



2021 ANNUAL REPORT

fergusonfoundation.org





Alice Ferguson Foundation's mission is to connect people to the natural world, sustainable agricultural practices, and the cultural heritage of their local watershed through education, stewardship, and advocacy.



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FROM THE DESK OF THE **EXECUTIVE DIRECTOR**

Dear Friends,

For the Alice Ferguson Foundation, 2021 has been all about having hope and remaining resilient. Despite the many challenges we face by the pandemic, we experienced many successes. In fact, we welcomed our first school groups back to Hard Bargain Farm since March 2020. We are filled with so much joy hearing the laughter of children fill our offices once again. Our gates have also been reopened to the community and we launched a new and improved website.

As this year comes to a close, I reflect on the adaptability of our staff and partners. Whether virtual or in-person, we are working diligently to connect children and the community to the natural world.

Thank you for believing in us, and for believing in the next generation of learners and environmental stewards. I look forward to seeing you on the Farm soon.



THERESA CULLEN
Executive Director





ALICE FERGUSON FOUNDATION

2021 BOARD OF DIRECTORS

Steve Kim, Chairman

Dan Jackson, Vice President

Michael Berger, Treasurer

Tericke Blanchard

Gail Dickert

Dan Donohue

Christy Goldfuss

Kent Hibben

Susan Jones

Michael Lynott

Jennifer Oberg

Kay Powell

David Sloan

Mike Williams

Kate Zabriskie



PLANTING HOPE. GROWING RESILIENCE.

A year of restrictions and uncertainty opened our eyes to what matters - community, connection and spending time in the great outdoors.

As 2020 came to a close, it remained unclear what the new year would hold for the Alice Ferguson Foundation. **Would we be able to reopen our gates for our community to enjoy the farm? Would school buses filled with students excited for a field trip be able to return? Would we be able to survive another year of virtual programs?** There were many unanswered questions, with no immediate answers.

All we could do is what we know best - provide real, meaningful experiences to the students and community we serve, and have hope that brighter days were soon on their way.

With hope comes resilience. In 2021, laughter of visiting students could once again be heard from our Farmhouse and we could finally welcome our friends and supporters to join us for annual fellowship events we missed the prior year.

It's good to be "back", and we couldn't have done with it without the support of our community and partners. **This year, we connected more than 10,000 students and families to nature, both virtually and in-person; hosted the 33rd Annual Potomac River Watershed Cleanup; and launched a new and improved website for visitors to learn about our mission and work.**

In this report, we are proud to share with you the hope and resiliency of the Alice Ferguson Foundation.

Our goat, Lucille Ball and
Captain Britta Vivaldi, United States Marine Corps



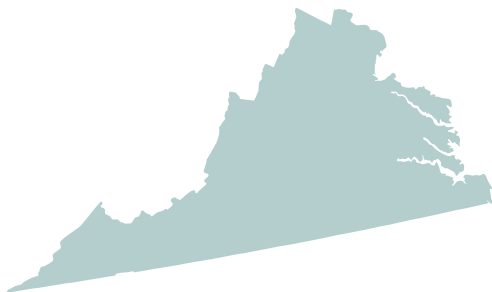
OUR PROGRAMS

BY THE NUMBERS



MARYLAND
7 Counties
9,217 Students

WASHINGTON, DC
All Wards
1,013 Students



VIRGINIA
Fairfax County
22 Students





10,857

students and teachers connected to nature through 428 virtual experiences and limited onsite field investigations.

2,000+

cleanup volunteers from 240 events helped remove 116,247 pounds of trash from our local communities and waterways.



602

children and families participated in onsite experiences including our Nature Nuts Play Pods and Fun on the Farm workshop series.

WELCOME BACK TO HARD BARGAIN FARM

DURING THE FALL OF 2021,
WE WELCOMED STUDENTS
AND TEACHERS BACK TO
THE FARM FOR HANDS-ON,
OUTDOOR EXPERIENCES.

We are grateful we were able to pivot quickly and connect virtually with thousands of students from across the region, but nothing beats the in-person ‘ah-hah’ moments students experience when nature comes alive in front of their own eyes.

