

WWTLC



ANNUAL REPORT 2022





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FOR WOMEN. FOR GIRLS. FOREVER.



PRESIDENT'S LETTER TO THE COMMUNITY

- ANNEMARIE SERRA, PRESIDENT



Friends of We Want the Land Coalition,

We are delighted to have a full summer schedule planned for 2023 – from mid-July through mid-August. In order to remain sustainable and balance out event attendance as well as ensure adequate volunteer crews are available to support events, we made the decision to shorten the event season. The 2023 schedule of events appears on page 8 – check it out!

These 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), drumming, and tons of music performances as well. We are watching COVID-19 developments closely 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 2023 priorities, WWTLC continues working to increase board and volunteer diversity and engagement, build community engagement through exciting fundraising projects as well as making The Land as welcoming and accessible as possible through continued infrastructure and amenity improvements. All this in addition to the steady stream of activities required to “raise the village” for summer events. We are growing the board in 2023 through the addition of a number of key positions, including a chair of Diversity, Equity and Inclusion, so that we can keep pace with the growth we envision for the organization. We hope you’ll consider joining us.

Our incredible all-volunteer Board continues to amaze me with how everyone works in service to the organization's mission and to our community – over and above all that they do in their regular lives (work, family, all of it!). While we’ve done our best to clearly define roles and responsibilities for our board positions, “Not my job,” isn’t really in our vocabulary. If something needs doing, we rally and figure out a way to make it happen.

I am excited to be a part of our ongoing learning and progress and honored to serve a second term as president.

As always, I hold an enormous amount of gratitude and admiration for us as a community. We really are in this together.

With kindness and gratitude,
Annemarie



BOARD OF DIRECTORS



Anne Drake - Land Stewardship Chair

Anne Drake is a social worker with the Ann Arbor Veteran's Administration in Ann Arbor, MI where she lives with her wife, Christina and their daughters, Thea and Zora.



Nedra Johnson - Vice President

Nedra is the Vice President of WWTLC. She handles web site related content and promo. She is also an Event Organizer and singer songwriter. And was a long time festival worker and performer. She loves The Land. And loves that it is still a powerful healing space for women and girls. For women. For girls! Forever!



Rosie Kae - Secretary

Rosie 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 at OLF and National Women's Music Festival. Festivals have been a very big part of her life.



Julie King - Marketing & Communication

Julie is responsible for DE&I learning for a multi-state hospital system. A "Raffle gal" for the Michigan Womyn's Music Festival and the Ohio Lesbian Festival, crew at the National Women's Music Festival. Julie and her wife, Kate, are enjoying their newly empty nest!



Brenda Millhouse-Huebner - Treasurer

Brenda is a financial planner and coaches others to be the best planners they can be. She has been in finance for 20 years and brings her expertise to the detail work for WWTLC. Brenda is married to her wife, Barb and they have 3 amazing kids, 4 wonderful grandchildren, and 2 lovable dogs!



DiAnna Ritola - EO Liaison & Summer Readiness

DiAnna is a self-employed spiritual director with previous experience as a social worker with non-profit organizations devoted to women and children. She lives in Flushing, Queens (NYC) with her wife, Michele, and their cats and a dog.



Annemarie Serra - President

Annemarie is a founding member and is excited to apply her years of product and events marketing experience, plus an MBA from Northwestern University in strategy, marketing, and organization behavior, to We Want the Land Coalition - a labor of love and passion. 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. 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. Kathleen loves to snorkel to visit her "free-range" aquatic pets!

