Dear Friends,

It is a challenging time for the field of environmental education. No longer is it enough for environmental centers to help people learn about the natural world and the ecological systems that support life. The potentially devastating consequences of humans’ actions on the environment make it urgent for educators to seek out new approaches. These must be aimed at helping people understand the natural and human communities in which they live, their interconnection and interdependence, and the fact that we all have the ability to make contributions to change. The Hitchcock Center meets this challenge each and every day, as you will soon read in the pages of this Annual Report. Over our 53-year history, we have built on our successful teaching practices and a growing awareness that, as citizens, we need to think about the world in an integrated way in order to promote greater environmental integrity, economic prosperity and social equity.

This past fiscal year has been an extremely busy one with continued growth in almost all areas of the Hitchcock Center. Words cannot express my deep felt gratitude to all the hard-working staff, board and volunteers that make the Hitchcock Center such a unique and innovative place for environmental learning. I would also be remiss if I did not pay tribute to the hundreds upon hundreds of people, businesses, organizations and agencies who have given us monetary and in-kind support to keep our organization a strong and recognized leader in environmental education.

With my best regards,

Julie Johnson, Executive Director

Special thanks goes to the Town of Amherst and to the following business partners whose generous support at the sustaining level ensured high quality environmental education for our community in FY14.

Hitchcock Center for the Environment at Larch Hill Conservation Area
525 South Pleasant Street
Amherst, MA 01002
413-256-6006
Hours: Tuesday–Friday
9:00 AM–4:00 PM
hitchcockcenter.org

“Our intern program equips people with the skills needed to promote a healthier planet through environmental education.”

Colleen Kelley, education director and intern program coordinator
Hitchcock at a Glance

The Hitchcock Center’s mission is to foster a greater awareness and understanding of the environment and to develop environmentally literate citizens.

O U R  F Y 1 4  I M P A C T

8,994 total children, youth, and adults participated in 349 unique programs offered throughout western Massachusetts and beyond:

- 6,012 K–12 student participants gained greater scientific understanding through standards-based, interdisciplinary programs focused on the local environment and real-world challenges.
- 1,084 Children, youth, and family participants joined in hands-on science and nature discovery programs designed to engage the whole child and family in greater connection and commitment to the natural world.
- 325 Professional development participants were trained in new curriculum and methods to strengthen the integration of science, ecology and environmental sustainability topics into their daily curricula.
- 1,127 Adult participants gained skills and knowledge through natural history, citizen science, and sustainability programs.
- 86 Schools, colleges, and organizations were assisted or partnered with the Hitchcock Center to promote regional environmental literacy and sustainability.
- 30% Low-income participants were supported through scholarships, subsidies, business sponsorship and grants to keep our environmental education programs at low- or no-cost.
- 288 Volunteers contributed over 2,300 hours to Hitchcock programs and operations.

Numbers on the map reflect the K–12 schools served within each community. Towns without numbers indicate program participation.

FY14 Communities Served

Hampshire County: 68%
Hampden County: 17%
Franklin County: 15%
Other: <1%

Other Massachusetts Counties Served:

Berkshire
Middlesex
Norfolk
Suffolk
Worcester

Other States:

Connecticut
Georgia
New York
North Carolina
Pennsylvania
Rhode Island
Vermont
Virginia

Other Countries or Regions:

Caribbean
Central America
England
Italy
Japan
“Mr. Ted Watt, our class really appreciates your teaching us all this information. Personally, I do not like animals but you taught our class so well I wanted to learn more about animals and nature. Hope you come back soon.”

—Third grader, Leeds Elementary School, Leeds, MA

Our values are centered on six fundamental aspects of environmental education: teaching principles of ecology; place-based learning; knowing the whole story; promoting resilient communities; demonstrating sustainability in the built environment; and educating for active citizenship. FY14 highlights include:

Our residency programs partner a skilled Hitchcock naturalist with schools to explore environmental issues, and use natural areas close to schools for outdoor-oriented, project- and place-based learning.

"Our fifth graders had a wonderful time doing hands-on, inquiry based science and are all excited about learning more! The Hitchcock Center’s Energy Literacy unit is fantastic and led to some really meaningful conversations about energy and the environment. I am so glad that I was able to attend the workshop for teachers last fall. Thanks again for everything! I look forward to working with you again in the future.”

