



1001 Fourth Street
Greensboro, NC 27405
336-373-2199
GreensboroBeautiful.org



THANK YOU!

Ask yourself "what would Greensboro be like without Greensboro Beautiful?" For starters, our city's four public gardens would not exist. Nor would there be the continued enhancements to those gardens – all funded by Greensboro Beautiful. We would not enjoy the annual events in the gardens which exist to showcase those gardens, the richness of local artistic and musical talent, and to bring together our citizens to enjoy a free, fun-filled afternoon. There would be no volunteer-driven, city-wide litter cleanups which involve hundreds of volunteers collecting tons of trash from our roadsides, streams, and neighborhoods. There would be no efforts to protect and restore the urban tree canopy through the planting of hundreds of trees each year. Our tree-lined streets and medians would look very different if not for Greensboro Beautiful.

Thankfully, this is not a reality in Greensboro. All that has been accomplished by Greensboro Beautiful over the last 50 years has been made possible through private donations from the community, with the support of thousands of volunteers, and through its unique partnership with the City of Greensboro.

During this, our 50th year, we want to express our sincere thanks to the numerous contributors for their continued support. If you are not currently involved with Greensboro Beautiful, now is the perfect time to join us as we continue to celebrate conserving and enhancing the beauty and ecology of our community for 50 years. Greensboro Beautiful relies on the financial support from the community. And we need continued and new support as we embark on the next 50 years.

Volunteer. Donate. Join us.

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.

EVENTS

Over 5,500 visitors enjoyed a beautiful afternoon at **Art in the Arboretum** on Sunday, October 1st. Nearly 50 artists lined the walkway; three stages provided entertainment for the crowds; and vendors offered a wide variety of foods. All-A-Flutter Butterfly Farm entertained young and old alike as they provided educational information about the Monarch Butterfly. Local beekeeper Rob Jacobs educated visitors about honeybees all afternoon.

"Groovin' in the Garden" – With A Latin Groove was held on April 29th; and featured musical performances on two stages; a Children's Parade; seed planting and maracas-making activity; food vendors and food trucks; and free Salsa lessons. Mayor Nancy Vaughan officially proclaimed April 29th as the Kick-Off to GBI's 50th Anniversary Celebration. We unveiled the first of four William Mangum prints of the gardens. Mr. Mangum was available in person to sign prints. Lucy Banks, Edible Garden Curator provided hands-on planting opportunities in the Children's Garden throughout the afternoon. All told, over 1,500 visitors enjoyed a beautiful day in our newest garden.

Parisian Promenade was held on June 3rd in the Tanger Family Bicentennial Garden attracting nearly 4,000 visitors. This event featured a Poodle Parade; Musical Entertainment, Sidewalk Café, Children's Area, roaming mime and accordion player, French lessons, aerial artists, turn of the century children's games at Caldwell Park, a Daylily exhibit and sale; and about 20 artists lining the sidewalks to showcase their works. Bill Mangum was also on hand to sign the Bicentennial Garden prints and talk one-on-one with visitors.

Our three annual garden events draw thousands of visitors to our gardens! We couldn't present these events if it weren't for

our fabulous P&R Botanical Gardens Staff! And we'd be remiss not to thank our sponsor (in addition to Greensboro Beautiful and the Greensboro Parks & Recreation Department) 88.5 WFDD Public Radio for the Piedmont. We are always working to develop additional event sponsors; so if you know of a business that would like to get in front of these crowds, please let us know!

GARDENING EDUCATION

The Environmental Education Series - "Growing the Green Way" continued to be offered at the Arboretum Education Center, Extension Service, and the Edwards and McNairy Library Branches. This program is sponsored by the NC Cooperative Extension Service in Guilford County; Master Gardener Volunteers; Greensboro Beautiful, and the Greensboro Parks & Recreation Department.

GARDEN ENHANCEMENTS

At **Gateway Gardens**, we pressure washed, stained, and sealed the fencing around the Children's Garden; and helped to fund pressure washing; re-grouting; and sealing the Heritage Garden Plaza stonework. We installed new fencing around the Edible Garden to deter unwanted animals; and funded replacement plants as needed.

