Wisconsin DNR Grant RP-190-10

Final Report

September 21, 2012

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Baird Creek Preservation Foundation

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Grant Application Goals and Outcomes

The overall goal of the grant activities was to increase awareness and participation of the Green Bay community (particularly those living adjacent to the Baird Creek Parkway) in the goals and actions of the Baird Creek Preservation Foundation (BCPF).

Events

The Baird Creek Preservation Foundation created several opportunities for the general public to participate in educational, recreational, and restoration activities in the Baird Creek Parkway. These activities were, in a large part, coordinated by the Executive Director of BCPF and executed by volunteers. Our initial grant application specified 3-5 community events. We were able to execute 23 events. Descriptions of the events are as follows:

ARTSTREET

August 29th and 30th 2009 and August 28th and 29th 2010

The Baird Creek Preservation Foundation hosted an informational booth at ArtStreet in downtown Green Bay. This event draws 80,000 attendees each year, and the BCPF booth has a constant stream of people asking questions, giving comments, and learning more about our organization. With maps and photos of the Greenway and event information about the parkway, our booth is always a popular destination. Visitors to the booth learned about our upcoming hikes and had the opportunity to sign up to receive further information about volunteer activities in which they could participate. We collected email addresses from attendees and these email addresses are included in our monthly email blasts. (The fee for booth rental was donated, and serves as a match item for purposes of this grant.)

Earth Week 2010

April 17, 2010

We honored Earth Day by participating in the annual clean up at Baird Creek on Saturday, April 17th at the Triangle Hill Pavilion. Our volunteers (which included student and church groups, scout troops, families, and Kohl's Department Stores and their Associates) assisted with trash clean-up efforts throughout the 500 acre Parkway. This year we also had one team that painted over graffiti on two of the bridges in the park. Snacks and drinks were donated for the event, as was rental fee for the Triangle Hill Pavilion. We have listed these as match items for grant purposes. Through our volunteer coordination efforts we were also able to receive a $500 cash donation from Kohl's, and we included that as match as well.

Annual Meeting and Banquet 2010

March 22, 2010, Clarion Hotel, Green Bay

Over 100 people came to celebrate our successes and listen to our guest speaker, Paul Linzmeyer. Paul spoke about the triple bottom line thinking, a theory that involves a calculation of financial, social, and environmental performance and is often referred to as "profits, planet and people." Recognizing and quantifying our value to the community is an important step in maintaining and growing our organization, and Paul was able to help us visualize the steps to take to make this happen. Attendees were charged for dinner, and we did not include those costs in the grant. However, we included printing and mailing for invitations, and printing costs for programs. Volunteer hours were used as match.
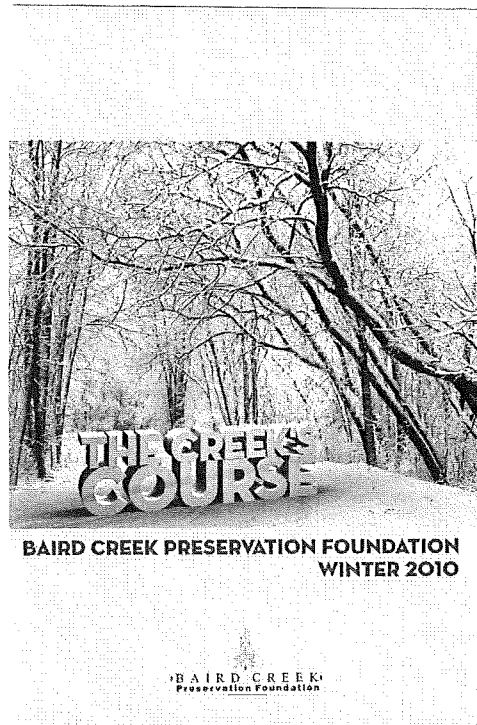
Monthly Hikes

Every month the Baird Creek Preservation Foundation hosted a guided hike through Baird Creek. All hikes were free and open to the public, and were advertised through email, press releases, and Facebook (starting in June, 2010). Hikes are led by experts in the related area and are a great way to learn, have a little fun and enjoy the outdoors. Hike leaders are volunteers for our organization, and their time is included as match for grant purposes.

