FRIENDS OF WATERFRONT SEATTLE

2020 REPORT OF GRATITUDE

COMING TOGETHER ON THE WATERFRONT
With immense gratitude to all of you who stand with us in fulfilling the long-held community vision of a beautiful and welcoming public park along Seattle’s central waterfront

WATERFRONT PARK =

+ 20 acres of beautiful and vibrant public space where everyone is welcomed and celebrated
+ Free year-round cultural, educational, and recreational activities for everyone
+ Safe, clean, well-maintained spaces
+ Downtown reconnected with the waterfront
+ Easy, convenient access
+ Economic revitalization
+ Seattle celebrated: past, present, and future

FRONT COVER
Image from Reflections: What The Water Holds, a virtual Black and Indigenous Peoples’ dance festival held on Pier 62 in November 2020 featuring dancers Nia-Amina Minor, Akoiya Harris, and Michele Dooley of Spectrum Dance. PHOTO BY FUTSUM TSEGAI
LETTER FROM THE EXECUTIVE DIRECTOR

When I was approached to serve as interim executive director of Friends of Waterfront Seattle, I said yes without hesitation. I grew up in Seattle, and as a little kid I experienced the magic of the World’s Fair and the transformation of the city brought about by that visionary investment in our future. The new waterfront will be just as transformational for our city. Once again, civic leaders — like you — have stepped up with a combination of vision, dogged persistence, and extraordinary generosity to lead us into a better future.

I love this project, and, more specifically, I love that Friends of Waterfront Seattle was established to be the long-term steward of the new waterfront park. Nonprofit conservancies such as Friends are how major urban parks around the country are thriving — from the High Line in New York City to Millennium Park in Chicago and the Golden Gate National Parks in San Francisco.

Friends of Waterfront Seattle will not do this alone, of course. To continue to be successful, we will have to keep learning through collaboration and partnership. Water is what connects us to this place, to our histories, to each other, and to the world beyond. Some of those connections are complicated, fraught, and contested, but they may be the most important stories for this new park to tell.

The opening of Pier 62 was a huge moment in 2020, introducing 40,000 square feet of new park space over Elliott Bay. Suddenly and powerfully — and at a time when Seattle really needed some good news — the idea of a new waterfront park became a reality. Seventy thousand people have visited the pier since it opened in September, reflecting our shared human need to touch the water and underscoring how park space has been a common salve in this time of COVID.

Of course, Pier 62 is just the beginning. Thanks to the visionary leadership of Mayor Durkan, the unflagging support of our City Council, and Marshall Foster’s extraordinarily committed and competent team at the Office of the Waterfront and Civic Projects, construction on Seattle’s new waterfront is forging ahead, to be completed on schedule in 2024.

The opening of Pier 62 was also a moment for founding Executive Director Heidi Hughes to say, “Mission accomplished.” During her seven-year tenure, Heidi built a robust, nimble, and — by any measure — very successful organization from scratch, navigated with grace the inevitably complex politics to always-positive outcomes, and designed and implemented an innovative, human-centered public safety program that could well serve as a model for the whole city. We all owe Heidi an enormous debt of gratitude.

I want to offer a personal shout-out to the staff at Friends of Waterfront Seattle, who so graciously welcomed me into the fold, and who — as you will read about in the following pages — pivoted so creatively and accomplished so much to realize the waterfront park vision during a year of significant disruption. And a big thank you to the Board of Directors for their welcome and guidance, and, of course, for carrying the torch for the past decade and leading us all toward the next, and better, version of our city’s downtown.

Finally, and most emphatically, to all of you who have stepped up so generously to turn an idea into a reality: THANK YOU. What you have already made possible and what you will make possible in the years ahead is a stunning physical transformation of 20 linear acres along Seattle’s central waterfront — and, of course, so much more.

How we care for our parks is the story of how we care for each other. You know this. You know that the places that matter are the places where people matter — like those 70,000 people who have shown up at Pier 62 because they want to feel themselves in the center of a natural and built environment like no other in the world, to know they are a part of something much bigger, to be together in a new and better Seattle.

So, on behalf of Friends, a toast to you, and to being together in this new year!

