



BOTANICAL GARDEN

DAMON WAITT Director

JOANNA MASSEY LELEKACS

Learning & Community Engagement

LISA HICKS Business Office

STEPHEN KEITH Development

MIKE KUNZ Conservation

JENNIFER PETERSON

Communications & Visitor Experience

DAN STERN Horticulture

ALAN WEAKLEY Herbarium

NC Botanical Garden Foundation Officers

ANNE HARRIS President

SIMS PRESTON Vice President

NATHAN BYRD Treasurer

JENNY ROUTH Secretary

ON THE FRONT

Gelsemium sempervirens

Carolina jessamine

ON THE BACK

Corylus americana

American hazelnut

MISSION

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

SY THE NUMBERS

CATEGORY	2022-23
MEMBERSHIPS	2,920
SUPPORTERS	4,954
COMMUNICATIONS	
E-NEWSLETTER SUBSCRIBERS	21,319
FACEBOOK FOLLOWERS	17,463
TWITTER FOLLOWERS	2,923
INSTAGRAM FOLLOWERS	16,068
EDUCATION and OUTREACH	
EXTERNAL SPEAKING ENGAGEMENTS	85
ADULT PROGRAMS	162
YOUTH & FAMILY PROGRAMS	80
SCHOOL PROGRAMS	38
EDUCATION PROGRAM PARTICIPANTS	9,530
THERAPEUTIC HORTICULTURE SESSIONS	145
CAROLINA CAMPUS COMMUNITY GARDEN	5,576 lbs.
EDIBLE CAMPUS STUDENT VOLUNTEER HOURS	1,856
HORTICULTURE	
PLANT SALE REVENUE	\$189,030
PLANTS SOLD	16,050
SEED PACKETS DISTRIBUTED	15,222
GREEN GARDENER INQUIRIES	125
RESEARCH	
NUMBER OF SPECIES SEED BANKED	140
SEEDS COLLECTED	over 4 million
SPECIES GROWN IN INCREASE PLOTS	25
HERBARIUM SPECIMENS ACCESSIONED	3,659
HERBARIUM SPECIMENS LOANED	6,408
HERBARIUM-RELATED PUBLICATIONS	23
SCIENTIFIC (PEER-REVIEWED) PUBLICATIONS	15
GRANTS & CONTRACTS	19
UNIVERSITY SERVICE	
COURSES TAUGHT	3
GRADUATE COMMITTEES	8
GUEST LECTURES	12
STUDENT INTERNSHIPS	19
WORK-STUDY STUDENTS	45

Community Service

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, 2023. As I reflect on these achievements, I am reminded that the Garden is part of a larger community and it is that community that makes 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...

The **Conservation** program is serving the biological community by stewarding a growing list of preserves, natural areas, and conservation easements including the addition of 24.7 acres to the Stillhouse Bottom Natural Area, supporting state agencies, land trusts, and farmers by providing seed for restoration, helping develop a native seed network for the Southeastern U.S., and reintroducing rare plants like seabeach amaranthus (*Amaranthus pumilus*) and smooth coneflower (*Echinacea laevigata*) back into their biological communities.

In addition to providing multiple places where the community can connect to nature, the **Horticulture** program serves the community by playing a major role in the Garden's educational programming including Conservation Gardening 101, serving as guest lecturers for university classes, and giving numerous talks to garden clubs and other organizations while simultaneously meeting the community's growing demand for native plants and seed, and developing new gardens to meet the needs of community partners like the UNC American Indian Center.

Learning & Community Engagement is serving the community with school field trips, the ever-popular Camp Flytrap, public lectures, and adult education programs ranging from nature studies and home gardening to

health and wellness and people-plant connections. This year also saw the successful launch of Project Budburst, a community science program focused on pollinators and climate involving five community partners.