July 18th, 2009: Bees
August 15th 2009: Wildflowers
September 19th, 2009: Fish Hike
October 17th, 2009: Fall Colors
November 21st, 2009: Geology
Dec. 19th, 2009: Winter Wonderland
Jan. 16th, 2010: Animal Tracks
Feb. 20th, 2010: Family Fun
March 20th, 2010: Spring Surprise
April 17th, 2010: Earth Day Clean-up
May 15th, 2010: 6am Birds with Bob Mead
              1pm Flowers and Photography
June 19th, 2010: Yoga
July 17th, 2010: Butterflies and Bees
August 21st, 2010: Wildflowers
Sept. 18th 2010: Fish Hike
Oct. 16th 2010: Fall Colors and Champion Trees
Nov. 20th 2010: Geology
Dec. 18th 2010: Winter Wonderland

Newsletters

While we attempt to be as environmentally-conscious as possible and reduce the use of paper, sometimes we find it necessary to communicate via "snail mail" with our members. Our stated goal in the grant request was to create three newsletter mailings and one prospecting mailing. However, in order to reduce the amount of paper we combined these efforts. We created and mailed two newsletters in 2010, and included prospective members in these mailings. The prospective members' names and addresses were provided by the City of Green Bay. They mapped residential homes within one mile of the Parkway, and we included those in our newsletter mailings. Our hypothesis was that prospective members needed to see what we were doing in the Parkway in order to get them interested in our organization and our activities. Therefore, instead of creating separate mailings we made sure that one newsletter design served both purposes (informing current members of recent and future activities, and giving prospective members information about how to become members).

We mailed 1300 newsletters in August, 2010 and 1308 newsletters in December, 2010. Samples of these newsletters are included in this packet. (Please note that we have very few of the winter newsletter samples left, so we included a photocopy of the original.) As a result of these mailings, our membership increased by 154%! The prevailing thought in new customer acquisition data is that it costs 5 times as much to acquire a new customer as to retain an existing customer. Consequently, given our incremental increase in membership due to these mailings, our expenditures produced significant results in a very efficient manner.

