



Just as thousands of raptors are buoyed by the thermals rising off the sun-warmed rocky precipices of Hawk Ridge, we will be buoyed by your support.

Please Take Flight with Hawk Ridge

“What was once a neglected piece of land in Duluth is now a place where throngs of people come to take delight in witnessing the spectacular migration of hawks and songbirds with all its mysteries and beauty against a backdrop of magnificent Lake Superior.”—Jan Green, founding member of the Hawk Ridge Nature Reserve and Hawk Ridge Bird Observatory





The mission of the Hawk Ridge Bird Observatory is to protect birds of prey and other migratory birds in the Western Lake Superior Region through research, education, and stewardship.

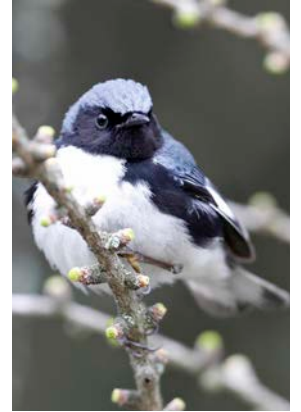
DEAR FRIEND OF HAWK RIDGE,

We take our mission very joyfully and seriously.

Every fall, as the days get chilly and the trees start to turn, we thrill at the thought of thousands upon thousands of hawks, eagles, owls, nighthawks, pelicans, and songbirds streaming over Hawk Ridge along the North Shore of Lake Superior. We awe at the skill and dedication of the Hawk Ridge team—our bird counters, banders, naturalists, and volunteers who work tirelessly to record the passage of the birds and share their knowledge about birds and migration with school children, college students, and thousands of visitors.

The spectacle of migration recharges our batteries and reminds us of why we are committed to the present and future success of Hawk Ridge.

We live in a special place—in a thriving city in a thriving state that promotes and places high value on natural heritage and outdoor recreation.



Hawk Ridge is integral to this culture. Hawk Ridge invites you and your friends and family, the community of Duluth, and the people of Minnesota to support our work.

Now is the time to Take Flight with Hawk Ridge. In this booklet, we explain our vision for the future and what it will take together to ensure Hawk Ridge Bird Observatory is able to fulfill its mission for generations to come.

The hawks and songbirds depend on you. Their future is in your hands.

PLEASE TAKE FLIGHT WITH HAWK RIDGE,

Janelle Long, Executive Director
Andrew Streitz, Board Chair



NOW IS THE TIME After almost half a century, Hawk Ridge is at a crossroads. Additional resources are needed to create a more efficient and sustainable model for doing our work. Your commitment will help raise the necessary funds to grow our programs and maximize our potential.


WHY HAWK RIDGE NEEDS YOU Hawk Ridge Bird Observatory began with the hard work and dedication of volunteers. Today—almost *fifty years* after the first organized hawk count in 1972—our staff consists of only a full-time executive director and a seasonal team of bird counters, banders, naturalists, and volunteers. This shoestring model is no longer efficient or sustainable—and it is holding back our tireless and dedicated team from achieving the potential of our mission.

Our education staff and naturalists are straining to meet the demands of more than 20,000 visitors who come to Hawk Ridge to witness and learn about the bird migration every year. Our research staff need more resources to gather and record cutting edge migration data on all birds.

Your contribution will help us reach the potential of our mission so that the Hawk Ridge team can—

- educate more children about the wonders of migration . . .
- develop year-round programming to engage more people in the importance of protecting our migratory raptors and songbirds . . .
- gain access to the latest research tools and the leadership to help us better understand the science of migration . . .
- increase our stewardship of the 365-acre Hawk Ridge Nature Reserve and develop its potential as an outdoor learning landscape.



 *Hawk Ridge is a nature-based destination where a majority of visitors are considered tourists—people who drive at least 100 miles from home and stay at least one night. By conservative calculations, Hawk Ridge Bird Observatory contributes approximately \$16.8 million dollars annually into the Duluth tax base. This estimate is based on an average of 20,000 tourist visits annually during September and October.*

WHY YOU NEED HAWK RIDGE Hawk Ridge lifts the spirits of thousands of visitors each year. It not only offers stunning vistas of Lake Superior and Duluth, but it is one of the premier bird migration sites in the world! Each fall, nearly half a million birds migrate south along the North Shore, buoyed by the warm thermal air rising from the rocky ridges. People come from all over the world to witness and learn about this stunning migration. The bird migration data being collected at Hawk Ridge is used to monitor the health of bird populations. Raptors are known indicator species quick to react to environmental problems, which can alert and help us.

