

WWTLC



ANNUAL REPORT 2021





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FOR WOMEN. FOR GIRLS. FOREVER.



PRESIDENT'S LETTER TO THE COMMUNITY

- ANNEMARIE SERRA, PRESIDENT

Sisters and Friends of We Want the Land Coalition,

I hope each of you are having a healthy and productive start to the New Year! It is hard to believe that we are already well into the first quarter of 2022 – and entering our third year of finding a seemingly endless and iterative series of “new normals” as we continue to navigate an ever-changing world where a pandemic continues to figure prominently in our daily lives. Time feels simultaneously as though it is flying by in an instant and crawling by at a snail’s pace. One thing is constant and true for me: our community is strong and vibrant, and we continue to show up for each other. Together, we are capable of accomplishing amazing things.



After postponing events in 2020 due to COVID-19, we were able to enjoy five weeks of events in 2021. It had been a long year of adjusting to life during a pandemic, and we needed to connect as a community. We had solid health and safety guidelines in place so that we could care for each other and stay safe. It was a beautiful, hope-filled thing to witness hundreds of women and girls back “home” on The Land – safely and full of joy and a strong sense of community. It was a time of restoring our energy and hope, and a vibrant confirmation that COVID-19 has not stopped the work we do, but rather has strengthened our resolve and belief in the value and hope of gathering as a community. We are strongly rooted in our purpose, and also flexible and resilient.

We are delighted to have a full summer schedule planned for 2022 – from early July through mid-August. These six diverse events feature a mix of new and returning events with a broad range of focus, including serenity and sobriety, music instruction and performance, singing in sacred circles, programming for girls (children and teens), and tons of music performances as well. We are ever mindful of COVID-19 safety precautions and are fully committed to adhering to state and local guidelines to ensure we operate in such a way to ensure health and safety.

As for our 2022 priorities, WWTLC will be seeking ways to increase board and volunteer diversity and engagement, build community engagement and exciting fundraising projects (including our first-ever community cookbook!), expand our on-Land amenities for women of color and sober support, as well as making the primitive camping experience as welcoming and accessible as possible. We are also hoping to coordinate WWTLC’s presence at women’s events and festivals and look forward to connecting there. All this in addition to the steady stream of activities required to “raise the village” for summer events. Buckle up for an exciting action-packed year!

We have an incredible all-volunteer Board who continues to amaze me in how everyone keeps pushing forward with new and exciting ideas for operating in service to the organization and our community – over and above all that they do in their regular lives (work, family, all of it!). What an honor and labor of love to get to work with them on this project. I am excited to see the results of our efforts and honored to serve another year as president. I wish each of you an amazing and healthy 2022. As always, I hold an enormous amount of gratitude and admiration for us as a community. We really are in this together.

With mad sisterly love and warm wishes,
Annemarie



BOARD OF DIRECTORS



ANNE DRAKE - LAND STEWARDSHIP COMMITTEE

Anne Drake is a social worker with the Ann Arbor Veteran's Administration, supporting homeless veterans. She earned two Bachelor of Science degrees from Penn State; the first in Wildlife and Fisheries Science and the second in Criminology. She has a Master's of Social Work from the University of Michigan at Ann Arbor. Anne was a Master Sergeant in the US Air Force, retired from the PA Air National Guard in 2007.



NEDRA JOHNSON - VICE PRESIDENT

Nedra is Vice President of the Board of Directors for WWTL. A bit of a techie nerd, she handles much of the website, video and graphics production. Like adding WWTL branding and closed captioning to video testimonials from women who love The Land or setting up and maintaining the online tree tour for our Name A Tree campaign. Her steadfast love of The Land and the WWTL community is palpable in all her work.



ROSIE KAE - SECRETARY

Rosie is WWTL's Secretary, and has worked with many different organizations such as Lavender Morning and West Michigan Healers. She attended MWMF for 30 years. During that time, she was a worker for 16 years in RV. She has worked on crews and been Accessibility coordinator at OLF and National Women's Music Festival. Festivals have been a very big part of her life. One of her great loves is working with rescues to find loving homes for fur babies many of which have followed her home.



