



ALICE FERGUSON FOUNDATION



2015 ANNUAL REPORT



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fergusonfoundation.org

Our mission

To connect people to the natural world, sustainable agricultural practices, and the cultural heritage of their local watershed through education, stewardship, and advocacy.



Dear Friends,

Describing the multi-faceted work of the Alice Ferguson Foundation can be challenging, since we touch thousands of lives throughout the region in many different ways. You may know us because your child participated in one of our life-changing environmental education programs. You may know us because you are one of the nearly 15,000 volunteers who advocated for change and helped remove trash from our communities and waterways. Or you may know us because of the ways we are inspiring a transformation of the way buildings are constructed thanks to our embrace of the Living Building Challenge™.

Quite simply, it boils down to a quote I recently discovered: *“Educate patiently, advocate passionately, and inspire creatively.”* As we share the impact of what we’ve accomplished together in 2015, it seemed appropriate to organize around these concepts, captured so simply and beautifully. I invite you to learn more about how the Alice Ferguson Foundation is working to touch the lives of so many in the Washington, D.C., metropolitan region.

And, quite simply, none of this is possible without your support. Thank you for giving your time, talent, and treasure to ensure our work can continue.

With gratitude,



Lori Arguelles
Executive Director





“Let nature be your teacher.” –William Wordsworth

These wise words have guided the Alice Ferguson Foundation for more than 60 years as we have served nearly half a million students in the Washington, D.C. metropolitan region. Our 330-acre working farm on the banks of the Potomac River across from Mount Vernon provides a unique backdrop for our environmental education campus. Elementary and middle school students who come to **Hard Bargain Farm**, whether for the day or an overnight field study, learn first-hand where food comes from, how the natural world sustains us, and come away with tangible actions toward a sustainable future. Highlights of what they learned include:

How Does Your Garden Grow?

Concepts that are abstract in the classroom come alive in the **Children’s Garden** as students experience first-hand the concepts of food webs and the energy cycle. All five senses are actively engaged as they participate in the sowing, growing, and harvesting of food. Students are encouraged to take their knowledge of food “back to the beginning”, tracing the ingredients of their favorite foods back to a farm, and making the connection between what they see growing in the garden and what they see on their dinner plates.

Finding Your Way

Our homeschool students piloted a new **Geocaching and Orienteering** module that allows students to practice the skills and experience the concept of exploration firsthand. The skills, which align with social studies standards integrate and encourage a number of skills including map reading, math, writing, cooperative learning and recreation.

Thanks to a longstanding partnership with the National Park Service, the Alice Ferguson Foundation extends its ‘nature classrooms’ to the parks within the National Capital Region, operating in 17 locations ranging from Rock Creek to Catoctin. Through our **Bridging the Watershed** (BTW) program, elementary and secondary students become student scientists for a day as they explore national parks. Two particularly exciting developments include:

‘Every Kid in the Park’ Initiative Embraces 4th Grade Students

As the National Park Service celebrates its centennial with a signature initiative, the Foundation partnered with NPS staff in Manassas and Prince William Forest Park to bring the Bridging the Watershed experience to Title I 4th grade students in Prince William County, Virginia. Prior to the field study, students learn about the local watershed, identify Virginia’s natural resources, and discuss the impact of human actions on various ecosystems. During field studies at the Park, students create a watershed model, observe effects of urban development, participate in an ecosystem bingo game, and investigate macro-invertebrate organisms living in the streams. Upon returning to school, students select actions they can take to keep the watershed and environment healthy.

Serving Students System-wide in Southern Maryland

Thanks to support from the Chesapeake Bay Trust, the Foundation began systemically serving high school students from all parts of Charles County, Maryland. The expansion of the program also yielded new partnerships with the Maryland State Park Service, with the use of Smallwood State Park as one of our newest ‘classrooms.’ Charles County students also explored the state’s Smallwood State Park as they took on the macro invertebrate stream studies, talking trash, and water chemistry testing program modules.



2015 HARD BARGAIN FARM

Total Programs 150
Total Students 4,187
Teachers Trained..... 25
Schools 68

2015 BRIDGING THE WATERSHED

Field Studies 121
Total Students 4,550
Teachers Trained 68
Total Schools 82

Educate Patiently





“Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed, it’s the only thing that ever has.” –Margaret Mead

Over the past decade, the Alice Ferguson Foundation has advocated for changes in the institutions, infrastructure and policies needed to remove trash from our communities and the waterways that connect us. In 2015, Montgomery and Prince George’s County lawmakers passed bans on the use of Styrofoam food containers, building on similar legislation in Washington, D.C. the previous year. Chunks of Styrofoam are among the trash found most often during our annual cleanup of the Potomac River Watershed. A Maryland state-wide ban on microbeads in personal care products was also achieved thanks, in part, to the Foundation’s efforts.

