

MESSAGE FROM THE CHAIR

Greensboro Beautiful has entered into a new fiscal year but I would like to pause and acknowledge what we accomplished in our community this past year. We made additions and enhancements in all four of our public gardens and they all are even more spectacular. Every season brings joy to thousands of visitors in the gardens and I do hope all of you will take time to walk through and admire what you have helped make possible. Without your help and support we would not have such a beautiful place to live and call home. We planted hundreds of trees again this year and were awarded North Carolina's Tree City of the Year! We have cleaned up parks, streams and green spaces gathering 7-8 tons of trash and recyclables to make our community a cleaner, healthier, more beautiful Greensboro. I would like to say thank you to our volunteers and supporters that have given your precious time and financial resources. You make it all happen. I am proud to volunteer for such a great organization, and I am humbled to see what we have done together for the good of everyone that lives in, or visits Greensboro. Again please accept my thanks and sincere appreciation.



Steve Windham

Warmest of regards!

2014-15 YEAR IN REVIEW

Thanks to you and 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 three key program areas: Public Gardens, Urban Forestry, and Clean Community.

PUBLIC GARDENS

2014 ART IN THE ARBORETUM

In the Public Gardens area, we held three events in the gardens last year. Art in the Arboretum was held on October 5th and over 5,500 visitors enjoyed walkways lined with 50 artists; entertainment on three stages, Garden Quest activities for children, Art Bark, and two food courts which included food trucks.

2015 GROOVIN' IN THE GARDEN: JAZZ AT GATEWAY GARDENS

Despite the cold, damp weather, Groovin' in the Garden was held on April 26th and featured jazz performances on two stages; with a Jam Session for musicians under 18 on the Blue Stone Patio; an instrument "petting zoo"; instrument making using recycled items; and food vendors and food trucks. This event received promotional support from WFDD Public Radio for the Piedmont.

PARISIAN PROMENADE

The popular Parisian Promenade was held on June 7th in the Tanger Family Bicentennial Garden. This event featured a Poodle Parade; Musical Entertainment, Sidewalk Café, Family Games Area, French cooking demonstrations, roaming mime and accordion player, an aerial artist, turn of the century children's games at Caldwell Park, and of course, 25 artists lining the sidewalks to showcase their works. These annual events draw thousands of visitors to our gardens on a single Sunday afternoon! Event Sponsors included Greensboro Beautiful, the Greensboro Parks & Recreation Department, the Tanger Family Foundation, and 88.5 WFDD Public Radio for the Piedmont.

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.

GATEWAY GARDENS

At Gateway Gardens, our fourth public garden and largest single project in our 47 year history, we received LEED Silver Certification from the Green Building Council! A custom designed table was installed in the Visitor Center foyer; we repaired and reinstalled the Butterfly Shade Structures and Seat Blocks; and began work on a unique "larger than life" Apple Sculpture by Jim Gallucci, which was unveiled in the Michel Family Children's Garden at the "Good Night Moon" Gala on September 19th.

BOG GARDEN

The Bog Garden continues to be a popular visitor destination; and the resident Barred Owls with their two new babies and other wildlife entertain young and old alike. This year, we installed a new bench and dogwood trees in memory of Matt Christian on the trail from Northline down to the Teaching Circle.

GREENSBORO ARBORETUM

At the Greensboro Arboretum, we began renovation of the Groundcover Collection/Hart Chimes area including a stone and brick walkway; four stone seat walls, and new collection signs. GBI contributed \$75,573 not including plant material yet to be installed. A \$20,000 sponsorship gift was received from the Ward Family to name it the Robin B. Ward Meditation Garden & Groundcover Collection. The North Carolina Nursery & Landscape Association "Certified Plant Professional Collection" was completed and new labeling installed. We completed the Van Dorn Memorial Woodland Classroom. In the Hosta Garden, we installed new plantings & labels for the entire collection; and we installed enhancement plantings in the Shade Garden Collection, Perennial Border, Butterfly Garden, Dwarf Conifer and Sequence of Bloom Collections. Wendover Berm Plantings were installed, and we received a \$1,000 gift from an anonymous donor to fund new picnic tables at the Arboretum and Lindley Park.

BICENTENNIAL GARDEN

In the Tanger Family Bicentennial Garden, more plants were added on the Wildflower Trail, and Rock Garden renovations continued with the addition of several large boulders. Two new drinking fountains were also installed. Planning and design work resumed after many years to construct an Old Mill near Holden Road. The proposed Old Mill is to be an open-air structure reminiscent of an original mill from the early 1800s. In concept, it is an open ceiling, barn-like structure, with a free-standing water wheel that will work from an independent pump and simulate a working wheel. Water will be pumped up the pipe that carries water through the "race" and pours water onto the wheel. The original millstones to be displayed inside are from when David Caldwell operated a small mill on this site. Through the continued efforts of Gary Brown, we have succeeded in bringing one of the two millstones back to Greensboro for display in the Old Mill. It is our hope to be able to get the second one back in the coming years. Gary has built a conceptual replica, and GBI is getting architectural drawings developed in order to get cost estimates for the project.

