

# CONNOLLY RANCH EDUCATION CENTER 2015 Annual Report



# About Connolly Ranch

Connolly Ranch connects children and adults to nature through farm-based education. Our hands-on, interactive, environmental education center serves 9,000 visitors of all ages and backgrounds by sharing the benefits of farming for food, caring for animals, exploring the outdoors, and actively engaging in stewardship.



## OUR VISION

1. Children understand and appreciate the connection between food and nature
2. Napa Valley's heritage of farming and ranching is appreciated
3. Kids and their families eat healthier, and are healthier
4. The ranch is preserved, sustained and utilized as a community asset

# Objectives & Outcomes

## What's New?

- Welcomed 9,000 visitors to the ranch through monthly free days, field trips and new events
- Launched Earth Night – a community festival and fundraiser celebrating art, music, movement and nature
- Raised \$100,000 for a new heritage poultry barn and broke ground for the Beckstoffer GRAPEGROWERS Barn.
- Launched subsidized and sliding scale Afterschool Program, Ecology Play Club (EPIC)
- Field trips restructured to offer more hands-on activities and triple the number of staff to break up into smaller groups
- Staff received a grant for the Service Enterprise Initiative training with the Center for Volunteer and Nonprofit Leadership
- Added new staff positions: bilingual education manager, a part-time development manager, volunteer coordinator and ranch hand

## What's on the Horizon?

- Increase participation of underserved teens and young adults in internship program
- Continue to partner with local non-profits, especially those serving children and the environment, to provide new co-sponsored programs to the community
- Develop a Counselor-in-Training program for 13-18 year olds
- Create new overnight camping opportunities for families and survival camps for teens, especially from underserved populations
- Repair Peggy Connolly's farmhouse for use by the community
- Enhance ranch facilities and establish new educational areas such as an up-to-date outdoor kitchen, restoration of the duck pond/wetland habitat, and more green sources of energy

# 2015 Community Engagement

Napa is rich in nonprofits and groups working to improve the lives of its residents and visitors. In 2015, Connolly Ranch launched a Community Partners initiative to foster collaboration and support the community and the organizations serving it. Our partners participated in ranch events and programs in addition to cross-promoting each other's offerings.



Ag in the Classroom  
Carolyn Parr Nature Center  
Edible Education  
Friends of the Napa River  
Healthy Bodies Coalition  
Healthy Cooking with Kids Inc.  
Land Trust of Napa County  
Napa County Bicycle Coalition  
Napa County Farm Bureau  
Napa County Library  
Napa County Local Food Advisory Council

Napa County Regional Park and Open Space District  
Napa County Resource Conservation District  
Napa Moms Club  
Napa Valley Art Assoc.  
Napa Valley CanDo  
Napa Valley Coalition of Nonprofits  
Napa-Solano Audubon Society  
Napa-Solano Girls on the Run  
Peaceful Valley Donkey Rescue  
Silverado Handweavers and Spinners  
UC Master Gardeners of Napa County  
Veterans Home

# Ecology Play Club (EPIC)

During the 2014 Dinner at the Ranch, funds were raised to develop a *new subsidized after school program* on Wednesdays, a short public school day, from 1pm - 5pm. Ecology Play Club (EPIC) was launched in September 2015 at the same rate as the school district (\$4/hour) with 20 students in attendance and 30% receiving additional help through scholarships.



*"Thanks Connolly Ranch! It is thrilling to see my daughter in the EPiC program so excited about gardening, animals, and the land."*



# Field Trips

Children are the future stewards of the land, and our outdoor education program is essential to inspiring their connection to the earth and its sustainability. In 2015, Connolly Ranch hosted curricula- and hands-on activity-rich field trips to more than 4,000 students from 47 schools in Napa Valley and neighboring schools.



## Schools Participating in Subsidized and Free Field Trip Program

Alta Heights Magnet School  
Bel Aire Park Elementary  
Browns Valley Elementary  
Browns Valley Preschool  
Crescent Elementary School  
Discoveryland Children Center  
Donaldson Way Elementary  
East Bay Waldorf School  
El Centro  
Fairfield Christian school  
First Christian School  
Girl Scouts  
K. I. Jones Elementary  
Kairos Public School Vacaville Academy  
Kl Jones Elementary  
Lake County International School  
Matthew Turner Elementary School  
Mt. George  
Napa Junction Magnet  
Nelda Mundy  
Northwood Elementary

Napa Valley Language Academy  
Our School Preschool  
Parent Education Department  
Phillips  
Pueblo Vista Elementary  
River Middle School  
Salvador Magnet Elementary  
San Francisco Day School  
Sassarini Elementary  
Shearer Elementary  
Solano Christian Academy  
St. Helena Primary School  
St. Patrick School  
St. Vincent Preschool  
Steffan Manor  
Suisun Valley K8 School  
Sunrise Montessori  
Vallejo Charter  
Vallejo Parent Nursery School  
Vichy Elementary School

# Earth Night Festival & Fundraiser

We launched a springtime festival and fundraiser in April 2015 to support our free and subsidized field trip program, scholarship fund and free community events that drew 500 guests to the ranch and raised \$15,000. Earth Night is now an annual event.