27TH ANNUAL POTOMAC RIVER WATERSHED CLEANUP

Number of Volunteers Participating	14,499
Number of Sites Cleaned	260
Pounds of Trash Removed.....	520,761

Trash Treaty Reboot

The signing of the Trash Treaty in 2005 sparked the Foundation’s **Trash Free Potomac Watershed Initiative**. Over the past 10 years, the landscape has quite literally changed; from one filled with plastic bags hanging from trees to a more than 70 percent reduction in bags found during cleanups in communities where reusable bag incentive laws have been enacted. What’s next? The Foundation convened a group of policymakers and community leaders to begin answering this question, particularly for communities around the Anacostia River. An Anacostia Accord, building on the original Trash Treaty, is anticipated in the coming year to guide the next set of actions toward a trash-free future.

Training Future Trash-Free Community Ambassadors

Thanks to a partnership with the District Department of Energy and Environment, the Foundation was able to host more than 100 Washington, D.C. youth at our Hard Bargain Farm education campus for an immersion into the impacts of trash downstream from the District. The participants were part of the District’s **Green Zone Environmental Program**, one of the largest green jobs training programs for youth, ages 14 to 24, in the nation. As part of this unique summer employment program, participants helped remove trash from the river, learn ways to stop litter at its source, and designed action projects for their communities.

Advocate Passionately

Learning the Language of Litterers

Why do people litter? It's an important and fundamental question to answer if you really want to solve the problem of trash. We explored this question with both millennial and Hispanic focus groups in Washington, D.C. As a result of these informative sessions we changed our Litter Prevention Awareness campaign to better resonate with these important target audiences and, among other things, launched #DontBeTrashy.

Take Control. Take Care of Your Trash

The Litter Prevention Campaign's slogan is clear and direct—and so is its impact. In areas where our campaign posters are present in Washington, D.C., we've documented a nearly 40% decrease in litter. And we don't stop with posters! In 2015, our team talked trash with just over 7,000 people in the Washington, D.C. metropolitan area. As part of our outreach efforts more than 1,000 reusable bags were distributed in Washington, D.C. along with more than 600 reusable water bottles. Thanks to support from the business community six litter cans were adopted, helping to keep trash in cans and off the streets.



“There is nothing so powerful as an idea whose time has come.” –Victor Hugo

Honoring the Past

The life and legacy of Alice L. L. Ferguson was the subject of an exhibition at the Stanford in Washington Art Gallery from June through August 2015. The selected paintings, many of them created by Alice who trained at the Corcoran School of Art, along with artifacts provided a revealing glimpse into life at Hard Bargain Farm. The farm, purchased by the Fergusons in 1922, was intended as a weekend and summer retreat. It became a place that would change the course of Alice's life, as she transformed the property into a unique environment that is alive today with the mark of her creative touch. Many of Alice's paintings still adorn the walls of the farmhouse, which now houses offices for Foundation staff.

Alice Ferguson was extraordinary in many ways. Art for her was not a goal to be arrived at, but a way of life. She produced an impressive array of paintings, designed and oversaw the construction of the farmhouse at Hard Bargain Farm, and managed the working farm, which operates today as part of the Foundation's environmental education campus.

Building for the Future

In keeping with its guiding principles of Education, Inspiration, and Innovation, the Alice Ferguson Foundation has embraced the most stringent set of green building, energy efficiency requirements in the world as we upgrade and enhance our environmental education campus. The net zero energy, net zero water, carbon neutral, and non-toxic component requirements of the **Living Building Challenge™** will not only enhance and upgrade our structures but also serve as tools for teaching Science, Technology, Engineering, and Math (STEM) concepts, as well as augment our core ecological and agricultural curriculum.

The first of the Foundation's two Living Building Challenge designed structures was unveiled at a Ribbon Cutting ceremony in October 2015. Attended by Senator Ben Cardin, County Executive Rushern L. Baker, III, Maryland Senate President Mike Miller, and many other local dignitaries, the event marked the start of active use by students who visit the building to learn about energy, water, and waste.



Celebrating Talent Today

On many summer evenings, the **Amphitheater at Hard Bargain Farm** shoots light beyond branch and leaf. Under a canopy of towering trees, local music and theater come alive, and after a brief stroll down a lit path, the best-kept secret in Southern Maryland reveals itself.

