



2024 IMPACT REPORT

Inspiring a passion to know more, care more, and do more for the wildlife of the Southern Appalachians

Supporting the growth and development of the WNC Nature Center through fundraising, membership, outreach education, marketing, and volunteer services.

Membership

Members receive free annual admission to the WNC Nature Center, plus discounted admission to reciprocal AZA and ASTC institutions, plus discounts on programs, summer camp, special events, and at the Gift Shop.



LIBRARY PASS PROGRAM



2,292 passes were redeemed as part of community access efforts.

570 CHILDREN AGES 3-12



FROM MEMBER FAMILIES
JOINED THE CUBS & KITS
KIDS CLUB

- birthday card & giveaways
- monthly conservation videos from educators

Gift Shop

Retail sales proceeds remain at the WNC Nature Center. Located near the Front Entrance, the Gift Shop offers apparel, toys, plush animals, jewelry, snacks, and mining roughage.



15%
OF SALES
COME FROM
LOCAL
VENDORS

Outreach Education

The program offers affordable wildlife education experiences and animal ambassadors brought directly to schools, libraries, day camps, community centers, and retirement communities.



COUNTIES VISITED
IN WESTERN NC

Buncombe, Burke, Graham, Haywood, Henderson, Jackson, Madison, Rutherford, Swain, Transylvania, Wilkes, & Yancey County

Marketing

Marketing contributes to the growth of the WNC Nature Center through the management of the website, social media, advertising, and content generation that engages all visitor audiences.



227K WEBSITE USERS
8% increase from 2021



36K FOLLOWERS
37.6% increase from 2021



24.6K FOLLOWERS
58.5% increase from 2021

146,969
VISITORS



Volunteers

A team of passionate volunteers can be found prepping meals in the animal kitchen, educating guests, tabling at events, pouring drinks at fundraisers, and kidding around with the goats in the barnyard! While the center was closed to the public, our volunteers continued to help with events and private tours.



\$129,338 IN KIND VALUE

**VOLUNTEER
DOCENT PROGRAM**

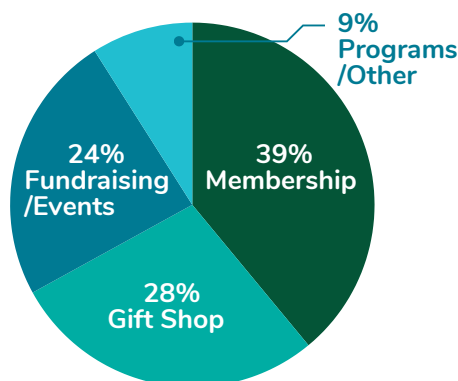
41,135
GUESTS REACHED

Aviary, Black Bear, Bobcat,
Cougar, Coyote, Herptile, &
Red Wolf Stations

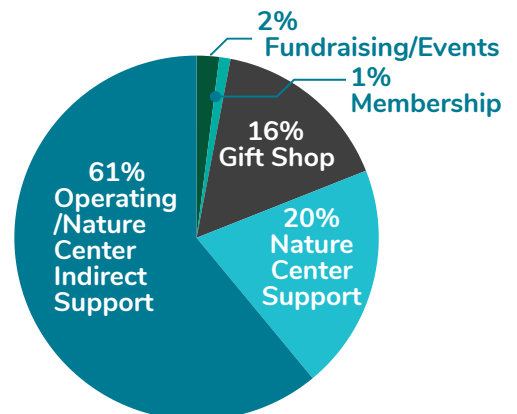


Fundraising & Financials

With their donors and members, the Friends have given more than \$3.75 million to the Nature Center since 2020. In 2024, the Friends supported funding for the Gateway to the Southern Appalachians and Butterfly Garden, coyote habitat upgrades, and fencing for red fox and black bear habitats.



**FRIENDS' REVENUES
FY24 - \$1.56 million**



**FRIENDS' EXPENSES
FY24 - \$1.3 million**

Breaking records set during The Great Flood of 1916, Tropical Storm Helene devastated the region in September 2024, and the WNC Nature Center was closed to the public for more than five months, reopening in March 2025.

While the closure impacted attendance, membership numbers, and Gift Shop revenues, the Friends of the WNC Nature Center leaned into their mission of connecting people to the wildlife of the Southern Appalachians by providing hands-on, affordable outreach education to schools, libraries, and communities across the region.

