

CLEVELAND BOTANICAL GARDEN

Onward and Upward



2010 ANNUAL REPORT



# Vision

Cleveland Botanical Garden inspires an enduring connection between plants and people so that vibrant green communities will flourish and sustain life.

# Mission

To spark a passion for plants and cultivate an understanding of their vital relationship to people and the environment.

**Cover Photos:** (Clockwise from upper left): Young guest relishes his taste of the Garden's first RIPE! Food and Garden Festival in September 2010; installation of the demonstration green roof as part of the Garden's participation in the national Sustainable Sites Initiative pilot project to establish guidelines and performance benchmarks for land design, construction, and maintenance practices; guests stroll the Garden at the 2010 Spring Flower Bulb Show; children frolic in the beloved fountain in the Hershey Children's Garden on a hot summer day; Green Corps students establish a sixth learning farm in the Buckeye neighborhood.

Dear Friends,

Gardeners are by nature a rare combination of pragmatist and visionary. They get their hands dirty with their mind's eye toward the beauty and fulfillment their labor will one day produce. So, too, Cleveland Botanical Garden. 2010 was a year of purposefully and successfully laying a foundation for our ever more vibrant future as a winning guest destination, horticultural leader, and inspirational research and education institution.

The re-financing of the Garden's debt incurred with the building of the Eleanor Armstrong Smith Glasshouse and facility expansion of the early 2000s was finalized at the end of the year. The new arrangement is a secured three-year term loan that can be renewed based on meeting financial covenants and an amortization schedule.

An event highlight was the launch of our new RIPE! Food and Garden Festival. This September festival promises to become the hub of the Garden's annual celebration of harvest-time bounty, as we pay homage to the fruitfulness of our region. Including those sold at RIPE!, we finished 2010 with membership at an all-time high, nearly 7,300. Other indicators of the Garden's appeal include guest attendance at 106% of plan. Additional earned revenue indicators, such as sales in the popular Garden Store, finished at or above their goals.

Contributed income finished well ahead of budget. Contributions included a \$1.5 million planned gift from a generous anonymous donor. As always, the Garden is most grateful to the generosity of major donors – such as the Cleveland Foundation, Gund Foundation, and the Kelvin and Eleanor Smith Foundation – as well as that of loyal individuals who give every year, and certainly not overlooking all in between. Now more than ever, your gifts mean so much to this institution.

The Garden received a planning grant from the Great Lakes Protection Fund to lead a regional team in investigating the environmental and economic potential of taking vacant land in major Great Lakes cities and adapting it to function as "green" infrastructure – restored ecological systems that improve environmental, social, and economic quality. At the end of this one-year planning effort, the team will produce an action plan for four to six large-scale regional demonstration projects.

In 2010, the Garden was selected to be one of the Sustainable Sites Initiatives' 150 pilot locations for determining the first rating system for landscapes, based on the creation of voluntary guidelines and performance benchmarks for sustainable land design, construction, and maintenance practices.

Also in 2010, our education department reached out to another community, with Green Corps, the Garden's work study program in urban agriculture for Cleveland teens, establishing a sixth learning farm in the Buckeye neighborhood at East 114th and Woodland Avenue. In 2010, Green Corps grew 10,000 pounds of produce, and more importantly, 90 young lives in the city.

In conjunction with Children's Hunger Alliance, 35 in-home daycare providers in the City of Cleveland received vegetable gardens, with the help of Green Corps students who installed many of them.

In University Circle, more than 11,000 school children from as far away as Sandusky learned the power of plants. And more than 350 teachers took part in on-site workshops on transformative ways to teach plant science.

Thanks to you, our volunteers, friends, members, donors, and partners for making 2010 a year worth recognizing. We so believe that the work of the Garden is important as well as beautiful, and so must you.

Please accept our joyful gratitude.

Sincerely,



Natalie Ronayne  
Executive Director



Jeffrey M. Biggar  
President of the Board



## Capital Gifts

We gratefully recognize the following friends for the significant gifts and grants that they contributed to the Garden.

Anonymous

Frances K. Bradner \*

The Cleveland Foundation

Cuyahoga Arts and Culture

Great Lakes Protection Fund

The George Gund Foundation

The Hershey Foundation

Harrison Stine\*

\* gift from a realized bequest

## 2010 Gifts to the Garden

January 1 – December 31, 2010

### Named Endowments

We gratefully recognize the following individuals and foundations for their significant investment in the Garden's endowment and in the long-term fiscal stability of Garden programs.

The 1525 Foundation Community Outreach Permanent Endowment Fund

The Ferry Family Internship Fund in Memory of Virginia D. Ferry

Connie Towson Ford Teacher Resource Fund

Lyla C. Foster Endowment Fund for Education and Outreach

Elizabeth Whitney Evans Garden Therapy Fund

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### Gift to the Endowment

We extend sincere gratitude to the following donors who have made gifts to the Garden's endowment, securing its future for generations to come.

