

SAN FRANCISCO BOTANICAL GARDEN

2019 ANNUAL REPORT



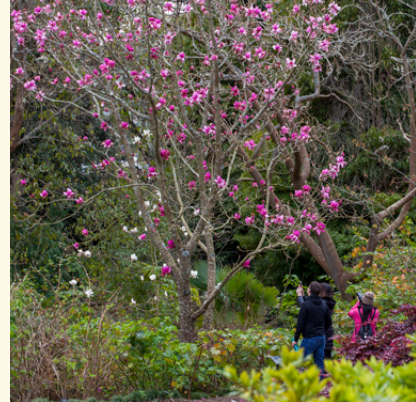
YEAR IN REVIEW: BY THE NUMBERS

JULY 1, 2018 – JUNE 30, 2019



TOTAL ADMISSIONS REVENUE

\$1,239,182 total admissions revenue, from fees paid by nonresident visitors—a 3% increase over the prior year and a 220% increase since the fee was introduced in August 2010.



VISITATION

424,143 visits to the Garden, 60% of which were free of charge.



LIBRARY

11,226 visits to the Helen Crocker Russell Library of Horticulture, Northern California's most comprehensive horticultural collection, including 1,300 attendees at library events throughout the year.

PLANT SALES

More than **20,000** plants sold to the community and a **21%** increase in total plant sale revenue, the proceeds from which help support the operation of our nursery.



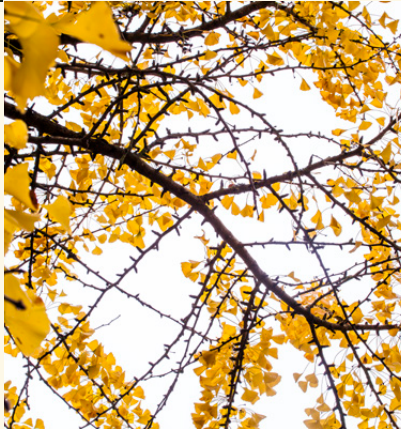
YOUTH EDUCATION

13,179 children interacting with nature through school-year, summer, and family programs.



LIVING COLLECTIONS

13,547 accessions in the Garden's living collections, comprised of **8,997** different kinds of plants, 12% of which are of wild collected origin.



MEMBERSHIP

3,486 households, representing individuals, couples, and families from San Francisco, the Bay Area, and beyond who support the Garden through their memberships—an 18% increase year over year.

VOLUNTEERS

1,936 volunteers who come individually or participate in corporate, school, and service organization projects.

42,907 hours contributed by volunteers to virtually every aspect of the Garden's operations.



DOCENT TOURS

611 free daily docent-led tours and weekend interpretation stations staffed by volunteer docents.

Cover image:
Family explores the South Africa collection. Photo courtesy Natalie Ngo.

Dear Garden Friends,

Thank you to our supporters, members, volunteers, board, staff, partners, and visitors for another tremendously successful year at San Francisco Botanical Garden. With even more people engaged in the work of the Garden this past year, we were able to achieve unprecedented results.

Our numbers of volunteers, members, board members, and plant sale customers all increased significantly this past year. As much as the Garden is about plants, place, and the planet, what makes it thrive is people and their passion and commitment to our mission.

Recent accomplishments include:

- Raising more than \$1.7 million, both from private and city sources, for the most significant Garden renovation project that has ever occurred. The New Celebration Garden is now open for visitors, programs, and special events.
- Launching Garden Camp which served nearly 300 children starting kindergarten to 3rd grade.
- Celebrating the 5th Anniversary of Flower Piano with new and diverse community partnerships and programs, and 58,000 participants.
- Designing new concept plans for a replacement nursery facility at the current nursery site and a reimagined children's garden.
- Developing a new collections policy based on our unique growing conditions and climate.
- Serving 50% more Spring Plant Sale customers and connecting more of our local community to plants they can bring home.
- Recruiting 6 new board members who represent a diverse range of experience and expertise.
- Building a new website and increasing our online community engagement.
- Improving horticulture, infrastructure, and safety throughout the Garden.

While the winter rains were certainly welcome after many years of drought, the storms brought with them the worst damage to the Garden in 20 years. Several beloved trees were toppled or damaged and had to be removed. Thankfully, no one was injured in the storms and the Garden has mostly recovered from the damage. The magnolias and other flowering trees and plants soaked up the rain and put on an incredible show in spring. We hope you took advantage of our tours and programs that give you a deeper understanding of our diverse collections.

