

MESSAGE FROM THE CHAIR

We look with pride on our many accomplishments during the year, all made possible through the generous support of the Greensboro community. It is because of this continuing support that Greensboro Beautiful, now in its 45th year, continues its mission to be "A volunteer organization working to conserve and enhance the beauty and ecology of our community through public and private cooperation." We look for Greensboro Beautiful's many contributions to the quality of life in Greensboro to be enjoyed not only today but by many future generations as well. A hearty "Thank you" to all who have so generously helped to keep our mission alive and well!



Robert Capra

2012-13 YEAR IN REVIEW

PUBLIC GARDENS

Tanger Family Bicentennial Garden

New plantings were added in the Wildflower Trail. Along this path are many wildflowers native to this region, which thrive in shaded areas and are in full display during the spring months. A number of ferns also grace the path.

Greensboro Arboretum

The following enhancement projects were completed:

- ✿ The Butterfly Garden Fountain was repaired
- ✿ Interpretive signage to highlight host plants for butterflies has been added. Thanks to the exquisite photography of Dennis Burnette, signage was developed to educate visitors about host plants that butterflies use to lay eggs and which caterpillars eat before moving into the chrysalis stage of their life cycle.
- ✿ Three collection signs were repaired and refurbished
- ✿ Plant label replacement has begun in several collections
- ✿ Additional Shade Garden, Sun Shrub, Wendover Berm, Winter Garden and Perennial Border plants were added

Bog Garden

- ✿ An outdoor classroom was installed near Serenity Falls
- ✿ An entrance from Northline Avenue was developed; screening plants and additional fencing were added to help direct pedestrian traffic to the entrance, as well as to prevent litter from blowing into the garden from surrounding areas.
- ✿ A master plan for ongoing maintenance of the Bog was developed, with one high priority being removal of invasive species and replanting desirable native plants.
- ✿ A Summer Scholars Program was held this summer by Guilford College. North Carolina A&T and UNCG are providing student volunteer assistance both in the Bog and at the A&T greenhouse.

Gateway Gardens

Gateway Gardens, our fourth public garden and largest single project in our 45 year history, continued to be developed with construction of the Visitor Center, which is scheduled to open in the coming months.

The first phase of construction includes public restrooms, a vending area, two covered porches, outdoor reception patio, reception lobby, and staff office. The exterior shell of the second phase of the building is included, but cannot be finished inside until funding is secured. This second phase of construction will include a main lobby, caterer's kitchen, multi-purpose room, and storage. The total cost of the first phase is \$1,034,000. Greensboro Beautiful contributed \$34,000 to the City of Greensboro to support this 5,000 square foot facility. \$1 million has been provided through Parks & Recreation and voter approved bond funds.

Interpretive signage was also installed to educate visitors about the Bio Retention System and Rain Garden. Enhancement plantings were installed in the Children's Garden, Bio Retention Cells in the Parking Lot, and at the Drop-Off Circle. Donations for Gateway Gardens continue to be needed to develop future phases, and naming opportunities are available.

Art in the Arboretum

Scheduled for October 7, 2012, Art in the Arboretum was cancelled at the last minute due to inclement weather. Most of the Arboretum was under water! The event is planned this year for October 6th. Mark your calendars to join us for this event, and for a very special announcement which will be made by Greensboro Beautiful at this event!

Parisian Promenade

Parisian Promenade was held on June 2, 2013 in the Tanger Family Bicentennial Garden. This event featured artists along the garden's sidewalks, live music, dancing, cooking demos, and a Poodle Parade.

These annual events draw thousands to our gardens on a single Sunday afternoon! Garden Event Sponsors included Greensboro Beautiful, the Greensboro Parks & Recreation Department, the Tanger Family Foundation, and American Express.

Environmental Education Series

The Environmental Education Series, Growing the Green Way, continued to be offered at the Extension Service, Bur-Mil Park Wildlife Education Center, the Arboretum Education Center, and the Edwards Branch Library. This program is sponsored by the Greensboro Parks & Recreation Department, Greensboro Beautiful, and the NC Cooperative Extension Service in Guilford County.