JULIE KING - MARKETING AND COMMUNICATIONS

Our newest board member, Julie is passionate about ensuring healthy team dynamics and effective communication, leaning on her leadership development expertise, and is responsible for Diversity, Equity and Inclusion learning for a large, multi-state hospital system. A "Raffle gal" of the former Michigan Womyn's Music Festival and the Ohio Lesbian Festival, she has also worked crew at the National Women's Music Festival. Julie and her wife, Kate, are enjoying their newly empty nest!



BRENDA MILLHOUSE-HUEBNER - TREASURER

Brenda came to the board with 20 years of experience in the finance industry. A Certified Financial Planner, she is passionate about working with women to make sure they are financially stable. She volunteers at a local women's prison where she teaches the basics of balancing a checkbook to planning for retirement. Brenda handles all of the financial affairs of WWTL. The long hours of bookkeeping show her dedication to protecting The Land and making it available to women and girls.



ANNEMARIE SERRA - PRESIDENT

A founding board member, Annemarie has a BA from Michigan State (Materials & Logistics Management) and an MBA from Northwestern (Marketing, Strategy, Organization Behavior). Her work experience bolsters her passion for breaking complex problems down into bite-sized chunks, balancing the big picture with attention to detail, and creating process and order out of chaos. She studies guitar and ukulele and is an amateur arborist, growing mighty oaks from wee acorns.



KATHLEEN SEVERT - FUNDRAISING

Kathleen comes from a 25+ year corporate background specializing in technical operations and customer relations/sales support. She also owned/operated a small business. Starting in the late '90s she got the "bug" to volunteer on festival crews, including MichFest, Ohio Lesbian Fest, MFR, Cinema Systems, and National Women's Music Festival. Previously living in the Midwest and New England, Kathleen is settled into Florida where she loves to snorkel to visit her "free-range" aquatic pets!

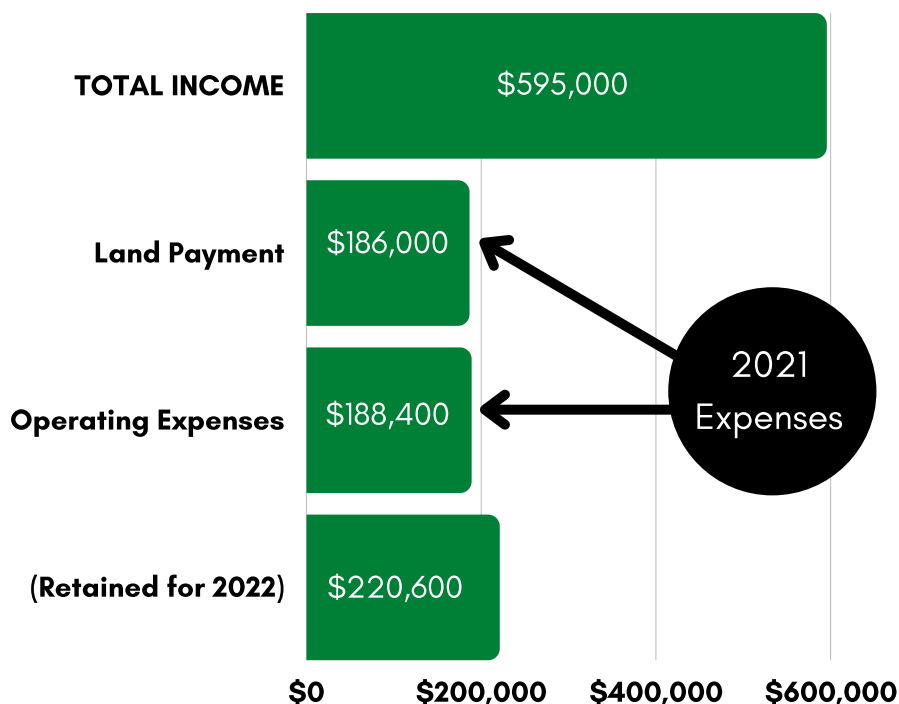
FINANCIAL OVERVIEW

- BRENDA MILLHOUSE-HUEBNER, TREASURER



Income & Expenses:

- Total raised in 2021 was almost \$595,000!
- Annual operating budget of \$374,400 includes land contract payment, property taxes, insurance, legal fees, accounting fees, fundraising expenses, summer events, etc.
- After paying those expenses, that left WWTLC with approximately \$220,600. This covers next year's (2022) land payment, and gives us some extra to make more improvements for Summer 2022.



