

# IMPACT REPORT MORRIS ARBORETUM

JULY 2019 – JUNE 2020



**Morris Arboretum**  
UNIVERSITY of PENNSYLVANIA

The Morris Arboretum of the University of Pennsylvania inspires an understanding of the relationship between plants, people, and place through education, research, and horticultural display.



Photo: Lynn Weaver

## GREETINGS FRIENDS,

June 30th, 2020 concluded not only our fiscal year, but my first year as *The F. Otto Haas Executive Director* of this wonderful institution. It was a year in which we made substantial progress in our capital campaign and a year in which we completed critical improvements to our beloved Dorrance H. Hamilton Fernery and our Rose Garden. We were on record pace for garden attendance, membership, camp enrollment, and school tour participation. Then, suddenly COVID-19 changed everything. The Arboretum closed to the public on March 13th, just as our venerable magnolias and cherries began a remarkable bloom season without an audience. Most staff worked from home while a skeleton crew from horticulture and facilities did what they could to keep up the gardens, grounds and buildings. The timing of the pandemic surge could not have been worse for the Arboretum, as spring accounts for 30% of our membership and education revenue, 45% of our admission revenue, and more than 50% of our rental income.



Photo: Amanda DeLeo

I am very grateful to several of our closest friends and supporters who stepped forward with significant additional gifts to our annual fund to offset these losses. Adding in substantial cost-cutting of non-salary expenses, this still translated into a net \$502,000 operating deficit for the fourth quarter and thus the year. I am proud to say that despite this, the University and our senior leadership were committed to keeping our staff whole while continuing the excellent care of our facilities and our trees. With their help and the go ahead from our state government and the University of Pennsylvania, the Arboretum re-opened to the public on June 18th, just 12 days prior to the end of our fiscal year, and welcomed members and visitors back to our spectacular garden to provide pleasure and respite during these uncertain days.

Because of your incredible generosity, combined with many years of careful stewardship of our endowments and reserves, I am happy to report that the Morris Arboretum was able to cover this significant operating shortfall with cash reserves we had put away for just this sort of emergency. At the same time, we grew our endowments with more than two million dollars in additional gifts.

Merriam-Webster defines resiliency as “an ability to recover from or adjust easily to misfortune or change.” Our operating reserves allowed us to remain whole during this terrible crisis, and spendable income from our endowments allows us to continue our mission work despite the ongoing challenges wrought by COVID-19. However, with our reserves down, we must focus our efforts on rebuilding and even growing them to weather the next storm, whenever it may be. As we enter the final months of our *Ever Green* campaign, we are focusing efforts on building a resilience fund of two million dollars that will be there to help sustain us during challenging times, whether now or in the future.

Ellen and I thank you for your wisdom, encouragement, and support. With your help, the Arboretum will emerge from this crisis stronger, more relevant, and more resilient than ever.

*Ellen Nalle Hass*

Ellen Nalle Hass, *Chair, Advisory Board of Managers*

*Bill Cullina*

Bill Cullina, *The F. Otto Haas Executive Director*

# KEEPING IT growing



The Arboretum was required to shut its gates to the public on March 13th just as the garden was bursting into spring. There was no way to know how long the shutdown would last, and the staff had to adjust quickly to working with a skeleton crew to maintain the garden. This occurred just as spring was beginning, and while everyone was at home, the plants continued to grow. The adjustment included making sure that there was some semblance of order in the garden while also monitoring the greenhouses where seed was germinating and young plants were beginning to grow.

All projects and contracts were put on hold for the first several weeks of the shutdown, but eventually the deer fence project was completed. That fence now surrounds approximately 60 acres on the public side of the Arboretum. Simultaneously, improvements to the Rose Garden were completed, including new walls, plazas, structures for climbing roses, and 1,500 square feet of planting beds. These beds were planted in April in anticipation that the garden would eventually re-open to visitors.

It was an especially good flowering year for magnolias, flowering cherries, and crabapples, and while the few staff coming into the Arboretum were able to see them, it was disappointing to not have visitors enjoy the display. Through social media, members and friends were kept abreast of all that was going on throughout the garden.

Once a re-opening date was set for mid-June, there was one month to get the garden visitor-ready. This happened despite being short-handed with staff and volunteers. The Horticulture department organized weekly team days that utilized group efforts to accomplish tasks throughout the Arboretum.

When the Arboretum re-opened on June 18th it was not clear how visitors would respond to the one-way directional system that had been implemented. It was important to ensure the safety of both staff and visitors in this new environment. After the first few weeks, things were running smoothly and normal operations were resumed. Arboretum staff were very happy to welcome visitors back to the garden.

