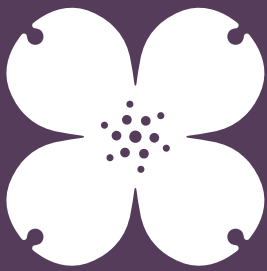


NORTH CAROLINA
BOTANICAL
GARDEN

Annual Report

FY 2021



NORTH CAROLINA
BOTANICAL
GARDEN

DAMON WAITT *Director*

JOANNA MASSEY LELEKACS *Education*

LISA HICKS *Business Office*

STEPHEN KEITH *Development*

JENNIFER PETERSON *Communications*

JOHNNY RANDALL *Conservation*

DAN STERN *Horticulture*

ALAN WEAKLEY *Herbarium*

Botanical Garden
Foundation
Officers

ANNE HARRIS *President*

SIMS PRESTON *Vice President*

NATHAN BYRD *Treasurer*

JENNY ROUTH *Secretary*

ON THE FRONT

*Lupinus perennis ssp.
perennis*

northern sundial lupine

ON THE BACK

Thelypteris kunthii

southern shield fern

MISSION

*To inspire understanding,
appreciation, and conservation of
plants and to advance a sustainable
relationship between
people and nature.*

BY THE NUMBERS

CATEGORY	2020-21
MEMBERS/DONORS	4,039
COMMUNICATIONS	
E-NEWSLETTER SUBSCRIBERS	17,872
FACEBOOK FOLLOWERS	13,855
TWITTER FOLLOWERS	2,518
INSTAGRAM FOLLOWERS	12,318
EDUCATION and OUTREACH	
EXTERNAL SPEAKING ENGAGEMENTS	41
ADULT PROGRAMS	144
ADULT TOURS	4
YOUTH & FAMILY PROGRAMS	15
SCHOOL PROGRAMS	4
EDUCATION PROGRAM PARTICIPANTS	5,059
THERAPEUTIC HORTICULTURE SESSIONS	45
CAROLINA CAMPUS COMMUNITY GARDEN	4,010 lbs.
EDIBLE CAMPUS STUDENT VOLUNTEER HOURS	265
HORTICULTURE	
PLANT SALE REVENUE	\$159,966
PLANTS SOLD	17,554
SEED PACKETS DISTRIBUTED	9,765
GREEN GARDENER INQUIRIES	228
RESEARCH	
NUMBER OF SPECIES SEED BANKED	82
SEEDS COLLECTED	2,500,000
SPECIES GROWN IN INCREASE PLOTS	33
HERBARIUM SPECIMENS ACCESSIONED	2,997
HERBARIUM SPECIMENS LOANED	1,401
HERBARIUM-RELATED PUBLICATIONS	21
SCIENTIFIC (PEER-REVIEWED) PUBLICATIONS	9
GRANTS & CONTRACTS	8
UNIVERSITY SERVICE	
COURSES TAUGHT	3
GRADUATE COMMITTEES	11 (8 chaired)
GUEST LECTURES	12
STUDENT INTERNSHIPS	13
WORK-STUDY STUDENTS	35

Leadership Matters

BY DAMON WAITT, NCBG DIRECTOR

Dear Friend of the North Carolina Botanical Garden,

As the calendar year draws to a close, I am pleased to share the Garden's once yearly accounting of accomplishments for the fiscal year ending June 30, 2021. As I reflect on our achievements, I am reminded that it is the people behind our extensive collections, educational initiatives, and research endeavors that make it possible for the Garden to fulfill its mission to "inspire understanding, appreciation, and conservation of plants and advance a sustainable relationship between people and nature."

In this annual report, you will learn how our...

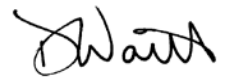
- Education program under the leadership of Joanna Lelekacs innovated its way through the middle of a pandemic with online and hybrid programming, developed fruitful partnerships with UNC's American Indian Center (and many others), and supported food access on campus with the Carolina Community Garden and the Edible Campus Initiative.
- Horticulture program under the leadership of Dan Stern has taken management of the living collection and plant and seed sales to new levels while simultaneously completing major renovations to the Entrance Walk, Breezeway, and Courtyard Gardens.
- Conservation program under the leadership of Johnny Randall is filling the need for seed through the Native Plant Materials Development program, reintroducing

rare plants into the wild, and stewarding a growing list of preserves, natural areas, and conservation easements.

- Herbarium and research program under the leadership of Alan Weakley has assembled a dream team of botanists and data scientists to describe new species and make the Flora of the Southeastern United States more accessible to a broad range of users.
- Development program under Stephen Keith's leadership achieved 201% of its fiscal year 2021 fundraising goal including \$658,000 in unrestricted gifts, the highest unrestricted total in the Garden's history.