Land Payments

Purchase Price = \$1,500,000



We are now past the halfway mark!

Status of Land Purchase:

- The purchase price of The Land was \$1.5 million.
- Under the terms of the land contract, we agreed to a down payment of \$300,000, leaving \$1.2M in principal. We planned eight annual payments of roughly \$186,000 each.
- We made our fourth payment in 2021, which brought us over the halfway mark, and we now have just \$658,400 left to pay in principal and interest. We are getting closer!

FUNDRAISING AND DONOR RELATIONS

- KATHLEEN SEVERT



We Want The Land Coalition consists of two things: The Land and our community. Without either, we wouldn't be here. This past year we made our fourth of eight annual land contract payments and were once again able to return to The Land to enjoy many glorious weeks of learning, exploring and celebration.

It is only because of the generous support of our community that we continue to walk The Land. We don't have any corporate sponsorships, large grants, or wealthy celebrity benefactors. Grassroots fundraising has allowed us to expand our time on The Land and ensure that its pristine ferns and forest are preserved. And we couldn't do it without YOU!

Fundraising Campaigns:

WWTLC had three main fundraising campaigns in 2021:

Be the We



Our Be the We 2021 campaign was a spring fundraiser, bringing our diverse community together to creatively raise funds. There were commissioned specially painted rocks, sold prints of Grandmother Oak, auctioned a weekend at a B&B, held yard sales, produced online performances, created/sold Breakfast with Bim pins, compiled an EP of Songs for the Land, and the launch of a lucrative new venture called the Land Sustainment Shop (see below for more details).

We had eight teams participate in Be the We 2021 in total, and they collectively earned \$53,800 in donations!



Name A Tree



A testament to the heart and soul of our community is the Name A Tree project. Individuals or groups can honor specific women, women's organizations or performance groups, an influential foremother or a special location on The Land. Each tree on the tour is curated by a team of volunteers. The geocode of the tree, along with a beautifully written tribute to the honoree and amazing photos are available to view online at www.wwtlc.org/treetour.

In 2021, 33 additional trees were generously "named" raising \$29,967 which is up almost 50% from 2020. Of special note is a group of women who once were members of the women's community in Cleveland in the 1980s and '90s. They wanted to create a special "Cleveland Grove." They raised over \$5,000 to honor eleven of their sisters who have passed. Go to www.wwtlc.org/name-a-tree to learn more or to name a tree yourself.

Landmothers



The lifeblood of our nonprofit has been our recurring donors. Recurring donations cover 75% of our business operating and infrastructure budget and contract payments for The Land. "Landmothers" are community members who pledge \$25 or more per month in recurring donations. The program launched in 2020, and in 2021, the Landmothers program saw an increase in monthly donations by \$4,315.



Painting by Tessa Rooney donated for Be The We

FUNDRAISING AND DONOR RELATIONS

- CONTINUED



The LAND Sustainment Shop
Private group · 1.8K members

The Land Sustainment Shop (LSS) is an example of how the inspired ideas of one individual and the generosity and engagement of our whole community builds us all up. Conceived in January 2021, the LSS continues to be a community-builder by creatively hosting a giant "Gayrage Sale" online. While this effort is not organized, managed, or operated by WWTLC, the impact to WWTLC has been immeasurable.

At the end of 2021, over \$90,000 was donated to WWTLC through the efforts of the LSS! In addition, it's worth noting that LSS donations accounted for 50% of the total funds raised during 2021's Be the We campaign! By engaging the community to serve as holders, shippers and donors, the Amazon who conceived, implemented and continues to coordinate this effort has created a fun way to keep beloved swag, fun mementos and touching souvenirs in our community while fostering a sense of community AND raising funds for WWTLC.

