

MESSAGE FROM THE CHAIR

All organizations must “take stock” of their situation, whether it be poor, fair, or excellent. Often this is done annually at the end of a fiscal year, when books are balanced and activities evaluated. For Greensboro Beautiful this provides an excellent opportunity to praise and thank the volunteers who carry out the variety of programs accomplished in a given year. Without the dedicated help of hundreds of individuals and organizations and their gifts of time, skills, and dollars, the mission of Greensboro Beautiful could not be achieved.



Carolyn Allen

Ask any of our Public Garden volunteers “how their garden grows”, they have precise answers whether its perennials, wildflowers, or hostas. Ask neighborhood participants about tree planting, or service groups and Girl and Boy Scouts about clean up efforts across the City and they will describe the satisfaction gained in joint efforts that beautify Greensboro. Talk with corporate donors and they indicate the value they see in maintaining and improving Greensboro's quality of life. This report describes projects and progress, but the underlying message is that without our volunteers, none of this would happen!

2011-12 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 our key program areas:

PUBLIC GARDENS

Gateway Gardens

- Gateway Gardens continued to be developed with the installation of three planted terraces in the Heritage Garden; an aerator and fountain for the pond; and three flood lights to illuminate the Icon/Water Sculpture at night. Construction of the Visitor Center began in June, and will be completed in the coming year. The first phase of construction will include public restrooms, a vending area, covered porch, outdoor reception patio, reception lobby, and staff office. The exterior shell of the second phase of the building will be included, but not finished inside until funding is secured. The second phase of construction will include a main lobby, covered gathering place, caterer's kitchen, work room, multi-purpose room and storage. The total cost of the first phase is \$1,034,000 - \$1 million provided through Parks & Recreation and voter approved bond funds, and \$34,000 provided by GBI. The garden will remain open during construction. Donations continue to be needed, and naming opportunities are available.

Garden Events

- Art in the Arboretum was held on October 2nd, and featured local artists, entertainment on 3 stages, children's art activities, and Art Bark for dogs. Parisian Promenade was held on June 3rd in the Tanger Family Bicentennial Garden, and featured a Poodle Parade, musical entertainment, ballroom dancing, French cooking demos, and artists along the sidewalks. These events are projects of Greensboro Beautiful and the Greensboro Parks & Recreation Department. Sponsors include the Tanger Family Foundation, American Express, and the Community Foundation of Greater Greensboro.

Environmental Education Series

- "Growing the Green Way" continued to be offered at the Extension Service, Wildlife Education Center, the Arboretum Education Center, and the Edwards Branch Library.

Bog Garden

- We have added native plants and a split rail fence around Serenity Falls; and worked to develop an official entrance into the garden on Northline Avenue across from Harris Teeter. Screening plants and more fencing were installed to direct pedestrian traffic to the new entrance. A committee is working to develop long-range plans for ongoing maintenance of the Bog; with one high priority being removal of invasive species and replanting desirable native plants.

Greensboro Arboretum

- Additional Shade Garden, Hydrophytic, Sun Shrub, and Perennial Border plants were added
- A new Miniature Hosta Collection was installed
- Interpretive Signage was added at the Butterfly Garden & Overlook
- Garden signage was refurbished at the Lindley Park entrance

Tanger Family Bicentennial Garden

- A new flagstone walkway was added at “The Student” sculpture; and new plantings were added in the Wildflower Trail. American Express sponsored the planting of a Cherry Tree with a plaque dedicated to the memory of company employees whose lives were lost in the tragedies of 9-11. Several varieties of heirloom apple trees and blueberry shrubs were also installed in David Caldwell Historic Park; completing Greensboro Beautiful's enhancements to this significant historical site.

URBAN FORESTRY

NeighborWoods

- Our NeighborWoods Community Tree Planting was held in the Greater Kirkwood Community on November 5th. Over 270 volunteers planted 160 trees throughout the neighborhood. Funding for this year's

program was made possible by a generous grant from The UPS Foundation, with support from the City's Planning and Community Development, Water Resources, Parks & Recreation, and Field Operations Departments; 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 two pecan trees on March 16th at David Caldwell Historic Park. Tours of the Caldwell Reforestation Area were offered to identify tree types and help participants appreciate the growth of the native hardwood forest planted over 10 years ago as Greensboro Beautiful's first community tree planting project.

