



TRANSFORMING  
A LEGACY





Dear Friend of the Lloyd Center for the Environment:

It was our honor to accept the positions of Co-Chairs of the *Transforming A Legacy* Campaign for the Lloyd Center for the Environment. As business-people, we have always understood innately the need to constantly upgrade both infrastructure and program to keep up with and promote progress. As current and former Board Members of the Lloyd Center, we understand *personally* the need for progressive, timely educational experiences for children and all interested in the health of our environment. It has been both revealing and compelling, therefore, to be immersed in the process of moving a revered educational institution to a new level of excellence.

The Lloyd Center for the Environment has reached a defining moment, after more than 30 years of serving the community: The time has come to address our most urgent capital and financial needs. In order to continue to offer and expand the *best and most relevant* environmental education and research possible in classrooms and open spaces, we must embrace the challenge of initiating this Campaign.

The Board of Directors of the Lloyd Center has taken extraordinary care in defining and analyzing the realities of undertaking such a campaign. Examination of the physical plant has revealed that the passage of time and the constant, heavy use of our buildings and grounds have taken their toll. Analyses of costs and benefits indicate that an investment *now* will yield significant gains in the future. The results have led the Board to create a clear vision for our future:

If the Lloyd Center for the Environment is to continue to transform not only lives, but also the futures of our communities and our region, we must put our whole heart and best efforts into raising the necessary funds to renew and sustain our programs and campus: *Our students, members and communities deserve no less.*

We encourage all who share our commitment to protecting the environment to support the Campaign priorities that excite their imaginations. Gifts may be restricted to one of many specific facility-naming opportunities or left unrestricted to benefit the Center's highest priorities. Our Development Office staff can help you determine the best method of contributing, tailored to your particular wishes and interests.

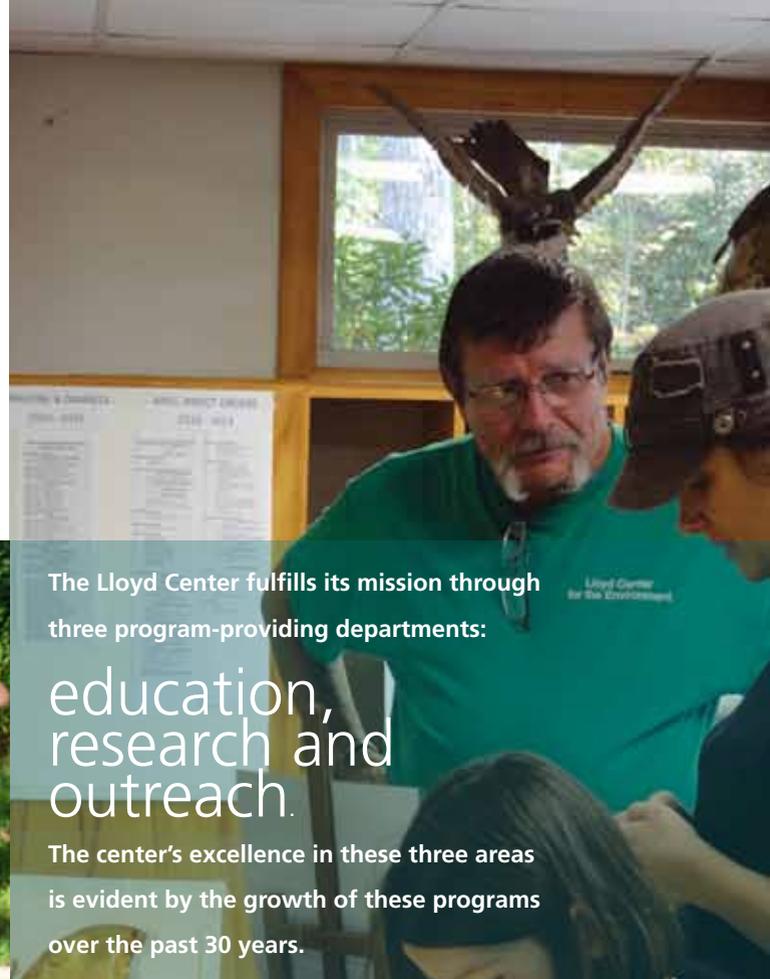
The following brochure explains where we are going and how we will get there. We invite you to join us.

