

annual report 2019-2020

norfolk
botanical
garden

2019-2020 board of directors

Chairman

W. Ryan Snow

Vice Chairman

Gail P. Heagen

Secretary

Katherine W. Wynne

Treasurer

Clenise Platt

President & CEO

Michael P. Desplaines

Directors

John P. Baiocco
C. Max Bartholomew, Jr.
Kelley Bashara
Margaret R. Beale
R. Breckenridge Daughtrey
Ramona Farrow
Laurie J. Fox
LaMont M. Henry
Michael P. Kellam
Pamela Kiser
Jillian Little
Vickie Atkins Matheis
Stephanie L. McSweeney
Elizabeth R. Murphy
Caroline S. Oliver
Jennifer Butsch Petit
Anita O. Poston
Mary Catherine Rice
Charles D. Robison III

advisory & special committees

Landscape

Doug Aurand
Edith Barnett
Syble Cox
Bob Creecy
Meg French
Betsy Murphy
Trisha Rawls
Casey Rice
Gay Savage
Ann Stokes
Jim Valone
Widget Williams
Plant Collections
Laurie Fox
Lytton Musselman
Linda Pinkham
Casey Rice
Gay Savage
Steven Traylor
Lisa Wallace
Education
Diane Gibson
Jeannie Kruger
Tatyana Lobova
Betsy Murphy
John Sanders
Lisa Wallace
Widget Williams

Building & Infrastructure

Max Bartholomew
Peggy Beale
Ian Chaney
Bill Clendenin
Ramona Farrow
Gail Heagen
Michael Kellam
Jillian Little
Stephanie McSweeney
Chick Robison
Ryan Snow
Ann Stokes

Public Relations

Bob Batcher
Dean Goldman
Ted Gournelos
Jennifer Butsch Petit
Susan Scheaffer
Michelle Washington

President's Council on Inclusion and Diversity

Paulette Benson
Paulvin Brown
Andria Cousins
Ramona Farrow
Helen Ferguson
Candy Hayes
LaMont Henry
Ardell McCoy
Betsy Murphy
Kimberlie Petrulis
Chadra Pittman
Clenise Platt
Ryan Snow
Ann Stokes
Bruce Williams
Martha Williams

standing committees

Executive

Gail Heagen
Clenise Platt
Anita Poston
Ryan Snow
Katherine Wynne

Audit & Finance

John Baiocco
Kelley Bashara
LaMont Henry
Michael Kearns
Caroline Oliver
Clenise Platt
Trisha Rawls
Ryan Snow

Governance

Peggy Beale
R. Breckenridge Daughtrey
Gail Heagen
Caroline Oliver
Stephanie McSweeney
Anita Poston
Ryan Snow
Katherine Wynne

Norfolk Botanical Garden was honored to be chosen by the
Association of Fundraising Professionals as
Outstanding Non-Profit in Fundraising for 2019.

from the president



For this year's Annual Report to you, our beloved donors, I'd like to quote rock poet and musician Jerry Garcia who so eloquently put it when he wrote and sang: "What a long, strange trip it's been." This year has certainly been like no other. While our fiscal year ended in a worldwide pandemic that has upended all of our lives, it started as one of our most successful ever. Last summer's exhibit

"Barkitecture" featuring architect and designer dog houses was one of our most popular ever and pushed our annual attendance to over 430,000. A record.

We completed the epic restoration and renovation of NATO Tower, a project that had been in various stages of planning and on-and-off funding for nearly 17 years. We have thanked two board members for their combined service of 15 years: Betsy Murphy and former Board Chair Ryan Snow. We have also lost three dear friends and former board members: Bee McLeod, Cynthia Powell and Peggy Beale. We dedicate this year's Annual Report to them.

I believe Bee, Cynthia, Peggy and those who went before us would want us to consider what kind of world we want on the other side of this. A post-COVID world? I think one that is more just and verdant, more green and regenerative. An economy based on regeneration as opposed to one based on simple extraction. A world where we as humans see ourselves as part of nature not just in charge of nature. So what will we do? Hide and wait for COVID to end and go back to the normal that brought us to this point in the first place? Hardly. Now is the time to vision, plan and act for the future we want.

We, at NBG, have been very busy over the last year planning for a better tomorrow for the Garden and our living collection. Our plans to build "The Garden of Tomorrow" will debut soon: you're getting a sneak peek in this Annual Report and much more will come about this ambitious project in the future. Until then, be well and plant a better world!

from the chairman

This is my thank you to everyone who supports this Garden. I've just ended eight years on the Board of Directors, the past three as Chair. The new Chair is Gail Heagan, a very smart and inspiring leader. In my time at NBG, I've met hundreds of volunteers, staff, donors and visitors. I've also participated in a great deal of change and witnessed a buzz of excitement so real you can almost touch it.

My family and I love this place. We're not alone. This "hidden gem" has more than 14,000 members and 1,100 volunteers. Some 430,000 people visit each year. Nearly 100,000 follow us online. And in 2020, the U.S. Postal Service memorialized NBG forever on a U.S. stamp.

I remember interviewing candidates to become the new President and CEO. We did it in a small conference room at the airport, guided by Bee McLeod, one of my favorite friends on the Board. And we were blown away by one person: Michael Desplaines.

Michael and his staff are amazing. They are energetic, creative, thoughtful, hard-working and talented. Michael himself has been masterful at leading the Garden forward. He is an asset and a good friend.

Today, the Garden is a superstar in its class. We are in the midst of our largest capital campaign ever, with exciting plans for amazing new spaces. We've also introduced new concepts, like LanternAsia, which have proven wildly successful, resulting in hundreds of new visitors and memberships.

These successes have helped us advance our core missions, like environmental stewardship and action. We've also engaged the community, working with schools, neighborhoods, civic leagues, military groups, non-profits and city leaders.

And we've reemphasized our history, building on work of previous generations to identify and celebrate the 220 African-American women and men who created the original garden in 1938.

I am especially grateful to my wife, Sarah and our daughters, Zoey and Piper, for keeping everything magical. Second star to the right and straight on 'til morning. That gets you to Neverland. In my view, we have our own version right here, where grown-ups aren't even bad guys.

W. Ryan Snow
Board Chair 2017-2020
Ryan practices law at

Crenshaw, Ware & Martin, PLC in Norfolk, Virginia.





special



14,000+

Views of stamp release video on social media with NBG President & CEO Michael Desplaines

\$313,471+
in revenue from weddings
and rentals

184
weddings and private
event rentals

233
private photography
sessions

Weddings & Corporate Events

The Garden has always been an oasis for private events and continues to be a refuge to our clients during uncertain times. With options for safe, smaller-scale events, NBG has been a bright spot for many couples and their guests this year. NBG continues to be one of the most sought-after venues in Coastal Virginia, bringing in just over \$300,000 in revenue from 184 weddings, corporate events and private rentals. The Garden was also the backdrop for 233 private portrait photography sessions last year and welcomed 12,083 wedding and event guests during the 2019-2020 fiscal year.