Our **Outreach** programs are addressing food insecurity issues in the community through the Carolina Community Garden and Edible Campus UNC, leading the nation with development of the first fully online Certificate in Therapeutic Horticulture, advising other universities around the U.S. and Europe who want to replicate our programs, and developing fruitful partnerships with the tribal communities in North Carolina.

The **Herbarium** is bringing botanical knowledge and skills to communities at all levels of experience by developing floras and floristic tools to support conservation in the Southeastern U.S., sharing their knowledge with the university community by teaching courses and advising graduate students, and increasing our knowledge of plant communities by describing species new to science.

Be it plants, pollinators, or people, the North Carolina Botanical Garden is all about communities. Thank you for supporting us and being a part of what we do to serve them.

Sincerely Yours,

Damon Waitt

Director, North Carolina Botanical Garden

Red spotted purple butterfly on boneset (*Eupatorium perfoliatum*) in the Courtyard Gardens.



Conservation

HIGHLIGHTS

Our conservation program protects and manages land, conducts applied research in ecologolical restoration and seed storage, and grows plant materials for restoration projects.

Plant Materials

Our Plant Materials of the Atlantic Southeast (PMAS) program's new name illustrates our work's reach as we increase the diversity of ecotypes available for restoration. Our technicians, Sophie Meng and Amanda Hofmann, continued collecting seeds throughout the Carolinas and Virginia, increasing the number of species represented (246) and banking millions of seeds. Emma Marzolf, conservation grower, continued to maintain seed increase beds to provide seeds for restoration and production-scale farms. Additionally, she began trials to assess the traits and techniques that will help transition species into larger production. Behind the scenes, we are helping partners build a southeast native seed network and creating a national organization of restoration seed banks.

At the local level, PMAS produced 6,000 plants for use in habitat restoration on area nature preserves. These plants are destined for the Penny's Bend Nature Preserve as well as properties of the Triangle Land Conservancy, the NC



Our plant conservation technicians, Sophie and Amanda, have made several scouting and seed-collecting trips to the Nantahala National Forest this year for Plant Materials of the Atlantic Southeast (PMAS), our native plant materials development program.

Plant Conservation Program, and the Eno River Association. We continue to provide plants to RAFI and the Farmers of Color Network for alternative crops. PMAS continues to be supported by a grant from the Burt's Bees Greater Good Foundation in addition to Syngenta, private donations, and plant and seed sales.

Natural Areas

In FY23, retired director of conservation Johnny Randall worked with the North Carolina Botanical Garden Foundation to successfully add 24.7 acres to the Stillhouse Bottom Natural Area. Known as the Raney Preserve, property doubled the size of the natural area. The acquisition was made possible through a grant from the NC Land & Water Fund and contributions from the community and conservation organizations. Restoration on the property began immediately with the eradication of three acres of invasive *Wisterisa* spp. Natural area manager Neville Handel oversaw this work that involved contracted forestry mulching equipment to reduce the largest stands and hand treatments on resprouting plants and the vines climbing trees along the edges.

Installation of new kiosks and signage began at Battle Park and the Raney Preserve, thanks to natural area steward Ben Heuser and a team of volunteers and summer interns. The kiosks will improve access to the natural areas by providing visitors a consistent guide to points of entry and valuable information about the trails.

Rare Plant Conservation and Research

Restoration of seabeach amaranth (*Amaranthus pumilus*) continued with support from the National Park Service. This year, we planted over 2,000 seeds of this federally threatened species on Cape Hatteras National Seashore to aid in the recovery of populations, which have been gone from the area since the early 2000s. Led by director of conservation Mike Kunz, the project also seeks to improve how we restore this rare species and gain a better understanding of its ecology. We received additional funding from the US Fish and Wildlife Service to continue this research and restoration for two more years, including increasing the number of seeds in our seed bank.

