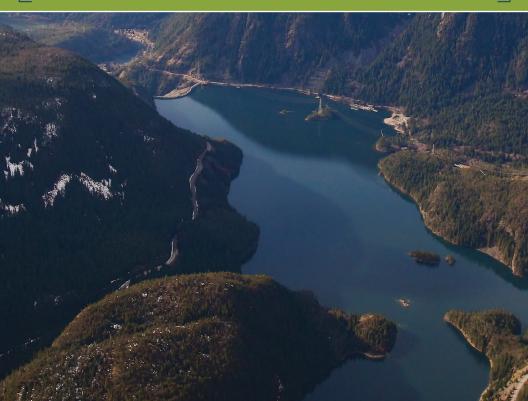


CONNECTING PEOPLE, NATURE AND COMMUNITY THROUGH EDUCATION SINCE 1986

NORTH CASCADES INSTITUTE ANNUAL REPORT 2012





CONSERVATION THROUGH EDUCATION

North Cascades Institute seeks to inspire a closer relationship with nature through direct experiences in the natural world. Our mission is to conserve and restore Northwest environments through education. For 27 years we have helped connect people, nature and community through science, art, literature and the hands-on study of natural and cultural history.

We Believe:

Powerful, place-based learning experiences inspire environmental and community stewardship.

Hands-on learning about the environment should begin in childhood and continue throughout life.

Intimate, informed contact with the natural world helps people lead healthy, well-balanced lives.

Sustainable communities are built on healthy environments, vibrant economies and social equity.

Our goal is to help people of all ages experience and enjoy the mountains, rivers, forests, wildlife and people of the Pacific Northwest so all will care for and protect this special place.

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18,559

TOTAL **PARTICIPANTS** IN 2012

32,514

PARTICIPANT DAYS IN 2012

\$2.9

2012 BUDGET. IN MILLIONS

89%

OF REVENUE **SUPPORTS PROGRAMS**

> MANAGEMENT FUNDRAISING

2012 ANNUAL REPORT

In 2012 I was given a great gift – a six-month sabbatical. From equinox to equinox I travelled wild coasts, rivers and mountains. I visited nature centers, met with regional groups and attended natural history conferences. I read, wrote, and most importantly, spoke with hundreds of people who care deeply about this world and our place in it.

When I returned to the Institute, I saw anew the incredible talent, dedication and hard work of our staff, board and graduate students. I was gratified to see the strength of our partnerships and how working together towards common goals emboldens us all. And, above all, I witnessed with new eyes the impacts of our programs.

What did I learn?

- Place and people both matter. Often, places matter because of the people who live there. We must help people dream. We need to support the larger community, not just those who think or look the way we do.
- Meaningful relationships are at the core of everything we do. We are accountable to each other, and to the trust others place in us.
- Equity and access to education, health and jobs, are more important than ever. Health and social justice are critical environmental issues. We are only better off when we are all better off.

In 2012, we reached more people than ever before: more kids in Mountain School, more families learning and playing together, more citizen scientists and volunteer stewards, more adults discovering the North Cascades. Most importantly, we reached more young people – taking students into the wilderness to learn about this special place and grow up wanting to protect it.

Last year demonstrated that North Cascades Institute is strong: our programs are effective and our finances are on solid ground. Our success is due to our generous donors. committed partners and enthusiastic participants. Each year

we must raise over a million dollars from individual donors. businesses and foundations. With your help we will take more children outside to fall in love with the world, so they learn to care, and take care, of the special place they call home.



MOUNTAIN SCHOOL

$2,229_{\text{participants}}$

Mountain School is a residential environmental education program offered in cooperation with North Cascades National Park. Students come to North Cascades Institute with their teachers, classmates and parent chaperones for three to five days to engage in curriculum aligned with Washington State learning standards. Pre- and post-trip visits prepare students for the concepts they will learn and support the conservation in their daily lives.