Thatcher Bailey
Executive Director
WHO WE ARE

Friends of Waterfront Seattle has worked for more than a decade to realize the dream of Waterfront Park. We started out as grassroots advocates, bringing together residents, government, and local supporters around a grand idea: transforming Seattle’s dilapidated waterfront into a beautiful new park for residents and visitors alike.

As the self-funded nonprofit partner to the City of Seattle, Friends provides fundraising, programming, and operational support for Waterfront Park.

WHAT WE DO

Our Campaign for Waterfront Park is raising $200 million in private philanthropy to support critical infrastructure, programming, and operations for Waterfront Park.

Through a year-round lineup of free and low-cost cultural, recreational, and educational events for all interests and ages, our programs will help the park reach its full potential as a vibrant public space for everyone.

In coordination with the City, we will operate and maintain Waterfront Park as a clean, safe, and welcoming environment that can be enjoyed by all.

Through community partnerships, outreach, and education, we will strive to enhance the experiences of park visitors and build a community dedicated to conserving Waterfront Park for the future.

“Our waterfront park truly will be Seattle’s front porch — a place for recreation and restoration for those from near and far and a place of economic opportunity and a legacy to our city. Our waterfront will represent the resilience and vitality of our entire region as we emerge from difficult times.”

MAGGIE WALKER, Chair, Friends of Waterfront Seattle Board and Campaign Steering Committee
In 2020, you helped us get the job done!

$63 million
Amount raised to date from 264 donors to the Campaign for Waterfront Park

6,240 jobs/
$376 million in wages
Projected employment impact of Waterfront Park construction

$10 million
Largest single commitment to the Campaign

Our three-pronged strategy for managing Waterfront Park:

- Diverse programming to ensure that spaces are active and lively
- A safe environment, with dedicated staff to enforce park rules and mitigate negative behavior
- Proactive and compassionate attention to social needs

30%
Decrease in arrests on the waterfront as a result of our partnership with the Law Enforcement Assisted Diversion (LEAD) public safety program, which meets people where they are and connects them to the services they need

1.5 million
Projected number of visitors to Waterfront Park visitors each year, after pandemic restrictions are lifted

$1.1 billion
One-time economic impact of Waterfront Park construction

20 acres
Total area of Waterfront Park, which will connect Elliott Bay, the downtown core, Pike Place Market, the Seattle Aquarium’s new Ocean Pavilion, and surrounding historic neighborhoods

44,000
People living within a half-mile of Waterfront Park, 42% of them low-income residents who would otherwise have no park access within close walking distance

44 planters
 Beautifying elements along Alaskan Way that will be regularly replanted and maintained in a partnership between Friends and the City

2024
Anticipated completion date for all components of Waterfront Park

$200 million
Campaign goal that builds on City and taxpayer investments in Waterfront

5,000+
trees, shrubs, bulbs, grasses, and flowers to be planted in Waterfront Park

$6
Amount of public funding leveraged by every philanthropic dollar

400+ public meetings/15,000 people/10,000+ written comments
Community participation over the past decade to create a shared vision for Seattle’s new waterfront
For nearly 10 months, the COVID-19 pandemic severely limited waterfront programming due to public safety concerns.

In response to the economic stresses caused by the pandemic and to support Seattle artists, Friends and Seattle’s Office of the Waterfront and Civic Projects launched Future Forward: Artist In Residency, a rapid-response project that made more than $100,000 available for temporary art installations on the waterfront in 2020.

Future Forward came to life both virtually and on Pier 62 in November and December, led by Artist in Residence Takiyah Ward. Incorporating elements of the Central Seattle Waterfront Art Plan, the project posed questions about the past, present, and future, calling on local artists to respond.

The first Future Forward installation, highlighting the present, featured the work of Chi Moscou-Jackson and Devon MidoHi Hale of Psych-Pop, who created two large-scale sculptures that incorporated photos of cultural objects that “act as symbolic reliquary from communities and families in Seattle.” The second installation honored the past through the work of local artists Sam “Sneke One,” Scott Mecal, and Damon “Creative Lou” Brown through tribal elder stories on video and murals with QR codes displayed outside Pier 63. Exploring the future, five young artists — Evelynn Li, Rey Daoed, Jac Oliver Trautman, Marcus Jackson, and Tyler Ung — created mixed media artwork for a virtual reality waterfront environment on Pier 62’s north-facing railing and a Friends virtual art website.