In the New Year, we are excited to invite more people to enjoy the Garden as a place to celebrate life's special occasions while supporting this wonderful Garden. The much-needed revenue from a new event rentals program will be wholly reinvested back into the Garden and our programs.

We value all you have done for the Garden over the past year and hope you'll be inspired by reading about our shared success in this annual report.

Thank you!



Stephanie Linder
Executive Director

SAN FRANCISCO
BOTANICAL GARDEN SOCIETY



Matthew Stephens
Garden Director

SAN FRANCISCO
RECREATION & PARKS




MISSION

The mission of San Francisco Botanical Garden is to create, sustain, and interpret a distinct, documented collection of Mediterranean, mild temperate, and tropical climal forest plants displayed in designed gardens and to provide a place of exceptional beauty and natural sanctuary. San Francisco Botanical Garden Society builds communities of support for the Garden and expands people's understanding and appreciation of plants.

VISION

San Francisco Botanical Garden will be cherished and supported locally and recognized internationally for beauty, diversity of plant collections, educational programs, and inspiring conservation.

VALUES

San Francisco's unique Botanical Garden inspires visitors with the extraordinary diversity of rare and unusual plants that can be grown in coastal California. Through its programs and displays, the Garden cultivates the bond between people and plants and instills a deeper understanding of the necessity to conserve Earth's biological diversity. As a public/private partnership between a community-based nonprofit organization and the San Francisco Recreation & Parks Department, and a beloved San Francisco institution, we are committed to transparency, cultural diversity, inclusion, and environmentally responsible practices. We are proud to be a public public garden, accessible to all and grateful to the funders who help sustain us. 

SAN FRANCISCO BOTANICAL GARDEN SOCIETY

San Francisco Botanical Garden
at Strybing Arboretum

Golden Gate Park
Ninth Avenue at Lincoln Way
San Francisco, CA 94122
415.661.1316
sfbg.org

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Lorraine Woodruff-Long, *Director of Development*

SAN FRANCISCO RECREATION & PARKS

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Phil Ginsburg, *General Manager*
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Eric Andersen, *Superintendent, Parks & Open Space*
Matthew Stephens, *Garden Director*



Annual Report Production

Brendan V. Lange,
Editor & Project Manager
Sarah Katsikas, *Designer*

This publication is printed on
recycled paper with soy ink.

NEW BOARD LEADERSHIP

With the leadership of our board chair, Delle Maxwell, the Garden's Board of Directors welcomed six new members this year, growing the board by nearly a third. The board continues to guide priority projects for the Garden, focusing especially on the creation of a strategic plan to lead the Garden through the next five years. These board members have a wealth of knowledge and experience and bring a range of diversity and strategic thinking to the Garden's leadership.



JANE CHIN was born and raised in San Francisco and retired from the Golden Gate National Parks Conservancy in 2015, having held positions in human resources and nonprofit management throughout her career.



MARY ELLEN HANNIBAL is an author and avid citizen scientist; her latest book, *Citizen Scientist: Searching for Heroes and Hope in an Age of Extinction*, was named one of the best titles of 2016 by the San Francisco Chronicle and received a Nautilus Book Award.



LAINIE MOTAMEDI is past president of the San Francisco Bicycle Coalition and long-time volunteer ranger with the National Park Service's horse patrol operation in the Golden Gate National Recreation Area and serves as its personnel manager. Lainie is enthusiastic about the respite the Garden provides as well as the outstanding biodiversity.



SAUL NADLER, President and CEO of Flora Grubb Gardens and Grubb & Nadler Nurseries, brings his background in retail nursery, accounting and finance, and strategic planning to the board; Saul's favorite plants in the Garden are *Ceroxylon quinduiense* and *Cyathea medularis*.



SARAH WRIGHT RYAN is a docent at the Garden as well as a community volunteer and advocate who is active in several Bay Area nonprofit organizations. She chairs the board's development committee.



OLIVIA WARE is a successful executive with over 20 years of experience in biotech and pharmaceutical drug development, commercialization and healthcare management and was recently named one of Savoy Magazine's 2019 Most Influential Women in Corporate America.