—Kristin Pisano, fifth grade teacher, Selser School, Chicopee, MA

How to Talk About Climate Change

It’s hard enough to talk about climate change with adults—how do we navigate this conversation with our children? Hitchcock responded by organizing two discussion groups with parents, grandparents, caregivers and educators to help them explore developmentally appropriate ways to introduce the complex causes and challenges of climate change. Addressing climate change, its consequences and its solutions, is not only a program priority for the Center—it is a priority for all aspects of the organization from supply ordering to facility planning.

Mickey Novak Receives Hitchcock’s 2014 Heroes for a Healthy Planet Award

Mickey Novak was honored with the 2014 Heroes for a Healthy Planet award at the Hitchcock Center’s annual Salmonander Sunday Brunch on Sunday, March 30, 2014. Novak received the 2014 award for his decades of tireless dedication to environmental education and conservation of aquatic life as project leader of the Richard Cronin National Salmon Station.

Thank you Mickey! It’s been a joy to work with you.

Earth Matters Column Enters 5th Year

A total of 27 “Earth Matters” columns were published in the Daily Hampshire Gazette on a wide range of natural history, sustainability, and ecological topics reaching over 16,000 households per publication. Special thanks goes to our editorial team headed up by Michael Dorer, Katie Koerten and Caroline Hanna. Visit our website to view all published columns.

Intern Profile: Josia Gertz DeChiarà

Many years ago, Josia Gertz DeChiarà was a summer camper at the Hitchcock Center, climbing trees and playing in mud puddles. Her fascination with the magical inner workings of plants drew her to study molecular ecology at Hampshire College. It was only natural that Josia join the Hitchcock Center as a college intern in the Fall of 2013 as a classroom aide working with children in our “Nature Play Afterschool,” “Nature Discovery Preschool,” "Life in a Pond,” “Mountains and Valleys,” “Insect Investigations,” “Habitat Studies,” and “Forest Ecology.” In FY14, a new “Bird Migration” field trip helped students learn about blue bird habitat requirements, habitat loss, and how habitats and nesting places can be created to support the birds. Some students were even able to view young bluebirds fledging from nesting boxes at Bramble Hill Farm! New Phenology Club Study Launched

The Hitchcock Center organized its first Phenology Study Club with 18 adults meeting monthly to study different topics including bird migration, spring wildflowers, bog ecology, mushrooms, vernal pools and more. The purpose of this club is to gather and record data to document how specific local habitats and ecosystems are adjusting to climate change over time. The Plight of Honeybees: An Educational Priority

The Larch Hill Collaborative elevated the plight of honeybees as an educational priority with its member organizations, Hitchcock Center, Common School and the Bramble Hill Farm, coming together to jointly plan and implement a series of yearlong programs and events that engaged over 350 children and their families in activities to help promote greater awareness and advocacy on behalf of honeybees. This included a letter writing campaign asking local腿pilatists, pesticide companies, and farmers to replace hazardous pesticides with ecologically sound and socially just alternatives.

A New Lens on Science Learning

There is no doubt that science—and, therefore, science education—is central to the lives of all Americans. Hitchcock educators in partnership with the New England Environmental Education Alliance have developed new curricula designed to meet the Next Generation Science Standards (NGSS). Classroom-ready units based science are all excited about learning more! The Hitchcock Center’s Energy Literacy unit is fantastic and led to some really meaningful conversations about energy and the environment. I am so glad that I was able to attend the workshop for teachers last fall. Thanks again for everything! I look forward to working with you again in the future.”

—Kristin Pisano, fifth grade teacher, Selser School, Chicopee, MA

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—Kristin Pisano, fifth grade teacher, Selser School, Chicopee, MA
Our Volunteers

Volunteers are a foundation of support for our staff and programs. Nearly 300 volunteers contribute over 2,000 hours to service at the Center in FY14. Our volunteers greet our visitors, weed and maintain gardens, prepare crafts and materials for programs, field questions and register program participants, care for our animals, and keeps our ongoing operations strong and growing. Thank you!

