

SAN FRANCISCO BOTANICAL GARDEN

2020 ANNUAL REPORT

YEAR IN REVIEW: BY THE NUMBERS

JULY 1, 2019 – JUNE 30, 2020



TOTAL ADMISSIONS REVENUE

\$978,965

Over the past 10 years, admission has generated \$8.6 million for Garden improvements and programs



VISITATION

361,458 visits to the Garden, 67% of which were free of charge

Over the past 10 years, visitation increased 80%



LIBRARY

8,951 visits to the Helen Crocker Russell Library of Horticulture, Northern California's most comprehensive horticultural collection, including 1,692 attendees at library events throughout the year

PLANT SALES

More than **13,316** plants sold to the community



YOUTH EDUCATION

9,246 children served through experiential school, summer, and family programs



LIVING COLLECTIONS

13,193 accessions in the Garden's living collection, comprised of **8,138** different kinds of plants, 13% of which are of wild collected origin



MEMBERSHIP

4,467 households—an 18% increase year over year

VOLUNTEERS

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

25,155 hours contributed by volunteers to virtually every aspect of the Garden's operations



DOCENT TOURS

382 free daily docent-led tours and weekend interpretation stations

Cover image:
Olka Baldeh, a member of Oakland OMies—8 dynamic black women yoga teachers who radically promote wellness, mindfulness, and holistic healing—enjoys a moment in the Garden with fallen camellia petals.

Photo by Marissa Leshnov.

Dear Garden Friends,

We started this past year with some great news. Longtime nursery volunteer and current board chair Delle Maxwell and her husband Patrick Hanrahan committed a \$2 million matching challenge to help us jumpstart our campaign for a new plant nursery at the Garden. Achieving the \$6.7 million goal for this critical project will allow us to enhance our collections and conservation efforts, and elevate the Garden's leadership in protecting biodiversity. We are grateful for Delle and Pat's leadership and generosity and to everyone who has already contributed to the campaign.

Then, early in March, came the devastating news of the pandemic which forced us to:

- close the Garden for 11 weeks,
- cancel our spring plant sale, Garden Feast (our annual fundraiser), Flower Piano (our most popular event), youth education programs, volunteer shifts, and other programs,
- layoff staff and reduce hours for others, and
- reduce our expenses by more than \$1 million.

During the closure, our staff quickly became Zoom experts and we offered virtual volunteer trainings, member briefings, and numerous presentations. We created a new section on our website—sfbg.org/at-home and found new ways to engage the community in the Garden's mission. Our horticultural team and curator, essential to keeping our living collections thriving, never hesitated to continue working safely onsite, while other staff worked from home, preparing to reopen under new public health protocols.

It was wonderful to bring back visitor experience staff and open the Garden on June 1, after what colleagues in the public gardens field call "the lost spring." We saw our volunteers, members, and visitors, especially San Francisco residents and families with young children, enthusiastically return to the Garden. Soon after reopening, we adapted our Bean Sprouts Family Days and Garden Camp to public health guidelines and provided desperately needed outdoor activities for children.

We've long understood the health benefits of the Garden, but the value of beautiful outdoor spaces has never been more evident. We hear from our visitors that the Garden offers relief for those struggling with the stress and anxiety caused by the pandemic and related economic crisis. Connecting with the natural world and experiencing the wonder of our diverse plant collections is calming and restorative. Simply put, the Garden is good for you!

Thank you for your continued support during these difficult times and for ensuring that San Francisco Botanical Garden remains *everybody's* Garden for years to come.

Be well!

Stephanie Linder, Executive Director
SAN FRANCISCO BOTANICAL GARDEN

Matthew Stephens, Garden Director
SAN FRANCISCO RECREATION & PARKS

MISSION

San Francisco Botanical Garden connects people to plants, the planet, and each other.

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
1199 9th Avenue
San Francisco, CA 94122
415.661.1316
sfbg.org

501(c)(3) non-profit organization,
tax ID 94-6050168

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Annual Report Production

Brendan V. Lange,
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This publication is printed on
recycled paper with soy ink.

