

2014



One Awbury Road • Philadelphia, PA 19138
215-849-2855 • www.awbury.org

Welcome Nancy Pasquier: Field Studies Director

This fall, Awbury welcomed **Nancy Pasquier** to the staff in the new position of *Field Studies Director*. Nancy has a background in teaching and horticulture and most recently worked at Riverbend Environmental Education Center and Grumblethorpe Museum. She is looking forward to hosting school field trips at Awbury and bringing educational programs to students in their classrooms. Nancy's email is npasquier@awbury.org and her phone number is 215-849-2855 x 20 if you would like to contact her.

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Letter from the General Manager

Dear Friends and Supporters:

2014 will undoubtedly be remembered as a truly significant year for Awbury Arboretum. This fall, the Wissahickon Charter School - an elementary and middle school committed to engaging children with the environment as a learning context - opened its aptly named "Awbury Campus" immediately adjacent to the Arboretum. The school's presence at the Arboretum's doorstep opens a new world of unlimited partnership possibilities – for both the school and the Arboretum.

Perhaps of even more importance, earlier this year, with the stroke of a financial pen, the state of Pennsylvania affirmed the value and importance of this historic landscape. In 2014, the State agreed to give Awbury \$1.4 million in exchange for our agreement to place a Conservation Easement on 38 of the Arboretum's 55 acres. This extraordinary "deal" was put together by the Natural Lands Trust, a regional open space preservation organization, which will hold the Conservation Easement on behalf of the Commonwealth of Pennsylvania. Awbury has now received permission from the Orphan's Court to sell the Conservation Easement to the Natural Lands Trust, and will be adding a net \$1 million to our permanent endowment in several months, when all necessary legal paperwork and surveying is complete.

In addition to these two exciting events, 2014 saw many other achievements – results of hard work by staff and volunteers. Ongoing improvements to the Cope House have enhanced its attractiveness as a rental facility for multiple kinds of social and corporate events. The second year of our summer camps was successful, and homeschooling programs continue to use Awbury as a truly unique complex of classrooms in an outdoor learning space. A pilot program offering neighborhood teens a chance to grow and learn using our gardens and teaching kitchen was so successful, the City Philadelphia funded a five week summer expansion of the program. The revitalization of our subsidiary landscape services enterprise has been successful, and we are now offering more landscape installation and maintenance as well as snow plowing services to an ever increasing number of institutional and residential customers. As I pen this letter, firewood sales are warming an increasing number of homes throughout northwest Philadelphia.

Unfortunately, despite these monumental successes, the dramatic increase in our endowment this year will not generate all of the money needed to maintain this nearly 100 year old Arboretum. As we approach our 100th anniversary in 2016, we will be launching some serious fund-raising initiatives, with the intent to further strengthen our educational program offerings, complete several major landscape improvements, and establish an emergency fund to restore damage caused by major storm events. As we move into 2015, we will give you more information about these campaigns – and ask for your help.

Sincerely,

Chris van de Velde
General Manager



Financial Data

FINANCIAL DATA - FY 2014

Assets	
Cope Trust Balance	\$ 500,000
Cash Reserves	\$ 100,000
Income	
Cope Income Trust	\$ 25,000
Property Rents	\$ 16,000
Event Rentals	\$ 29,000
Program Fees	\$ 25,000
Grants	\$ 209,000
Gifts & Memberships	\$ 143,000
AAL Earnings	\$ 4,000
Education Fund	\$ -
Cash Reserves	\$ 41,000
Total	\$ 492,000
Expenses	
Staff Salaries	\$ 169,000
Consultants	\$ 66,000
Stipends	\$ 3,000
Public Events	\$ 2,300
Landscape Maintenance	\$ 82,000
Building Maintenance	\$ 37,000
Custodial & Security	\$ 3,000
Equip. Lease/Purchase/Repair	\$ 16,000
Insurance	\$ 52,000
Utilities & Phone	\$ 17,000
Dues/Subscriptions	\$ 5,000
Office Supplies & Postage	\$ 10,000
Printing & Marketing	\$ 7,000
Supplies - Programs & Repairs	\$ 20,000
Taxes & Finance Fees	\$ 1,600
Web Site	\$ 1,000
Miscellaneous	\$ -
Total	\$ 491,900

Event Rentals

We are pleased to share that our rental program continued to grow in 2014! Our lovely historic mansion, including indoor parlors, outdoor lawn and garden, and wrap-around porch, was the site of 40 events. We enjoyed renting our venue to accommodate fifteen weddings, six baby showers, several staff retreats, and many other unique and beautiful events. We increased our event rental revenue by 75% this year and are glad that our gorgeous events can help support our educational efforts and overall mission. Check out our Pinterest page (search for "Awbury Arboretum") for great shots of renters sharing our parlors, garden, porch, and historic landscape with family and friends.

This year, we've been asking renters to write reviews of their experiences. Check out our Reviews Page, and click through to read their stories (especially those of brides and grooms who were married here) featured on sites like Wedding Wire and Yelp. Thanks to those of you who have taken the time to write about your event!

If you'd like more information about our rental program, please contact Branda O'Neil (ext. 10 or boneil@awbury.org). We hope YOU will consider hosting your next celebration here at Awbury!