Reflections: What The Water Holds, a virtual dance festival held in November, featured a selection of emerging Indigenous and Black performing artists and cultural practitioners dancing “over the waters of memory,” with Pier 62 as its stunning backdrop. The festival was a collaboration among Friends, Seattle Public Library, Seattle Office of Arts & Culture, Seattle Art Museum, Office of the Waterfront and Civic Projects, and nine other arts partners.

“I’m excited about the opportunity to bring a variety of art to the waterfront that speaks to the essence of the city and the most vibrant parts of Seattle’s culture, to highlight the beauty of our shared story and the truth of our perseverance.” Takiyah Ward, Chair, Waterfront Park inaugural Artist In Residence (2020–2021)
2020 HIGHLIGHTS:

COMMUNITY ENGAGEMENT

“Waterfront Park enables Greater Seattle to reimagine what public space can be, and it creates a new place for connections to be made. The park will invite everyone to join in creative community building, founded on the principles of equity and opportunity for all.” TONY MESTRES, President & CEO, Seattle Foundation

This past holiday season, Friends partnered with REACH, a program of Evergreen Treatment Services, to provide holiday meals, clothing, and essential supplies to unsheltered neighbors on the waterfront. A community holiday dinner on December 20 and 21 — held in partnership with Chief Seattle Club and Tiny’s Creole Bistro — provided meals to more than 300 unsheltered people from the SODO area, downtown, and the waterfront corridor.

Working with Vivian Phillips, Seattle communications professional and longtime civic arts leader, Friends is launching three new groups — an Indigenous Cultural Advisory Council, a Park Programming Panel, and a Community Engagement Committee — to engage communities of color in Waterfront Park planning and programming.

2020 HIGHLIGHTS:

OPERATIONS

+ Pier 62, the first completed component of Waterfront Park, opened in late September, providing nearly 40,000 square feet of new park space with views of Elliott Bay, the Olympic Mountains, and the Seattle skyline. The rebuilt pier includes a floating dock that provides direct water access, new grating along the seawall that increases light to the nearshore salmon habitat below, and new handrails with embedded LED lighting. The rebuilt pier has attracted more than 70,000 visitors since it opened, averaging nearly 500 people a day. Once pandemic restrictions are lifted, Pier 62 will be home to an array of cultural programs and activities administered by Friends.

+ Removal of Pier 58 by the City began in early September in response to recent movement and continued deterioration, provoking the mid-month collapse of the pier’s northeast corner. The removal project will conclude in early 2021. Plans for a new Pier 58, tentatively scheduled to be completed in 2024, include an elevated seating area and lawn, a viewing area that provides wide-open views of the water and the Olympic Mountains, restoration of the Fitzgerald Fountain, a plaza and event space for seasonal activities such as concerts, outdoor movies, and other pop-up events, a play area for kids and families, and nearby public restrooms.

+ Restoration of the Trades of the Duwamish mural at Union Street by artist Katherine Chilcote was coordinated by Friends and completed in mid-November. The richly colored staircase mural between Western Avenue and Alaskan Way, entirely covered by seven layers of graffiti, was lovingly restored over several months in partnership with the artist, the City, the Downtown Seattle Association’s Clean Team, Seattle-based Graffiti Busters, and LC Jergens Painting. Two coats of protective sealant will help protect the panoramic mural of the Duwamish River from future tagging.
Revitalization of the Pike Street Hill Climb, the sprawling staircase linking Western Avenue to Alaskan Way, was completed this summer. The project, coordinated by Friends in partnership with landscape architects Landscape Morphology and maintenance provider Horticultural Elements, included replanting the entire Hill Climb with more than 75 new trees and shrubs. The Hill Climb’s 2017 mural by Carolina Silva, after several seasons of wear as well as graffiti, has been fully repainted, restored, and sealed. Friends also worked closely with the City to restore lighting for the Hill Climb, ensuring that the popular pedestrian corridor is brightly illuminated for safety. These improvements have created a vibrant and safe pedestrian walkway to connect downtown with the waterfront.