We continue investigating the role of fire and management actions on populations of smooth coneflower (*Echinacea laevigata*), Schweinitz's sunflower (*Helianthus schweinitzii*), and Sandhills milkvetch (*Astragalus michauxii*). These projects bring together researchers and practitioners from NC State University, NC Plant Conservation Program, and the US Fish and Wildlife Service. In further partnership with the NC Natural Heritage Program and the NC Department of Transportation, we are safeguarding and growing Plymouth rose gentian (*Sabatia kennedyana*) and spring flowering goldenrod (*Solidago verna*), that will be returned to the wild after their natural habitat has been impacted by construction.

Horticulture

HIGHLIGHTS

The horticulture program is responsible for the care and collections management of 17 acres of gardens at 100 Old Mason Farm Road, including habitat collections, ornamental displays of native species, an herb garden and plant families garden. The program manages the five-acre Coker Arboretum, a 120-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. Horticulture also manages robust seed collection and plant propagation programs that collect, clean, and distribute seed of southeastern natives and produce thousands of native plants each year that are purchased by gardeners and local landscapers.

Plant & Seed Sales

We've been delighted by the continued high demand for southeastern native plants and seeds. We introduced timed-entry to our major plant sale events to help us more gracefully manage record-high attendance and have received a lot of positive feedback on the improved customer experience. We also began using a color-coded price tag system to make checkout faster and, because we can reuse them, we have reduced the number of printed plant labels we consume, too! Through our spring and fall plant sale events, the daily plant sale, and back-of-house sales to contractors, we sold over 16,000 plants this year. The demand for native seed packets continues to grow as well, and we set a new record of over 6,000 seed packets sold through the Garden Shop. Taken together with our members' seed benefit and the Wildflower of the Year programs, we distributed over 15,000 seed packets this year. The revenue generated from plant and seed sales at NCBG in FY23 was over \$189,000.

Education and Outreach

The horticulture department continues to play a major role in the garden's educational programming including delivering our Conservation Gardening 101 series twice each year, classes on container gardening, gardening with native grasses, native seed collection and plant propagation, and local tree identification. Horticulture staff served as guest lecturers in college classes including an herbaceous

perennials class for a horticulture course at NC State, a science journalism unit on invasive species for an English course at UNC, and several classes in UNC's course on Plant Conservation Science and Practice and the Conservation Garden. Horticulture staff gave several talks to local garden clubs, led a tour of Morrow Mountain State Park for members of the North Carolina Native Plant Society, and provided customized tours of our display gardens and nursery operations to visiting professionals.

Project Budburst

Horticulture teamed up with learning & community engagement to serve as a regional hub in Project Budburst's "Pollinators and Climate" community science project. Based at the Chicago Botanic Garden, Project Budburst studies how human impacts affect plants and the ecosystem. Working with five community partners, we ran satellite Budburst programs focusing on pollinators and climate. We served 950 people, enhanced five pollinator garden sites, and inspired participants to take action for native plants and pollinators.

The Coker Arbor

A much needed renovation of the historic 300-foot long arbor that runs along Cameron Avenue through the heart of UNC's campus and defines the southern edge of the Coker Arboretum is underway. Last fall, we removed the old arbor and reopened the walkway while we worked through the design process for the renovation of the site. UNC Facilities is partnering on this project to upgrade the walkway beneath the arbor, improving accessibility and increasing visibility into the arboretum. A combination of black locust columns and steel roofing components will be used to preserve the rustic quality of this iconic campus landmark while also improving its performance and longevity. Design work is complete, and we put the project out to bid in Fall 2023 with construction expected to begin in 2024.

A sketch of what the new Arbor will look like upon completion in 2024.



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Learning & Community Engagement

The education program has a new name, reflecting our commitment to listen to and work with our diverse community and their educational interests. Learning & Community Engagement also better describes our range of programs, such as the Carolina Community Garden, Edible Campus UNC, and Therapeutic Horticulture, and our strong partnership with the American Indian Center at UNC.

We support the Garden's mission by providing creative learning experiences that increase environmental and conservation literacy, strengthen connection to the outdoors, and improve the well-being of participants, the community, and the planet through free and fee-based education programs and community engagement activities.

