**Morris Arboretum**  
UNIVERSITY of PENNSYLVANIA  
100 East Northwestern Avenue  
Philadelphia, PA 19118

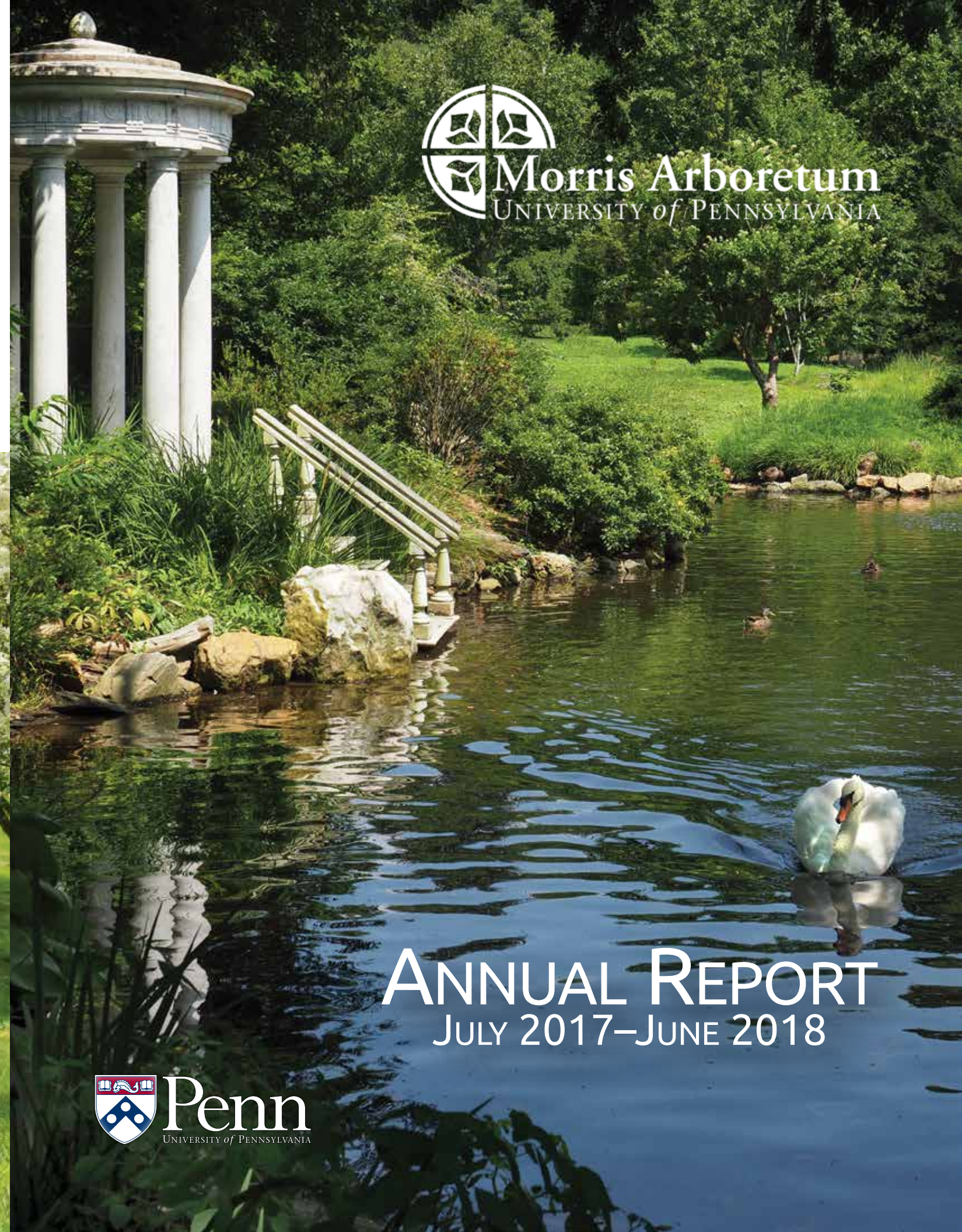
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Cover photo: Hoag Levins. Photo this page: Julia Lehman

The Morris Arboretum is proud to print this Annual Report on FSC® (Forest Stewardship Council™) certified paper, which supports the growth of responsible forest management worldwide through its international standards.



**Morris Arboretum**  
UNIVERSITY of PENNSYLVANIA

# ANNUAL REPORT

JULY 2017–JUNE 2018

 **Penn**  
UNIVERSITY of PENNSYLVANIA



# MISSION STATEMENT

**T**he Morris Arboretum of the University of Pennsylvania is a historic public garden and educational institution. It promotes an understanding of the relationship between plants, people, and place through programs that integrate science, art, and the humanities.

The Arboretum conducts four major activities: education, research, outreach, and horticultural display. As the official Arboretum of the Commonwealth of Pennsylvania, the Morris Arboretum of the University of Pennsylvania provides research and outreach services to state agencies, community institutions, and to citizens of Pennsylvania and beyond.

Photo: Paul W. Meyer

## DEAR FRIENDS,

**A**s we prepare the Annual Report each year, it is an opportunity to take stock of what has been accomplished, but also to plan for the future. As you will see, this year we have much to be proud of. So much of fulfilling the Arboretum's research and education mission takes place behind the scenes and might be missed by the casual garden visitor who thinks of the Arboretum only as a public garden. This is the one publication that brings all of our activities together in one place for easy review.

In recent years, we have given much attention to addressing deferred maintenance. The Arboretum covers just under 170 acres, with 21 buildings, 10 fountains, 10 garden features and 16 sculptures. Great progress has been made in restoring and maintaining all of these, but historic preservation is a never-ending challenge. This year, a major restoration of the Log Cabin was accomplished, and interior renovations of the Widener Education and Visitor Center advanced. Plans for the exterior re-pointing of the Widener Center have been finalized for this autumn. A multi-year plan for addressing deferred maintenance throughout the Arboretum is in place, and funding for many, but not all, of these projects will be covered with income from new endowments. Indeed, addressing historic preservation through gifts and new endowments is one of the most important accomplishments over the past 25 years. In addition, renovation plans for the Rose Garden are ready, and funds are being raised for implementation in 2019.

As we work to preserve the Arboretum's past, it is also important to have a long-range vision for the future. This past year we conducted a feasibility study for the proposed Education and Research Center at Bloomfield Farm. Arboretum stakeholders were brought together in a process led by SMP Architects to outline the requirements for this facility, which would house a large assembly and multi-use space, smaller classrooms, laboratories, herbarium, library, and archives. This project would be the crowning final achievement of the Arboretum's master plan that was initiated in 1977.

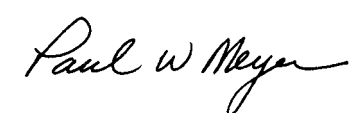
For the past three decades, the Arboretum's education and research programs have grown despite tight spaces originally built as residences more than 125 years ago. While we are proud of what has been accomplished, space has become a severely limiting factor to future growth. Many of our programs are oversubscribed and we are often forced to turn away students or to use off-site facilities. Looking forward, it is essential for the Arboretum to have modern facilities to house its many lectures, education offerings and scientific research programs, and to protect its priceless herbarium and archive collections.

We so appreciate the loyal support of our 5,972 active member households. Members help sustain the garden, support our educational and research programs, and provide critical, unrestricted operation support. In fiscal year 2018, members contributed \$1,611,959 in unrestricted support of the Arboretum. These unrestricted dollars are the lifeblood of the institution, supporting staff, utilities, and care of the collections, gardens, and facilities.

We invite you to visit often. Renew your spirit in the garden, and learn through our many educational offerings.



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



Paul W. Meyer, *The F. Otto Haas Executive Director*



Photo: Mark Stehle



# LIVING COLLECTION

The Arboretum is a museum of living plants, and as such, the collection—that is the composition of permanent plants—is dynamic and continually changing. These changes are both intentional and unintentional: plants are intentionally added or sometimes removed to make room for a those that perform better or have greater collections value. The unintentional situations include those where plants are declining in health, unexpectedly die, or are damaged in a storm. For example, in fiscal year 2018, 842 plants were added or moved, and 437 plants were removed from the Arboretum (see table below).



