



## FOW 2024 Year-End Report

Hello past and present Members and Donors! Thanks to all of you, FOW had a great year in 2024! Please see highlights and year-end financials.

### FOW gives back to the Park!

- **Funded the new 3-D Archery Targets**, installation completed in April.
- **Funded 50% of the new Playground**, the Park funded the other 50% (installation is complete). Thank you to the Park staff, led by Tom Halladay, and Timberidge Custom Homes for the installation! We didn't get an official ribbon cutting scheduled in 2024 but hope to do Spring/early Summer 2025.
- Purchased 1<sup>st</sup> batch of gravel/materials for **Black Willow Learning Experience project**. The project will wrap up in 2025 and we'll be supporting with other materials for the walking paths.



## Wasatch High School CAPS Partnership

FOW partnered with Wasatch High School CAPS program to jump start FOW marketing. The CAPS student team **refreshed our brand logo and launched FOW's social media presence on Facebook and Instagram.** Find us @friends of wasatch mountain state park.

New logo



Old logo



**The 2024 Hit 'N Giggle – Fun was had by all!** Thank you to all who sponsored, participated, donated, and volunteered!

Hit 'N Giggle	2024	2023
Income	\$19,555	\$16,841
Expense	\$ 7,916	\$ 5,615
NET PROFIT	\$11,639	\$11,226



## 2024 FOW Member Holiday Party – Thank you John Platt for a great party at Midway Mercantile!

After years of having the FOW Member (and guests) Holiday Party at Soldier Hollow, FOW changed things up and held the Party at Midway Mercantile. John’s team prepared and served delicious appetizers, dinner entrees, and deserts! It was a fun evening spent with Friends and Park Staff!

### We need to keep building the FOW Board!

FOW needs a full board of dedicated park lovers with skills and expertise they can contribute to leading and managing FOW! Without a full board FOW is constrained to grow, do more, and make a bigger impact to the Park. Please consider volunteering as a board member and ask friends and family also. At the year-end 2024, Pam and Dale Blackwell “retired” from their board roles after 5 years of serving. In January, 2025, Wendi Cole, resigned due to unexpected need to move away to support family. On the flip side, this January, we welcomed Mia Yue, Executive Director of Wasatch Trails Foundation (WTF), as a Board Advisor. Below is the current board and open roles. Any interest to join the board or be an advisor, email [friendsofwasatchmspark@gmail.com](mailto:friendsofwasatchmspark@gmail.com) or call/text Laura Bohn at 513-607-8966.

<b>Board Roles</b>	<b>Advisor Roles</b>
President – Laura Bohn	Park Ranger/Naturalist, Advisor – Kathy Donnell
Vice President – June Roscoe	Advisor, Technology – Sally Lutz
Director, Technology – Rod Freudenberg	Advisor, Trails & General Mgmt – Mia Yue
Park Manager, Ex Officio member – Jonathan Hunt	Advisor, Treasurer – Dale Blackwell (until Treasurer role filled)
Secretary/Administration – Vacant	Advisor, Accounting/Financial Reporting
Treasurer – Vacant	Advisor, Legal
Director, Development & Fund Raising – Vacant	
Director, Marketing & Communications – Vacant	
Director, Events & Activities – Vacant	

## 2024 FOW Financials Summary (Actual to Budget)

- 2024 intended to reduce cash balance, resulting in a 2024 net loss vs carrying \$60,000 balance. Achieved ending balance \$26,122.
- Cash reduction primarily achieved with funding \$25,000 for the new playground and \$15,000 for golf courses branding.

	<b>Actual</b>
<b>BEGINNING BALANCE</b>	<b>\$59,933</b>
<b>INCOME</b>	
Donations (non memberships)	\$5,404
Membership Dues	\$4,020
Park Events	\$1,719
FOW Events	\$22,664
<b>Total Income</b>	<b>\$33, 807</b>
<b>EXPENSE</b>	
Operational Expenses	\$2,261
Technology Expenses	\$1,318
Development/Marketing Expenses	\$514
Park Events	\$1,855
FOW Events	\$10,838
Park Projects Expense	\$50,498
<b>Total Expense</b>	<b>\$67,284</b>
<b>NET PROFIT/LOSS</b>	<b>- \$33,477</b>
<b>ENDING BALANCE</b>	<b>\$26,455</b>

## **What's Going On In 2025:**

Collaborating with Wasatch Trails Foundation to help support Park trails

Finalizing next FOW project opportunities (funding of benches and/or tables at selected trail heads, fishing dock on east side of the pond, and Huber Grove maintenance)

Investigating “Donate to a Project” capability on FOW website, so you can direct your donations to a specific project

Exploring how to collaborate and partner with other nonprofits to support recreational opportunities in the Park

**Stay tuned for more detail on 2025 Plans!**

**THANK YOU FOR YOUR CONTINUED SUPPORT!**

**The Board of Friends of Wasatch Mountain State Park**

**To Donate or Join/Renew go to:**

**[www.friendsofwasatchmountainstatepark.org](http://www.friendsofwasatchmountainstatepark.org)**

**Any questions, email:**

**[Friendsofwasatchmspark@gmail.com](mailto:Friendsofwasatchmspark@gmail.com)**