Memorial/Honor Program

- Greensboro Beautiful's Memorial and Honor Tree Program raised over \$9,000; enabling us to plant trees on City property throughout the community.

CLEAN COMMUNITY

Big Sweep

- Big Sweep, our fall community waterway cleanup, was held on September 17th. More than 500 volunteers collected nearly 400 bags of trash weighing in at nearly 2 ½ tons! Big Sweep was sponsored locally by the Rotary Clubs of Greensboro with support from the the Field Operations Department.

Great American Cleanup

- The Great American Cleanup was held on April 21st. Over 500 volunteers collected 380 bags of litter and debris. The spring cleanup was sponsored locally by the Greensboro Regional Realtors' Association with support from the Field Operations Department. This year in recognition of GBI's 20th anniversary of becoming a KAB affiliate, we gave all participants a Greensboro Beautiful backpack.

SMARxT Disposal

- On October 29th, Greensboro had its second annual SMARxT Medicine Disposal program at area Walgreens. Greensboro Beautiful helped to promote the program in support of cleaner water. 464 people turned in 846 pounds of medicines! This was nearly twice the amount collected in 2010.

Community Appearance Index

- This visual assessment of our community was conducted in all City Council Districts. This assessment is used to identify problem areas where cleanup or code enforcement is needed.

COMMUNITY LANDSCAPING

Neighborhood Initiative Grants Program

- The 2011-12 Grant Award Recipient was Sunset Hills Garden Club, which received \$600 to beautify Greenway Park off Friendly Avenue.

FINANCES

- GBI ended its 2011-12 fiscal year raising over \$136,000 for our Annual Operating Budget. As of July 31st, the Garden and Gateways Fund balance stood at \$36,939 and is designated for Gateway Gardens, the Arboretum,

Bog Garden, and other public garden enhancements. Our annual Wreath Sale netted nearly \$9,000. As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$192,892; with \$13,760 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$277,313.

- 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 \$250 and above contributors to our organization. Thanks to our Donor Cultivation Committee, GBI raised over \$13,000 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 hosted an evening at the Broach Theatre in June. We have planned an Italian dinner gala at Bog & Deb's in September! We hope you plan to join us!

MARKETING

This spring, Greensboro's Gardens were featured in a segment on UNC-TV's Carolina Weekend show which was aired in May. We provided promotional tables at public events; continued to sell Holiday Honor Cards; re-designed and printed new garden map brochures for all four of the gardens; distributed project signs to new GBI sites; and unveiled the new GBI website. Our Speaker's Bureau conducted programs for a number of civic organizations and we offered Garden Tours to numerous groups and clubs from all over the state.

Business Landscape Awards

- Recipients included: Campus Habitat Apartments; Women's Resource Center; Renaissance Plaza; Greensboro Housing Authority; The Plantation at Horse Pen Creek; and The Village at North Elm.

VOLUNTEERS & PARTNERSHIPS

- This past year, 3,385 volunteers gave 7,380 hours of service to the community through Greensboro Beautiful projects and programs. These hours are valued at \$163,831.20. What a gift to our community!!! What makes the Greensboro Beautiful partnership with the City even more impressive is that we generated \$975,129.66 in cash contributions, in-kind goods and services, volunteer hours and cost avoidance!! We documented a cost benefit ratio of \$1: \$4.67, which means that for every dollar the City spends on GBI programs, we returned \$4.67 in benefits to the community.
- Volunteers & Partnerships -- that is the key to our success for 44 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!

2011-12 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, 2011 and July 31, 2012.)

