



ANNUAL  
REPORT  
2014–2015



## MISSION STATEMENT

The Arboretum Foundation promotes, protects, and enhances the Washington Park Arboretum for current and future generations by strengthening and building a diverse and engaged community of donors, volunteers, and advocates.

## VISION STATEMENT

The Arboretum is a highly treasured, widely used community asset and a horticultural, environmental, recreational, and cultural resource for the region.

## ABOUT THE FOUNDATION

Founded in 1935, the non-profit Arboretum Foundation raises funds and manages membership and volunteer programs to promote, protect, and enhance the Washington Park Arboretum. The Foundation provides essential support for Arboretum operations and activities, including arboriculture, maintenance, education, and collection restoration. It is also conducting a major gifts campaign to support implementation of a 20-year master plan to comprehensively renew the Arboretum.

## VISIT US ONLINE

[www.arboretumfoundation.org](http://www.arboretumfoundation.org)

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# A GORGEOUS YEAR IN THE ARBORETUM!



Jim Reid



President,  
Board of Directors

Many people tell us that the Arboretum looks better than it has in years. Yes, the weather has been spectacular this year. Just as important has been the contribution of the dedicated horticulture staff and volunteer Garden Stewards who work so hard to weed and mulch, plant and prune. Take a stroll down Azalea Way and see for yourself!

Speaking of Azalea Way, it was the inspiration for our award-winning garden at this year's the Northwest Flower & Garden Show. We hope that you had a chance to have your picture taken posing behind our dresses made of flowers.

This year SR 520 project construction began with the demolition of some of the “ramps to nowhere.” Expect to see construction fences and equipment and to hear pile driving and construction noise in the Arboretum for the next couple of years. And construction will soon extend even farther into the Arboretum. The planning and permitting for the new Arboretum Loop Trail are almost done, so its construction will likely begin later this summer. Learn more about it on page 9.

We have a special task force reviewing our membership levels and benefits. They held focus groups with members to learn what was most important to you about being a member here. Their recommendations on how to be greener and more efficient in serving you are reported on page 8.



Paige Miller



Executive Director

Finally, we both want to thank our marvelous board, volunteers, supporters, and staff who worked together to create and carry off our annual cycle of plant sales and events, and work parties. We are so fortunate to be part of this dedicated community who sustain and enhance this urban oasis.

# FINANCIAL STATEMENT

## Balance Sheet

	FY 2014	FY 2013
<b>Assets</b>		
Cash in Bank	\$ 331,382	\$ 279,219
Investment Account Funds:		
General	1,465,136	1,515,270
Endowment	1,901,492	1,730,922
Promises to Give from Donors	79,116	28,162
Other Current Assets	29,096	34,345
Property, net of depreciation	3,622	14,174
<b>Total Assets</b>	<b>\$ 3,809,844</b>	<b>\$ 3,602,092</b>
<b>Liabilities and Net Assets</b>		
Accounts Payable		
& Accrued Liabilities	\$ 96,067	\$ 91,384
Long Term Liabilities	13,655	15,346
<b>Net Assets</b>		
Unrestricted/Board Restricted	1,687,619	1,537,329
Temporarily Restricted	705,038	662,093
Permanently Restricted	1,307,465	1,295,940
<b>Total Net Assets</b>	<b>3,700,122</b>	<b>3,495,362</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 3,809,844</b>	<b>\$ 3,602,092</b>

## Revenue & Expenses

	FY 2014	FY 2013
<b>Revenues</b>		
Support & Memberships - Unrestricted		
Membership & Donors	\$ 336,812	\$ 519,873
Events & Gift Shop, net of costs	243,167	151,691
Private Grants	185,000	73,800
Other Revenues & In-Kind donations	211,159	78,782
Total	<u>976,138</u>	<u>824,146</u>
<b>Operating Expenses:</b>		
Program services	427,624	397,200
Grants to UWBG	354,144	286,740
Fundraising	138,083	140,819
Management & General	157,998	144,734
<b>Total Operating Expenses</b>	<u>1,077,849</u>	<u>969,493</u>
Net Gain (Loss) on Investments	435,877	252,006
Change in Net Assets - Operating Activities	<u>334,166</u>	<u>106,659</u>
<b>Restricted &amp; Temporarily Restricted Revenue</b>		
Endowment Donations	11,525	13,700
Project - Pacific Connections Gardens	107,550	434,517
	<u>119,075</u>	<u>448,217</u>
Special Grants to Others		
Project and Fundraising Expenses	248,481	210,083
Change in Net Assets - Non-Operating	<u>(129,406)</u>	<u>238,134</u>
<b>Total Change in Net Assets</b>	<b>\$ 204,760</b>	<b>\$ 344,793</b>