Friends and the City collaborated to clean out, maintain, and beautify the 44 planters along Alaskan Way on the waterfront. Old and damaged greenery and debris were cleaned out, and a fresh layer of quality mulch was added. A new maintenance plan includes inspections, weekly garbage clean-out, and watering. Friends is working closely with the Downtown Seattle Association’s Clean Team to address sporadic tagging and graffiti on the planters. Several planters will feature artistic murals in 2021.

CONSTRUCTION SCHEDULE

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<td>PIKE PLACE MARKETFRONT</td>
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<tr>
<td>PIER 58 REBUILD &amp; HABITAT IMPROVEMENTS</td>
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<tr>
<td>EARLY WORKS</td>
<td>Utility relocations</td>
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<tr>
<td>ALASKAN WAY ViADUCT REMOVAL</td>
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<tr>
<td>NEW ALASKAN WAY &amp; PARK PROMENADE</td>
<td>Alaskan Way, Elliott Way, Columbia St, Seneca St, Lenora St, and Promenade</td>
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<td>EAST/WEST CONNECTIONS</td>
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<td>OCEAN PARKWAY, Alaskan Way Viaduct Replacements and Pike and Pine Streetscape Improvements</td>
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<td>OVERLOOK WALK</td>
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<td>MARION STREET BRIDGE</td>
<td>Joint project between City and State; construction schedule is approximate</td>
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Since Pier 62 opened in September, Friends’ newly established Safety Team has delivered 24/7/365 security coverage with a friendly approach along the waterfront, receiving many accolades from visitors and neighbors alike. The Safety Team, contracted through Allied Universal and clad in approachable and easily visible neon yellow and gray uniforms, provides an inclusive and welcoming environment for visitors through positive, customer service-oriented interaction. In addition to enforcing park rules, the Safety Team has offered friendly public health guidance during the pandemic by encouraging social distancing, mask wearing, and small-group gatherings.

Over the past year, Friends’ highly successful outreach program has helped hundreds of vulnerable people on the waterfront who are unsheltered or are experiencing behavioral health and substance abuse issues. Through a contract with REACH, a program of Evergreen Treatment Services, Friends’ Outreach Care Coordinator has provided food, clothing, and hygiene supplies and facilitated medical care, shelter placement, and mental health and substance use treatment. The program meets people where they are and addresses their social needs proactively and with compassion, while ensuring that negative behavior is not allowed and does not adversely affect the experiences of others.

As part of the effort to keep the waterfront safe and welcoming, we partner with a network of service providers, including the Market Commons’ community resource center, Law Enforcement Assisted Diversion (LEAD), Co-LEAD (a hotel-based intervention program), Seattle Public Health, Neighborcare Health clinics, and the People’s Harm Reduction Alliance.

Due to health and safety concerns arising from the pandemic, Waterfront Space, Friends’ office and showroom, was closed in March. Planning for a new, larger space is underway, with hopes of opening in the summer of 2021.
2020 HIGHLIGHTS: FUNDRAISING AND COMMUNICATIONS

“When Friends of Waterfront Seattle asked us to consider a certain gift, we did — and then we doubled it. The waterfront is one of Seattle’s greatest assets, and this project is a game changer for our region. Game changers don’t come along very often.” MATT GRIFFIN, Managing Partner, Pine Street Group

Campaign for Waterfront Park raised $25,670,167 from 41 donors in 2020, bringing our cumulative campaign total in gifts and pledges to nearly $63 million.

On The Waterfront, a monthly e-newsletter for donors and supporters of Waterfront Seattle, was launched in the summer, and a new website — waterfrontparkseattle.org — went live in September.

$63 MILLION
WAYS TO MAKE A DIFFERENCE

STAY CONNECTED
Subscribe at waterfrontparkseattle.org
twitter.com/friendsWFS
facebook.com/friendsofwaterfrontseattle
instagram.com/friendsofwaterfrontseattle

MAKE A GIFT
Make a secure gift to support the Campaign for Waterfront Park, including park construction, programming, and operations, at donate@waterfrontparkseattle.org.
+ Make checks payable to Friends of Waterfront Seattle, P.O. Box 21272, Seattle, WA 98111.
+ For wire transfers, reference Bank of America account # 138110421218; ABA #026009593.
+ For stock transfers, reference Fidelity DTC 0226; account # Z73485543.
+ For more information, contact Joseph Smith at (206) 245-4649.