48
participating schools

85%
public school students

96% students receive

scholarships

PARTNERS
NORTH CASCADES NATIONAL PARK
MANY SCHOOL DISTRICTS

\$339,472

awarded in student scholarships

MOUNTAIN SCHOOL SERVICE PROJECTS

A pilot partnership with Bellingham Parks and Recreation created an opportunity for 772 students from 14 Bellingham schools to engage in hands-on stewardship projects within walking distance of their schools, including invasive species removal, native plant restoration and trail maintenance.



2,316

hours of stewardship



KULSHAN CREEK NEIGHBORHOOD PROJECT

129

students



This year-round outreach initiative engages youth from one of the Skagit Valley's most diverse neighborhoods in a variety of outdoor activities including eagle watching along the Skagit River, tree planting, wildlife counting, art projects, an overnight trip to in North Cascades National Park and the Migratory Bird Festival at Ebey's Landing National Historical Reserve.

PARTNERS

MOUNT VERNON POLICE DEPARTMENT
MT. BAKER-SNOQUALMIE NATIONAL FOREST
NORTH CASCADES NATIONAL PARK
CATHOLIC COMMUNITY SERVICES

NORTH CASCADES WILD

74

FROM

24

students

high schools

North Cascades Wild is a **tuition-free canoe camping, backpacking** and **conservation service** program for underserved high school students ages 14 to 18. The program connects youth to wild places, builds awareness and support for wilderness and public lands and engages students in responsible outdoor recreation. By opening doors for students who lack these opportunities, the program jumpstarts their lifelong engagement with nature, stewardship and their home communities. In addition, the program completes valuable wilderness restoration work, builds community, introduces students to career opportunities and inspires them to pursue higher education.



DIVERSITY

91%

ethnic minority and/or low income 70%

ethnic minorities

59%

came from lowincome families 47%

spoke a language other than English at home

SERVICE PROJECTS

1,917

hours of service to public lands

This year, North Cascades Wild students and staff contributed 1,917 hours of service to public lands management agencies. This is a 17% increase over the number of hours contributed in previous years. Remarkably, the total number of hours now contributed to our public lands since North Cascades Wild was established in 2006 is over 10,000 hours!



This (program) changed my day to day life, after the realization that this land is here only because people fought — and are still fighting for it — and it could be gone as easily as it came. I am more thankful for what I so easily have. This land, as wild and breathtaking as it is, is fragile and will only be here if we help. North Cascades Wild has improved my leadership skills, public speaking skills, wilderness knowledge and outlook on life.

-Muriel, Concrete, WA



In partnership with The Henry M. Jackson Foundation, Mount Baker-Snoqualmie National Forest, North Cascades National Park, Student Conservation Association, we hosted the third annual Henry M. Jackson Youth Leadership Conference at the Environmental Learning Center in November, the only youth gathering of its kind in the Northwest. The conference provides skill sets for students to take action towards conservation, as well as offering leadership training and workforce development opportunities.

CASCADES CLIMATE CHALLENGE

38 students

FROM

15
high schools

Cascades Climate Challenge addresses the global and locally relevant issue of human-caused climate change by empowering young leaders to take action. Participating youth spend three weeks hiking, canoeing and camping in the North Cascades while learning about the science of climate change, how scientists measure climate impacts, how to communicate climate change to others and what individuals can do to address this global issue. Cascades Climate Challenge creates civically engaged and scientifically literate young leaders who will be passionate about conservation of the natural world for years to come.



DIVERSITY

58%

underserved

32%

low income

42%

ethnic minorities Including
African,
Mexican,
Vietnamese,
Chinese,
Iranian,
Korean and
Ukrainian.

SERVICE PROJECTS

Service projects were completed in the spring following the summer field program.