[Send us an email](#) for an invitation to the LSS!



"Forest and Ferns", won by Nan Decker and generously gifted to Heather Thorp.

Our fundraising efforts start and end with individuals in our community.

- Thirteen separate Facebook Fundraisers were established by community members, collectively raising over \$21,000.
- Fundraising for special projects were presented to the community in our Ten for Tuesday campaigns prior to the events on The Land during the summer. \$10,800 was raised specifically to purchase two new ADA Porta Potties, tents for security crew, two electric panels for powering the well at Triangle and propane for heating the beautiful showers, cooking on the Community Kitchen's grills and griddles, and ensuring we have ample dishwashing facilities.
- While on The Land, attendees raised \$11,000 in auctions.
- Six individuals provided \$5,000 in funds to be used as incentives for others to be 2021 Landmother participants.

How can YOU can continue to make a difference?

- Donate directly via [DonorBox](#) or [PayPal](#)
- Add WWTLC to your will. See www.wwtlc.org/donate for instructions.
- Take advantage of any matching gift programs your employer might offer.
- Add WWTLC as a donation recipient for your purchases via [Amazon Smile](#).
- Create your own Facebook Fundraiser celebrating your birthday, anniversary, or dog's "gotcha" day. [Watch this video](#) to learn how.
- Check with your financial advisor to see if you can make a qualified charitable distribution (QCD) or required minimum distribution (RMD) to WWTLC.
- Shop for WWTLC Swag and Merch at [Goldenrod](#).
- Attend an event on The Land! Check out the [2022 Summer Events schedule](#).

Thank you to each one of you.

Whether you donated funds, helped stitch the beautiful quilt (gorgeous quilts made from within our community are awarded as a gift to a randomly drawn donor each year), volunteered your research skills to find applicable grants, or you cleaned out your closet and offered items to LSS or other WWTLC auctions – your contributions have all added up. You make up the community and together we are procuring, preserving, and stewarding those 650 acres that we affectionally refer to as The Land. THANK YOU so very much for all your help. We so appreciate you!

EVENTS ON THE LAND - ANNE DRAKE AND ROSIE KAE



2021 Events Schedule

July 6 - 11	Serenity and Sobriety on The Land: A Week of Recovery in the Woods
July 20 - 25	Big Mouth Girl - Gathering on The Land
July 26 - 30	Women's Performance Initiative (WPI) Festival on The Land / BMG+
Aug 3 - 8	Singing and Playing on The Land, 2021
Aug 10 - 15	Mystical Womxn's Magic Fest

We were **THRILLED** to have seen so many of you at one of the **five events** held on The Land in the summer of 2021. After not being able to safely gather on The Land in 2020, it was exactly the kind of homecoming we could only dream about.

Looking forward to six full weeks of events in 2022!



6 WEEKS OF EVENTS ON THE LAND IN 2022

July 5-10: Mystical Womxn's Magic Fest

July 12-17: Serenity & Sobriety on The Land:
A Week of Recovery in The Woods

July 19-24: WPI Presents: Festival on The Land
Music Camp for Women & Girls

July 26-31: Big Mouth Girl - Gathering on The Land

July 31 - Aug 5: Singing & Playing On The Land, 2022
+ Girls Fest

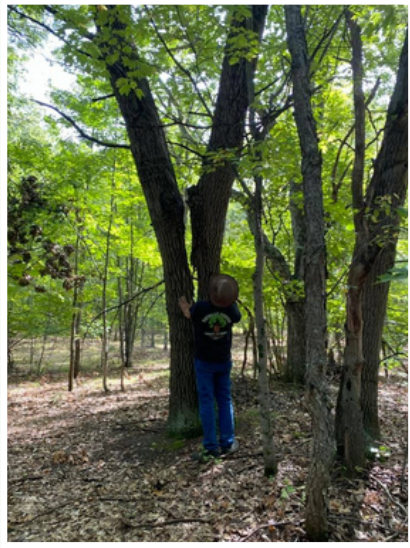
August 9-14: Fern Fest

[MORE INFO: WWTLC.ORG/SUMMER-2022](http://WWTLC.ORG/SUMMER-2022)

THE LAND STEWARDSHIP COMMITTEE

- ANNE DRAKE

This committee oversees the duties and responsibilities required to maintain and sustain The Land. Meeting year-round on a bi-monthly basis, they guide the stewardship of our most precious resource – The Land. Collaboration with the Grant Writing team, Land Managers and Volunteers promotes community, team building and project development.