Youth Education Programs

Our youth education programs engaged more than 2,100 people through 66 programs, with the goals of connecting children and families with nature and fostering a love of science-learning.

Twenty-four schools and more than 1,100 students participated in hands-on field trips aligned to state science curriculum standards. We trained a new cohort of docents who support our field trip programs, and we partnered with the Chapel Hill Public Library to offer Spanish story time programs and self-guided scavenger hunts.

Our popular summer program, Camp Flytrap, served 90 children through seven weeklong sessions. We awarded need-based scholarships totaling \$1,680 to six children. Ten enthusiastic teen volunteers assisted camp, earning service-learning credit and experience in environmental education.

Adult Education Programs

Adult continuing education programs include classes, workshops, hikes, tours, excursions, lectures, and special events in the themes of nature studies, nature art, home gardening, health and wellness, and people-plant connections. Some of our featured topics included plant-related cultural traditions, traditional indigenous knowledge, ethnobotany, and community-driven conservation efforts.

Two students completed the requirements to earn the Advanced Certificate in Native Plants with high honors. Two more students completed the Certificate in Native Plants. and longtime Botanical Art & Illustration instructor Kathy Schermer-Gramm was granted an honorary certificate in Botanical Art & Illustration. We added four new instructors to our Botanical Art program which has greatly expanded the reach of the program, and we hosted two visiting artists for three-day master course art workshops focused on pollinators and orchids.

We are excited to reach a statewide, national, and international audience in our virtual and hybrid class offerings, reaching over 4,100 people through over 160 programs. We were also able to engage over 300 adults through private tours led by volunteer Garden Guides.

Annual Lecture Series

At the Jenny Elder Fitch Memorial Lecture, Virginia D. Nazarea, Professor Emeritus of Anthropology, University of Georgia, spoke to in-person and virtual attendees on Moveable Gardens and Commensal Tables: Rooting in an Age of Displacement. Lyla June Johnston (aka Lyla June), a poet, singer-songwriter, hip-hop artist, human ecologist, public speaker, and community organizer of Diné (Navajo), Tsétsêhéstâhese (Cheyenne), and European lineages spoke to a large in-person and virtual audience about her research on Architects of Abundance: Indigenous Regenerative Land Management and the Excavation of Hidden History. At the Darwin Day Lecture, which is co-hosted annually with the conservation program and Carolina Biodiversity Collaborative, Karin Pfennig, Professor of Biology, University of North Carolina at Chapel Hill, spoke on The Hybrid in your Genome: How Recent Advances in Behavior and Genetics are Changing our View of Darwinian Evolution.



Children learning about plants and insects at our popular Camp Flytrap.

Outreach

HIGHLIGHTS

We are proud of our community engagement programs that support sustainable food production education and food access on the UNC-Chapel Hill campus and therapeutic horticulture training and public service. We have also strengthened our partnership with the UNC American Indian Center (AIC) and engagement with Tribal Nations across the state.

Carolina Community Garden

At the Carolina Community Garden (CCG), we harvested and distributed 5,576 pounds of fresh produce to UNC housekeepers. We also provided 70 tomato plants, 60 pepper plants and 85 cilantro plants to grow at their homes and gardens. This was possible thanks to the 3,770 hours of volunteer work by the university's students, staff, and community members at our three weekly workdays. We also created a beautiful and functional rain garden in collaboration with the Town of Chapel Hill and North Carolina State University. We continue to build partnerships with course instructors across campus departments to serve as an outdoor classroom. Courses we partnered with include Food Politics, Agriculture, Food and Society, Food Environments and Sustainability, Sociology of Food and Food Justice, and Effective Community Engagement.