Signature Events

The 2019 summer Honeybee and Butterfly festivals attracted more than just pollinators, bringing in over 5,600 visitors. The fall Butterfly Tag & Release and Barks & Brews events brought in more than 6,100 participants.

NBG was pleased to host the Virginia Camellia Society's fall Show & Sale with nearly 1,000 visitors. Barkitecture was a big hit in 2019! With more than 30 architect and designer dog houses filling the enchanted forest, dogs and their parents enjoyed exploring nature and the fancy pooch palaces. Many houses were auctioned off and the City of Norfolk's creative tree house was voted #1. The exhibit also received national attention and was featured on Animal Planet's annual Puppy Bowl.

Over 111,000 guests celebrated the holidays at the Garden. NBG and Dominion Energy hosted 100,000 visitors to our holiday lights, 900 starry-eyed children shared their lists with Santa and 1,100 fidos convinced their parents to bring them to our Barks & Bulbs event to ring in the New Year.



Voted top five best botanical garden light display two years in a row —
USATODAY/10BEST

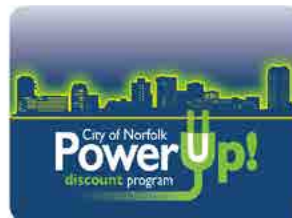
Visitor Services & Membership

Over 430,000 guests came to learn, explore, play and celebrate this past year, proving that the Garden was a premier place of respite for thousands of people. Over 17% of our visiting families converted their admission into a Garden membership. This increased our member family total to 14,540. More than 5,200 “fidos” joined their family during our Sunday Dog Days.

Giving Back to the Community

Last year, we gave over 170 organizations a Family Fun Pass as part of our commitment to taking care of those in our community. Over a third of these passes went to schools and groups that provide educational support. We also helped health and human services organizations, scouts, civic leagues, military organizations, museums, sports & youth organizations, animal welfare agencies

and other entities dedicated to serving the community we all call home. Recipients can use the Family Fun Pass in ways that support their missions — raffle items to raise funds for classroom materials, rewards for volunteers, prizes for walkathons, sports tournaments, etc. Through the *PowerUp Norfolk* and *Museums for All* programs we hosted over 1,000 families. We also celebrated NATO by hosting 850 NATO family members.



\$1,122,281

in revenue from
holiday events

111,000+

guests celebrated the
holidays at the Garden

14,540

total members

431,278

total visitation

conservation

since 2017
water refill stations
have eliminated
130,000+
plastic water bottles
from the waste stream
averaging approximately
45,000+
plastic bottles per year

Environmental Stewardship

Every year, we strive to build upon our environmental achievements – everything from climate change awareness to inspiring sustainable gardening practices to encouraging earth-friendly lifestyle choices. By now, you're very familiar with our efforts to reduce the amount of single-use plastic in the waste stream. Since the ban on the sale of bottled water in our gift shop and cafe went into effect July 2018, we have prevented nearly 10,000 plastic water bottles from entering the landfill. With guests and staff using our water bottle refill stations, we have saved an additional 130,000 bottles from the landfill. You can make a difference in the campaign to reduce and eliminate the need for single-use plastics. Remember your refillable bottle and refuse unnecessary plastic packaging whenever possible.

Building on the success of our first educational symposium, we hosted our second one focused solely on the climate crisis and sea-level rise, a particularly relevant topic here in Coastal Virginia. The program was well received and the audience was introduced to the New York Times bestselling book edited by Paul Hawken: *Drawdown: the most comprehensive plan ever proposed to reverse global warming*.

We were honored to be awarded Coastal Virginia Magazine Best Environmental Business 2019.





“The battle for conservation will go on endlessly. It is the universal battle between right and wrong.”

—John Muir

regeneration

Regeneration

Our mission is to inspire through education and connection to nature. What better way to continue a deeper connection to our natural world than by understanding the processes and mechanisms at play? As guests explore our new compost demonstration area and beehive colonies, they learn the how and why of each sustainable practice. By the way, our bee colonies are thriving! Last summer, the number of hives increased from one to five in three months. Our spring weather wasn't favorable for establishing an early spring swarm but a second swarm in May was very successful, resulting in the expansion of our colonies to seven. Next summer looks promising for adding an additional three colonies and possibly some honey extraction.

As our Horticulture Department cares for our beautifully landscaped grounds, we are mindful of our impact on the wider environment. Practicing the best horticultural techniques and reducing our chemical footprint are standard procedures. Thanks to a donation from Stihl, we were able to increase our collection of battery-operated equipment, which significantly reduces both noise and air pollution without sacrificing performance.



Speaking of energy, as of July 1, 2019, the Garden is powered by 100% renewable energy through the Dominion Energy Green Power Program.

Participating in programs such as this supports the expansion of new clean energy technologies. Consider making the switch yourselves.

Savings from solar panels

\$10,697

since 2018 installation

56.7 tons

of CO2 emissions saved,
which is equivalent
to planting

1,454 trees



2,547
adult class participants

20%
increase in class
registration

11,000+
volunteer hours
with a value of

\$305,401

Adult Education

With our new expanded programming, *Dig Deeper*, the Garden has had the privilege of hosting speakers from organizations like Old Dominion University and The Department of Forestry, bringing a wider variety of lectures to visitors and staff. Paired with the increase in the number of new programs and instructors, the Adult Education Department was on track to surpass the previous year's numbers of students, also increasing the amount of first-time class goers.

However, the challenges of COVID caused us to shift gears, because education doesn't stop when classes do. As the world slowed and classes were paused, our team had to regroup and projects we dreamed of doing were finally now possible. *Sow it Grows*, the Garden blog, was launched with great success, bringing attention to stories ranging from the science of color in plants, to

regenerative practices and resources. Videos highlighting our collections and at home projects are now online and virtual lectures are a staple in our curriculum. How education is delivered may have changed, but the passion to educate the public on environmental issues is as strong as ever.