NEW BOARD LEADERSHIP

THE GARDEN'S BOARD OF DIRECTORS, guided by Board Chair Delle Maxwell, continues their work toward the creation of a new strategic plan, which includes a subcommittee focused on justice, equity, diversity, and inclusion. The Board continues to grow and diversify, and was pleased to welcome three new members.



SUSAN HUNTER earned an MBA with honors from the Wharton School with majors in Finance and Management and a BA in Business Economics from the University of California, Santa Barbara. She's a Certified Public Accountant in the State of California, currently working at Pacific Gas and Electric Company as Chief of Technical Accounting. Susan has extensive experience analyzing complex energy procurement contracts to support California's clean energy goals. She received her Master Gardener Certificate from the University of the District of Columbia after work at the United States Botanic Garden where she served as a docent. Susan's own rooftop garden was featured in the San Francisco Chronicle in 2007.



CAROL IZUMI is a Clinical Professor of Law and an internationally known dispute resolution scholar, trainer, and practitioner with the Center for Negotiation and Dispute Resolution at UC Hastings. Professor Izumi was a founding director of the Asian Pacific American Bar Association Educational Fund (AEF), a non-profit that provides fellowships to law students to engage in public interest work. Since joining the Garden's Board, Carol has led presentations on implicit bias for both Garden staff and board members.



CARLA MCKAY has had more than 20 years of experience in business development and sales positions for large corporations and start-ups, coupled with eight years of toiling on the weekends for a winery in Sonoma. She made the leap to the wine industry in 2011, creating Crushed Wine App and Crushed, a wine lifestyle brand to power social sharing of wine. Crushed was acquired in 2016, freeing Carla up to pursue her first love of triathlon and opportunities including serving as a Regional Ambassador for Ironman's Women For Tri initiative. Carla is excited for the opportunity to create and launch wine events as well as events for the LGBTQ community in the Garden.

IN APPRECIATION OF WILLIAM GAEDE, JR.

1933–2020

With the passing of William G. Gaede, Jr., San Francisco Botanical Garden said farewell to a longtime friend and supporter. A tireless and deeply committed civic leader, Bill's enthusiasm and generosity for the Garden extended over many years. As a member of the board, and Board Chair in 2000 and 2001, he provided consistent leadership and clear vision that contributed to the Garden's development and growth.

Bill and his wife Ilse cherished the beauty and uniqueness of the Garden's collections. They especially admired the world-renowned collection of Asian Magnolias, planting several varieties in their own garden. During the blossoming season, they frequently brought family and friends to appreciate the beauty and magnificence of the Magnolias. Their philanthropy included support for the construction of the stately Pavilion located in the Rhododendron Garden, using our 12th century monastery stones, adding grace and grandeur to the Garden, and a generous bequest to support ongoing operations.



Ilse and Bill Gaede

GARDEN COLLECTIONS

IRISBG DATABASE

The documentation of living collections is a vital function that provides valuable information about a plant's history and origins. Botanical gardens across the world update and use this data to make informed decisions about how to continue collections development and interpret their plants to visitors. This past year the Garden was awarded funding by the Institute of Museum and Library Services and the Stanley Smith Horticultural Trust to install a new IrisBG database. This is a powerful multi-user, multi-site, and multi-language tool that is now fully integrated into the collection department's everyday activities and provides access to information on the Garden's website through Garden Explorer.



The *Polyspora tiantangensis* specimen in the Rhododendron Garden has a spectacular form and flowered profusely this past winter. See additional photos and learn more about this member of the Theaceae (Tea) family with the new Garden Explorer tool on our website.



One of the Garden's eight new *Calocedrus rupestris*.

NEW ACCESSIONS ENHANCE COLLECTIONS

This year, more than 2,400 plants were planted throughout the collections, including a large refresh planting in the California Native Plant Garden meadow. The Southeast Asian Cloud Forest collection also received a large influx of 109 plants this year, many of which were species of wild provenance collected by the Garden's former collections manager Bian Tan in the highlands of Indonesia, Taiwan, and the Philippines. One species of note is a planting of eight *Calocedrus rupestris*, a species native to limestone escarpments in Northern Vietnam and Southern China and listed as endangered by the International Union for Conservation of Nature (IUCN) due to logging and deforestation. Our accessions were collected in Vietnam at an elevation of 4,000 ft., and we look forward to seeing them thrive in the Garden to become an elegant 80 ft. tall overstory.

