VISION: A WORLD THAT CELEBRATES NATURE AS ESSENTIAL TO THE HUMAN EXPERIENCE.

VALUES:
- Celebrate beauty
- Achieve excellence through innovation and collaboration
- Provide education about the wonders and balance of the natural world
- Seek new challenges with optimism and fortitude
- Embrace and promote vigilant stewardship
- Create an enjoyable atmosphere that fosters growth

2019 CONSERVATORY LEADERSHIP

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INSPIRED BY HORTICULTURE, FRANKLIN PARK
CONSERVATORY AND BOTANICAL GARDENS
ELEVATES QUALITY OF LIFE AND CONNECTS
THE COMMUNITY THROUGH EDUCATIONAL,
CULTURAL AND SOCIAL EXPERIENCES.

A MESSAGE FROM EXECUTIVE LEADERSHIP

In the battle between screen time and green time, we think that nature is number one. Research suggests we’re on to something. Studies show that limiting children’s access to screens and immersing them in nature makes for happier childhoods and healthier adulthoods. Time spent outdoors can help decrease stress, improve memory, strengthen physical and mental health, and improve creativity. 2019 was a year filled with Conservatory experiences designed to educate, entertain and connect Conservatory guests with nature and each other.

More than $3,000,000 was contributed by public and private partners through financial contributions. We are so grateful for this incredible support! These contributions translated into positive impact for our visitors and neighborhood as a whole. For the 10th year in a row, we exceeded our revenue projections in admissions, membership, cafe, and gift shop sales. We aimed these resources at improving quality of life for our 370,000 visitors and the wider community.

Our growth extended beyond the plants on our own campus. The Conservatory’s vision of a world that celebrates nature as essential to the human experience sends us out into the surrounding community to make an impact. In tourism alone, the Conservatory contributed more than $21 million to the local economy. Culturally, the Conservatory continued to lead the way in presenting art and nature in a new way through the immersive Chihuly: Celebrating Nature experience, enjoyed by more than a quarter of a million guests.

We are so grateful for your efforts to help our community grow. Through you, the Conservatory served more people than ever before. On behalf of the Board of Trustees, Conservatory leadership and staff, and the community we serve, thank you!

-Su Lok, 2019 Board President & Bruce A. Harkey, President and CEO
“WHAT AN AMAZING EXPERIENCE THIS IS FOR OUR STUDENTS! I HAVE BEEN HERE WITH THE ELEMENTARY BUT HAD NO IDEA YOU OFFERED SUCH WONDERFUL MIDDLE SCHOOL PROGRAMS.”

- Walnut Springs Middle School Assistant Principal

“BEST FIELD TRIP EVER!”

- 4th grade boy with a huge smile and a fist pump

“THE BEST PART OF THE EDUCATION PROGRAM IS THE DISCUSSION AND INTERACTION BETWEEN THE CONSERVATORY EDUCATOR AND OUR STUDENTS. BEING ABLE TO SEE SIMULATED HABITATS THAT THEY CAN’T EXPERIENCE IN OHIO IS GREAT!”

- Cardington, Lincoln Elementary School Teacher
**QUALITY OF LIFE**

- Child Visitor Increase:
  - 2018: 83,078
  - 2019: 100,394
  - 4.5% increase

- Visitor Increase:
  - 2018: 353,399
  - 2019: 370,465
  - 4.5% increase

**EDUCATION**

- Children Served through Discovery Programs in the Children’s Garden:
  - 14,000
  - 27% increase from 2018

- Classes Served:
  - 1,482 members
  - 1,959 general public

- Visitors through School Tours:
  - 15,031
  - 125% increase from 2018

**ACCESS & INCLUSION**

- Visitors Enjoyed Free Admission on Community Days 1st Sunday Each Month:
  - 2,248 avg

- Access Memberships:
  - 2018: 838
  - 2019: 964
  - 15% increase

- Library Pass:
  - 2018: 961
  - 2019: 2,742
  - 185% increase

Green spaces have a profound impact on physical and mental health. They can reduce violence, lower stress, increase tolerance, and improve creativity and curiosity.
The Conservatory is nestled two miles east of downtown Columbus and provides a much-needed green space and tree canopy in the heart of the city. Research suggests that access to nature improves overall quality of life, and the Conservatory is proud to provide nature immersion opportunities to those in our community.