As is their tradition, the Hard Bargain Players featured plays that are off the beaten path—plays that raise questions and allow the audience to come up with answers. This year the Players produced and performed *The Mystery Plays* by Roberto Aguirre Sacasa, directed by April Dawn Weimer, and *Down the Road* by Lee Blessing, directed by Brian Donohue.

Another tradition, **Blues Night at Hard Bargain Farm**, took place for the third year with a wonderful lineup of first rate blues musicians in the Washington, D.C. area, featuring Memphis Gold (guitar, vocals), Linwood Taylor (guitar, vocals) and Steve Wolf (bass).

Highly acclaimed singer Lynn Hollyfield & Friends (with Dave Abe – violin, mandolin, penny whistle; Jimmy Brink – percussion; and Keely Hollyfield – vocals and violin) put magic in the air with their performance of Indie, Folk, and Pop with a bit of Blues and Jazz.

Inspire Creatively





Individuals

Mary-Sarah Adams
 Timothy Adams
 Matthew Alcide
 Mark Allen and Colleen Whelan
 Peter Aluotto
 Michael Anderson
 Joseph Andrews
 Benedict Arbutiski
 Justin Arceneaux
 David and Tanya Arguelles
 Lori Arguelles and John Cox
 Linda Armwood
 David Baker
 Amy Baker
 Richard Baptiste
 Richard and Lydia Barbour
 Geoffrey Barnard
 Ed and Cathy Bender
 Rita Bergman and Nanette Fremont
 Bruce and Kate Beveridge
 Deborah and Jan Biesiadecki
 Elmer "Bud" Biles
 John and Patricia Biles
 Robert Boone
 Danilo Boquin and Lauren Prosnik
 Marney Bruce
 Kenneth Bryson
 Tom Bucher
 Billy Buck
 Elizabeth Bunn
 Bill Burbin
 Sandra and John Burst
 Ernest and Sonya Cage
 Angela Calos
 Martin and Paola Carts
 Sarah Carts
 Teresa Cassar
 Lloyd Chesley
 Robert Christensen
 Catherine Cloud
 Katherine Collin

Robert and Kathryn Cook-Deegan
 Bill and Elise Couper
 Paul and Linda Coverston
 Alvin and Janet Crews
 Kathryn Culbertson
 Zanes and Sara Cypress
 Shani Daniels
 Judith Davis
 Jean Davis-Barger
 Rathna Davuluri
 Joseph and Margaret DeStefanis
 Frank and Amity DeLeon
 Amy Denny
 Henry DiLorenzo
 Bryan Donnelly
 Dan and Carol Donohue
 Brian Donohue and Suzanne Fehl Donohue
 Fred and Mary Downs
 John and JoAnn Dullahan
 Bill and Barbara Durbin
 Bert and Susan Edwards
 Robert and Norma Edwards
 Thomas Ellwinger and Elizabeth Hancock
 John Enterline
 Alan and Barbara Evans
 Jon and Alexandra Evans
 Adrienne Farfalla
 Jeanine Farfalla Tricario
 Chris Farmerie
 Robert and Olivia Farncomb
 Leslie Fazio
 Dave Feldman
 Janet Firth
 Robert Fisher and Maritza Castro
 Peter and Karin Fontneau
 John and Laura Ford
 Will Franklin
 Jeffrey Franklin
 Tom Fry
 David Gagner
 Laura Garber
 Nancy Gasparovic

It's all thanks to you.

Our giving community

Generous donations by these donors and sponsors make our programs possible.