CLOUD FOREST PARTNERS IN AFRICA

In November of 2019, the Garden's curator, Ryan Guillou, traveled to Kenya to participate in a workshop focusing on the comprehensive country-level approach to tree conservation organized by Botanic Gardens Conservation International. Ryan taught workshops on living collections management, plant propagation, and nursery management

to developing botanical gardens, agroforestry groups, forestry nurseries, and conservation-minded landowners from across the country to build capacity to preserve Kenya's threatened flora. Connections and partnerships from this trip will help the Garden to develop a new Afromontane collection creating an ex-situ site to preserve threatened montane flora from tropical East Africa. To learn more, visit sfbg.org/at-home and watch Ryan's recent presentation on this developing effort.



SFBG *at home*

As the global pandemic took hold and the Garden closed for the safety of our community, staff worked quickly to pivot programs and create additional opportunities to learn and connect online.



For the 150th anniversary of Golden Gate Park, we curated a unique art exhibit, *From Sand Dunes to Forest: Canopy Trees of Golden Gate Park*, to celebrate the story of the horticultural transformation of the park from the wild stretch of sand dunes that was “the Outside Lands” to the verdant parkland that we know today.



Nicolette Telech shared six different virtual Yoga in the Garden sessions that were viewed more than 10,000 times, providing much needed calm and self-care.

Garden Curator Ryan Guillou provided 30 seasonal plant highlight videos featuring everything from early spring foliage to rare conifers, palms, rhododendrons, and much more.



The keynote to our annual fundraiser Garden Feast moved online to Zoom with speaker Adam Greenspan, directing partner at PWP Landscape Architecture, who led the design of Salesforce Transit Center Park. Greenspan shared the story of this beautiful, much-needed new greenspace in downtown San Francisco that was inspired by the Botanical Garden.



Volunteer engagement moved online in March where we hosted a virtual docent training.



Latifat Apatira shares her techniques and beautiful work during the Garden’s online Nature Printing lesson.



The Garden hosted author Jennifer Jewell and guests Leslie Bennett of Pine House Edible Gardens, and Kara Newport, Executive Director of Filoli, to meet online for a virtual talk on Jewell’s recent book, *The Earth in Her Hands: 75 Extraordinary Women Working in the World of Plants* and to further the conversation about horticulture, heart, and the future they see for women (and the world) in horticulture.



All of these fun and fascinating resources plus more are available on the Garden’s website at sfbg.org/at-home.

YOUTH EDUCATION



Bean Sprouts Family Days presented by Kaiser Permanente welcomed over 2,250 family members to the Children's Garden on 30 Saturdays this year. Youth Education staff kept us entertained with an abundance of happy stories from the Garden. Here's just a taste from one eager participant:

7/13: *A long time fan of our Bean Sprouts program made it out for the first time this year and was so excited to let us know she learned English since the last time we saw her. On all of her previous visits her mom would translate for her in Russian. She also wanted to make sure and let everyone know that she is signed up for Garden Camp and was so ready for it to start!*

9/21: *One extra special visit was from Iliana, who told us how much she loved Garden Camp this summer. Now she is in second grade and loves to teach us how to say certain fruits in Russian. About a month ago she planted some carrots, and lo and behold she was able to harvest one today. We also found out that one of her favorite fruits is a cucumber and lucky enough, we had a giant one ready to be harvested!*

10/19: *Iliana made it a point to come out to give our two high school interns handmade beaded bracelets she made for them. They were made with their favorite colors, this was a topic they discussed while weeding the week prior. The interns were touched by her thoughtfulness.*



Iliana harvests her veggie bounty

LIBRARY YOUTH PROGRAMS

The Library reached new audiences by expanding its popular Story Time program with Baby Story Time featuring rhymes, stories, and songs that support early literacy for infants and babies up to 18 months. We also began a community partnership with the San Francisco Public Library. The Bookmobile-based nature art program used natural materials, such as leaves, twigs, flowers, gourds, and other sustainable materials for fun, kid-friendly arts and crafts.