SPONSORSHIP GIVING

\$25,000 and up

Tanger Family Foundation
Tanger Family Bicentennial Garden
Ms. Jane Tanger Black
Tanger Family Bicentennial Garden
Steven B. Tanger
Tanger Family Bicentennial Garden

\$10,000-\$24,999

American Express Charitable Fund
2011 Art in the Arboretum
Jewish Foundation of Greensboro
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2012 Parisian Promenade
The UPS Foundation
2011 NeighborWoods Tree Planting

\$2,500-\$4,999

Rotary Clubs of Greensboro (Crescent, East Greensboro, Gate City, Greensboro, Greensboro Airport, Guilford, Southern Guilford New Generation, and Summit)
2011 Big Sweep

\$1,000-\$2,499

Duke Energy Greensboro Retiree Chapter
2012 Circle of Caring
Dunlap Lawn Service, Inc.*
2011 NeighborWoods Tree Planting
The Friendship Fund of The Community Foundation of Greater Greensboro
2011-12 Garden Events
Greensboro Regional Realtors Association, Inc.
2012 Great American Cleanup

\$500-\$999

Mistletoe Meadows*
2011 Circle of Caring

ANNUAL GIVING

GOLD SPONSOR

\$5,000 and up

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in memory of Ellen F. Cross
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8/17/11

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City of Greensboro*

Greensboro Area Convention

& Visitors Bureau

Greensboro Beautiful, Inc.

Joseph M. Bryan Foundation

The Michel Family Foundation

Weaver Foundation

\$50,000-\$99,000

Richard R. & Pamela A. Allen

BB&T

The Cemala Foundation, Inc.

News & Record / Landmark

Communications Foundation

Mr. & Mrs. Ralph K. Shelton

Tannenbaum-Sternberger

Foundation

United Guaranty Corporation

/ AIG

\$25,000-\$49,999

Bank of America/U.S. Trust

Joseph M. Bryan, Jr.

First Citizens Bank

Hillsdale Fund, Inc.

William A. Stern Foundation

\$10,000-\$24,999

Margaret W. Brooks

The Peter B. And Mary Ann

Bush Family Fund

Clem & Hayes Clement

John M. Farmer & Bonnie S.

Lawrence*

Greensboro Rotary Club

Joan & Bill Hemphill

Julian Price Family Foundation

Keep America Beautiful, Inc.

Thelma B. Kirk

Anne Howard Millican &

David Marshall Millican

Larry & Lee Newlin

Kay Stern

UPS Foundation

\$1,000-\$9,999

Anonymous

Mr.&Mrs. William P. Aycok II

Bell Foundation

William F. Black

Anthony & Wanda Boyd

Sylvia Bray

Drs. Thomas & Janice

Brewington

Lee & Bill Britt*

Helen E. Brooks

Jim Brooks

F. Marshall & Anne T. Brown

Gary & Patty Brown

Mr. & Mrs. F. Marshall Brown

Carole & Dick Bruce

Lisa & Willie Bullock

1,000-\$9,999, continued

Claudia Cannady

John & Martha Chandler

Sally Cobb

Andrena & Jocelyn Coleman

Community Foundation of

Greater Greensboro

David & Janet Craft

Mr. William S. Cross, Jr.

Phil & Shari Driscoll

Duke Energy Foundation

Lucinda B. Findley*

Keith & Kelly Francies

Henry & Shirley Frye

Danny & Kimberly Gatling

Greensboro Garden Club

Greensboro Kiwanis

Foundation

Mebane Ham

Dr. Doris Henderson

Sam & Anne Hummel

Mark & Shirley Kiel

Ed & Emily Kitchen

Leigh Ann & Steve Klee

Helen Knight, Jacqueline

Lindsay, Indra Roberts

Pearce & Ann Landry / Landry

Family

Tom & Sheryl Leatherberry

Lynne Leonard

Dr. & Mrs. Michael Leone

Virginia Schenck & Albert S.

