

Friends of Huddart & Wunderlich Parks 2015 at a Glance



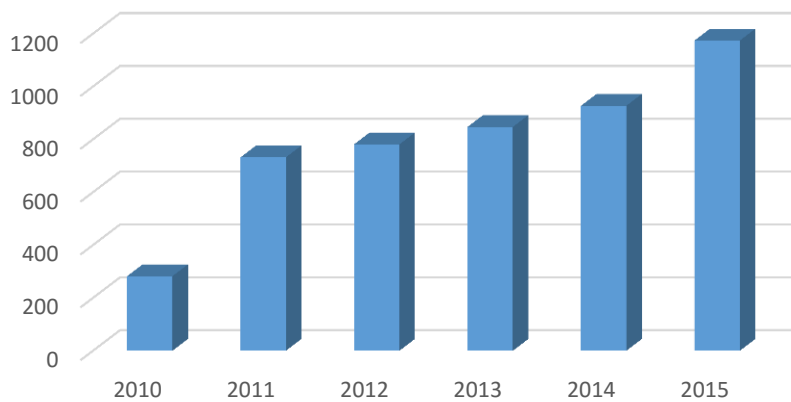
Folger School Program



Highlights:

- Program has quadrupled since it started in 2010 and now serves 1,200 school children.
- 6 docents provide support to the SMCHA to run the program.

Students Attending Folger School Program



Details:

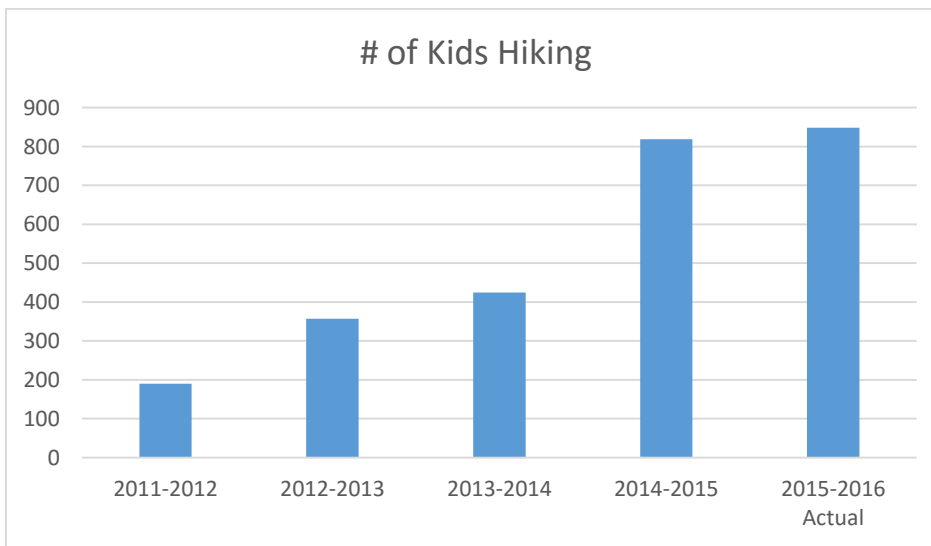
| Folger School | Trips | Kids |
|---------------------|-------|------|
| 2010-2011 | 12 | 282 |
| 2011-2012 | 31 | 723 |
| 2012-2013 | 28 | 781 |
| 2013-2014 | 35 | 847 |
| 2014-2015 | 34 | 927 |
| 2015-2016 (planned) | 42 | 1174 |

Huddart Hikes



Highlights:

- Tripled the number of hikes we've taken in the past 2 school years.
- Doubled our docent pool in the past year.
- Pilot program to design, test and train on hiking program for 3-4th grades.
- Serving 900 children in 2015-2016.



Details:

| | Hikes | Docents | Kids | #schools | Income | Scholarships | Bus Funds |
|-----------------------|-------|---------|------|----------|-------------|---------------------------------|--------------------------|
| 2011-2012 | 3 | 6 | 190 | 2 | | | |
| 2012-2013 | 6 | 9 | 357 | 4 | | | |
| 2013-2014 | 7 | 10 | 424 | 5 | \$ 1,023.00 | \$ 395.00 83 kids | |
| 2014-2015 | 17 | 10 | 819 | 10 | \$ 2,232.00 | \$ 1,065 253 kids, 3 schools | \$ 1,403.34 2 schools |
| 2015-2016 Expected | 20 | 17 | 900 | | \$ 2,584.00 | \$ 750 208 kids, 3 schools | \$ 1,372.45 2 schools |

Folger Carriage Museum Visitors



Highlights:

- Dedicated docent group saw 3,300 visitors in 2015 – a 20% increase!
- Hosted special tours for more than 100 people including photography groups, history groups, employers, and hiking groups.

Details:

| Month | Visitors | Docent Hours |
|----------|----------|--------------|
| January | 318 | 30 |
| February | 235 | 24 |
| March | 240 | 24 |
| April | 206 | 30 |
| May | 272 | 30 |
| June | 228 | 21 |
| July | 340 | 27 |

| Month | Visitors | Docent Hours |
|-------------------|-------------|--------------|
| August | 304 | 30 |
| September | 270 | 27 |
| October | 284 | 34 |
| November | 348 | 30 |
| December | 323 | 30 |
| Total | 3368 | 337 |
| Avg. Month | 280 | |

Outreach



Highlights:

- Hosted park clean-up projects for Woodside Middle School and Merck employees.
- Launched a new website. Started an E-news subscription service.
- Increased social media presence: 500 likes on Facebook and a new YouTube channel.
- Volunteers contributed more than 1,100 hours in 2015 – up 65%! We welcomed 15 new volunteers in 2015.

Special Events



Highlights:

- Folger Stable Speaker Series new in 2015 brought more than 200 visitors to engage on topics of art and marine biodiversity.
- Participated in community events such as Day of the Horse, Earth Faire, Victorian Walking Tours, and POST Family Hiking Day.
- Provided hike training for Girl Scout leaders to enable them to take hundreds of scouts out on nature hikes.

Donors:



Highlights:

- 45% increase in number of donors in 2015. We are seeing more small donors finding value in the organization.
- 42 first time donors in 2015.
- 42% of our docents contributed to our fundraising in addition to giving generously of their time.
- Generous challenge grant allowed us to match year end contributions, significantly increasing participation.