# SNAP SHOTS 2014-15



An Amazing Day of Caring



Kiwis Helping Out in the  
New Zealand Forest



FlorAbundance  
Draws a Crowd



Volunteers Preparing for  
Gifts & Greens Galore



Another Successful  
GiveBIG Campaign



A Dazzling Opening Night Party

## FUNDRAISERS AND EVENTS

In 2014–15, the Foundation hosted a number of very successful events in support of the Arboretum. Our FallAbundance Plant Sale in September 2014 drew 362 shoppers to the Arboretum, and they purchased \$6,500 worth of plants. We received lots of positive feedback from customers about the sale, especially about the wonderful volunteers at the Pat Calvert Greenhouse and Plant Donations Nursery who helped us host it!

Because of a scheduling conflict at the Graham Visitors Center, this year's annual Gifts and Greens Galore holiday sale in early December was reduced from a two-day weekend event to a single-day weekday event. Nonetheless, with the help of our hardworking volunteers, we raised roughly \$5,700 for the Arboretum.

On December 9, 2014, we celebrated our highest level donors at the annual Arbor Circle Celebration. This year's event at the Graham Visitors Center was a holiday-themed party—"Cocktails and Conifers." Thirty guests enjoyed a delightful evening of live entertainment and festive food, as well as signature cocktails, created and served by bartender extraordinaire Jeff Steiner, of Brimmer and Heeltap.



**Happy Partygoers:** Guests enjoying the wine reception at Opening Night.

On February 10, 2015, we hosted another fabulous Opening Night Party & Auction to kick off the Northwest Flower & Garden Show. With our honorary co-chairs Mayor Ed Murray and First Gentleman Michael Shiosaki, guests enjoyed the party's romantic theme, live entertainment, and delicious dinner buffet—as well as the Show's gorgeous display gardens. The live auction "Fund-A-Need" was particularly successful, raising more than \$57,000 in support of our volunteer program at the Arboretum.



We began our 2015 spring event season with the Early Bloomers Plant Sale on April 11. Despite a poor weather forecast, the day turned out to be plant-sale perfect! And our amazing Greenhouse and Nursery volunteers helped raise over \$5,000 for the Arboretum in under four hours. Our largest plant sale of the year, FlorAbundance—also the biggest sale in the region—returned to Magnuson Park on April 25 and 26. Dry weather and a beefed-up marketing campaign helped us increase attendance over last year’s event and raise key funds for the Arboretum.



**Satisfied Shoppers:** Attendees at our Early Bloomers Plant Sale.

A total of 177 donors gave \$60,539 to the Arboretum Foundation during the Seattle Foundation’s fifth annual GiveBIG event on Tuesday, May 5, 2015. This included \$17,500 in matching funds from two generous donors. A special thanks to everyone who gave this year! All your contributions will help us sustain the Arboretum and its children’s education programs in 2015.

## DISPLAY GARDEN: “PICTURE YOURSELF ON AZALEA WAY”

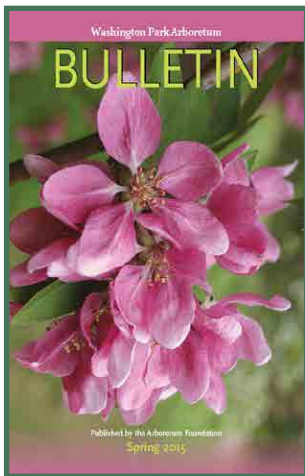
The Arboretum’s display at the 2015 Northwest Flower & Garden Show paid homage to historic Azalea Way. With the help of staff and volunteers—and our partners at Seattle Parks and the University of Washington—designers Bob Lilly and Phil Wood re-created a small slice of this famed promenade flanked by colorful azaleas, cherry trees, bulbs, and groundcovers. The display also doubled as a photo opportunity, allowing Show visitors to step into the scene and stand behind “living dresses”—dress forms covered in ornamental plants—to have a picture taken. The display won the Golden Palette Award for best use of color and a Bronze Medal from the Show judges.



## A NEW MEMBERSHIP TASK FORCE

In November 2014, we established a task force to review our membership program. The taskforce is staffed by current and former Foundation staff and board members, and longtime Foundation members. It meets once a month and has already hosted numerous focus groups with Foundation members.