8 teams 450+ service hours invested

1,700 students and adults engaged

Projects included:

- Installing an eco-friendly water bottle filling station at Anacortes High School Presenting at the Salmon Summit in Ashford, Washington in partnership with Mount Rainier National Park
- Presenting at the City of Portland's Sandy River Restoration Expo
- Teaching monthly environmental education lessons at a large apartment complex



This program has had a great effect on my life. I feel that now I know exactly where to go next. Having the opportunity to live in the wilderness has helped me realize that my passion in life is to help protect this planet.

-Grace, Warrenton, OR







PARTNERS

THE PAUL G. ALLEN FAMILY FOUNDATION

NORTH CASCADES NATIONAL PARK

MT. BAKER-SNOQUALMIE NATIONAL FOREST

2,832 1,584

Classes and Family Getaways participants

North Cascades Institute offered our 27th consecutive year of programs designed to get people of all ages outside learning about the natural and cultural history of the North Cascades. Programs at the North Cascades Environmental Learning Center included Family Getaways, Skagit Tours, Base Camp, Sourdough Speaker Series and classes teaching subjects including wildlife biology, art, archaeology, geology, writing and photography. Field Excursions ventured beyond Diablo Lake to explore the Skagit and Methow valleys, Seattle, Bellingham, the Salish Sea and Mount Baker.







SOURDOUGH SPEAKER SERIES

Our popular series of overnight gatherings at the Learning Center in the spring and fall continued with six presentations by our region's most interesting writers, artists and entrepreneurs, like "TED Talks in the North Cascades!"

2012 PRESENTERS

Thor Hanson, field biologist and author John Scurlock, photographer Joe Whinney, founder of Theo Chocolate Chervl Straved, author Jill Lightner, food writer Lorraine McConaghy, historian

PARTNERS SEATTLE CITY LIGHT NORTH CASCADES NATIONAL PARK



Cheryl Strayed read from her memoir Wild at the Conway Muse to raise money for Institute youth programs.

2012 ANNUAL REPORT | NCASCADES.ORG

Our Graduate M.Ed. degree program offers motivated students a Master of Education in Environmental Education degree from WWU with a Certificate in Leadership and Nonprofit Administration upon completion. The seven-quarter program begins each June with a summer of field studies in the North Cascades. Seventy-two students have completed the program since its' inception in 2000.

22
students



ALUMNI

North Cascades Institute's alumni can be found engaged as educators, advocates, consultants and entrepreneurs driving positive change in their respective fields. Innovative alumni positions include:

- Education Specialist –
 Mount Rainier National Park
- Education Programs Coordinator Appalachian Mountain Club
- Executive Director –
- Wild Whatcom, Washington
- Organic Farmer and Educator Hilltop Community Farm, Wisconsin
- Development Assistant PCC Farmland Trust, Washington
- Board of Directors Environmental Education Alliance of Georgia
- School Programs Coordinator –
 Great Smoky Mountains Institute

The graduate program not only gave me the tools and language to look at the big picture of organizations, but also the opportunity

to work with a variety of partners. Through these experiences I learned how to work with diverse groups of people to achieve a common goal.

-Lee Whitford, Cohort 2

PARTNERS

HUXLEY COLLEGE OF THE ENVIRONMENT AT WESTERN WASHINGTON UNIVERSITY

CITIZEN SCIENCE & STEWARDSHIP

1,735

Care for the natural environment is infused into all of North Cascades Institute's programs and operations. We also work with the public in a wide variety of ways to provide opportunities for volunteers to commit time and energy towards important stewardship projects. These include hosting local stewardship activities with groups, public presentations and interpretive activities, and coordinating several ongoing Citizen Science initiatives.



40

stewardship events 28

partnering organizations

26

Naturalist Certifications 10

Citizen Science projects

CITIZEN SCIENCE HIGHLIGHTS

Citizen Science increases scientific literacy by connecting Institute participants with researchers working in the North Cascades ecosystem. These projects provide a fun and educational way for people to engage in meaningful research. Citizen Scientists help professional scientists achieve research goals that might be difficult to obtain without a committed group of enthusiastic contributors.