A pilot education program was been developed in partnership with the Hayes-Taylor YMCA; the NC Cooperative Extension Service & Master Gardener Volunteers; and Parks & Recreation for a 10-week gardening program for youth ages 11-14, utilizing the Edible Garden.

Bog Garden: This year, thanks to the volunteer support of the Bog Garden Plant Committee and volunteer "Bog Buddies," we have begun to tackle the mammoth task of eliminating invasives and replanting native plant material. Plant Committee Co-Chairs Diane Laslie and Ann Walter-Fromson and members Deborah Staves, Lynda Waldrep, and Judy West began in November identifying areas or zones to work on in the Bog, with the help of staff. Volunteers have since planted nearly 1,500 plants, representing 59 different species of native plants. The majority of the plant material was obtained through plant rescues organized by the NC Native Plant Society (NCNPS); and from donations of plants from members of the Bog Garden Plant Committee;

NCNPS; and the T. Gilbert Pearson Audubon Society. Additional plants were purchased by Greensboro Beautiful and through a mini-grant from the Piedmont Bird Club. Educational signage has been placed in the Kiosk at the main entrance to inform visitors about the benefits of native plants vs. invasive plants. Two grants were recently received from the T. Gilbert Pearson Audubon Society and the NC Native Plant Society to continue this work this year. Replanting in the Feathers & Fronds area near the entrance to the Bog will begin this fall.

At the **Greensboro Arboretum**, the City replaced three large bridges thanks in part to a grant from the City's Participatory Budget Process. GBI installed black fencing around two new Bee Hives, being tended by volunteer beekeeper, Rob Jacobs. We also continued planting in the Ornamental Grass Collection & Pollinator Meadow which runs parallel to Wendover Avenue. A \$5,000 grant from the Bayer Feed-A-Bee Grant Program will allow us to install six educational signs and a kiosk to provide information on pollinators. Three of the signs have already been designed and installed. We completed renovation of the entrance triangle off Ashland Drive, which includes a brick patio and three benches; providing a restful location to meet friends or tour groups.

In the **Tanger Family Bicentennial Garden**, more plants were added on the Wildflower Trail, in the Rock Garden, Camellia/Azalea/Fragrance Garden, and Boulder area facing Holden Road. The Daylily Garden has been inventoried; and an interactive online map has been created; which provides detailed information about each cultivar in the garden. Greensboro Beautiful also provided funding for additional repairs in the recirculating stream in the Sensory Garden and funded an electrical panel to provide access to power for food trucks at garden events. We're proud to announce that Yes! Weekly readers voted Bicentennial Garden as The Best Park in Guilford County for 2018! We all know that this "park" is really a GARDEN—but the award is much appreciated. Bicentennial is truly one of the most beautiful GARDENS in Guilford County. We'll graciously accept this high honor and recognition! Funding in the amount of \$145,500 was approved by Greensboro Beautiful to construct the Old Mill and Mill Pond in Bicentennial Garden near Holden Road. The Old Mill is an open-air structure reminiscent of an original mill from the early 1800s. It is a barn-like structure, with a free-standing water wheel that works from an independent pump; and simulates a working wheel. The original millstone displayed inside is 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 original millstones back to Greensboro. It is our hope to be able to get the second one back in the coming years. Gary was able to obtain two smaller millstones recently from a family in High Point, which are displayed around the mill site. This year, we installed additional landscaping around the mill in memory of long-time volunteer and special supporter, Graham Pritchard. Programming and educational information inside is being developed to further tell the story of old mills in the North Carolina Piedmont region. Stop by, relax, and admire this popular new garden focal point!

URBAN FORESTRY

On December 2nd, about 65 volunteers, City Staff, and Urban Offsets representatives planted the City's second Carbon Tree Bank. 146 trees were planted on the Lake Daniel Greenway between Wendover Avenue and Wesley Long Hospital. This unique program in Greensboro will provide an opportunity for purchased carbon credit payments to help sustain Greensboro Beautiful's Tree Fund.