BECOME AN ANNUAL SUPPORTER
Become part of our dynamic annual support community. All annual donors enjoy access to special donor events as well as early registration for events and discounts at Waterfront Park businesses. For more information, email us at donate@waterfrontparkseattle.org.

MATCHING GIFTS
Many companies offer gift-matching opportunities for employees. If you work for one of these companies, your support of Friends of Waterfront Seattle could be matched by your employer. Please check with your company’s human resources department to learn more, or contact us at donate@waterfrontparkseattle.org.

LEAVE A LEGACY
Make a lasting gift through your will or living trust and protect Waterfront Park for years to come. If you would like to discuss a tribute or legacy gift, please contact us at donate@waterfrontparkseattle.org or (206) 245-4649.

Friends of Waterfront Seattle is a 501c3 nonprofit organization. Contributions to Friends are tax deductible to the extent allowed by law. Our Tax ID number is 80-0867356.

ATTEND WATERFRONT EVENTS
Enjoy an array of cultural events activities on the waterfront. Visit waterfrontparkseattle.org for updated information.
### Financials

#### Ordinary Income/Expense

**January–December 2020**

#### Income

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<td>Foundations</td>
<td>14,331,500</td>
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<td>City Contracts</td>
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<td>Interest and Other Income</td>
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#### Expense

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<td>Office and Overhead</td>
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<td>Park Operations and Programming</td>
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**Net Income**

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<td><strong>14,553,238</strong></td>
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BOARD OF DIRECTORS

Mary Bass
Wells Fargo

Carol Binder
Community volunteer

Tom Byers
Cedar River Group

Chris DeVore
Founders’ Co-op

Gene Duvernoy
Forterra

Stephanie Ellis-Smith
Phila Engaged Giving

Leonard Forsman
Suquamish Tribe

Olive Goh
Citi Private Bank

Paul Goodrich
Madrona Venture Group

Patrick Gordon
ZGF Architects LLP

Nicole Grant
MLK Labor

Leslie Hanauer
Nick and Leslie Hanauer Foundation

Sandra Jackson-Dumont
Lucas Museum of Narrative Art

Falona Joy
SNP Strategies, Inc.

Paul Keller
Mack Real Estate Development

Martha Kongsgaard
Kongsgaard-Goldman Foundation

Dan Kully
Kully Struble

Carla Lewis
Community volunteer

Kyle McCoy
Goldman Sachs

Lori Metcalf
Seattle Academy

Kollin Min
Bill & Melinda Gates Foundation

John Nesholm
LMN Architects

Jeannie Nordstrom
Civic leader and philanthropist

Estela Ortega
El Centro de la Raza

Stuart Rolfe
Wright Hotels, Inc.

Charley Royer
Former Seattle mayor

Kayley Runstad Swan
Runstad Foundation

Ryan Smith
Martin Smith, Inc.

Maggie Walker
Walker Family Foundation

Brady Piñero Walkinshaw
Grist

Charles Wright
Merrill Gardens, LLC

LEADERSHIP TEAM

Thatcher Bailey
Interim Executive Director

Blake Bowers
Finance / People and Culture Administrator

Nicole Dansereau
Director of Communications

Katheryn Edwards
Executive Assistant

Sarneshea Evans
Community Impact Manager

Esteban Ginoccio Silva
Data Systems Analyst

Yoon Kang-O’Higgins
Senior Programs Manager

Aarti Khanna
Senior Philanthropy Officer, Corporate Partnerships

Marie Kidhe
Senior Community Engagement Manager

Joey Smith
Philanthropy Operations Manager

Lizanne Wicklund
Senior Philanthropy Officer, Individual Giving

Anne O’Dowd
Events & Festivals Manager

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Park Operations & Recreation Manager

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Philanthropy Operations Manager

Lizanne Wicklund
Senior Philanthropy Officer, Individual Giving

Anne O’Dowd
Events & Festivals Manager

Jeff Ozimek
Park Operations & Recreation Manager

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Community Engagement & Programs Coordinator

Heather Ryan
Vending & Concessions Lead

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## HONOR ROLL OF DONORS
### CAMPAIGN FOR WATERFRONT PARK

This list reflects gifts of $5,000+ to the Campaign for Waterfront Park.