## Renovations and Improvements

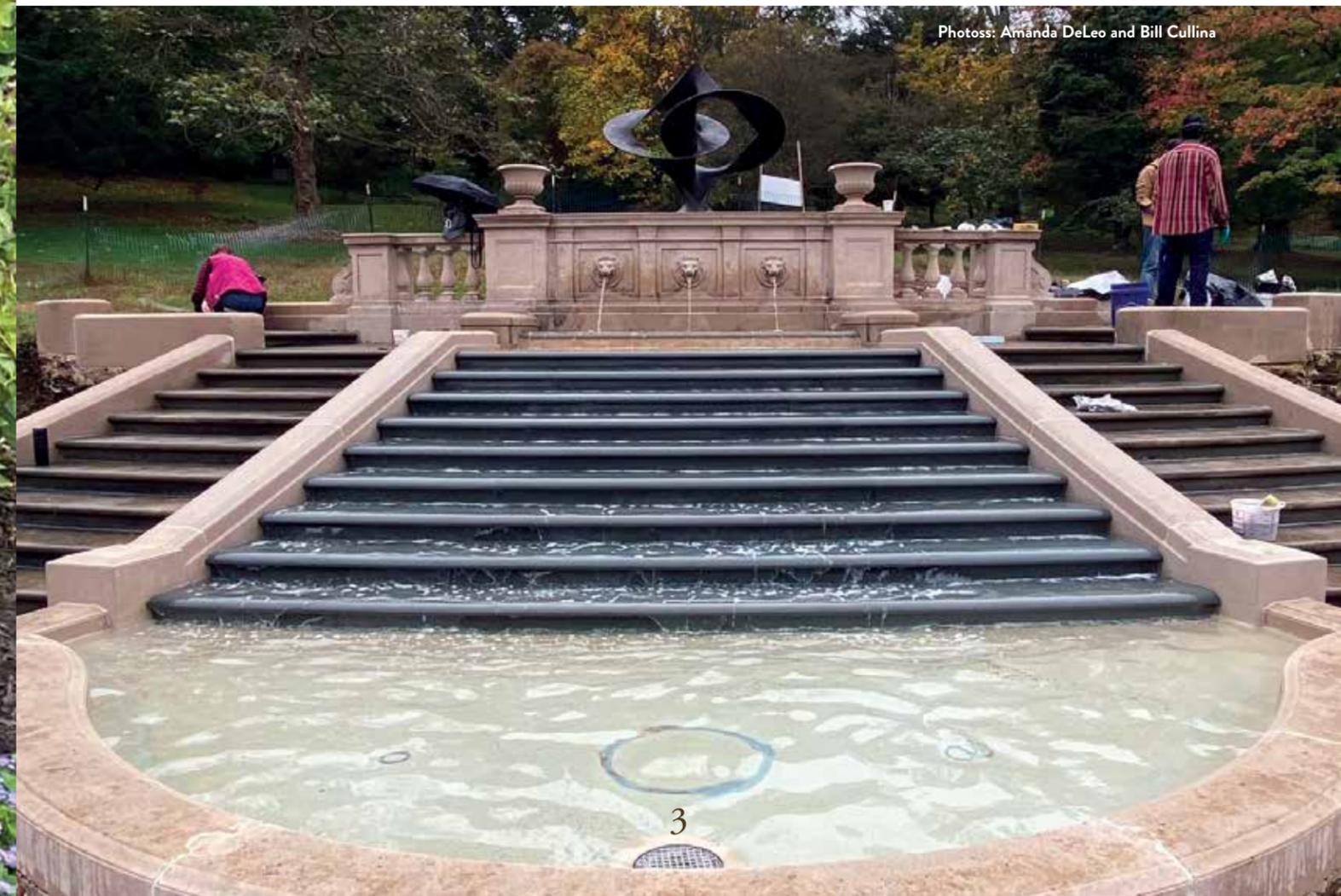
The Facilities department faced its own set of challenges during closure, most notably, ensuring the safety of essential staff and monitoring the Arboretum's buildings, some of which are more than two centuries old.

Several projects, while initially delayed due to the pandemic, were eventually completed including:

- Renovation of the lower perimeter of the Rose Garden which included: regrading the area, installing a retaining wall that also serves as seating, new staircases and slate plazas at the three egresses, and updating the planting design.
- Replacement of the Dorrance H. Hamilton Fernery's outdated and deteriorated cast iron heating system with a high-efficiency unit.
- Installation of a new deer fence around the Arboretum perimeter.
- Renovation of the Step Fountain, supported by the William B. Dietrich Foundation, including dismantling of the fountain and upgrading the plumbing system.
- Replacement of the netting on *Out on a Limb*, made possible with the support of the Jane & Leonard Korman Family Foundation.
- Installation of a new, upgraded tent behind the Widener Visitor Center for guests of the Café and wedding rentals.

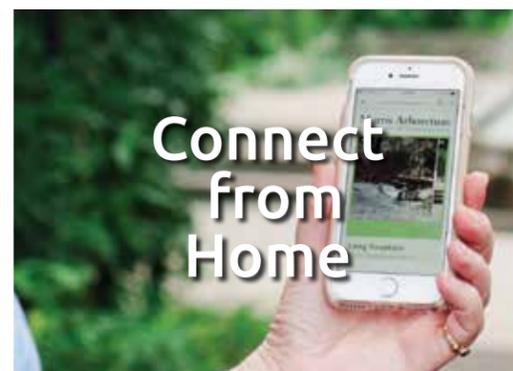
In order to welcome back visitors safely, measures were implemented that ensured adherence to CDC, state, local, and University policies. Along with increased disinfecting of restrooms and public areas, hand sanitizing stations and supplemental refuse containers were added throughout the garden. Members and friends were welcomed back to the garden knowing that keeping everyone safe was a top priority.

Photos: Amanda DeLeo and Bill Cullina



## Morris from Home

Morris Arboretum Temporarily Closed



# STAYING Connected

48,646

Total Social Media Audience  
(all platforms)

15.9%

Net Audience Growth  
(all platforms)

14.5%

Gain in Instagram Followers

49%

Increase in  
Instagram Engagements

\*Figures represent comparison of FY19 to FY20

## Morris from Home

When the garden closed on March 13th as part of the COVID-19 pandemic response, marketing went into high gear to develop and distribute content to share the beautiful spring garden that visitors were missing. The goal was to keep members and friends engaged and connected.