The North Carolina Botanical Garden is emerging from 2021 and entering 2022 stronger and more relevant than ever thanks to the leadership of these people and many others. It is an honor and privilege to serve them as director of the Garden.

Sincerely Yours,



Damon Waitt



Conservation

HIGHLIGHTS

Our Native Plant Materials Development Program grower Emma Marzolf, with interns Joshua Pil and Ashley Boyette, grew approximately 10,000 plants for multiple projects: 7,000 for Penny's Bend Nature Preserve and conservation partners at Eno River Association, Ellerbe Creek Watershed Association, and NC Plant Conservation Program. Thanks to a generous Burt's Bees grant, 2,200 were grown for contracted prairie restoration in Durham and 1,500 for our own seed increase beds. We also partnered with Roundstone Native Seed Company, a primary supplier of seeds for large-scale ecological restoration projects, to produce native plant seeds particular to the North Carolina Piedmont.

We made 60 wild seed collections of 43 species across the state, adding to the 450 accessions in storage. These seeds will be used for seed increase and plant propagation projects geared toward ecological restoration.

At Penny's Bend, after removing loblolly pines from the southern slope, we further prepared the site for Piedmont savanna restoration with a prescribed burn to clear logging debris and enrich the soil. We then planted approximately 5,000 plugs of 12 species, with 2,000 more to come in spring 2022. This restoration is complemented by planting 800 plugs of the rare glade blue wild indigo (*Baptisia aberrans*) propagated by Duke University graduate student Lydie Costes as part of her master's degree project. Lydie's research will help inform the site characteristics, such as soil moisture and location on slope, best suited for plant growth.

Conservation ecologist Mike Kunz oversaw seven rare plant reintroductions/restoration projects, some of which are ongoing, and all grant- or agency-funded. These projects include: seabeach amaranth (*Amaranthus pumilus*) at Cape Lookout National Seashore, sensitive joint vetch (*Aeschynomene virginica*) at Lake Mattamuskeet Wildlife Refuge, smooth coneflower (*Echinacea laevigata*) and oak

barren Barbara's buttons (*Marshallia legrandii*) at Picture Creek Diabase Barrens, Schweinitz's sunflower (*Helianthus schweinitzii*) at Buffalo Creek Preserve, and Georgia aster (*Symphytotrichum georgianum*) and Carolina thistle (*Cirsium carolinianum*) for Uwharrie National Forest.

Mike is also participating in a rare plant seed longevity study funded through the Center for Plant Conservation and USDA National Laboratory for Genetic Resource Preservation to compare seed viability between frozen seed collected in the 1980s and fresh-collected seed.

In addition, Mike is coordinating research partnerships with the NC Plant Conservation Program, funded through the Fish and Wildlife Service Recovery Partners Program, to investigate how smooth coneflower and Schweinitz's sunflower respond to management actions such as prescribed fire.

Oversight and management throughout the thousand-plus acres of our nature preserve system, including Battle Park and Forest Theatre, led by land manager Neville Handel, continues with the steadfast support of Green Dragon volunteers.

Conservation land additions to our nature preserves are ongoing priorities – primarily Stillhouse Bottom Nature Preserve and Mason Farm Biological Reserve – through conservation easements or land purchases. This work is led by conservation department director Johnny Randall, who works closely with the North Carolina Botanical Garden Foundation Conservation Committee, which provides wise counsel and support. Stay tuned for hopefully good news on these land conservation efforts!

Left: Garden staff and interns joined Duke environmental management master's student Lydie Costes at Penny's Bend Nature Preserve to plant 800 seedlings of glade blue wild indigo (Baptisia aberrans) for restoration. This rare wildflower grows in just a few scattered prairies and woodlands. Right: Georgia aster (Symphyotrichum georgianum)



Horticulture

HIGHLIGHTS

The Garden's horticulture department is responsible for the care and collections management of ten acres of thematic gardens at 100 Old Mason Farm Road, including a variety of habitat collections, ornamental displays of native species, an herb garden, and plant families garden. The horticulture department also manages five acres at the Coker Arboretum, a more than 100-year-old collection of southeastern trees and their Asian relatives, located in the center of campus of the University of North Carolina at Chapel Hill. The horticulture department also encompasses robust seed collection and plant propagation programs which collect, clean, and distribute seed of southeastern natives and produce thousands of native plants each year that are purchased by garden visitors and local landscapers.