URBAN FORESTRY

NeighborWoods

The NeighborWoods Community Tree Planting was held at Benbow Preserve on November 3, 2012. Over 200 volunteers planted 300 trees and shrubs in 2 hours throughout the six and a half acre site. Funding for this program was made possible by a generous grant from The UPS Foundation, with

support from the City of Greensboro's Planning and Community Development, Water Resources, Parks & Recreation, and Field Operations Departments; the Guilford County Open Space Program; the NC Cooperative Extension Service in Guilford County, Kindred Hospital, and Dunlap Lawn Service.

Arbor Day

On March 22, 2013, nearly 150 volunteers planted 45 trees in downtown Greensboro to celebrate the 45th anniversary of Greensboro Beautiful on Arbor Day. This year's Arbor Day program was a collaborative effort of Greensboro Beautiful, the City of Greensboro, Action Greensboro, Downtown Greensboro, Inc., and the NC Cooperative Extension Service. Funding was provided through private contributions to Greensboro Beautiful's Tree Fund.

Memorial/Honor

Greensboro Beautiful's Memorial and Honor Tree Program raised more than \$8,000, and 76 trees were planted on City property throughout the community this year.

CLEAN COMMUNITY

Big Sweep

Big Sweep was held on September 15, 2012 with 466 volunteers collecting nearly 400 bags of trash, tires, mattresses, metal debris, and recyclables weighing over 1 ton! Big Sweep was sponsored locally by the Rotary Clubs of Greensboro with support from the City's Field Operations Department.

Great American Cleanup

The Great American Cleanup was held on April 20, 2013 with 322 volunteers collecting 1.3 tons of litter and debris. The spring cleanup was sponsored locally by the Greensboro Regional Realtors' Association with support from the City's Field Operations Department.

Community Appearance Index

Volunteers helped conduct this visual assessment of our community, to help identify problem areas within each City Council district.

SMARxT Disposal

On September 29, 2012, Greensboro held its third annual SMARxT Medicine Disposal program at area Walgreens & Burton's Pharmacy. 466 people turned in 585 pounds of medicines!

COMMUNITY LANDSCAPING

Neighborhood Initiative Grants Program

The 2012 grant was awarded to the Greater Glenwood Neighborhood Association, which received \$720 for a natural play area at Morris Farlow Park. Four crape myrtle trees were also planted at Textile Park near the playground.

Finance

We ended our 2012-13 fiscal year raising over \$151,000 for our Annual Operating Budget.

As of July 31st, the Gardens and Gateways Fund balance stood at \$48,986 and is designated for Gateway Gardens, the Arboretum, Bog Garden, and other public garden enhancements.

Our annual Holiday Greenery Festival netted nearly \$13,000, with 336 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. Unsold and unclaimed wreaths were donated to Hospice, the Women's Resource Center, Bell House, Higher Ground, and the Greensboro Housing Authority.

As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$230,026, with \$14,739 in the Matching Endowment Fund. The Public Gardens Endowment Fund reflected a balance of \$447,466.76.

We continue to seek new members of the "Forever Green Society" – Greensboro Beautiful's planned giving program, which allows individuals to include the organization 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
Bob Krumroy	Doris & Stanley Tanger
Horst & Judy Stierand	And an Anonymous Donor

Cornerstone Contributor Events

We continued our series of Donor Cultivation Events to attract new \$250 and above contributors to our organization. Thanks to the efforts of our committee, we raised over \$9,700 in new and increased gifts this year! We held two events: "A Taste of Italy – Vegas Style" in September and "A Kentucky Derby Party" in May.

Marketing

Our Marketing initiatives provide ongoing program and organization support and exposure. We provided promotional tables at public events; continued to produce our newsletter, "The Seed"; re-designed and printed new garden map brochures for all four of the gardens as well as reprinted the Gardens of Greensboro brochure; distributed project signs to new Greensboro Beautiful sites; and produced a new brochure with the theme of creating memories in the gardens. We continued to maintain and update our website; distributed regular email blasts; and maintained our Facebook and Twitter pages. 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. We hope you'll visit us regularly at www.GreensboroBeautiful.org to see what's new and upcoming.