*Morris from Home* was branded as a virtual experience, which included *Learn from Home*, *Connect from Home*, and *Give from Home*. The website was redesigned to feature these new elements, and all content was shared regularly on social media (Facebook, Instagram, and Twitter).

### *Learn from Home*

- Featured staff instructional videos such as: What Tree or Shrub is that? Planting a Spring Container, Identifying Spring Weeds.
- Paid online classes resumed in an online format in late April

### *Connect from Home*

- Links to social media platforms including Facebook, Instagram, Twitter, and YouTube
- New blog posts and weekly features such as #ToolTuesdays, #FilmFridays, and #ScavengerSaturdays
- Coloring pages and word searches focused on plants and birds at the Arboretum for both children and adults
- Virtual Storytime

All new content was shared in a weekly e-newsletter sent to a database of 35,000 subscribers.

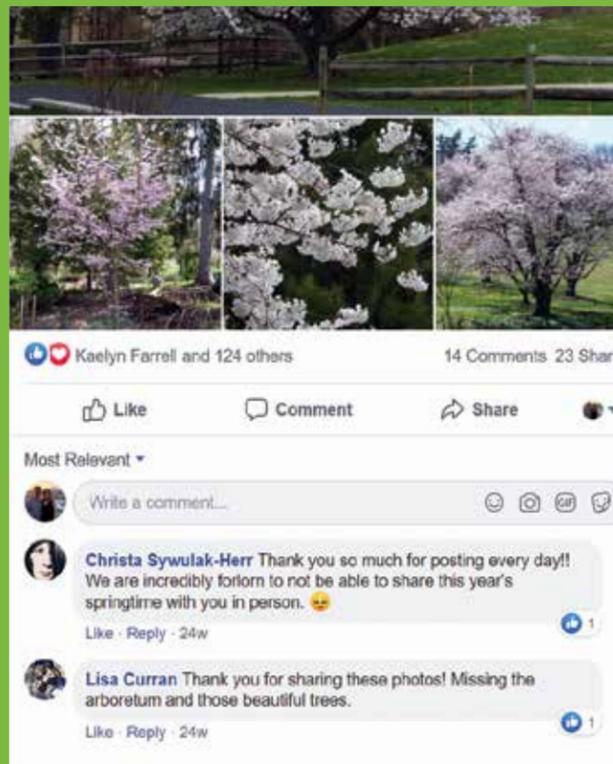
While focus on virtual connection remained an ongoing priority, planning for re-opening became equally important. Many new procedures were introduced for safe visitation, including advance online ticketing for all visitors. A full communications plan was developed to notify members and visitors. Finally, a visitor survey was developed to gather feedback regarding the ticketing procedures and their visiting experience.

## Education—A Transition to Remote Programming

The education department and School of Arboriculture had many successes in the fall and early winter months of 2019 with classes, lectures, and conferences. More than 250 people gathered at the Ambler Theater to listen to then “new” Executive Director, Bill Cullina discuss the future of public gardens. Another accomplishment was a winter ‘Introduction to Botany’ course that attracted more than 30 students for a three-day course led by Arboretum plant scientist Dr. Cindy Skema.

FY2020 shifted dramatically in the Spring of 2020 as the region adapted to stay-at-home orders associated with COVID-19. The team pivoted quickly, and within a few weeks provided a much needed point of connection between staff, interns, and volunteers by moving presentations to a virtual platform. The team then assembled a variety of more than 25 virtual classes to allow members, staff, volunteers, and the community an opportunity to stay connected and learn during the spring and early summer months.

During a time of uncertainty, the education department was excited to continue inspiring people about plants and the outdoors. The positive feedback that was received speaks to the Arboretum’s adaptability, drive, and desire, and the importance of connecting plants, people, and place.



# INSTAGRAM love



Photo: Susan Crane

# ADAPTING TO A NEW *reality*



Photos: Julia Lehman

## A Safe and Welcome Escape

Even in these uncertain and frightening times, as an outdoor destination surrounded by nature and fresh air, it was imperative for the Morris Arboretum to reopen as soon as possible after shelter-in-place orders were lifted. To do that, a cross-departmental team of staff representing all Arboretum areas began planning in April for an eventual reopening in mid-June.

Ensuring staff and visitor safety required the procurement of some hard-to-find items such as hand sanitizer, masks, and gloves. In order to open the front gates again, big changes were required. Most notably, an advance, timed ticketing system for entry to the garden was developed allowing for controlled capacities and parking management. With the shuttle van no longer operating, monitoring parking took on greater significance.

One-way routes through the garden were established, and indoor spaces, such as the Fernery, the Visitor Center, and the Log Cabin remained closed. With no café operating, visitors were welcome to picnic on the grounds. Hand sanitizing stations were spread throughout the garden for visitor convenience.

Reopening safely during a pandemic was a mighty team effort, but seeing the joy (and even a few tears of happiness) when visitors returned to the Arboretum searching for solace, beauty, and fresh air in these chaotic times, made this Herculean effort well worthwhile.

## A Commitment to Diversity, Equity, and Inclusion

As the nation has painfully grappled with issues of race, equity, and inclusion throughout 2020, many individuals and organizations, who for generations had remained quiet about these issues, became increasingly aware that they could no longer afford to do so. This is no less true of the Morris Arboretum, which—since its inception—has strived to be a public green space that is welcoming to all.