Photos by Classic Photography



# Volunteer Program

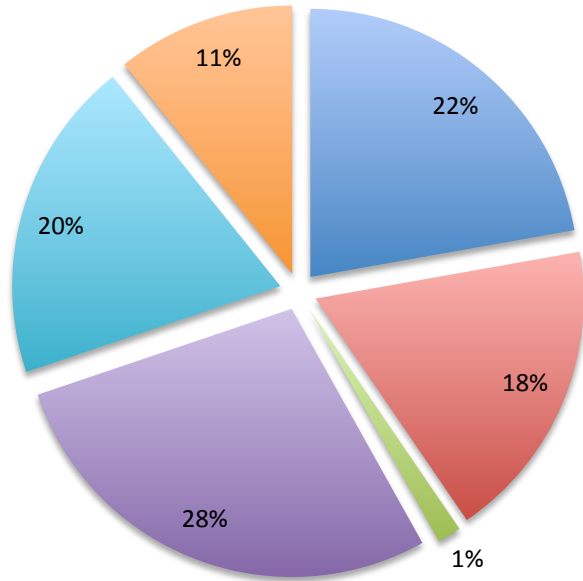
Volunteers donated 4,500+ hours in 2015 supporting us in making Connolly Ranch a magical place within the community. Our varied volunteer activities for families, high-school students and adults such as group work parties, “creature comforts” animal care, special events, assistant educators and more attract different levels of interest, commitment and availability.



*“Early Sunday mornings volunteering at the ranch brings back some wonderful memories that are a combination of nature, agriculture, and the peace and light from the sunshine. Feeding the animals takes me back to growing up, and I love sharing that life with my son on the ranch.”*

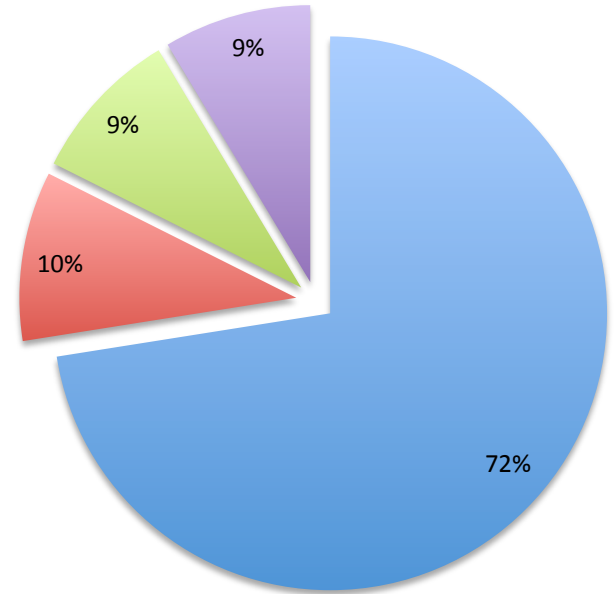
*Classic Photography*

## Where does the money come from?



- Special Events: \$177,871
- Early Childhood Programs: \$146,275
- Field Trips: \$11,394
- Seasonal Camps: \$223,686
- Grants and Individual Donations: \$155,700
- Other/In-Kinds: \$86,135

## Where does the money go?



- Program Services: \$469,266
- General & Admin: \$64,072
- Fundraising: \$58,211
- Special Events: \$55,733

Connolly Ranch is grateful for the incredible support received by a generous community of donors. The following is only the beginning of a very long list of dedicated individuals who inspire us daily.