Edible Campus UNC

We had a year of growth and innovation at Edible Campus. Thanks to our partnership with Davis Library, we will soon have solid internet connectivity and more seating in our main garden space to serve as an official Davis Library study space. We also received almost \$6,000 in UNC Parents Council funding for permanent lighting infrastructure, more seating, and a greenhouse. We were humbled by the interest and recognition we received from other universities around the US and Europe. We offered guidance and advice to students and staff from twelve universities who wanted to start similar programs on their campuses. We continued our success with our flagship programs like Harvest Moon, the Carolina Cupboard food drive, and our week of programming around Earth Day.

Therapeutic Horticulture

We have made significant contributions to the national and international therapeutic horticulture (TH) community this year. Since its inception, we have enrolled 667 students from 32 different states and 12 countries in our four-course Online Certificate in TH program in partnership with the NC State Extension Gardener program, and graduated 15 local students from our nine-month Hybrid Certificate in TH program. Both programs enable students to apply TH to their existing or future careers in allied health, horticulture, and education and/or to practice as independent consultants.

We spent the past year securing funding and providing webinars and consultations for Ukrainian stakeholders, including a veteran rehabilitation hospital interested in translating our Online Certificate in TH program into Ukrainian for their clinicians who work with combat veterans. A Botanical Gardens Conservation International (BGCI) representative connected us with several Ukrainian botanical gardens that are interested in offering TH as an intervention for returning veterans, family, and community members. These rich partnerships have inspired and will continue to support the efforts of a large university in Ukraine, who, under the consultation of Garden TH staff, started the first TH master's program in Ukraine.

We also continued to provide direct TH services that engage and empower elders, exceptional children, and individuals who have mental health concerns.

Partnership with the American Indian Center

We completed the first phase of the American Indian Cultural Garden with funding from the Sustainable Communities Fund of Triangle Community Foundation. Our horticulture team pruned and removed trees to prepare the site of the American Indian Cultural Garden, and managed a contract for the first phase of path installation into the garden. Our conservation team is working hard in the Cultural Garden to control invasive species, and our horticulture and learning & community engagement teams collaborated with the AIC on several grant applications that were fully funded and will support the construction of the remaining phases of the Cultural Garden. We have also continued our collaborative programming with the AIC, highlighting the voices and perspectives of local, statewide, and national Indigenous conservation and ethnobotanical leaders.



UNC-Chapel Hill students plant vegetables in an Edible Campus garden bed that provides nutritious food for students, faculty, staff, and other passers-by.

NORTH CAROLINA BOTANICAL GARDEN

Herbarium

HIGHLIGHTS

The UNC Herbarium is the largest collection of plant specimens in the Southeast with over 800,000 specimens collected over the last 200 years. Housed in Coker Hall at the University of North Carolina at Chapel Hill, the Herbarium documents plants across the southeastern United States and serves as the a primary 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.

In FY2023, we continued our core activities: accessioning and databasing important new collections and participating in the global network of herbaria (a "forever" commitment), teaching at diverse venues and levels (see photo), supporting the mission of the North Carolina Botanical Garden, researching the flora and ecology of the Southeastern region, and developing floras and floristic tools (databases, apps, web apps, and websites) to support plant knowledge and conservation across the Southeastern Region (north and west to New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Missouri, Oklahoma, and Texas). We developed additional projects and funding from federal and state agencies, conservation and horticulture organizations, and our individual supporters, to support our missions.

In May, our team released FloraQuest: Northern Tier, a new plant identification and discovery app covering over 5,800 vascular plants in the northern part of our Flora area. With graphic keys, dichotomous keys, habitat descriptions, range maps, and 20,000 diagnostic photos, FloraQuest: Northern Tier is the perfect companion for your botanical explorations. It doesn't need an internet connection to operate, so you can take it with you anywhere! Flora Quest: Carolinas and Georgia will be released in early 2024, followed by additional apps for other portions of the southeastern United States.

The herbarium created a flora website application (webapp) that allows people to navigate detailed dichotomous keys and search for plants by scientific name, common name, and habitat. Once a plant is found, you can see all the details and range maps in the Flora of the Southeast as well as high quality photographs of different aspects of plants (leaves, flower, fruit, bark, etc.) for nearly all the plants from Georgia to Pennsylvania and are working on the remainder of the flora area. The web app is successfully engaging the public, attracting over 100,000 page views per month from thousands of different visitors.