Toward this end, an internal Diversity, Equity, and Inclusion (DEI) workgroup was established in order to identify action steps that will move the Arboretum forward as we work to be an ever more inclusive and diverse place for members, visitors, staff, volunteers, leadership, and vendors.



# FINANCIAL REPORT 2019-2020

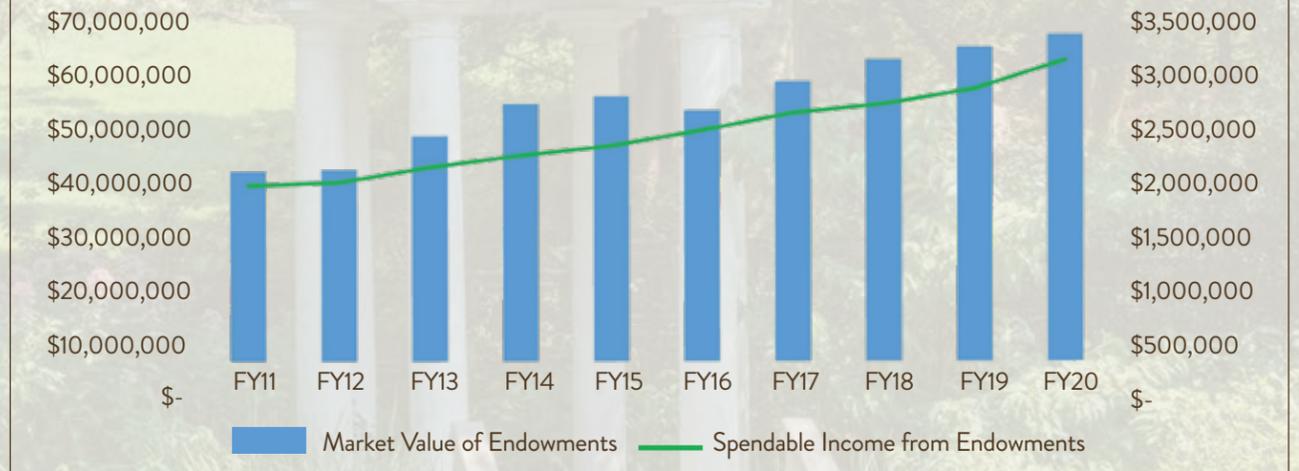
## Statement of Activities

	Unrestricted Funds	Temporarily Restricted Funds	Permanently Restricted Funds	FY20 TOTAL
<b>Revenue and Support</b>				
Earned Revenue	1,761,242	59,888		1,821,130
Contributed Revenue	1,119,669	1,112,703	2,152,597	4,384,969
Investment Income	1,101,761	1,905,146		3,006,907
Government Support (NSF)	5,345	9,929		15,274
University Support/Misc	1,279,995			1,279,995
<b>Subtotal Revenue &amp; Support</b>	<b>5,268,013</b>	<b>3,087,665</b>	<b>2,152,597</b>	<b>10,508,276</b>
<b>Net Assets Released from Restrictions</b>	<b>3,558,079</b>	<b>(3,558,079)</b>		
<b>Total Revenue &amp; Support</b>	<b>8,826,092</b>	<b>(470,414)</b>	<b>2,152,597</b>	<b>10,508,276</b>
<b>Salaries &amp; Benefits</b>	<b>4,717,571</b>			<b>4,717,571</b>
<b>Program Expenses</b>				
Botany	23,928			23,928
Horticulture	347,038			347,038
Education & Visitor Experience	535,497			535,497
Facilities Operations	488,535			488,535
Development	102,682			102,682
Marketing	77,604			77,604
Administration	210,355			210,355
Capital Improvements	1,242,137			1,242,137
University Services	1,080,746			1,080,746
<b>Total Expenses</b>	<b>8,826,092</b>			<b>8,826,092</b>
<b>Change in Net Assets +/-</b>	<b>(0)</b>	<b>(470,414)</b>	<b>2,152,597</b>	<b>1,682,184</b>

# ENDOWMENT

Since its inception, the Morris Arboretum has flourished because of the financial resources made possible through endowment gifts. The first endowment was established in 1932 through the bequest of Lydia Morris who, with her brother John, founded the property in 1887 and donated it to the University of Pennsylvania for administration upon her death. Lydia's initial endowment gift, with a value of approximately \$1 million at the time of her death, ensured that the Morris Arboretum would be preserved in perpetuity for the benefit of the public.

## ENDOWMENTS – MARKET VALUE & SPENDABLE INCOME



**\$65.4 million**

Combined market value of 71 distinct funds

**\$3.0 million**

Spendable income 64% increase over 10 years

**\$14.7 million**

New endowment gifts in last 10 years

# The Value of philanthropy

everGREEN

Photos: Afrik Armando

The financial challenges of 2020 cannot be overstated. Nearly everyone in the Arboretum community has been touched in some way by shutdowns, closures, and layoffs. The non-profit arts and culture community was hit especially hard, and while the Arboretum suffered significant revenue losses in many key areas, it has also been uniquely fortunate during this time.

Donors have spent decades helping to build the Arboretum's endowments which, combined, provided a considerable measure of protection against the impact of the COVID-19 closure and the associated shortfalls in earned revenue—from limited capacity ticketing to the temporary cessation of other revenue-generating areas (event rentals, retail, and concessions). Even with endowment income revenue, the COVID-19 closure was poised to threaten the Arboretum's bottom line with a nearly insurmountable operating deficit of \$500,000. Were it not for the incredible generosity of donors and members, the Arboretum would surely have closed out 2020 with a gap that would have impacted the budget well into 2021 if not beyond. Instead, devoted constituents continued to make gifts both large and small, even—and especially—after the closure was implemented in March 2020.