All of the advancements here at the Garden wouldn't be possible without the devoted crew of volunteers, who generously share their time to help forward our mission. We want to thank these incredible volunteers for their work and eagerness to return to the Garden during these uncertain times. From helping with storm clean-up, to sewing masks for staff, our volunteers are essential when it comes to keeping the Garden going. One volunteer in particular won the South Hampton Roads Museum Forum Volunteer of the Year award for 2019—Ray Neubauer.



education programs

Youth Education

Each year, the WOW Children's Garden provides children and families with opportunities to learn about ecology, horticulture and other environmental and science-based fields through hands-on activities, self-guided discovery and guided programs designed to encourage participants to explore and appreciate the natural world around them. *Hip Habitats and Happening Homes* was the focus of our summer programming in 2019. Over 4,400 guests visited Discovery Stations hosted by Youth Education staff and participants in our teen volunteer program, which showcased information and activities relating to insects, wetlands, bird nests and other habitat-based topics.

While the 2019-2020 school year had an abrupt ending, over 4,500 students were able to participate in our Virginia Standards of Learning aligned guided and self-guided field trips and outreach programs. In light of a

changing world and the challenges ahead, the Youth Education Department has developed new interpretation opportunities to provide updated and accessible self-guided programs in the WOW Children's Garden, as well as new community partnerships to create hybrid and virtual school program content for elementary and middle school-aged students.

Outreach

Before the pandemic disrupted many of our planned outreaches, we were able to present 35 educational programs to a variety of garden clubs and professional organizations. We attended 16 festivals, expos and community events. This year, we were particularly delighted for staff to be guest speakers for multiple classes at Old Dominion University and Christopher Newport University. With public horticulture being a multi-faceted career path, we have the unique opportunity to inspire students across several disciplines.

4,500+
students participated in
guided field trips

2,500+
students and families
reached thru expos,
fairs and festivals

240+
pounds of vegetables
donated from the Potager
Kitchen Garden



growing

187

longleaf pine seedlings
provided by VA Dept. of
Forestry were planted in
partnership with IKEA

36,404

bulbs planted

4,044

perennials planted

425

shrubs planted

Living & Changing Landscapes

In a world of constant change, Norfolk Botanical Garden has always been a place of respite and refuge. That was especially true this spring. However, as anyone who regularly gets their hands dirty can tell you, gardens are not static. They, too, are constantly changing. NBG saw its share of change this past year, including the restoration of NATO Tower, surrounded by a new Mediterranean-inspired garden full of unusual plants. Our existing Winter Garden saw the addition of new beds, a new entrance, a new arbor, a new corten steel planter and many new plants. In the Rhododendron Garden we added many new herbaceous plants at the feet of the trees and shrubs already there —“shoes and socks” as our Director of Living Landscapes Brian O’Neil likes to say. Our horticulture staff also teamed with the staff at IKEA Norfolk last fall to plant the new longleaf pine savannah adjacent the Virginia Native Plant Garden.

Last fall our Plant Collections Committee designated “Acers” as one of our special collections. With the goal of national recognition, we have since been finding spots for more, especially Japanese maples. We also applied for and were awarded two grants from the American Conifer Society to both expand our collection and to create educational signage for this large group of plants. Speaking of education, our staff created a display at the Virginia Flower and Garden Expo in January extolling the virtues and benefits of backyard gardening. Attendees also got a sneak peek of Nature Connects® Art with LEGO® Bricks, as well as Flamazing Flamings. We had 70 topiary flamingos fly in for the summer, each planted with over 60 begonias.

Unforeseen circumstances brought change to the Garden this past year. A severe storm late last summer damaged the roof of our production greenhouse, but replacement with new, much needed parts gave the building an



gardens

extended life span. Spring storms brought down several large trees throughout the Garden—they were already compromised—so Mother Nature did a little needed pruning for us, creating room for other plants in the process. This winter the annual Mid-Atlantic Horticulture Short Course (a local education and certification event produced by the Virginia Horticultural Foundation) changed their location to Norfolk Botanical Garden. Our staff volunteered in many roles and the event gave the attendees a chance to see our Garden, which is beautiful in any season.

COVID-19 also led us to move our annual plant sale to an on-line, curbside pick-up platform, but the feedback was very positive and people still went home with some great plants. With \$70,000 in revenue, it proved an overwhelming success and inspired our new online gift shop that goes live this fall.

Virginia Wesleyan University Partnership

For the third year in a row, our Director of Living Landscapes spends half his time here at the Garden, designing most of the projects mentioned and the other half of his time at Virginia Wesleyan University (VWU). He works with staff, students and one on-site NBG horticulturist to design and create gardens campus wide. Most notably is the new design for the Marlin Meadow Garden that is scheduled to be planted fall 2020. This new garden will include 960 new coastal plain native plants, a footbridge over a drainage swale, solar charging stations for mobile devices, outdoor seating and more. It will include a rain garden complete with carnivorous pitcher plants. VWU students have been preparing for this garden for the past year, removing turf and weeds using cardboard they collected and weighted down with mulch. A great environmentally safe and chemically free way to get rid of unwanted weeds.

170+

plants donated to grade schools and at community festivals

6,300+

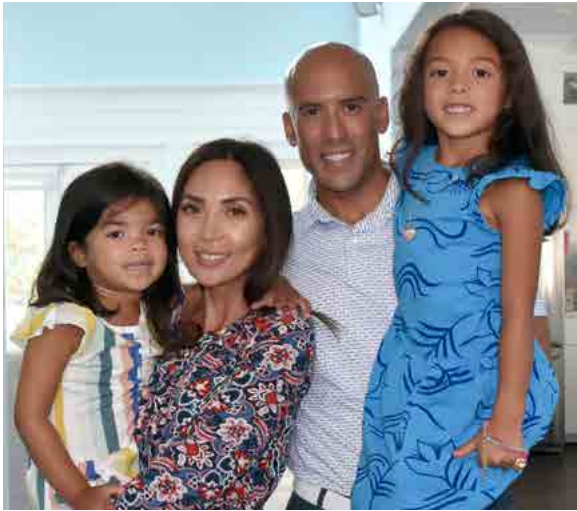
plants sold through annual spring plant sale generating

\$70,000+

in revenue

planting the garden of tomorrow

The Klines



Two generous families with a common thread: a connection to the Garden, a love of nature and passion to pay it forward. Though the Schaubach and Kline families have never met and are at different places in their lives, both share a strong desire to give back to the community which led them to participate in The Garden of Tomorrow campaign. “It’s personal for me. My family has enjoyed the Garden so much,” Danny Kline said. “Based on prior generations who built what we have today—we have to pay it forward for the next generation, If you enjoy something, you want others to enjoy it—you need to take action.”