Projects

The major project for FY21 was the completion of phase II of the Garden's entrance way master plan, namely renovating the approach to the James and Delight Allen Education Center from the visitor drop off area and resurfacing the breezeway area outside our front door. We replaced the decomposed granite (locally known as "Chapel Hill grit") path with the Bob and Molly Broad Entrance Walk, which is made of dyed concrete with a sand-wash finish punctuated by beautiful flagstone bands and low stone seating walls. We also poured a concrete floor embellished with leaf impressions at the bottom of the new entrance walk to create the Sara Waitt Breezeway, which has become a wonderful event space.

Paving these surfaces has made the main entrance to the Garden more obvious and universally accessible to our visitors. The project also incorporates best practices in storm water management that allow us to divert heavy rain to an area where it can infiltrate the soil rather than erode the walk and move sediment towards Meeting of the Waters Creek. We took advantage of the site disturbance to run automated irrigation to the adjacent garden beds so we can water more efficiently.

Elsewhere in the garden, the horticulture staff has been doing incredible work to reinvigorate some of our more

established collections, including our fern collection, Herb Garden, and Plant Family Garden. As a result, these landscapes are more legible, rich, and beautiful than they have been in some time, so do come see them soon!

Plant and Seed Sales

The COVID-19 pandemic forced a lot of people to spend more time at home, and this seems to have sparked an increased interest in being outdoors and gardening. The demand for native plants and seeds has never been higher. Responding to this increased demand during a pandemic required a great deal of nimbleness. For example, we moved our 2020 Fall Plant Sale from a two-day on-site event to a month of online ordering and curbside pickup, which turned out to be wildly popular. Our Daily Plant Sale was incredibly busy all year as well, and over the course of the fiscal year, the total number of plants sold was almost 150% of the previous record. Similarly, in November of 2020, the Garden's gift shop launched an e-commerce platform which included a selection of our seed packets, and since then our seed sales have tripled.

Teaching

COVID-19 also pushed the horticulture department to make some adjustments to the way we teach. Staff from the horticulture department got in front of the camera both to deliver live talks and record lectures for various classes. In FY21 we delivered the Conservation Gardening 101 series twice (fall 2020 and spring 2021) using a blended format of recorded presentations and in-person sessions. Horticulture department staff also taught classes on local tree identification, shade gardening, and gardening with native grasses as well as workshops on seed and vegetative propagation techniques. We also taught several classes in a course at UNC-Chapel Hill on Plant Conservation Science and Practice and the Conservation Garden.

Left: The new entrance walk and paved breezeway improved access to the Garden and adds curb appeal to our front door. Right: When the pandemic threatened to cancel our annual Fall Plant Sale, we pivoted to offer online ordering and curbside pickup.



Education

HIGHLIGHTS

The education department provides diverse and creative learning experiences that seek to increase environmental and conservation literacy relative to the southeastern United States, strengthen program participants' connection to the natural world, and improve the well-being of participants, the community, and the planet. The department supports the NCBG mission through free and fee-based public programs offered throughout the year.

Youth & Family Programs

Despite the difficulties presented by the pandemic, youth and family programs were able to adapt and innovate new ways to connect with our community.

In an effort to provide an educational opportunity for families that did not involve screen time, staff created a Nature Box program to engage children and caregivers at home and encourage them to learn outside. Three seasonally-themed boxes (fall, winter, spring), each filled with fun, hands-on activities with step-by-step instructions and supplies, were offered for purchase and pickup. Nearly 100 boxes sold and feedback was very positive.

School field trips were cancelled, but staff were able to lead three in-person programs for private groups and deliver two virtual presentations on native bird/plant connections for grades K-5 at Montgomery Elementary in Atlanta, Georgia.

The Children's Wonder Garden re-opened in fall 2020, providing a much-needed destination for outdoor play and respite for children and caregivers, with the exciting addition of a bee house sculpture created and donated by David Hinkle. Self-guided scavenger hunts have also engaged visiting families throughout the display gardens.

We welcomed back Garden Guides, our volunteer docents who lead school field trips and adult tours, for in-person continuing education trainings in spring 2021. Staff also coordinated public garden walks and the private tour program that reopened in spring 2021.

Camp Flytrap returned in summer 2021 with COVID-19 safety protocols and adapted curricula in place. We were able to offer seven weeklong sessions for three age groups: 4-5, 6-7, and 8-10 year-olds. It was wonderful having kids

back on-site discovering the wonders of North Carolina wildlife and habitats through outdoor exploration and hands-on activities. We served 62 children for a total of 4,400 contact hours and provided four camp scholarships.

