



# **ANNUAL REPORT**

# 2015

*Turning Passion into Progress for a Sustainable Future*

## 2015: A Milestone Year

Two thousand fifteen was a milestone year for the Woodard & Curran Foundation, marking our fifth anniversary and numerous advances.

- We doubled grant-giving from the previous year, issuing \$40,000 in funding to recipients representing a broad range of projects and geographies.



**Mount Washington  
Observatory,  
North Conway, NH**

\$15,000 grant to upgrade and expand a network of 19 remote stations in and around the White Mountains to assist with weather and climate research, science education programs, and weather forecasting.



**Forest ReLeaf of MO,  
Maryland Heights, MO**

\$9,200 grant to expand its nursery in support of a free tree distribution program focused on outdoor classrooms and educational conservation nature centers.



**Conscience Point  
Shellfish Hatchery,  
Southampton, NY**

\$9,500 grant in support of sustainable aquaculture enabling the Hatchery to restore and reseed local bays and estuaries.



**IL Section of the American  
Water Works Association,  
St. Charles, IL**

\$6,300 grant to expand classroom outreach supporting its Water Saver in a Box Classroom Toolbox for teachers, children, and parents across the state.

- Rebranding efforts resulted in the refresh of the Foundation's logo, its brand promise - Turning Passion into Progress for a Sustainable Future, and a new website.
- Our Employee Outreach Campaign for 2016 increased Woodard & Curran employee participation by 33% and raised nearly \$88,000 for grant giving. Foundation volunteers produced an impactful video to support the campaign. With Woodard & Curran's 25% match of employee contributions, we surpassed our campaign goal to raise \$100,000.
- 2016 Grant Giving was increased to \$50,000 as a result of the success of the Outreach Campaign, and the endowment has grown to nearly \$400,000.



*Successful events, led by the fourth annual Woodard & Curran Foundation golf tournament, which netted over \$10,000, contributed to 2015 fundraising.*

## Looking Ahead

Since the establishment of the Woodard & Curran Foundation in 2010, the Board of Directors has focused on increasing the impact of its giving strategy. At the January 2016 meeting, Board members voted to implement a program that incorporates both individual grants and multi-year "Impact" grants. Accordingly, in 2016 the Foundation will issue \$50,000 in grants, with approximately \$16,000 devoted to individual grants in 2016 and approximately \$34,000 to a single "Impact" grant that will total \$100,000 over a 3-year period. Final details may vary slightly, but the goal is to push toward greater impact.

In addition, the Foundation Board committed to working with Woodard & Curran to develop a third level of giving, Program Giving, which will take place in partnership with Woodard & Curran and will involve the donation of time and expertise of Woodard & Curran employees to a given project. The Foundation will work closely with Woodard & Curran's Chief Executive Officer, Doug McKeown, to identify and implement the path forward with a common mission to advance solutions to environmental problems and encourage environmental stewardship through innovation, education and strengthening communities.

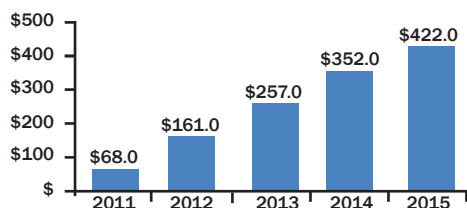
## 2015 FINANCIAL REPORT

Beginning of Year Total Assets = \$352,000

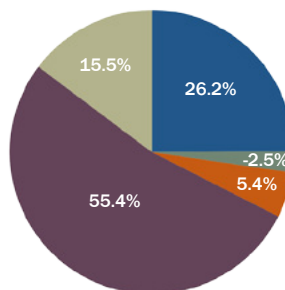
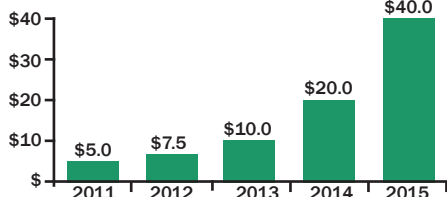
Year-End Total Assets = \$422,000

Change in Assets = \$70,000

Asset & Endowment Growth (000's)

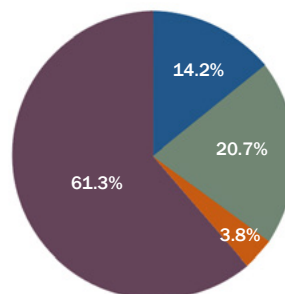


Grants Awarded (000's)



### 2015 Income: \$137,000

- Event Revenue & Sponsorships: \$36,000
- Investment Fund: (\$3,500)
- Stock Donations: \$7,500
- Woodard & Curran Employee & Fundraising: \$76,000
- Woodard & Curran Support: \$21,000



### 2015 Expense and Giving: \$66,100

- Administrative Costs & PR: \$9,400
- Event Expenses: \$13,700
- Fundraising: \$2,500
- Grants: \$40,500

## MISSION

The Woodard & Curran Foundation has been established to take Woodard & Curran's vision of exemplary corporate citizenship further by allowing the Foundation to grow and invest financial resources in an endowment and make significant contributions to charitable organizations aligned with its values.

## VISION

The Woodard & Curran Foundation is a public nonprofit organization dedicated to directing endowment resources to non-profits with environmental missions focused on creating a healthier world.



From left: Barry Sheff, Celeste Labadie, Tom Roche, Tom Francoeur



[www.woodardcurranfoundation.org](http://www.woodardcurranfoundation.org)



## BOARD OF DIRECTORS

- Thomas Francoeur, President
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and commitment to the Foundation!*

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If we have made an error, please accept our sincere apology and let us know by contacting  
Celeste Labadie, Secretary, Woodard & Curran Foundation at [clabadie@woodardcurranfoundation.org](mailto:clabadie@woodardcurranfoundation.org).*