Library children's programs including Story Time, author readings, and Summer Reading Club served nearly 1,000 family members.



Left: Story Time in the Library; Right: The Bookmobile!

VOLUNTEER

Once again, the Garden overflowed with volunteer support this past year. With 15 participants, we had our largest class of new trainees for the guided walks program in over a decade. Nursery and plant sale volunteers turned out for a new Fall Plant Sale. Volunteers in the Bookstore, Plant Arbor, and Library greeted visitors daily, undeterred by sun or fog. Docents went off-site to lead a series of Garden Talks at Salesforce Park, in addition to the free tours and interpretative programs offered at the Garden to nearly 10,000 visitors.



Helen and George at Salesforce Park



Many Green Team volunteers come in at least once a week



Terry and Fang weed near the pond

MEET THE GREEN TEAM

Volunteering at the Garden calls one particular image to mind: a group of people in old shoes and well-worn jeans (knees smudged with dirt, of course), wearing broad-brimmed hats, spades and trowels in hand. Their faces are tired, but smiling, as they stand in front of a newly weeded and mulched garden bed, proudly displaying a prominent specimen—perhaps a rare palm, or *Quercus suber*, the cork oak. These essential volunteers comprise the Green Team, who, with several volunteer Gardener's Assistants, support the horticulture team with the mighty task of maintaining the 55 acre Garden.

Green Team volunteers spend a lot of time weeding and moving materials—soil, mulch, and debris. They also help with special projects such as the Celebration Garden planting in fall 2019. Week by week, they help the Garden's horticulture staff keep up with the never ending cycles of growth. In addition to a deepening understanding of basic horticulture, volunteers develop relationships with each other, staff, and the plants that make up the Garden's unique collections.

This past fiscal year, more than 128 people volunteered with the Green Team and as Gardener's Assistants, contributing 3,454 hours; they rotated throughout the collections, providing support to all horticulturists. These volunteers were deeply missed when the Garden closed, but we were fortunate to welcome more than 50 horticulture volunteers back to an adjusted program in mid-June. We are so grateful to these volunteers for committing their time, energy, and good spirits to the Garden.

ERS

GARDEN FELLOW

Congratulations to Clint Josol, the first participant in our inaugural Garden Fellow program. Clint graduated from San Francisco State University with a BA in Biology, focusing in Botany. The fellowship offers a valuable opportunity to experience and explore the many aspects of managing plants in a botanical garden.



Clint planting in the Celebration Garden

TEEN VOLUNTEER DAYS

On Saturday mornings, Youth Education staff invited teens 14 and older to volunteer in the Children's Garden. More than 73 teens participated throughout the fall and winter, contributing 219 hours of service to the Garden. Participants helped weed, mulch, prune, clear pathways, turn compost, and otherwise prepare the Children's Garden for visits by families and children.



Zahara and Jordan prune in the Children's Garden

GROUP VOLUNTEER PROJECTS

In addition to regular volunteers, the Garden welcomes volunteer groups, organized through corporations, service organizations, or schools, to assist with specific projects. Last year there were 50 volunteer groups that contributed 2,538 hours and \$10,325 to the Garden.