Adult Education

Adult education programs included classes, workshops, hikes, tours, excursions, lectures, and special events in the themes of nature studies, nature art, and home gardening. Due to the pandemic, adult education programs were predominantly online, hybrid (online with an outdoor in-person component), or outdoors. They also included a few in-person programs in our UNC-approved, COVID-19 adapted classroom. Of our 144 adult education programs, 61 were either online or hybrid programs. Through these programs alone, we reached 3,684 participants.

The Conservation Gardening 101: Landscaping with Native Plants Series was fully subscribed again in both the spring and the fall. This signature program is 100% led by NCBG horticulture staff.

Core instructors of our Certificate in Botanical Art & Illustration expanded their skills to develop effective virtual teaching strategies and learn new online tools. They established new high quality, online options for many of our beginning botanical art classes that will continue after the pandemic ends. We relaunched the 20-year-long Certificate in Native Plant Studies as the Certificate and Advanced Certificate in Native Plants. This enhanced program is designed for increased flexibility to support varied goals and includes new field trip courses plus reduced length of most courses.

Through education partnerships, we are extending our reach across the state as well as reaching new audiences. Our partnership highlight this year is with the Friends of Plant Conservation and the NC Plant Conservation Program. Through this partnership, we are offering paired lectures and excursions to state natural areas. We raised awareness about the Eno Diabase Area, Redlair Preserve, Suther Prairie, Boiling Springs Lakes, and the Green Swamp Preserve.

Annual Lecture Series

All three of our annual lectures were online this year. At the Jenny Elder Fitch Memorial Lecture, Ira Wallace, seed saver, author, and former NCBG Herb Garden volunteer, spoke to over 300 attendees on Heirloom Seeds: Saving Stories, Preserving Biodiversity. Drew Lanham, Alumni Distinguished Professor of Wildlife Ecology, master teacher, and certified wildlife biologist at Clemson University, spoke to over 350 attendees about Coloring the Conservation Conversation at the Evelyn McNeill Sims Lecture. And, at the Darwin Day Lecture which is co-hosted annually by the NCBG conservation department, Senay Yitbarek, USDA NIFA Fellow and Carolina postdoctoral fellow in the UNC biology department spoke on Spatial Structure as a Mechanism for Diversity: Coexistence, Coinfection, and Pathogen Invasion.

We were delighted to offer Camp Flytrap in 2021, with pandemic precautions and adapted curricula.



Outreach

HIGHLIGHTS

Our outreach continues to include therapeutic horticulture training and community service and programs that support sustainable agriculture education and food access on the UNC-Chapel Hill campus.

Therapeutic Horticulture

The therapeutic horticulture program provided service and education opportunities through the pandemic. We provided 45 direct service sessions virtually this year. With our partners at NC State Extension Gardener, we reached 102 participants through the first two offerings of an Introduction to Therapeutic Horticulture online course. The design of the second course in the online series, Therapeutic Horticulture: Program Management, is underway, with plans to launch in January 2022.

Carolina Community Garden

Carolina Community Garden (CCG) continued to grow and distribute food to housekeepers on campus and other community members this fiscal year, harvesting and distributing over 4,000 pounds of produce. Kenny Davis, recently retired director of training in UNC Housekeeping Services, and long-time advocate for the CCG said, "The garden has provided nutritional options for our employees. They are both grateful and happy to have this service. The garden also boosts the morale of our employees who sometimes feel undervalued in their roles. It gives them a sense that someone cares about their well-being and that they matter."

CCG partnered with American Studies professor Dan Cobb on the implementation of a new exhibit at CCG – the D'Arcy McNickle Interpretive Garden. D'arcy McNickle was one of the 20th century's most important American Indian writers and activists. Professor Dan Cobb and his team of undergraduates researched, prepared, and planted several CCG beds with crops and flowers that McNickle wrote about in his journal. The team also created interpretive signage displayed throughout this garden.

We are thrilled the cosmetology school Aveda Institute Chapel Hill has agreed to provide the CCG with \$30,000 over five years to support the continuation of the garden's programming and activities, including support for the garden assistant and student leadership positions. Two members of the Aveda Institute in Chapel Hill are serving on the CCG advisory committee and will be working with the garden manager to arrange volunteer opportunities for Aveda students and staff.

Edible Campus UNC

In July 2020, Edible Campus UNC saw the departure of its first coordinator, Laura Mindlin. Prior to Laura's departure, and to minimize maintenance needs during the height of the pandemic in 2020, much of the garden space was planted in low maintenance crops, including sweet potatoes and cover crops. The program found volunteer support through the summer from the Carolina COVID-19 Student Services Corps. The student leadership team was back with full participation by fall, and weekly student workdays resumed with COVID-19 precautions in place. In October 2020, we welcomed a new coordinator, Kyle Parker. Kyle had served in a part-time role as the program horticulturist for several years. He was able to reorganize the program to delegate more horticultural and leadership opportunities to students in paid positions, including work study and interns. Spring 2021 brought a return of UNC class partnerships and another year celebrating Earth Week, this year in a virtual format.

