

THE CAMPAIGN FOR DRUMLIN FARM

Welcoming in the Year of the Pig



THE CAMPAIGN
FOR DRUMLIN FARM



Spring 2007

Fundraising Total to Date

The Campaign
has received over
\$2,640,000
in gifts and
pledges!

With \$575,000
to go, we still need
your help!

208 South Great Road
Lincoln, MA 01773
(781) 259-2200
www.massaudubon.org

As the New Year began, we made good on one resolution — we broke ground for our new Pig Barn. We put out the call for help with this critical need and you responded. While we didn't (and still don't) have complete funding, we felt confident enough to move ahead. In early January, the old pig shed was knocked down and a new foundation was laid nearby. Excitement grew when two trucks from Country Carpenters arrived on February 5, loaded with the wood for the new Pig Barn. On that bitterly cold day, a brave team of ten — Drumlin Farm staff, volunteers, and Country Carpenter workers — erected the entire frame. And by Chinese New Year on February 19, we welcomed the Year of the Pig with the barn enclosed and crowned



with a delightful pig weather vane! Now the interior work is well underway on three roomy interior pens, plenty of viewing space for visitors, and a classroom area for visitor

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BIG NEWS

We are thrilled to announce that the Ogden Codman Trust in Lincoln awarded Drumlin Farm a \$25,000 challenge grant. The grant is contingent on our raising \$50,000 from Lincoln residents by June 30, 2008. The \$75,000 total is about half of what is needed to build our Welcome Area, an important element of the Campaign for Drumlin Farm.

The new Welcome Area in front of the current Admissions window will offer an enhanced experience to all our visitors, including a gathering area, orientation signs, family seating, and better access to the farm stand and farm products.

We are grateful to the Ogden Codman Trustees, who award grants within the Town of Lincoln, for recognizing the importance of Drumlin Farm to Lincoln residents, as well as for supporting the new Welcome Area and the Campaign for Drumlin Farm.



Help Us Fly

You are a crucial part of the team. Please decide how you would like to help.

Spread the word.

Hold an event for your book group or your neighbors. Bring together a group to learn about Drumlin Farm and the Campaign. We'll provide all the information and a special visitor or two.

Save the date—
November 10, 2007.
 Mark your calendars now! Our Gala Dinner and Auction to benefit the Campaign will be a fun-filled night at the Nashawtuc Country Club in Concord.

Bring your friends to the farm.

Lead a farm tour with Sanctuary Director Christy Foote-Smith to show people why Drumlin Farm is so special and how the Campaign is improving it.

Make a gift.

Your financial support makes a real difference. Contact Campaign Manager Henrietta Yelle anytime.
 781-259-2239
 hyelle@massaudubon.org

PROJECT HIGHLIGHTS

Bird Hill: Finished! All of our resident birds have moved back in, the educational panels are installed, and the trail is open. Come visit.

Pig Barn: The Pig Barn is up and will soon be ready to welcome new pigs. We are still looking for funding to complete this project.

Forest Discovery Trail: This children's trail through the red pine forest will encourage play and discovery in nature with a child-sized bird's nest, a groundhog tunnel to crawl through, and more. The trail should be ready for exploring by mid-2007.

Welcome Area: An updated admissions area will welcome and inform visitors upon their arrival. New signage, an improved farm stand, and seating for families are all part of the design plan.

Pond Boardwalk and Platform: We're planning to build a walkway and floating platform at the Poultry Pond, where ponding classes can be held. Visitors will enjoy a rejuvenated pond, thanks to stormwater management techniques that will be applied in revamping the area.

The Birds Are Back

On February 19, a group of special friends and donors got a sneak peak at the new Bird Hill. Laura Johnson, Mass Audubon president, and Christy Foote-Smith, Drumlin Farm sanctuary director, were on hand to cut the ribbon and officially open the entirely renovated exhibit area. Also present in their airy new homes on Bird Hill were all the resident birds, including barred owls, great horned owls, red-tailed hawks, and a ring-necked pheasant. The new interpretative panels and exhibits were enthusiastically applauded by our guests, and visitors began enjoying them thoroughly the next day when Bird Hill opened to the general public. Kids can now measure their own "wingspans" and compare their size to all the Bird Hill residents. Great new information on the individual birds and their species is also available, thanks to these new panels.



Laura Johnson, Mass Audubon president, and Christy Foote-Smith, Drumlin Farm sanctuary director, at the Bird Hill ribbon cutting.



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education and camp group programs. We hope to have pigs living in the barn by April.

The Pig Barn is the most recent attractive addition to the farmyard made possible by the donations of individuals like you. Two of the indoor pens are already named—would you like to add the name of your family or a special friend to the remaining pen, the classroom, or the whole Pig Barn? Would you like to see your name on the commemorative plaque to be installed in the Pig Barn? See below for naming opportunity details.

