



AUDUBON  
WESTERN PENNSYLVANIA

# 2024 YEAR *in Review*



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There's an Emily Dickinson poem that begins "Hope" is the thing with feathers—that perches in the soul. For many of us, birds are a symbol of optimism, excitement, and yes, hope. As seasons change, many of the bird friends that we see outside change—but they reliably return year after year, giving us hope that the environmentally conscious choices we make are benefiting birds, wildlife, and people in Western Pennsylvania and beyond. At ASWP, we connect people to birds and nature early—starting in childhood. We provide engaging programs that keep people coming back for summer camps, college birding outings, and family-friendly bird walks. If people can't get to us, we'll go to them—at local libraries and senior centers. Last year, over 31,600 individuals participated in one of our programs. 217 individuals enrolled their homes/yards in our Certified Backyard Habitat program. And over 20 communities chose to become Bird Towns. What do these numbers add up to? Hope. The feeling that continues to propel us forward as we look back at the successes of the past year—and look ahead to 2025.



## OUR PROPERTIES

4

Public Parks and Reserves  
(8 Properties Total)

599

Acres Owned or Managed;  
137 Acres Protected by Easement

12.5

Miles of Trails Maintained

65,000

Estimated Property  
Visitors



## CHRISTMAS BIRD COUNT RESULTS

276

Count Hours in Pittsburgh  
with 76 Species Seen

54.4

Count Hours in South Butler  
with 59 Species Seen

53

Count Hours in Mon Valley  
with 51 Species Seen

298

Total Participants



## NATIVE PLANT NURSERY

18,000

Plants Sold or Donated

130

Native Plant Species  
Propagated at Nursery

200

Total Native Plant Species  
Available in Inventory

2,200

Native Seed Packets  
Donated in our Region



## OUR VOLUNTEERS

1,244

ASWP Volunteers

7,884

Volunteer Hours

\$264,035

Estimate Value of  
Donated Time

## PRICELESS

The Real Value of  
our Volunteers



## ASWP MEMBERSHIP

3,620

Member Households

864

Members for at Least 10 Years;  
527 for at Least 20 Years

594

Members at the \$100+ Levels;  
49 at \$1,000+

751

New Members



## CBH ENROLLMENT

1,280

Total Certified Backyard  
Habitat Enrollees

217

New Enrollees

689

Total Certified  
Backyard Habitats

1,646

Total Certified Acres





## NATURE STORE HIGHLIGHTS

5,818

Suet Cakes Sold

317

Bags of Bird-Friendly Coffee Sold

2,100

Zinc Garden Markers to ID Native Plants Sold

**NEARLY 100**

Unique Birdfeeder Options



## COLLEGE BIRDING PROGRAM

180

Students

8

Universities

82

Outings

355

eBird Checklists from 26 Counties and 7 States Reporting 224 Species of Birds



## SUMMER CAMPS

47

Summer Camp Days

434

Total Campers

\$3,620

Camp Scholarships Awarded

10,940

Hours Spent Enjoying the Outdoors



## FIELD CONSERVATION

7

New School and Community Pollinator Gardens Installed

107

Acres of Invasive Plant Management

329

Hemlocks Protected from Hemlock Woolly Adelgid

1,800

New Trees in the Ground



## EDUCATION PROGRAMS

411

School Programs Reaching 20,290 Students

487

Public Programs and Classes Reaching 7,256 People

60

Online Programs with 2,710 Households Viewing

199

Hikes with 1,393 Participants



## BIRD TOWN PENNSYLVANIA

10

Official Bird Towns in Southwestern PA

52,696

People Living in Southwestern PA Bird Towns

26,086

Official Acres of Bird Towns in Southwestern PA

71

Official Bird Towns in PA



## OPERATING INCOME

Contributed Income	614,285
Earned Income	1,095,358
Interest Income and Tax Credits	109,918
<b>Total Operating Income</b>	<b>\$1,819,561</b>
Money Spent from Multi-year Support	\$704,843

## EXPENSES

Programs, Projects, & Places	2,173,552
Management & General Administration	130,522
Fundraising	103,792
<b>Total Program Expenses</b>	<b>\$2,407,866</b>
Money Reserved for Multi-year Projects	\$40,596

## STATEMENT OF FINANCIAL POSITION (AS OF JUNE 30, 2024)

### ASSETS

Cash and Cash Equivalents	134,403
Accounts/Pledges Receivable	481,360
Inventories	145,377
Investments	1,060,370
Fixed Assets (Net of Accumulated Depreciation)	7,561,907
<b>Total Assets</b>	<b>\$9,383,417</b>

### LIABILITIES

Accounts Payable	112,511
Accrued Expenses	83,696
Deferred Revenue	81,186
<b>Total Liabilities</b>	<b>\$278,186</b>

### NET ASSETS (WITHOUT DONOR RESTRICTIONS)

Unrestricted - Undesignated (Land & Buildings)	7,678,727
Board Designated Land Acquisition & Projects	22,878
Endowment	355,281
<b>Total Net Assets without Donor Restrictions</b>	<b>\$8,056,886</b>

### NET ASSETS (WITH DONOR RESTRICTIONS)

Projects	369,678
Endowment	678,666
<b>Total Net Assets with Donor Restrictions</b>	<b>\$1,048,345</b>
<b>Total Liabilities and Net Assets</b>	<b>\$9,383,417</b>

These numbers are for the fiscal year running July 1, 2023 through June 30, 2024. Our audited financial statements and IRS 990 are available online or by request.



<b>45%</b>	Nature Centers and Reserves
<b>24%</b>	Conservation and Native Plant Activities
<b>21%</b>	Education and Member Programs
<b>5%</b>	General Admin
<b>5%</b>	Fundraising



<b>20%</b>	Retail Activity
<b>18%</b>	Individual Contributions
<b>18%</b>	Programs and Tuitions
<b>18%</b>	Facility Rentals
<b>9%</b>	Foundations
<b>7%</b>	Endowments and Misc.
<b>6%</b>	Government
<b>4%</b>	Corporate and Organizational Support