

2016-17 Audubon Chapter Annual Report

E15 - St. Johns County Audubon Society

Person Reporting:	Jean Rolke
Email:	djrolke32259@comcast.net
Phone:	904-230-9490
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Chapter Overview

Audubon chapter annual reports celebrate chapter accomplishments and goals and reveal opportunities for support and collaboration. Each Audubon chapter is required to submit an annual report to retain its certification status and qualify for baseline funding, as described in the Audubon Chapter Policy (<http://bit.ly/1172jNr>).

1. Name of person submitting this report:	Jean Rolke
2. Email address of person submitting this report:	president@stjohnsaudubon.com
3. This report covers the following time period:	
• January 1, 2017 - December 31, 2017	
• July 1, 2016 - June 30, 2017	X
• Other (please indicate below)	
If "Other" fiscal year selected above, please indicate the beginning and end date in MM/DD/YYYY format:	
4. Mark only if your chapter's federal tax-exempt status was acquired or revoked in the last year:	
• Acquired	
• Revoked	
5. What primary public mailing address for your chapter would you like us to list on Audubon.org?	PO Box 600634 Jacksonville, FL 32260
6. What primary public contact email address for your chapter would you like us to list on Audubon.org?	stjohnsaudubonsociety@gmail.com
7. What primary public contact phone number for your chapter would you like us to list on Audubon.org?	904-504-1240
8. How many volunteers helped with at least one chapter activity over the year (including the board)?	55
9. In total, how many hours did chapter volunteers provide for all chapter activities? (Provide best estimate.)	1600
10. If your chapter has one or more paid staff members, please indicate how many:	
Number of full-time staff:	0
Number of part-time staff:	0
Number of paid consultants:	0
11. In what month does your chapter typically hold elections for board of directors and officer positions?	May

12. Please provide a current list of your chapter board members and staff (if applicable). Current chapter leaders receive weekly chapter leader updates and important program updates from the National Audubon Society. Please include name, role in chapter, email address, and postal address. You can upload a file containing this information or paste the information as text below:	E151875_SJCA Dir Manual App C 11 29 17 (1).docx
If you do not have a file to upload, you may paste your chapter leader contact information here:	
13. To help Audubon raise awareness about your chapter's activities with people who may live nearby, please check off the public engagement opportunities your chapter offers:	
• Guided local bird walks	X
• Local wildlife sanctuary or nature center	
• Birding tours to other states or countries	
• Speaker series and presentations	X
• Classes and workshops	X
• Social events	X
• Family-friendly recreation opportunities	X
• Youth education programs	X
• Community science: bird counts, bird banding, etc.	X
• Clean-ups, restoration days, and other volunteer events	X
• Help creating a bird-friendly home and garden	
14. Does your chapter offer a chapter-only membership separate from National Audubon Society membership?	Yes
• Bird-friendly plant sales or nurseries	
• Advocacy opportunities	
• Injured bird rescue	
If "Yes" to question #14, please estimate the current number of separate (chapter-only) members:	5
15. Did your chapter receive, purchase, or begin leasing or managing land in the past year?	No
Do not click the "Submit Form" button below until all sections of the questionnaire are complete, as it will lock the form for further editing. Click either of the "Save" buttons below to continue or to save your work for editing later.	
Conservation, Science, Advocacy	
16. Bird-Friendly Communities conservation activities sponsored by your chapter:	
• Native plant gardens, sales, outreach, or certification programs	
• Bird-friendly buildings programs (Lights Out, building design workshops, homeowner outreach, etc.)	
• Urban conservation initiatives (e.g., sustainability, urban green space, urban habitat corridors)	
• Community conservation partnerships (e.g., work with parks departments, schoolyard habitat, faith congregations, etc.)	X
• Nestbox trails, swift towers, etc.	
Other Bird-Friendly Communities initiatives or accomplishments your chapter is proud of:	
17. Climate-related conservation activities sponsored by your chapter:	