Danny Kline took over the family business as President of Payday Payroll in 2006. He and his wife Jennylyn have two young daughters who are their top priority and are what brought them to Norfolk Botanical Garden. The WOW Children’s Garden and the ever-changing seasons, activities and events have kept them coming back. “Walking around the Garden, off the beaten path, was a game changer,” Kline said. “I truly believe the Garden is one of the nation’s best botanical gardens and we want to make sure it stays that way.”

Dwight and Jane Schaubach have a long history here in Coastal Virginia as successful business owners, current owners of John Brothers and past owners of Bay Disposal. Just as important as running multiple large businesses is being good stewards of the natural world, which is vital to the well-being of the community.

The Schaubachs



Photo Credit: 2U Media Productions

“We believe in giving back to the community and what better way than the future for our children and grandchildren,” Jane Schaubach said. “We are very lucky to have the Garden. We should be good stewards and take care of it and that costs money. It’s money very well spent.”

The future of the Garden depends on the generosity of donors like the Schaubachs and the Klines. The Garden of Tomorrow campaign began with a bold vision that will be brought to life with conservation, beauty and accessibility for all for years to come.

“It was a time in our life that we had the opportunity to give something to the Garden,” Dwight Schaubach said. “We like it so much that we want other people to know about it.”

The Garden is building a pathway for future generations to enjoy new spaces that nurture a deeper connection with nature.

“I don’t think people in this area know what a great asset we have,” Kline said. “We want to make sure the Garden is bigger and better.”

Learn more about how you and your family can be a part of the future of Norfolk Botanical Garden, visit www.GardenOfTomorrow.org.

garden supporters

The Garden of Tomorrow Campaign May 2017 — August 2020

\$3,000,000

The Perry Family Foundation

\$1,000,000 - \$2,999,999

Frank and Aimee Batten
Macon and Joan Brock
Anonymous

\$500,000 - \$999,999

Richard and Eleanor Evans
Robert N. Henderson, Jr.
Foundation
TowneBank Foundation
Dwight & Jane Schaubach

\$250,000 - \$499,999

Betty Darden
The Cabell Foundation
The Goode Family Foundation
Hampton Roads Community
Foundation
The William & Mary Greve
Foundation
Bee McLeod & Goody Tyler
Mary Morton Parsons
Foundation
D. Henry and Eleanor Watts

\$100,000 - \$249,999

Conrad & Peggy Hall
Edward & Betty Lou Johnston, Sr.
Peter & Penny Meredith
Jerry & Laura Miller
Ann Rathbone
John & Katherine Wynne Jr.
Dubby & Susan Wynne
Anonymous

\$50,000 - \$99,999

Alison J. & Ella W. Parsons Fund
of the Hampton Roads
Community Foundation
Capital Group
Peggy Beale
Susan Estes & Andy Rojecki
Anonymous
Doug & Laurie Hatfield
Linda Kaufman
Oriana McKinnon
Joe & Stephanie McSweeney
Dick & Laura Phillips
PRA Group
James & Karen Squires
Anonymous
Larry Weinstein & Carol
Downing

\$25,000 - \$49,999

Atlantic Bay Mortgage
Kay & Alfred Abiouness
Thomas W. and Martha B.
Ambler Charitable Fund
Bob & Sara Atherholt
Michael Bakwin
Dottie Ballard
Kelley & David Bashara
John & Jodi Benedict
Capital Concrete Inc.
Bob & Leslie Fort
Craig & Susan Grube
Mac & Steve Houfek
"Reflections on a Costal
Garden"
Harry Lester
Jillian Little
Mike & Andria McClellan
Connie Miller
Kevin & Penny O'Connor
John & Lee Ann Padgett
Payday Payroll
Casey & Marcus Rice

Toy & Gail Savage
Ben & Katie Schill
Ryan & Sarah Snow
Maria Stefanis
Ann Stokes
Richard Thurmond & Patricia
Jennings
Mark & Michelle Warden

\$10,000 - \$24,999
Peter & Edith Barnett
Chandler Reality
Michael Desplaines & Jason
Robinson
Douglas & Marianne Dickerson
Teresa Edge
Tom & Mary Landon Edwards
Marty & Susan Einhorn
Mayor Paul & Elizabeth Fraim
Jack & Martha Frost
Garden Club of Norfolk
Richard Groover
Robert & Susan Hansen
Gail Heagen
Zeb & Beth Holt
Dave & Micky Jester
Helen Junkin
Jr. Virginia Beach Garden Club
Dennis & Vickie Matheis
Rexanne Metzger
(Hillary Dunigan & Whitney
Weireter)
Susan Elise Morton
Betsy & William Murphy
Caroline & "T." Oliver
Dana Parker
Princess Anne Garden Club
Dee Roberts
Tim and Lisa Robertson
Gary & Leisa Rosso
Blythe & Simon Scott
Mimi Cooke Stein
Tazewell & Katherine Taylor

Virginia Beach Garden Club
Wilbanks, Smith & Thomas
Asset Management
Ed & Lauren Wolcott

\$2,000 - \$9,999

Cynthia Anstrom
John & Joy Baiocco
Max & Liz Bartholomew
Joe & Syble Cox
The Curtis Group
Ray and Diane Darcey
Anonymous
Jack & Courtney Doyle
Betty Edwards & Ed Ladd
Ramona & Antonio Farrow
Cathy Fitzgerald &
Joe Foreman
Steve & Royce Frazier
Dean & Ilene Goldman
Martha Goodman
Billy & Fann Greer
LaMont & Lisa Henry
E. Beaumont & Patricia Hodge
Don & Barbara Lipskis
Margaret Kennedy
Alan McLeod
Steve & Jeanne McSweeney
Michael & Jennifer Petit
Clenise Platt
Anita & Charles Poston
Patricia P. Rawls & Randy
Bittner
Chick & Kathy Robison
Meredith & Brother Rutter
Southeast Virginia Community
Foundation
Armistead & Widgett Williams
Barclay & Janet Winn

\$1 - \$1,999
Anonymous
Harriet Baker
Martha Paxton Beale

Margaret Bloom
Lynn Cobb & Warren Richard
Patrick & Brenda Corbin
Robert and Janie Creecy
Blaine & Mary Denny
Ryan and Katie Dougherty
Laurie Fox and Dean Bowles
Rick & Neva Goeres
Cindy Cutler & Craig Haines
Joy Lyon
Harry E. and Martha Lee McCoy
Fund of the Hampton Roads
Community Foundation
William & Glenda McKinnon
Paul Olsen
Archie & Maggie Simmons
Ashby & Joseph Waldo
Westover Garden Club
Jamie Winner

garden supporters

July 1, 2019 through June 30, 2020

Gifts to NBG Foundation

Isaac M. Baker, Jr. and Sarah Lee Baker Memorial Fund
Jonathan Miller and Barbara Chapman
John and Janet Read