Indeed, from the date of the public closure (March 13, 2020) to the end of the fiscal year (June 30, 2020), the Arboretum received 818 gifts totaling more than \$1.5 million. These gifts included individual memberships, Annual Fund contributions, and gifts for special purposes and programs. Many individuals increased their Annual Fund gifts or even gave twice. One anonymous donor made a contribution of \$450,000, primarily in unrestricted revenue, which helped to offset losses in other areas and brought the Arboretum over the proverbial finish line to complete the year with a balanced budget.

Now, more than ever before in our institutional history, the Arboretum is indebted to this community that so generously helps the organization sustain itself—even during the most trying of times.

Photo: Ken Tapp



## LEADERSHIP GIFTS AND PLEDGES

The Morris Arboretum is grateful to the following individuals who have provided generous operating, programmatic, and/or capital support through new gifts, pledges, or pledge payments totaling \$2,500 or more in Fiscal Year 2020.

### \$250,000 AND ABOVE

Susan & Moses Feldman  
Janet & John Haas  
Ann & Frank Reed  
Martha J. Wallace & Edward W. Kane

### \$100,000-\$249,999

Anonymous  
Leonard Korman Family  
The Estate of Dorrance H. Hamilton  
Susan & Robert Peck  
Mary D. Starr

### \$50,000-\$99,999

Gwendolyn & Edward Asplundh  
Carole Haas Gravagno  
Jessie B. Hill & Ming Fang  
Evamarie Malsch  
Rebecca M. Shuttleworth

### \$25,000-\$49,999

The Estate of Dorothy Della Rezza  
Edith R. Dixon  
Kathlene & William Hohns  
Lee Laden  
Sarah & Ted Lodge  
Elizabeth Masters & John Basinski  
Nancy Putnam  
Patricia & Clarence Wurts

### \$10,000-\$24,999

Anonymous (2)  
Jane & Abass Alavi  
Beatrice Bast  
Jessica Berwind  
Mary Pat & Thomas Boyle  
Susan R. & George W. Connell  
Carol A. Dolinskas  
Mary Lane & Robert Durham  
Elizabeth O. Evans†  
Wendy & Walter Foulke  
Pamela & W. Roderick Gagné  
Lisa M. Gemmill

Mary & Richard Graham  
Penelope P. Harris  
Pamela & James Hill  
Mary Lane & Robert Durham  
Augusta Leininger  
James Maguire  
Hiram H. Munger  
Ann & Stanley Reese  
Robert Warth

### \$5,000-\$9,999

Anonymous  
Hali & Scott Asplundh  
Cathleen & Robert Bartlett  
Barbara Berkowitz  
Marcia & Ross† Campbell  
Linda & David Glickstein  
Carol & James Hovey  
Christine James  
Sandra L. McLean  
Lorna & Lathrop Nelson  
J. Kenneth Nimblett  
Susan & Washburn Oberwager  
David T. Orthwein  
Debra L. Rodgers & Paul W. Meyer  
Elizabeth & John A. H. Shober  
Sue & Michael Young

### \$2,500-\$4,999

Anonymous  
Cynthia & John Affleck  
Jan Albaum & Harry Cerino  
Chris Arader  
Joan N. Brantz  
Annabelle & Douglas A. Canning  
Ruth & Tai-ming Chang  
Mary Chomitz & Morton Collier  
Joseph P. Flanagan Jr.  
Christina & Constantine Fournaris  
Eleanore & Christopher Gadsden  
C. Meade Geisel Jr.  
Deborah E. Glass  
Ellen & John Hass

Natalie & Ralph Hirshorn  
Janet S. Klein  
Emilie & Peter Lapham  
Elizabeth & Robert Lukens  
Nancy Louise Miller  
Hope & James Morrissey  
Robert Price  
Leah & Herbert Riband Jr.  
Gretchen & J. Barton Riley  
Nina & Eric Schneider  
Bonnie & Peter Schorsch  
Beth Somers Stutzman & Robert K. Stutzman  
JoAnn & Joseph Townsend  
Elizabeth Van Vleck  
Kim & William Whetzel  
Ana-Maria Zaugg & David Anstice

† *Deceased*

## GIFTS TO ENDOWMENT, PROGRAMS, AND SPECIAL PROJECTS

The Morris Arboretum acknowledges the individuals who have made gifts of \$250-\$2,499 to endowments, programs, and/or special projects.

Anonymous (2)  
Mark Delestadius  
Phoebe A. Driscoll  
Anne & Walter L. Godley  
William E. Hoover Jr.  
Diane & William Knox

James C. McCracken  
Elizabeth Ray McLean  
Sharon & J. Christopher Miller  
Louise Root Melby  
Frances & John Ward  
Rebecca & David Yuhas



Photo: Julia Callahan

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Sustainable. Smart. Sure. Supporting the Future of Our World



## THE COLLECTORS CIRCLE

Photo: Vince Marrocco

The Collectors Circle is a group of individuals who give \$2,500 or more to the Annual Fund. Their commitment provides organizational strength and capacity for the Morris Arboretum. This list acknowledges donors who made new gifts or pledge payments in Fiscal Year 2020.