Studies suggest that spending time in nature can help reduce violence in the community, and help individuals become more tolerant, creative, and curious. Our guests say goodbye to stress and hello to a positive mood when visiting the Conservatory.

Through our access and inclusion initiatives, we’re working to ensure people from all neighborhoods receive these same benefits.

In addition to the restorative properties of nature, the Conservatory offered more than 553 classes to the community on fine arts, culinary skills, health and wellness and horticulture in 2019.
Nearly a quarter million visitors experienced *Chihuly: Celebrating Nature* at the Conservatory in 2019. This colorful, glass art exhibition was the first full-scale Chihuly exhibition to be held at the Conservatory in nearly a decade, and included pieces that have never before been seen in the central Ohio region.

While Chihuly installations have been featured at the Conservatory since 2009, the Conservatory has never displayed the entirety of its permanent collection — the largest of any botanical garden — until now.

The summer of 2019 saw the return of Cocktails at the Conservatory, an adults-only party celebrating local vendors, botanical flavors, and themed activities. An opportunity to see the gardens after normal business hours, Cocktails at the Conservatory aligned with the Conservatory’s efforts to make the gardens more accessible to a larger demographic.

The Conservatory debuted a new experience in the fall of 2019, *Pumpkin Nights*, which invited thousands of visitors to enjoy an evening autumnal experience. The displays included pumpkins carved by Conservatory staff and themed to enhance vignettes within the Children’s Garden.

The *Conservatory Aglow* experience doubled in size in 2019, featuring more than 400,000 LED lights artistically installed throughout the outdoor gardens.
Donors helped us eliminate educational barriers for youth from underserved communities and share our youth programming with more Columbus City Schools than ever before. In 2018, Franklin Park Conservatory and Botanical Gardens hosted 480 educational school field trips. However, due to school budget constraints, only 26 of those schools were part of the Columbus City School District. Research shows that field trips provide invaluable, hands-on learning opportunities and help students meet specific academic content standards.

To address this disparity, donors created the Field Trip Scholarship Fund to provide transportation, admission and educational programming for schools where at least 70 percent of the students qualify for free or reduced lunch.

With enough money raised to provide funding for 21 schools, the Conservatory worked with select neighborhoods and opened the online application process for the Field Trip Scholarship Fund. Knowing demand would exceed funds available, the site indicated applications would be accepted until funds were exhausted.

Within two days, 111 schools applied to bring more than 6,200 students to the Conservatory! Every one of our recipients at the 21 schools will be a first-time visitor to the Conservatory during their field trip.

SHARING EDUCATIONAL EXPERIENCES

Volunteers are the lifeblood of our work at the Conservatory. In 2019, about 250 volunteers dedicated a record-setting 19,819 hours pruning plants, spending early mornings cleaning our biomes, interacting with children in our Children’s Garden vignettes, providing informative and interesting tours of Chihuly: Celebrating Nature and helping our guests have the best possible experience. That’s the equivalent of 825 days spent contributing to the Conservatory!

A record number of 177 volunteers contributed to our Community Outreach and Education efforts, including enhancing the guest experience for Children’s Garden visitors at the Rainbow Discovery Cart and teaching mini science lessons related to the weekly education theme. Thirty-four of our volunteers exceeded 100 hours volunteered in 2019 (that’s more than four full days of volunteering!), and one even topped 1,000 hours of service.

This service to the Conservatory is valued at $500,000 in volunteer labor!