Annual Fund

\$50,000 - \$100,000

Dominion Energy
Galliford-Mulard Foundation
Rick and Nichole Galliford

\$10,000 - \$49,999

Dan Allison
Capital Group Companies
Jack and Ann Glenn Foundation
Julian Haden Gray and Margaret Savage Gary Fund
Vickie and Dennis Matheis
Norfolk Southern Foundation
Patricia Peace Rawls and Randy Bittner
The William and Mary Greve Foundation

\$5,000 - \$9,999

Frank and Aimee Batten
Blanche Chappell
Shearwater Foundation, Inc.
STIHL Incorporated
Tidewater Children's Foundation
Goody Tyler

\$1,000 - \$4,999

Algonquin Garden Club
Dorothy Ballard
Nancy and Vern Barham
Douglas and Marianne Dickerson

James and Anne Gildea
Helen G. Gifford Foundation
C. Douglas Holloman
Carol Kramer
Mary Rawls Cooke Berkeley and Richard D. Cooke, Jr.
McGuireWoods, LLP
Ross McLeod
Scott and Andrea Miller
William and Betsy Murphy
Kathleen Rahman and Leigh Keogh
John and Elizabeth Shannon
Audra Short
Slaydon's Travel
Ula and Janne Motekat Fund
Walker and LaBerge Co. Inc.
John and Katherine Wynne

\$500 - \$999

East Beach Garden Club
Ann Baldwin
David Demko
Teresa Edge
Martin and Susan Einhorn
Joel and Colleen Fischer
Ted and Louann Hughes
Joy Lyon
Lynne Pridgen
John W. Saunders
Taoist Tai Chi Society
Tidewater Daylily Society
Scott and Debbie Waitzer

\$250 - \$499

American Conifer Society
American Rhododendron Society
Allen Baker
Robert and Jennifer Boyer
Karen Brent
Margaret and Gary Bright
Brian and Inger Friedman
Lawrence Goldrich

Alan Gollihue and Lane Killam
Stephen and Kim Hall
Helene and James Haluska
Michael Joseph
Teresa Kraus and Walter Camp
Robert and Carol Laibstain
Linda and Bob Patton
Albert and Nancy Roper
Peter Schmidt and Sasha Best
Mark and Patricia Seelenbinder
Wallace and Susan Starke
Richard and Susan Sterrett
Elaine Thompson
Virginia Horticultural Foundation
Lynda WilderArmistead and Widget Williams

\$100 - \$249

Abdel Agami
Tom and Tsulan Balka
Bryan BarmoreJane Barrett
Celia and Brock Baskette
Kelly Basnight
Leonardo and Lennard Bautista
Robin and Peter Bernath
Eric J. and Roberta L. Berryman
Lukia and Vernis Beverly
Tom Biede
Jay and Sherrie Black
Alan and Susan Bohache
Ed and Jessica Booth
Lisa Brenskelle
Charles and Elizabeth Broach
John and Donna Brown
Melanie Buski
Celine Chaya
Laurie Clinton
Debbie Cohen
Council of Garden Clubs
Horace and Barbara Crofford
Chad and Christina Cronauer
Francis and Susan Daniel

Charlene Darrow
Robert and Robin Daughtrey
Nicola Davies
Melissa and John Day
Nancy and Bruce Doyle
Raymond and Emily Duenke
Nanette Dyess
Bobby Eckel
Steve and Linda Eggleston
Marshall and Suzanne Feldman
Michael Ferullo
Nickie Fogleman
Barbara Ford
Herb and Terri Foret
Robin and Ernie Franklin
James and Diane Fritz
Sandy Gallop
Natalie Garry
Julia and Bill George
William George
Michael and Sallie Gilman
Nancy Gorry
John Greene
Tim and Mary K Grencewicz
Patrick Hamann
Timothy and Leslie Harkins
Mike and Amanda Hartzell
Karen Hines
James Holden
Gregory and Diane Horning
Roy Hurni
Institute for Learning
Peri and Julee Jacobs
Heidi Jeffreys
Frank Kirchner
J. C. Konier
Melody Koontz
Carol Korn-Smith
KPMG
Jeanne Kruger-Williams
Paul Lanari
Telfair Leimbach

Andrew and Chris Lenoir
Stephen Lewis
Patricia Loonam
Susan Lyon
Edgar and Julie MacKinlay
George Maihafer
Donald Marcum
Elizabeth Markham
Steven Martin and Taya Barnett
Betsy and Niel Mason
James and Stacy McAloon
Sinclair and Robert McCracken
Mark McElhaney
Pamela and Daniel McGrath
Karen Merkel
Clark Lee Merriam
Barbra Midgett
Leigh and Bill Moorhead
Francis and Ewa Muscari
Gayle Nichols
Norfolk Master Gardeners
Richard and Monnica O'Connor
Martha and Robert Orton
Elaine and Alissa Patnode
Beverly Payne
Jennifer Butsch and Michael Petit
Courtney Pharr
Stephanie and Josh Phillips-Wheeler
Diane Pinzon
Robert and Sheryll Queary
Yolanda Reavis
Reed and Associates Marketing
Karen and Douglas Richards
River Walk Garden Club
David Ropp
Duane and Karin Roth
Robert and Jean Rudman
Mr. and Mrs. Robert A. Ruth
Jamie Sabol
Mary Ann Schmidt
Ellen Scholz

garden supporters

continued

Vanessa Schwaner
Bruce and Cynthia Seamans
Michelle Seeberger
Timothy Seibles
Mr. and Mrs. Georg Seyrlehner
Arthur and Rhodora Simas
Valerie Smith
Carolyn and Atlee Smith
Ms. Rosie Smith
L.J. and Patricia Stallings
Nancy Steen
Deborah Stewart
Cynthia Su
Pamela Szczesniak
Robin Taylor
Michael and Sue Thomas
Paulina and Jeffrey Thompson
Tidewater Chapter of Virginia
Master Naturalists
Henry Townsend
Leslie Van Horn
Virginia Beach Garden Club
Virginia Beach Master Gardener
Association
Mary Jo Walsh
Jerry and Lindsay Walton
Chris Watson
Judy and George Wessell
Kristen and Dennis Weston
Nelda WhiteErika Wiley
Kayla Williamson
Helen and Frank Wozniak
Laura and Fritz Zeisberg
Douglas and Mary Ziegenfuss