### \$50,000 AND ABOVE

Carole Haas Gravagno  
Ann & Frank Reed  
Mary D. Starr

### \$25,000-\$49,999

Janet & John Haas  
Sarah & Ted Lodge

### \$10,000-\$24,999

Anonymous (2)  
Jane & Abass Alavi  
Gwendolyn & Edward Asplundh  
Beatrice Bast  
Jessica Berwind  
Mary Pat & Thomas Boyle  
Marcia & Ross† Campbell  
Susan R. & George W. Connell  
Edith R. Dixon  
Carol A. Dolinskas  
Lisa M. Gemmill  
Penelope P. Harris  
Jessie B. Hill & Ming Fang  
Mary Lane & Robert Durham  
Augusta Leininger  
Jim Maguire  
Bonnie & Peter McCausland

Susan & Robert Peck  
Elizabeth & Kyle Salata  
Martha J. Wallace & Edward W. Kane

### \$5,000-\$9,999

Anonymous  
Hali & Scott Asplundh  
Cathleen & Robert Bartlett  
Barbara Berkowitz  
Susan & Moses Feldman  
Pamela & James Hill  
Carol & James Hovey  
Christine James  
Lee Laden  
J. Kenneth Nimblett  
Susan & Washburn Oberwager  
David T. Orthwein  
Nancy Putnam  
Elizabeth & John A. H. Shober  
Sue & Michael Young Fund

### \$2,500-\$4,999

Cynthia & John Affleck  
Jan Albaum & Harry Cerino  
David Anstice & Ana-Maria Zaugg  
Joan N. Brantz  
Annabelle & Doug Canning

Ruth & Tai-ming Chang  
Mary Chomitz & Morton Collier  
Joseph P. Flanagan Jr.  
Wendy & Walter Foulke  
Christina & Dean Fournaris  
Eleanore & Christopher Gadsden  
C. Meade Geisel Jr.  
Linda & David Glickstein  
Mary & Richard Graham  
Ellen & Jay Hass  
Natalie & Ralph Hirshorn  
Janet S. Klein  
Emilie & Peter Lapham  
Elizabeth & Robert Lukens  
Sandra L. McLean  
Nancy Louise Miller  
Hope & James Morrissey  
Leah & Herbert Riband Jr.  
Gretchen & J. Barton Riley  
Debra L. Rodgers & Paul W. Meyer  
Nina & Eric Schneider  
Bonnie & Peter Schorsch  
JoAnn & Joseph Townsend  
Elizabeth Van Vleck  
Susan West & Robert Price  
Kim & Will Whetzel  
Patricia & Clarence Wurts

† Deceased

## GIFTS TO THE ANNUAL FUND

The Annual Fund is a significant source of support for the Arboretum's annual operating budget. This list acknowledges individuals who have made new gifts or pledge payments in Fiscal Year 2020 of \$250-\$2,499. Annual Fund donors of \$2,500 or more are members of the Collectors Circle and are acknowledged on the previous page.

### \$1,000-\$2,499

Emilie R. Bregy  
Lily & Peter Ferry  
Doreen L. Foust  
Nancy & William† Frederick  
Marion Phyllis Girard  
Hiram H. Munger  
Tamara & Joseph Paulits  
Ruth Van Sciver Peckmann  
Cornelia Schaefer  
Marcia M. & Leon† Steinberg  
Leslie & Stephen Weisser  
Mira Zergani & Antonio Quiles

### \$500-\$999

Joan & Robert Anderson  
Leonard Aulenbach & Paul McKelvie  
Charlotte C. Betancourt  
Susan & William Cobb  
Barbara & Clem Dinsmore  
Robert Dougherty  
Felice Fischer

Philip Greenwald  
Barbara & John Kimberly  
F. Peter Kohler  
Marilyn & Stephen Leonard  
Gail Miller  
Janet & John Moyer  
Lucy Bell Sellers  
Joly W. Stewart  
Ronald Thornton

### \$250-\$499

Elaine & Richard Bell  
Rebecca W. Bushnell & John D. Toner  
Lynne Clark  
Kristine Conner & Daniel McNally  
Helen & Fred Consaley  
Susan Crane & Joel Gottfried  
Bridget & Gary Crooks  
Ann Csink & John Linck  
Nancy & Robert Elfant  
John Faggotti & Charles Head

Alice & Richard Farley  
Maureen Flanagan  
Susan Hanft & Daniel Katzin  
Mary Ann Holloway & Oliver Williams  
Pemberton Hutchinson  
Barry W. Jeffries  
Orsolya Lazar & Michael O'Grady  
Linda & Spencer Lempert  
Charles Mazza  
Carole Covert McMenamin & William McMenamin  
Alison & Alexander Nalle  
Penny & Paul Rubincam  
Marilyn J. Steeg  
Alison & Brad Thornton  
Loren J. Vosika  
Marilyn† & George Wills  
Judith Wolf & Howard Eisen  
Catherine A. Worrall

† Deceased

Photo: Julia Lehman



# LEADERSHIP MEMBERS



Photo: Bill Cullina

Membership revenue is an important source of unrestricted operating income for the Morris Arboretum. All members contribute to the organizational strength with their membership dues. The individuals listed below have distinguished themselves by joining at the highest levels of membership.

