2020 Annual Report

Woodlands

Imagine the possibilities

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

When I accepted the job as Executive Director of The Woodlands on March 13, 2020, I had plans--big plans. I saw a strong foundation to expand program offerings which would allow more participants to have richer experiences. I saw undeveloped opportunities with both the staff and the campus.

When I officially started my position on April 21, 2020, my plans and ideas were put on an indefinite hold while I focused on a challenge none of us planned for, the COVID-19 pandemic. On my first day, I met many of the staff as they were about to begin their layoffs. For the remainder of the year, I didn't meet our participants, or join the counselors on the quad, or meet the remaining staff in person.

While 2020 was not what I had envisioned or planned for my first year at The Woodlands, it turned out to be exactly what was needed. The year allowed me to dig deep in ways I would not have been able to if The Woodlands was fully operational. I developed rich relationships and trust with staff and supporters early on because my communication needed to be transparent and honest. I was able to work in partnership with Board Members not to tackle visioning and the future, but to pull together and overcome the present. Every day I spent countless hours reviewing finances and scenario planning for the continued unknown. This allowed me to think about the organization and the future in ways I might not have otherwise.

With the careful stewardship by the Board of Directors of the organization's finances, coupled with the willingness to make difficult decisions to ensure The Woodlands' viability, The Woodlands was able to end 2020 in a positive financial position. And just as important, The Woodlands ended 2020 with a stronger sense of mission, purpose, resilience, and gratitude—attributes that will carry the staff and organization into the next chapter. Let the planning begin!

Sincerely,

Samantha Ellwood

VIRTUAL PROGRAMMING ENGAGES INTERNS

> “IT’S A WONDERFUL PLACE WHERE MOLLY CAN COMMUNICATE HER NEEDS TO PEOPLE WHO AREN’T WITH HER EVERY DAY. IT’S A PRICELESS EXPERIENCE. THE WOODLANDS STAFF ARE FANTASTIC. WE NEVER HAVE ANY WORRIES ABOUT LEAVING MOLLY AT CAMP. MOLLY IS ALWAYS HAPPY WHEN SHE COMES HOME!”
>
> JOE & RHONDA MERHAUT, PARENTS OF PARTICIPANT

With the cancellation of in-person programming for the rest of the year was announced, Woodlands’ staff was already hard at work developing a menu of virtual programming to connect with, and engage, both old friends of The Woodlands and new ones. Soliciting the help of student interns to develop new programming offerings as well as fresh perspectives, was one of the strategies employed for the fall semester.

The Woodlands had five interns in the fall of 2020, who developed virtual programs that pertained to their majors. Virtual programs include The Creatives Collaborative, an art-based program; Living Well & Staying Healthy, focused on self-care and the importance of wellness; and Mindfulness Matters, a program that focused on healthy mindfulness and coping strategies. In a typical in-person setting, interns would have daily hands-on interaction and activity with Woodlands’ participants. In the virtual environment, by drawing on their classroom and academic experience, the interns created content that enabled them to connect with participants.

“This experience has been just as amazing as being in person, although different. The participants and I can connect with one another and they can connect with each other while sharing their art,” said Nicole Hicks, Creative Collaboratives instructor and Art Therapy major from Seton Hill University.

“Although we miss having programming at The Woodlands, we are excited to be able to virtually create, collaborate, and communicate together. We are using our current virtual programs to help us think outside of the box for future programs and how we can continue to leverage virtual access to programs when we resume in-person activities,” said Samantha Ellwood, Executive Director.

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2020 FINANCIAL STATEMENT

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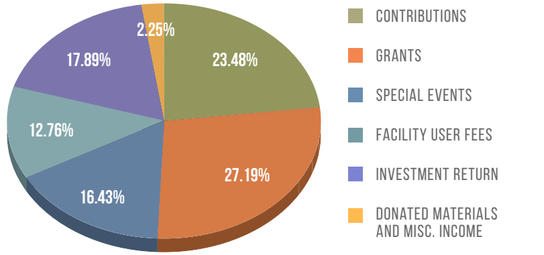

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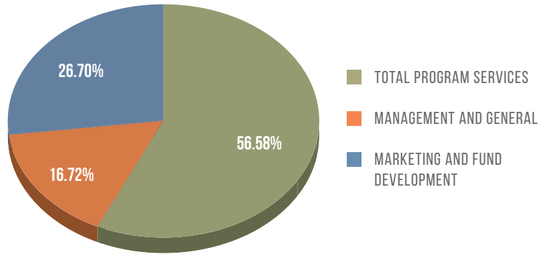

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The Corporate Volunteer Program began in 2002 as a way to find assistance with maintenance needs such as raking leaves, painting, cleaning, and landscaping while providing corporations and groups with community service projects. Due to the pandemic the Corporate Volunteer Program was halted in March of 2020, however, the following companies did participate prior to March:

K&L Gates
OmniCell

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Jersey Mike's Month of Giving
OTB Bikeworks, Inc.
North Hills Newcomers & Friends
South Fayette High School Circle of Friends Club Penny Wars Challenge
Willard J. Tillotson, Jr. Memorial Golf Tournament

ROADWAY COMPLETE

With grant funding from Allegheny County's Gaming Economic Development Fund and the Pennsylvania Multimodal Transportation Fund, The Woodlands constructed a road connecting the flagship campus to the adjacent property purchased in 2014 increasing the total size of The Woodlands' campus to 52 acres. Plans to enhance the types and scope of programming offered, and diversify partnerships are part of the vision for the future of the organization.

The Woodlands
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