To restore and preserve the Eastern Cross Timbers ecosystem through environmental leadership, education, and compatible outdoor activities.

**VALUES**

Educate, Conserve, Preserve

**FOCUS**

**MISSION**

Educate, Conserve, Preserve

**OUR GOALS**

- Become a trusted environmental expert for the community
- Provide quality educational programs
- Create a robust, well trained volunteer workforce
- Develop and grow a sustainable funding base

The Bob Jones Nature Center & Preserve is a public facility owned by the City of Southlake and managed by the Bob Jones Nature Center Organization (BJNCO), a nonprofit 501c3 organization. With access to over 750 acres of Cross Timbers ecosystem, the nature center and preserve play a valuable role in the preservation and conservation of this important resource.

The BJNC offers a wide variety of classes and activities focused on exploring our natural environment. Admission into the Nature Center and Preserve is free for all ages.
758 ACRES OF NATURAL FUN

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@BJNCO
STAFF/BOARD

2015 STAFF

Lori Higgins
Executive Director
Lauren Veatch / Kayla Nickells
Education Coordinator
Jaclyn Taylor / Tracy Garcia
Administrative Assistant
Zoe DeVito
Community Relations Coordinator
Leigh Langford
Environmental Education Specialist

Instructors
Robin Swindle
Kayla Nickells
Peggy Thomas
Bruce Rosenstiel
Chris Sawinski
Anna Fisher
Stephanie Terry
Joann Kegans
Darryl Jordan
Craig Arkfeld

2015 OFFICERS

Debra Edmondson
President
Jane Musser
Vice President
Bruce Rosenstiel
Treasurer
Simon Rurka / Buddy Luce
Secretary

Members
Audra Lewandowski
Brandon Bledsoe
Lisa Spraggins
Norm Lyons
Wanda Schafer
Jessica Heintz
Randy McCauley

Emeritus Members
Dr. Bobby Jones
Dr. Ray Chancellor

Ex Officio Member
Dr. David Faltys
YEAR IN REVIEW

EDUCATIONAL PROGRAM HIGHLIGHTS

- Bi-weekly Reading in Nature in partnership with City of Southlake library.
- Offered Educational Talks for all ages on various topics, including: Animals of the Cross Timbers, Intro to Honey Bees, Hummingbirds at Home, Animal Habits Workshop.
- Implemented outcome-based curriculum: Growing up Wild, Project Learning Tree and Aquatic Wild.
- Successful second year for the BJNC Summer Day Camp (346 campers over 10 weeks).
- Developed & launched program evaluation surveys for participants to provide feedback on BJNC experiences.
- Implemented weekly guided hikes and illustrated lectures.
- Developed Parent Handbook for all educational programs.

ACTIVITIES

- Offered 3 Stargazing events, facilitated by the Fort Worth Astronomical Society.
- Hosted the first wedding at the Nature Center.
- Hosted the first butterfly release with Fort Worth Perennial Society.
- Revamped the outdoor Composting classroom, reusing materials.
- Held Annual Photography Contest followed by a recognition social.
- Hosted Girl Scouts Earth Day Celebration.
- Set up a table during the Southlake Garden Tour and introduced the Pollinator Garden and Nature Center.
- Coordinated Birding Hike opportunities with Dr. Ray Chancellor.
- Partnered with local Boys Scouts and Byron Nelson High School to create and maintain a vegetable garden.

2015 was a year of measurable progress for the Bob Jones Nature Center. We further solidified our organizational relationship with the City, and continued to strengthen our programming and activities by leveraging best practices. This was our first full year with a team of individuals all working to impact our strategic plan. We are proud of these accomplishments, but we are even more excited by the prospect of what lies ahead. BJNC has faced significant challenges, and our energetic team will continue to strive for excellence in advancing the mission of the Nature Center in the coming year.