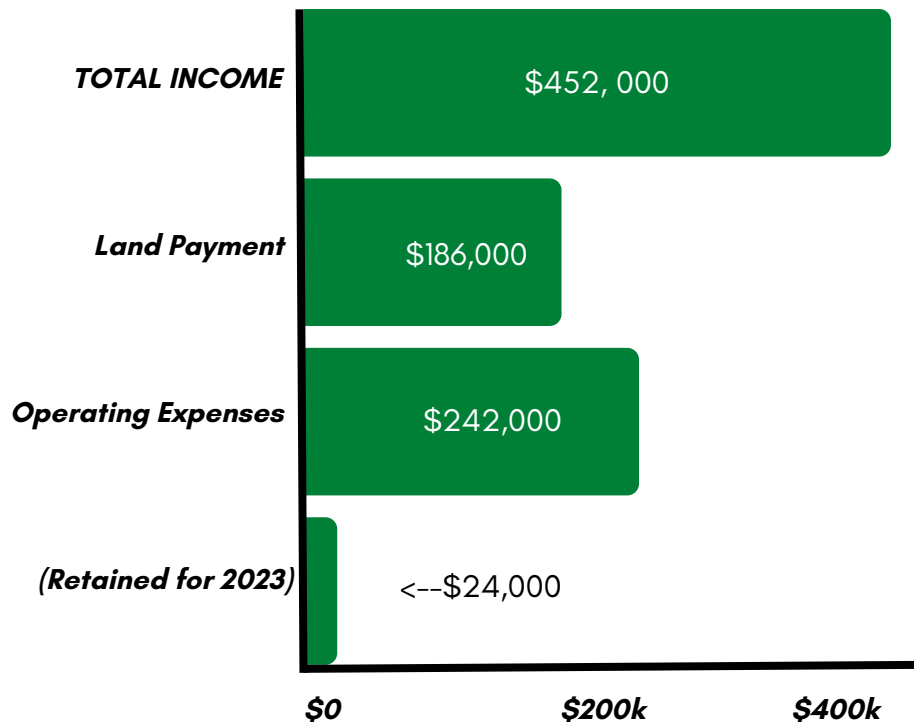
FINANCIAL OVERVIEW

- BRENDA MILLHOUSE-HUEBNER, TREASURER

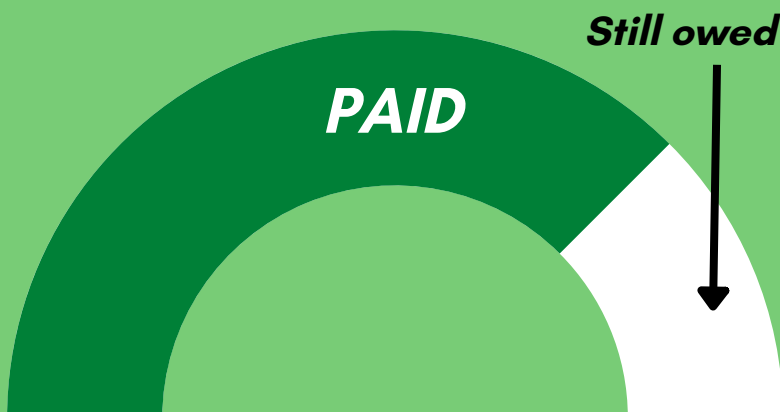


Income & Expenses:

- Total raised in 2022 was \$452,000
- Annual operating budget of \$428,000 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 \$24,000.



Land Payments
Purchase Price =
\$1,500,000



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 fifth payment in 2022, and we now have just \$505,600 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 fifth 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 two main fundraising campaigns in 2022:

Name A Tree



The Name A Tree project is a testament to our community's heart and soul. 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 2022, 5 additional trees were generously "named" raising \$10,192. We have a total of 88 trees on the tour and another 44 trees "in process". 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 79% 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.

In 2022, we welcomed 48 new Landmothers while another 38 existing Landmothers increased their monthly donations. This increased our annual recurring donations by \$46,572. Amazing!



FUNDRAISING AND DONOR RELATIONS

- CONTINUED



The Land Sustainment Shop

The Land Sustainment Shop (LSS) is an example of how individuals in our community build us all up. Born from an inspired idea by Po Wood had in 2021, the LSS continues to be a community-builder by creatively hosting a giant online "auction."

The LSS has been a 501c3 organization since May, 2022.

It takes a village! Po Wood (LSS founder) and the LSS board, as well as a whole network of holders & shippers, donors, and bidders from all over have created a way to keep beloved swag, fun mementos, and touching souvenirs in our community while donating all proceeds to WWTLC.

Visit www.facebook.com/groups/thelandsustainmentshop to check out all the action.

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

- An amazing twenty-eight separate Facebook Fundraisers were established by community members, collectively raising over \$12,812.
- Fundraising for special projects was presented to the community in our Ten for Tuesday campaigns before the events on The Land during the summer. Funds totaling \$13,659 were raised specifically to finance re-establishing a well, several electric panels for community tents, a sink and plumbing, and a recovery tent.
- We created a cookbook! There were 418 recipes from our community in With Love From The Land. We sold out of our first printing and the second and final printing is available through Goldenrod. WWTLC made over \$7k on the first printing of the cookbook!
- While on The Land, attendees raised over \$10,000 in auctions.