Our For-Profit Enterprise

Awbury Arboretum Landscapes

Awbury Arboretum Landscapes, the for-profit division of Awbury Arboretum, exists for two reasons: To maintain our 55 acre Arboretum AND To generate revenue, by servicing outside residential and institutional clients, to support the Arboretum's mission. To that end, we are pleased to be able to report that this has been a successful year. Specific highlights are as follows:

- Sales revenue doubled year over year.
- Over 40 new residential clients were added to our client base.
- Significant growth, from 15 to 26, of our institutional client base which includes such organizations as The Academy of Natural Sciences, Franklin Institute, Wissahickon Charter School, Stenton and The Lutheran Theological Seminary .
- Addition of more profitable services such as hardscaping and high-end garden design and installation.
- Significant expansion of snow removal contracts with both institutions and residences.
- Addition of sales of landscaping supplies including wood chips, triple shredded leaf mulch, topsoil and organic leaf mulch produced on our NW tract.
- Addition of new vehicles and equipment which will enable AAL to achieve a much more efficient workflow.
- New certifications and training at Longwood, The Barnes and PHS were completed in Pesticide Application, Organic Gardening, Permaculture, Soil Sciences, Plant Sciences and Design.
- Addition of another arborist partner enabling AAL to take on significantly more tree work.

Programs

The Year in Review



The Arboretum continues to be fertile ground for new opportunities for education and public programs while successfully growing our tried and true repertoire. Over 4,000 youth have been served by Awbury programs since January of this year. Over 7,500 total visitors have participated in a class, camp, lecture, festival, flea market or partner program.

Field studies has warranted adding a new staff member, Nancy Pasquier, to pursue the full potential of this already successful program. (see Nancy's bio on back cover).

The Awbury TLC (Teen Leadership Corps) has piloted a successful program and received generous grant support for the upcoming year.

Awbury and Emlen Elementary School have received funding to continue our partnership including helping the school to install raised beds on their campus.

Our fledgling homeschooling program is now in its second year offering nature studies, archery and history classes. These classes are run in partnership with Penn State Extension 4H, and Grumblethorpe Historic House and Garden. Quality partnerships such as these strengthen our programs, defray costs and widen our visibility.

Summer camps doubled enrollment this year, leading us to believe more weeks and more revenue can be gleaned from smart summer programming. The camps also offered over 50 scholarships to Philadelphia children, allowing many kids a summer experience they otherwise may not have been able to have.

The adult classes and lecture series - Hearth and Horticulture - continues to attract interesting presenters.

Our public programs, including 3 annual events and 2 flea markets, continue to grow. This year's harvest festival - our second annual - tripled the amount of visitors and has begun to create a small stream of revenue that, if well managed, should become a fundraiser as well as a fun-raiser.

The annual holiday greens sale is coming up - please join us on December 6th for, music, crafts, food and fun. You can buy wreaths, greens and trees that day or pre-order them online at a discount.

We are always striving to bring new, innovative and inspiring events to Awbury. This year, art and music will be key. A public art installation will be hung here in late fall and remain into winter. "Stop, Look, Listen", the creation of local artists Carole Loeffler and Maryann Worrell, consisting of 8 site specific sculptures, will encourage audiences to experience the landscape and all that Awbury has to offer.

In addition to the ephemeral art installation in the fall and winter, we will have another original art event in April. Over fifty students from Arcadia University and young artists from Project Learn School will together create fantastical drawings and 3D sculptures focusing on birds.

As part of public outreach, works from these shows will be hung in cafes in Philadelphia and Glenside. The show at Awbury will open on April 10th and run for several weeks. Look

for more information about these happenings on our web site and in our e-news.

Last but not least, this summer we hope to add a new event which will round out our calendar to have one event in each season. Local Live music and food fest is hatching and should be ready to fly this July.

All this growth requires lots of hands. If you are interested in joining an events committee please contact me. We are looking for hearts and brains that can help to nurture Awbury's events to the next level.

It is my pleasure and privilege to continue to work with the wonderful Awbury staff who give so much to make all of these programs happen.

Warmly,

Heather Zimmerman
Program Director



A Message from our Volunteer Coordinator:

Dear Awbury Arboretum Members,

By now, I have had the pleasure to meet many of you. If by chance we have not been introduced, please know that I am at your disposal! As Volunteer Coordinator at Awbury Arboretum, my goal is to match any and all interested individuals and groups with meaningful tasks and projects at Awbury.

Over the past year, I have had the opportunity present to both university and high school students on the value of community service at Awbury, and currently lead a bi-weekly group from the Philadelphia Developmentally Disabled Corp. on service visits to the Arboretum. The joy this group derives from contributing their time to us is a pleasure to behold, and this mutually beneficial relationship has evolved and grown stronger over the past year. I am proud to note that this year I became a Master Gardener. This obviously comes in handy on the job, and has opened many networking doors for Awbury. Many of my classmates from my Master Gardening class are now dedicated volunteers at the Arboretum. In the New Year,

I have my sights set on developing corporate volunteer service. If anyone should have some leads in this direction, as I said, I am at your disposal! My work as Volunteer Coordinator has truly reinforced my belief in the positive effects volunteering at Awbury can have on people's lives, and I am eager to connect new people with all that we have to offer.

Sincerely,

Leslie Cerf
Volunteer Coordinator