See <u>fsus.ncbg.unc.edu</u>.

With generous funding from the Mount Cuba Center, we completed the final draft of the Flora of Delaware, coauthored by Delaware State Botanist Bill McAvoy, Amy Highland (then of the Mount Cuba Center), and NCBG staff Alan Weakley and Michael Lee. State flora projects of this kind, working with state-focused collaborators, provide flora users in states with the "best of both worlds," combining regional perspective with detailed and customized information for their more local area.



Alan Weakley and Derick Poindexter taught undergraduate courses in botany and plant ecology at UNC-CH and the Highlands Biological

As part of our collaborative projects with the National Park Service, botanist Scott Ward conducted field work monitoring ecosystem health at a number of National Park Service units in the South, including Horseshoe Bend National Military Park (Alabama), Moores Creek National Battlefield (North Carolina), and Kings Mountain National Military Park (South Carolina).

In our research program on taxonomy of southeastern plants, Derick Poindexter and others have derived next-generation sequencing genetic data for nine genera, including *Allium*, *Astragalus*, *Blephilia*, *Carex*, *Eryngium*, *Marshallia*, *Micranthes*, *Packera*, and *Thalictrum*. Each genus presents analytical idiosyncrasies that we are presently addressing using contemporary methods. Investigations of five of these genera are also serving as training opportunities for graduate and undergraduate students. We anticipate ten or more publications forthcoming from this work.

Herbarium scientists Alan Weakley, Derick Poindexter, and Scott Ward are working with collaborators at Elon University (Kevan Schoonover McClelland), Austin Peay State University (Dwayne Estes and Mason Brock), the United States Air Force (Steve Orzell), and unaffiliated scientists (Edwin Bridges) named several new species, distributed especially in Florida, but also Kentucky, Tennessee, Georgia, and Missouri.

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 adjacent to lands already protected by the Garden and the University of North Carolina at Chapel Hill.

Raney Preserve adds to Stillhouse Bottom Natural Area

We're thrilled to announce 24.7 acres ranked exceptional by the NC Natural Heritage Program have been added to the greater Stillhouse Bottom Natural Area, doubling its size. Our latest land conservation acquisition is named the Raney Preserve after the former landowners who generously contributed to the purchase.

Adding this significant tract to the North Carolina Botanical Garden Foundation conservation preserves system takes us one step further in our hopes of a 100-acre Stillhouse Bottom Natural Area in southern Chapel Hill. It also adds to the Morgan Creek Bluffs Natural Area that connects with North Carolina Botanical Garden nature preserves along Morgan Creek, the New Hope Gameland, and a wildlife corridor that extends all the way to the Atlantic Ocean through the Cape Fear River Basin. A trail system is in progress for this expanding preserve.

Garden Party Success

We hosted a very successful, sold-out Carolina Moonlight Garden Party in May, raising over \$137,000 after expenses. During our "make a difference" segment, we received over \$60,000 in total commitments to benefit both the North Carolina Botanical Garden Student Intern Endowment and Youth & Family Programs. A huge thanks to the 2023 Carolina Moonlight Event Hosts, Corporate Partners, Mother Earth Brewing, and the Carolina Moonlight Planning Trio for leading us to another successful event.

Contract Management

With the assistance of several board directors and outside counsel, the Foundation improved its contract review process by adopting a specific contract review procedure and a contract tracking system. In early 2024, the Foundation plans to work with an outside consultant to address other contract-related issues, such as delegation of contract requirements to Garden staff or others. The contract review process will be amended as necessary to reflect best practices and legal requirements.

Documentation Management

In 2023, the Foundation purchased BoardPro, a document management system that provides options for electronic document storage, note taking, and automated meeting announcements.