Garden Patron Members

ROSE \$1,000

Larry and Ann Atkinson
Dorothy Ballard
Vern and Nancy Barham
C. Max Bartholomew
Kelley and David Bashara
Betty Darden
Douglas and Marianne
Dickerson
Chelsea Dietlin
Susan Page Estes and Andy
Rojecki
Richard P. Evans
Robert and Leslie Fort
Steve and Royce Frazier
Dale and Shelley Gabel
Ted Gournelos
Cy and Edith Grandy
Conrad Hall
Bill and Karen Haynie
Steve and Mac Houfek
Phil and Dawn Jacobs
Joseph and Terry Jordan
Michael Kearns and
Joanne Taylor
Robert and Julie Keesling
John and Pamela Kiser
Gregory and Mary Beth
Marshall
Vincent and Suzanne Mastracco
Vickie and Dennis Matheis
Peter and Penelope Meredith
William and Betsy Murphy
Gayle Nichols
Ann and Sean O'Connor
Caroline and "T." Oliver
Gary and Glenda Philbin
Ann Phillips and Luis Boticario

Kathleen Rahman and Leigh
Keogh
Patricia Peace Rawls and
Randy Bittner
Marcus and Casey Rice
Dwight and Jane Schaubach
Laura Schmidt
John and Elizabeth Shannon
Ryan and Sarah Snow
James Squires and Karen Jones
Squires
Ann Stokes
Goody Tyler
John and Katherine Wynne

RHODODENDRON \$500

Alfred and Kay Abiouness
Margaret Anthony
Laurie Barnes
Peter and Edith Barnett
Bruce and Sarah Bishop
Malcolm and Nancy Branch
Scott and Meghan Clark
Robert and Janie Creecy
Ray and Diane Darcey
James Dare and Betty Marshall
Bess Decker
James and Frances Dille
Michael and Carol Donovan
Teresa Edge
Martin and Susan Einhorn
Joel and Colleen Fischer
Ernie and Robin Franklin
David and Susan Goode
Christina Goode
Richard and Pamela Gray
Robert and Susan Hansen
Andrew and Vivian Holmes
Thomas Hubbard
Walter and Cheryl Jones
Gary and Karen Karłowicz
Linda Kaufman

Danny and Jennylyn Kline
Neil and Aline Landy
Donald and Barbara Lipskis
Joy Lyon
Michael and Julie McLean
Jeff Moore
Susan Elise Morton
Dale and Dolores Mullen
Teresa Perrel
Randolph and Pamela Poe
Stephanie Pope
Charles and Anita Poston
David Probert
John and Janet Read
Anne Redfern
Richard and Shirley Roberts
James and Karen Russo
John W. Saunders
Jim Schmidt
Kay Shiflett
Judy Sparrow
Gus and Janet Stuhle
Donald and Claudia Taber
Henry and Eleanor Watts

AZALEA \$250

William and Jan Abbott
Kay Alexander
Ben and Candace Altschul
Shannon Alves
Bob and Sara Atherholt
Venessa and Donald August
Peggy and Calvin Bailey
Curtis and Robyn Bailey
Allen BakerKate Baldwin
Robert and Cheryl Beauchamp
Jean and Harold Bell
Mike and Mari Bennett
Jacob and Theresa Berghuis
Annette Berkin
Mr. Peter Bethell
Bruce Bischoff

David and Karen Blakey
Chris and Diana Gross
Margaret Bloom
Steve and Judy Bowyer
Kathleen Boyd
Diane Boyd
Robert and Jennifer Boyer
Nancy and David Bozak
Wendy and Stephen Bradfield-Smith
Johanna and Martyn Bradley
Maryanne and Patrick Bragg
Dorothy and Marvin Brangan
Margaret and Gary Bright
William and Sandra Brown
Maureen and Sabrina Bruno
Keith and Barbara Byers
Walter Camp and Teresa Kraus
Kathy Case
Sarah Clarkson
Ronald Conant
Paul and Marta Conkling
John Cook
Charles and Minette Cooper
Charlene Darrow
Robert and Robin Daughtrey
Bill Davidson
Ray and Suzanne Dezern
Jan Dillard
Michael and Susan DiStefano
Katie and Ryan Dougherty
David Driscoll
Ron and Jan Eaton
Kenneth Eberhart
Jane Edwards and Louis Neudorff
Tom and Mary Landon Edwards
John and Janet Ellis
Victoria Evans
Ramona Farrow
Annette Field
June and Doug Flagg
Bill and Susan Fogerty
Joe Forti

garden supporters

continued

Leslie H. Friedman
Sandy Gallop
Cecil and Theresa Garber
Kathy Gard
Janice Gay-Maker and
Christopher Gay
Mary and Dean Giangregorio
Darril and Nimfa Gibson
Dean and Ilene Goldman
Alan Gollihue and Lane Killam
T. Winston and Eleanor Gouldin
John Greene
R. Thomas and Joan Griffey
Stephen and Kim Hall
Henry and Eleanor Harris
Donald and Beth Hart
Charles Haskins
Mindi Haugen
Gail Heagen
Kathy and Joel Heaton
Gabrielle and Mark Hermes
Louise and Eugene Hileman
Martha Hill
Paul and Susan Hirschbiel
Eileen Hofmann
Chris and Tamara Holmes
Edward and Erline Holt
Zeb and Elizabeth Holt
Mary and Benjamin Hubbard
Jerrold Hutton
Michael and Teresa Inman
Lisa and Jack Jeffrey
Rachel Jiral
Peter and Beth Johnson
Cornelia and Robert Johnson
Kenneth and Patricia Johnson
Helen Jones
Michael Joseph
Gregory and Amanda Kahles
Stacey Kellar
Maggie Kennedy
Eugene and Kathryn Lambert

Oral and Karen Lambert
Harry Lester
Judy and Alberto Lezama
Kenneth and April MacDonald
Charles Mann
William and Virginia Marshall
Niel and Betsy Mason
Karen Mayne and Mark Hayes
James and Sandra McCollam
Skip McLamb
Julius and Jeanne Miller
Gigi Miller
John Miller
Melissa and Andrew Miller
P. Lynne Mills
Michael and Elizabeth Minter
Melissa and James Montes
Grace Moran and Kurt Merkling
John and Elizabeth Morris
Carolyn Mroz
Alyssa and Jonathan
Muhlendorf
The New Leaf
Lytton and Elizabeth
Musselman
Shuryl and Erwin Noblett
Edward Oldfield
Paul Olsen
Mike and Elizabeth Pampalone
Marita Patterson
Linda and Bob Patton
John and Lara Pham
Dick and Laura Phillips
Kathleen Pitchford
Laurie Pitchford
Clenise Platt
Robert and Florence Powell
Bruce and Nancy Prichard
Jared and Becky Pulley
Ann Rathbone
Allan and Harriet Reynolds
Barrie and Mary Ann Ricketts

