Dear Wildrock Supporters,

We are filled with gratitude having completed our first exciting season serving the community. After two years of building and planning, our dream has been realized. Thanks to the incredible support of hundreds of volunteers and generous donors, our community now has a one-of-a-kind nature playscape and ecotherapy center. **Over 7,000 people** have come to discover Wildrock's magical spot in the Blue Ridge foothills. Here field trips, retreats, and community play days invite the formative play experiences that are at the heart of family bonding, healthy child development, and a lifelong conservation ethic.

We look forward to deepening our impact in 2018 through our ongoing partnerships with dozens of local nonprofits and with the city and county schools. Thank you for valuing the critical role nature play holds in childhood and its importance in supporting the health of our community's families. It is the support of people like you that allows us to create healing experiences in nature.

With gratitude,

Carolyn Schuyler

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**Notice from Executive Director**

"Wildrock really does connect us urban folk with kids to experience nature play in a new way. It's not just your typical playground. A kid caught a crawfish in the low-lying stream and my daughter got such a trip out of touching it! There was a beautiful nest made of twisted branches, and giant wooden eggs that would make this incredible tumbling sound when they rolled down the boardwalk. An awesome "fishing deck" for magnetic fishing and a Wildlife Animal Rescue area with stuffed animals and doctor's kits. All such great new ways to imagine play. Plus, it got parents and kids to connect in a different way than when you're at a typical playground."

− Sandra Nam Cioffi, Landscape Architect

"I will share that in the 36 years of being in the classroom, I have never had a class experience with such a deep connection to a place as my kiddos did to Wildrock. Wildrock truly was an extension of the classroom. However, being outdoors and exploring the seasonal changes made for richer learning and a deeper understanding. Wildrock became part of the fabric of the classroom. The children made connections to their Wildrock experiences when they played in classroom centers, looked at books, found insects and critters on the playground, and in our classroom meetings and at circle time."

− Geisha Goodman, Preschool Teacher

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**Testimonials**

**Program Partners:**

Albemarle County Schools, Charlottesville City Schools, Blue Ridge Care Connection for Children, Boys and Girls Club, Center for Nonprofit Excellence, Charlottesville Day School, College of William and Mary, Computers4Kids

Wildrock Annual Report 2017
Testimonials, cont’d.

"In a quick drive from downtown through the windy backroads of central Virginia, we had no idea what to expect, except the promise of nature play. This promise was exceeded and we experienced a new connection to the outdoors. When my daughter could remember the place "Wildrock" at two and a half years of age and after her first visit, I felt proud and knew at that moment her time there was a powerful one. I'd encourage anyone to bring their family to this special place and be thrilled in the most simplest ways as to why I write these words."
- Parent Visitor Comment Card

"There are exceptionally few places that combine natural beauty and whimsical adventure for children. Wildrock has made that place a reality. The mix of built environments and organic features engage the mind and delight the senses."
- Jason Roberts, Parent Visitor and Volunteer

"Wildrock is the perfect place for kids to engage in the outdoors. It has just the right amount of structure to capture their imaginations and facilitate protracted independent play. We love it here!"
- Anonymous Parent Visitor

The research is clear. Every domain of child development — social and emotional, physical, and cognitive — is benefitted by the imaginative, collaborative, and physical sensory play that happens in nature. Yet, kids today spend less time outside than ever. Wildrock has responded by designing a nature playscape that "scaffolds" nature play for today's screen-connected kids. All our play areas and programs work to promote child development, family bonding, and a deeper appreciation and connection to the natural world. Our playscape allows families to immerse themselves in the kind of play that was prevalent just two generations ago — stream wading, fort building, digging, and creating in sand, climbing logs, fairy house building, mud-pie making, and role playing."
WILDROCK BY THE NUMBERS in 2017

46 “pay what you can play days” for the general public serving over 900 families.

Over 3,000 students visited from over 40 schools.

7 nonprofit organizations came to Wildrock for team building and ecotherapy retreats.

15 retreats offered by Wildrock’s On Solid Ground Program welcoming families facing major life stressors. Therapeutic retreats were offered for refugee families, veterans adjusting to civilian life, families with a child undergoing cancer treatment, families with children with disabilities, foster families, and families with newly diagnosed autistic children.

Wildrock offered 2 community events in response to the events of August 12 -- a self-care retreat for nonprofit providers in partnership with the Center for Nonprofit Excellence and a family healing day in celebration of love and kindness.

2 conferences were held at Wildrock, one for psychotherapists called Nature as Cotherapist and the other for local preschool teachers on the topic of outdoor education.

WILDROCK HAS SERVED OVER 7300 PARTICIPANTS - THANK YOU!!

Revenues, Expenses, and Capital Investments
Fiscal Year Ended Sept. 30, 2017 (Unaudited)

Revenues
Cash Contributions $600,074.31
Gifts In-Kind $8,500.00
Program Fees & Rentals $18,515.98
Total Revenues $627,090.29

Total Expenses $63,799.65

Capital Investments
Land Improvements $109,195.79
Buildings $512,210.98
Equipment $21,567.94
Total Capital Investments $642,974.71

Balance Sheet
As of Sept. 30, 2017 (Unaudited)

Assets
Cash $50,392.91
Escrows and Deposits $199.00
Total Current Assets $50,591.91

Land and Land Improvements $475,591.03
Buildings $587,321.01
Equipment $25,909.11
Total Fixed Assets $1,088,821.15

Liabilities and Equity
Accounts Payable $32,299.63
Equity $1,107,113.43
Total Liabilities and Equity $1,139,413.06

PARTICIPATION IN WILDROCK PROGRAMS AS OF NOVEMBER 19, 2017
Wildrock opened to the public April 22, 2017

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>PARTICIPANTS</th>
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<tbody>
<tr>
<td>Community Days (Public by Reservation 46 Days)</td>
<td>3,387</td>
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<tr>
<td>Field Trips (Schools, Seniors, University)</td>
<td>2,381</td>
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<tr>
<td>On Solid Ground Outreach Program (Families Facing</td>
<td>539</td>
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<tr>
<td>Acute Stressors)</td>
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<tr>
<td>Community Rentals, Parties &amp; Retreats</td>
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<td>Volunteer Community Work Days</td>
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<tr>
<td>Education and Mission Advocacy</td>
<td>241</td>
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</tbody>
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TOTAL WILDROCK PARTICIPANTS 7,309 & COUNTING!