Photo: Jenna Zukswert

## PLANT ACQUISITION

One of the ways by which plants are acquired is through domestic and international plant collecting, and during the past year Arboretum staff participated in two expeditions. Chief Horticulturist Vince Marrocco joined an expedition to Azerbaijan, while Jess Slade, the McCausland Natural Lands Horticulturist traveled with colleagues to coastal North and South Carolina. Arboretum staff had collected previously in other areas of the Caucasus Mountains (Armenia and the Republic of Georgia) and the southeastern U.S. (southern Appalachian Mountains and the Ozark Mountains), but these recent expeditions represented previously unexplored areas and enhanced the Arboretum’s holdings in a wide diversity of taxa.

## COLLECTING IN THE COASTAL CAROLINAS

Although the Arboretum has visited and grown plants from the southeast U.S., the coastal Carolinas expedition was significant because these areas are hotspots of biological diversity and the plants from this area potentially have untapped cold hardiness. The participants visited diverse habitats in their week-long trip across North and South Carolina. Some of the collection highlights of this expedition included *Acer saccharum* ssp. *floridanum*, *Gordonia lasianthus*, *Stewartia malacodendron*, and *Pinus taeda*.



Photos: Jess Slade, Vince Marrocco, Anthony Aiello

## ADVENTURES IN AZERBAIJAN

Azerbaijan lies between the Greater Caucasus Mountains to the north, the Lesser Caucasus Mountains to the south, and the Caspian Sea to the east. These geographic boundaries make Azerbaijan home to an unusual array of rare and endemic species. Azerbaijan contains a wide variety of climates from high alpine meadows in the northwest, to subtropical forests in the southeast. The two-week trip crossed the country, visiting Ganja and Goygol in the west, Zaqatala and Qakh in the northwest, and Lankaran in the southeast. Highlights of the seed collections included *Tilia dasystyla* ssp. *caucasica*, *Fagus orientalis*, *Buxus sempervirens*, *Acer velutinum*, *Rosa iberica*, and *Parrotia persica*.

## LIVING COLLECTIONS POLICY

Expeditions provide plants that fulfill one of various aspects of our Living Collections Policy—research, education, and display—on their way to eventually being planted throughout the Arboretum. As previously mentioned, plants are also removed. In accordance with this policy, this past year, two majestic specimens of giant sequoia (*Sequoiadendron giganteum*) near the Orange Balustrade had to be removed due to foliar disease. More dramatic was the loss of 12 trees as a result of a severe snow and wind storm on March 2, 2018. Although these losses were regretful, this is part of the life cycle at the Arboretum and provides opportunities for new plantings. Highlights of the past year’s new additions (with date and source) include *Acer diabolicum* (Japan, 2007), *Buxus sempervirens* (Republic of Georgia, 2004), *Magnolia biondii* (China, 2011), *Quercus macrocarpa* (Illinois, 2010), *Syringa pekinensis* (China, 2005), and *Taxodium distichum* (Arkansas, 2014, pictured at right). Often these new additions are incremental so as to ensure a seamless transition into the fabric of the Arboretum.

At the other end of the spectrum, the Rose Garden sees more changes on an annual basis than any other area of the Arboretum. Due to winter injury of young plants, disease pressure, or design changes, renovations are constantly being made throughout this garden. In 2018, 22 types of roses were added. These activities ensure that this iconic garden area continues to enchant visitors, who enjoy it for almost three seasons of the year.



## COLLECTIONS AT A GLANCE



13,132  
Accessioned plants



2,607/311/96  
Taxa/genera/families



842  
Accessioned plants  
added or moved



4,230  
Wild-collected plants



147  
Wild-collected additions



30  
Countries represented  
by wild-collected plants



# BOTANICAL RESEARCH



Photos: Amanda DeLeo, Cindy Skema

Once again, the Mid-Atlantic Megalopolis Digitization Project (MAM), funded by the National Science Foundation, has comprised the majority of the research work undertaken by the botany department this year. As of this writing, the number of institutions involved in the project has grown to 13, with the addition of the herbaria at the Carnegie Museum of Natural History in Pittsburgh, and the Pennsylvania State University in State College, PA. This work continues to be led by Morris Arboretum Botanical Scientist Dr. Cindy Skema.

To date, approximately 710,000 herbarium specimens have been imaged at the various institutions, and approximately 230,000 of these have had their label data transcribed and entered into the data portal for the project (see [midatlanticherbaria.org](http://midatlanticherbaria.org)). With the addition of the two institutions mentioned above, the overall goal for the MAM Project has increased, with the goal of completely digitizing 925,000 specimens.

The data mobilized in this effort will help provide a better scientific understanding of living urban systems, and will be used by urban planners, restoration ecologists, environmental engineers, landscape architects, and conservationists engaged in creating more sustainable and better designed cities, including the constructed and restored natural environments of our urban areas.

13

Institutions participating  
in MAM Project

710,000

Herbarium specimens  
imaged to date

925,000

Projected goal of  
specimens digitized

Another important accomplishment this year was the presentation by Dr. Skema of two botany department research projects at the annual national meeting of the Botanical Society of America and the American Society of Plant Taxonomists in Rochester, Minnesota. The first of these is a project called “Fine Focus,” which details research into focus quality issues in herbarium specimen imaging as well as the development of a specific method for improving focus quality in imaging using Canon cameras.

The second of these presentations was entitled “*Dombeya* as a Case Study for the Diversification of the Flora of Madagascar: *Dombeya* section *Hilsenbergia* (Malvaceae).” This research looks at the distributions of a group of closely related species in the genus *Dombeya* (pictured at right) across several physical and biological variables in order to better understand why the species occur where they do, how they may have evolved, and to perhaps predict where else in Madagascar they might be found. This project is an expansion of the research scope of the botany department into the tropics, where plants are in critical need of study, and builds on Dr. Skema’s previous work on this amazing island.



# TIME IN THE GARDEN



Time is the essence of gardening and the natural world. Whether counting tree rings or planting seeds, the passage of time marks the life of the garden. This spring, the Morris Arboretum’s new exhibit showcased the work of 17 talented artists who were selected for their unique and inspiring interpretation of the theme *Time in the Garden*.

Many of the installations, such as the central sundial from artist Ben Allanoff (pictured above left), were created specifically for the exhibit. Visitors enjoyed a variety of art, including beautiful ceramic tiles made for outdoor display, garden sculptures made with recycled parts, interesting works in metal, and cast stone oversized leaves.

Inside, at the Upper Gallery of the Widener Visitor Center, six artists, including two photographers and four painters, exhibited their work, each bringing a distinctive, personal perspective to the theme.

Photos: Susan Crane, Paul W. Meyer, Arnold Winkler





# VISITATION



141,300

Total visitors to the  
Arboretum in FY18

6

Consecutive years of record  
attendance

51,987

Non-member visits  
(7% increase)

Did you visit on the last day of our fiscal year, Sunday, June 30, 2018? If so, you may have been the visitor that helped us set record attendance for the sixth year in a row. Robust visitation July–October 2017 was somewhat dampened by April–June’s (2018) persistent precipitation. The cold, wet spring weather abated for the second weekend of the Japanese Cherry Blossom Festival, resulting in the year’s highest one-day attendance. Plant Sale, Friday and Saturday, May 11–12, also found good weather and record two-day attendance of 3,282 visitors to both the garden and plant sale.



30,140

Youth visiting garden  
(30% of general admission)



2,811

Most visitors in one day  
(Japanese Cherry Blossom Festival)

6



26,525

Program visitors  
(7% increase from  
previous year)

Photos: Paul W. Meyer

# GROWING MINDS AND NATURE PLAY

The Growing Minds series of classes for kids and families expanded in its 6th year. Children and their caregivers delved into art, literature, and science while exploring the natural world. Connecting with nature through a variety of fun, creative, and engaging programs within the Arboretum’s beautiful setting inspires a sense of wonder about the plant world.

The Nature Play program was successfully piloted in April 2018 as a monthly program for general visitation. This initiative builds on the success of the Tree Adventure and Garden Railway exhibits, programs that changed Arboretum demographics to include many more parents with young children. Nature play has a well-documented history in the U.S. and abroad in public gardens. The program encourages physical and observational self-directed play that connects children with plants and the natural environment. Working with Arboretum staff, guides have been monitoring and gathering data on interactions to inform further programming.