Forest Management/Campground Safety - Volunteer Work Weekends:

- WWTLC held a volunteer work weekend in Spring 2021 in preparation for Summer Events. We removed downed trees, brush, and generally cleaned up piles of stacked wood from the previous year's work weekends and moved that wood to various firepits.
- More work weekends will be planned for spring 2022, hopefully getting some early to mid-spring camping and cleanup in following planned tree work.

If you are interested in joining in on any of the planning for actual work on The Land – consider joining our Zoom Land Meetings. For more information about the Committee or to be added to the list for spring work weekends, [e-mail Anne Drake](#).

Campground Updates:

- The annual campground inspection was performed by the health department prior to Summer Events and was passed with flying colors.
- The Land Stewardship Committee continues to be mindful of ways to improve the experience of camping on The Land during events. One of the improvements that was noted during events on The Land was the addition of water at Triangle and running water sinks at various locations near portable toilets. We hope to continue this type of expansion as resources and campground license restrictions allow. How greywater (water that has been used for handwashing) is handled is restricted by our state campground license and as a result, that water was captured and hauled by our portable toilet vendor, keeping us in compliance with State of Michigan regulations.
- Our requirement to provide an RV dumping station continues to be waived. In the interim, all RV owners are reminded to take their rigs to nearby dump stations to legally dump their tanks following trips to The Land.



Land Conservancy of West Michigan:

- Our annual walk through with our Conservancy representative took place in April, and once again went well. The Conservancy remains very happy with how we are maintaining The Land – with regards to both the campground portion and the outlying area.
- We discussed our short- and long-term goals related to forest management, and a walk through with local Conservation District office members was arranged in May. This visit resulted in the recommendations for removal of invasive species in our grasslands as well as encroachment of Autumn Olive that can mostly be found under the canopy of trees in the outlying areas but is now also down at Triangle. Finding a way to remove these invasive species while retaining our natural beauty of The Land during Summer Events is an ongoing puzzle for the Land Committee.

LAND HOSTS AND DAY VISITS

- ROSIE KAE



There are two ways you can visit and spend time on The Land in addition to attending any of the events that happen during the summer.

First, you can take a **Day Visit to The Land**. During a day visit you can walk the trails, reconnect with your favorite fern meadow or bring a picnic to eat by your special tree. You can just relax and enjoy spending time in the woods or one of the open meadows. You just might see some of the other “day visitors”, like the wild turkeys, porcupines, deer and the vast variety of birds that also call The Land “home”. It is so peaceful spending time there in the “off-season”, so if you are at all able, we highly recommend carving out some time for day trips to The Land. There are over 650 acres to explore!

Another way that you can visit The Land is by being a **Land Host**. Land Hosts spend anywhere from a long weekend to two weeks on The Land. While you are a Land Host you can enjoy The Land as noted above, knowing that your presence on The Land and keen observations of what’s happening there is vital to our ability to maintain it during the months we don’t have a crew there to note fallen trees, etc. Land Hosts also greet any day visitors and share information about the Land Conservancy of West Michigan and WWTLC with them.

Land Hosting occurs between April 1st and October 31st when there are no events taking place. There is no water or electricity provided during this timeframe – you would be responsible for true off-grid camping. Camping is pack-it-in-and-pack-it-out and rustic. For your convenience, there will be an ADA-accessible portable toilet (serviced weekly), and the firepit is waiting for you to warm up and share your stories! If you are interested in being a Land Host, please [fill out a Land Host Application](#).

We ask all who visit The Land, to please leave no trace behind.