Sincerely,

Peter L. Macdonald, Campaign Co-Chair

Eric A. Braitmayer, Campaign Co-Chair

# THE LEGACY



The Lloyd Center fulfills its mission through three program-providing departments:

education,  
research and  
outreach.

The center's excellence in these three areas is evident by the growth of these programs over the past 30 years.

## THE LLOYD CENTER TODAY

The Mission of the Lloyd Center for the Environment is to **instill** a life-long respect and affection for nature, in people of all ages, through education, research, and community outreach, to **advance** a scientific and public understanding of coastal ecosystems and the need to protect them, to **promote** a legacy of natural diversity largely in, but not restricted to, the coastal environments of southeastern New England.

# EDUCATION



- Over 10,000 students taught in 2013
- Over 11,000 students taught in 2014
- Over 110,000 students taught since 2006

- Over 20,000 contact hours in 2013
- Over 24,000 contact hours in 2014



## EDUCATION

Lloyd Center education programs provide students with a deep understanding of both science and the environment. Rather than simply teaching and modeling environmental science, Lloyd Center programs actually engage students from kindergarten through graduate school in science with creative, hands-on activities directed toward promoting critical thinking, inquiry and self-discovery. Classroom and Field Studies encourage students to take action, to experiment and to become engaged in the learning process. Lloyd Center programs create a solid foundation for future exploration in the environmental sciences and science generally.

- In 2014 Lloyd Center staff worked with over 150 teachers on professional development.
- Lloyd Center staff have been teaching science education graduate courses for over 20 years.
- Lloyd Center staff presented at multiple state-wide conferences and at the National Science Teacher Association (NSTA) conference in 2014.
- The Lloyd Center was featured in a documentary on modeling best practices in teaching science presented at the National Science Teacher Association conference.

**BIODIVERSITY INITIATIVE/  
CLIMATE SCIENCE LEARNING  
PROJECT**

To date, the Climate Science Learning Project has documented 1,254 species in the Westport River and Slocum River watersheds, including:

319 plants  
122 birds  
39 finfish

12 amphibians

11 reptiles

23 mammals

494 moths

65 butterflies

44 damsel and dragonflies

55 marine invertebrates

81 miscellaneous insect

and other invertebrates,

which are still being identified



**RESEARCH**

The Center's Research Department is the informational backbone of the educational programs and the source for species data. It informs the land protection and environmental review processes of private and public organizations. During the past 22 years, research staff has conducted more than 30 surveys of state-listed endangered species, also providing 29 years of monitoring, management and inventory of piping plover in Bristol County. They have participated in the Bioblitzes in Rhode Island and New York.



**OUTREACH**

The Lloyd Center has tripled the offering of outreach programs over the past three years. The programs are designed to engage the minds of southeastern New England citizens of all ages, expanding their understanding of the fragile nature of our coastal environment and the importance of working together to protect it.