44

Growing Minds program  
offerings

1,654

Growing Minds  
registrations

1–12

Target age of Growing  
Minds programming

Photos: Julia Lehman, Tiffany Stahl





## YOUTH TOURS



Photos: Jennie Ciborowski, Liza Hawley, Paul W. Meyer

3,958

Youth Tour visits

80

Guides and Education  
volunteers

150

Buses to the Arboretum  
transporting youth

Engaging youth with the plant world and providing a path to life-long learning and action for participants is a long term commitment for the Arboretum. School field trips, the Arboretum's oldest youth program, brought 3,958 youth to participate in curriculum-based programs. More than 30% of the children who arrive on buses are from Title I schools who have economically limited opportunities and few experiences in nature. The strategic goal is to eliminate the economic barriers of bus transportation costs and admission fees that put the Arboretum experience out of reach for many Title I eligible schools and related youth groups. To make the Morris Arboretum experience a viable choice for every school in our community, a fund has been created to offset the visiting schools' costs.

## EDUCATION & RESEARCH CENTER PLANNING



This past year, a feasibility study for the proposed Education and Research Center was completed. This plan, led by SMP Architects, lays out the long-range vision for a facility that includes teaching spaces, laboratories, herbarium, library, and archives.

It has been more than 40 years since the Morris Arboretum unveiled its 1977 master plan. This new facility would be the final achievement of that plan, and allow for Morris Arboretum's future growth. It would further engage the community and support scientific research with a state-of-the-art environment for an herbarium and archive collection.



Photos: Tiffany Stahl, Chelsea Melvin

Providing more immersive, experiential summer programs has been an objective in the Arboretum's Strategic Plan and one step toward the vision of creating a more plant-aware society. Total summer engagements in the 7th year of Summer Adventure Camp along with the 2nd year of partnering with ACLAMO (Accion Comunal Laninoamericana de Montgomery County) in the *iExplorar!* program reached 2,443 visits, a 69% increase over the prior year.

Renovation of the Bloomfield Barn allowed for a second location on the farm side of the Arboretum where Bloomfield Buddies (campers ages 6-10) took part in hiking expeditions, wildlife explorations, science experiments, and more. Meanwhile, the Little Lightning Bugs (ages 4-5) enjoyed a summer of adventure, discovery, outdoor games, and nature-themed arts and crafts.

The *iExplorar!* program also expanded to a full week, for a duration of six weeks, welcoming 45 children. ACLAMO participants finished the season with a science project display in the Visitor Center. They exhibited and shared their hand-crafted machines, sustainable city models, bird function studies, and other projects with visitors and staff.

2,443

Youth day visits  
in summer programs

4-14

Age of youth engaged

69%

Increase over prior year's  
program visits





## ADULT LEARNING



**3,500+**  
Class registrations  
(new record)



**188**  
Experiences to  
choose from

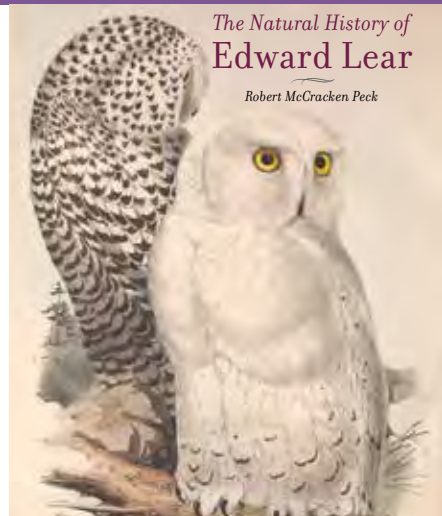


**\$184,058**  
Earned revenue from  
classes (new record)

The Arboretum's continuing education programs offer engaging, fun, plant and nature-focused classes for adult learners. Many participants sign up with a friend and make it a social activity. Class topics range from horticulture and landscape design to cooking, botany, and birding. There are also a variety of trips to regional historic and cultural sites. In fiscal year 2018, 179 classes were taught by an extraordinary lineup of 117 instructors, many of whom are staff, and all of whom are experts in their field. Some of the most popular classes included Beekeeping 101 and Designing and Planting Ecological Plant Communities.

Photos: Louise Clarke, Julia Lehman, Arnold Winkler

## ARBORETUM LECTURES



The Morris Arboretum Endowed Lecture Series welcomed nearly 400 guests who enjoyed a diverse group of speakers including the "Perennial Diva" Stephanie Cohen who explored "What's Hot What's Not" in the plant world, scientist Joan Maloof who shared her findings of "The Living Forest," and author Bob Peck, who discussed his book *The Natural History of Edward Lear*. A partnership with the Ambler Theatre allowed more than 200 registrants to attend Bob Peck's presentation.

## URBAN FORESTRY

The Arboretum's partnership with the University of Pennsylvania's Division of Facilities and Real Estate Services Department (FRES) has helped create a uniform vision for the developing tree collection on Penn's Campus. In 2018, the campus was designated the "Penn Campus Arboretum, a landscape for living and learning" and achieved national Level II Arboretum accreditation (Morris Arboretum has Level IV accreditation). The Arboretum's urban forestry team annually assesses all



Photos: Penn Facilities & Real Estate Services, Nadir Sharif

trees on the campus, identifying arboricultural work to be done by commercial arborists. The team also updates Penn's tree database which is publicly accessible through Penn's Plant Explorer website. The team participates in numerous construction projects on campus to preserve trees, installs tree identification tags, and creates tree policies and standards. These activities reduce tree-related risk and increase tree health and longevity on campus.

The consulting team's other projects this year included updating Wilmington, Delaware's tree inventory and assessment data, crafting a heritage tree policy and criteria for Swarthmore College, inventorying and assessing trees at the Institute of Advanced Studies in Princeton, NJ, and calculating tree canopy coverage for Laurel Hill and West Laurel Hill cemeteries in Philadelphia.

**10,000+**  
Trees assessed for clients by  
Urban Forestry team

**60**  
Clients served by the Urban  
Forestry team in FY18

**382**  
Hours of pro-bono  
consulting and assistance

## PROFESSIONAL EDUCATION

This year's professional-level conferences covered a variety of issues including invasive plants, ecological landscape design, and tree canopy preservation.

The School of Arboriculture offered 23 programs with 470 registrations. Programs provide continuing education credits required by professional landscape architects, arborists, landscapers, and horticulturists.

The Arboretum's endowed internship program welcomed nine interns into its 39th program. The 12-month professional development internship is a national model. Interns choose a focus in horticulture, arboriculture, education, urban forestry, or plant sciences.



**4**  
Regional conferences  
presented

**1,030**  
Conference registrations

**\$117,350**  
Earned revenue from  
conferences





## RENTALS

Four years ago, the Arboretum hosted 68 rental events, generating \$273,000 in rental revenue. The 2018 fiscal year closed out with 125 rental events and a record \$512,000 in revenue which supports the Arboretum. Whether it was a meeting, company retreat, baby shower, or wedding, nearly 8% of the Arboretum's visitors during the 2018 fiscal year attended a rental event. The gorgeous gardens, unique setting, and dedicated Morris Arboretum staff have taken the rentals program to new heights, introducing the gardens to people from the region and around the world.

**\$511,739**  
Total Rental Revenue

**11,149**  
Arboretum Visitors  
Attended Rental Events

**91%**  
Wedding Rental  
Capacity Reached

Begun in 2011 by Bill (Wharton '74 and member of the Morris Arboretum Advisory Board of Managers) and Kathie Hohns, the Penn Class Tree program is a collaboration among the Arboretum, University Landscape Architects, and each freshman class to select a unique class tree. Since the launch of this effort, the trees have quickly become a Penn tradition at each Homecoming weekend as they are planted and dedicated. Bill and Kathie, who also sponsor the ESCAPE program which encourages students to venture off campus to visit the Arboretum, recently endowed the Penn Class Tree program, ensuring that class trees will be a part of student and alumni life at Penn for many decades to come. Brass plaques at the base of these special trees commemorate each undergraduate class. In years to come, these distinctive trees will only add to the designation of Penn's campus as an arboretum in its own right, while thrilling generations of alumni when they return to visit their alma mater.