HIRING COMMITTEE UPDATE

- ANNEMARIE SERRA

WWTLC relies on the generous contributions of many unpaid volunteers who work on our various committees and crews. The work that they do includes, but is not limited to:

- Serving on the Board of Directors or the Advisory Board
- Supporting summer events and infrastructure improvements on The Land
- Fundraising
- Social-media management
- Communications
- Maintaining the e-mail list
- Donor database management
- Making custom quilts and other items for fundraisers
- Serving as Land Hosts
- Designing/updating the WWTLC website; etc.

Hundreds of women donate thousands of hours. It's incredible!

In addition to our amazing volunteers, we also rely on paid "outside" consultants for some key year-round work functions with highly specialized or critical skill sets. Examples include a lawyer, a certified public accountant, and a consulting firm who facilitates the state solicitation registration process which enables us to receive donations from donors in states other than Michigan. We have built strong relationships with these subject matter experts who have come to understand our unique operation and are looking forward to continued engagement with them.

In support of summer events, we have two categories of crew members who receive a small stipend – work crew volunteer leads and the Summer Land Manager and Assistant Summer Land Managers.

- WWTLC offers modest stipends to some summer work crew volunteer leads who have very specific skills and availability to do the necessary work and/or supervision required to operationalize the infrastructure on The Land.
- WWTLC engages short term temporary consultants in a handful of key positions deemed critical to support summer programs on The Land: Summer Land Manager (SLM) and the team of Assistant Summer Land Managers (ASLM). Together, this small but mighty team of women of women volunteers numerous hours throughout the year starting in mid-winter, long before the start of the Summer Events Season, to ensure a smooth put-in and raising of the summer village on The Land for events. Enough cannot be said about the work they contribute to make Events on The Land possible. We have learned so much together, using all that we learned from our foremother – Michigan Womyn's Music Festival – and growing it to fit like a glove around We Want the Land Coalition's operations, taking into consideration resources (people, time, inventory, and money), capacity, needs, etc. There is this amazing merging of ideas and skills that is happening, and everyone is anchored by the over-arching goal of sustainable operations and continuous improvement – to make the rustic woods of The Land a space that is as comfortable and accessible as possible.



HIRING COMMITTEE UPDATE

- CONTINUED

Open positions are posted to the general community each year, with a focus on completing the hiring decision process to allow ample time for those joining us on The Land to plan appropriately to relocate to the woods for weeks at a time. Through the wonders of technology, our summer staffing process (for SLM and ASLM, as well as volunteer summer crews) is now online – and we support that with video interviews. It seems to be working very well and we are energized by the responses we receive.

Our returning Land Manager, Grace Pifer, has been working with and for WWTLG since our inception, and is an integral part of our success.

We have now wrapped up the selection of the ASLM positions for the 2022 events season and the summer volunteer crew “call for applications” is now live. [Fill out your application now](#) to help us on The Land this summer!

We are so grateful to have such amazing talent in our community with so many who are willing to raise the village each summer! If this sounds like something you might be interested in – whether it be serving on a committee year-round, volunteering for a work weekend, or during the summer events season, please [send us a note](#).



MARKETING AND COMMUNICATIONS

-JULIE KING



Our WWTL community is inspiring! Many hands tirelessly working together to build a rustic campground in the middle of the beautiful trees, ferns and wildlife each summer...building a "village", feeding each other, weathering every storm (literally), and supporting incredible performances and workshops at consecutive weeks of Summer Events. It is easy to see our community through that perspective, by thinking about the Summer Events and considering both those who make it all happen and those who come to join the experience by attending events.

The reality is that our community is SO MUCH MORE. We are engaged **all year long!**



We Want the Land Community (WWTL) Facebook group:

- We had almost 2,500 active members in 2021 (those who view, post, comment or "react")
- There are over 5,700 members - WOW!
- Fun fact - weekends are the most popular days in the group

Email subscribers:

- More than 2,500 folks already receive our emails (we only email noteworthy info - no spamming from WWTL!)
- [Click here](#) to be added!

Other ways to stay engaged:



- [Follow WWTL](#) on Twitter
- Look for pics [on our Instagram](#) page
- [Volunteer](#) for one of our year-round committees this summer
- "Like" the We Want the Land Coalition Facebook page



Landmothers and other donors:

- We now have almost 300 Landmothers, with **65 added** in 2021!
- We received **\$440,500** in donations made in 2021 by **2,192** of you. We are blown away!