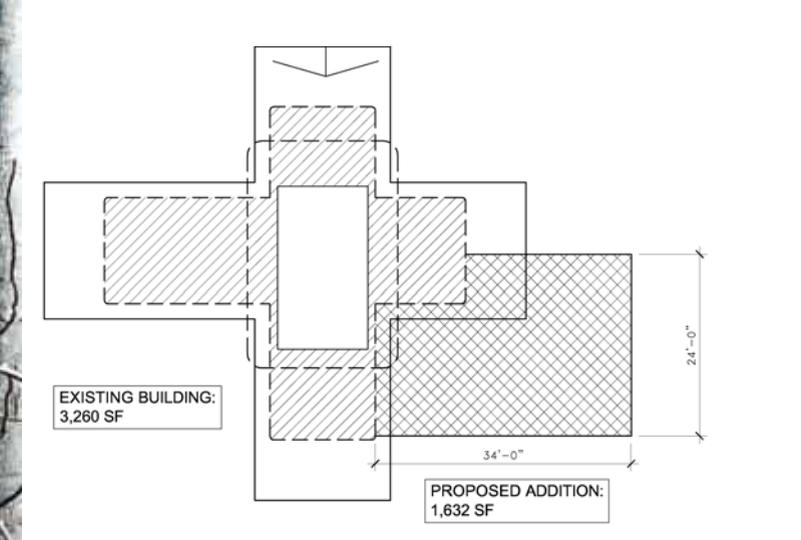
**OUTREACH PROGRAMS**

- Nature Pirates
- Monster Hunt: In search of snapping turtles
- Women's Canoe Trip
- Story time and Tot walks
- Turkey Trot
- Creepy Critter Night Hikes
- Over the River and Through the Woods History Hike
- Summer Solstice Plover Stroll
- Exploring our Coast: A beach walk series
- Woodcock Walk
- Estuary Exploration

**INTERNSHIP PROGRAMS**

The Lloyd Center internship programs in education, administration and research have provided a unique educational opportunity to highly motivated older students for over 30 years. The hands-on approach to teaching interns provides young adults with real-world experience in their chosen field of study. Many current Lloyd Center staff members (including the Executive Director) started as interns or volunteers and others have gone on to be university professors, researchers, medical professionals, business executives and teachers at almost every grade level.

# THE TRANSFORMATION



## THE NEEDS AND RATIONALE OF THE CAMPAIGN

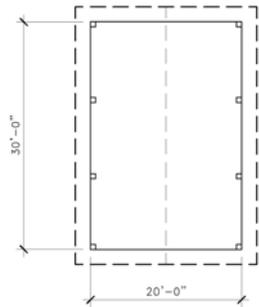
In planning for the Transforming a Legacy Campaign, the Lloyd Center conducted extensive research to determine necessary improvements that best serve our constituents—students, professionals and South Coast residents. The Facility Needs Study identified improvements to our buildings and site that best facilitate the educational and research programs we offer, and align our Lloyd Center facilities with the mission of environmental education. In addition to facilities, an Operational Needs Study determined the additional financial support necessary to meet the costs of providing the level of educational services delivered by the Lloyd

Center, especially in high-need, under-served communities. Historically, the founding bequests of Karen Lloyd and the generosity of other members of the larger Lloyd family have been important in sustaining the Lloyd Center. The Center has now reached the point where program expansion requires a diversity of funding sources. The Board of Directors determined that a \$3M capital campaign drawing on a broad donor base will address these facilities and operational priority goals and, in the process, transform the Center's infrastructure and capital foundation for the future.

The current Lloyd Center structures are woefully inadequate to support its core functions. For example, only one unisex bathroom serves up to 80 students at any given time; there is no space for buses to unload students safely; parking is limited; and the converted buildings are not sufficient for the teaching, research, and administrative demands of a growing and vibrant education and research center.