A FOND FAREWELL

This past year, we also said goodbye to Sarah Earley who served as vice-chair, Garden Feast co-chair, and search committee chair. Sarah's contributions to the Garden were numerous and her impact will be transformative for many years to come. She, and her husband, Tony Earley, were the lead private donors to the renovation of the Exhibition Garden, inspiring others to support this project with a generous matching gift.



GARDEN COLLECTIONS

This year, a rough storm season created more damage throughout the Garden than any other since the mid 1990's. This damage was a setback amidst a series of other very exciting changes and enhancements throughout the Garden. Thanks to the the hard working horticultural crew which averaged a truckload of soil, mulch, or compost spread every single day throughout the entire year, Garden maintenance continues to improve.

In January, we initiated a full renovation of the Exhibition Garden, which has been newly minted as the Celebration Garden and is now open. This was the largest garden renovation in the Botanical Garden ever, and included new pathways, new irrigation, the restoration of the Thomas Church Pavilion, and a completely new landscape. Please stop by and enjoy an amazing array of iconic plants from throughout the entire Botanical Garden that includes Mesoamerican ferns, Southeast Asian and South American palms, African impatiens and many, many more. This project would not have been possible without support from individual donors and the City and County of San Francisco.



Views of the newly renovated Celebration Garden.



The Garden's Andean wax palms (*Ceroxylon quindiuense*) flowered for the first time this year in the Andean Cloud Forest collection.

In addition, for the first time ever, a long-term collections plan has been developed which aims to better define and refine our entire collection. Focused on climatic regions, this plan brings better alignment between how the nearly 9,000 different kinds of plants of the Garden are grouped and displayed so that our visitors get a better understanding of the diversity of plant communities that exist across Earth. This plan has already been put into action in small starts, but will take many years to be fully realized.



Also from the Andes mountains, *Cantua buxifolia* is a beautiful companion plant to the wax palms in the Andean Cloud Forest collection.

YOUTH EDUCATION

The Youth Education Program provided opportunities for 13,300 children and more than 4,500 adults to have meaningful experiences outdoors in the Garden by presenting programs and materials for school, family, and community groups. In spite of program cancellations due to wildfires and rain, almost 7,000 school children, most from San Francisco schools, participated in Nature Detectives Guided Walks and Children's Garden programs. Our outreach to families continued to expand, with Bean Sprouts Family Days inviting over 3,100 family members to connect with nature and each other with a variety of engaging activities, ranging from harvesting potatoes and taking tasting tours to playing with puppets and crafting with plant parts. Library programs including Story Times, author readings, and summer reading club served over 720 family members. New this year, the first ever Garden Camp served nearly 300 campers in 10 weeks, gaining rave reviews from campers and their families.

"My two daughters LOVED Garden Camp! The counselors are fun, organized, and caring. **Each day's curriculum sent my children home with knowledge AND they got to spend the day outside!** We can't wait for Garden Camp again next year!"

—Lillian Archer, Camp Parent





Celebrating its 5th anniversary, Flower Piano once again shined as a warm respite for the senses and an antidote to nature deficit disorder in the heart of a bustling urban environment. We toasted Flower Piano partner, Sunset Piano for their vision and continued commitment to connect people to music, nature, and each other through Flower Piano. New partnerships with SF Conservatory of Music, SFJAZZ, and Na Lei Hulu I ka

Wekiu, along with returning partners like Community Music Center, Awesöme Orchestra, and SF Symphony enriched a truly diverse array of musical offerings. We are grateful for the support generated by new Garden members, foundations, corporate sponsors, media sponsors, and individuals who helped us provide this annual program to 58,000 guests in just 12 days. Save the date for next year's Flower Piano, planned for July 9-20, 2020!



"My two favorite passions in life are being outside and playing piano. These days in the park with pianos and other pianists are my *greatest joy in life*." —Flower Piano Attendee



PLANT SALES

This past year was an amazing year for the volunteer nursery program as we sold more than 20,000 plants to the community! For the first time in the Garden's history we had two massive plant sales by having both a spring and fall sale. The Spring Plant Sale saw 18% and 50% increases in revenue and attendance respectively while the new Fall Plant Sale exceeded both projected attendance and revenue goals with nearly 3,000 people attending. In conjunction with both sales we offered unique, hands-on opportunities to learn more about ferns with a Staghorn Fern Mounting Workshop and a Fern Terrariums Workshop.