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Mr. and Mrs. William Barnes IV

Ms. Teresa Metcalf Beasley

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Dr. Julia E. S. Grant and Mr. Earl R. Grant

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Every attempt has been made to list contributions accurately. If we have inadvertently made an error or omission, please contact Bisi Mikleus at (216) 707-2819.

## Giving Leadership

We gratefully acknowledge the following donors whose gifts to membership, annual fund, and special projects provided leadership in furthering the mission of Cleveland Botanical Garden.

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We gratefully remember these former Perennial Society members whose foresight provides continuing support to Cleveland Botanical Garden.

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We deeply appreciate the thoughtful contributions of individuals and organizations whose gifts honor or commemorate friends and family members.

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Marcia and Burt, Jane and Marvin, and Marcia and John

***In honor of Vikki Broer on her 50th birthday***

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***In honor of Vikki and Peter Broer on their 25th Anniversary***

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Ikebana International, Cleveland Chapter 20

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Bob and Dorothy Studeny  
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Mrs. C. Carlisle Tippit\*  
University School

***In memory of Jane Watson***

Ms. Catherine Luck

***In memory of Mary Hunt Wittenmyer***

Ms. Mary Giuffrida  
Ms. Greta Guandalini

***In memory of Nancy Cutting Young***

Shaker Lakes Garden Club

## **Matching and In-Kind Gifts**

We thank the following corporations and organizations for their generous matching gifts and in-kind donations toward furthering the Garden's mission.

Amgen Inc.  
BizEdge, Incorporated  
BorgWarner Foundation  
BP America Inc.  
Brent and Becky's Bulbs  
Brokaw, Incorporated  
Corning Incorporated Foundation  
Corporate Quest, LLC  
Corso's Perennials  
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Forest City Tree Protection Company  
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IBM International Foundation  
KeyCorp  
Kiwanis Club of Lander Circle, Pepper Pike  
Kresge Foundation  
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Master Printing  
Charles Stewart Mott Foundation  
Mulberry Creek Herb Farm  
NACCO Industries, Inc.  
Nature Hills Nursery  
The Nordson Corporation Foundation  
Preformed Line Products Company  
The Progressive Insurance Foundation  
Premier, Incorporated  
Regions Financial Corporation  
Rockwell Automation  
SandFair Foundation  
Woodside Village

## Affiliate Donors

We gratefully recognize the following affiliate organizations for their financial contributions toward furthering our mission.

### \$1,000 and above

Colony Garden Club  
Fork and Hoe Garden Club  
Ohara School of Ikebana, Northern Ohio Chapter  
Shaker Lakes Garden Club  
The Garden Club of Cleveland  
The Hudson Garden Club  
The Western Reserve Herb Society

### \$250 - \$999

Forest City Garden Club  
Indoor Gardening Society of America  
Midwest Cactus & Succulent Society

### \$100 - \$249

Bay Village Garden Club  
Beach Cliff Garden Club of Rocky River  
Berea Garden Club  
Cleveland Flower Arrangers Guild  
Cleveland Rose Society  
Dahlia Society of Ohio  
East Shore Garden Club  
Fairmount Garden Club  
Four Corners Garden Club  
Fox Hollow Garden Club  
Highland Heights Garden Club  
Hilltop Garden Club  
Ikebana International, Cleveland Chapter 20  
Ikenobo Ikebana Society of America, Cleveland Chapter  
Northern Ohio Perennials Society  
The Akron Garden Club  
The Garden Club of Bentleyville  
The Gardeners of America of Greater Cleveland  
The Native Plant Society of NE Ohio  
The Terrace Garden Club  
Town and Country Garden Club of Cleveland  
Westlake Garden Club  
Wildwood Garden Club

### \$50 - \$99

Aquilegia Garden Club  
Avon-on-the-Lake Garden Club  
Bedford Garden Club  
Cat's Den Garden Club  
Chippewa Garden Club  
Cleveland Bonsai Club  
Concord Garden Study Club  
Dogwood Valley Garden Club  
Fairview Park Garden Club