Business Landscape Awards

Recipients this year included: Greensboro Place, Gateway Business Center, Chick-fil-A, Carolina Estates, First Lutheran Church, and WhiteStone Masonic & Eastern Star Home.

Volunteers & Partnerships

Last year, over 3,000 volunteers gave 8,500 hours of service to the community through Greensboro Beautiful projects and programs. What a gift to our community!

What makes the Greensboro Beautiful partnership with the City even more impressive is that we generated over \$705,716 last year in cash contributions, in-kind goods and services, volunteer hours and cost avoidance!! We documented a cost benefit ratio of \$1: \$3.24, which means that for every dollar the City spends on Greensboro Beautiful programs, we returned \$3.24 in benefits to the community.

Volunteers & Partnerships! That is the Key To Our Success For 45 Years!

2012-13 GIVING

Greensboro Beautiful thanks the following individuals, businesses and community organizations for their generous contributions over the last year. The following list reflects gifts received between August 1, 2012 and July 31, 2013. *Includes in-kind gifts and services.

SPONSORSHIP GIFTS

\$10,000 and above

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2012-13 Donor Cultivation
Tanger Family Foundation
2013 Parisian Promenade

UPS Foundation, Inc.
2012 NeighborWoods Tree Planting

\$2,500-\$4,999

Anonymous
2013 Arbor Day

Summit Rotary Foundation, Inc.
(Rotary Clubs of Greensboro)
2012 Big Sweep

\$1,000-\$2,499

Duke Energy Foundation -
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2012 Circle of Caring
Greensboro Regional Realtors
Association, Inc.
2013 Great American Cleanup
Guilford County
2012 NeighborWoods Tree Planting

\$500-\$999

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BUSINESS PARTNER GIFTS

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\$1,000-\$2,499

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\$500-\$999

American Express
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ANNUAL GIFTS

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in memory of Tyler Orsow
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in memory of Ray Burnett & Naomi Alexander
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GREENSBORO ARBORETUM**Perennial Border**

Tar Heel Garden Club

Hart Chimes & Rose Garden Plantings

Judi & Tony Labath

Garden Pavers

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In memory of Ray Burnett &
Naomi Alexander
Terry Vuncannon

COMING UP IN 2013-14

BIG SWEEP LITTER CLEANUP

September 21 (Saturday), 9am-12pm

Help pick up litter from around creeks, lakes and streams.

MED TOSS

(Formerly SMARxT Disposal)

October 26 (Saturday), 10am-2pm; area Walgreens locations

Help protect the environment by dropping off unused or unwanted prescription medication for safe disposal.

ART IN THE ARBORETUM

October 6 (Sunday), 12-5pm

This juried art event is held in the outdoor gallery of the Greensboro Arboretum. Regional artists exhibit their hand-crafted offerings along the garden's paved walkways. Live entertainment, food and children's activities will also make this a wonderful afternoon outing.

NEIGHBORHOODS TREE PLANTING

November 2 (Saturday), Hamilton Lakes and Holts Chapel Road neighborhoods (2 planting locations this year!); 9am until all trees are planted

Help plant trees in neighborhoods and parks.

HOLIDAY GREENERY FESTIVAL

December 5 (Thursday), 8am-7pm; Greensboro Farmers' Market, 501 Yanceyville Street

Order your fresh holiday greenery from Greensboro Beautiful!

Local artisans with holiday gift ideas & home decor will join Greensboro Beautiful for this festive event. Enjoy a cup of cider or a bowl of chili while you shop.

ARBOR DAY TREE PLANTING

March 21 (Friday), time & location TBA

Join Greensboro Beautiful to plant trees to commemorate Arbor Day.

GREAT AMERICAN CLEANUP

April 5 (Saturday), 9 am-12pm

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

GATEWAY GARDENS EVENT

Date, time and event details TBA!

Plans are underway for a fun-filled event in Greensboro Beautiful's newest garden!

PARISIAN PROMENADE

June 1 (Sunday), 12-5pm

Greensboro Beautiful 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.

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