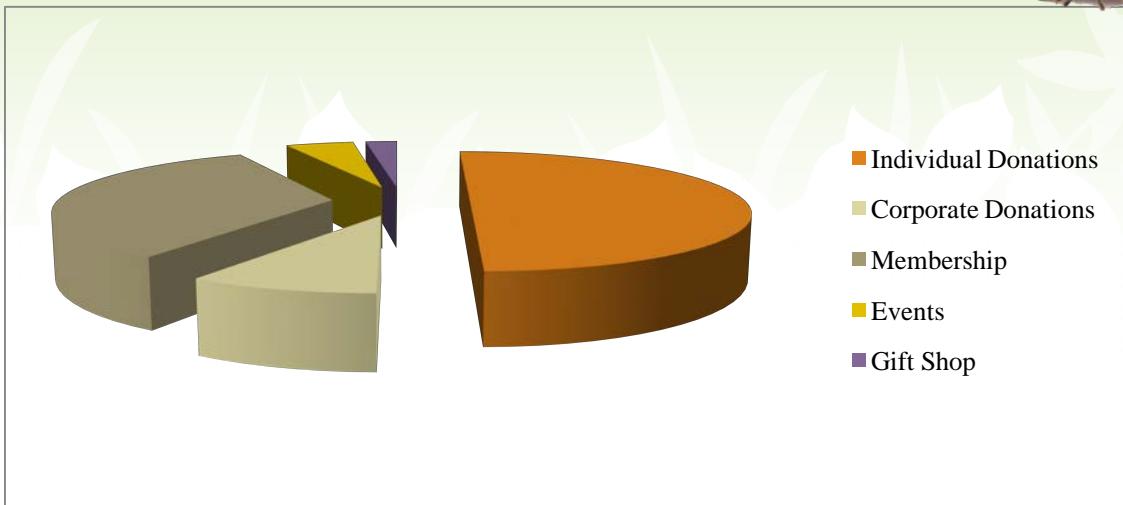
- The Friends Gift Shop is operated entirely by volunteers with 100% of the profits going to support the Madrona Marsh. \$5,000 was earned in 2017.
- Individual Donations \$22,781
- Corporate Donations \$4,090
- Events and Programs \$2,179



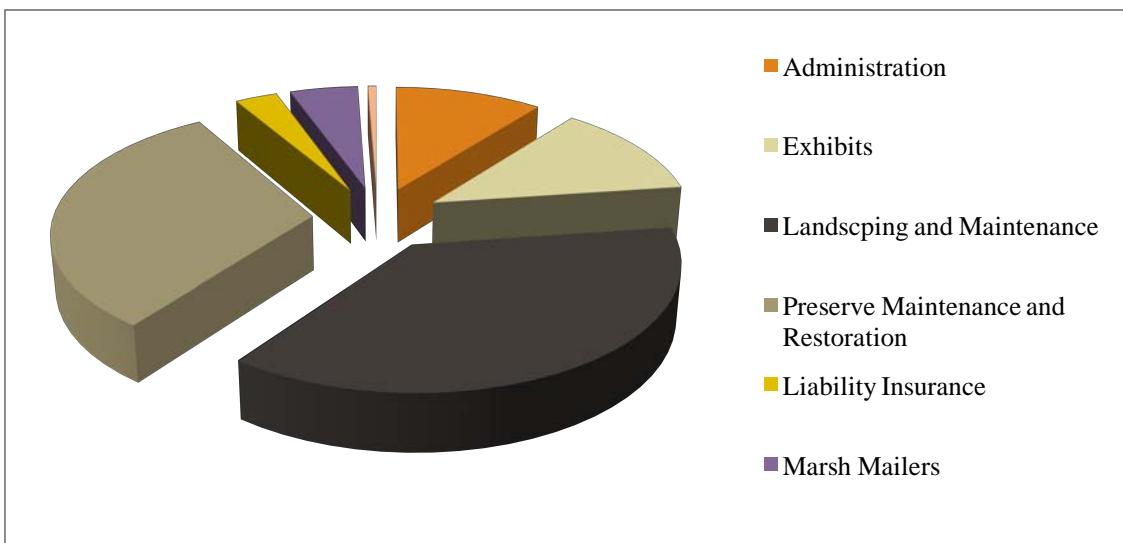
The Numbers

- 36,184 people visited the Preserve and Nature Center
- 9828 people attended our scheduled events and programs.
- There were a total of 4,542 volunteers contributing to the Nature Center and Preserve
- Volunteers donated 13,817 working hours to the operation and maintenance of the Preserve. At \$15.00 per hour these volunteers saved the City of Torrance \$204,413 in 2017

2017 Income



2017 Expenses



With Gratitude

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 Friends, the City of Torrance and business partners.

On behalf of the plants and the animals that live on the Preserve we offer our heartfelt thank you.

We invite you to join our efforts, please contact Suzan Hubert by calling (310) 782-3989