Janet Gayle Lumpkins and Sharon Grabner	Laura Knox	Robert and Marion Mulholland	Earl and Doris Sharp	Donald Williams and Carolyn Sanford	DC Water & Sewer Authority	O'Brien and Gere Engineers, Inc.
Clifford George	Doug and Kim Knox	Tim and Helen Nelson	Christina Shotwell	Michael Williams and Drue Pearce	DC Department of Energy and Environment	Old Line Bank
Mary Ginn	Skip and Lydia Kovacs	Joe Nemecek	Linda Simmons	Michael Wilmoth and Amy Tarleton	EarthShare	Pepco Holdings
Leonard Goldman and Lisa DeMarco	Rob Horn and Elizabeth Kraft	Christine Nickel	Malcolm and Julie Simpson	Jonathan and Brenda Wright	Execupro	Preservation Maryland Heritage Fund
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Robin Harris	William and Janet Legg	Dean and Pam Pedersen	Ben Tarnosky		Lockheed Martin	Safeway
Abe and Diane Haspel	Laura Lieberman	Larry and Gwen Peters	Donald Teitelbaum		Logistics Management Institute (LMI)	Southern Maryland Electric Cooperative (SMECO)
Deborah Hayden	Jay and Mary Lilly	Harold and Mary Lee Phelps	Liz Theobalds		Mary and Daniel Loughran Foundation	Systems Application & Technologies, Inc.
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Regina Heising	Paul and Barbara Livingston	Michael Plesniak and Karen Hoagberg	Mark and Pat Thompson		Maryland State Arts Council	Tanta-Cove Garden Club
Michael Herman	Sylvia Livingston	Robert Quigley	William and Grace Thrift		Department of Education	Teespring
Robert Herman and Barbara Wien	Bryan Logan	Ilene Reid	Timothy Tomastik and Nina Gibson		MGM National Harbor	TKM Marketing, Inc.
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Marc and Alice Imlay	Kate McCardell	Sheryl Romeo and Mathew Schwaller	Valerie Usher		National Oceanic and Atmospheric Administration	Washington Gas Light Company
Melvin and Judy Jackson	Linda McConnell	Bernie and Betty Ann Rosser	Patricia Vanderslice		Nature Neutral	Washington Metropolitan Area Corporate Counsel Association
Dan Jackson and Mathann Purvis	Philip McGuire and Susan Milligan	William and Stephanie Saylor	Mary Joe Veverka		Network for Good	Washington Suburban Sanitary Commission
Leslie and Paulette Jacobi	Stevenson McIlvaine and Penelope Breese	Regan Schoeler	Holly Wagner		New Albertson's, Inc.	Westmoreland Hills Garden Club
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Kahlil Kettering	David and Karen Miles	Melinda Scott	Jeremy Weirich and Kara Meckley			
Brooke Kidd	Richard and Vivian Mills	William and Rhonda Scott	Glenn and Eve Welch			
Steve and Rose Kim	John and Betty Mitchell	Jim Sebastian	Theodore and Etrula Wells			
Ben and Karen Kirkup	Velma Morgan	John Selman	Margaret Weston			
	Richard and Janeen Morse		Bill Hank Wilkerson			
			Fred Williams			
			Lois Anne Williams			
			Byron and Rebecca Williams			

Government, Foundation, Corporate and Non-Profit

2015 Financial Statements

2015 STATEMENT OF FINANCIAL POSITION

ASSETS

Cash	\$1,252,893
Investments.....	2,846,283
Receivables and Prepaid Expenses.....	536,317
Land, Buildings and Equipment, net	7,358,630
TOTAL ASSETS	<u>\$11,994,123</u>

LIABILITIES

Accounts Payable	191,350
Accrued Payroll, Accrued Vacation	156,609
Deferred Revenue	828,560
TOTAL LIABILITIES	<u>1,176,519</u>

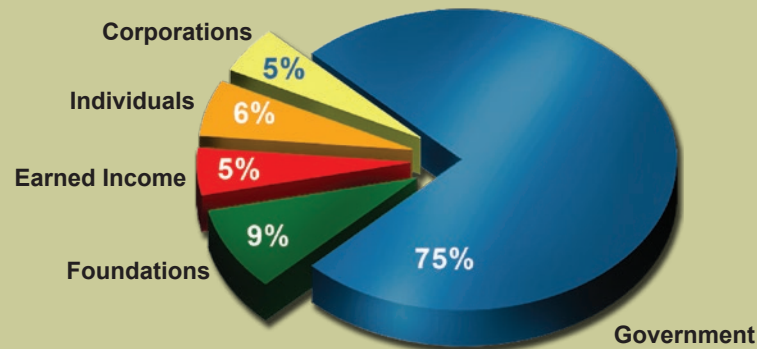
NET ASSETS

Unrestricted Net Assets	10,589,856
Temporarily Restricted Net Assets	<u>227,748</u>
TOTAL NET ASSETS	<u>10,817,604</u>