Highlights include:

Cascadia Butterfly Project

Long-term monitoring to assess response of butterfly populations to climate change

Pika Project

Assessing pika distribution and habitat in the North Cascades

Raptor Migration Project

Assessing the health of North American raptor populations

Snake Count

Creating snapshots of North American snake populations

NestWatch

Tracking bird survival and reproductive success

Surveys of Forest Insect Biodiversity

Participated as 1 of 50 international field collection sites for DNA study

Cascades Carnivore Connectivity

Installed remote hair snares as part of a landscape-level genetics and habitat connectivity study

STEWARDSHIP HIGHLIGHTS

Mountain School post-trip visits in Bellingham incorporated stewardship work at green spaces, trails and parks near the students' school. In collaboration with Bellingham Parks and Recreation, 650 students completed projects at 7 different Bellingham locations ranging from Cornwall Park to the Old Village Trail.

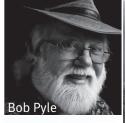
The 3rd annual Migratory Bird Festival at Ebey's Landing National Historical Reserve brought 129 students and elders from Seattle's International District, Mount Vernon's Kulshan Creek Neighborhood and the North Cascades Wild program together to learn about birds, habitat and international conservation issues.

Our **Northwest Naturalist Certification** program sets standards for proficiency as a naturalist, providing milestones for development, avenues to deepen understanding of the natural world and opportunities for public interpretive education. In 2012, we awarded **26 certificates.**

We coordinated **volunteer stewardship projects** with REI; Western Washington University's Learning, Environment; Action; Discovery Club; Northwest Indian College; Shuksan Middle School 8th Grade Service Learning Projects; Fairhaven College; Youth Conservation Corps; State University of New York College at Cortland; Sustainable Connections and other groups.

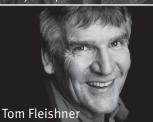


SPECIAL EVENTS











We hosted more community outreach events than ever before, including public presentations by Terry Tempest Williams, Cheryl Strayed, Tim McNulty, Andrew Skurka, Tony Angell, Debbie Miller, Saul Weisberg, Jack Nisbet, John Marzloff, Subhankar Banerjee, Nick O'Connell, Robert Michael Pyle, David Williams and Tom Fleishner. More than 1,650 people attended these events.

Photos clockwise: Benj Drummond, Marion Ettlinger, Joni Kabana, Benj Drummond, Institute Archives

GROUP RENTALS

812

participants
hosted

Our Group Rentals program offers the Environmental Learning Center and staff resources as a venue for conferences, board retreats, weddings, reunions and other special events. In 2012, we hosted The Mountaineers, Western Washington University, Wounded Warrior

Project, Woodland Park Zoo, Sierra Club, World Affairs Council, Bellingham and Sedro-Woolley school districts, Remote Medical International, Leadership Skagit, Northwest WildLinks Conference, Sustainable Connections and others.

RETAIL

104

thousand visitors

Six stores are operated by North Cascades Institute in and around North Cascades National Park.

MAJOR PARTNERS





Seattle City Light







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Skagit Watershed Council

Student Conservation Association

Sustainable Connections

The Mountaineers Troy Markus MD

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Western Washington University

Whatcom County Sheriff Wilderness Awareness School

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We make every effort to include every donor on this list. If we have made an error please accept our apologies and notify our office of the discrepancy. Thanks for your support!

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In honor of Amy Brown Peter Brown

In honor of Judy Chapman George Hare

Melanie Weiss

In memory of Doug Stufflebeam Bets Stover

In honor of Derek Dexheimer Darielle Dexheimer

In honor of Aneka Singlaub and John Sweeney Niki Singlaub

In memory of Len Eisenberg Barbara Eisenberg

In memory of Irv Weisberg Maggie Weisberg

LOOKING AHEAD

In 2013, North Cascades Institute is committed to sustainable growth, increased efficiencies in all our programs and operations and continued excellence in serving the community. Some of our primary efforts include:

Youth Leadership Adventures

We have combined two of our core programs for high school students into one suite of programs called Youth Leadership Adventures. This change allows us to engage

young people in activities that emphasize leadership, stewardship and adventure as well as increase efficiency in fundraising and logistical planning.