Betsey Johnson
Leo & Henry Kahen
Hollie Kasten
Margaret Keeffe
Devin Kelting
Brenda Kennedy
Dave King
Carol Krewin
Melanie Klein
Mary Kraus
Kira La Cour
Landenoy
Zachary Banas
Nancy Barr
Christine Berquist
Cailey Bloomgarden-Bredia
Becca Bland
Madra Choromanska
Bennett Breig
De Boyd
Virginia Brewer
Jacqueline Burkett
Will Casa
James Chalfin
Louise Colligan
Sarah Cooper
Bick Corsa
Hazel Crowley
Joan Cusson
Alyssa Ayvazian
Renée Bachman
Zachary Ranas
Nancy Barr
Penny Beebe
Jason Berg
Christine Benquist
Becca Bland
Calely Blomgren-Rojo
De Boyd
Bennett Erin
Virginia Brennan
John Brook
Margaret Bullis-Jonat
Jacqueline Burkett
Will Casa
Cecilia Chaffin
James Chalfin
Natalie Chitumaka
Gina Chaplin
Mada Chromosma
Rebecca Clark
Bruce Coldham
Louise Colligan
Sarah Cooper
Emily Coppola
Rick Corsa
Arletta Court
Hazard Crowley
Joan Cusson
Jeanette Dow
Shawnessy Earle
Deborah Faye
Alanna Flower
Joyce Fritz
Sneha Garg
Laurie H. Gluck
Elizabeth Gold
Sara Greenfield
Andrea Grady
Diana Hernandez
Tanya Hernandez
Nancy Jacobson
Monica John
Catherine Joneckus
Catherine Jones
Suzanne Jordan
Juliana Kremer
Jennifer Lawrence
Rebecca Lee
Laura Leek
Brandon Leer
Liz Leta
Kim Lewis
Diane Long
Sally Lowrie
Julie Lytle
Gail MacKinnon
Sharon McAllister
Susan Mestayer
Mary Beth Miller
Anitra Minde
Sara Moore
Samantha Morgan
Gina Moschetti
Katie Moulton
Aimee Nelson
Amy Maisey
Angela Nettow
Kori Nettow
Laura Nettow
Kathryn Nettow
Alyson Neustadt
Christian Nettow
Rachel Newton
Dermot Nix
Lauren Niven
Katie O’Dowd
Katie Ofield
Jenna O’Keeffe
Katherine O’Leary
Amy Opton
Natalia Pacini
Molly Pachmayer
Martha Pasquale
Eliza Pellet
Laura Perry
Ivy Perry
Samantha Pinkham
Tanya Plunkett
April Plevka
Sarah Pregis
Jill Price
Sarah Ryan
Mat Rogers
Karen Ruggiero
Gretchen Sahlin
Christina Savicki
Nicole Scholtes
Lee Schmelzer
Carrie Schmitt
Katherine Scott
Robin Seagard
Barbara Seifert
Cheryl Seguin
Mary Seguin
Sue Shemitz
Miranda Sherry
Amanda Shriver
Sarah Silverman
Katie Smith
Sonya Sofield
David Spector
Bob Strong
Tom Sullivan
Greta Szymanski
Julie Swanson
Kara Szech
Carol Trosset
Kal Treloar
Steve Upton
Olive Vains
Amy Velasco
Shawna Vincent
Jill Wieber
Beverly Wilcox
Laurie Williams
Katherine Williams
Catherine Wilson
Ashley Wilson
Lori Wolf
Susan Wolf
Samantha Wolfe
Liz Worrall
Jessica Wright
Sarah Zamporin
Kathleen Zasta
Amy Ziller
Sue Zylka
Our Supporters

The Hitchcock Center is grateful for the generous in-kind, contributed and grant support from the following individuals, businesses, foundations and organizations during our fiscal year FY14 (June 30, 2013 – June 30, 2014). Your support ensures that our educational mission and vision remains responsive to the needs of our community, and keeps our ongoing operations strong and growing. Thank you!

ANNUAL FUND gifts: $10,000 and up

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$5,000–$9,999

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$2,000–$4,999

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$1,000–$1,999

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$500–$999

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$250–$499

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$100–$249

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$50–$99

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$25–$49

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$10–$24

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$5–$9

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$2–$4

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$1–$2

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$0.50

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$0.25

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$0.10

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$0.05

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

$0.01

Bette J. & Peter Frank
Robert & Margaret Franks
Catherine & Richard Galin
Kenneth & Carol Gann
Pat Gervais
Kathleen & Robert White
Joanne & Tom White
Mark & Susan Weltner
Zachary & Karen White