**\$25,000 +**

Andy and Betty Beckstoffer  
Anonymous  
The Doctors Company

**\$5,000 – 9,999**

Joe and Karen Fischer  
Scott and Cat Fletcher  
Gene and Paula Kelly  
Megan and Grant Long  
Meyer Family Fund  
Lydia Mondavi and  
Robert Mondavi, Jr.  
Sarah and Robert Pursell  
Erin and Reed Renaudin  
Denise and Oscar Renteria  
John and Tori Williams

**\$2,500 - \$4,999**

The Abramowicz Family Fund  
Aura and Thomas Adams  
CATCO Inc.  
Jill and Bruce McLean  
Sarah Mitchell Hansen and Chris  
Hansen  
Model Bakery  
Peter and Christy Palmisano  
PG&E Corporate Foundation  
Maureen and Jacobus Theunissen  
Michele and John Anthony Truchard  
Truchard Vineyards

**\$1,000 – 2,499**

Michael and Jolynn Blair Family  
Foundation  
Clif Family Winery & Farm  
Kristopher and Lotte Cosca  
Michael and Chryle Crane  
Jeff Dodd  
Amanda and Nicholas Donovan  
Stacie and Jad Elkhoury

David and Holly Erotas  
Holly and Judd Finkelstein  
First Republic Bank  
Andy and Trisha Florsheim  
Caren and Fritz Hatton  
Laurie Higuera  
Harold and Betty Kelly  
Bruce Ketron and Debra Inman  
Meredith and Erez Levy  
Mechanic Bank  
Napa Valley Community Foundation  
Napa Valley Give Guide  
Bruce Phillips and Heather Twist Phillips  
Jennifer and John Putnam  
Luisa and Salvador Renteria  
Arthur and Keiko Roosa  
Kara and Jason Scoggins  
Leona Siadek Rice and Carl Rice  
Julie Sullivan  
Trinchero Family Estates  
Umpqua Bank  
Walsh Vineyards Management  
Wine Valley Insurance



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**\$500 - \$999**

Noelle and Jim Agger  
Lindsey and Mark Albrecht  
Julie and Justin Arbuckle  
Back Room Wines  
Barbara and Allen Balik  
Bank of Napa  
Gloria and Mario Bazan  
Priti and Wayland Boyd  
Dave Canny  
Griselda Ceja and Macario Montoya  
Chajo  
Classic Photography  
Cooke Orthodontics  
Lisa Cort and David Goldman  
Renee and Richard Dellar  
Kimberly Dougherty  
Alethia Erotas and Darren Schauer  
Michele Farhat  
Elaine and David Freed  
Julie and Scott Gerien  
Eileen Gordon-Chiarello  
and Michael Chiarello

David Green  
Green Valley Tractor, Inc.  
Elizabeth Healy and Thomas Spaulding  
John Heffner and Jennifer Kloss Heffner  
Julie and Stuart Henry  
Il Posto Trattoria  
JaM Cellars  
Karen and Tim Kelly  
Cole and Stephanie Krutz  
Lagunitas Brewing Co.  
Lisa and Tony McClung  
Scott and Dianna Messenger  
Nimbus Fund  
Nancy Pollack  
Rabobank Napa  
The San Francisco Foundation  
Matt Schiefferly and Shannon  
O'Shaunessey  
Alyson and Ken Shanahan  
Christa Steinrok and Michael Meade  
Gladys Thacher  
Jennifer Thacher Fotherby and James  
Fotherby  
Karin and Michael Troedsson

Jo Ann and Tony Truchard  
Deborah and Bradley Wasserman  
Laura and Aaron Webb  
Robert Williams and Molly Moran  
Andrew Wolfe  
Allison Woofter  
Jolene Yee and John Wicks  
Tracie Yonan Miller and Jay Miller

*You're doing magical things at the ranch!! My son comes home incredibly filthy, muddy, joy filled and exhausted. I love the peacefulness within him after he's spent time there. Thank you to all of the team for what you do!  
- Earthlings Parent*

# Connolly Ranch by the Numbers in 2015

**9000** visitors

**4500+** volunteer hours

**1672** Kids from underserved schools

**1200** Harvest Festival guests

**943** Farm-based Education Lessons

**\$250** average scholarship

**86** Farm Animals

**64** Earthlings

**47** Visiting Schools

**14** Staff members

**12** Walk-in Wednesdays

**2** Bee hives

**1** New barn



# Board of Directors

Gene Kelly, **Chairman of the Board**

Sarah Pursell, **Vice Chair**

Kristopher Cosca, ED. D., **Board Secretary**

Denise Renteria

Sarah Mitchell Hansen

Michele Truchard

Elizabeth Healy

Arthur Roosa

Jeff Dodd



# Staff

Jennifer Thacher Fotherby, **Executive Director**

Thom Arcadi, **Ranch Manager**

Hylah Egeland, **Program Manager**

Josh Seitchik, **Education Manager**

Andrea Johnston, **Development Manager**

Kim Duimstra, **Farm Educator**

Emily Newman, **Farm Educator/Volunteer Coordinator**

Karen Kelly, **Farm Educator**

Tracy McDaniels, **Farm Educator**

Natalie Knight, **Farm Educator**

Julie Araiza, **Farm Educator**

Jonny Ehlers, **Field Trip Naturalist**

Joshua Platt, **Farm Educator/Ranch Hand**

Lori Stelling, **Second Saturday Farm Educator**

# How Can You Help?

## Donations and Capital Improvements

All of our educational programs and field trips, as well as the upkeep of our farm and animals, are supported by private donors, corporate funds, foundations, guests and volunteers.