New Board Members

The most important qualification for board directors is a strong commitment to the Garden's and Foundation's mission. With input from the Garden staff, existing board directors, and volunteers, the governance committee identified excellent board director nominees and all were unanimously approved. In January 2023, we welcomed Daniel Guy, Derek Haynes, Patricia Holder, April Johnson, Niels Lameijer, and Erik Lensch to the Foundation Board. All six have exceptional credentials and experience that will benefit both the Foundation and the Garden.

Chapel Hill Mayor Pam Hemminger, NCBG Director of Conservation Programs Johnny Randall, Chair of the NC Land and Water Fund Board John Wilson, and NCBG Director Damon Waitt point to Raney Preserve on a map at the celebration for this aquisition.



NORTH CAROLINA BOTANICAL GARDEN

DevelopmentHIGHLIGHTS

The Garden had a successful fundraising year in FY23, and support for the Garden's conservation mission is thriving. We reached a higher than usual unrestricted general support goal and increased our permanent endowments. In FY23, the Garden received \$719,794 (110% of the \$650,000 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 \$1,458,422, or 97%, of the \$1.5 million goal for the fiscal year in private contributions to all North Carolina Botanical Garden Foundation designations.

Planned gifts continue to provide an important 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 \$8,891 for unrestricted operation support and \$50,000 for restricted use.

NCBG Campaign Fundraising

With \$30,377,025 in gifts and commitments recorded from July 1,2014, through December 31,2022, the Garden reached 101% of our \$30 million goal for the University's 'Campaign for Carolina' capital campaign. Counting gifts since the campaign launch in FY15, support through planned giving, annual giving, garden endowments, student internships, land preservation efforts, conservation management, as well as multiple capital projects, all combined to reach this goal.

Membership

The North Carolina Botanical Garden Foundation membership program was revamped in March 2021 with new membership levels including Digital, Individual, Dual, Household, Sustainer, and Director's Circle. The FY23 final membership count is 2,920.

Giving appeals, improvements in our membership renewal system, and stewardship focused on donor retention helped us achieve 4,954 unique supporters. With the addition of larger gift categories of membership including the Sustainer level and Director's Circle, NCBGF memberships have a

major financial impact on the Garden, with an FY23 total of \$301,985. The Foundation continues to find ways to build a base of engaged members who are committed to our plant conservation mission. Healthy membership numbers are a great indicator of future financial support and the continued growth of the North Carolina Botanical Garden.

Endowments

Additions to permanent endowments for specific areas of the Garden totaled \$181,474 in FY23. These additions, plus growth of invested assets, brought the total market value of all permanent endowments and other large invested funds to over \$7.6 million. This is expected to generate approximately \$349,405 next year for specific projects and programs of the Garden. 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 30% of the Garden's budget, and fundraising varies with the economic climate, having permanent sources of recurring annual income is vital to the Garden's future.



Carolina birds-in-a-nest (Macbridea caroliniana), a rare member

FISCAL YEAR 2023 FUNDRAISING REVENUE

FUND TYPE	FY23 Goal	FY23 Actual	Percent
UNRESTRICTED	\$650,000	\$719,794	110%
RESTRICTED GIFTS and DESIGNATED	\$850,000	\$738,628	87%
TOTAL	\$1,500,000	\$1,458,422	97%

THANK YOU!

to all who have supported the Garden from July 1, 2022 to June 30, 2023

\$50,000 - \$99,999

Anonymous Eunice M. Brock and Samuel H. Magill Estate of David L. Robert

\$25,000 - \$49,999

Anonymous Betty Lou Chaika-Hawkins and David Chaika-Henderson Thomas S. Kenan III