Lineberry, II

The Lookout Foundation

The Mary Norris Preyer Fund

Mid Carolina Bank

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Chuck & Jan Mortimore*

Mildred O. & Traci Poole

Laura & Martin Pratt

Mary H. Purnell*

John & Maria Rich

Linda Roseberry*

Robyn & Maurice Jenkins

Nancy & Dave Seay

Senn Dunn Marsh & Roland,

LLC

Lawrence & Tennie

Skladanowski

James N. & Debra F. Smith

Norman B. Smith

Carolyn & Hardy Spence

Mr. & Mrs. Lawrence Stoehr &

Family

Elaine & Nelson Stover

Doug Swanson*

Don & Nancy Vaughan

Mary Ruffin Waldron

Tom & Elaine Wright

Xiaoyun Wu

Yardbirds Garden Club

Gateway Gardens Gifts, continued\$500-\$999

Ellen P. Ashley & James M. Torrey
Lynn Bresko & Tom Corrigan
Trip Brown
The Davey Tree Expert Company
Thurmon L. & Mattie L. Deloney
Mr. & Mrs. Alan Duncan
Barbara Kille Ellis
Elvord & Eresterine Guidry
Jim, Stephanie, Sam, Nathan, Bethany, Anna-Maria, Shamus, Adam & Laura Duggins
Ann & Bob Kroupa
Lazy Daisies Garden Club
Kitty & Ed Lyon
Michael & Julie Marshall
New Irving Park Garden Club
Dr. & Mrs. Lloyd J. Peterson
Roy & Betty K. Phipps
Donaldine J. Pringle
Graham & Helen Ray*
Susan & Jerry Schwartz
Shipman Family Home Care
Flo & Bill Snider
Bruce & Betsy Stafford
Ann Steighner
Roger & Cilie Sutton
Steve Windham

\$250-\$499

Don & Carolyn Allen*
Mr. & Mrs. Vance Barron, Jr.
Scott Bonds
Bonne Terre Garden Club
Brown Family
Robert Capen
G. Keith Coble
Louis S. Fields*
David & Joann Grimes
Boots & Dan Hinkle
David & Linda Kinne
James Morris Newlin
Mona O'Bryant
Patseavauras Family
Rebecca & Graham Pritchard
Rachel Rees
Tar Heel Garden Club
Fritz & Luan Vinson
Yummy Goodness
Bakeshoppe*

\$100-\$249

Begonia Garden Club
David & Nancy Bray
Dora M. Brodie, M.D.
Lois & Charles Brummitt*
Maureen K. DeLuca
Reverend & Mrs. E. Robert Dickson
Dolley Madison Woman's Club

\$100-\$249, continued

Heather Douglas
Earth Fare*
Flower Lovers Garden Club
Julius A. Fulmore
Janice L. Scott
Mr. & Mrs. J. Ross Geller
Bettie R. Grubbs
Teri & David Hammer
Wayne & Gail Hill
Ingleside Garden Club
Michelle Jarrett
Virginia B. Karb
Milton S. Kern
David & Gail Kinser
Ladies of St. Regis Road
Claudel Lassiter
Dr. Stephen B. Mackler
Tom & Mary Martin
Luanne & Silvio Mossa
Gail C. Murphy
Karen & Lee Neill
Dr. & Mrs. H.R. Parker
Elvin R. Parks
Robert T. & Yvonne M. Patterson
Rob & Martha Peddrick
Robbie & Carole Perkins
Pine Needles Garden Club
Elizabeth Potter
Marlene R. Pratto
Mr. & Mrs. Joseph T. Quinn
Wesley Reid
Agnes Roseboro
Marilyn Ruberg
Marnie & Jerry Ruskin
Stephanie & John G. Scott
Seeds & Weeds Garden Club
Harry & Marion Sledge
Jerome Spruill*
Gary & Ellen Taft
Doug & Shirley Thorne
Iris W. Troxler
Dr. & Mrs. Edwin Vaughan
Stahle B. Vincent
Robert & Robin Vocci

\$25-\$99

Anonymous
Anniversary Garden Club
Becky Barger
Polly & David Burns
The Busy B's of Greensboro
Bill Crowder & Joe Hoesl
Margot & Decatur Cunningham
The Daubers Garden Club
Barbara & Michael Ende
Dr. & Mrs. George H. Evans
Forest Oaks Evening Garden Club
Mr. & Mrs. S. David Gray
Greater Greensboro Society of Medicine
Green Thumb Garden Club

\$25-\$99, continued

Ivy Garden Club
The Seymour & Carol Levin Foundation
Kathryn Lochra
Teresa Loflin
Odessa B. Long
Carl & Linda Niedziela
Sandra L. Mills
Charles M. O'Connor
Jane B. Pearce
Adam Ronan
Ann & Everett Saslow
Sedgefield Garden Club
Serendipity Garden Club
Julie & Palmer Shelburne
John Starr Family
Shirley & Thomas Vann
Beverly S. Willingham
David Winslow
Delacy M. Wyman
Mr. & Mrs. Mark D. Yarbrough

