

CENTENNIAL CAMPAIGN Connecting people to birds and nature since 1916



WELCOME Friends

On March 24, 1916, over 500 people filled the dining room of the Fort Pitt Hotel to help create Audubon Society of Western Pennsylvania.

For the past I00 years, ASWP has been connecting the people of southwestern Pennsylvania to birds and nature through our programs, projects, and places.

As we celebrate our 100th anniversary, we are launching an ambitious, \$7 million campaign to fund new trails, buildings, and other enhancements at our three public sites—Beechwood Farms Nature Reserve, Succop Nature Park, and Todd Nature Reserve. We are also introducing a suite of regional initiatives that bring new conservation and education programs into our homes, schools, parks, and communities.

Audubon Society of Western Pennsylvania's Centennial Campaign will enable us to engage the public as never before and create a new wave of conservation and environmental commitment that will endure for generations.

> With your help, we look forward to continuing our work for another 100 years.

Thank you for supporting this important campaign.

With appreciation,

Bill Schenck Jim Bonner
Campaign Chair Executive Director

"WE HAVE SUCH A BRIEF OPPORTUNITY TO PASS ON TO OUR CHILDREN OUR LOVE OF THIS EARTH...AND TO TELL OUR STORIES."

RICHARD LOUV, LAST CHILD IN THE WOODS

Audubon Society of Western Pennsylvania: A CENTURY OF

A CENTURY OF ENVIRONMENTAL LEADERSHIP



THE LARGEST AUDUBON CHAPTER IN THE STATE

ASWP is the largest chapter in Pennsylvania, serving 7 counties in the state. We consistently rank in the top 5 of nearly 500 National Audubon Chapters in North America.

12 MILES, 7 ACRES

ASWP operates I2 miles of trails, and we protect over 700 acres of land.

750 PROGRAMS & ACTIVITIES

ASWP engages over 12,000 students each year and provides programs for over 4.000 families and adults.

4,700+ MEMBERS & 700+ VOLUNTEERS

Audubon has 4,700 members in Southwestern Pennsylvania and engages over 700 volunteers per year.

To contribute online, or for more information on the Centennial Campaign or any of Audubon Society of Western Pennsylvania's activities, please visit our website at ASWP.org.

A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania I-800-732-0999. Registration does not imply endorsement. Registration for other states is available online at www.aswp.org.



THE CENTENNIAL **CAMPAIGN** In celebration of our 100th anniversary, Audubon Society of Western Pennsylvania is launching a bold campaign to reverse these harmful trends and reconnect the people and communities of our region with nature. We have set a \$7 million goal in celebration of our 2016 Centennial to engage thousands of our neighbors in conservation at Audubon's three sites and in their own back yards. Our campaign has three core objectives: Education, Conservation, and Facility Enhancements. Through these efforts we will provide the critical building blocks for environmental stewardship, improve the environmental VERY SOON quality of our region, and introduce a new generation New nature center will open at Succop of children to the natural world. Nature Park 2011 Succop Nature 1972 1989 2000 Park becomes ASWP Beechwood expands, Horigan parcel part of ASWP; Environmental builds Education adds 110 acres to Zeloyle property Awards established Complex Todd Nature Reserve donated to ASWP 2000 1970 2010 1990 1980 **60** 1977 2008 2014 ASWP hires Centennial Shoop parcel adds first staff member 40 acres to Todd Nature Reserve

1979

Beechwood Farms Nature Reserve opens

Campaign initiated

VERY SOON

New nature center will open at Todd Nature Reserve

CENTENNIAL CAMPAIGN \$7,000,000





BEECHWOOD FARMS NATURE RESERVE

GOAL: \$2,000,000

Beechwood Farms Nature Reserve serves as the headquarters of Audubon Society of Western Pennsylvania. Located in the Fox Chapel area of Pittsburgh, it is the largest private environmental education center in Western Pennsylvania. Seven days a week from dawn to dusk, Beechwood provides the public free access to 3½ miles of footpaths that traverse a I34-acre scenic sanctuary featuring fields, forests, streams, and a pond.

KEY ELEMENTS:

New Accessible Trail

Ash Tree Replacement

Beechwood Legacy Fund

Whetzel Land Steward

Classroom & Building Enhancements



SUCCOP NATURE PARK

GOAL: \$3,000,000

Succop Nature Park, located south of the City of Butler, became an Audubon Society of Western Pennsylvania property in 2011. The Nature Park is a 50-acre farm estate with seven buildings that include a 180-year-old mansion and historic barn. Three miles of trails wind through the level and manicured property, and two ponds provide ample opportunity for wildlife viewing.

KEY ELEMENTS:

Historic Bank Barn Restoration

Modern Classrooms & Meeting Spaces

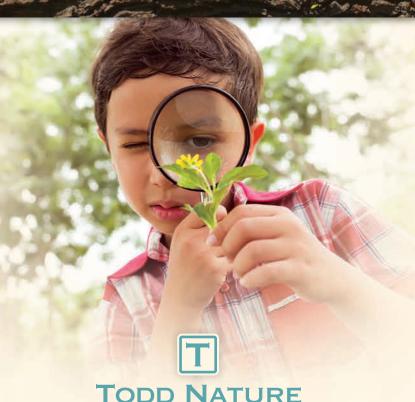
Nature Store

Nature Play Area

Off-leash Dog Park







RESERVE

GOAL: \$1,000,000

Todd Nature Reserve, located in southeastern Butler County and situated in the Buffalo Creek Watershed, is ASWP's first nature reserve. It is the anchor of the Buffalo Creek Valley Important Bird Area. The reserve consists of 225 acres and nearly six miles of trails, as well as a private parcel of 110 acres used for special programs and research. Since 2000, ASWP has acquired land or easements on nearly 300 additional acres, buffering the historic core parcel of the reserve.

KEY ELEMENTS:

New Community Park

New Year-Round Nature Center

Land Acquisition

Nature Play Area

Butler-Freeport Trail Amenities



ASWP REGIONAL INITIATIVES

GOAL: \$1,000,000

Conservation begins with Education. Through our long history of hands-on engagement, we've learned how to foster the experiences that motivate change.

Participants in our programs learn how to make a difference, whether they're collecting research data, creating microhabitats, or managing stormwater by building backyard rain gardens.

Because we are Western Pennsylvania's leading entry point for education on birds and nature, our expanded commitment to children and families will be a critical building block in the development of future stewards of the environment and our communities.

NEW EDUCATION INITIATIVES

Citizen Science on School Grounds

Pigeons & Doves Over Pittsburgh

Citizen Science at Senior Centers

Master Birder Program

NEW CONSERVATION INITIATIVES

Chimney Swift Habitats

Bird Friendly Community Recognition

Backyard Habitat Certification

Carbon Neutrality