Our **NeighborWoods Community Tree Planting Program**

was held in Sunset Hills and College Park on Saturday, November 4th. Almost 200 community volunteers joined residents of Sunset Hills to plant 203 trees. While Sunset Hills does have a significant tree canopy; the neighborhood has lost more than 60 very large trees over the past couple of years; and residents wanted to plant new trees to replace those being lost due to storms, disease, and age. The NeighborWoods program is made possible by private donations to Greensboro Beautiful's Tree Fund.

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. This past year, GBI raised \$11,750 through the Memorial and Honor tree program.

CLEAN COMMUNITY

Big Sweep was held on September 16th as our fall community waterway cleanup. 374 volunteers cleaned up Greensboro, and filled over 300 bags of litter and trash from roadsides, creeks, and neighborhoods! Greensboro Beautiful thanks the Rotary Clubs of Greensboro and the Greensboro Field Operations Department for their support.

This past January, Greensboro Beautiful conducted its **Community Appearance Index** and compiled a list of "Litter Hot Spots" that needed to be cleaned up. During a two-week period from February 10th – 28th, 219 volunteers participated in our second **Winter Wipeout**, collecting more than 336 bags of trash littering our community.

Thanks to the help of over 325 volunteers, more than 1.37 tons of litter and recyclables were removed from our community's neighborhoods, roadsides, and streams on Saturday, April 14th as part of the **Great American Cleanup!** The spring cleanup was sponsored by the Greensboro Regional Realtors Association with support from the Greensboro Field Operations Department.

Other Events & 50th Anniversary Celebration

Our annual **Holiday Greenery Festival** was held on Sunday, December 3rd at Lewis Recreation Center. We offered wreaths, roping, poinsettias, and light balls for sale. The event also featured local vendors selling their holiday art and fine crafts; a Children's Art Activity area; live Harp music in the lobby throughout the afternoon; and "Wreath Valets" (high school and college student volunteers) who assisted customers with getting products to their cars. This fundraiser netted nearly \$10,000, with almost 300 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. We donated unclaimed/unsold wreaths to Higher Ground, Women's Resource Center, Hospice & Palliative Care of Greensboro, and Peacehaven Farms.

This year, in celebration of our 50th Anniversary, Greensboro Beautiful incorporated five signature events in addition to our regular annual projects and programs. The first was a **Dogwood Seedling Distribution** to 5,600 5th graders in the Guilford County School System. In March, dozens of volunteers gathered to count, bag, and sort trees for delivery to the schools. Working in partnership with Dr. Johnette McCain, the K through 12 Science Supervisor, we developed a video to show all 5th grade teachers how to plant the seedlings in potting cups, so that students could water and observe them in the classroom. In May, we delivered bags to the schools with planting instructions on them for the students to take their trees home with them, or to plant at a location of their choosing. Program sponsors included Rotary Clubs of Greensboro, NC811, the NC

Cooperative Extension Service in Guilford County, Master Gardener Volunteers, and the City of Greensboro.

Throughout 2018, Greensboro Beautiful is also collaborating with local artist **William Mangum** to commemorate our 50th Anniversary milestone with 4 signature paintings-- original artwork of the Tanger Family Bicentennial Garden, the Bog Garden at Benjamin Park, the Greensboro Arboretum, and Gateway Gardens. Bill has also produced 500 11" x 14" reproductions of each of the four signature paintings, which are available at Greensboro Beautiful's garden events and online throughout 2018. The reproductions are provided as a thank you for a donation of \$25 to Greensboro Beautiful, with 100% of the contribution going to benefit GBI and the public gardens. An exhibit and sale of 50+ original paintings of scenes from the gardens of Greensboro will be held November 8-17 at The Art Shop on W. Market Street with a portion of the proceeds benefitting Greensboro Beautiful. The Arboretum and Bog Garden paintings will be unveiled at this year's Art in the Arboretum on October 7th.

