

# 2020 ODC Network Annual Impact Report

Friends of the ODC Network,

We are pleased to share this Annual Impact Report on our 2020 highlights. Our journey has been an eventful twenty plus years of growth and impact. As the Chief Executive Officer of ODC, I have experienced the impacts of 9/11/2001, and the 'closing down' of Wildlife Unlimited, our parent organization, in 2005. I lived through the great recession of 2008. Now I can say I have navigated through an ongoing pandemic. Through all of this, the ODC Network has experienced steady growth.

Since 2010, the ODC Network has quadrupled the size of our team, we have tripled our revenue, and in 2020 we generated about 61% of our revenue as earned income from our 10 business divisions. This growth represents the growing demand for our organization's services and resources. We would not be able to do what we do without the generous leadership and amazing support of our community.

We are excited for 2021. Now, more than ever, connecting people with the outdoors and creating nature-based experiences is paramount. The ODC Network is not only well positioned to serve these needs in our community, but we are prepared to have the biggest year in our history. We hope you are inspired by the accomplishments we made this year, despite everything that has happened. We also hope you will continue to trust and believe in our team and see the tremendous impact, leverage, and value your investments in the ODC Network generate for West Michigan.

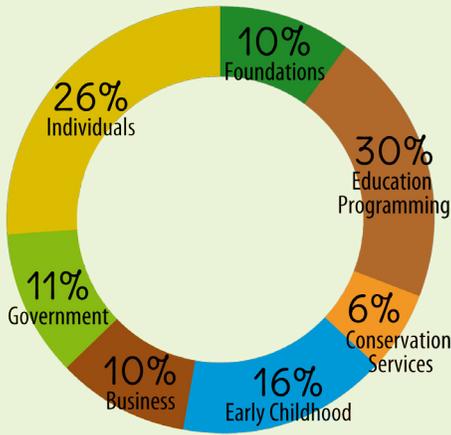
Thank you for your support and doing your part to make West Michigan the best place to live, work, play and learn.

Gratefully,

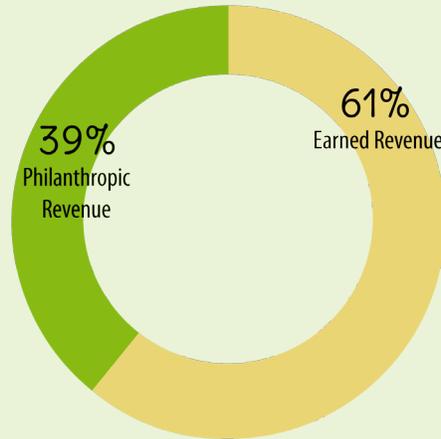
*Travis Williams*



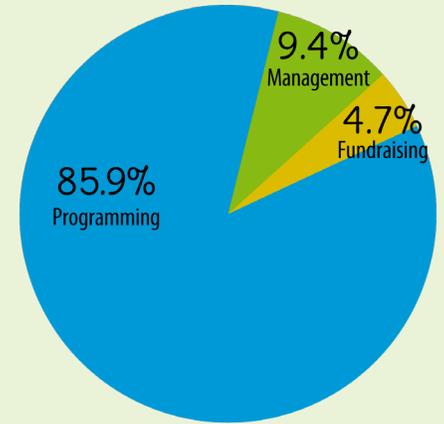
## 2020 Financial Summary



Revenue by Source



Earned Income vs Philanthropy



Expense Allocation

## EDUCATION IMPACT

100

educators trained in managing students for safe and effective outdoor learning experiences

300

children served safely through ODC Summer Camps

10,550

hours of outdoor instruction provided to area schools during the fall in 2020

66,374

users of online content including Helen DeVos Children's Hospital, Ottawa County Juvenile Detention Center & Ottawa Area Center

## CONSERVATION IMPACT

24

water quality projects completed between Macatawa and Kalamazoo River Greenway Initiatives

600

acres of natural areas managed and open free to the public

3,660

native trees and plugs planted at restoration sites

39,000

pounds of phosphorous removed annually, from Lake Macatawa, for Project Clarity



**2,000**  
NATURE BOOKS  
PROVIDED to  
ELEMENTARY  
STUDENTS

**1 NEW** OUTDOOR PRESCHOOL



NOW EDUCATING **190** THREE & FOUR  
YEAR-OLDS using the NATURAL WORLD

**325,000** GALLONS of WATER STORAGE  
AVAILABLE at NEWLY RESTORED WETLAND



**7,486** MILES  
TRAVELED for OFFSITE  
EDUCATION PROGRAMS

**16,578** IN-PERSON  
PROGRAM PARTICIPANTS  
with ZERO COVID-19  
RELATED INCIDENTS



CONSTRUCTED **3** NATURE PLAY &  
LEARN SPACES for AREA SCHOOLS



**NEW**  
TRAILHEAD to the  
MACATAWA RIVER  
GREENWAY TRAIL in  
ZEELAND TOWNSHIP



LAUNCHED **NEW**  
 WEBSITE & CREATED a PAGE  
 for DIVERSITY & INCLUSION:  
 "NATURE FOR ALL."  
 + SITE TRANSLATES into  
**13** LANGUAGES

**10** CONSERVATION  
 PROJECTS COMPLETED



**1,000** STUDENTS IMPACTED through  
 OUTDOOR DISCOVERY WITHOUT LIMITS;  
 including scheduled programs at the  
 JUVENILE DENTENTION CENTER and  
 OTTAWA AREA CENTER



**1,000** FEET of AREA WATERWAYS  
 STABILIZED & RESTORED

THANK YOU to the  
**609**  
**DONORS**  
 WHO SUPPORTED US  
 in 2020



**NEW** SUSTAINABILITY  
 PARTNERSHIP with CITY of  
 HOLLAND



**Holland**  
 MICHIGAN

**FOURTH** SOLAR ARRAY INSTALLED AT LITTLE HAWKS  
 GENERATING 22.4 kW of CLEAN, RENEWABLE ENERGY EACH YEAR