While visiting our environmental center, students experience a transformative look at their world as they touch, smell, and discover nature. We are looking forward to more schools joining us on site next school year.



EDUCATION BEYOND THE CLASSROOM



“You'll never want to leave, it was the best trip ever.”
- Student,
Friendship Public Charter School

FUN ON THE FARM

WORKSHOP SERIES

TO WELCOME OUR LOCAL COMMUNITY BACK TO THE FARM IN FALL 2021, WE CREATED THE FUN ON THE FARM SATURDAY SERIES.

During their farm visit, families meet the farmers and educators of Hard Bargain Farm, learn about our animals, and even lend a hand with farm chores around the barnyard. It's a great way to get outside, discover something new, or celebrate a birthday or special occasion.

During fall 2021, we engaged 67 kids and community members through 6 unique hands-on workshops. Take a look at our most popular activities! There's more Fun on the Farm to come in 2022.



LOOK NO FURTHER FOR FAMILY FUN



Unfor-goat-able Adventures

Children and their families spent quality time with our lovable goats and even tasted some delicious goat cheese.



Legen-dairy Discoveries

Families discovered life on the farm with our two dairy cows, Annie and Opal. After helping with afternoon milking, attendees tried their hand at churning butter.



An Egg-cellent Experience

Which comes first - the chicken or the egg? Participants learned all about these cool poultry pals and even helped collect their fresh eggs.



Talkin' Turkey

Gobble, gobble! Families became experts in talkin' turkey while interacting with Miss Sharon's feathery friend.

TAKING ACTION FOR A CLEANER FUTURE

WHAT STARTED AS A FEW CLEANUP EVENTS ALONG THE POTOMAC RIVER IS NOW A WATERSHED-WIDE NETWORK.

On Saturday April 10, we kicked off our spring cleaning season with the 33rd Annual Potomac River Watershed Cleanup with more than 250 cleanup events throughout Maryland, Virginia, Washington DC, Pennsylvania, and West Virginia.

Annually, volunteers collect important data points, such as how many pounds of trash they removed, and what were some of the most commonly found trash items. This information helps support the implementation of waste-reduction rules at the local and state levels, like plastic bag fees or local Styrofoam bans.





Susan, an Alexandria resident, reached out and shared her trash observations she noticed on a recent walk along the Mt. Vernon Trail and how a few days later, the trail looked pristine, thanks to a recent cleanup. Here's her kind words to us:

"I'm sorry I missed the event! I always take a bag and clean up the trash on the trail and would have loved to tackle all the bank trash. Thank You! It looks amazing."

2021 CLEANUP RESULTS

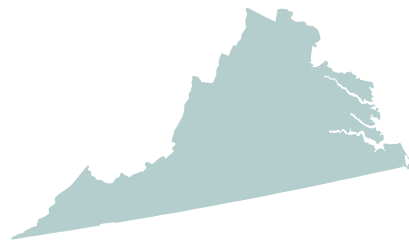


CLEANUPS BY STATE



MARYLAND
7 Counties
108 Cleanup Events

WASHINGTON, DC
All Wards
68 Cleanup Events



VIRGINIA
5 Counties
75 Cleanup Events

PENNSYLVANIA
5 Counties
6 Cleanup Events



WEST VIRGINIA
Jefferson County
1 Cleanup Event



Chris Garrett and Brooke Westby from the Maryland National Capital Park and Planning Commission arriving back at the Piscataway Park shoreline to properly dispose of this large, mysterious container.



A NEW WEBSITE

fergusonfoundation.org

AFTER MANY MONTHS IN THE MAKING, A NEW & IMPROVED FERGUSONFOUNDATION.ORG IS FINALLY HERE.

Along with our program achievements, we redesigned and launched a new website with Opus Design in the fall of 2021. The new website features a cleaner look with easy-to-navigate pages about our work and upcoming events, an exclusive members-only portal, and a refreshed resource library 100+ free lessons and how-to guides for students, teachers, volunteers, and community residents to access at any time. Take a look!