We are grateful to have maintained financial and partnership support from Carolina Dining Services and the Residential Housing Association. We completed construction of a new patio and seating area with funding through a Parent's Council Grant, added over a dozen new perennial species to our gardens, increased our student leadership capacity, and entered the new fiscal year in a great position to build on the successes of the previous year.



Edible Campus UNC resumed weekly workdays when students returned to campus this fall. The program also returned with more leadership opportunities for students.

Herbarium

HIGHLIGHTS

The UNC Herbarium is the largest collection of plant specimens in the Southeast with over 800,000 specimens dating from the mid-1800s, housed in Coker Hall at the University of North Carolina at Chapel Hill. The Herbarium documents plants in the state's 100 counties and across the southeastern United States, serving as the definitive resource for their taxonomy, identification, and geographic distribution. The Herbarium strives to increase botanical capacity by bringing botanical knowledge and skills to people at all levels of experience.

Teaching

Alan Weakley, director of the UNC Herbarium, taught 117 Local Flora students virtually through video labs, scavenger hunts, and numerous iNaturalist observations. Students used iNaturalist to learn to botanize in fields and forests throughout North Carolina.

Weakley also participated with other Garden staff in teaching Plant Conservation Science and Practice and the Conservation Garden, an upper level course developed to build botanical capacity.

Flora of the Southeastern United States

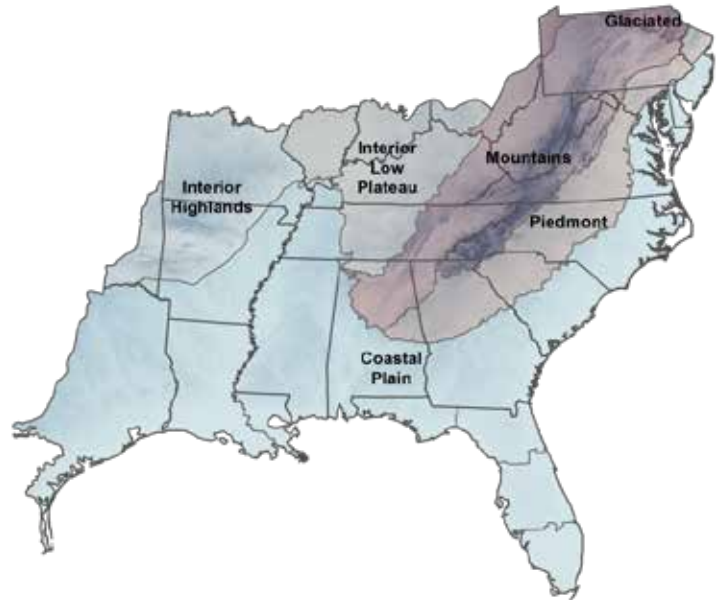
Released in October 2020, the Flora of the Southeastern United States provides a key to identifying plants all the way from New Jersey and Pennsylvania to the eastern parts of Texas and Oklahoma. Weakley created the Flora using information from the UNC Herbarium, other herbaria, thousands of academic publications, and more. And rather than just a big list of plants, Weakley has formatted this publication for everyone, including researchers, citizen scientists, high school students, and more. The 2,000-page document is available as a free download. To date, the document has been downloaded 6,625 times.

Flora "Dream Team"

Through a series of hires and contracted workers, Weakley has created a dream team to work on future apps, websites, and floras, making floristic knowledge more accessible to amateurs and professionals alike. Newer editions of the Flora of the Southeastern United States will be released in a diverse array of formats (PDFs, books, apps, website) to reach a broad set of users, serving conservation, education, forestry, gardening, and land management fields.

Fossil Digitization

In the past year, Herbarium staff, notably Shanna Oberreiter, worked to digitize the important plant fossil collection at UNC-Chapel Hill, largely collected by Pat Gensel as part of her research on the origin and early diversification of land plants. Like other digitized specimens, this project will enhance scientific work by making the specimens widely available. While we have been digitizing herbarium specimens for a decade in a series of National Science Foundation grants, digitizing fossils takes it to the next level of difficulty. Plant specimens are standard-sized, (nearly) two-dimensional, and present the green specimen against a white background. Fossils are of all sizes and 3D shapes, often in multiple planes, and are often a dark shade of gray against a lighter shade of gray. Making useful images of plant fossils requires attention to 3D focus and careful calibration of contrast. To date, the most critical fossils at Herbarium have been photographed in 17,000 images (rendered from 172,025 raw images!) and uploaded to digital portals.