THE CREEK'S COURSE

Baird Creek Preservation Foundation
Summer 2010

THE CREEK'S COURSE

BAIRD CREEK PRESERVATION FOUNDATION
WINTER 2010

BAIRD CREEK
Preservation Foundation

Website Creation

In order to communicate relatively large amounts of information to our members and the general public in a timely manner, and reduce the amount of paper used in our Communication Plans, we found it necessary to update our website. Prior to the grant period, our website was only able to be updated by one person, and that person was a volunteer. Consequently, it was difficult to get timely updates on the web. With the DNR grant funds we were able to hire a firm to create a website for us using WordPress, a program that is able to be updated by several users (for example, the BCPF Executive Director, Communications Chair, and Office Manager). Therefore, we are able to update the information on the website monthly, or as often as needed. Please see www.bairdcreek.org for reference.
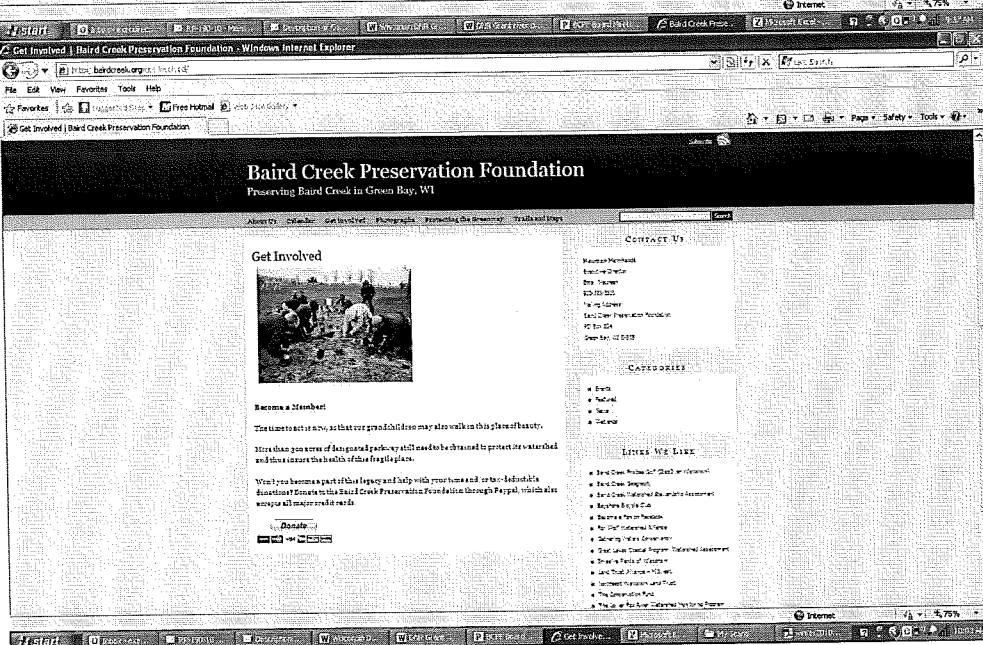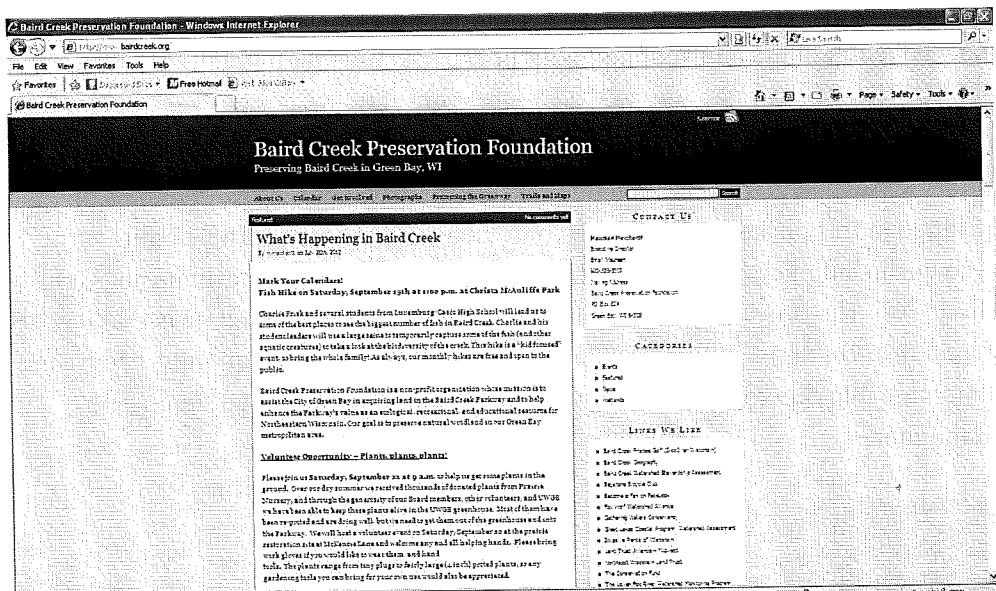
Member Database

Prior to the grant period, BCPF kept member data in an Excel spreadsheet. As expected, such an application makes it difficult (and sometimes impossible) to query records as needed in order to produce meaningful communications to members, extract information for renewals, maintain volunteer information, ascertain member acquisition origin, etc. After reviewing several vendors that could create a database for us, we chose a local company that created member databases for many similar non-profit organizations. This company created a database that is dependable, easy to use, meets our needs, and is VERY cost-effective. Information captured in the database includes:

Member Name and Address
Donations/Payment Method and Date
Membership History
Volunteer Logs
Notes
Attributes
Campaign Summary
Fiscal Year Goals Summary

Baird Creek Preservation Foundation

File   Data   Reports   Administrator   Help

Search [Donations ▼] [Last, First, Business, Campaign, Event, or Membership] [Clear] [Search]
☐ Additional Filtering

EventName	DonationDescription	Amount	Fund	PaidFlag	PledgeDate	PaymentDate	PaymentMethod	AcknowledgedFlag	AcknowledgedDate
New		10.00	Outreach	☑	02/17/2010	02/17/2010		☐	
New		100.00	Outreach	☑	02/17/2010	02/17/2010		☐	
New		50.00	Outreach	☑	01/06/2010	01/06/2010		☐	
New		20.00	Outreach	☐	01/06/2010	01/06/2010		☐	
Renewal		10.00	Outreach	☑	01/07/2010	01/07/2010		☐	
Renewal		10.00	Outreach	☑	04/22/2010	04/22/2010		☐	
New		5.00	Outreach	☑	02/04/2010	02/04/2010		☐	
Donations		25.00	Outreach	☑	03/28/2011	04/04/2011		☑	04/04/2011 12:54 F
Renewal		700.00	Outreach	☑	02/04/2010	02/04/2010		☐	
New		500.00	Outreach	☑	01/06/2010	01/06/2010		☐	
New		100.00	Outreach	☑	12/04/2009	12/04/2009		☐	
New		10.00	Outreach	☑	02/10/2004	12/04/2009		☐	
Renewal		10.00	Outreach	☑	01/06/2010	01/06/2010		☐	
New		100.00	Outreach	☑	02/17/2010	02/17/2010		☐	
Renewal		50.00	Outreach	☑	10/04/2010	10/04/2010		☐	
Renewal		50.00	Outreach	☑	06/14/2011	06/14/2011		☑	06/14/2011 10:48 A
Renewal	Check # 3249	75.00	Outreach	☑	07/03/2012	07/03/2012	Check	☑	07/03/2012 12:24 F
Donations		40.00	Outreach	☑	02/20/2012	02/20/2012	Check	☑	02/29/2012 12:51 F
Renewal		200.00	Outreach	☑	10/04/2010	10/04/2010		☐	
Donations		50.00	Outreach	☑	03/28/2011	04/04/2011		☑	04/04/2011 12:56 F
Renewal		200.00	Outreach	☑	04/22/2010	04/22/2010		☐	
New		10.00	Outreach	☑	12/04/2009	12/04/2009		☐	
Renewal		100.00	Outreach	☑	01/07/2010	01/07/2010		☐	
New		100.00	Outreach	☑	01/06/2010	01/06/2010		☐	
New		100.00	Outreach	☑	01/06/2010	01/06/2010		☐	

Add New Constituent   [689 found]   [Export]   [Exit]

File   Data   Reports   Administrator   Help

Search [Donations ▼] [Last, First, Business, Campaign, Event, or Membership]   [Clear] [Search]

