



2025 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, discounted admission to reciprocal AZA and ASTC institutions, plus discounts at programs, special events, and the Gift Shop.



LIBRARY PASS PROGRAM



2,282 passes were redeemed as part of community access efforts.

749 CHILDREN AGES 3-12



FROM MEMBER FAMILIES
JOINED THE CUBS & KITS
KIDS CLUB

- birthday card & giveaways
- conservation content & activities from educators

Gift Shop

The Gift Shop offers toys, apparel, plush animals, jewelry, snacks, wind machine, and mining roughage. Proceeds remain at the WNC Nature Center and support education apprenticeships.



OR \$28,000

OF SALES GAVE BACK TO
THE ENVIRONMENT



OF SALES
CAME 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.



WITH 391 PROGRAMS



COUNTIES VISITED
IN WESTERN NC

Buncombe, Burke, Graham, Haywood, Henderson, Jackson, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, & Yancey County

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!



\$109,632 IN-KIND VALUE

VOLUNTEER DOCENT PROGRAM

28,195
GUESTS REACHED

Bobcat, Coyote, Herptile,
& Red Wolf Stations



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.



198K WEBSITE USERS

152,633
VISITORS



38.7K FOLLOWERS
48% increase from 2021

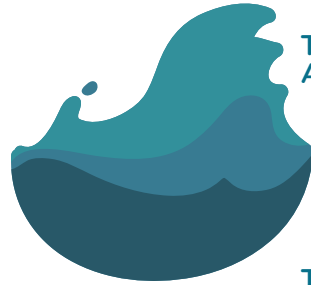


26.6K FOLLOWERS
70.8% increase from 2021

DUE TO TROPICAL STORM HELENE, THE NATURE CENTER WAS CLOSED TO THE PUBLIC UNTIL MARCH 2025.

Fundraising

With their donors and members, the Friends supported funding for the Gateway to the Southern Appalachians and Butterfly Garden, the Animal Health Center and veterinary equipment, river otter habitat upgrades, and Helene-related repairs and resilience in 2025.



THE FALL 2025
APPEAL

RAISED
\$105K

TO HELP REBUILD
THE QUARANTINE SPACE DESTROYED
BY TROPICAL STORM HELENE.
CONSTRUCTION BEGAN SPRING 2026.



**APPALACHIAN
STEWARDS SOCIETY**

Households contributed at least \$1,000 annually.

Financials

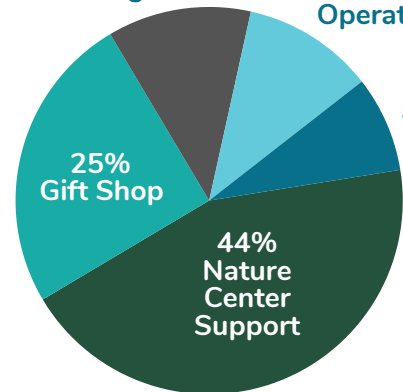
The Friends earned a clean independent audit in 2025 and is a Living Wage Certified employer. The nonprofit is well-positioned to sustain its mission, respond to emerging needs, and invest confidently in the future of the Nature Center with the continued support of donors and members.

10%
Programs/Other



**FRIENDS' REVENUES
FY25 - \$1.78 million**

12%
Fundraising/Events



**FRIENDS' EXPENSES
FY25 - \$1.57 million**

Corporate Friends & Partners

Community support is critical to the success of the WNC Nature Center. We are grateful to the following businesses and organizations for their support in calendar year and fiscal year 2025! Sponsors invested more than \$30,000 in cash, and partners provided more than \$82,000 in-kind gifts, including materials and labor to rebuild after Helene.



PARTNERS

APPALACHIAN MOUNTAIN BREWERY
ASHEVILLE CITY SOCCER CLUB
BLUE MOUNTAIN PIZZA & BREW PUB
DEVIL'S FOOT BEVERAGE COMPANY
HIGHLAND BREWING
GOOGLE LLC
KANSAS CITY ZOO
KUBOTA OF ASHEVILLE
METROWINES
NORTH CAROLINA ZOO
POLARIS OF WAYNESVILLE
ROGER WILLIAMS PARK ZOO
ST. LOUIS ZOO
WNC FARMERS MARKET
ZOO ATLANTA
ZOO KNOXVILLE

SPONSORS

ALLY FINANCIAL
APPALACHIAN REALTY ASSOCIATES
B. ALLEN CONSTRUCTION
BLUE MOUNTAIN PIZZA & BREW PUB
CHAMPIONS FOR WILDLIFE
CHORUS ASHEVILLE
CRITTER DEPOT
DUKE ENERGY
FIRST BANK
FIRST CITIZENS BANK
GIVENS COMMUNITIES
GRIMES TEICH ANDERSON LLP
JUNIOR LEAGUE OF ASHEVILLE
KIWANIS CLUB OF ASHEVILLE
KONA ICE OF ASHEVILLE
LITTLE GYM OF ASHEVILLE
MODERA WEALTH
PARK NATIONAL BANK
PRIMACY SOLUTIONS' TRASH LOCK
QUAKER MEADOWS CARNIVORES
SONA PHARMACY
WHITE OAK FINANCIAL MANAGEMENT