Lori Higgins
Executive Director
OPERATIONAL DEVELOPMENT

- Developed a detailed budget format for 2015 projections providing a clearer picture of the BJNC financial structure.
- Developed new and updated job description and staffing structure.
- Added more value to the membership by partnering with local businesses.
- Developed a comprehensive monthly operational report for Board of Directors to include income per program/activity.
- Developed and implemented new staff orientation process with checklists.
- Facilitated tour with Carroll ISD teachers on field school concept and supporting the Nature Center long-term.
- Registered BJNC with MonarchWatch.org.
- Introduced ACT database for public engagement activities preliminarily set up over the summer.
- Expanded membership benefits to include Iron Tribe Fitness, MaxFruit, Nekter Juice Bar, Naturepedic, Eddie Bauer, and Whole Earth Provision.
- Established Starbucks partnership for donations of weekly pastries we provide to the public.
- Hosted a BJNC Leave No Trace training workshop for facilitators.

OUTREACH

- Project Wild Workshop information emailed to over 80 local schools.
- Earth Day Celebration planning meeting with Girl Scouts of Texas-Oklahoma Plains.
- Provided in-kind gift of camp certificate to Walnut Grove Elementary School for fundraiser.
- Meeting with Sabre employee, Donna Cole (Product Marketing) about partnership opportunities.
- Greenfest Vendor and Sponsor Solicitation emailed to over 1700 recipients.
- Keller ISD Summer Camp Expo (250+ attendees)
- Earth Day Celebration at DFW (300+ attendees)
- Mom’s League Summer Camp Expo (approximately 50 attendees).
- Lone Star Elementary “Meet the Teacher Night” and Vendor Fair.
- Southlake Chamber of Commerce members event participation.
- Partnered with White’s Chapel United Methodist Church to host monthly devotion before hikes.

YEAR IN REVIEW

EXCLUSIVE BJNC EVENTS

- Connected with 1,000 individuals in South Lake Town Square.
- Sold a record 30 exhibitor booths.
- Offered the community a free concert.
- Focused effort to market and promote event as BJNC’s.

- Planning committee of 12-17 individuals from the community and membership base.
- Rattana Mao, vice president of Comerica Bank, served as event coordinator.
- Secured hotel venue allowing indoor/outdoor flow.
- Strengthened silent auction setup and introduced a live auction component.
- Designed programs and mailed invitations and tickets.
- Introduction of travel opportunities for guests as part of auction.
- Advertised via Southlake Chamber of Commerce e-blast.
- Promoted the event on NBC 5 Talk Street.
VOLUNTEER DEVELOPMENT & PARTICIPATION

- Held monthly volunteer orientations.
- Interviewed potential summer camp volunteers to ensure we provide capable mentors for campers.
- Supported Global Month of Service with Trail Clean-Up project.
- Hosted volunteer groups: Westlake Academy, Starbucks, Carol ISD students, Eagle Scouts, Boy Scouts and Master Gardeners.
- Group volunteer project with Starbucks.
- Master Gardener’s intern students introduced two butterfly garden projects on the grounds.
- Planted a new patch of bluebonnets adjacent to the garden.
- Posted volunteer opportunities to Volunteer Spot, Voly, Volunteer Match, Just Serve, Facebook, Twitter, Naviance for Students, Teen Court, City of Southlake volunteer email blast. Sent emails and made cold calls to college groups and local corporations.
- Civic group Jack & Jill of America Inc. local chapter revamped pathway from parking to building.