A **50th Anniversary History and Archives Exhibit** is on display at the Greensboro History Museum now through September 22nd. It features four panels detailing the evolution of Greensboro Beautiful; showcases Urban Forestry, Clean Community, and Public Garden accomplishments; and shows a number of Before & After photos of various installations to demonstrate how Greensboro would look without the impact of our organization over the years. If you haven't stopped by; please visit and enjoy the fruits of our rich history in the community.

On June 16th, Greensboro Beautiful hosted a special educational program entitled, "**Partnering with Nature and the Environment**" featuring guest speakers Helen Lowman, President & CEO of Keep America Beautiful; and Doug Tallamy, Author of a number of books, including "Bringing Nature Home." Over 120 people packed the auditorium at the Greensboro History Museum on June 16th; and attendees were able to meet and greet Doug and Helen in person. Doug also provided a book signing following the program. The program focused on (1) KAB affiliates' role in empowering local citizens to act responsibly with regard to litter and recycling; and to enhance their communities through beautification and tree planting programs; and (2) promoting the use of native plants vs. non-native plants; and by doing so, helping to sustain wildlife.

Last year, Greensboro Beautiful began the design process for **renovation of Hamburger Square**, located in Downtown Greensboro. By hosting a design charrette at Natty Greene's on November 16th, interested residents and local business owners were able to offer their thoughts on amenities to include and potential locations for seating, landscaping, open space, and desired hardscape items. Once the design is finalized, a cost estimate will be prepared; and the project will be brought back to the GBI Board of Directors for review and approval before fundraising begins.

Finance

We ended our 2017-18 fiscal year raising over \$135,000 for our Annual Operating Budget. As of July 31st, the Garden and Gateways Fund balance stood at \$199,009 and is designated for Gateway Gardens, the Greensboro Arboretum, Bog Garden, Old Mill at Bicentennial Garden, the GBI Tree Fund, further public garden enhancements, and 50th Anniversary projects and programs. As of June 30th, the Greensboro Beautiful Endowment Fund stood at \$373,695; with \$16,040 in the GBI Matching Endowment Fund. The GBI Public Gardens Endowment Fund reflected a balance of \$1,322,130. To date, Greensboro Beautiful has raised over \$1.7 million in

Endowment Funds!!! 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. 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.

Marketing

Our Marketing initiatives provide ongoing program and organization support and exposure. We provide promotional kiosks and a GBI tent at public events, and continue to produce our newsletter, "The Seed". We continue to maintain and update our website; distribute regular email blasts; and maintain our social media sites, including Facebook, Twitter and Instagram. In addition, we provided commemorative 50th anniversary tote bags and cup sleeves to donors and visitors to the garden events. Our Speaker's Bureau conducts programs for a number of civic organizations; and we offer Garden Tours to numerous groups and clubs from all over the state. We hope you'll visit us regularly at GreensboroBeautiful.org to see what's new and coming up.

Volunteers & Partnerships! The Key To Our Success For the Past 50 Years!

Last year, 2,273 volunteers gave 16,024 hours of service to the community through Greensboro Beautiful projects and programs. That's a value of over \$395,632. What a gift to our community!!!

Looking Ahead

- *Continuing the fun and free Garden Events for the entire community*
- *Planning for a 2019 NeighborWoods Community Tree Planting in Kings Forest Park and the surrounding neighborhood*
- *Fall, Winter, & Spring Litter Cleanups*
- *The 37th Annual Holiday Greenery Festival*
- *Continued enhancements in all of our public gardens*
- *And last but certainly not least, continuing to celebrate our 50th Anniversary!!*

Your financial gifts and volunteer support have made a real impact - conserving and enhancing our community for future generations. Greensboro Beautiful thanks you and the City of Greensboro – our partner for the past 50 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 2017-18 fiscal year. List reflects gifts received between August 1, 2017 and July 31, 2018.

*Includes in-kind gifts and services.

