McIntire Botanical Garden
Annual Report 2020
Fiscal Year July 1, 2019 – June 30, 2020
Greetings Friends
of the Garden-

When Mikyoung Kim began designing the Master Plan for McIntire Botanical Garden, she chose the image of a nest as her inspiration. That image became truly prescient as we review fiscal year 2020.

A nest is a symbol of new beginnings, nurturing and healing; it promises responsible keeping of our environment and creates a safe place for families. Particularly during 2020, our numerous initiatives continued to integrate to create such a haven.

The fiscal year began as we hired our first Executive Director, Jill Trischman-Marks. We introduced her to a standing-room only crowd in October, where we also showcased a gallery of never-before shared schematic images of the Garden.

We used the image of a nest as the centerpiece for our Fall fundraising campaign, which exceeded the previous year's donations by 400 percent. Also during the year, our organization accepted its first legacy gifts totaling more than $500,000.00.

In November, Jill and I traveled to San Diego to join our design partners for the annual American Society of Landscape Architecture Professional Awards. We were thrilled when the Master Plan for the Garden received an Honor Award for Analysis and Planning, earning a place among the top designs of the world.

Our fundraising efforts continued in the Spring when we hosted our third annual Ian Robertson Legacy Lectureship. This event welcomed supporters – new and long-term – to hear Mikyoung Kim speak about how public spaces can reflect the unique environments that they call home.

Unfortunately, like the rest of the nation, MBG was impacted by restrictions enacted as a result of the spread of COVID-19. Planned events – such as our popular Bird and Butterfly walks – were cancelled, and we as an organization learned to adapt to conference calls and online meetings. We migrated our programming and outreach efforts to social media and our website to provide resources and entertainment in an effort to help keep spirits high during challenging times.
Our exciting collaboration with Cornell University and Charlottesville High School, where students researched and recommended future garden programming, was also hindered by COVID-19. While we were disappointed not to be able to share the findings with the public, we look forward to implementing some of the recommendations in the coming year. Moreover, this experience is a model for future initiatives.

An unanticipated benefit to the policy of social distancing was the increased traffic in the Garden as members of the community explored new trails cleared during pre-shut down workdays by our volunteer ranks – now more than 200 strong.

A highlight for our organization came with our decision during the year to begin the process to change our name. Long before the social unrest which dominated much of the spring and summer of 2020, members of our community had voiced concerns about our name being tied to Charlottesville’s past; being one that is at odds with our vision to be a place of inclusion and healing. In making the decision to select a new name, we are focused on the future, while clarifying our own identity within the City as an ally to all communities. We were thrilled with the overwhelming and positive response by the community and continue to be deeply gratified by the amount of thought and consideration shown by the hundreds of suggestions.

As Fiscal 2020 ends, our vision for the future of the Garden and our role in the Community has never been more clear. Fueled by our supporters, our volunteers and our staff, we are creating a place where all will be welcome. Join us!

Joan Swanberg
President
Board of Directors
In October 2019, The Master Plan of McIntire Botanical Garden received an Honor Award in the Analysis and Planning Category, from the American Society of Landscape Architects.

In September 2019, the Garden welcomed its first Executive Director, Charlottesville resident and professional Landscape Architect Jill Trischman-Marks.

Across FY 2020 MBG gained more than 300 new donors. Our Fall Campaign exceeded the previous year’s effort by 280 percent.

In FY 2020, MBG Volunteers, now numbering over 200, reached a cumulative milestone of more than 16,000 hours donated.

A grant from the Bama Works Fund of Dave Matthews Band at the Charlottesville Area Community Foundation to be used for site management resulted in the clearing of more than 4 acres from destructive invasive plants.

During FY 2020 MBG continued its participation as a non-profit partner of the Charlottesville Area Community Foundation.

In January, more than 80 volunteers together with team from Bartlett Tree Experts and Charlottesville Area Tree Stewards converged on the Garden to clear brush and lay mulch on paths that guided visitors to the Garden.
The Next Generation of Gardeners

While our butterfly, bird and tree walks were curtailed this year, MBG tapped into the collective creativity of students from Charlottesville High School and Cornell University to invite them to study and contribute to the strategic planning for the Garden.

During winter break a teacher at CHS reached out to ask how his students could be involved in the Garden. At the same time, a professor from the school of Integrative Plant Sciences at Cornell made a similar request. The collaboration would help develop integrated, multi-disciplinary educational programs at the Garden geared toward families and children.

