



*A community service of ARNHA, the
American River Natural History Association.*

OFFICIAL PRESS RELEASE

CONTACT INFORMATION:

American River Natural History Association
Joey Johnson and Rachael Greve
(916) 875-3913
joeyj2550@sbcglobal.net
rgreve@sacnaturecenter.net

CALL TO ACTION

October 23, 2024

Dear Community Member,

Effie Yeaw Nature Center needs your immediate financial support and enthusiastic engagement to ensure that it can continue to fulfill its mission through educational programs and services to the community as a safe and serene gathering point.


The pandemic years had a significant impact on Effie Yeaw Nature Center. Our faithful donors, and assistance from the federal government helped us to carry on with our mission throughout those difficult times. Today, we are faced with new challenges as economic forces have substantially affected many non-profit organizations. We have experienced rising costs and falling revenues. The Effie Yeaw Nature Center's Executive Staff, in collaboration with the ARNHA Board, have taken immediate steps to reduce costs, improve financial sustainability, and ensure that Effie Yeaw Nature Center will remain functional.

Our efforts are only part of the solution. The long-term sustainability of Effie Yeaw Nature Center comes from recurring donations from supporters like you. Your commitment is needed to preserve the Nature Center's exceptional presence along the American River Parkway. While one-time gifts help meet immediate needs, it is the ongoing, recurring support that allows us to weather such storms and continue serving our constituency.

We have a goal of raising \$ 200,000.00 by end of quarter. The entire ARNHA Board, along with a generous, anonymous donor, has already pledged \$18,000.00. Additionally, the ARNHA Board and the Nature Center's Executive Staff are reaching out to public officials, corporations, and other philanthropies.

Each year, 66,000 visitors patronize the Nature Center to learn about the history and ecology of the American River and the original people, native plants, and wildlife of the American River Parkway. For many school-aged children, this is their first real experience interacting with the natural world. Dozens of adults every year complete the UC Naturalist certification program taught here.

 2850 San Lorenzo Way | Carmichael, CA 95608

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 www.effieyeawnature.org



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Many more attend our Speaker Series events, naturalist-led hikes through our 103-acre nature study area, and numerous other enriching educational programs.

Your generosity will sustain programs in our Cultural Classroom and replica Maidu Village and ensure that our beloved Animal Ambassadors will remain at the place they have called home for almost 13 years.

Locally, EYNC partners with 15+ sister organizations, stakeholder groups, various wildlife rescues, and local tribal governments; if additional funding is not secured many of these nonprofits will face setbacks, jeopardizing their ability to also deliver essential services and support to the community.

In 2024, we celebrated 48 years as the Effie Yeaw Nature Center. Our namesake, Effie Yeaw, understood the beauty and transformative energy of this special place. If you believe, as we do, that we are called to be stewards of the earth and engaged community members, then we encourage you to donate today!

In closing, we know you have always loved and supported the Effie Yeaw Nature Center, and we are hoping that you will be inspired to help us now.

<https://www.effieyeawnature.org/>

In Gratitude,

Rachael Greve
ARNHA/EYNC Executive Director

Joey Johnson
ARNHA President

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