Our frond friends in the nursery's fern department truly rose to the occasion this year, not only with teaching the two sold out workshops, but also by being the highlighted plant department at both the Spring and Fall Sale. Ferns and their allies are an incredibly rich and diverse group of plants. Thanks to the expertise and collaboration of the fern team, led by volunteers Dan Yansura and Mary Dee Beall, the Garden has steadily fostered the next generation of fern fanatics. Dan has volunteered at the Garden for seven years, but has been collecting and propagating ferns for more than 40 years. His passion for ferns leads him around the world to collect spores in the wild, many of which find their way into the Garden adding value to our living collection. Mary Dee, who began volunteering in the nursery in 2007, is inspired to work with ferns, and plays an important role in welcoming new volunteers and coordinating the weekly activities of the fern team. Dan, Mary Dee, and the rest of the fern team love sharing their knowledge of and enthusiasm for ferns at the plant sales and workshops, instilling confidence in guests that they can grow these amazing plants.



GARDEN PEOPLE

GARDEN FEAST 2019 HONOREES:

Helen McKenna Ridley & Allan Ridley

On May 20, 2019, the Garden honored Helen McKenna Ridley and Allan Ridley, two outstanding people who have served San Francisco through lifelong careers as educators, volunteers, and philanthropists.

Both Helen and Allan have been active volunteers with many Bay Area nonprofits for more than 40 years. They have served leadership roles at San Francisco Zoo, Golden Gate Audubon Society, and San Francisco Botanical Garden. Helen served on the Garden's Board of Directors for a total of 13 years, stepping down in the summer of 2018. Here at the Garden, Helen and Allan have established inspiring programs that ignite people's curiosity regarding the wonders of nature through hands-on exploration.



Helen & Allan Ridley, this year's Garden Feast honorees, speaking at the event.



Executive Director, Stephanie Linder, with Guest Speaker, Paul Hawken, founder of Project Drawdown, a world-class research organization that reviews, analyzes, and identifies the most viable global climate solutions, and shares these findings with the world.



Garden Feast 2019 Co-Chairs: Ruth Wilcox and Jennifer Petersen.



LEAVING A LEGACY

Jack Weeden (1927–2019)

This year we said goodbye to Jack Weeden, a devoted and longtime friend of the Garden. Jack was born in Alameda, California and grew up in a California of 3 to 5 million inhabitants – as he shared, “a Garden of Eden”. Before graduating from Stanford in 1950, he was an All-American backstroke swimmer. After 30 years with the family firm, Weeden & Co., Jack ended his career as Vice President of Instinet, one of the first successful computer-based stock exchanges. Jack and David Davies, his husband and partner of 45 years, were residents of Telegraph Hill and devoted themselves to creating a hillside garden for their neighborhood and community. Jack was a Strybing Circle Member for more than 30 years and generously included the San Francisco Botanical Garden in his estate plans. For more information on planned giving to the Garden, please contact Director of Development, Lorraine Woodruff-Long, at lwoodruff-long@sfbg.org.

SAN FRANCISCO BOTANICAL GARDEN SOCIETY FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

As of June 30, 2018 and June 30, 2019

ASSETS	2019	2018
Cash and Investments	\$ 4,464,913	\$ 5,252,298
Accounts and Pledges Receivable	316,230	793,452
Property and Equipment	780,556	773,804
Other	223,070	155,635
Total Assets	\$ 5,784,769	\$ 6,975,189

LIABILITIES AND NET ASSETS	2019	2018
Current Liabilities	\$ 711,517	\$ 552,462
Net Assets	5,073,252	6,422,727
Total Liabilities and Net Assets	\$ 5,784,769	\$ 6,975,189

STATEMENT OF ACTIVITIES

As of June 30, 2018 and June 30, 2019

SUPPORT AND REVENUE	2019	2018
Contributed Income	\$ 2,591,091	\$ 2,210,084
Investment Income	33,417	252,886
Earned Income	766,490	475,627
Admissions Income*	742,200	642,879
Other	53,061	32,299
Total Support and Revenue	\$ 4,186,259	\$ 3,613,775

EXPENSES	2019	2018
Program Services	\$ 4,474,530	\$ 3,348,072
Fundraising and Development	596,834	750,055
Management and General	464,370	460,994
Total Expenses	\$ 5,535,734	\$ 4,559,121

Change in Net Assets (\$ 1,349,475) (\$ 945,346)

