

MESSAGE FROM THE CHAIR

I have had the good fortune to serve Greensboro in several ways. One of these, Chairing the Board of Directors of Greensboro Beautiful, is a privilege that has afforded opportunities, challenges, and immense satisfaction. Why satisfaction? The work that Greensboro Beautiful does is something that citizens see and can enjoy, gardens where they can walk, alone, with friends, or their dog, or sit quietly and perhaps read or simply enjoy whatever flowers or plants the season provides. For many, whether it is the Bog or the Bicentennial, the Arboretum or Gateway Gardens, the place they enjoy becomes "their garden." In addition many of the activities that Greensboro Beautiful sponsors are ones that volunteers can easily join. The two cleanup events of fall and spring give many individuals and groups, youth and adults, a chance to improve their neighborhood's appearance. The numbers reflected in this report suggest the range of projects that this organization carries out and the immense impact this volume of volunteer service has in maintaining and improving Greensboro's quality of life. This is indeed an investment of time and effort that provides great satisfaction!



Carolyn Ather

2010-11 YEAR IN REVIEW

Thanks to the support of thousands of individuals, businesses and community organizations, our mission to conserve and enhance the beauty and ecology of our community through public and private cooperation continues to be fulfilled through work in each of four program areas:

PUBLIC GARDENS

Gateway Gardens Opening

- The Phase One Public Celebration at Gateway Gardens was held on April 10th with over 3,000 of our closest friends and neighbors. Live music, storytelling and Annie Hickman and the "Big Bugs" made it a magical afternoon for everyone.

Parisian Promenade

- Parisian Promenade was held on June 5th in the Tanger Family Bicentennial Garden, and is always a big hit for the citizens of Greensboro. This event featured a Poodle Parade, live musical entertainment, ballroom dancing, food, fun, French cooking, and of course, artists lined the sidewalks to showcase their works.
- Sponsors of the garden events included Greensboro Beautiful, the Greensboro Parks & Recreation Department, the Tanger Family Foundation and the Community Foundation of Greater Greensboro.

Environmental Education Series

- Growing the Green Way and Living the Wild Life continued to be offered at the Extension Service, Bur-Mil

Park and the Arboretum Education Center. This year several new locations were added including the Edwards Branch Library and the Greensboro Historical Museum.

- This program is sponsored by the Greensboro Parks & Recreation Department, Greensboro Beautiful, and the NC Cooperative Extension Service in Guilford County.

Gateway Gardens

- Our fourth public garden and largest single project in our 43 year history is now open to the public!
- To date, we've raised over \$5.4 million dollars towards the project, including \$2.5 million in voter approved City Bond funding.
- Phase 2 construction of the Visitor Center will begin in the upcoming year.

Bog Garden

- The Bog Garden received nearly \$2,400 in enhancement plantings around Serenity Falls including the following native plants: Mountain laurel; various Rhododendrons; Viburnums; and Fringetrees.

Greensboro Arboretum

The following enhancement projects were completed at the Greensboro Arboretum:

- Rose Garden Refurbishing
- Planting at Main Entrances to the Shade Garden Collection
- Sun Shrub Collection Plantings
- Interpretive Signage at the Butterfly Garden

Tanger Family Bicentennial Garden

- Renovations were made to Camberly's Garden
- A Cub Scout Conservation project was completed
- The Wildflower Trail has been cleaned up and prepared for new plantings this fall

URBAN FORESTRY

NeighborWoods

- The 2010 NeighborWoods Community Tree Planting was held in the Storrington Neighborhood on November 6th. Over 200 volunteers planted 150 trees throughout the neighborhood.
- Funding for this year's program was made possible by a generous grant from American Express, with support from the City of Greensboro's Planning, Water Resources, Parks & Recreation, and Field Operations Departments, Storrington Neighborhood Association, the NC Cooperative Extension Service in Guilford County, and Dunlap Lawn Service.

Arbor Day

- In recognition of Arbor Day, Greensboro Beautiful's Urban Forestry Committee and Field Operations staff planted a large Northern Red Oak tree on March 18th at historic Blandwood Mansion.

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Memorial/Honor Program

- Greensboro Beautiful's Memorial and Honor Tree Program raised over \$13,000 enabling us to plant trees throughout the community as needed.

CLEAN COMMUNITY

Big Sweep

- Big Sweep, our fall community cleanup, was held on September 18th. Over 700 volunteers collected 400 bags of trash, 6 tires, and more than half a ton of scrap metal!
- Big Sweep was sponsored locally by the Rotary Clubs of Greensboro with support from the Greensboro Field Operations Department.

Great American Cleanup

- Our spring cleanup was held on April 2nd. Over 500 volunteers collected 400 bags of litter and debris.
- This cleanup was sponsored locally by the Greensboro Regional Realtors' Association with support from the Greensboro Field Operations Department.

SMARxT Disposal

- On October 16th, Greensboro had its first SMARxT Medicine Drop Off program at area Walgreens. Greensboro Beautiful helped to promote the program in support of cleaner water.
- Nearly 200 people turned in 429 pounds of medicines!
- The 2011 collection will be held on October 29th.

Community Appearance Index

- In January, we conducted the Community Appearance Index, a visual assessment of our community's appearance. Issues assessed were litter, graffiti, junked/abandoned vehicles, outdoor storage, and illegal signs.
- This assessment is used to identify problem areas where cleanup and other attention is needed.

COMMUNITY LANDSCAPING

Neighborhood Initiative Grants Program

- This year's grant recipient was the Sunset Hills Neighborhood Association, which received \$1,000 to plant 20 trees on Madison Avenue and in Greenway Park.