## THE EXPLORATION CENTER

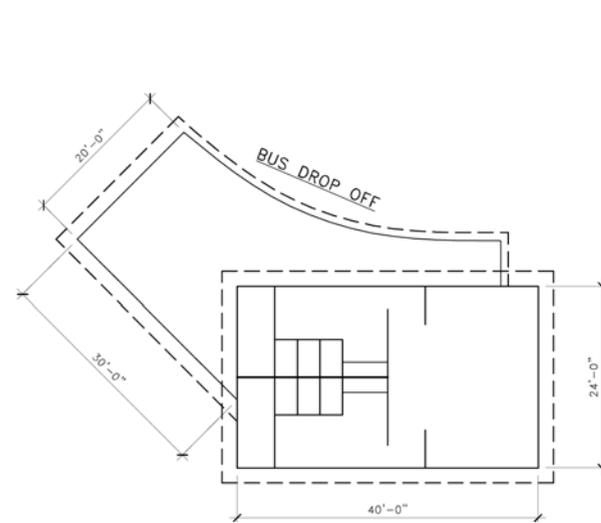
The Transforming a Legacy Campaign will fund a 1,600 square foot addition to the Exploration Center dedicated to education, outreach and research programming in addition to live animal and natural history exhibits. Construction of the additional area will occur in conjunction with a renovation to the existing building that will embrace many of the sustainable construction best practices for efficiency, performance and health. Administrative and staff space as well as storage and teaching staging areas will be increased. Existing building deficiencies will be upgraded and mechanical and electrical systems replaced with efficient and environmentally sound equipment and materials.



## 2

### THE TEACHING PAVILION ON THE SLOCUM RIVER

A new 600 square foot waterfront pavilion will provide an open-air learning structure and a shelter in inclement weather that is built into the natural environment of the woods along the waterfront. It will support the unique educational impact of the Lloyd Center where students are brought into the environment to do hands-on learning. At the waterfront, they may get wet and dirty, but they will also become excited about something and challenged to inquire deeper into the experiences they are having. In turn, another level of discussion and new understandings often occur.



## 3

### THE WELCOME CENTER

A new structure will be constructed to greet, orient and introduce students and visitors to the Center. Housing a bus drop-off shelter, interior and exterior meeting and teaching space, information displays and restrooms that will showcase composting toilets, reclaimed water and renewable energy generation, this 960 square foot Welcome Center will be a state-of-the-art, net energy and net water positive structure certified by the Living Building Challenge (LBC)—the building industry's most ambitious sustainable construction performance standards. (Please see the additional information on Living Building Challenge Certification.)

## 4

### BUS DROP-OFF, PARKING + ROADWAY IMPROVEMENTS

The existing access arrangement at the Lloyd Center is inadequate and, frankly, unsafe. A new arrival area adjacent to the Welcome Center will provide a safe introduction for students and adults. A new road loop will be installed off the main access road to enable bus and vehicular drop-off and pick-up. These improvements will be done compatibly with the natural landscape and low-impact drainage systems that are currently in place. The natural features of the site will capture and filter run-off so "nature will be allowed to do nature's work," and, as such, these systems themselves will become teaching opportunities for students and visitors.

{Side bar} A table or graphic of financial plan components and bottom line turn-around projection. – room for lots of graphs and tables

We will work on getting you this financial information! R2/24



# 5

## THE FIVE-YEAR FINANCIAL PLAN

The Lloyd Center Finance Committee has developed a carefully crafted plan to increase revenues over the next five years. Consideration has also been given to budgeting expenses which have all been projected with a maximum 2% annual increase with the exception of the acutely needed increases in staff salaries by 2019.

Over the next five years, the Lloyd Center anticipates funding from the Transforming A Legacy Campaign to underwrite operations as well as the financial initiatives envisioned in the Campaign. The Five-Year Financial Plan concludes that this fund withdrawal may require up to \$650,000 to fund the five-year projections and be complete by Fiscal Year 2019.

# 6

## ENDOWMENT

To help fund future programs, even with the anticipated revenue growth in the five-year financial plan, additional endowment funding is essential. The present economic climate requires that all non-profit organizations be positioned to bridge the gap between revenue (program income, annual contributions and membership dues) and operating expenses. Sound long-range planning dictates that the Lloyd Center continues to raise funds for endowment in order to sustain a secure future. Restricted gifts and funds raised above the anticipated amounts needed for five years of operating support will be added to the Lloyd Center Endowment.