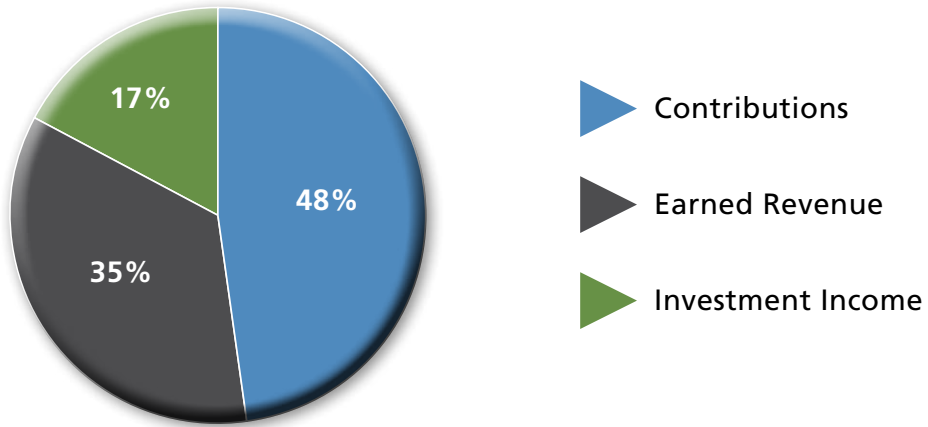
Gates Mills Garden Club  
Independence Garden Club  
Lake Shore Garden Club  
Lakewood Garden Club  
Lyndhurst Garden Club  
Mayfield Village Garden Club  
Northern Ohio Daylily Society  
Ohio City Gardeners  
Olmsted Falls Garden Club  
Seedlings Garden Club  
Seven Hills Garden Club  
The Herb Guild  
The Natural Lens  
Town and Country African Violet Society  
Village Garden Club  
West Shore Arrangers



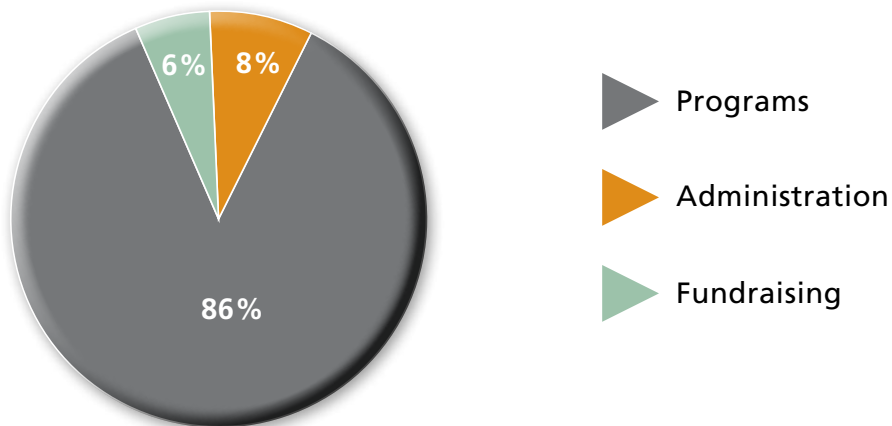
**Cleveland Botanical Garden**  
**Statement of Financial Position**  
**December 31, 2010 (with comparative totals for 2009)**

<b>Assets</b>	<b>2010</b>	<b>2009</b>
<b>Current assets:</b>		
Cash and cash equivalents	\$ 1,165,331	\$ 1,215,702
Marketable securities	1,444,638	5,044,224
Pledges receivable, net	1,055,741	1,025,466
Contribution receivable from remainder trusts	50,490	49,321
Other receivables	29,292	35,889
Inventory	152,052	147,457
Prepaid expenses	81,887	75,868
<b>Total current assets</b>	<b>3,979,431</b>	<b>7,593,927</b>
<b>Long-term assets:</b>		
Property and equipment, net	34,598,175	36,245,994
Pledges receivable, net	931,339	887,544
Long-term deposits	27,500	6,500
Contribution receivable from remainder trusts	253,962	289,083
Deferred charges	339,978	-
Marketable securities	9,281,525	8,768,448
Total long-term assets	45,432,479	46,197,569
<b>Total assets</b>	<b>\$ 49,411,910</b>	<b>\$ 53,791,496</b>
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities:</b>		
Accounts payable and accrued expenses	\$ 547,942	\$ 549,036
Current portion - term loans	30,274	-
Current portion - tax-exempt bonds payable	-	4,150,000
Current portion - annuities payable	67,494	65,395
<b>Total current liabilities</b>	<b>645,710</b>	<b>4,764,431</b>
<b>Long-term liabilities:</b>		
Term loans, net of current portion	11,469,726	-
Tax-exempt bonds payable, net of current portion	-	9,850,000
Annuities payable, net of current portion	166,218	175,552
Depreciation of interest rate swap	555,777	285,542
<b>Total long-term liabilities</b>	<b>12,191,721</b>	<b>10,311,094</b>
<b>Total liabilities</b>	<b>12,837,431</b>	<b>15,075,525</b>
<b>Net Assets:</b>		
Unrestricted:		
Undesignated	23,199,560	22,222,205
Endowment	1,116,775	4,670,158
Total unrestricted	24,316,335	26,892,363
Temporarily restricted	1,984,219	1,860,660
Permanently restricted	10,273,925	9,962,948
<b>Total net assets</b>	<b>36,574,479</b>	<b>38,715,971</b>
<b>Total liabilities and net assets</b>	<b>\$ 49,411,910</b>	<b>\$ 53,791,496</b>

## 2010 Income Sources



## 2010 Expenses





## CLEVELAND BOTANICAL GARDEN 2010 BOARD OF DIRECTORS

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