TREE PLANTINGS

NEIGHBORWOODS

We continued and expanded our NeighborWoods Community tree plantings. Despite the rain and the cold, on Saturday, November 1st over 100 Greensboro Beautiful volunteers donned gloves and shovels to plant 150 trees in the Glenwood and Westerwood neighborhoods. Our spring planting and Arbor Day Celebration was held on March 21st with 150 trees planted by 180 volunteers in the Warnersville neighborhood in honor of their 150th anniversary. This year's NeighborWoods Community Tree Planting was a tremendous success thanks to a generous grant from UPS and the support of the City of Greensboro's Planning & Community Development, Field Operations, and Parks & Recreation Departments; and the Guilford County Master Gardeners. This was the 12th year that Greensboro Beautiful's Urban

Forestry Committee has planned and implemented the NeighborWoods program, designed to restore the tree canopy in our community. We also designed and installed two educational signs on the Lake Daniel Park and Latham Park Greenways to inform residents about planting the right plant in the right place with regards to utility lines.

MEMORIAL/HONOR PROGRAM

Greensboro Beautiful's Memorial and Honor Tree Program continues to offer citizens the opportunity to plant a tree to honor and remember special occasions and loved ones. We planted over 100 trees this year and raised over \$5,500 through memorial and honor gifts.

CLEAN COMMUNITY

BIG SWEEP

In the Clean Community program area, Big Sweep 2014 was held on September 20th as our fall community waterway cleanup. 766 volunteers collected nearly 1 ton of trash, tires, mattresses, metal debris, and recyclables! Big Sweep was sponsored by the Rotary Clubs of Greensboro with support from the Greensboro Field Operations Department.

GREAT AMERICAN CLEANUP

The Great American Cleanup was held on April 18. 900 volunteers collected 4.5 tons of litter and recyclables. The spring cleanup was sponsored by the Greensboro Regional Realtors' Association with support from the Greensboro Field Operations Department. We also conducted the Community Appearance Index; which includes a visual assessment of litter in all City Council Districts. This assessment is used to identify problem areas where cleanup is needed.

FINANCE

We ended our 2014-15 fiscal year raising over \$160,504 for our Annual Operating Budget. As of July 31st, the Garden and Gateways Fund balance stood at \$190,670 and is designated for Gateway Gardens, the Greensboro Arboretum, Bog Garden, the Tree Fund, the 2015 "Good Night Moon" Gala, and other public garden enhancements.

As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$294,902; with \$15,846 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$912,084. These endowment funds are held by the Community Foundation of Greater Greensboro.

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. Our charter members are:

| | |
|-----------------------|------------------------|
| Robert N. Capen | Elaine & Nelson Stover |
| Bob Krumroy | Doris & Stanley Tanger |
| Horst & Judy Stierand | And an Anonymous Donor |

We continued our Donor Cultivation Events and Activities to attract new contributors to our organization.

The GBI Business Partner program continued to encourage new corporate donors, and gifts from area businesses increased from \$8,657 in 2012-13, to over \$21,000 this past year!

“GOOD NIGHT MOON” GALA & SILENT AUCTION AT GATEWAY GARDENS

Planning began this year for Greensboro Beautiful's first annual “Good Night Moon” Gala & Silent Auction. You can read more about this event in the 2015 Fall issue of Greensboro Beautiful’s Newsletter.

HOLIDAY GREENERY FESTIVAL

This year our annual Holiday Greenery Festival was totally revamped with a new date, time, and location. It was held on Sunday, November 23rd from Noon to 5pm at Lewis Recreation Center just off Battleground Avenue. We offered wreaths, roping, and poinsettias for sale. The event also featured 24 vendors and one food vendor - Sanctuary House – who sold hot dogs & chili. Also new this year was a Children’s Art Activity area; live Harp & Guitar music in the lobby throughout the afternoon; a Christmas in July promotion; and “Wreath Valets” high School and college student volunteers who assisted customers with getting products to their cars. This fundraiser netted over \$6,400, with 349 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.

MARKETING

Our Marketing initiatives provide ongoing program and organization support and exposure. We provided promotional kiosks and a GBI tent at public events; continued to produce our newsletter, “The Seed”; and reprinted garden map brochures for all four 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. Please visit us at GreensboroBeautiful.org for information on upcoming programs and events.