\$10,000 - \$24,999 Tomas and Carol Baer

Lee and Libby Buck

The Burt's Bees Greater Good Foundation Fllen I Cairns Chapel Hill Garden Club Melanie F. and C. Lynch Christian Kathryn Virginia Clancy Matthew M. and Paige M. Guest James D. Joslin and Beth A. I Clayton and Jane M. Harrell Anne F. Harris John R. Haskell Zhi Hong Gregg E. and Lori A. Ireland William A. Johnson and Shirley J. Werner Martha and Charles Lewis Harriet W. and D.G. Martin Alice and John May Audrey Mellichamp Catherine E. Nerantzis New Hope Audubon Society William W. Palladino Ladell and Amara K. Robbins Frances P. Rollins Marvann and Bill Roper John and Elizabeth Royster Jeffrey D. Soo

Kenneth A. Soo

Liang Yee Soo

Michael I Soo Syngenta Crop Protection, LLC Frances and Gary Whaley Jeyhan and Sean Wood

\$5,000 - \$9,999

Bruce and Dianne Birch Christopher E. Bogan and Mary K. Barnett William H. Bracey and Jane C. Fisher Cotton and May Bryan Pam and Bill Camp Center for Plant Conservation Becky and Munroe Cobey Cindy and Tom Cook Lyn A. Headley Pat and Gene Holder Ashley Hong David and Laurie Joslin John W. La Claire II Estate of Emily F. Lambeth Geraldine A. McDowell Janis E. McFarland and Richard A. McLaughlin Mike and Elston Miles Paula D. Noell and Palmer T.H. Page James and Melinda Ogburn Peg Parker Stuart and Linda Paynter Florence and Jim Peacock Suzanne S. and Charles T. Plambeck Sims Preston and Olympia Stone L. Richardson and Marilyn J. Preyer M. Vikram and Susan J. Rao Thomas O. Stair and Lucy H. Caldwell-Stair Brian L. and Sara M. Stekloff Richard M. and Karen B. Taylor Christopher L. Tebbit and Katherine L. Smith

Carol P Tresolini and Thomas A. Fiore Mal and Amanda Watlington Damon E. Waitt

\$2.500 - \$4.999

Anonymous Aramark Robert M. Aris Patricia Cain Bevle R. Lawrence Blanton and Candace H. Haigler Bob and Vicky Borden John and Asa Butts Nathan and Stephanie Byrd Mignon R. DeBerry Anna and Richard DeConti William J. Duffield Richard T. and Emily P. Fountain Timothy Gerla and Adair McNear Lallie M. Godschalk Richard A. Hall and Douglas Potts Amy Helwig Dunlap and Ken Dunlap Charles and Jeanne Hecht Charlotte Iones-Roe and Chuck Roe Stephen L. Keith and Lisa C. Glover Paula J. LaPoint Erik and Hendrée Lensch George and Judy Lockhart Woodrow Lomas Paul and Mary MacDougal Joyce E. McNeill and Ann I Barrick Catherine C. Morris and John J. Calhoun Robert and Beverly Murdock J. Victor Nadler and Newell Olson Charlotte L. Offerdahl and Grady W. Burgin Mary Norris and Patrick Oglesby Nick and Amy Penwarden

Gail Perry and Bill Cobb Britt and Alice Preyer Jane B. Preyer and Lark Hayes Michael and Melissa Raley Judith A. Rizzo and Arthur H. Kempton Wyndham Gay Robertson Joseph and Kay Roycroft Jennifer and Al Runquist Sandy and Reaves Thompson John D. Watson and Betsy E. Blackwell John and Ashley Wilson

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FY23 MEMBERSHIP COUNT AND FINANCIAL IMPACT

As of June 30, 2023, there were 2,920 memberships in the North Carolina Botanical Garden Foundation. See the final count by level and financial impact of membership in FY23 in this chart.

Membership Level	FY23 # of memberships	Financial Impact
DIGITAL	60	\$1,800
INDIVIDUAL	1,289	\$56,480
DUAL	633	\$40,785
HOUSEHOLD	791	\$70,420
SUSTAINER	88	\$44,000
DIRECTOR'S CIRCLE	59	\$88,500
	2,920	\$301,985

NORTH CAROLINA BOTANICAL GARDEN

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