## Scholarship Fund

With support from our donors, Connolly Ranch provides full and partial scholarships based on financial need for all its programs.

## Legacy Fund

Members of the Legacy Fund are sustaining donors committed to ensuring that Connolly Ranch has a reliable source of funding by making an annual gift.

**\$25 - Gives** a scholarship for a Parent and Child program to a family-in-need

**\$50 - Provides** a day camp for a child-in-need

**\$100 - Pays for** teaching supplies for a farm-to-table field trip for 60 kids

**\$250 – Free afternoon** on Walk-in Wednesday

**\$500 - Gives** an interactive, hands-on educational field trip for 30 kids from low income families

**\$1,000 - Feeds** our farm animals for an entire month

**\$2,500 - Helps cover** the day-to-day costs of maintaining an educational farm

**\$5,000 Completes** construction of an outdoor classroom!



Connolly Ranch is a 501(c)3 nonprofit and relies on grants and individual, foundation, and corporate donations as well as ongoing support through Connolly Ranch Legacy Fund.

# Connolly Ranch Education Center FUNDING PRIORITIES

## ★ Outdoor Classroom on Plaza

A permanent shade structure on the Rotary Plaza would allow the area to be used year-round. This central space is perfect for large groups and farm-to-table lessons, but needs protection from the elements. With the addition of a pergola, we will have a new outdoor classroom, which can also be used as a space for evening workshops and fundraisers. **\$26,000 Raised, \$20,000 Needed**

## ★ Outdoor Kitchen

Farm-to-table cooking is integral to our programming. Currently, the ranch must rely on a makeshift kitchen featuring plug-in burners, hot plates and a portable stove. An outdoor kitchen with commercial-grade equipment would allow these programs to expand, and would also support adult programming and events. **Estimated cost: \$65,000 FUNDED by New York Community Trust, December 2015**

## ★ Duck Pond/Wetland Habitat Rehabilitation

The existing duck pond offers many opportunities to teach children and adults about plants and animals in a natural wetland habitat; however, the pond is in need of work before programs can be expanded or opened to the public. We have the plans ready to restore the pond, facilitate a seasonal wetland habitat, add a solar-powered recirculation system and define pathways with educational signage in English and Spanish. **Estimated cost: \$60,000**

## ★ Beckstoffer GRAPEGROWERS Barn

Our new facility is dedicated to heritage poultry and education in Napa Valley, thanks to the generosity of Andy and Betty Beckstoffer. Connolly Ranch is excited to engage local sustainable poultry experts and leaders in the heritage movement to enhance programs at the ranch. **Funded August 1, 2015**

## ★ Organic Gardens

In a drought-prone state, it is important to find options to minimize water use. With upgrades to our irrigation and drip lines, we can maintain the ranch and gardens in an efficient and economical way. With this investment, the gardens would save water and money while providing more produce and setting an example for the children and adults who participate in programs at the ranch. **Estimated cost: \$25,000**

## ★ Leadership in Environmental Practices

With a focus on connecting people to nature, we want, can and should be a leader in sustainable environmental practices. Besides demonstrating the ranch's proper stewardship of the environment, installing appropriate technology will pay off in reduced operating expenses well into the future. **Needed upgrades include:**

**Solar power: \$20,000**

**Wind power: \$10,000**

**On-demand water heating: \$8,000**

**High efficiency water system: \$20,000**

**Rainwater collection system: \$10,000**

Connolly Ranch is a rich reminder of Napa's agricultural past; but a working farm needs constant upkeep, from caring for the animals to periodic repairs and upgrades of fences, barns, coops and animal shelters. We need to respond to opportunities, increase sustainability, add new programs and enhance existing activities to better support our community.







# CONNOLLY RANCH EDUCATION CENTER

## 2015 Annual Report

“Some people talk to animals. Not many listen though. That's the problem.”  
— A.A. Milne, Winnie-the-Pooh



Connolly Ranch Education Center  
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