A volunteer group from Moody's helped to plant the Celebration Garden

GARDEN PEOPLE

GRETCHEN NORRELL

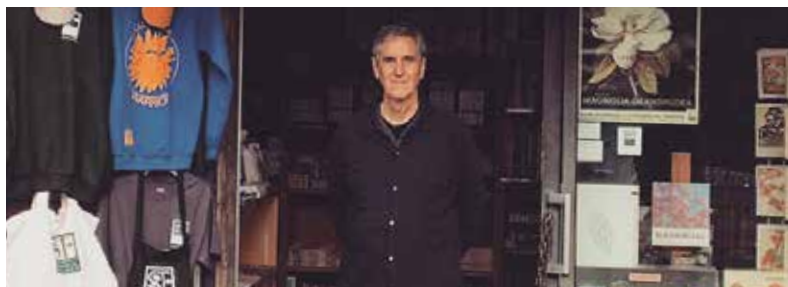
This year Gretchen Norrell's remarkable 16-year career at the Garden came to a close. Originally hired as a part-time school year intern in 2003, Gretchen immediately displayed her dedication to hard work as she weeded, watered, and planted in the Children's Garden. It was not long before her impressive abilities to connect with children of all backgrounds, and to stimulate their love of the natural world, revealed themselves. Soon, even experienced teachers found themselves learning outdoor management skills from her.

Always an advocate for San Francisco city kids, Gretchen forged long-lasting partnerships with local schools, including El Dorado Elementary in Visitacion Valley, which she had attended as a child. During her tenure, the Children's Garden Multivisit program served almost 30,000 children, the program continuously evolving to better serve city kids. Gretchen also ran the Acorn to Oak program for groups, developed a successful Family Adventures program for preschool children, and trained teen interns to lead the Garden Explorers summer program. Her positive, can-do attitude energized everyone around her, and she truly made the Garden a better place for everyone: visitors, staff and volunteers alike. Gretchen left the Garden to pursue her teaching credential. Good luck and thank you, Miss Gretchen!



DENNIS GUTMANN

After 17 years of outstanding service to the Garden, Dennis Gutmann retired from his role as Bookstore Manager this year. Over the years, Dennis led a dedicated team of volunteers, warmly welcomed visitors from all over the world, and supported events such as Garden Feast and the Spring Plant Sale. In the past five years Dennis increased revenue at the Bookstore by an impressive 78%. Those of you who know Dennis understand how well-read, well-rounded, cultured, calm, and kind he is and how much he'll be missed at the Garden. Thank you, Dennis, and congratulations on your well-deserved retirement.



IN MEMORY OF MARY PITTS

1940-2020

This year, San Francisco Botanical Garden and a boundless network of friends, colleagues, and loved ones said goodbye to Mary Santoro Pitts, a dedicated, beloved, and valued leader. Mary's qualities as a passionate advocate, docent, and volunteer Board member touched everyone she met. She was as interested in the science of plants as she was in the relationship between plants and people.

Mary was an artful and entertaining interpreter of plants and a lifelong learner who was unfailingly generous about giving her time to the Garden. Her deep knowledge of plants and their history informed a profound understanding of the web of life and the interconnectedness of the world. Said one dear friend: "Every encounter with Mary was enlightening. She understood light, how it worked in photography and with plants. Her open mind and open heart touched us all." Along with her husband Dr. Larry Pitts, Mary's family generously supported the restoration of the Celebration Garden, the campaign for a new Nursery, and a quiet grove with two recently installed benches. Mary's kindness, energy, and graciousness were felt by all, and her legacy will be part of the Garden forever.

Thank you to these generous donors in Mary's memory:

Elizabeth Agabian
Nareg Aghjayan
Sonia & Z. Paul Akian
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Francois & Suzy Antounian
Martin Bergmann
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Ruth & Kenneth Wilcox



Mary & Larry Pitts

SAN FRANCISCO BOTANICAL GARDEN SOCIETY FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

As of June 30, 2019 and June 30, 2020

ASSETS	2020	2019
Cash and Investments	\$ 3,922,926	\$ 4,464,913
Accounts and Pledges Receivable	370,293	316,230
Property and Equipment	786,153	780,556
Other	82,262	223,070
Total Assets	\$ 5,161,634	\$ 5,784,769

LIABILITIES AND NET ASSETS	2020	2019
Current Liabilities	\$ 480,001	\$ 711,517
Noncurrent Liabilities	462,500	-
Net Assets	4,219,133	5,073,252
Total Liabilities and Net Assets	\$ 5,161,634	\$ 5,784,769