## LAUREL (\$1,000)

Barbara & Philip Albright  
 Leonard Aulenbach & Paul McKelvie  
 Ellen & David Cavanaugh  
 Harry S. Cherken Jr.  
 Jeanne & Philip Connolly  
 Mary & Anthony Creamer  
 Karren & G. Edward DeSeve  
 Laura & Mark Dingfield  
 Suzanne & George Downs  
 Phoebe A. Driscoll  
 Ann D. Hozack  
 Barbara & John Kimberly  
 Susan & William Learnard  
 Evamarie Malsch  
 Catherine & Hugh Moulton  
 Diane Newbury & Steven Berman  
 Arabella & James Pope  
 Janet & Matthew Stern  
 Joly W. Stewart  
 R. William Thomas  
 Maureen Ward & Elie-Antoine  
 Atallah

## OAK (\$550)

Dorothy & Andrew Allison  
 Donna & Louis Beardell  
 Audrey Eveloff Berman & John Berman  
 Margaret Bradley  
 Kathleen & Scott Brenman  
 Jenny Rose & H. Augustus Carey  
 Gretchen Carey  
 Joseph S. Christy  
 Anne Louise & Livio Ciaralli  
 Amy & Sean Coleman  
 Ellen & Michael Colibraro  
 Linda C. Corson  
 Diana & James Cosgrove  
 Pamela & Christopher Davis  
 Anne & Willis Dibble  
 Gene & Charles Dilks  
 Caryn E. Douma & Eric C. Eichenwald  
 Lisa Erlbaum  
 Margaret & Thomas Farnoly  
 Maxine M. Field  
 Sally† & Steven Gendler

## LA Glasgow

Dorothy Vida Grier-Walsh  
 Susan & Arthur Hankin  
 Susan B. & W. Henry Harrison  
 Lynda & W. Anthony Hitschler  
 Gail & Peter Hollenbeck  
 Andrea & Paul Horos  
 Ann & Steven Hutton  
 Barbara & Kevin Jackson  
 Eileen & Ronald Javers  
 Louise R. Johnston  
 Sonya & Joseph M. Kelly  
 Jennifer King & Matthew Craig  
 F. Peter Kohler  
 Melissa O. Koussis & S. Stacy Mogul  
 Betty Litsinger & James Craig  
 Rose Marie McCabe  
 Lisa & John McGill  
 Anne McNally & Joseph Pie  
 Karen Miller & Graham Brent  
 Lee & Alan Miller  
 Erin & Kevin Monaghan  
 Janet & John Moyer  
 Hiram H. Munger  
 Alison & Alexander Nalle  
 Kathleen Nelson & John Kromer  
 Lorna & Lathrop Nelson

Ruth Van Sciver Peckmann  
 Deborah R. Popky  
 George L. Popky MD  
 Jennifer & Aaron Ratner  
 Maryellen Reilly  
 Nancy & John Roberts  
 Kristine & Eric Robinson  
 Theresa & John Rollins  
 Elizabeth & Harvey Rubin  
 Cynthia & James Sillhart  
 Tamar & Phillip Stern  
 Maria & Radclyffe Thompson  
 Jennifer & Brien Tilley  
 Lauren & Luke Urban  
 Anne Walsh  
 Christopher Walsh  
 Judith & Julian Wessell  
 Marie D. Witt

## HOLLY (\$275)

Claire & John Alexander  
 Valerie Arkoosh & Jeffrey Harbison  
 Patricia Bailey & Richard Murray  
 Charlotte H. Biddle  
 Frances Bourne & William Hoffner  
 Marie & Peter Bowers  
 Mary Jo & Jeffrey Buckwalter  
 Mary V. Burke & Craig S. Harnitchek  
 Randi E. Carr  
 Maryalice Cheney & Scott Goldman

Mary B. Coe & Thomas J. Gallagher  
 Carol & Richard Collier  
 Joanna Creamer  
 Bea Cromwell  
 Emily & Edward Daeschler  
 Jennifer Diabo  
 Andrea Durison-Clark & Richard Clark  
 Steven B. Erisoty  
 Alice & Richard Farley  
 Charlotte T. Feldman  
 Eugenie & John Flaherty  
 Pamela & W. Roderick Gagné  
 Patricia A. Griffin  
 Monika Hemmers & Stephen Heimann  
 Pony M. Hopkins  
 Timothy Horlacher  
 Helen & John Horstmann  
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The Morris Arboretum is grateful to the following corporations, foundations, government agencies, and non-profit organizations who have provided generous operating, programmatic, and/or capital support through new gifts, pledges, or pledge payments totaling \$250 or more in Fiscal Year 2020.