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D1 (White)

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Sunset Hills Garden Club

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Kernodle Clinic Pediatrics
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Hannelore Von Der Lippe
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HONOR GIFTS Anniversary

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Birthdays

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Triad Bayada Offices

Carlyle B. Owens
Roger & Cilie Sutton

Stella Pleasants
Justice Murray

Donaldine J. Pringle
Hannelore Von Der Lippe

Eva Szostak
Eva's Deep Water Exercise
Group

Christmas 2017

Mary Ann Young
Nancy Ryckman

Christmas, continued

Claudia (Corkie) Apple
Ginny Leone

Ruth Kofoed
John & Ashlee Wagner

Margaret (Marty) McKenzie
Hannelore Von Der Lippe

Margaret & Ned Pierce
Ginny Leone

Donaldine J. Pringle
Hannelore Von Der Lippe

Ruth Stickley
Grace Farrell Roemer

Jill Strickland
Ginny Leone

In Appreciation

Tonya Anderson
Christie Soper, Suncierge

George Washington Baity
Family

Dianne Knowles
Barbara Paul
Emma L. Thomas
George Washington Baity
Family
Charles Wright

Lucy Banks
Cedarwood Garden Club

Lee Britt
Sedgefield Woman's Club

April Harris
Marc & Jill Isaacson

Christina Larson
Sunset Hills Garden Club

Mary Jo Moody
Yard Bird Garden Club

Dr. Graham Ray
Forsyth County Master
Gardeners Association

Nancy Ryckman
Mary Ann Young

Cindy Tole
Pine Needles Garden Club
Wildwood Garden Club

Nancy Warberg
Sunset Hills Garden Club

Retirement

Tony Carter
Greensboro Parks & Recreation

Pat Falls
Greensboro Parks & Recreation

Edwina Greene
Greensboro Parks & Recreation

Durante Griffin
Greensboro Parks & Recreation

Karen Neill
Greensboro Parks & Recreation

Wedding

Ken Causey & Hillary
Norman
April & Jay Harris

Heather Crews & James Lyons
Greensboro Beautiful Board,
Advisory Board, & City
Beautiful Staff

Candace Tucker & Terry Martin
Greensboro Beautiful Board,
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honoring Gary Brown

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Hamburger Square Gifts

David & Janet Craft

Park Benches

Irene Ford; Friends & Family
in memory of Diane Grey Davis
Greensboro Running Club
in memory of Rebecca Lyn Sarver
Penny D. Powell
in memory of Brandon W. Kimroy

COMING UP THIS FALL

Big Sweep Greensboro

Saturday, September 15; 9 am-12 noon

Join volunteers throughout Greensboro to get litter out of our waterways, off our streets, and out of our neighborhoods!

Art in the Arboretum

Sunday, October 7; 12-5 pm; Greensboro Arboretum

A juried art and fine craft exhibit and sale featuring fifty artists from throughout the region exhibiting their hand-crafted offerings in an outdoor gallery. This event also features entertainment on three stages, art activities, garden centers and exhibits, Garden Quest, and two food courts. Free Admission.

Holiday Greenery Festival Kickoff

October 1-31

Pre-order your holiday greenery and light balls and get \$1 off select items.

Memorial & Honor Tree Order Deadline

November 1

Purchase a gift tree as a memorial or an honorarium. Gifts received by November 1st will be planted in January, February, and March 2019. A perfect gift for the holidays!

William Mangum Garden Paintings Exhibit

November 8-17; The Art Shop, 3900 W. Market Street

Bill Mangum will exhibit a body of fifty original paintings representing the gardens captured in a variety of seasons and highlighting favorite features of each of the gardens.

Meet The Artist and Garden Print Signing

Saturday, November 10, 11 am-2 pm; The Art Shop

Get your garden prints, meet Bill Mangum and have him sign your print.

Holiday Greenery Festival

Sunday, December 2; 12-5 pm; Lewis Recreation Center

Featuring fresh, North Carolina-grown wreaths, white pine garland, four colors of poinsettias, light balls, and local artisans with holiday decor and gift ideas. Order by October 31st for discounts on select items!

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