The most important messages we've gotten from our members thus far is that we need to go greener with our publications and that we should be using as much of our membership dues as possible to support vital programs in the Arboretum.



**Coming Soon:** A new, fully electronic version of the Bulletin!

Consequently, starting in July 2015, we will be shifting to an electronic-only platform for our newsletter. We'll also be producing the *Bulletin* in electronic form as well as in print. And after this year, we will no longer produce a printed version of our *Annual Report*.

In addition, we will be streamlining our membership levels and slightly changing our pricing structure. Basic membership will remain at \$35 per year, but at this level, new and renewing members will receive the *Bulletin* electronically. At \$50 per year and higher, members will have the option to receive the *Bulletin* in print or electronically, or both.

## FOUNDATION HELPS FUND NEW FIDDLEHEADS SHELTER

In fall 2014, the Foundation secured \$25,000 from an anonymous donor to help construct a new education shelter for the UW Botanic Gardens Fiddleheads Forest School in the Arboretum.

The Fiddleheads program immerses preschool children in nature through planned outdoor educational activities. Construction of the shelter—the first permanent outdoor educational venue in the Arboretum—is scheduled from summer 2015.



## 520 BRIDGE AND LOOP TRAIL UPDATE

Construction of the West Approach Bridge North (WABN) phase of the new State Route 520 Bridge began in the Arboretum in fall 2014. This project will connect westbound traffic from the new floating bridge across Lake Washington to the Montlake area. The new approach bridge is scheduled to open in summer 2017.

In February 2015, the former Museum of History and Industry (MOHAI) building on the Montlake Cut was demolished as part of the project. Also included in the WABN phase of the 520 rebuild will be the removal of the Arboretum's "ramps to nowhere." Work on the removal of some of the ramps began in late 2014.

As a necessary part of the project, the Foundation sold a small parcel of property it owned on the edge of the Arboretum, adjacent the MOHAI parking lot, to the Washington State Department of Transportation (WSDOT). We negotiated a price of \$125,000 for the roughly 0.6-acre site, most of which is submerged lake bed. The money will be used to support day-to-day operations in the Arboretum.

Construction of the Arboretum's new multi-use Loop Trail—which is being funded by WSDOT as part of mitigation for the effects of the 520 rebuild—was slightly delayed this year due to a permitting issue with the Army Corps of Engineers. Seattle Parks and Recreation expects to have full approval by July 2015. The two-year project will then be advertised for bidding, and if all goes well, construction will begin in August 2015.



**Heavy Duty:** 520 bridge construction on Foster Island.

## ADVOCATING FOR PARKS

In summer 2014, the Foundation supported the city's Parks Legacy Plan, which proposed the creation of a new Seattle Park District that would provide a sustainable source of funding for Seattle Parks and Recreation and its substantial backlog of maintenance projects. Seattle voters approved the plan in early August.

## ANOTHER GREAT YEAR FOR VOLUNTEERING

None of what we do at the Arboretum would be possible without the hard work and dedication of our volunteers. Our amazing volunteers donated more than 15,700 hours this past year to support our special events and day-to-day fundraising programs, which include the Arboretum Shop, Pat Calvert Greenhouse, and Plant Donations Nursery.

Volunteers generously gave of their time to support our major annual events. For example, 165 volunteers donated over 1,530 hours to support the Opening Night Party and Arboretum display garden at the Northwest Flower & Garden Show in February 2015. And 130 volunteers donated more than 950 hours to help us host our FlorAbundance Spring Plant Sale at Magnusson Park in April 2015.

In late August, 2014, the Foundation helped organize a day of service for the UW's Cross Country Team in the Arboretum. The team trains regularly in the park and was inspired by our GiveBIG yard sign campaign last year to "give back" and show its appreciation for this great venue for recreation. About 40 athletes worked on three mulching projects in the Pacific Connections Garden. The team also donated \$2,500 to support future group service projects in the Arboretum.



**Weeding by Hand:** Garden Stewards working in the New Zealand Forest.

## GARDEN STEWARDS MAKE A DIFFERENCE

From March to November 2014, 74 volunteers in the Garden Stewards program generously donated a total of 999 hours of work to the Arboretum. All told, they participated in 72 weeding and mulching sessions—37 in the Pacific Connections Garden, and 35 on Azalea Way. Enrichment activities for our stewards and other volunteers included the Arboretum Stewardship Lecture Series, which featured free talks by a number of the region's top horticultural figures, including Walt Bubelis and Richie Steffen. To learn more about the stewards or to volunteer, contact Pamela Givens at [pgivens@arboretumfoundation.org](mailto:pgivens@arboretumfoundation.org) or call 206-963-0008.