While the arrival of COVID-19 would spell an end to in-person classes and meetings, the collaboration continued thanks to the wonders of Zoom meetings and remote surveys.

An impressive amount of research, creative thinking and brainstorming took place among all student participants, which resulted in their making presentations about findings to the MBG Board of Directors. While some ideas will take longer to implement, others offered immediate potential, and we are examining ways to implement them.

A New Name for a New Chapter

The name McIntire Botanical Garden was chosen nearly a decade ago, reflecting the Garden’s location in McIntire Park. Since that time, many in our community voiced their concerns that the name has the potential to cause some visitors to feel less welcome. This is clearly at odds with our vision -- to be a place of inclusion and healing.

As a result, during FY 2020, the Board of Directors voted to begin the process to change the name.

Selecting a new name will focus us on the future, while clarifying our own identity within the City. This is an exciting opportunity to engage with all communities we hope to serve, and to invite them to help determine our new name.

More than 200 suggestions were collected through our website, email, social media and USPS.

A short list was prepared and is being reviewed by The Board for their final decision.
A Great Place to Grow

While COVID-19 put an end to planned community events and public gatherings, it also reinforced the healing power of nature and the value that outdoor spaces bring to the community. We have been thrilled this year to see the increase in regular visits by neighbors, dog walkers, nature enthusiasts and those just needing a quiet break from daily turmoil.

During FY 2020, volunteers and MBG Board members labored throughout the year to lay fresh mulch on trails and remove trash and harmful invasive plants, allowing natural inhabitants to begin to thrive.

Many Hands Make Mulch

In January, MBG held its third volunteer work day. More than 80 hardy souls braved fog, rain and eventual sunshine to help clear brush, spread mulch, build paths for our bird and butterfly walks, and install posts that will mark the site of future sub-gardens and buildings.

We are grateful to have the continued support of many Charlottesville-area organizations who generously donate their time, expertise and equipment to the upkeep of the Garden site. Among them are the team from Bartlett Tree Experts, who prune trees and remove invasive species while keeping us safe during work days. Additionally, Charlottesville Area Tree Stewards contribute their equipment and expertise, and our hard-working core Volunteers, including our Garden Guardians, who provide regular site maintenance and who were joined on this day by more than 25 students from the University of Virginia’s APO Fraternity and Alternative Spring Break program.
2020

Building Strong Financial Support

During fiscal 2020 our development efforts continued to gain momentum, fueled by the strength of our Fall Campaign, which was our most successful to date – surpassing our goal by 25%.

Thanks to a generous donor, we were able to offer a $25K match, which was met in three weeks. Our goal of 150 Donors was significantly topped as we welcomed 429 Donors.

**MBG received donations very week of Fiscal 2020!**

As we headed toward the conclusion of Fiscal 2020, MBG held its popular education program: The Ian Robertson Legacy Lectureship. A sold-out crowd at Farmington Country Club listened to MBG Master Plan Designer Mikyoung Kim speak about the role of Gardens in Urban environments and then shopped from an impressive array of local merchants.

In December, MBG got into the spirit of #Giving Tuesday thanks to our neighbors at Vitae Spirits Distillery who agreed to host a party at The Distillery and donate a percentage of cocktail sales to the Garden. In addition, 100 percent of the proceeds from a raffle went to the Garden.

Covid-19 interrupted our plans for a Spring Appeal, but we were gratified by ongoing, unsolicited donations and new Donors; evidence that support from our community for The Garden continues to grow.

**During 2020, gifts to MBG continued to grow in numbers and ways:**

- A memorial fund with a pledge of $25,000
- A matching gift of $25,000
- A legacy gift of $250,000
- A legacy gift of $250,000
- A multi-year pledge of $150K
- A legacy gift of $50,000
Financial Highlights
July 1, 2019 - June 30, 2020

Statement of Financial Position (6-30-2020)

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<th>Assets</th>
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<td><strong>Total Liabilities</strong></td>
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| **Total Net Assets**                | **$431,756**|

* These funds are held by agreement with the Charlottesville Area Community Foundation

For a complete copy of MBG’s Financial Statements, please contact our office.
2020

Statement of Activities
Fiscal Year 2019-20 Revenue

Revenue
General Gifts, Appeals & Contributions $ 237,746
Ian Robertson Legacy Lectureship $ 23,055
Interest and Other Income $ 6,486

$ 267,287

Operational Expenses
Programs: Garden $ 89,883
General & Administration $ 40,291
Fundraising: Marketing & Development $ 36,408
Total Expenses $ 166,582