FINANCES

- We ended our 2010-11 fiscal year raising over \$144,000 for our Annual Operating Budget.
- As of July 31st, the Garden and Gateways Fund balance stood at \$114,878, and is designated for Gateway Gardens, the Arboretum, Bog, Benches, Caldwell Park, and other Public Garden Enhancement Projects.
- Our annual Wreath Sale netted over \$10,500, with over 232 Mobile Meals recipients receiving a wreath and a bow for the holidays, thanks to our Circle of Caring donors. The Circle of Caring program is supported by private donations and a grant received through the Duke Energy Retirees. We donated unclaimed/unsold wreaths to Hospice and the Women's Resource Center.
- As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$198,136; with \$15,020 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$95,208.
- We continue to seek new members of the "Forever Green

Society" GBI's planned giving program; which allows individuals to include GBI in their estate plans and provide long-term funding for our organization. We'd like to recognize and thank our charter members: Robert N. Capen, Elaine & Nelson Stover, Horst & Judy Stierand, Doris & Stanley Tanger, and an anonymous donor.

Donor Cultivation Events

- We continued our series of Donor Cultivation Events to attract new contributors to our organization. Thanks to our Development Committee chaired by Elaine Stover and outstanding efforts by Bob Krumroy, Ellen Ashley, and others, GBI raised nearly \$15,000 in new and increased contributions this year! We held two events: "Under the Harvest Moon" at Bob Krumroy and Deb Degol's home and garden in September; and "An Evening of Wine & Roses" at the home and garden of Jim and Pat Reittinger in May. We plan to present another event at Bob Krumroy and Deb Degol's for \$250 and up donors in September. Please consider joining us!

MARKETING

Our Marketing initiatives provide ongoing program and organization support and exposure:

- This spring, we unveiled our new logo
- Provided promotional tables at public events
- Continued to sell Holiday Honor Cards
- Developed a new general GBI dvd and Gateway Gardens presentation for the GBI Speakers Bureau
- Provided new t-shirts for all GBI volunteers to use at our events
- Designed and made available a Greensboro Beautiful tote bag
- Distributed project signs to new GBI sites
- We are currently revamping the GBI website
- Our Speaker's Bureau conducted programs for a number of civic organizations.

Business Landscape Awards

- This year's award recipients were Outpatient Rehabilitation Center, Brighton Gardens, CityView at Southside, Green Valley Medical Center, Wendy's on Battleground, and St. Andrews Episcopal Church.

VOLUNTEERS & PARTNERSHIPS

- Last year, 2,079 volunteers gave 6,092 hours of service to the community through Greensboro Beautiful projects and programs.
- What makes the Greensboro Beautiful partnership with the City even more impressive is that we generated \$1,994,684.89 last year in cash contributions, in-kind goods and services, volunteer hours and cost avoidance!! We documented a cost benefit ratio of \$1: \$8.46, which means that for every dollar the City spends on GBI programs, we returned \$8.46 in benefits to the community.
- Volunteers & Partnerships -- that is the key to our success for 43 years! Your financial gifts and volunteer service have made a real impact in Greensboro Beautiful's efforts to conserve and enhance our community for future generations!

2010-11 GIVING

Greensboro Beautiful thanks the following individuals, businesses and community organizations for contributing to its Annual Campaign, sponsorship of projects and programs, supporting the Memorial and Honor Gift Program, and giving to support ongoing garden enhancements. *Includes in-kind gifts and services. (List reflects gifts received between August 1, 2010 and July 31, 2011.)

SPONSORSHIP GIFTS

\$25,000 and up

Tanger Family Foundation
Tanger Family Bicentennial Garden

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\$10,000-\$24,999

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2011 Parisian Promenade

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Bob Krumroy & Deb Degol*
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\$1,000-\$4,999

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COMING UP IN 2011-12

September 17, 2011 / 9 am-12 noon*Big Sweep*

Join us to get litter out of our waterways, off our streets, and out of our neighborhoods.

October 2, 2011 / 12-5 pm*Art in the Arboretum*

This juried art and fine craft exhibit and sale is held in the Greensboro Arboretum. Artists from throughout the region gather to exhibit their hand-crafted offerings along the garden's paved walkways. Activities, entertainment, food and more are included to make this a wonderful afternoon outing. Admission is free!

October 29, 2011 / 11 am-1 pm*SMARxT Disposal*

Protect our waterways, wildlife, pets and other people. Take your unused medicines to area Walgreens for safe and proper disposal.

November 5, 2011 / 8:30 am*NeighborWoods*

Help plant trees in the Greater Kirkwood Neighborhood.

December 1, 2011 - 8 am-6 pm*Annual Wreath Sale & Pickup Day*

Order your fresh holiday greenery from Greensboro Beautiful. Pre-sales start October 1st!

January, 2012*Community Appearance Index*

Volunteers assess our community's appearance with regard to the presence and frequency of litter, abandoned and junk vehicles, illegal signs, graffiti, and outside storage.

March 16, 2012*Arbor Day*

Volunteers will plant a ceremonial tree in honor of Arbor Day.

April 21, 2012 - 9 am-12 noon*Great American Cleanup*

Join volunteers to give neighborhoods, roadsides, parks, and other public areas a spring cleaning!

June 3, 2012 - 1-5 pm*Parisian Promenade*

This event recreates the sights, scenes, sounds and smells of a spring afternoon in Paris - all in our own Bicentennial Garden. Sidewalk artists, live music, children's activities, family games, sidewalk cafes and more are featured - all within the colorful backdrop of the garden in bloom. Admission is free!

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