## PENN STUDENT OUTREACH

Photo: Mark Stehle



Photos: Yanna Shellman, Wild Stems

## HISTORIC PRESERVATION & SUSTAINIBILITY

Historic preservation has always been a priority for the Morris Arboretum, coupled with best practices in sustainability. The Historic Preservation endowment is crucial to completing projects that would have been delayed for lack of operational funding otherwise. Income from these endowments is restricted to the ongoing maintenance and restoration of the Arboretum's historic features and structures. Projects accomplished this year include:

### Historic Preservation

- Replacement of deteriorating logs along the base of the Log Cabin
- New roof and gutters on Gates Hall and waterproofing of back porch
- New roof on the Greenhouse shed
- Bloomfield Barn west wing renovations for Summer Camp
- Cleaning of the Mercury Loggia by a historic preservationist

### Sustainability

- New heating systems in the Greenhouse and Widener Visitor Center
- New LED lighting retrofitted in the Bloomfield Farm driveway and parking lot
- New energy-efficient LED lighting installed in the Greenhouse, Hillcrest Pavilion and the studio
- Bloomfield barn west wing safety lighting and new LED interior/exterior lighting installed



Photo: Julia Lehman

## VOLUNTEERS



Photo: Paul W. Meyer

Volunteers are found on the Morris Arboretum grounds almost every day—welcoming visitors, sharing their love of nature with school children, serving on departmental board-level committees, and doing much of the hands-on gardening necessary to keep the gardens looking beautiful. Staff members interact closely with volunteers to ensure they take advantage of the many opportunities available to them at the Arboretum. Volunteers also provide a vital connection with the community by helping communicate the Arboretum's mission and encouraging stewardship of the natural world.

Volunteers assist in a variety of areas including:

Advisory Board of Managers  
Archives  
Bluebird monitoring  
Botany  
Board level committees  
Development/Membership

Directors' Guild  
Events/Plant Sale  
Garden Railway  
Greenhouse  
Guides  
Historical Research

Horticulture  
MAM Digitization Project  
*Moonlight & Roses* committee  
Photography  
Run of Millers  
Visitor Services

**320**  
Active Arboretum  
Volunteers

**13,976**  
Volunteer hours  
contributed

**6.7**  
Full-time staff equivalent





# MARKETING

## DRIVING ATTENDANCE

A snapshot of visitor attendance for key weekends shows that non-member visitors outnumbered members. This speaks to effective marketing, particularly social media, which is curated for the mobile experience, (the way most people utilize social media). Social and electronic media are more immediate and more sharable. Social media posts are carefully planned and managed to communicate regularly, but to not prompt fans to opt out. The same is true of e-news communications.

<u>Date</u>	<u>Event</u>	<u>Member</u>	<u>Non-Member</u>
October 7–8	Fall Festival	1,028	1,154
November 24	Holiday Garden Railway Opening*	533	992
December Weekends	Holiday Garden Railway*	1,200	1,900
April 14	Japanese Cherry Blossom Festival	804	1,888
May 5	Opening Day – <i>Time in the Garden</i>	322	727
May 11	National Public Gardens Day	297	722
May 12	Plant Sale (Public Side)	246	391
May 26	Garden Railway Opening*	365	569

\*Garden Railway continues to be a significant draw for both members and non-members.

## MORRIS ARBORETUM PRESS HIGHLIGHTS

- On the Pulse:**

  - Recommended on Gwyneth Paltrow’s website *Goop* (Travel Guide for Philadelphia)

**Best of Recommendations:**

  - Best Place to see Fall Color
  - Best Place to view Cherry Blossoms

**Holiday Garden Railway, a Press Favorite:**

  - *VisitPhilly.com* (the official visitor website for Philadelphia travel and tourism information)
  - *AAA World*
  - *USA Today*
  - TV: CBS3 and Fox29 live broadcasts
- Morris Arboretum Experts in the News:**

  - *WHYY 90.9FM*
  - *Penn News*
  - *Yale Climate Review*

**Regional, National, International Press:**

  - *Pennsylvania* magazine
  - *The Washington Post*
  - *USA Today*
  - *Public Gardens* magazine
  - *ABC Radio Perth*, Australia

## SOCIAL MEDIA ENGAGEMENT GROWS





# everGREEN

Strengthen Our Roots, Ensure Our Growth



Photo: Mark Stehle

In April 2018, the Arboretum celebrated the public launch of the *Ever Green* campaign. With an end date of June 30, 2021, *Ever Green's* goal is to raise \$36 million by 2021 for priority projects across all areas of the Arboretum's operations. *Ever Green* is predicated on strengthening a dynamic organization through endowment growth, investment in education and research programs, continued conservation of the living collections, and enhancement of the Arboretum's stunning gardens, natural landscapes, and historic features. Perhaps most important, *Ever Green* will position the Arboretum to meet the experiential needs of an ever-growing and ever-curious audience.

Visitors and stakeholders increasingly look to the Arboretum for its expertise in all areas of horticulture, botany, gardening, arboriculture, and informal outdoor education. Peer institutions across the country and the globe collaborate with the Arboretum on botanical and horticultural research and collection projects that have profound implications for the region and the world. Every gift to the *Ever Green* campaign will support the Arboretum's ongoing leadership in these areas.

*Ever Green* is an "all-in" campaign, which means that all gifts—from the Annual Fund and membership, to endowment and planned gifts—will count toward campaign totals.

## campaign PRIORITIES

### Cultivate the Garden

*to preserve historic Arboretum features, tend the living collection, and enhance visitor amenities.*

### Lead Research Initiatives

*with endowment funds that support the professional, scientific study of plants, modernize record-keeping, and grow understanding of environmental changes and their impacts on the world.*

### Improve Public Access and Inclusion

*with a pedestrian entrance on Germantown Avenue, expanded outreach educational programs for underserved students, and the establishment of a named endowment for the Director of Education and Visitor Experience.*

# everGREEN

## Cultivate the Garden

**GARDEN RAILWAY:** In FY18, with the generous support of *Ever Green* donors, the Arboretum purchased and installed several replicas of historic landmark buildings including City Hall, repointed the masonry, enhanced the horticultural display, and restored the fountains. In addition, the well-traveled mulch pathway was replaced with an eco-friendly porous pavement. The Garden Railway has never been more accessible, and is primed to welcome thousands of new visitors in the coming year.



Photo: Paul W. Meyer

## Lead Research Initiatives

**RESEARCH:** The Morris Arboretum is known for its disciplined approach to research and for its detailed study, documentation, and collection of plants. The Arboretum's more than 13,000 accessioned plants and approximately 26,000 herbarium specimens form the basis of research projects that range in scale from whole plant evaluation and propagation to evolutionary and molecular analysis. For example, Arboretum botanists are working in collaboration to digitize about 925,000 plant specimens from the Mid-Atlantic to help further the study of the impact of urbanization on the flora. Visit [mamdigitization.org](http://mamdigitization.org) for more information on this National Science Foundation-funded project.



Photo: Cindy Skema

## Improve Public Access and Inclusion

**EDUCATION:** The Arboretum recognizes the profound and growing need for nature-based experiences for school children. Toward this end, *Ever Green* aims to raise the funds necessary to extend youth education offerings to a broader and more diverse audience. In FY18, the Arboretum instituted a free admission program for all visiting Title I schools; 30% of all visiting school groups in the 2017–2018 school year were from Title I schools. *Ever Green* donors generously supported this free admission initiative.