Thank you, everyone!
MEMORIAL GIFTS

Memory of Mary Jo Richardson

Gives By

Ted Watt

Tracy Zafian & David Schmidt
David & Maria Ziemek
John Ziemek
Pete Ziemek
Stan & Bev Ziemek
Ziemek & Ziemek Law Firm

Chris & Kate Zobel
Tim & Kate Zolkos
Xenia Zuzma

Jane Mildenhall

IN-KIND GIFTS

Alphabet Phi Omega (APO)

at UMass Amherst

Amherst College Dorms
Marie Bruno

Collective Copies
Daily Hampshire Gazette
Nancy Goodman
Carol Gross
Hadley Garden Center
Hope & Feathers

Tracy Zafian & David Schmidt
David & Maria Ziemek
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Daily Hampshire Gazette
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Hadley Garden Center
Hope & Feathers

In Honor Of

Michael Abl
Harvey Allen
Kim Comfort
Nancy Eddy
Colleen Kelley

Kate Koerten
John Knowles
Jennifer Unkles
Ted Watt

HONORARY GIFTS

In Honor Of

Michael Abl
Harvey Allen
Kim Comfort
Nancy Eddy
Colleen Kelley

Kate Koerten
John Knowles
Jennifer Unkles
Ted Watt

Gives By

Anonymous XI
Lee & Wil Bridge

Anonymous XXV
Chris & Kate Zobel

Elizabeth Kelley, Institute for Training & Development

Rebecca Miller & Tom Randall
Alisa Jones
Robert Ludwig

Barbara Heath, Institute for Training & Development

BUSINESS PARTNERSHIP PROGRAM

Sponsored by our Business Partners, whose contributions to our Annual Fund support strengthened environmental education for all ages.

Premier Partners:

over $2,500

Sinauer Associates, Inc.

Wright Builders, Inc.

Sustaining Partners:

$2,500

Integrity Development & Construction
Kirschleuhs Consulting

Leading Partners:

$1,000

Florence Savings Bank

Contributing Partners:

$500

A. J. Hastings, Inc.

Kraus-Fitch Architects

Vanasse Hangen Brustlin, Inc.

Valley Gives: How we give to the Foundation of Western Massachusetts, Valley Gives is the biggest online giving day for hundreds of nonprofits in Western Massachusetts. On December 12, 2019, the second annual Valley Gives, 152 donors raised $20,683 for the Hitchcock Center in just 24 hours. These generous gifts provided vital support for Hitchcock’s year-round activities.

Thank you!
The Hitchcock Center continues to advance its plans to build New England’s first public “living” environmental education center by taking the Living Building Challenge™, the most rigorous standard for sustainable development in the built environment. Accomplishments in FY14 include:

- Completed design plans for a new 9,000 square foot building that will include: net zero energy and water; rainwater harvesting; composting toilets; building systems that model and mimic nature; a dynamic visitor’s center; improved live and natural history exhibits; hands-on indoor and outdoor children’s discovery areas; four highly adaptive classrooms and meeting spaces; expanded offices for a growing staff; and demonstration gardens, courtyards, decks, and picnic areas.

- Secured a total of $1,922,466 in new gifts, grants and pledges. This, combined with previous gifts from prior years, represents a total of $2,322,816 secured, or 43% of our initial campaign goal of $5.8M as of the end of FY14 (June 30, 2014).

We appreciate all who have supported our Building for the Future campaign. A separate report will be published at the end of our capital campaign to recognize the generous support received by all individuals, foundations, businesses, government and other sources. Thank you.

### Financials

#### FY2014 Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Contributed support</td>
<td>$826,793.00</td>
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<tr>
<td>Grant</td>
<td>$1,270,682.00</td>
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<tr>
<td>Earned revenue</td>
<td>$222,996.00</td>
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<tr>
<td>Events</td>
<td>$17,106.00</td>
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<tr>
<td>Other</td>
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<td><strong>Total</strong></td>
<td><strong>$2,338,195.00</strong></td>
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</table>

* Of this total, $1,922,466 was raised for the Living Building Project as of June 30, 2014.

#### FY2014 Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General operations</td>
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</tr>
<tr>
<td>Development</td>
<td>$59,661.00</td>
</tr>
<tr>
<td>Living Building Project</td>
<td>$194,620.00</td>
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<tr>
<td>Program</td>
<td>$285,497.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$691,422.00</strong></td>
</tr>
</tbody>
</table>

Figures based on audited financial statements for FY14.