On September 19, 2014, the Foundation helped coordinate another tremendously successful United Way of King County Day of Caring event at the Arboretum. Well over 100 volunteers from Amazon, Virginia Mason, Nordstrom, and Blucora worked with Garden Stewards and volunteers from our Native Plant Study Group to help City and UW Arboretum staff complete six large-scale maintenance projects.

In early October, to celebrate the first birthday of the New Zealand Forest in Pacific Connections, a large group of local Kiwis volunteered for a weeding and mulching work party in the Forest. They also attended the dedication of a new park bench in the Forest honoring John Bollard, New Zealand's First Honorary Consul to the Northwest, who was instrumental in creation of the Arboretum's first eco-geographic garden—the New Zealand High Country Exhibit.

It was another productive year for our volunteer units, who did a tremendous amount of work behind the scenes supporting our events. For example, Unit 98 and Unit 41 donated beautiful handmade wreaths to our Gifts & Greens Galore event in December 2014, and Unit 83 made its ever-popular birdseed balls. The units also hosted their own events in support of the Arboretum, one of which was a gardening book sale hosted by Unit 98 that raised \$2,300.

For her outstanding commitment to the Arboretum, Iris Wagner received the Volunteer Legacy Award at our annual meeting on June 18, 2014. At the joint Foundation/UW Botanic Gardens Volunteer Appreciation Party on August 12, 2014, Nancy Grout received the first ever Garden Steward of the Year Award for her devotion to the program, and Marielle Riordan was honored with our 2014 Volunteer of the Year Award for donating nearly 400 hours to the Arboretum Shop.



Helping with Smiles: High schoolers doing their volunteer service work at FlorAbundance.



## STAFF UPDATE



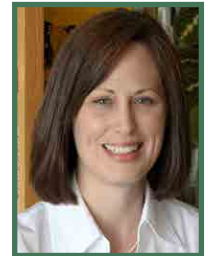
In the past year, we bid a fond farewell to several staff members and welcomed four new staff on board. In June 2014, we hired **Gary Wortzel** as our new Finance Manager, to replace outgoing interim finance manager Caroline Cumming. Gary has extensive experience in the arena of non-profit accounting and finance, having most recently worked as controller at the Experience Music Project.

That same month, after serving six years in the job, our Operations Coordinator Julia “Jules” White left to take up a position at the Washington State History Museum, in Tacoma. Shortly after her departure, we were happy to hire **Nathaniel “Nat” Bennett** as her successor. A graduate in archeology and Greek literature from Oberlin College, with a strong IT background, Nat has taken charge of the daily management of our busy office.



In spring 2015, Rhonda Bush retired from her position as our Garden Stewards Coordinator, having spent four productive years developing the new volunteer program (see page 11). In May, we brought **Pamela Givens** aboard as her successor. A former steward herself, Pamela clocked in more than 100 hours since she joined the program last summer. When she’s not coordinating work parties in the Arboretum and recruiting new stewards, she works part-time as an executive coach.

After three and half years coordinating fabulous fundraisers for the Foundation, our Events Manager Kristin Price left in April 2015 to become the new events manager at Pacific Northwest Ballet. In June, we hired our newest staff member **Michele Norman** to take over from Kristin. Most recently an administrative coordinator at the William D. Ruckelshaus Center, Michele has extensive event management experience, having organized everything from an annual arts festival in Skagit County to concerts at Benaroya Hall.



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The Arboretum Foundation is most grateful to our many donors.

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*Rhododendron 'Lem's Cameo'*

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**Tribute for Charlotte Sedgley**  
Ardhith and Alan Bergman

W. S. P. Square Dance Club

**Tribute for Richard Senseny**  
Bill and Norma Baker

**Tribute for Elenore Theine**  
Patricia Rasmussen

**Tribute for Marybell Towler**  
AF Unit 18

**Tribute for Peggy Walker**  
Bill and Norma Baker

Rita Gill

**Tribute for Sylvia Wells-Henderson**  
AF Unit 26

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ACT Theatre  
Adriatic Grill  
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AF Unit 61  
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Good Medicine

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Meg and Christopher Harry  
Heavy Restaurant Group

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Dan Hinkley

Holland America  
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Lipsology by Jilly Eddy

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Seattle Chamber Music Society

Seattle Fire Department  
Seattle Mariners

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Sooke Harbour House

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Arboretum Foundation

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