BUSINESS LANDSCAPE AWARDS

Business Landscape Awards were given to two businesses including: Kneaded Energy on Wendover Avenue and The Club on Lendew Street . The judging committee has revised the program to offer the award only as properties warrant recognition, rather than monthly.

VOLUNTEERS & PARTNERSHIPS

Last year, 3,232 volunteers gave 8,835 hours of service to the community through Greensboro Beautiful projects and programs. That's a value of over \$189,698. What a gift to our community!!! Volunteers & Partnerships! The Key To Our Success For Over 47 Years!

LOOKING FORWARD

In the coming year, we are looking forward to

- Three Garden Events for the entire community
- The NeighborWoods Right Plant, Right Place Community Tree Planting in the Cone Mills Community
- Fall & Spring Litter Cleanups
- 2016 Gala & Silent Auction at Gateway Gardens
- The Holiday Greenery Festival
- Continued enhancements in our beautiful public gardens

YOUR FINANCIAL GIFTS AND VOLUNTEERISM HAVE MADE A REAL IMPACT - CONSERVING AND ENHANCING OUR COMMUNITY FOR FUTURE GENERATIONS!

And thank you to the City of Greensboro – our partner for over 47 years for working with us to make all this possible.



THANK YOU FOR YOUR GIFTS!

Greensboro Beautiful thanks the following businesses, foundations, individuals, and community organizations for their gifts for the 2014-15 fiscal year. List reflects gifts received between 8/1/2014 and 7/31/2015.

*Includes in-kind gifts and services.

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2014-15 Donor Cultivation; 2014 Bayou Blues Garden Gala; 2015 "Good Night Moon" Gala & Silent Auction

Tanger Family Foundation
2015 Parisian Promenade

UPS Foundation, Inc.
2014-15 NeighborWoods

\$5,000-\$9,999

First Citizens Bank
2015 "Good Night Moon" Gala & Silent Auction

\$1,000-\$2,499

Anonymous
2014 Circle of Caring

Duke Energy Foundation
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Greensboro Regional Realtors Association, Inc.
2015 Great American Cleanup

Summit Rotary Foundation
2014 Big Sweep

\$500-\$999

Mistletoe Meadows*
2014 Circle of Caring

\$250-\$499

Greensboro Chapter of the Drifters: (Yvonne J. Johnson, Althea Truesdale, Dr. Tanya Redd, Andrena Coleman)
2015 Groovin' in the Garden: Jazz at Gateway Gardens

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Paul Andrew Wilson
 Ron & Becky Hampton &
 Peggy Bagwell
James Russell Wisely
 Women Presidents'
 Organization

HONOR GIFTS**Anniversary**

Rebecca & Graham Pritchard
 Judie Wright
Jane & John Teer
 Mary Marshall & Charlie
 Simonson
Mary & Bill Turner
 Fred & Carol Andresen

Honor Gifts, continued**Appreciation**Lee Britt

Tar Heel Garden Club

Robert Capen

Seeds 'n Weeds Garden Club

The Rusty Hoffman Family

Your Sissie, Pam Martinson

Kitty Lyon

Carolina Laurel Garden Club

Sue MedleyUNCG 1965 50th Reunion
CommitteeMy Sandbox Buddies

Pam Martinson

Doris Owens

Helen Joseph

Lois Pantazis

Helen Joseph

Alice Conger Patterson

Jenny Huffaker

Randal Scott Romie

Tuesday Study Club

Dabney Sanders

Chester H. Brown, Jr.

Susan Schwartz

Chester H. Brown, Jr.

Ann SteighnerEmanuel Baptist Church
SeniorsStan StyersBrian, Cynthia, Lucy & Clay
StyersStephen WindhamMr. & Mrs. Gordon
Windham**Birth**Christopher Brooks Phillips

Linda Hiatt

BirthdayMarianne HertleLiz Summers, Jeanie Duncan,
Stephanie Cordick and Jane
GibsonMargaret (Marty) McKenzie

Hannelore von der Lippe

Dr. Joseph B. Mullin

Molly Mullin

Donaldine Pringle

Hannelore von der Lippe

Celine L. Sprague

Stan Sprague

ChristmasBettie R. Grubbs

Susanne McIntire

Lollie (Mrs. B.E.) Holland

Marty McKenzie

Donaldine PringleMarty McKenzie
Hannelore von der LippeNancy Ryckman

Mary Ann & Peter Young

Hannelore Von Der Lippe

Marty McKenzie

Mary Ann Young

Nancy Ryckman

WeddingDonna Brandon & RebeccaPerrySusan Ireton & Valerie
LeschberKrista & Tina KohlphensonSusan Ireton & Valerie
LeschberSteve & Cameo Windham

Becca & Graham Pritchard

PARK BENCH GIFTSKathy Cassity
*in honor of John & Trudy Krege***TREE FUND GIFTS**