Eileen Ridge
Richard Rosser
Mary Jo Rothgery
Ted and Terri Russell
Carolyn Sands
Kemp and Kathy Savage
Gail and Toy Savage
Matthew Schall
Curtis and Diane Schmidt
Janice Sherwood
Betty and Kaitlyn Silver
Chuck Simpson
Ran Vijai Singh and Sonia Suys
Holly Smith
Florence Smith
Sue and Russ Smith
Victor and Laura Sonnino
William Spaur
Nancy Steen
Mimi and Robert Stein
Allen and Deborah Stephens
Roberta Stewart
Ronald and Kay Stine
Brian and Robyn Stireitz
Thomas and Susan Summerlin
Cindy Thebaud
Tom and Tania Tracy
Charles and Deborah Tretler
Thomas and Karen Tucker
John Urton
Robert Ward
Dudley and Elizabeth Ware
Lee and Christina Westnedge
John C. Whistler
Preston and Catherine White
Wayne and Ashlin Wilbanks
Mike and Kristin Williams
Armistead and Widget Williams
Edward and Lauren Wolcott
Bob and Lynne Worrell
Jennifer and Richard Wright
Ernest and Angela Zichal
Luke and Amy Ziemba

Tribute Benches

Margaret Galotti
Joellen Quanty
George E. Gaydos, Sr.
Michael and Katherine Gaydos
Bob and Beverly Isaksen
Kristan and Matthew Huddle

Eagle Tribute Bricks

Murph Alexander
Terry Allan
Meade T Eller
Hilda Pool
Gerry and Ron Nelson
Heather Swayzee
Helen Sellow
Beverly Chilson

WOW Tribute Bricks

Geoffrey and Erin Cresswell
Mary Lillian Cooper
Evelyn and Russell Foytik
Fran Omea Hicks
Heidi Jeffreys
Jeanette Lynch
Cady Pinell
Westin F. Moore
Robert O'Connor
Randi Neeson
Christina Johnsen
Betty Patterson
Holt Butt
Kurt Rosenback
Ms. Amy Camp
"Snoopy Terry"
Bryan Hansburg

WOW Tribute Bricks (continued)

Karen W. Tripp
Tom and Vicki Marsh
Doris Marie Wiele
Sandra Wilson
Diane Wilsom
Andrea and Jeremy
Hazelbaker
Charles and Gail Woolford
Charlotte Woolford

Education Walkway Tribute Bricks

Mike Corletto
Jean Corletto
Mary Friesen
Floyd Friesen
Anthony M. Hanna
Autumn Vandehei
John Herndon
Karen and David Wilson
Jackie Hudgins
Shelly Knight
Robert F. Hudson
Norfolk Master Gardeners
Grace E. Martino-Strid
Beth and Rolf Williams
Harry and Betty Moore
Timothy and Phyllis Moore
Vera Nulton
Curtis Reiber
Merle Raynor
Tina Stevens
Simeon and Celsa
Christine Williams
The Vervilles
Donna Saffold

Gifts In Memory of

John Atkins

Tom and Dianne Frantz

Camille Atwood

Norfolk Master Gardeners

Margaret and Michele Barberio

Teresa Edge

Peggy Beale

George and Susan Brown

Alice Clarke

Victoria Evans

Betsy and David Goode

Richard Gresham

John and Virginia Hitch

Julia Jennette

Marion and Roger Lidman

Charles and Katherine Robison

Albert and Nancy Roper

Westcott and Nancy Smith

Betty Thompson

Jo Thompson

Margaret Tinaro

Wall, Einhorn and Chernitzer, P.C.

Paula Whitmore

Nancy Wilson

Sue Bushey

Robert and Kathleen Morris

Norerta Colette Custis

Gloucester High School

Class of 1970

Betty Demko

David Demko

Anna M. Elder

Teresa Edge

Jane Ellis

Cari Parrish

Joe Foreman

The Curtis Group

David Demko

Jane Fuchs

Adam Warner

Margaret Gallotti

Linda and Craig Caulkins

Kevin and Diane Leegwater

Donna Peters

George Gaydos

Norfolk Master Gardeners

Fred Gebron

Georgia Harris

Peggy Hall

Dick and Laura Phillips

Maxine Ann Herrick

Barbara Pecil

Mr. and Mrs. Charles W. Howse

Janice Martin

Alan Jenkins

Jacqueline Sawyer

Edna Kernodle

Abbe Torres

Alisa Bearov Landrum

Jean Gulick

Jo Kinnaly

Jean Lamkin

John and Phylis Landrum

Chris Miller

David and Gail Miller

Charles and Diane Shaver

Gary Sherbert

Mary Turner

Nancy Mansfield Fohl Lechler

Dianne Fish

Linlier Garden Club

Mary Catherine McCabe

Bill Hawver

Insco Insurance Group

Joanne McKain

Kathy and Charles Mulkey

Mrs. Kathleen Ostby

Pamela Pyle

Arthur and Patricia Ross

Mary West

Bee McLeod

Cathy Fitzgerald

Dean and Ilene Goldman

Suzanne Puryear

Charles and Katherine Robison

Rexanne Metzger

George and Susan Brown

Miriam Mopper

Kenneth Mopper

Sally Palmerton

Mr. Mario diTommaso

Dave and Heather Stewart

James Pollard

Judith Swayne

Alexander Reichardt

Colleen and John Garrettson

Carole Longmire

Matthew J Russo II

James and Karen Russo

Dorothy Shoemaker Surrena

Bonnie Primm

Shirley Wasburn

Carol Johanningsmeier

Parran Wible

Kathryn and Dean Sheppard

Robert H Wilson

Shelba Boone

In Honor of

Robert John Bartley

Bank of America

Toni Bohannon

Mary Barnes

Patsy Cameron

Jeanne and David Bergren

Holland Family

Daryl and Phyllis Holland

In Honor of (continued)

Roya Ismail-Beigi

Sara Bartlett

Saylor McInturff

Maury Joy

Bill and Linda Pinkham

Currituck Master Gardeners

Linlier Garden Club

Pembroke Garden Club

Sound Gardeners Club

Ryan Snow

Deborah and John Ball

Ann Stokes

Goody Tyler

In-Kind Donors

Jane Abbott

Lisa and John Adams

Aquanis High School

Carolyn Ayers

Renate Barber

Rick and Susan Bauer

Anthony Bender

Bennett's Creek Nursery

Jeremy and Jamie Breland

Jennifer Canfield

Chanticleer Pleasure Garden

Pete and Bonnie Clark

William Curry

Lee Davenport

Michael Desplaines and

Jason Robinson

Carla Dexter

Carl and Joan Dick

Dirt Dawg Nursery

Winifred and Michael Dunn

Frank and Billie Earnest

Eastern Shore Nursery

Per Einar Evensen

Julie Finn

Cathy Fitzgerald

In-Kind Donors (continued)

Laurie Fox and Dean Bowles

Audrey Fussell

Cy and Edith Grandy

Cliff and Cynthia Guard

Michael and Michelle Hoesly

Mac and Steve Houfek

Hund's Recycle Factory

International Flooring and

Protective Coatings, INC.