The Flora of the Southeastern United States helps users identify plants from Pennsylvania to eastern Texas.

The Herbarium digitized this fern fossil from Pat Gensel's collection, making it available to researchers around the world.



Foundation

HIGHLIGHTS

The North Carolina Botanical Garden Foundation's mission is to *partner with the North Carolina Botanical Garden to conserve our natural heritage*. The Foundation brings both individual and private sector support to the Garden's mission of education and conservation through its membership program, the generosity of its board, and fundraising events. Equally important, the Foundation serves as a land trust to protect ecologically important lands near the Garden and beyond. It owns or holds conservation easements on over 300 acres of land adjacent to lands already protected by the Garden and the University of North Carolina at Chapel Hill.

Membership Marketing Project

Board Director Max Leach and board Vice President Sims Preston continued their Foundation membership marketing work, bringing in Garden staff and additional Foundation Directors to create the Ad Hoc Membership Committee. Members of this committee collaborate on specific marketing methods to grow membership. In March, a new membership system was unveiled showcasing six new membership categories and benefit levels including Digital, Individual, Dual, Household, Sustainer, and Director's Circle. These categories were based on extensive research, committee discussion and comparison with similar public gardens. The goal is to increase Foundation membership and support for the overall Garden, while providing expanded benefits to entice further participation.

Garden Party Success

Our annual fundraising event was once again a virtual affair. The 2021 Carolina Moonlight Virtual Party presented information and entertainment through a carnivorous plants theme. The event attracted 267 registrants, and raised over \$60,000 for the Garden's general support fund.

Entranceway Master Plan

The second phase of the Foundation-sponsored Entranceway Master Plan was completed this spring and the official dedication was celebrated on June 26, 2021. The grit path was replaced with concrete and stone accents, including rock wall seating areas. The area's drainage and irrigation systems were improved, the wildflower beds were replanted, and the breezeway was paved. The entrance walk is dedicated to Bob and Molly Broad. Bob, who passed away in the summer of 2020, was an active director of our Foundation. Molly served as UNC System President from 1997 to 2006. The breezeway is dedicated in honor of Sara Waitt, friend and supporter of the Garden, who passed away in the fall of 2020.

New Board Directors

The most important qualification for board members is a strong commitment to the missions of both the Foundation and the Garden. With input from the Garden staff, existing board directors, and volunteers, the governance committee identified excellent board member nominees and all were unanimously approved. In January 2021, we welcomed Melanie Christian, Gail Perry, Rani Ray, Ladell Robbins, and Carol Tresolini to the Foundation Board. All five have exceptional credentials and experience that will benefit both the Foundation and the Garden.

In addition, Harriet Martin was recognized for her longstanding, extraordinary service, devotion, and generous support of the Foundation, and was appointed as an Honorary Director.

The Broad family and Damon Waitt officially open the new entrance walk.



Development

HIGHLIGHTS

The Garden had an amazingly successful fundraising year in FY21, even during the pandemic. With membership growth and retention, achievement of a higher than usual unrestricted general support goal, and increases in permanent endowments, support for the Garden's conservation mission is thriving. In FY21, the Garden received \$658,049 (109% of the \$600,000 goal) in unrestricted, general operation gifts, including North Carolina Botanical Garden Foundation, Inc. membership payments, contributions to the Director's Fund, Event Host sponsorships, Corporate Partner support, and unrestricted memorial gifts and tributes.

The Garden received \$2,473,151, or 201%, of the \$1.23 million goal for the fiscal year in private contributions to all North Carolina Botanical Garden Foundation designations.

Planned gifts continue to provide a significant source of support. The Garden received distributions of two planned gifts from individuals and families who included the North Carolina Botanical Garden Foundation in their wills or other estate plans. From these legacy gifts, the Garden was honored to receive \$55,823 for unrestricted operation support this fiscal year.

Fundraising

Cash and commitments, including formal pledges and documented planned gifts, totaled \$3,570,157 this year. With \$25,466,635 in gifts and commitments recorded from January 1, 2015 through June 30, 2021, the Garden is 84 percent of the way to its \$30 million goal for the eight-year UNC capital campaign.

Membership

Garden membership was revamped in March 2021, with new membership levels. In the next annual report, membership information will be listed in the new categories of Digital, Individual, Dual, Household, Sustainer, and Director's Circle.