Mountain School

We will grow and strengthen our keystone residential environmental education program for students, teachers and chaperones, introducing a new climate change curriculum as well as reaching out to new schools and preparing for future growth.

Citizen Science and Stewardship

We will expand opportunities for volunteers to work on stewardship projects on local public lands. We are also developing signature field science projects that allow citizen volunteers to contribute to ongoing research in collaboration with the National Park Service and US Forest Service.

Health & Wellness

We are developing measurable health and wellness goals for selected Institute programs. Our goal is to increase participants' awareness of the health benefits of outdoor recreation and strengthen the fitness components of Institute programs.

National and Regional Collaboration

We are working with residential environmental education centers throughout Washington to assess and strengthen our collective impact. We are also collaborating with residential centers based in National Parks across the country to strengthen collaboration with the National Park Service at a time of economic challenges for this core partner.

Graduate Program

We are deepening our partnership with Huxley College of the Environment and Western Washington University, and engaging more Institute staff and agency partners as adjunct faculty in the graduate program.

Group Rentals

Our Group Rental program has the potential to provide significant income to expand youth programs. In 2013, we will be making more dates and space available for special events including yoga and healing retreats, conferences, family reunions and hosting diverse groups.

Community

As part of our focus on critical environmental issues, we will collaborate with the Whatcom Museum to present a four part speaker series as part of an upcoming exhibit – *Vanishing Ice: Alpine and Polar Landscapes in Art*.

COMMUNICATIONS

ncascades.org

Our primary website used to present our programs, share information about the Institute and North Cascades Environmental Learning Center, offer online registration and solicit donations.

52,083 unique visitors went to ncascades.org for a total of **91,560 visits** and **349,081 page views**.

chattermarks.org

Our blog on living, learning and teaching in the North Cascades. Edited in 2012 by Christen Kiser and Ryan Weisberg, Chattermarks shares stories from the Learning Center, North Cascades and greater Pacific Northwest, as well as photographs, natural history information and reports from Institute programs in the field.

17,139 unique visitors went to chattermarks.org for a total of **20,319 visits** and **34,451 pageviews.**

facebook.com/ncascades

Daily posts sharing Institute news, photographs from the field, interesting links, regional conservation issues, special deals, contests and more tidbits from the North Cascades.

youtube.com/ncascades

Videos including "The High Ridge: Twenty-Five Years in the North Cascades," multimedia presentations of our youth programs and "The Art of Writing" series featuring talks by Gary Snyder, Terry Tempest Williams, Robert Michael Pyle and other literary figures.

flickr.com/ncascades

Collections of recent photos from Institute programs, including galleries showcasing Mountain School, Youth Leadership Adventures, the Graduate M.Ed. Program and more.

ncascades.tumblr.com

A unique photo blog featuring a wide variety of beautiful Cascadian imagery specially selected from the Institute's vast photography archives.



2012 Catalog

In 2012, our annual program catalog was printed 100% carbon neutral with 100% post-consumer recycled content, saving 56 trees, 25,714 gallons of water, 23 million BTUs, 1,630 pounds of solid waste and 5,702 pounds of greenhouse gases!