JC Raulston Arboretum

Mike Kirk

Charity Mack

Kim Mack

Luca Maturra

William and Catherine

McReynolds

Susan and Lyle Meier

David Moscone

Nuckols Tree Care

Old Dominion University

Brian O'Neil

Orchid Classics

Jonathon and Lindsey Osborn

Rodney Parker

Bill and Linda Pinkham

Adieren and William Roark

Diane Satterfield

Elyse Sheppard

Vanessa and John Siedlecki

Ryand and Sarah Snow

Star Roses and Plants

STIHL

Lauren Tafoya

Tianyu Arts and Culture Inc.

Goody Tyler

Jen and Sean Weir

Jim Wilkinson

Bonnie Williams

Every effort has been made for accuracy. If there are any errors or omissions please contact Leslie Van Horn, Director of Annual Giving at 757-441-5830 ext 341.



garden foundation

The Norfolk Botanical Garden Foundation is a separate 501(c)(3) whose sole mission is the support of Norfolk Botanical Garden. The Foundation invests the Garden's endowment funds and makes an annual distribution from the funds' earnings to assist the Garden in fulfilling its mission.

The following are current members of the Foundation's board of directors as of June 30, 2020:

Patricia P. Rawls, President
Michael P. Desplaines,
Secretary
Frederick V. Martin,
Assistant Secretary
Martha B. Ambler, Treasurer
Peter A. Agelasto III
William C. Eisenbeiss
Roger L. Frost

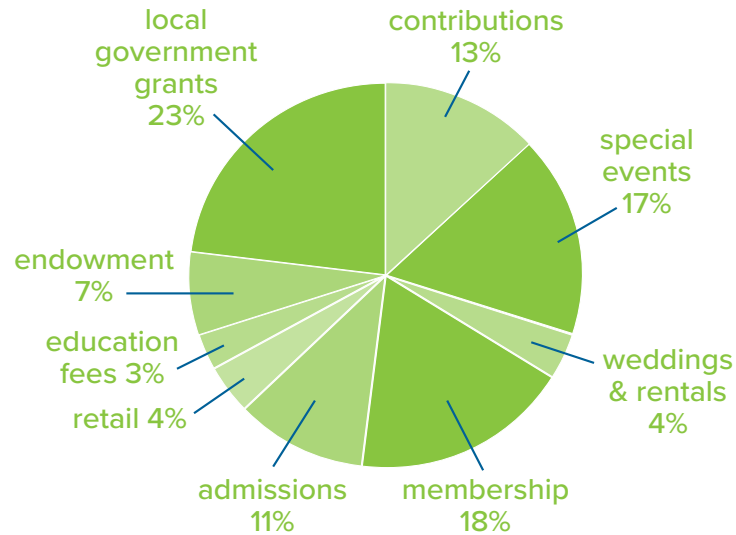
Gail P. Heagen
Clenise Platt
Charles D. Robison III
W. Ryan Snow
Ann P. Stokes
Tazewell G. Taylor, Jr.
Mark R. Warden
Lauren V. Wolcott, CPA

As of June 30, 2020, the Foundation had assets of nearly \$16.7 million and provided a total of \$450,000 to the Garden for operating and capital expenses in FY20. Adhering to certain donor restrictions, some of that total went to specific areas or for specific purposes in the Garden such as the Camellia Garden, Children's Garden, Hydrangea Garden, Meadow and areas in and around Baker Hall and the Education Building.

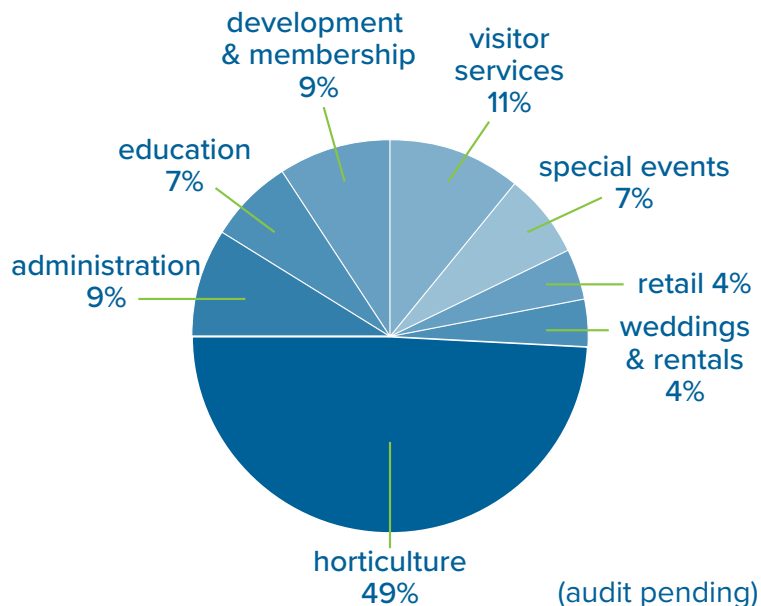
The Foundation would like to thank its donors, past and present, who have had the foresight and generosity to contribute to the Foundation, helping to ensure the viability of Norfolk Botanical Garden for generations to come.

fiscal report

revenues fy 2020
\$6,529,357



expenses fy 2020
\$6,127,338



strategic plan 2019 — 2022

- Lead in environmental action and advocacy
- Deepen the Garden's engagement with - and impact in - the community
- Provide a dynamic, high quality and welcoming experience that connects people to nature
- Ensure long-term financial sustainability
- Maintain organizational leadership excellence

mission

- Immerse visitors in a world of beauty
- Lead through environmental action
- Inspire through education and connection to nature

Thank You

You have made a remarkable difference in helping the Garden flourish. You help us connect with local communities, provide educational programs for children & adults and inspire environmental stewardship.

norfolk
botanical
garden

6700 Azalea Garden Road
Norfolk, VA 23518

Address Service Requested
DATED MATERIAL - DO NOT DELAY

NON-PROFIT
U.S. POSTAGE

PAID
NORFOLK, VA
PERMIT NO. 568