Looking ahead:

We would love to connect with even **more** of you in 2022! Join our vibrant and diverse community both on The Land and all year-round, in all the ways you are able. The Land is what connects us and our community members are who sustain us. We are so grateful for each of you. Thank you for helping our mission. For Women. For Girls. Forever!

HIGHLIGHTS AND KEY SUCCESSES OF 2021

- ANNEMARIE SERRA



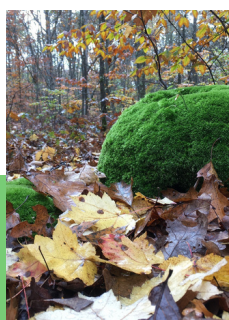
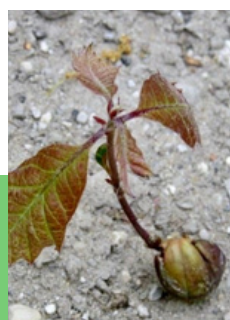
Despite 2021 serving up a prolonged unfolding of the COVID-19 pandemic, it also proved to be another year of resilience and persistence for our community. Here are just a couple highlights:

First, we rounded the halfway point in our journey to pay off The Land, which is a significant accomplishment! It means we are marching towards fewer payments ahead of us than behind us. But it is also meaningful because we really can't do any of it without the generous support of donors and volunteers. So, in a world of challenging demands on our time and money, an ongoing pandemic that continues to introduce uncertainty on all fronts, and even shifting income tax rules changing how to deduct donations to charity, we continue to move strongly forward towards fulfilling our mission of preserving and sustaining The Land. For women. For girls. Forever!

Second, 2021 also provided opportunities for tremendous growth and engaging activities as we celebrated our return home to The Land after taking 2020 off due to COVID-19-related health and safety concerns. On the one hand, we ached to be together on The Land, which is, after all, WWTLC's reason for being. On the other hand, we needed to make sure we were mindful of taking care of each other by implementing health and safety protocols that might have seemed "extra" in a primitive outdoor camping environment so that we could gather safely. In doing so, we prioritized the health and safety of those who spent time on The Land, which was, and will always be, our highest priority.

To that end, we welcomed five weeks of unique summer camping events which included hundreds of women and girls, with not a single reported case of COVID-19. This was only possible because of the commitment and effort of our organization, our amazing staff and volunteer crew, and the event organizers and participants. It was truly a beautiful thing to witness everyone coming together and taking care of each other to ensure we were safe and healthy.