Overall support of the Garden increased from the previous year's level. Membership appeals, acquisition mailings, improvements in our renewal reminder system, and stewardship focused on donor retention helped us raise the number of unique supporters to 4,039, the highest number of supporters in the life of the Garden. With the addition of the larger gift categories of membership including the Sustainer level and Director's Circle, we expect membership gifts to provide more than \$200,000 in general support within the next year. Membership gifts are tremendously helpful in meeting the Garden's needs. The Garden continues to find ways to build a base of engaged members who are committed to our plant conservation mission. Healthy membership growth is the best way to ensure future financial support and the continued progress of the North Carolina Botanical Garden.

Endowments

Additions to permanent endowments for specific areas of the Garden totaled \$593,750 in FY21. These additions, plus growth of invested assets, brought the total market value of permanent endowments and other large invested funds to over \$5.5 million and is expected to generate approximately \$275,000 next year. These permanent sources of income are critical for ongoing care of campus treasures like Coker Arboretum, Battle Park, the Piedmont Nature Trails, Mason Farm Biological Reserve, and the Garden's many natural areas in conservation. Because state allocations provide approximately 37 percent of the Garden's budget and fundraising can vary with the economic climate, having permanent sources of recurring annual income is vital to the Garden's future.

FISCAL YEAR 2021 FUNDRAISING REVENUE

FUND TYPE	FY21 Goal	FY21 Actual	Percent
UNRESTRICTED	\$600,000	\$658,049	109%
RESTRICTED GIFTS and DESIGNATED	\$630,000	\$1,815,102	288%
TOTAL	\$1,230,000	\$2,473,151	201%
NCBGF UNIQUE SUPPORTERS	3,600	4,039	112%

THANK YOU!

to all who have supported the Garden from July 1, 2020 to June 30, 2021

\$100,000+

Muriel Yuenger Easterling
Jim Pick

\$50,000 – \$99,000

Anonymous (1)
Ellen and Charles Johnson
Estate of Sandy and Bet
McClamroch

\$25,000 – \$49,000

Chicita Culberson
Marcella and Paul Grendler
James Joslin and Beth Hahn
Syngenta Crop Protection, LLC

\$10,000 – \$24,999

Anonymous (2)
Lee and Libby Buck
Cindy and Tom Cook
Joan Heckler Gillings*
Anne Fleishel Harris
Martha and Charles Lewis
Harriet and D.G. Martin
Janis E. McFarland and
Richard A. McLaughlin
Jim and Judy* Pick
Frances Page Rollins
Maryann and Bill Roper
Betsy Bea Rudolph
Stanley Smith Horticultural Trust
The Burt's Bees
Greater Good Foundation
Damon E. Waitt
Frances and Gary Whaley

\$5,000 – \$9,999

Bruce and Dianne Birch
Catharine and Wood Burns
Center for Plant Conservation
Melanie and Lynch Christian
Paul and Mary MacDougal
Alice and John May
Margaret P. Parker
Stuart and Linda Paynter
Florence and James Peacock
Sims Preston and Posy Stone
M. Vikram Rao and Susan Henning
E. Todd and Charlotte B. Robbins
Janice Coffey Swab
Patrick and Molly Thompson

\$2,500 – \$4,999

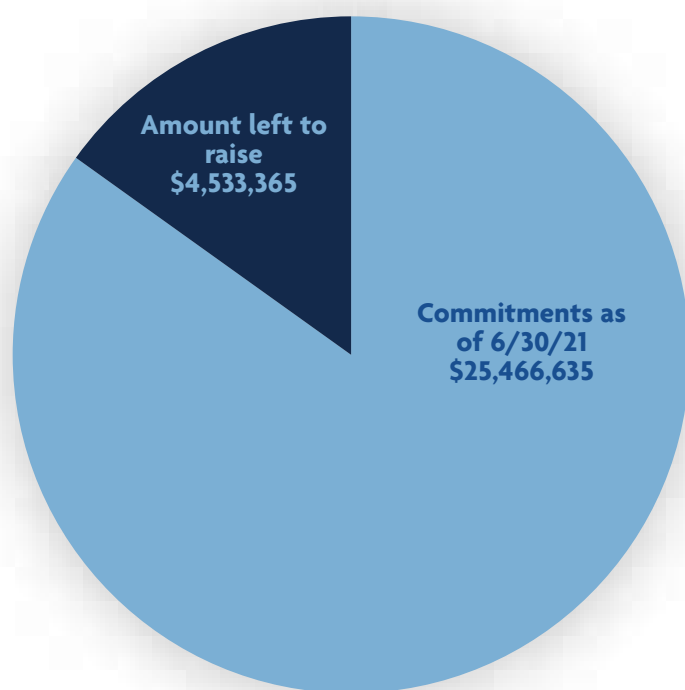
Terry and Ernest Ball
R. Lawrence Blanton and
Candace Hope Haigler
Bradford and Cheryl Briner
Kathryn Virginia Clancy
Greg Fitch and John Sweet
Lallie M. Godschalk
L. Clayton and Jane M. Harrell
Julia E. Irwin
Charitable Lead Annuity Trust
Stephen Keith and Lisa Glover
Betty P. Kenan
Lynn Koss Knauff
Paula LaPoint
Marilyn J. and L. Richardson Preyer
Judith A. Rizzo and
Arthur H. Kempton