Your Name Here?

As the Campaign moves ahead, wonderful naming opportunities are available. Your major contribution allows you to see your name or the name of a loved one down on the farm, while showing your strong support for the mission of Drumlin Farm and Mass Audubon. Please consider putting your name on:

- the Pig Barn with a gift of \$75,000
- the Pig Barn's Classroom with a gift of \$25,000
- a Pig Pen with a gift of \$10,000
- the plaque in the Pig Barn for \$1,000
- the Welcome Area for \$100,000
- the Boardwalk and Ponding Platform at the Poultry Pond for \$50,000
- the Farm Life Center for \$250,000
- the Demonstration Kitchen in the Farm Life Center for \$75,000
- an outdoor Bench for \$5,000

Other naming and recognition opportunities are forthcoming as the Campaign continues, and we welcome your thoughts. If you are interested in naming opportunities for any area at Drumlin Farm, contact Campaign Manager Henrietta Yelle at 781-259-2239.

Yes! I want to support the Campaign for Drumlin Farm!



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- Please accept my/our gift of \$ _____
- Check enclosed (payable to Mass Audubon)
- Credit card Visa MasterCard
- Card # _____
- Exp Date ____ / ____

- I/we pledge \$ _____
- This pledge will be paid over _____ years beginning
____ / ____ (mo/yr)
- Mass Audubon accepts pledges up to three years.*

- Check enclosed for the first payment of \$ _____
(payable to Mass Audubon)
- Charge my credit card for the first payment of \$ _____
- Credit card Visa MasterCard
- Card # _____ Exp Date ____ / ____

Please apply this gift to:

- Area of greatest need Specific project _____

To make a gift of stock or securities, please call Betsy Watson, Director of Planned Giving, at 781-259-2131 or e-mail her at bwatson@massaudubon.org.

- My gift is to be anonymous My company will match this gift
- Other instructions: _____

Name _____

Address _____

City _____

State _____ Zip _____

Telephone _____

E-mail _____

Please complete this form and mail it to:

Henrietta Yelle, Campaign Manager
Drumlin Farm Wildlife Sanctuary
208 South Great Road, Lincoln, MA 01773
781-259-2239
hyelle@massaudubon.org

Gifts to the Campaign are separate from membership dues and are tax deductible to the full extent provided by law.

Thank you for your support!

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If you would rather donate or pledge online, your gift can be made conveniently and safely by credit card via our website at www.massaudubon.org/drumlincampaign.

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Spring 2007

We're Telling Our Story

TALKING WITH ANNEKE ABOUT INTERPRETATION

The varied environment of Drumlin Farm is a hallmark of the sanctuary, making it a place to discover over and over again. Walk our trails and birdwatch, see goats and lambs being born, visit with owls and other raptors, pick strawberries, or climb the Drumlin to drink in the incredible view. With so much to offer here, interpretation lets us tell our story throughout the sanctuary.

What is the purpose of interpretation ?

Interpretation helps visitors connect with the animals and habitats at our sanctuary. In the last six months, we've made some great additions to our interpretive elements. Professionally designed panels have been created for Bird Hill, Drumlin Underground, Boyce Field, and several different habitats. The panels draw visitors in with pictures and vibrant colors, and help visitors make associations to our larger themes and our overall mission.

Why is interpretation important?

Education—a central concentration at Drumlin Farm—is one of three parts of the Mass Audubon mission to protect the nature of Massachusetts, along with conservation and advocacy. Interpretation reaches out to visitors to teach them about what they're experiencing, develop their interest in the natural world, and ultimately can transform their relationship with nature into a desire to protect and nurture the environment.

What are some of the new and upcoming projects?

Bird Hill has brand-new interpretive elements that look fabulous. I love seeing kids measuring their own “wing-spans” against those of our resident birds. Awesome interpretive panels and interactive elements for the Poultry House are on the way. And when the Forest Discovery Trail opens, visitors will find a large nest to climb in and other hands-on elements for exploring the forest habitat.

How important is fundraising to interpretation?

Very! It's thanks to grants from the Institute of Museum and Library Services, the Claneil Foundation, the Ramsey McCluskey Family Foundation, the Sudbury Foundation, and a Section 319 Grant, plus numerous gifts from individuals, that we've been able to do so much so far. Funding for interpretation projects lets us create dynamic, engaging exhibits that inform visitors, connect them to the natural world, and lead them to make good decisions that protect nature.



Anneke Nordmark, our visitor education coordinator, answers some questions about interpretation at Drumlin Farm. Look for her friend, the (plastic) squirrel, on the Forest Discovery Trail this summer.