• Clean-energy advocacy or outreach	
• Energy-siting work	
• Programs, materials, or outreach about climate change	
• Climate-change adaptation work for habitats and communities	
• Climate science	
Other climate-related initiatives or accomplishments your chapter is proud of:	
18. Coastal conservation activities sponsored by your chapter:	
• Beach-nesting bird stewardship	X
• Coastal habitat conservation (clean-ups, restoration, advocacy, sanctuaries, etc.)	X
• Seabird conservation advocacy	
• Coastal bird science	X
Other coastal conservation initiatives or accomplishments your chapter is proud of:	
19. Important Bird Area activities sponsored by your chapter:	
• IBA identification	
• IBA monitoring, science, etc.	
• IBA adoption	
• Conservation, restoration, or advocacy work at one more more IBAs	
• Outreach, events, or field trips at one or more IBAs	
If applicable, please name the IBAs where your chapter is active:	
If applicable, please name any state parks, National Wildlife Refuges, or other entities with which your chapter partners in IBA conservation or related work:	
Other Important Bird Area initiatives or accomplishments your chapter is proud of:	
20. Water (freshwater) conservation activities sponsored by your chapter:	
• Water conservation education, outreach, or advocacy	
• Riparian or wetland habitat conservation or advocacy	
• Riparian or wetland bird science	
Other freshwater conservation initiatives or accomplishments your chapter is proud of:	
21. Working lands programs sponsored by your chapter:	
• Working forests (e.g., timber management)	
• Working grasslands (e.g., grazing practices)	
• Sagebrush ecosystem	
• Other agricultural lands (e.g., rice)	
• Policy advocacy (e.g., Farm Bill)	
Other working lands conservation initiatives or accomplishments your chapter is proud of:	
22. Does your chapter partner in or financially support any international conservation programs outside the United States? If so, please provide a short description of your work, your partners, and any grants you provide:	No
23. Did your chapter participate in any of the following community science initiatives this year?	

• Audubon Christmas Bird Count	X
• Great Backyard Bird Count	
• Hummingbirds at Home	
• ClimateWatch	
• Bioblitz or biodiversity inventory	
Other science initiatives or accomplishments your chapter is proud of:	
24. Did your chapter participate in any of the following public policy advocacy activities this year?	
• Included articles on public policy in the chapter newsletter or website	
• Maintained a phone tree or email network for policy issues	
• Contributed letters to the editor on policy issues in local news outlets	X
• Participated in a postcard advocacy campaign	
• Participated in one or more public policy telephone conferences	
• Distributed an action alert to chapter members	
• Spoke by phone with elected officials on policy issues	
• Met in person with elected officials on policy issues	
• Invited elected officials to chapter functions (e.g., candidate forums, bird walks)	X
Other public policy advocacy or accomplishments your chapter is proud of:	
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Outreach, Education, Fundraising	
25. Which of the following outreach activities did your chapter sponsor or participate in this year?	
• Field trips	X
• Programs and membership meetings	X
• Earth Day event	X
• International Migratory Bird Day event	
• Birding festival or similar	
• Other special event (holidays, festivals, community days, etc.)	X
• Other (see below)	
• None	
Other outreach activities or accomplishments your chapter is proud of:	
Approximately how many people did your chapter engage through these outreach activities?	1200
26. Which of the following educational activities did your chapter sponsor or participate in this year?	
• Audubon Adventures	
• Classroom programs in schools	
• Field trips or service learning programs for school groups	
• After-school programs	
• Camps, or scholarships for camps	