There are many ways YOU can continue to make a difference!

- Donate directly via DonorBox (www.donorbox.org/wwwtlc-for-women-for-girls-forever) or PayPal
- Add WWTLC to your will. See www.wwtlc.org/donate for instructions.
- Research if your employer will match your charitable deductions.
- Create your own Facebook Fundraiser celebrating your birthday, anniversary, or dog's "gotcha" day. <https://www.youtube.com/watch?v=9qp7MUiwHwY>
- 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. <https://www.goldenrod.com/product-category/we-want-the-land-coalition/>
- Attend an event on The Land! Check out the 2023 Summer Events schedule <https://www.wwtlc.org/summer/>

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 are the community, and together we are procuring, preserving, and stewarding those 650 acres that we affectionately refer to as The Land. We so appreciate you!



2022 Events Schedule

July 5 - 10	Mystical Womxn's Magic Fest
July 12 - 17	Serenity and Sobriety on The Land: A Week of Recovery in the Woods
July 19 - 24	Women's Performance Initiative (WPI) Festival on The Land
July 26 - 31	Big Mouth Girl - Gathering on The Land
Jul 31 - Aug 5	Singing and Playing on The Land + GirlsFest
Aug 9 - 14	Fern Fest



We were THRILLED to have seen so many of you at one of the six events held on The Land in the summer of 2022.

Women of all backgrounds came "home" to celebrate, dance, learn, share, and be healed along the paths and under the stars.

3 WEEKS OF EVENTS ON THE LAND IN 2023

July 18 - 23: Singing & Playing On The Land + Girls Fest, Serenity & Sobriety on The Land: A Week of Recovery in The Woods

July 25-30: Big Mouth Girl - Gathering on The Land WPI Festival on The Land

Aug 1 - 6: Fern Fest

MORE INFO: [WWTLC.ORG/SUMMER](https://www.tlc.org/summer)

THE LAND STEWARDSHIP COMMITTEE

This committee oversees the duties and responsibilities required to maintain and sustain The Land, our most precious resource. 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 two volunteer work weekends in Spring 2022 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 2023, hopefully getting some early to mid-spring camping and cleanup in the process.

If you are interested in joining in on any of the planning for actual work on The Land – please email volunteer@wwtlc.org.

Campground Updates:

The annual campground inspection was performed by the health department prior to Summer Events and 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. In 2022, for example, we added running water sinks at Triangle. We hope to continue this type of expansion as resources and campground license restrictions allow.

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.

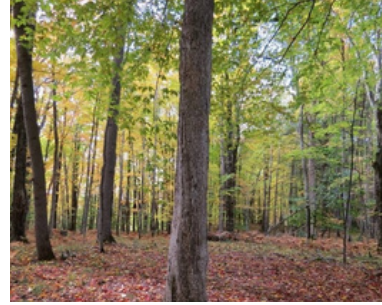


Land Conservancy of West Michigan:

Our annual walk through with our Conservancy representative took place in November, and once again went well. We discussed our short- and long-term goals for The Land, and the Conservancy remains very happy with how we are maintaining The Land with regards to both the campground portion and the outlying area.

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.

LAND HOSTS AND DAY VISITS



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

First, you can make 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 are 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 WWTLIC with them.



Land Hosting and Day Visits occur between April 1st and October 31st when there are no events taking place. There is no water or electricity provided during this timeframe - you are 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
- Participating in work weekends to help maintain The Land in the off-season
- 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 continue to rely on a handful of paid "outside" consultants for some key year-round work functions with highly specialized 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 we are looking forward to ongoing 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 Management team.

- 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), Assistant Summer Land Managers (ASLM).

In addition to the time they spend working on The Land in support of the summer events season, this small but mighty team of women, led by the board, volunteers throughout the year. They ensure the systems and processes needed to operate as a primitive campground, and The Land itself, are ready to welcome women and girls home for events. Enough cannot be said about the work they contribute to make Events on The Land possible.



HIRING COMMITTEE UPDATE • continued

We continue to learn and refine We Want the Land Coalition’s organizational objectives and operational processes, balancing resources (people, time, and money), capacity, needs, inventory, infrastructure, etc. There are many moving pieces to consider and we are all guided by and focused on collaborating to ensure sustainable operations and continuous improvement – to make the rustic woods of The Land a space that is as comfortable and accessible as possible.