Photo: Chelsea Melvin

*"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make." – Jane Goodall*



# ENDOWMENTS

\$60.4 million

Combined market value of  
70 distinct funds

\$2.6 million

Spendable income  
68% increase over 10 Years

\$13 million

New endowment gifts in  
last 10 years

Alan T. and Marjorie Miller Arboriculture Endowment  
Alice and Liddon Pennock Flower Walk and Intern  
Endowment  
Anna-Marie Chirico Plant Research Endowment  
Anne C. Highland Natural Areas Endowment  
Barry W. Jeffries Historic Landscape Education  
Endowment  
Byron & Elizabeth Lukens Lecture Endowment  
Charles S. Holman Jr. Rose Garden Intern Endowment  
Charles S. Holman Jr. Key Fountain Endowment  
Charlotte Shepherd Meigs Endowment  
Children's Education Endowment  
Compton Fund  
Curatorial Endowment  
Dorrance H. Hamilton Fernery Endowment  
Eli Kirk Price Botany Intern Endowment  
Elizabeth P. McLean Mercury Loggia Endowment  
Equipment Replacement Endowment  
Evamarie Malsch, M.D., Preservation Endowment for  
Water Features  
Fine Art Conservation Endowment  
F. Otto Haas Executive Director's Chair Endowment  
F. Otto Haas Facility Maintenance Endowment  
F. Otto Haas Oak Allée Endowment  
Garden Railway Endowment  
Gayle E. Maloney Director of Horticulture Endowment  
Gayle E. Maloney Garden Endowment  
Gayle E. Maloney Plant Exploration Endowment  
Hay Honey Farm Horticulture Intern Endowment  
Hiram Munger Hill & Cloud Garden Endowment  
Historic Preservation Endowment  
Horticulture Center Endowment (1)  
Horticulture Center Endowment (2)  
Joanna McQuail Reed Herb Garden Endowment  
John C. Plunkett Botany Research Endowment  
John J. Willaman Director of Botany Endowment  
John J. Willaman and Martha Haas Valentine Intern  
Endowment  
Joseph Shuttleworth Garden Railway Endowment  
Llewellyn J. Griffiths Endowment  
Lucille R. Roland Garden Endowment

Lydia Morris Trust  
Madeleine K. Butcher Fine Arts Endowment  
Martha S. Miller & Rusty Miller Urban Forestry Intern  
Endowment  
Martha J. Wallace Plant Propagation Intern Endowment  
Martha J. Wallace Staff Compensation Endowment  
Mary P. and Richard W. Graham Natural Areas  
Endowment  
McCausland Natural Lands Horticulturist Endowment  
McLean Education Internship Endowment  
McLean Endowment for Staff Compensation and  
Development  
McLean Natural Areas Endowment  
Medicinal Plant Garden Endowment  
Mildred R. Montgomery Trust  
Morris Arboretum First Century Fund  
Morris Arboretum Internship Program Endowment  
Moses Feldman Family Director of Physical Facilities  
Endowment  
Moses & Susan Feldman Natural Areas Section Leader  
Endowment  
National Endowment for the Humanities  
Out on a Limb Tree Adventure Endowment  
Paul W. Meyer & Debra L. Rodgers Study-Travel  
Endowment  
Paul W. Meyer & Debra L. Rodgers Historic Preservation  
Endowment  
Plant Exploration, Evaluation, and Introduction  
Endowment  
Steven D. Murray Metasequoia Grove Endowment  
Steven Laden Marketing Endowment  
Sue & Michael Young Education Fund  
Susie Walker Plant Sciences Endowment  
Taylor Woodland Endowment  
Toshiko Takaezu Bell Endowment  
Walter W. Root Arborist Intern Endowment  
William & Kathlene Hohns Penn Tree Program  
Endowment  
William Klein Lectureship Endowment  
William Penn Foundation Endowment for General  
Operating Support

Endowments - Market Value & Spendable Income

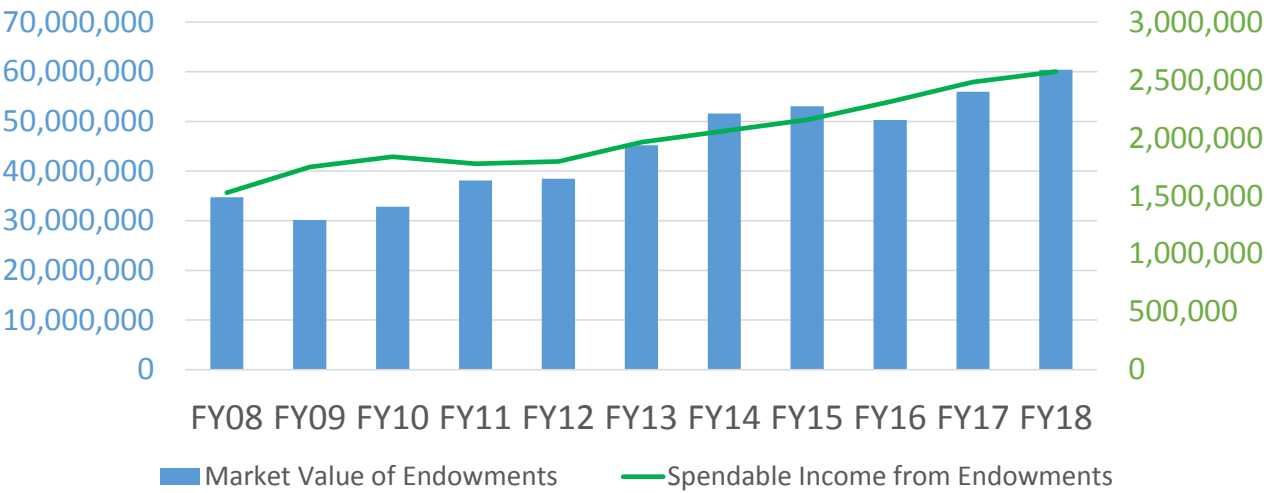


Photo: Paul Meyer







# FINANCIAL REPORT 2017-2018

Income	Total Operating
<b>Earned Revenue (31.5% of Total)</b>	
Plant Sale	73,710
Garden Admission Fees	383,343
Facilities Rentals	523,987
Course Fees	276,981
Member Events	305,229
Basic Memberships	483,045
Consulting Contracts	587,195
University Teaching	60,517
Royalties	7,753
Gift Shop Sales	122,665
<b>TOTAL EARNED REVENUE</b>	<b>2,824,425</b>
<b>Contributed Revenue (20.1% of Total)</b>	
Foundations	17,909
Premier Memberships	184,144
Annual Giving	700,531
Other (Project Gifts/Overhead)	893,143
<b>TOTAL CONTRIBUTED REVENUE</b>	<b>1,795,727</b>
<b>Investment Revenue (28.7% of Total)</b>	
Morris Trust – Operating	314,600
Compton Fund, Other	162,230
University-managed Endowments	2,095,761
<b>TOTAL INVESTMENT REVENUE</b>	<b>2,572,591</b>
<b>Government Support (1% of Total)</b>	
National Science Foundation	85,672
<b>TOTAL GOVERNMENT SUPPORT</b>	<b>85,672</b>
<b>University Support (12.8% of Total)</b>	
Salary	194,013
Subvention	952,321
<b>TOTAL UNIVERSITY SUPPORT</b>	<b>1,146,334</b>
<b>Miscellaneous (5.9% of Total)</b>	
Transfers – Internal Loans	393,028
Transfers – Miscellaneous	137,999
<b>TOTAL MISCELLANEOUS</b>	<b>531,027</b>
<b>TOTAL REVENUE</b>	<b>\$ 8,955,776</b>

Expenses	Total Operating
<b>Salaries &amp; Benefits</b>	<b>4,564,727</b>
<b>Program Expenses</b>	
Botany	167,864
Horticulture	442,094
Education & Visitor Experience	614,718
Facilities	685,563
Development	381,383
Marketing	114,988
Administration	298,729
University	894,606
<b>TOTAL EXPENSES</b>	<b>\$8,164,672</b>
<b>CHANGE IN NET ASSETS +/-)</b>	<b>\$791,104</b>
<b>Balance Sheet Activity</b>	
Capital: Equipment Purchases	(217,622)
Capital: Building Improvements	(66,618)
Internal Loans (University)	(114,619)
<b>CUMULATIVE CHANGE IN NET ASSETS</b>	<b>\$392,245</b>



Photo: Judy Miller

# PHILANTHROPY & GIVING



Photo: Paul Meyer

This year marked the beginning of an exciting time for philanthropy at the Morris Arboretum. In April, after a successful multi-year quiet phase, the Arboretum celebrated the public launch of *Ever Green*, a \$36 million campaign which is charting a course to secure the financial resources needed to enhance the gardens, grow and extend programs to a broader audience, and build upon the Arboretum’s historic legacy of botanical and horticultural research. Since the start of the quiet phase in 2013, the Arboretum raised more than \$21 million in gifts and pledges as of the end of the fiscal year. The *Ever Green* campaign is scheduled to close at the end of June 2021.