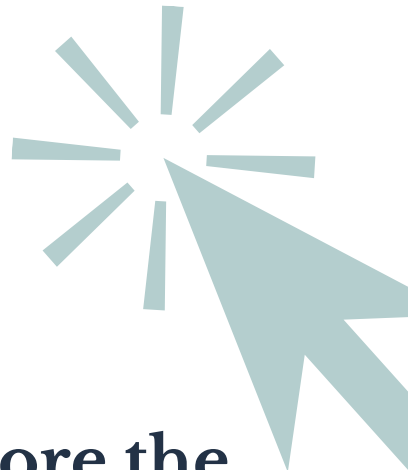
Alice Ferguson Foundation

BRINGING SCIENCE TO LIFE SINCE 1954

Students from Kindergarten through High

Education beyond the
classroom.

OUT WITH THE OLD, IN WITH THE NEW



Visit fergusonfoundation.org to...

Schedule A Program

Explore Free Activities

Take A Virtual Tour

Read News & Stories

Find A Cleanup

And Much More!

Explore the new website!

*Scan the code below with
your phone camera.*



EVENTS RETURN AFTER ONE-YEAR PAUSE

AFTER A YEAR WITH NO IN-PERSON EVENTS, WE WERE ABLE TO SAFELY HOST TWO SIGNATURE GATHERINGS AT THE FARM.

The COVID-19 pandemic forced us to cancel our fundraising and member events in 2020. With safety measures and social distancing in place, we were thrilled to welcome the community to Hard Bargain Farm for our 7th Annual Pinot on the Potomac fundraising event and our members for the annual Member Holiday Party.

In 2021, **164** guests attended Pinot on the Potomac in June and **60** guests joined us at the annual Member Holiday Party in December.



PINOT ON THE POTOMAC



Cheers to Environmental Education!

Guests enjoyed a safe and socially distant picnic and garden party, featuring local wines and craft beer, tasty food, live music and breathtaking view of the Potomac River.



Tis The Season To Be Merry!

Members and Foundation staff gathered at the Blue Barn for this year's holiday party, featuring outdoor fire pits and a sleigh selfie station. Guests mingled safely with one another and celebrated being together once again.

MEMBER HOLIDAY PARTY



CONNECT WITH US



Alice Ferguson Foundation



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2021 SPONSORS AND PARTNERS

THANK YOU TO THE CORPORATE CHAMPIONS
AND PARTNERS WHOSE SUPPORT MAKES OUR
WORK POSSIBLE.

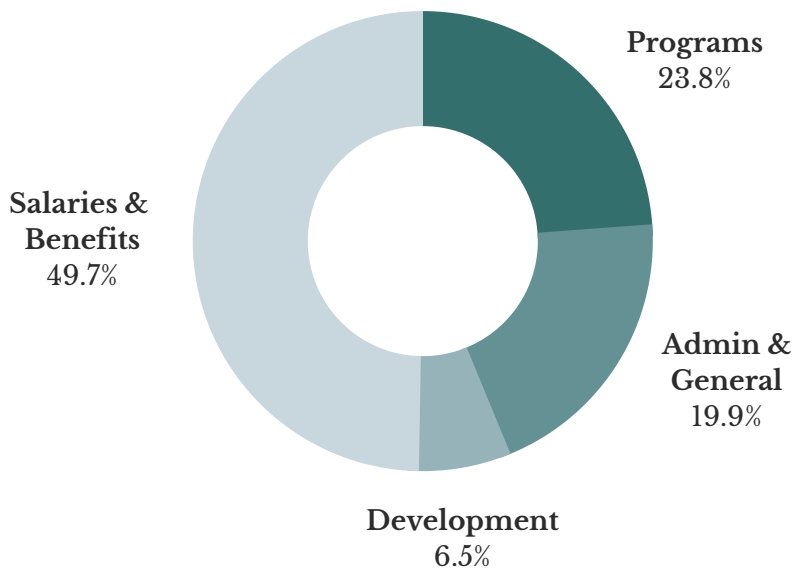
Charles County Charitable Trust
Chesapeake Bay Trust
Crescent City Charities
Curtis & Edith Munson Foundation
Community Bank of the Chesapeake
DC Department of Energy & Environment
Dr. Scholl Foundation
Eagle Hill Consulting
John G. and Jean R. Gosnell Foundation
Maryland Department of Natural Resources
Maryland Environmental Trust
MGM National Harbor
MOMs Organic Market
Morris and Gwendolyn Cafritz Foundation
Murrin Family Fund