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 – from online applications to video interviews – is now online. We are energized by the enthusiastic responses we receive.

Grace Pifer (Summer Land Manager), Ginny Irish (Assistant Summer Land Manager – general operations), and DiAnna Ritola (Assistant Summer Land Manager – volunteer kitchen operations) are returning in 2023 and are an integral part of our success.

The summer volunteer crew “call for applications” is now live. We invite you to 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 women who are willing to raise the village each summer! If working with We Want The Land Coalition, whether it be serving on a committee year-round, joining the board of directors, volunteering for a work weekend, or during the summer events season, sounds like something you might be interested in – please send us a note.



MARKETING AND COMMUNICATIONS

Our WWTLC 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.



Email subscribers:

More than 2,500 folks already receive our emails (we only email noteworthy info - no spamming from WWTLC!)

[Click here](#) to be added!

We Want the Land Community (WWTLC) Facebook group:

We had a lot of active members in 2022 (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

Other ways to stay engaged:

- [Follow WWTLC](#) 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

We appreciate our donors!

- In 2022, we welcomed 48 new Landmothers, and 38 existing Landmothers increased their monthly donations. This increased our annual recurring donations by \$46,572.
- We received **\$440,500** in donations made in 2022 by **2,192** of you.



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 2022

- ANNEMARIE SERRA

2022 was a great success, overall: it was another year exemplifying the resilience and persistence of our community, which is a hallmark, of sorts.

Here are just a couple highlights:



First, we made the fifth land contract payment. We are on target to have The Land paid off in 2025!

We really can't do any of this without the generous support of donors and volunteers. We continue to be led by Fundraising Chair, Kathleen Severt, who is on the lookout for fun ways to raise funds. In an uncertain economy with ongoing demands on our time and money, plus an ongoing pandemic that continues to introduce uncertainty in all the places, we continue to move strongly forward towards fulfilling our mission of preserving and sustaining The Land. For women. For girls. Forever!

We published our first community cookbook – With Love From The Land. This kind of cookbook has been a dream of mine for over a decade. I envisioned a collaboration that included custom artwork, herstory, and recipes contributed by the community as well as time-honored traditions served at the Michigan Womyn's Music Festival in the Main Kitchen and in Galz Diner. I had lots of help with designing, reviewing and editing and distribution. It was a huge success! We sold out of our first print run and ordered a second (and final) printing. They are now offered on the [Goldenrod Music website](#).

Second, in 2022, hundreds of women and girls returned home to The Land for 6 unique summer camping events. In light of ongoing uncertainty related to the COVID-19 pandemic, we continued to prioritize the health and safety of those who spend time on The Land – which will always be our highest priority. WWTLC's volunteer crew experienced a COVID-19 challenge very early in the season during set up, when a handful of volunteers faced the challenge of healing from the virus while camping in the woods. As stressful and scary as it was, there was also beauty and efficiency in the way the team swiftly and successfully implemented modified work practices to minimize the spread of the virus, and support the recovery of the women who were infected. We are grateful that all of the women impacted recovered fully.