**\$36 million**  
Three-year *Ever Green*  
campaign launched

**\$700,000**  
Given in Annual Fund  
contributions

**\$1.6 million**  
Raised in total unrestricted  
giving

In fiscal year 2018 alone, the Arboretum received more than \$4.7 million in gifts and pledges. These gifts enriched all areas of the Arboretum’s operations—from horticulture and botanical research to improving visitor amenities and creating new experiences for visitors to the garden. In total, the Arboretum was the grateful recipient of more than 5,500 gifts in FY18. Many of these contributions were unrestricted—including gifts to membership, the annual fund, and to our annual fundraising event, *Moonlight & Roses*. No matter their size—whether \$5 or \$50,000—these unrestricted funds comprise an essential element of the institution’s financial health, helping to support the Arboretum’s most fundamental operational needs.

The Arboretum also received many gifts for special purposes, each meant to establish lasting sources of support for quintessential Arboretum programs, features, and functions. At the start of the fiscal year, the Arboretum was the fortunate recipient of nearly \$1,000,000 to establish a new fund in support of plant science and botanical research. This gift was followed later in the year by another remarkable gift of \$1,000,000+ to establish an endowment to name the Director of Physical Facilities position. This new endowment will significantly grow the financial resources devoted to the routine maintenance and refurbishment of more than 30 historic buildings and key garden features across the Arboretum.

Further highlights in 2018 include major support for the refurbishment of the beloved Log Cabin, the establishment of an endowment to support the Penn Class Tree program in perpetuity, support for the youth education endowment and outreach programs such as the Title I school admission program and the *iExplorar!* Summer Camp program, and many additional gifts in support of more than 52 discrete funds at the Arboretum.

Each donor—whether it is the young family who purchased their very first Arboretum membership, or the longtime volunteer who named the Arboretum as a beneficiary of their estate—is part of an important collective that has helped to create and care for this ever-growing, ever-evolving, and yes, *Ever Green* garden.



# 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 2018.

\$1,000,000 AND ABOVE

Anonymous (2)  
Martha J. Wallace & Edward W. Kane

\$100,000 - \$999,999

Jody Appell  
Susan & Moses Feldman  
Estate of Dorrance H. Hamilton  
Kathlene & William Hohns  
Jane & Leonard Korman  
Marguerite & Gerry† Lenfest  
Ann & Frank Reed  
Rebecca M. Shuttleworth  
Mary D. Starr

\$50,000 - \$99,999

Gwen & Edward Asplundh  
Joan N. Brantz  
Estate of Eugenia Jenkins  
Susan & Robert Peck  
Debra L. Rodgers & Paul W. Meyer

\$25,000 - \$49,999

Susan R. & George W. Connell  
Janet & John Haas  
Sarah & Ted Lodge  
Jane MacElree  
Frances & James Maguire  
Estate of Joan S. Root  
Minturn T. Wright III  
Patricia & Clarence Wurts

\$10,000 - \$24,999

Jane & Abass Alavi  
Anonymous (3)  
Beatrice Bast  
Susan & John Campbell  
Jessie R. Deming & Robert A. Boyer  
Edith R. Dixon  
Carol A. Dolinskas  
Katharine M. Fisher

Eleanore & Christopher Gadsden  
Lisa M. Gemmill  
Thomas Haas  
Penelope P. Harris  
Meg & Richard Hayne  
Jessie B. Hill & Ming Fang  
Christine James  
Mary Lane & Robert Durham  
Augusta Leininger  
Bonnie & Peter McCausland  
Hiram H. Munger  
David T. Orthwein  
Robert Warth  
Kim & William Whetzel  
Sue & Michael Young

\$5,000 - \$9,999

Barbara & Philip Albright  
Anonymous  
Cathleen & Robert Bartlett  
Roberta L. Berg  
Barbara Berkowitz  
Mary Pat & Thomas Boyle  
Philippe de Spoelberch  
Mary & Richard Graham  
Pamela & James Hill  
Carol & James Hovey  
Karen & Richard Kadison  
Elizabeth P. McLean  
Sandra L. McLean  
Lorna & Lathrop Nelson  
J. Kenneth Nimblett  
Estate of Elizabeth S. Opp  
Elizabeth & John A. H. Shober  
Georg & Janet Simon  
Barbara & James Smith

\$2,500 - \$4,999

Anonymous  
Cynthia & John Affleck  
Jan Albaum & Harry Cerino

Hali & Scott Asplundh  
Barbara & John H. Ball  
Rebecca W. Bushnell & John D. Toner  
Marcia & Ross Campbell  
Annabelle & Doug Canning  
Regina Davidson  
Jane & Walter Evans  
John A. Faggotti & Charles W. Head Jr.  
Lily & Peter Ferry  
Joseph P. Flanagan Jr.  
Susan & Robert Fleming  
Wendy & Walter Foulke  
Christina & Dean Fournaris  
Irma & Christopher Fralic  
C. Meade Geisel Jr.  
Deborah E. Glass  
Linda & David Glickstein  
Ellen & Jay Hass  
Janet & H. Lewis Klein  
Lee Laden  
Emilie & Peter Lapham  
Barbara L. Lippman  
Elizabeth & Robert Lukens  
Nancy Louise Miller  
Hope & James Morrissey  
Leah & Herbert Riband Jr.  
Gretchen & J. Barton Riley  
Elizabeth & Kyle Salata  
Nina & Eric Schneider  
Bonnie & Peter Schorsch  
Georg & Janet Simon  
Maria & Radclyffe Thompson  
JoAnn & Joseph Townsend  
Elizabeth Van Vleck  
Maureen Ward & Elie-Antoine Atallah  
Ana-Maria Zaugg & David Anstice