• Classes or activities for kids at a nature center or other location	X
• Other (see below)	X
• None	
Other education activities or accomplishments your chapter is proud of:	
Approximately how many children did your chapter reach through these educational activities?	550
If applicable, how many students from Title I schools were served through these educational activities?	
27. Approximately how often does your chapter mail a printed newsletter to members?	Never
28. Approximately how often does your chapter send an electronic newsletter to members?	Monthly (or more often)
29. What is your chapter's current website address?	www.stjohnsaudubon.com
This year, did your chapter download and utilize the membership rosters provided to you through the Chapter Reporting System?	Yes
30. If applicable, what is your chapter's Facebook page address?	St Johns County Audubon
31. If applicable, what is your chapter's Twitter profile address?	
32. If your chapter is active on other social media channels (e.g., Instagram), please provide links to those profiles:	
• Meet with member(s) of the media in person to inform about chapter priorities/activities	
33. This year, did you engage in any proactive outreach to local press/media to:	
• Promote field trips, programs, events and other activities	X
• Pitch the media on writing a story about a particular accomplishment or initiative	X
34. Did your chapter engage in any of the following fundraising activities (check all that apply)?	
• Birdathon	
• Annual appeal	X
• Targeted cultivation of major donors	
• Audubon Collaborative Funding	X
• Other grant applications	
• Birdseed sale or other sales and auctions	
• Audubon Membership Incentive Program	
• Chapter membership program	X
• Earned income	X
Other fundraising activities or successes this year:	
Do not click the "Submit Form" button below until all sections of the questionnaire are complete, as it will lock the form for further editing. Click either of the "Save" buttons below to continue or to save your work for editing later.	
Successes & Goals	
We'd love to hear one or two of your chapter's top success stories from this year. We may follow up with you for additional details and photos of your success story.	
35. Story #1 Title:	
Category:	

• Conservation	
• Science	
• Education and Outreach	
• Policy and Advocacy	
Other category:	
Description:	
Contact Name (if different from report submitter):	
Contact Email:	
36. Story #2 Title:	
Category:	
• Conservation	
• Science	
• Education and Outreach	
• Land Management	
Other category:	
Description:	
Contact name (if different from report submitter):	
Contact email:	
37. Please list up to three of your chapter's top goals for the year ahead:	
1:	Increase chapter membership participation
2:	Improve Beach-nesting bird steward program
3:	Increase and improve chapter participation in outreach on conservation issues.
Do not click the "Submit Form" button below until all sections of the questionnaire are complete, as it will lock the form for further editing. Click either of the "Save" buttons below to continue or to save your work for editing later.	
Financial Report	
38. Fiscal Year Operating Revenue and Expense* as of the end of the year covered by this report (please use same year as your chapter's IRS Form 990 or e-postcard):	5459.87
Total Operating Revenue:	
Total Operating Expense:	4766.66
39. Total of all chapter funds at the end of the fiscal year (e.g., all funds held by the chapter including checking account, savings account, endowment account, certificates of deposit, stocks and other investment accounts; does not include the value of land or other buildings):	2199.81
40. Portion of funds balance that was restricted or reserved for a specific use (e.g., funds that are not freely available, their use being limited to a specific program or project; includes grants for specific activities, board or donor restricted funds, endowment accounts):	520.00
41. Revenue received for chapter-only memberships, if applicable (do not include Audubon Baseline Funding or Membership Incentive Payments):	75.00
42. Comments:	

<p>*Definitions: Annual Operating Revenue includes all cash earned or raised in the last fiscal year to cover the costs of running the chapter. Annual Operating Expense includes all costs incurred in the last fiscal year to operate and maintain the chapter.</p>	
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<p>Feedback</p>	
<p>43. Has an Audubon state office or another Audubon office partnered with you on an initiative or provided support in some particularly meaningful way this year?</p>	<p>\$520 Collaborative Grant for Children's Beach-nesting Bird Educational Program</p>
<p>44. How can Audubon be a more effective partner to your chapter in the future?</p>	
<p>45. What would you like to tell us that we didn't ask in this report?</p>	
<p>46. Do you have any suggestions for the annual report process next year?</p>	
<p>Click the "Submit Form" button below when you have completed all six sections of this questionnaire to your satisfaction.</p>	