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>DonorsibandOrganizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000,000+</td>
<td>Walker Family Foundation</td>
</tr>
<tr>
<td>$5,000,000 – $9,999,999</td>
<td>Brotman Family Foundation, Bill &amp; Melinda Gates Foundation, Norcliffe Foundation, Jim and Gaye Pigott</td>
</tr>
<tr>
<td>$2,500,000 – $4,999,999</td>
<td>Anonymous (1), Nesholm Family Foundation, Jeannie and Bruce Nordstrom, The Virginia Wright Family and The Charles and Barbara Wright Foundation</td>
</tr>
<tr>
<td>$1,000,000 – $2,499,999</td>
<td>Anne E. Gittinger, Joshua Green Foundation, Matt Griffin and Evelyne Rozner, Nick and Leslie Hanauer Foundation, Alison and Glen Milliman, Neukom Family, James and Sherry Raisbeck, Lee and Stuart Rolfe</td>
</tr>
<tr>
<td>$500,000 – $999,999</td>
<td>Anonymous, Grousemont Foundation, Christopher and Aldia Latham, Lakeside Industries / The Lee Family, Moccasin Lake Foundation, Judy and Jon Runstad</td>
</tr>
<tr>
<td>$250,000 – $499,999</td>
<td>Linda and Tod Johnson, Hughes Family Fund, Peter and Mary Kerr, Bill Ketcham Family, The Mack Family, Simpson Family Fund, Kathryn and Robert Strong</td>
</tr>
<tr>
<td>$100,000 – $249,999</td>
<td>Ellen Ferguson and The Hugh and Jane Ferguson Foundation, Kongsgaard-Goldman Foundation, Linda Larson and Kerry Johnson, Michael and Barbara Malone Family Fund, McKibben Merner Family Fund, Raikes Foundation, Richard and Leanne Reel, Seattle Foundation, Douglas Smith and Stephanie Ellis-Smith Thomsen Family Foundation</td>
</tr>
<tr>
<td>$50,000 – $99,999</td>
<td>Anonymous, Jodi Green and Mike Halperin, Bruce and Gretchen Jacobsen, Don and Carla Lewis, Eleanor and Charles Nolan, Pohlad Family Fund, Paula Rospout and Steve Reynolds, Martin Smith Inc.</td>
</tr>
<tr>
<td>$25,000 – $49,999</td>
<td>Anonymous (2), Mark and Heather Barbieri, Anne and Geoff Barker, Tom Byers and Carol Lewis, Eloise and Carl Pohlad Family Fund, Chisholm Foundation, Cecilie and J.B. Dalarofield, Jody Foster and John Ryan, James Corner Field Operations, David Jones and Maryanne Tagnney, Suzanne Ragen, Catherine and Thurston Roach, in remembrance of Jim Ellis, Elizabeth and Jonathan Roberts, Catherine and Stephan Roche, Kayley Runstad Swan and Tony Swan, Wyman Youth Trust</td>
</tr>
<tr>
<td>$5,000 – $24,999</td>
<td>Anonymous, Carol and Carl Binder, James and Barbee Crutcher, Chris DeVore and Emily Parker, Gene Duvenoay and Carolyn Madsen, Joseph and Terri Gaffney, Gary and Vicki Glant, Paul Goodrich and Shannon Sperry, Patrick Gordon and Christine Lamson, Leon Grundstein, Jan Hendrickson and Chuck Leighton, Dan Kuly and Maritza Rivera, Michael and Lisa Losh, Edward and Susan Modeiros, Bob and Lisa Ratliffe, Heather and Eric Redman, Charley Royer and Lynn Cladon, Jared Smith and Karen Daubert, Moya Vazquez, Brady Walkinshaw and Micah Horwith, David Wu and Richard Hansen, David Zapolsky and Elizabeth Lynn Hubbard</td>
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</table>

**PHOTO BY APRIL JINGCO**