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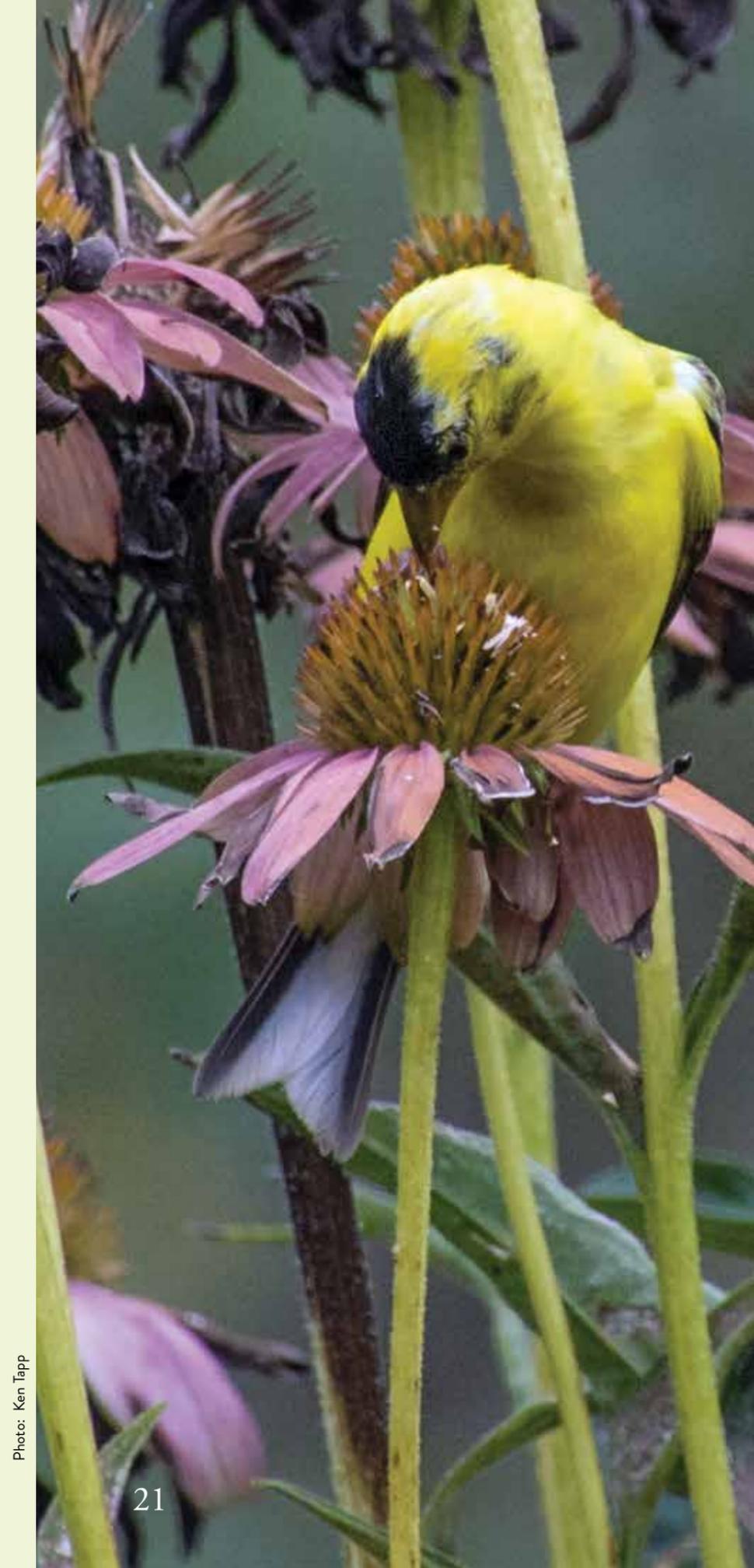


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# LYDIA MORRIS LEGACY SOCIETY

When Lydia Morris passed away in 1932, her estate plans included an endowment for the preservation, upkeep, and maintenance of an arboretum and established the Morris Arboretum of the University of Pennsylvania. In 2004, the Advisory Board of Managers created the Lydia Morris Legacy Society to honor those who have provided for the Arboretum in their estate plans and/or have made gifts through other options, such as IRA distributions, that meet personal financial planning and charitable giving objectives.

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# Moonlight & Roses

Each year, our annual fundraising gala, *Moonlight & Roses*, raises necessary funds for the Arboretum. Though we were unable to gather for the 2020 gala due to COVID-19, there were still many who purchased tickets and sponsorships for the event. We are grateful to the following donors who supported us this year. At the 2020 event, we were to honor Susan & Robert Peck, along with TreePhilly, with the help of our honorary chair, Lee Laden, and chair Gabrielle Baugh. We look forward to celebrating them in 2021.

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# Looking ahead

If anything can be said about the Arboretum during 2020 it is that, by necessity, we learned a great deal about ourselves and our operations. We learned what we are capable of as a team and as a community.

It was a time of change even prior to the Covid-19 pandemic, when our new Executive Director, William Cullina, came on board. Bill quickly began the process of creating new strategic and master planning efforts, but after only several months, the pandemic began. After a period of public closure, the Arboretum quickly pivoted to reopen under new safety protocols while administratively functioning in a world of online-only ticketing, zoom meetings, and electronic documents. Amid this whirlwind of change, Bob Gutowski, our beloved Director of Education and Visitor Experience, announced his retirement after 36 years of devoted service.

Crisis and change often cause reassessment of one's capabilities, and this was no less true for the Arboretum. As an organization, we've learned a great deal about our potential, and we intend to move forward in 2021 by embracing our strengths while mitigating our weaknesses and creating opportunity while minimizing risk.

Among our preliminary strategic steps in the new fiscal year, the Arboretum has split the Director of Education and Visitor Experience position into two new directorships: Director of Visitor Experience and Director of Education, enabling the Arboretum to more efficiently manage a very broad swath of operational responsibilities.

In 2021, it is the Arboretum's intent to continue our strategic and master planning efforts, fully informed by our past and strengthened by robust self-analysis and evaluation as well as stakeholder input. Further, we approach 2021 with a focus on successfully closing the \$36 million *Ever Green* Campaign by June 30. As of this writing, we have reached more than 88% of our goal! With the close of the campaign, the Arboretum will be on very firm footing to move forward into a brand new era.

The Arboretum continues to thrive because of you. It is your backyard, your public space, your respite, your oasis. While we anticipate COVID-19 related challenges this year and perhaps even into the next, we also anticipate the ongoing support of our members, visitors, volunteers, staff, donors, and leadership. Together, we can ensure that the Arboretum grows greener with every passing year.



**Morris Arboretum**  
UNIVERSITY of PENNSYLVANIA

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