MARKETING & SOCIAL MEDIA

- Revitalized all marketing materials for a professional presentation.
- Relaunched monthly outreach table with Eddie Bauer to generate awareness and push memberships.
- Made regular postings on Facebook, Twitter, and Worth Going.
- Successful Groupon launch
- Sent regular Constant Contact email blasts featuring workshops and events (1,700+ emails)
- Captured BJNC website analytics
- Posted Calendar of Events in all local towns
- Increased Center and Event Advertising including Calls for Sponsorship
  - Hey Event
  - My Southlake News
  - Meet Up
  - Community Impact Newspaper
  - Visit Southlake Texas
  - Grapevine Courier
  - DFW Child Magazine
  - Southlake Arts
  - City of Southlake
  - City Pulse
  - Bubble Life
  - The Dallas Morning News
  - Our Great City (Keller)
  - WFAA
  - Fort Worth Star Telegram
  - Southlake Style
  - Indulge (The Southlake Journal)
  - Northwest Metroport Chamber of Commerce
BJNC received revenues from three primary streams during 2015: donations and grants (37%), program revenues, including summer camp (32%), and fundraising (27%). The remaining 4% is attributable to other revenue and membership.

2015 expenses were primarily for administrative expenses (62%), which includes salaries and wages, professional services, and marketing. Fundraising (18%), program expense (12%), and building and grounds maintenance and upkeep (8%), make up the remaining 30%.

During 2016, we are instituting changes that will grow fundraising revenue while lowering administrative expenses and increasing grounds development.
MEMBERSHIP
Members of Bob Jones Nature Center (BJNC) form a dynamic community of consciously “green” nature-lovers. Our members support BJNC’s mission to restore and preserve the Eastern Cross-Timbers Ecosystem through environmental leadership, education, and compatible outdoor activities. Join our community today!

COMMITTEE INVOLVEMENT
Members support BJNC through involvement in our committees:

- Leadership
- Resource Development
- Management Services
- Programs / Services

**WHY?** Joining a committee is a proven proactive gathering of the best collective minds, talent, and action around a common mission. Consider joining a committee as part of the Bob Jones Nature Center team.

VOLUNTEERING
Volunteers help our organization continue to be one of the best nature centers in the Metroplex.

Each year, thousands of visitors come to experience the Nature Center’s spectacular programs, educational exhibits, and beautiful natural setting. Our volunteers play a large part in making the Nature Center such a unique and worthwhile place to visit.

In 2015 our teen and adult volunteers contributed over 4000 hours!

FUNDRAISING
- Registered for Albertsons Community Partners program.
- Registered for first North Texas Day of Giving campaign, and raised over $3,000.
- Increased community giving via donations during outreach events, and raised over $2,800.
- Naturally Sweet 2015 Sponsorship Fundraising.
- Submitted grant applications to several corporations, local business and foundations.
- Held the first “ModMarket” fundraising campaign and raised about $200.
- Launched “Go Fund Me” campaign for Nature Center.
- Received $250 check from Starbucks for volunteer match project.
- Grant Thorton “Jeans to work” campaign identified BJNC as its charity to receive their proceeds. This was made possible by a Board member raising over $700.
- Launched Groupon for memberships, and earned over $500, representing about 10 new memberships.
OUR DONORS

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Advanced Bodyworks & Massage
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The Bob Jones Nature Center extends its most heart-felt gratitude to the many donors who made our work possible in 2015.

If your name was inadvertently left off the list, we apologize. Please call us at 817-491-6333 to let us know.

Thank you to everyone for supporting The Bob Jones Nature Center and Preserve.

The Bob Jones Nature Center Organization is a 501(c)(3) nonprofit organization.

Monetary donations are tax-deductible. Your donations support educational programs, trail preservation, maintenance, and habitat restoration. In-kind donations are welcome but subject to acceptance by the Executive Director.

You can donate online, using your credit or debit card, via our secure PayPal account.
The BJNC Organization operates under a Scope of Services Agreement with the City of Southlake, collaborating with City staff to plan and develop facilities and expand public services and programs.

Bob Jones Nature Center
355 E. Bob Jones Rd
Southlake, TX
817-491-6333

NATURE CENTER
Open Tuesday-Saturday
9am-5pm

PRESERVE AND TRAILS
Open 7:00 AM–5:00 PM
7:00 AM–8:00 PM (during daylight savings time)