North Cascades Institute's publications and online presence are widely regarded as beautiful, informative and inspiring. This is in large part because of the contributions of photographers and artists who have shared their work withus over the years. In 2012, our communications benefited from donations by Steph Abegg, Molly Hashimoto, Jocelyn Curry, Rick Allen, Jessica Newley, Andy Porter, Mark Turner, John Scurlock, Thomas Wood, Clint Hensley, Nick Mikula **Thank you!**

Molly Hashimoto

2012 FINANCIALS

STATEMENT OF FINANCIAL POSITION as of DECEMBER 31, 2012

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Cash and cash equivalents		311,859
Operating reserve		1,515,741
Receivables, net		106,862
Inventory and other		113,042
Investments		2,666,486
Property and equipment, net		212,788
	Ś	4.926.778

LIABILITIES

Accounts payable	\$ 43,475
Accrued expenses	59,762
Deferred revenue and other	28,471
	131,708

NET ASSETS

NET ASSETS	
Unrestricted	
Undesignated	655,094
Board designated	3,690,000
Temporarily restricted	259,976
Permanently restricted endowment	190,000
	4,795,070

TOTAL LIABILITIES AND NET ASSETS \$ 4,926,778

STATEMENT OF ACTIVITIES YEAR ENDED DECEMBER 31, 2012

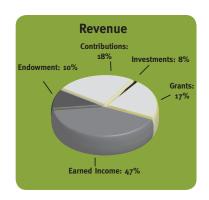
SUPPORT AND REVENUE

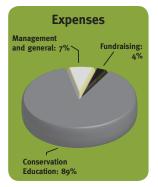
Tuition and fees	\$	369,585
Contracts	,	891,902
Special events, net		4,502
Bookstores (retail/outreach), net		124,872
Learning Center Fund (Seattle Foundation)		300,000
Government Grants		275,801
Foundation Grants		216,166
Contributions		234,955
In-kind contributions		291,165
Investment income		247,441
	2	2,956,389

EXPENSES

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Fundraising	103,584
Management and general	217,753
Programs	2,564,656

2,885,993
CHANGE IN NET ASSETS \$ 70,396

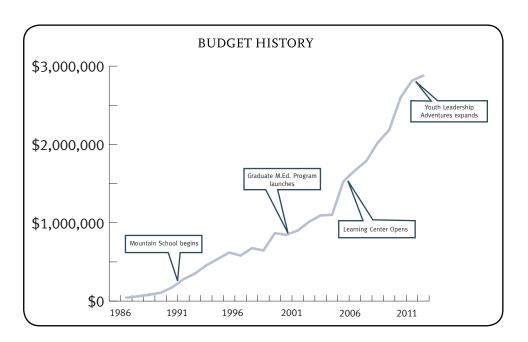




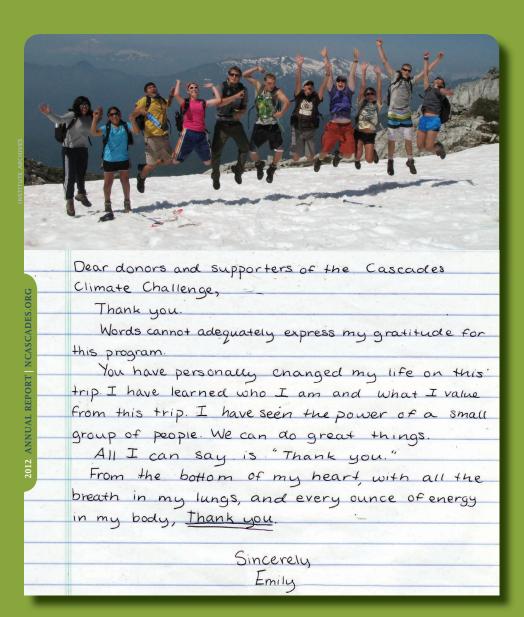




In 2012, Charity Navigator awarded us our 8th consecutive Four-Star rating for exemplary fiscal management and commitment to accountability and transparency (top 1% of NGOs)



The condensed financial statements (presented on page 21) reflect North Cascades Institute's complete set of financial statements for the year ended December 31, 2012, which have been audited by Jones & Associates LLC CPAs. They present fairly, in all material respects, the Institute's financial position in accordance with generally accepted accounting principles. The Institute's audited financial statements and the independent auditors report can be found at neascades.org





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