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,

[Signature]
2020 Financial Summary

**Revenue by Source**
- 26% Individuals
- 10% Foundations
- 11% Government
- 10% Business
- 16% Early Childhood
- 6% Conservation Services
- 30% Education Programming

**Earned Income vs Philanthropy**
- 61% Earned Revenue
- 39% Philanthropic Revenue

**Expense Allocation**
- 85.9% Programming
- 9.4% Management
- 4.7% Fundraising

**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
1 NEW OUTDOOR PRESCHOOL

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

NEW TRAILHEAD to the MACATAWA RIVER GREENWAY TRAIL in ZEELAND TOWNSHIP

2,000 NATURE BOOKS PROVIDED to ELEMENTARY STUDENTS

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

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

7,486 MILES TRAVELED for OFFSITE EDUCATION PROGRAMS

CONSTRUCTED 3 NATURE PLAY & LEARN SPACES for AREA SCHOOLS

NEWLY RESTORED WETLAND

IN-PERSON PROGRAM PARTICIPANTS

OFFSITE EDUCATION PROGRAMS
LAUNCHED NEW WEBSITE & CREATED a PAGE for DIVERSITY & INCLUSION: “NATURE FOR ALL.” + SITE TRANSLATES into 13 LANGUAGES

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

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