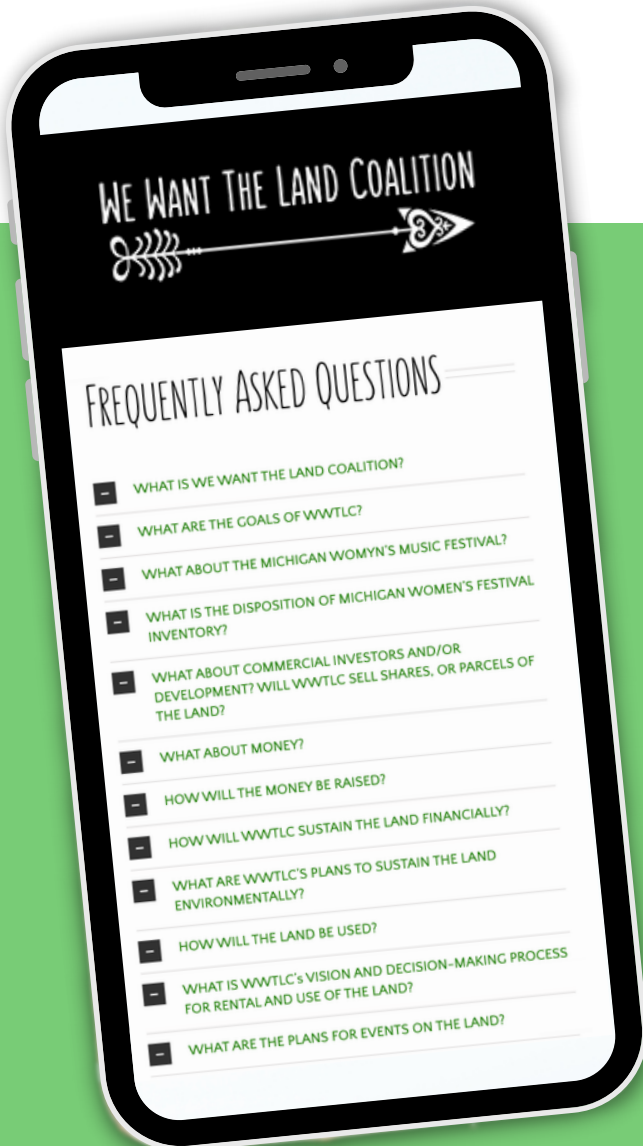
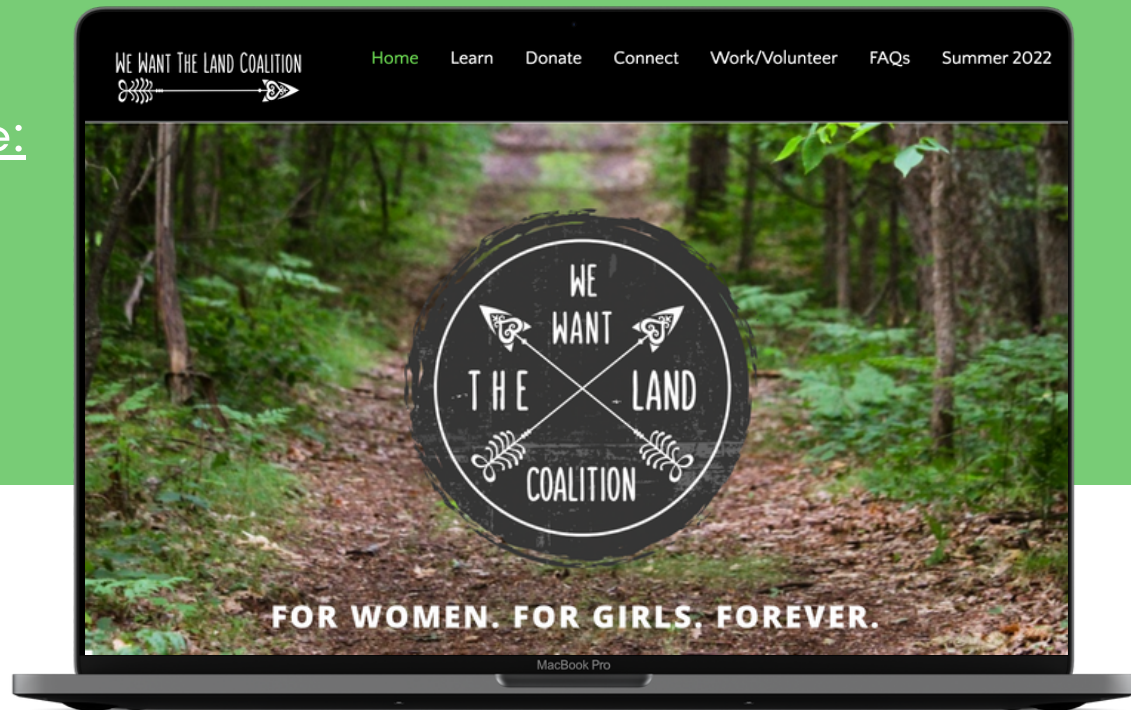
If you were able to make it back home to The Land in 2021, we hope you found the peace and rejuvenation to recharge your batteries. We are, as of now, still fully planning on a full schedule of six week-long events in 2022, from early July to mid-August. We hope to see you on a path in Michigan this summer!



STAYING CONNECTED IN 2022

Visit our website:

wwtlc.org



Learn more by reading our
Frequently Asked Questions (FAQ's):

wwtlc.org/faqs/

**FOR WOMEN.
FOR GIRLS.
FOREVER.**