Keith & Kelly Francies

**GREENSBORO
ARBORETUM GIFTS**Anonymous
Designature Landscape
Architects*
Tar Heel Garden Club
Walsh Tile & Marble Company***GREENSBORO
ARBORETUM BENCH
GIFTS**William B. Herring, MD FACP
*in memory of Elizabeth H. Herring***GREENSBORO
ARBORETUM NAMING
GIFTS**Albert A. Ward
*Robin B. Ward Meditation Garden &
Groundcover Collection***GREENSBORO
ARBORETUM PAVER
GIFTS**Whole Foods
*in memory of Sylvester "Buster"
Davis***TANGER FAMILY
BICENTENNIAL
GARDEN GIFTS****BICENTENNIAL
GARDEN PAVER GIFTS**Donna & Bob Bates
in memory of Charles M. Tate
Sue Ramos, Trish Ide, Gayle
Nantz, Suzanne Pell
in memory of Lizzie Thomas
Diana Sue Ramos, Glinda
James, Mickey Hjelt, Carol Van
Schoick
in memory of Charlene Barfield
Dava, Cynthia, Carolyn
in memory of Monica W. Root
Suzanne Veazey
in honor of Willia Boliek
Kathy Epting, Patti Poole, &
David Poole
in honor of Bud & Kyky
Ethan & Keely Griffin
in honor of Len Devaney
Joseph R. Geer
in memory of Judie M. Geer
Angie Kivett
in memory of Eric B. Johanson
Identity Branding
in memory of Ruth Whitmore
Daniel Marks
in honor of Fay & Dan Marks
Dan and Judy Quinn
Pam Shreve
Ellen Smith
in memory of Leah & Ed Chelm
Scott & Lynne Walton
*in honor of Beverly Cox***CAMBERLY'S GARDEN
PAVER GIFTS**Broughton & Duncan Burnet
*in memory of David Palmer
Shannon*
Jennifer & Jeff White
in memory of our baby
Amy Mohorn, LuAnne Barker,
Glenda Biggerstaff, Mary Ellen
Burke, Debbie Fletcher, Amy
McMichael, Leslie Ramos,
Selma Rummage, Evelyn
Starling
in memory of Drew Kramer
Nick Naseman
*in memory of Caleb Isaac Ousley
Naseman*
Sandy & Jim Pell
*In memory of Tanner Killeen***BOG GARDEN
GIFTS**

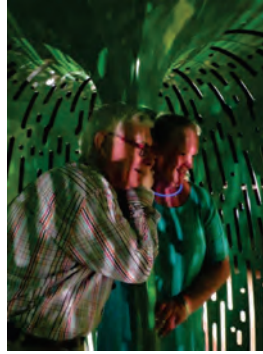
Serendipity Garden Club

**BOG GARDEN
MEMORIAL GIFTS**In Memory of Matt Christian
Hilary & William Allen
Andy Anderson
Barton Family
Joseph & Patricia Belton
Kathryn Christian Bender
Kenneth & Patricia Blythe
Edwin W. Congleton
Mrs. Mike Carr; Mrs. Alex
Rondos; Mrs. W.L. Chadwick
Betty J. Carr & Family
Herman & Naoma Crabtree
Delfortgroup Speciality
Papers, Inc.
Diane & Jayme Gruen
Charles & Hilda Hill
Gail Hill
James M. Pleasants Company
Wanda & Tom Jones
Claudel Lassiter
Rosa & Bill McNairy
Mark & Jan Miller
Michael & Elette Owen
Tish L. Redden
Jane Salyer
Bill & Lucy Smith
David R. Sullivan, DDS
Triad Financial Advisors
Ann & Robert Wheeler
George & Bezie Whitaker
Wildwood Garden Club
David Williams
Jerry & Helen Wood
Robert & Ellen Worth
In memory of Dr. Joe
Christian
Susan & Jim Singer**GATEWAY
GARDENS GIFTS**Cedarwood Garden Club
Tar Heel Garden Club**GATEWAY GARDENS
BENCH GIFTS**Rick Briggs
in memory of Debbe White Briggs
Angela L. Talton**GATEWAY GARDENS
MEMORIAL GIFTS**Wes Isley
*in memory of John A. Taylor, II***GATEWAY GARDENS
NAMING GIFTS**Carolyn & Tom Harmon
to purchase the letter X

Thanks to everyone who made our inaugural "Good Night Moon" Gala & Silent Auction a resounding success! We raised \$20,000 to fund the new Apple Sculpture by Jim Gallucci in the Michel Family Children's Garden at Gateway Gardens. Drop in this Fall and enjoy the Gardens!



Bob Krumroy & Deb Degol Krumroy,
Event Co-Chairs



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