STATEMENT OF ACTIVITIES

As of June 30, 2019 and June 30, 2020

SUPPORT AND REVENUE	2020	2019
Contributed Income	\$ 2,762,662	\$ 2,591,091
Investment Income	(4,576)	33,417
Earned Income	649,323	766,490
Admissions Income*	691,388	742,200
Other	120,417	53,061
Total Support and Revenue	\$ 4,219,214	\$ 4,186,259

EXPENSES	2020	2019
Program Services	\$ 4,076,515	\$ 4,474,530
Management and General	411,145	464,370
Fundraising and Development	585,673	596,834
Total Expenses	\$ 5,073,333	\$ 5,535,734

Change in Net Assets (\$ 854,119) (\$ 1,349,475)

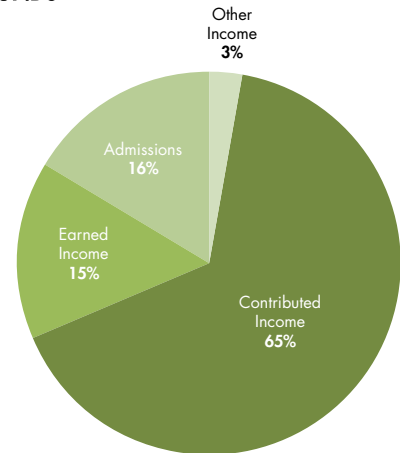
*As allocated to SFBGS by the San Francisco Recreation and Park Department

Source: San Francisco Botanical Garden Society Audited Financial Statements for the 12 months ended June 30, 2020.

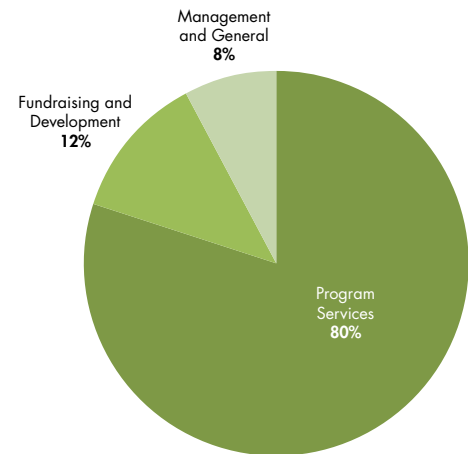
SOURCES AND USES OF FUNDS

12 months ended June 30, 2020

SOURCES OF FUNDS



USES OF FUNDS



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

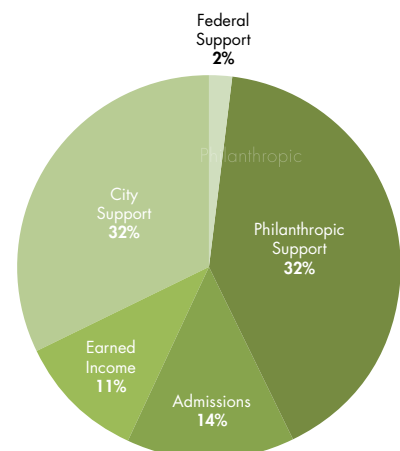
Earned Income: plant and bookstore sales, program fees, private rentals, and library art & book sales

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, 2020, combining the work of San Francisco Botanical Garden Society and the Recreation and Park Department, it cost nearly \$7 million to operate the Garden. Approximately 70 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, 2020, San Francisco Recreation and Park Department report to the Board of Supervisors, dated September 30, 2020.



THANK YOU TO OUR DONORS JULY 2019–JUNE 2020

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, 2019 and June 30, 2020. 🌿

\$100,000+

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Ingeborg Schwarz & Henry
Zoller Estate
John D. Weeden Estate
Ruth & Kenneth Wilcox

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\$2,500 to \$4,999

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Nerine bowdenii (Guernsey lily) flowering in the South Africa Garden

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Liriodendron chinense (Chinese tulip tree) provides beautiful fall color in the Temperate Asia Garden

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 George Nauyok &
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Fremontodendron californicum (California flannelbush) in full bloom in the California Native Plant Garden

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Katrina Reid
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