Hawk Ridge encompasses education, conservation, and a sense of community and wonder all in one place *and* it benefits the local economy! That's why we believe you need Hawk Ridge as much as we need you.





TAKE FLIGHT WITH HAWK RIDGE

Here are the five critical areas where we must grow to meet our mission. For each, we provide specific examples of how your support will give new momentum to Hawk Ridge Bird Observatory.

You are the wind beneath our wings.

Research

We must build a strong research program. Understanding the science of migration is fundamental to protecting migratory raptors and songbirds for generations to come.

- Support an academic research position. This person will provide the leadership to identify and engage research partnerships, obtain funding through grants, manage research projects, and publish migration data.
- Provide the resources and most up-to-date tools for our counters and banders so they can gather and record important migration data.



Hawk Ridge's banding program, which began in 1972, is one of the longest-running banding operations in the world. These ongoing efforts provide critical data to better understand raptor migration.

Education

Hawk Ridge is an incomparable outdoor classroom where children and adults learn about migration and birds in real time. We must maximize the potential of this special place as a teaching environment. We want to create opportunities to learn throughout the year.


- Expand our outdoor education facilities at Hawk Ridge.
- Provide year-round educational programming for schools and through outreach events and field trips.
- Support a full-time education director.

Outreach

We want more people to know about Hawk Ridge and the importance of our work. Conservation of migratory raptors and songbirds depends on wide-ranging and enthusiastic support from across Minnesota and the nation.

- Implement a coordinated marketing and education plan to reach broader audiences in and beyond Minnesota.



 The oldest known Sharp-shinned Hawk in the USGS bird-banding database was banded at Hawk Ridge in 1999 and recaptured and released at Hawk Ridge again in 2009. This 12-year-old bird holds the Sharp-shinned Hawk longevity record.





Stewardship

How we care for Hawk Ridge Nature Reserve reflects a basic ecological principle—all living creatures depend on healthy landscapes for survival.

- Develop and implement a site management plan to use the 365-acre Hawk Ridge Nature Reserve more effectively as a learning landscape.

Human Capital

To advance our mission we must develop and support the best professional team of research and education staff.

- Adjust staff salaries to reflect competitive compensation.
- Transition key volunteer activities into paid positions.
- Provide funding for professional development opportunities for staff.



 A young male Peregrine Falcon that successfully fledged from a nest in downtown Duluth in 2015 was recaptured and released a few months later in Lima, Peru. It traveled an amazing 4,000 miles on his first migration to his wintering grounds!

“Simply getting to be at a place where I could see migration as it happens was a highlight for me. I think that’s really what defines Hawk Ridge. People who come here can visualize migration in a way that they cannot without having seen it in action. That’s what makes Hawk Ridge such a powerful tool to promote conservation.”—Alan Moss, Owl Bander

 *More kids and adults want to learn about migration! Over 3,000 students and visitors participate in education programs offered at Hawk Ridge during the fall. Your support can help us expand our programming throughout the year to reach more kids and adults!*



"It's awesome at Hawk Ridge! You get to learn about really cool birds from really cool people!"
— A fifth grader from Gilbert, Minnesota




The more we understand the science of migration—and the more we share this knowledge with diverse communities—the better we can work to safeguard migratory raptors and songbirds and the landscapes they need to thrive. Please help us succeed.

Please Take Flight with Hawk Ridge.



“What makes Hawk Ridge so special is that it brings together a diversity of birds and people. I get to meet and talk with folks from all over the world, with beginning bird watchers and top-notch experts. Then there’s the sheer joy of watching the kids who come with their parents or school groups. It’s therapeutic in a way—all of us in this beautiful location sharing an amazing natural spectacle. It feels like family.”
—John Richardson, Count Interpreter



 Thank you to the following people for use of photos: Karl Bardon, Ryan Brady, Amber Burnette, Laura Erickson, Michael Furtman, Jan Green, Andrew Longtin, Sean McCann, Debbie Petersen, and Suzanne Winckler.

For more information, please visit www.hawkridge.org, call (218) 428-6209, or email mail@hawkridge.org



Hawk Ridge Bird Observatory
P.O. Box 3006
Duluth, MN 55803