BICENTENNIAL GARDEN GIFTS

Garden Pavers
Gail Payne
Eleanor Coffman
Maureen Robert
In memory of Baby Bennett
Ruth Heafner
In memory David Edmond Wesley Schlosser
Cindy Wyrick & Brandon Flynt
In memory Of Chase CB17
Sedgefield Woman's Club
In memory of Jean Stafford
Tom & Linda McKnight
In memory Of Jenny McKnight
U.S. Bankruptcy Court Staff
In memory Of John G. Howard
Dick & Lorraine Valitutto;
Kathleen Brockman; Nancy Baldaracci
In memory Of Morton Snitzer
Talia Aron
In memory Of Yaffa F Miller
The Maness Family
Love to Mary Etta Gunter Maness
Maureen Robert
In honor of M&S Bennett
Tar Heel Garden Club
In honor of Mary H Elliott
Larry & Barbara Avery
Treasuring Our Walk Together
Camberly's Garden Pavers
Amy McMichael, Debbie, Amy Mohorn, Mary Ellen, Luanne, Leslie, Glenda, Caroline, Evelyn, Selma & Susie
In memory of Eden Elizabeth
Forrest & Carol Campbell
In memory of Terry Campbell & Tyler V. Orsow
Donna Bates
In memory of Aiden Z. Crouch

BOG GARDEN GIFTS

Dr. & Mrs. Charles Lomax
Meredith Elam Muse
In Memory of
Dr. B. Joseph Christian
Judy & Jimmy Brumley
Martha Bunn
Kris Cooke
Dave & Pam Dalton
Tom & Vicki DeMasi
Linda Koonts Farrar
Chris & Barbara Guest
Charlie & Wendy Lomax
Anita & Charles Prysby
Mr. & Mrs. C.W. Ripley
Christine Sandford & Family
Berry & Ralph D. Stout, Jr.
Mr. & Mrs. George G. Whitaker
In Memory of Shirley Johns
Kathy Christian Bender
Robert, Ruth, Susan & Mark Lanigan
Steve & Susan Christian

GREENSBORO ARBORETUM GIFTS

Perennial Border
Guilford Horticultural Society
Tar Heel Garden Club
Green Hill Farm Hosta Garden
North Carolina Hosta Society
Garden Pavers
Country Park Garden Club
In Honor of Rusty Van Pelt
Brownie Troop 41692
In Memory Of Diana Townsend

BENCH GIFTS

In memory of
Susan Seifert-Scott
& Emma Rose Scott
Marc Scott
In memory of Patsy Michaux
Peggy A. Somers
Teresa Biffle
Emily Cooke
Guilford County Print Shop
Tiffany Needham
Jo Starr
John Yow, Jr.

COMING UP IN 2012-13

September 15 (Saturday), 9am-12 noon

Big Sweep Litter Cleanup

Join us to pick up litter from in and around our creeks, lakes and streams.

September 29 (Saturday), 10am-2pm

SMARxT Diposal

Drop off unused or unwanted prescription medication for safe disposal at participating Greensboro Walgreens locations (1600 Spring Garden Street, 3701 High Point Road, 5727 High Point Road, 300 E. Cornwallis Drive, 3703 Lawndale Road, 3529 N. Elm Street, 4701 W. Market Street), or at Burton's Pharmacy, 120 E. Lindsay Street in downtown Greensboro.

October 7 (Sunday), 12-5pm

Art in the Arboretum

This juried art and fine craft exhibit and sale is held in the outdoor gallery of 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 also included to make this a wonderful afternoon outing.

November 3 (Saturday), 8:30 am

NeighborWoods Tree Planting

Join volunteers to help plant trees in neighborhoods and parks.

November 29 (Thursday), 8am-6pm

Holiday Wreath Sale

Greensboro Farmers' Market Building, 501 Yanceyville Street

Fill your home with the fragrance of fresh holiday greenery from Greensboro Beautiful! Poinsettias, holiday gift & home decor ideas also available. Enjoy a cup of cider or a bowl of chili while you shop.

March 15 (Friday)

Arbor Day ceremonial tree planting. Time & location TBA.

April 20 (Saturday), 9am-12 noon

Great American Cleanup

Help Greensboro Beautiful get litter out of our waterways, off our streets, and out of our neighborhoods!

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