SPRINT OF COLLABORATION
Inclusion for All

Our reach was felt by more than just our visitors – our surrounding communities benefited from Conservatory programming in the form of Growing to Green outreach. Growing to Green, our community gardening assistance program, touched more than 1,000 local gardeners this year through regular site visits and outreach to the gardens. These gardens, located at schools and in neighborhoods, received resources, education and assistance, leading to fruitful harvests that fed more than 5,000 residents. Many of these gardens are located in food deserts, and through Growing to Green advising we were able to help these folks get access to fresh fruits, vegetables and herbs in a sustainable way. Growing to Green is advancing community gardening in central Ohio to become more than just a hobby but a sustainable source of healthy food for community members of all ages.

Food Pantry Donations

About 5,000 pounds of fresh produce was donated to local food pantries in 2019, helping the families in our neighborhood who get by with less. The Conservatory is committed to increasing access to our community. In 2019 we held more inclusion initiatives than ever before with the goal of helping our neighbors in the community.
A garden cannot grow without a healthy and robust soil. For the Conservatory, our robust foundation is found in the financial support and volunteerism of the Women’s Board.

This year, the group celebrated their 35th anniversary of partnership to the Conservatory.

- In 2019, the Women’s Board had 253 members.
- The Women’s Board has raised over $3.6 M to support the Conservatory.
- In 2019, the Women’s Board was recognized by the Central Ohio Chapter of the Association of Fundraising Professionals as the Outstanding Volunteer Fundraising Group.
EARNED REVENUE

FUNDRAISING: GOVERNMENT DONATIONS & GRANTS

2019 TOTAL OPERATING REVENUE
$11,355,819

AUDIENCE DEVELOPMENT
EDUCATION & CAMPS
FUNDRAISING & GOVERNMENT
GENERAL ADMISSIONS
GIFT SHOP SALES
HORTICULTURE & EXHIBITS
MANAGEMENT & GENERAL EXPENSES
MEMBERSHIP
SPECIAL EVENTS & CATERING

2019 TOTAL OPERATING EXPENSES
$12,052,463
## WITH GRATITUDE TO THESE 2019 DONORS

Every attempt has been made to include all gifts received by Franklin Park Conservatory and Botanical Gardens in 2019. Please advise of any omissions in an email to development@fpconservatory.org.

### $500,000 & ABOVE
- City of Columbus
- Franklin County Board of Commissioners

### $250,000 TO $499,999
- Greater Columbus Arts Council
- Anonymous

### $100,000 TO $249,999
- American Electric Power
- The Columbus Foundation
- Davis Foundation
- Nationwide

### $50,000 TO $99,999
- Edward Jones
- Dorothy L. Howard-Flynn
- Nationwide Foundation

### $25,000 TO $49,999
- Battelle
- Karen & Michael Fiorile
- Liz & Bob Fox
- Fox Foundation
- Honda of America
- Ohio Arts Council

### $10,000 TO $24,999
- Anonymous
- Anonymous
- Jacinta Balch
- Cardinal Health
- Paige & Mike Crane
- Keith Dufrane
- The FG Foundation
- Bill Gerhardt & Kathy Hill
- Giant Eagle, Inc.
- Ingram-White Castle Foundation
- Meuse Family Foundation
- Mo & David Meuse
- George & Cookie Ruff
- Barbara Trueman

### $5,000 TO $9,999
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$500 TO $999

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North Columbus Bruins
Carolyn & Catherine Peterson
Amy Pielow
Libby Roach

$100 TO $249

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WITH GRATITUDE TO THE 2019 MONARCH SOCIETY

Each year, devoted individuals choose to support the mission of Franklin Park Conservatory and Botanical Gardens by joining the Monarch Society with gifts of $1,000 or more. These gifts advance our mission, provide vital funding for program support, and build a strong and sustainable financial future. The Conservatory honors this incredible community of loyal philanthropic leaders.
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Carla Cefaratti
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To all of our supporters:
Thank you for doing your part and not just hoping for a better world, but building it. Our growth is your growth!