2019 ODC Network Annual Impact Report
OUR CURRENT IMPACT

245%

The increase in program participation ODC has seen over the past ten years

2009
23,108 program participants

2019
Over 58,000 program participants

CONSERVATION HIGHLIGHTS over 20 YEARS

• Continued development on 2 Greenway Projects covering over 180,000 acres
• Over 100 conservation contracts to manage land
• Established over 20 miles of trail and protected nearly 1,400 acres along the Macatawa Greenway
• Over 30,000 acres of farmland utilizing best management practices
• Substantially improved water quality (lowest phosphorus levels in 47 years)

EDUCATION HIGHLIGHTS over 20 YEARS

• Over 1,250,000 children and families have received an ODC experience
• Over 1,000 programs offered in 2019
• 176 three & four year olds learning in the outdoors at the Little Hawks Discovery Preschool
• 17 ODC Education Network partner schools impacting the lives of 3,500 students
• 10 parenting classes led by Little Hawks social worker with over 400 participants

Operating Revenue Sources

- 26% Individuals
- 16% Government
- 11% Foundations
- 6% Events
- 30% Program Revenue
- 11% Business

46% Earned Revenue
54% Philanthropic Revenue
30% Program Revenue
11% Business
17% Government
11% Foundations
6% Events

Operating Expenses

- 84% Programming
- 9% Administration
- 7% Fundraising

OUR SERVICE AREA
200 CHILDREN PARTICIPATED in SUMMER LITERACY PROGRAMS

32 VOLUNTEER GROUPS

987 VOLUNTEERS

63 LIVE BIRD OF PREY SHOWS

750 ATTENDED MAPLE SUGAR TIME at VAN RAALTE FARM

47 on the ODC NETWORK TEAM

8 Unique Natural Areas

500+ Acres of Land

OUR FOOTPRINT

CONSTRUCTED 5 NATURAL PLAY & LEARN SPACES in AREA SCHOOLS
6 EXPLORER NETWORK TRIPS OFFERED

FIRST WOMEN IN NATURE TRIP

6 COMMUNITY ENDORSEMENTS for the KALAMAZOO RIVER GREENWAY

1,100 KIDS IMPACTED through OUTDOOR DISCOVERY WITHOUT LIMITS

1,580 STUDENTS ATTENDED CULTURAL HISTORY PROGRAMS

153 GREENWAY DIRECTIONAL SIGNS & KIOSKS INSTALLED

GRAND OPENING: Eldean Family Nature Play Park

5 WATER QUALITY FILTERS INSTALLED at 3 LOCATIONS

153 GREENWAY DIRECTIONAL SIGNS & KIOSKS INSTALLED