National Environmental Education Foundation
National Oceanic and Atmospheric Administration
National Park Service
Nora Roberts Foundation
PEPCO Exelon
Philip Graham Fund
Piedmont Environmental Education Foundation
Prince George's County Government
Rodgers Consulting
SA-Tech
Sandy Spring Bank
Silver Diner
SMECO
State of Maryland

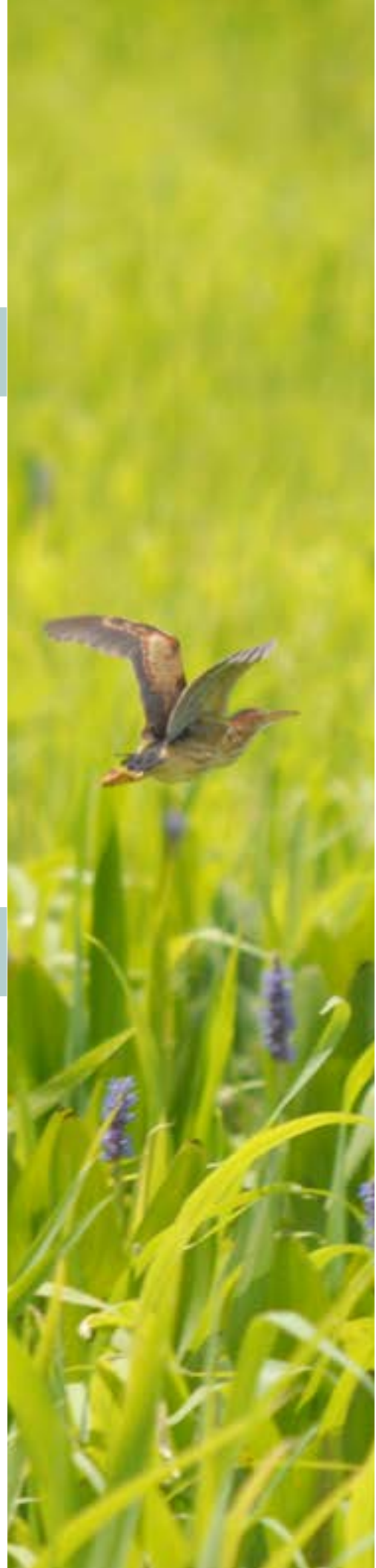
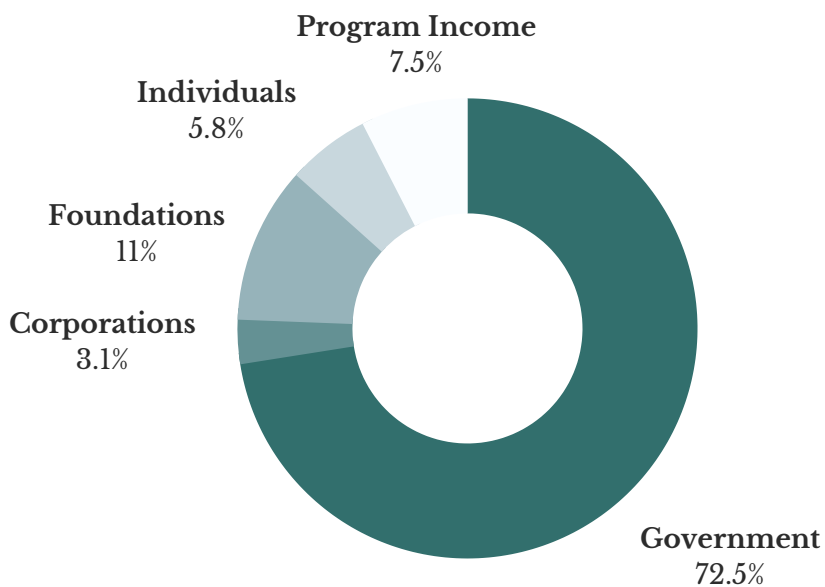


2021 EXPENSES AND REVENUE

Expenses



Revenue





2001 Bryan Point Road
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