☐ Additional Filtering

g	PledgeDate	PaymentDate	PaymentMethod	AcknowledgedFlag	AcknowledgedDate	MembershipType	MembershipExpires	MembershipStartDate	MembershipEndl
	03/28/2011	04/04/2011		☑	04/04/2011 12:50 PM		☐		
	03/01/2011	03/01/2011		☐		User Membership	☑	03/01/2011	03/01/2012
	12/04/2009	12/04/2009		☐		User Membership	☑	03/05/2004	03/05/2005
	01/06/2010	01/06/2010		☐		User Membership	☑	03/29/2005	03/29/2006
	02/17/2010	02/17/2010		☐		User Membership	☑	02/11/2008	02/11/2009
	02/17/2010	02/17/2010		☐		User Membership	☑	03/03/2008	03/03/2009
	02/04/2010	02/04/2010		☐		User Membership	☑	05/05/2007	05/05/2008
	01/06/2010	01/06/2010		☐		User Membership	☑	01/06/2010	01/06/2011
	01/07/2010	01/07/2010		☐		User Membership	☑	01/06/2011	01/06/2012
	03/24/2011	03/24/2011		☐			☐		
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	11/10/2010	11/10/2010		☐		User Membership	☑	11/10/2010	11/10/2011
	01/06/2010	01/06/2010		☐		User Membership	☑	03/18/2005	03/18/2006
	10/19/2010	10/19/2010		☐		User Membership	☑	10/19/2010	10/19/2011
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	05/31/2011	05/31/2011		☑	05/31/2011 9:47 AM	User Membership	☑	10/19/2011	10/19/2012
	02/20/2012	02/20/2012	Check	☐			☐		
	04/30/2012	04/30/2012	Check	☑	04/30/2012 11:52 AM	User Membership	☑	04/30/2012	04/30/2013
	02/29/2012	02/29/2012	Check	☐			☐		
	05/07/2010	05/07/2010		☐			☐		
	01/06/2010	01/06/2010		☐		User Membership	☑	09/02/2005	09/02/2006

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Volunteer Coordination

BCPF relies on volunteers in the following areas:

- Board of Directors (provide direction of organization, work on committees and projects)
- Advisory Members (experts in a given field to help with projects or issues)
- Ad Hoc Committee Members (Belong to committee but focus on specific events, usually in Communications/Outreach)
- Invasive Removal Volunteers (often from school groups)
- Clean-Up Volunteers (primarily at our Earth Week event, but can be used throughout the year)
- Office Interns (usually unpaid office help, they often receive college credit)

It is estimated that BCPF organizes over 500 volunteer hours per year, on average. During the grant time period (July 2009 through December 2010) it is estimated that there were approximately 700 volunteer hours total (346.75 attributed to activities outlined in the grant proposal, and counted as match).

Financial Review

The total amount awarded was $9,506.25. BCPF received a check in the amount of $7,129.69 in September, 2009, leaving a balance of $2,376.56 due to BCPF. Total expenditures against the grant were $13,216.18, bringing the grant/match ratio to 57/43.

The information below gives details on grant expenditures and match/in kind amounts. Please call or email with questions or concerns.

DNR GRANT - RIVER PLANNING

Grant	Amount	Match	Amount
Newsletter Summer 2010		**ArtStreet Booth Donation 2009**	150.00
Mailing	239.24	**Volunteer Booth Hours 2009**	
Printing	1561.84	37 hours @ 7.25/ Hour	268.25
Newsletter Winter 2010			
Mailing	205.28	**ArtStreet Booth Donation 2010**	150.00
Printing	1126.89	**Volunteer Booth Hours 2010**	
Install Database and Website	560.50	40 Hours @ 7.25/Hour	290.00
Redesign Website Host	80.00		
Annual Meeting Invite Print	627.38	**Earth Day Chalet Rental April 2010**	125.00
Annual Meeting Invite Mail	77.6	**Kohl's Dept. Store Earth Day Donation 2010**	500.00
Annual Meeting Program Print	237.45	**Earth Day 2010 Volunteers**	
Executive Director hours	8500	67 volunteers @ 7.25/hour X 2 hours	971.50
340 Hours @ 25.00/hour			
		Website and Database Volunteer Hours	
		11 hours @ 7.25/Hour	79.75
		Intern 67.75 hours X 7.25/hour	491.19
TOTAL	**13216.18**		
		Hike Leader Volunteer	
		19 Hikes 3 hour @ 7.25/ hour	413.25
		TOTAL	**3438.94**

TOTAL Volunteer hours 346.7

Total grant awarded	9506.25
Grant Received on 9/11/2009	7129.69
BALANCE DUE	**2376.56**

Total Expenses and Match Incurred	16655.12
less Total Grant awarded	9506.25
Total match amount	7148.87
Percentage match	43%