TOTAL LIABILITIES AND NET ASSETS	<u>\$11,994,123</u>
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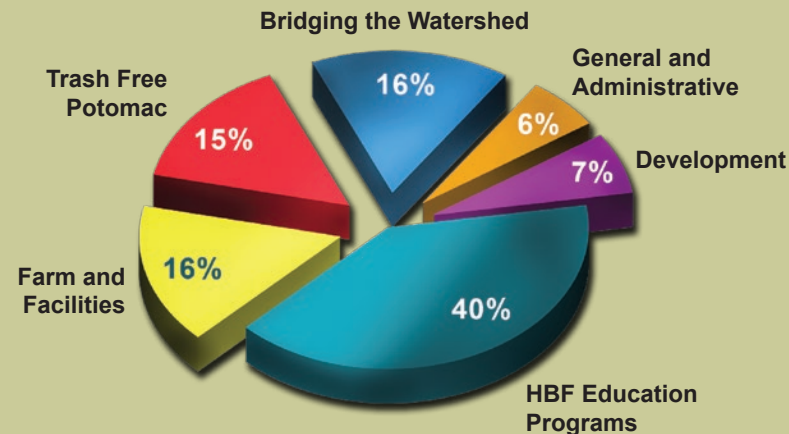
OPERATING REVENUE

(excludes capital income)



OPERATING EXPENSES

(excludes capital expenses)



2015 STATEMENT OF FINANCIAL ACTIVITIES

(includes both operating and capital income and expenses)

REVENUE

Individuals.....	\$104,872
Government.....	3,304,379
Foundations.....	135,213
Corporations.....	75,362
Earned Income	<u>76,882</u>
TOTAL REVENUE.....	<u>\$3,696,709</u>

EXPENSES

Programs

HBF Educational Programs.....	\$814,854
Farm & Facilities.....	325,117
Trash Free Potomac.....	307,030
Bridging the Watershed	331,357
Capital Projects	<u>128,294</u>
Total Programs	<u>1,906,652</u>

Support

General & Administrative.....	128,487
Development	<u>224,436</u>
Total Support	<u>352,923</u>

TOTAL EXPENSES.....	<u>\$2,259,575</u>
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CHANGE IN NET ASSETS.....	<u>\$1,437,134</u>
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SUPPORTING Our Work

By supporting the Alice Ferguson Foundation, you are making a significant contribution to the conservation of the Potomac River watershed's natural heritage. Your gifts support our Hard Bargain Farm Environmental Center and Bridging the Watershed environmental education programs, as well as our Trash Free Potomac Watershed Initiative and the cultural heritage and agricultural legacy of one of only three intact 20th century artists' estates in Southern Maryland.

Financial Donations

We accept cash, check, credit card, stock, and online donations.

Membership

The members of AFF provide vital and consistent support for our wide-ranging, life-changing, and innovative programs. We invite you to join our community of support and make a significant contribution to the conservation of the Potomac River watershed's natural and cultural heritage. AFF offers a range of membership levels and associated benefits. If you are already a member, consider becoming a sustaining monthly donor or giving the gift of membership to introduce your friends, family, and coworkers to the Foundation.

Legacy Giving

Making a legacy gift, also called a "planned gift" or "deferred gift," is a meaningful way to show your support and appreciation for AFF and its mission while accommodating your own personal, financial, estate planning, and philanthropic goals. AFF has received several generous bequests in recent years that have propelled us beyond our 60th year with energy and promise.

In-kind Donations

Donations of time, talent, and materials are always welcome and help defray the cost of offering and managing our programs. Contact us to get our "wish list" and to arrange the donation of your non-monetary gift.

Support Our Working Farm

We offer grass-fed beef, free-range chicken, and eggs at Hard Bargain Farm. The proceeds support farm upkeep and our educational programs. Contact 301.292.5665 for more information.

Find out how you can support AFF at fergusonfoundation.org/support or by calling 301.292.5665.

Corporate Champions

The Alice Ferguson Foundation offers flexible corporate partnership opportunities, with recognition and benefits at every financial level for businesses seeking to invest in the region. Sponsorship supports events like the Potomac River Watershed Cleanup and the annual Transforming Communities Summit; community events like Spring Farm Festival and Oktoberfest at Hard Bargain Farm, as well as programs and activities like a class trip to Hard Bargain Farm or a Bridging the Watershed Teacher Institute.

Barnyard Animal Adoption

By adopting an animal, you help provide the food, shelter, and care it takes to keep our furry and feathered friends happy at Hard Bargain Farm, while also supporting AFF's education programs. These animals are essential to the experience our students have here—getting to know them helps to bridge our world to theirs. This makes a great gift for kids!

Workplace Giving

AFF belongs to the Mid-Atlantic chapter of EarthShare, a national non-profit federation that connects people and workplaces with ways to support environmental causes. AFF will receive all donations specifically designated for our organization and will receive a portion of donations made to EarthShare. AFF participates in the Combined Federal Campaign under EarthShare. Our organization's CFC number is 62564.





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