† *Deceased*

# GIFTS TO ENDOWMENTS, PROGRAMS, AND SPECIAL PROJECTS

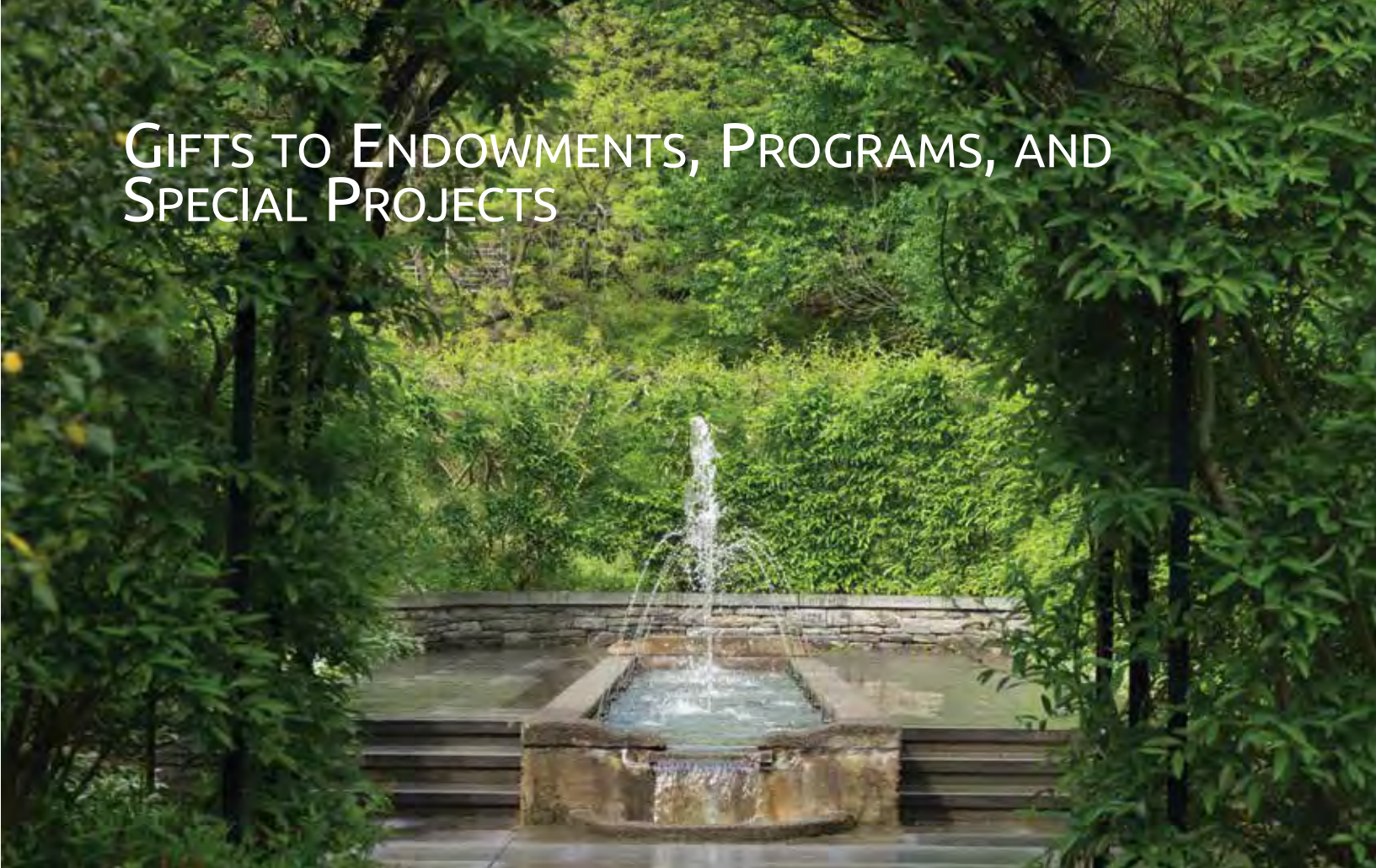


Photo: Paul W. Meyer

The Morris Arboretum acknowledges the individuals who have made gifts to endowments, programs, and/or special projects in the amounts of \$250–\$2,499 and have not been acknowledged on the Leadership Gifts and Pledges list on the previous page.

Elaine & Richard Bell  
Jane Berger & William Seltzer  
Randi E. Carr  
Ann Csink & John Linck  
Mark Delestadius  
Susan & Robert Emmer  
Barbara B. Ferriter  
Felice Fischer  
Anne & Walter Godley  
Tamara B. Harris  
Donna W. Hecker  
Hannah L. Henderson  
Charlene & Robert Hills  
Marnie & Alec Kerr  
Diane & William Knox  
Victoria Le Vine  
Jaqueline E. Markart  
James C. McCracken

Elizabeth Ray McLean  
Sharon & J. Christopher Miller  
Barbara L. Phillips  
Karen Quigley & Russell Hensel  
Shayne Raze & Daniel Shapiro  
James Ripka  
Louise Root Melby  
Elizabeth S. Schumacher  
Mark C. Segal  
Jane Berger & William Seltzer  
Marilyn Sifford & Robert Butera  
Thomas Sontag  
Melissa Starkey  
Christine & Harold Sweetman  
Louise & William Thompson  
JoAnn & Joseph Townsend  
Edward K. Whitmore Jr.  
Nancy & John Williams



# THE COLLECTORS CIRCLE

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 2018.

\$50,000 AND ABOVE

Susan & Moses Feldman

\$25,000-\$49,999

Janet & John Haas

Maguerite & Gerry† Lenfest

Sarah & Ted Lodge

Jane MacElree

Frances & James Maguire

Ann & Frank Reed

Mary D. Starr

\$10,000-\$24,999

Anonymous (2)

Edith R. Dixon

Carol A. Dolinskas

Lisa M. Gemmill

Thomas Haas

Penelope P. Harris

Meg & Richard Hayne

Jessie B. Hill & Ming Fang

Mary Lane & Robert Durham

Augusta Leininger

Bonnie & Peter McCausland

David T. Orthwein

Susan & Robert Peck

Debra L. Rodgers & Paul W. Meyer

Martha J. Wallace & Edward W. Kane

\$5,000-\$9,999

Anonymous

Gwen & Edward Asplundh

Hali & Scott Asplundh

Cathleen & Robert Bartlett

Barbara Berkowitz

Mary Pat & Thomas Boyle

Susan & John Campbell

Pamela & James Hill

Carol & James Hovey

Christine James

Karen & Richard Kadison

Jane & Leonard Korman

Elizabeth P. McLean

Elizabeth & John A. H. Shober

Barbara & James Smith

Kim & William Whetzel

\$2,500-\$4,999

Cynthia & John Affleck

Jane & Abass Alavi

Jan Albaum & Harry Cerino

Barbara & John H. Ball

Beatrice Bast

Joan N. Brantz

Rebecca W. Bushnell & John D. Toner

Marcia & Ross Campbell

Annabelle & Doug Canning

Regina Davidson

Jessie R. Deming & Robert A. Boyer

Jane & Walter Evans

Lily & Peter Ferry

Joseph P. Flanagan Jr.

Wendy & Walter Foulke

Christina & Dean Fournaris

Irma & Christopher Fralic

Eleanore & Christopher Gadsden

C. Meade Geisel Jr.

Linda & David Glickstein

Mary & Richard Graham

Ellen & Jay Hass

Janet & H. Lewis Klein

Lee Laden

Emilie & Peter Lapham

Barbara L. Lippman

Elizabeth & Robert Lukens

Sandra L. McLean

Nancy Louise Miller

Hope & James Morrissey

J. Kenneth Nimblett

Leah & Herbert Riband Jr.

Gretchen & J. Barton Riley

Elizabeth & Kyle Salata

Nina & Eric Schneider

Bonnie & Peter Schorsch

Rebecca M. Shuttleworth

Elizabeth Van Vleck

Patricia & Clarence Wurts

Sue & Michael Young

Ana-Maria Zaugg & David Anstice

† *Deceased*



## ANNUAL FUND DONORS

\$1,000-\$2,499

Joan & Robert Anderson

Nancy & David Barclay

Gloria T. Chisum

Emily & Edward Daeschler

Susan & Robert Fleming

Elizabeth H. Gemmill

Hiram H. Munger

Jane G. Pepper

Cornelia Schaefer

Linda & Charles Schelke

Lucy Bell Sellers

Marcia & Leon Steinberg

David Van Ness Taylor

Virginia & Lane Taylor

Mira Zergani & Antonio Quiles

\$500-\$999

Leonard Aulenbach & Paul McKelvie

Kristin & James Biddle

Rebecca Bien & David Poll

Sherry Carr

Linda C. Corson

Thomas Dolan IV

June P. Felley

Eugenie & John Flaherty

Doreen L. Foust

Marion Phyllis Girard

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Annabelle P. Irey

F. Peter Kohler

Sallie & Bert Korman

Marilyn & Stephen Leonard

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Evelyn & John McNiff

Gail D. Miller

Janet & John Moyer

Ruth Van Sciver Peckmann

Marianne S. Rhoads

Joly W. Stewart

Leslie & Stephen Weisser

\$250-\$499

Charlotte C. Betancourt

Katharine T. Claghorn

Lynne Clark

Mary B. Coe & Thomas Gallagher

Kristine Conner & Daniel McNally

Ann Csink & John Linck

Felice Fischer

Mary Ann Holloway & Oliver

Williams

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Pemberton Hutchinson

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Korin & Larry Korman

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Tonia Uffner

Elizabeth Morrow Urffer

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Cynthia H. Walker

Camilla F. Williams

Marilyn & George Wills

Minturn T. Wright III



Photos: Geoffrey Bassett, Jennie Ciborowski





Photos: Paul W. Meyer, Bob Gutowski

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  
Andrea Baldeck  
Michael Boyle & Gregory Murphy  
Ruth & Tai-ming Chang  
Harry S. Cherken Jr.  
Mary & Anthony Creamer  
Henry E. Crouter  
Karren & Edward DeSeve  
Suzanne & George Downs  
Susan & Robert Fleming  
Natalie & Ralph Hirshorn  
Ann D. Hozack  
Norman James  
Susan & William Learnard  
Evamarie Malsch  
Susan & Washburn Oberwager  
Arabella & James Pope  
Joly W. Stewart  
R. William Thomas

OAK (\$500)

Claire & John Alexander  
Dorothy & Andrew Allison  
Charlotte H. Biddle  
Kristin & James Biddle

Jenny Rose & H. Augustus Carey  
Ellen & Michael Colibraro  
Linda C. Corson  
Pamela & Christopher Davis  
Anne & Willis Dibble  
Gene & Charles Dilks  
Sandra & Thomas Greenwood  
Elizabeth & Henry Harris  
Ann & Steven Hutton  
Barbara & Kevin Jackson  
Eileen & Ronald Javers  
Elaine Klein & Craig Wallentine  
F. Peter Kohler  
Linda & Alfred Kuffler  
Gretchen & John Lea  
Terry Marek & Peter Bittenwieser†  
Evelyn & John McNiff  
Lee & Alan Miller  
Carolyn & David Montgomery  
Catherine & Hugh Moulton  
Janet & John Moyer  
Hiram H. Munger  
Alison & Alexander Nalle  
Kathleen Nelson & John Kromer  
Lorna & Lathrop Nelson  
Diane Newbury & Steven Berman  
Ruth Van Sciver Peckmann