# YOUR GIFT

**YOUR CONSIDERATION OF A GIFT AT THE LEADERSHIP LEVEL IS IMPORTANT FOR TWO COMPELLING REASONS:**

1. The Lloyd Center's work in environmental education is unique and critical to the whole South Coast region. It enriches the lives of children and adults throughout Massachusetts and beyond, and it is a force to promote our world's ability and commitment to addressing ecological issues. The Lloyd Center's future strength and success belongs to us all. Your support is vital because the participation of people who believe passionately in our mission—but lack the financial means to make Leadership gifts—cannot make up the difference.
2. Your Leadership commitment at this early stage of the Campaign, along with those of the Board of Directors and the extended Lloyd family, will encourage others to participate. Your support now will send a strong message to others about the importance of the Transforming A Legacy Campaign and the needs for every member of the Center's constituency to give in accordance to his or her ability to support it.

It is in this context that we invite you to review the Scale of Gifts. Your consideration of a gift, as set forth in the Scale, would do much to help assure the success of the Campaign. It will create the impetus needed to portray the Campaign to others in a convincing and compelling manner. Whatever your decision, please accept our profound thanks for your past support and for your thoughtful consideration of a role in the Transforming A Legacy Campaign.

**A BRIEF HISTORY OF THE LLOYD CENTER**



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 Richard J. Rheume, P.E., L.S.P., Treasurer  
 Meg Christ  
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 Morris (Rusty) Kellogg  
 Peter L. Macdonald  
 Robert M. Pielech, CPA  
 Stephen Demarest Rath  
 Stephen B. Witzig, Ph.D.

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Robert (Brodie) MacGregor, Chair  
 Eric Braitmayer, Campaign Co-Chair  
 Peter Macdonald, Campaign Co-Chair  
 Kathryn C. Duff  
 Myrna W. Hall  
 Morris (Rusty) Kellogg  
 The Honorable D. Lloyd Macdonald, Ret.  
 George Nelson, M.D.  
 Rachel L. Stronach, Executive Director  
 Gaelen B. Canning, Consultant for Institutional Development  
 Joe Staley, Staley Robeson, Campaign Planning Consultant

**ADMINISTRATIVE LEADERSHIP TEAM**

Rachel L. Stronach, Executive Director  
 Gaelen B. Canning, Consultant for Institutional Development  
 Elizabeth A. Moniz, Education and Outreach Director  
 Mark Mello, Research Director  
 Fern Allen, Administrations Director  
 JoAnn B. Cornell, Communications Director

The Lloyd Center for the Environment was founded in 1978 when Karen Gallup Lloyd donated 55 acres of forested land, salt marsh and her home along the Slocum River to the Dartmouth Natural Resources Trust. It was created as a living memorial to her mother, Katharine Nordell Lloyd, a life-long conservationist, lover of nature and philanthropist.

In 1987, the Center was incorporated as an independent organization to serve people throughout the South Coast through education and research programs addressing issues of coastal environmental quality, management and protection.

In 2010, the Lloyd Center received an additional bequest from Karen Lloyd of the 27-acre "Lloyd Woods" fronting on Little River on the northeast side of Potomska Road. The property was permanently protected through a conservation restriction held by the Dartmouth Natural Resource Trust and the Coalition for Buzzards Bay.

The Center's 82-acre property now offers 5 miles of walking trails, the "Bridge to Discovery" dock on the Slocum River, vernal pools, oak-hickory forest, freshwater wetlands, salt marsh, estuary views, and is home to two injured raptors (a resident screech owl and red-shouldered hawk). Karen Lloyd's former residence houses live exhibits highlighting local marine and land species. The building's stunning "Osprey Room Observatory" with views of the Elizabeth Islands and Slocum River watershed was designated as one of the Commonwealth's 15 "Special Places" by the Massachusetts Executive Office of Environmental Affairs in 1986.



**LLOYD CENTER FOR THE ENVIRONMENT** *Protecting nature through research, education and outreach*

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