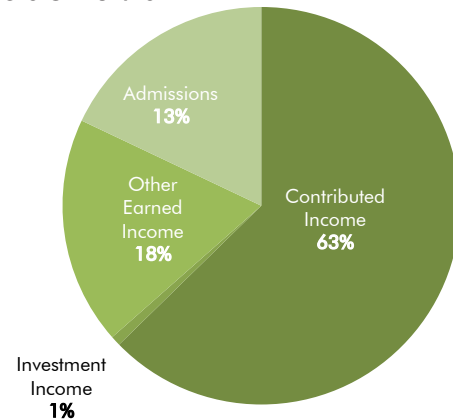
*As allocated to SFBGS by the San Francisco Recreation and Park Department

Source: San Francisco Botanical Garden Society Audited Financial Statements for the 12 months ended June 30, 2019.

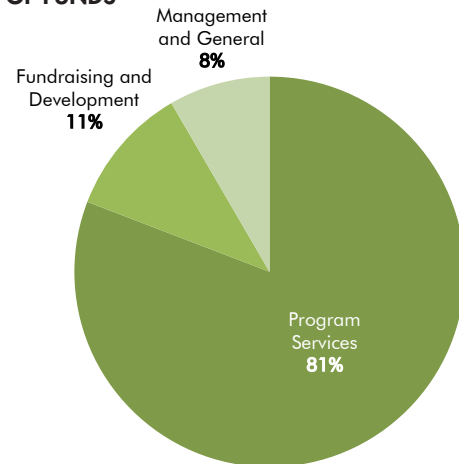
SOURCES AND USES OF FUNDS

12 months ended June 30, 2019

SOURCES OF FUNDS



USES OF FUNDS



Contributed Income: memberships, foundation grants, contributions, bequests, net revenues from fundraising events, and in-kind gifts

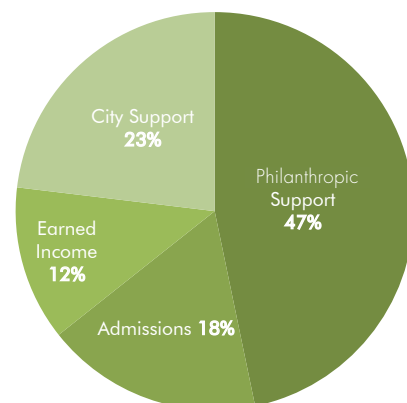
Earned Income: plant and bookstore sales, program fees, and library art & book sales

Program Services: plant collections management, nursery, gardens, youth education, classes and public programs, library, bookstore, volunteer program, visitor services, and other program-related activities

FUNDING THE GARDEN

In the fiscal year ending June 30, 2019, combining the work of San Francisco Botanical Garden Society and the Recreation and Park Department, it cost more than \$7 million to operate the Garden. Approximately 75 percent of the Garden's financial support came from donors and members, and from the Garden's visitors.

Sources: San Francisco Botanical Garden Society Audited Financial Statements for the 12 months ended June 30, 2019; San Francisco Recreation and Park Department report to the Board of Supervisors, dated February 27, 2019.



THANK YOU TO OUR DONORS JULY 2018–JUNE 2019

The beauty and diversity of our collections and the array of programs, tours, and events at San Francisco Botanical Garden are made possible by you, our supporters. Each gift enables us to offer unparalleled opportunities for inspiration and learning. We would like to extend our gratitude to those who generously contributed to the Garden between July 1, 2018 and June 30, 2019. 🌿

\$200,000+

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\$50,000 to \$199,999

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Salesforce
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 The Purple Lady Fund /
 Barbara Meislin
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 Alyssa Nylander & Michael Peluso
 Susan B. Olness
 Cathy & John Patterson
 Anne & Craig Paxton
 Connie Pelissero
 Regina Phelps
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 Laurie Poston & Brian Ferrall
 Melinda Ramm
 Elsa Basilisa & Rene Richardson
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 Noelle Q. Roost

\$250 to \$499

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 Will Baldocchi
 Akemi Fujimoto & Daniel Belik
 Kathleen Bodnar
 Julie Boes
 Michael & Nancy Borah
 Lourdes Borden
 Daniel Bornstein & Kristin
 Murtagh
 Lauren & Darrell Boyle
 Tammy Braas-Hill
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The Legacy Circle at San Francisco Botanical Garden comprises the generous individuals who have made visionary decisions to include the Garden in their estate plans. These gifts for the Garden's future ensure its continued strength and growth in the years to come.

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