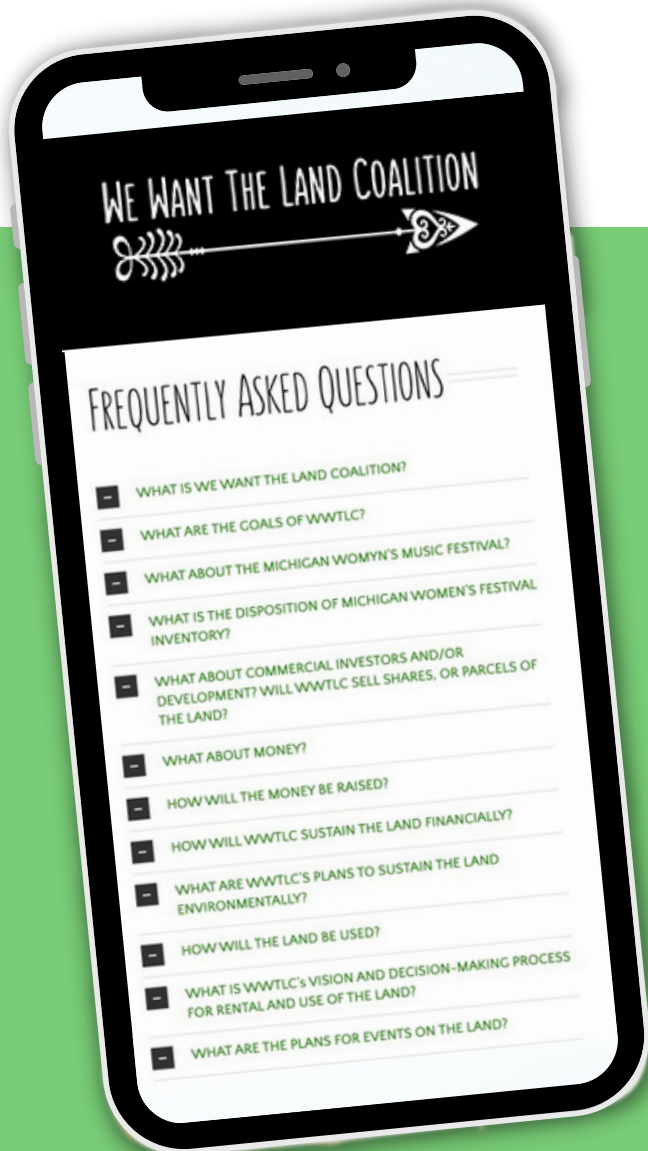
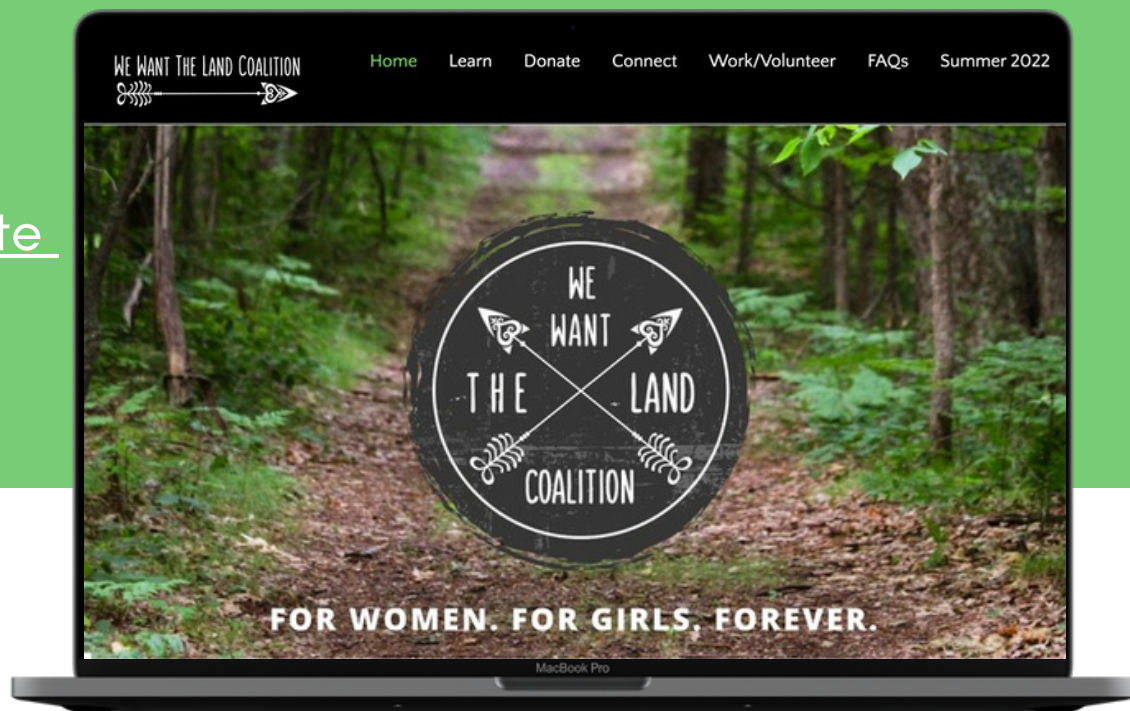
The experience, while fraught with worry and concern, was another affirmation of how amazing our community is – how resilient we are, and how much we care about each other and the work we do.

If you were able to make it to The Land in 2022, we hope you found the peace and rejuvenation needed to recharge your batteries. We are, as of now, getting ready to kick off the 2023 summer schedule of events from mid-July to mid-August and we hope to see you on a path in Michigan this summer!



STAYING CONNECTED IN 2023

Visit our website
wwtlc.org



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

wwtlc.org/faqs/

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