Jennifer and Al Runquist
Mark Schubel and
Mary Christoph-Schubel
Edward Calvin Smith Jr.
Sandy and Reeves Thompson
Carol Tresolini and Thomas Fiore
John and Ashley Wilson

\$1,000 – \$2,499

Anonymous (6)
Ann and Lex Alexander
Jim and Delight Allen
Betsy and Walter Bennett
Christopher E. Bogan and
Mary Jo Katherine Barnett
Sarah Brinkley
Cotton and May Bryan
Nathan Andrew Bryant and
Katherine Meeks
John and Låle Burk
Pam and Bill Camp
Claire and F. Hudnall Christopher
George and Cresha Cianciolo
Linda and Larry Curcio
Robin Toney Davis and
Lewis Everette Davis Jr.
Carey and Billie Durham
Glen H. Elder and Sandy A. Turbeville
Kim and Peter Fox
Eddie and Betsy Gant
Julie and Pete Gaskell
Jane Preyer and Lark Hayes
Jeanne and Charles Hecht
Deborah Hill and Julia Mack
Gene and Pat Holder

Susan Hollobaugh
Larry and Lucy Howard
Mary Cook Howes
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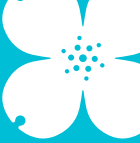
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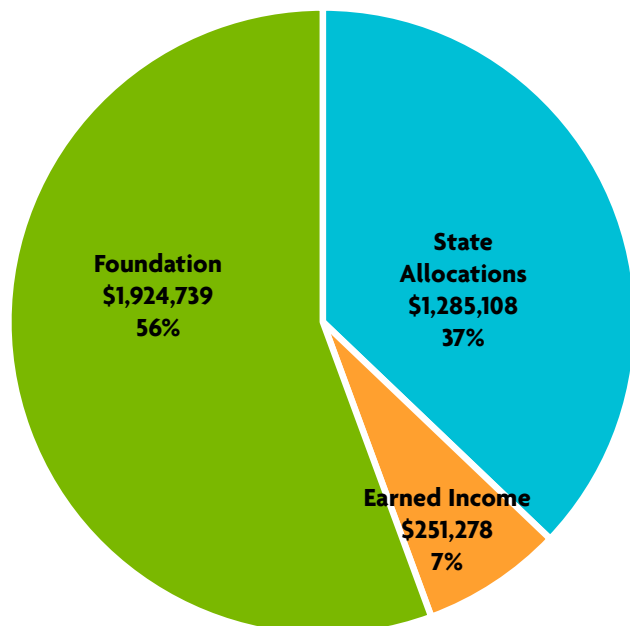
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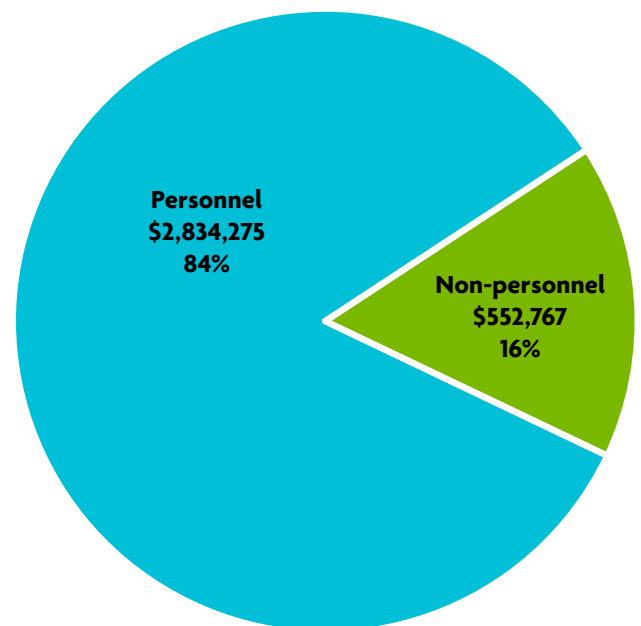
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