George L. Popky MD  
Deborah R. Popky  
Nancy & John Roberts  
Kristine & Eric Robinson  
Theresa & John Rollins  
Cynthia & James Sillhart  
Louisa C. H. Spottswood  
Maria & Radclyffe Thompson  
JoAnn & Joseph Townsend  
Margaret & Robert Wallis  
Marie D. Witt

HOLLY (\$250)

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Valerie Arkoosh & Jeffrey Harbison  
Patricia Bailey & Richard Murray  
Donna & Louis Beardell  
Audrey & John Eveloff Berman  
Joanna Berwind  
Rita & Joseph Beyer  
Marie & Peter Bowers  
Margaret Bradley  
Joan & George Brady  
Mary Jo & Jeffrey Buckwalter  
Mary V. Burke & Craig S. Harnitchek  
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Gretchen F. Carey  
Randi E. Carr  
Maryalice Cheney & Scott Goldman  
Joseph S. Christy  
Mary B. Coe & Thomas Gallagher  
Carol & Richard Collier  
Diana & James Cosgrove  
Bea Cromwell  
Emily & Edward Daeschler  
Constance S. Dee  
Laura & Mark Dingfield  
Kristin DiPasquo  
Thomas Dolan IV  
Caryn E. Douma & Eric C. Eichenwald  
Andrea Durison-Clark & Richard Clark  
Steven B. Erisoty  
Alice & Richard Farley  
Margaret & Thomas Farnoly  
Charlotte T. Feldman  
Hadley & J. Dickson Ferguson  
Lois & Douglas Fischer  
Kimberly & William Freeman  
Kristine & Robert Frisbie  
Sally & Steven Gendler  
Deirdre J. Godin  
Leonard Gottesman  
Jane Webster Gray  
Dorothy Vida Grier-Walsh  
Patricia A. Griffin  
Susan & Arthur Hankin  
Susan & Robert Harries  
Susan B. Harrison & W. Henry Harrison  
Monika Hemmers & Stephen Heimann

Elizabeth W. Heimbach  
Elaine Heist  
Gail & Peter Hollenbeck  
Mary R. Hopkins  
Pony & Mark Hopkins  
Andrea & Paul Horos  
Helen & John Horstmann  
Thomas Hyndman  
Judith Johnston Wexler  
Rachelle & Ronald Kaiserman  
Sharon & Vernon Kelly  
Sonya & Joseph Kelly  
Melissa O. Koussis & S. Stacy Mogul  
Ellen Lea & Dale Schilling  
Julia B. Leisenring  
Betty Litsinger & James Craig  
Eleanor P. Lloyd  
Thomas Loveless & Brian MacDougall  
Diana J. Mackie  
Florence & Richard Maloumian  
Rose Marie McCabe  
Lisa & John McGill  
Carolyn & Robert McGrory  
Jeanne L. McMindes & Joseph T. Conahan  
Anne McNally & Joseph Pie  
Jean Plante McNelis  
Gail D. Miller  
Karen Miller & Graham Brent  
Marion Miller  
Erin & Kevin Monaghan  
Margaret & Gerald O'Neill  
Donna & John Park  
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Timothy G. Reekie  
Mary Ellen Reilly

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John J. Soeffing  
Sharee Solow  
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Tamar & Phillip Stern  
Janet & Matthew Stern  
Candace & John Stoudt  
David Van Ness Taylor  
Linda & Keith Thomson  
Jennifer & Brien Tilley  
Jennifer Torpie & Germain DeSeve  
Anne Walsh  
Christopher Walsh  
Susan Kay Weiler  
Quentin M. White  
Wendy Willard  
Anne & John Wilson  
Margaret Diana Wood  
Catherine A. Worrall  
Minturn T. Wright III  
Rebecca & David Yuhas  
Suzanne Zeleznik & David Smith  
Lenore & Albert Zimmermann

† Deceased

MEMBERSHIP AT A GLANCE

5,972  
Active member households

10,729  
Adult members

34 of 50  
States represented by Arboretum members

5,990  
Child members







Photo: Paul W. Meyer

# CORPORATE, FOUNDATION, GOVERNMENT AND NON-PROFIT DONORS

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 2018.

\$1,000,000 AND ABOVE

Moses Feldman Family Foundation

\$100,000 - \$999,999

The H.F. Lenfest Fund of The Philadelphia Foundation  
The Malfer Foundation  
National Science Foundation  
Powder Mill Foundation

\$25,000 - \$99,999

The 25th Century Foundation  
The CHG Charitable Trust  
Jane C. MacElree Family Foundation  
The Maguire Foundation  
The Marshall-Reynolds Foundation  
Otto Haas Charitable Trust

\$10,000 - \$24,999

Anonymous  
Beatrice W. Bast Charitable Trust  
The Bryn Mawr Trust Company

The Chanticleer Foundation  
Drexel Morgan & Company, LLC  
Edward W. Kane & Martha J. Wallace Family Foundation  
The Haverford Trust Company  
Jane & Leonard Korman Family Foundation  
Jane and Abass Alavi Fund  
The McCausland Foundation  
The Moses and Susan Feldman Philanthropic Fund  
Philadelphia Cultural Fund  
Raynier Institute and Foundation  
Stearns Charitable Trust  
Wells Fargo Foundation  
William Penn Foundation  
Zimmerman Heimbach Foundation

\$5,000 - \$9,999

ACE USA  
American International Group Inc.  
Berkowitz Family Foundation

Elizabeth P. McLean Charitable Fund  
Fondation Franklinia  
The Hill at Whitemarsh  
The Hovey Foundation  
Independence Blue Cross  
McCarter & English, LLP  
Penn Business Services  
Penn Facilities & Real Estate Services  
Penn Human Resources  
Penn Office of the Executive Vice President  
Philip R. Albright Trust  
Sedgwick Claims Management Services, Inc.  
Simkiss & Block  
Walton Family Foundation  
Willis Towers Watson

\$2,500 - \$4,999

Affleck Family Charitable Fund  
Albaum Cerino Fund

Barnes & Noble College Booksellers, LLC  
Bluestone Foundation  
Diamond Equity Partners  
Dolfinger-McMahon Foundation  
InTech Construction  
John B. Ward and Co., Inc.  
The Lida Foundation  
Marsh & McLennan Companies  
PNC Bank  
The Richard and Mary Graham Charitable Foundation  
Springer Capital, LLC

\$1,000 - \$2,499

Aileen K. & Brian L. Roberts Foundation  
American Rhododendron Society  
The Bartlett Tree Foundation, Inc.  
Bessemer Trust Company  
Chestnut Hill Hotel  
David V. N. Taylor Foundation  
The Downs Foundation  
Garden Adventures, Ltd.  
J. H. D. Gift Fund  
Land Concepts, LLC  
The Laura L. Barnes Lecture Fund of The Philadelphia Foundation  
Mondrian Investment Partners  
Pennoni Associates, Inc.  
Primary Resources Group, Inc.  
RAF Industries Inc.  
Schwab Charitable Fund  
Shechtman Tree Care, LLC  
Wallace Landscape Associates  
The Winger Fund

\$250 - \$999

Aetna Life & Casualty Co  
American Society of Landscape Architects  
Beaumont Retirement Services, Inc  
Burlington County Library System- Westampton Headquarters  
Cheltenham Township Library System  
Chicago Botanic Garden  
The County of Camden  
David Brothers Bean Road Nursery  
The Estaugh Arboretum Fund

Free Library of Springfield Township  
The Friends of the Conshohocken Free Library  
The Friends of the Gloucester County Library System  
Friends of the Upper Dublin Public Library  
Friends of the Upper Merion Township Library  
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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, thus establishing 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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The Arboretum's annual fundraising gala, *Moonlight & Roses*, is a much-anticipated, premier summer event in Philadelphia. The Morris Arboretum is grateful to the following donors who supported *Moonlight & Roses* held on June 8, 2018.

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