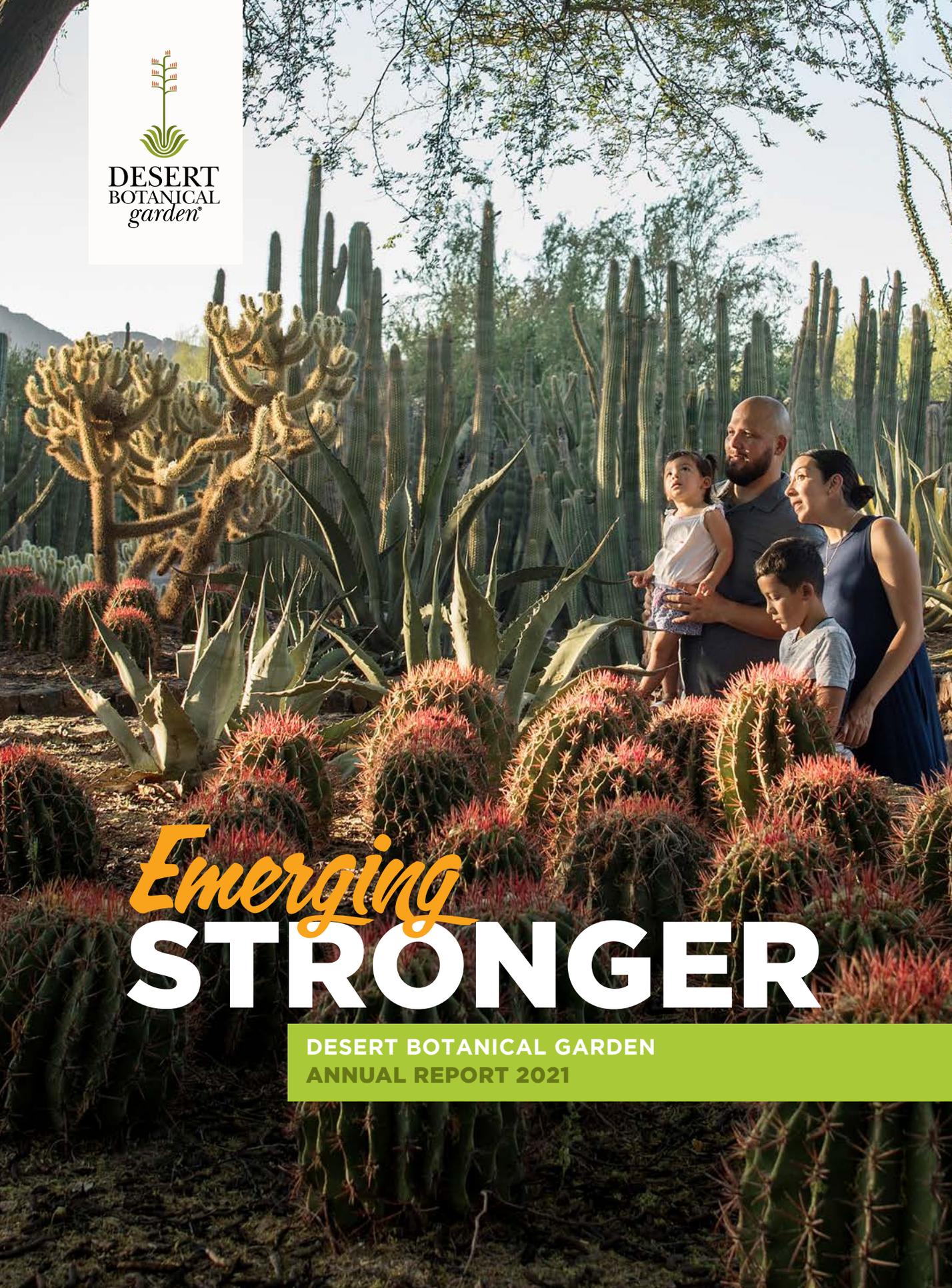




DESERT
BOTANICAL
garden



Emerging
STRONGER

DESERT BOTANICAL GARDEN
ANNUAL REPORT 2021



A Year TO REMEMBER

We will feel the effects of the COVID pandemic for many years to come. Hopefully 2021 will be remembered as the year when the virus peaked and then receded into history. Certainly from the Garden's perspective, 2021 marked a turning point in our service to the community.

In response to the pandemic, the Garden implemented stringent operating procedures to keep our staff and visitors safe in 2021. We also realized that the Garden could be a place of healing and respite for everyone, young and old, and we created novel outdoor experiences for our guests to safely enjoy.

First up was the stunning work of Waterlily Pond Studio in February, March and April with three separate plant-based exhibitions: **Wind, Water and Earth**. Then in the summer we reinvented Flashlight Nights and curated special outdoor, after dark events for families in search of safe and "cool" experiences in June, July and August. Finally, in December we brought back the work of master glass artist Dale Chihuly for an unprecedented third major exhibition at the Garden.

As you will see in this Annual Report, the Garden was successful in fully achieving its mission in 2021 despite the challenges presented by the COVID pandemic. While additional support from programs like the Payroll Protection Plan certainly helped, it was the attendance and financial support of members, donors and other friends of the Garden like you that got the Garden through these challenging times.

This year, more than ever before, we are grateful for all the ways you support and nurture the Garden.

With best wishes,



Ken Schutz

The Dr. William Huizingh
Executive Director



Waterlily Pond Studio



Save the CACTUS



Since 1939, it's been our mantra to help save the cactus, which are the 5th most endangered organisms on the planet. Climate change, cactus poaching, and wildfires all threaten cactus, making the work the Garden does in research and conservation more important than ever.

Out of the nearly 1,500 species of cactus, more than 30% are threatened with extinction.

Cactus are a critical component of the Sonoran Desert needed by animals and used by people for food, beverage, medicine and more.

Thank you for your support to save the cactus.



50,000
Plants in the Collection



93,220
Herbarium Specimens



5,271
Seed Accessions



4,870
Taxa (includes plant and seed)
Plant: 3,595
Seed: 2,538

MEET OUR *new arrivals*



Every year, the Garden welcomes several cactus and agaves to its collection that includes living plants, seeds, herbarium specimens, DNA samples and images. The Garden prides itself on striving to curate the most robust and diverse collection of these two plant families of any major botanical garden in the country.

In support of the Garden's mission, a major goal is to have the most complete collection of cactus and agaves, with 85% of the collection plans achieved by 2024.

In 2021, the Garden held:



1,046

cactus species
(includes living plant, seed or both)



73%

of the total number of
cactus species known
— that can be maintained here.

Some of the species new to the Garden's collections include a bishop's cap (*Astrophytum coahuilense*), native to Coahuila, Mexico, that is listed as vulnerable, according to the International Union for Conservation of Nature, or IUCN. Some of the other cactus additions include the columnar *Echinopsis angelesii* (IUCN status = Endangered) and the globose *Mammillaria guerreronis*.

If you'd like to learn more about the Garden's collection visit livingcollections.org/dbg/home and swbiodiversity.org/seinet.



In 2021,
the Garden cared for

104

smuggled/confiscated cactus



Poaching is a huge problem affecting cactus worldwide. Nearly a third of cactus are at risk of extinction— primarily from smugglers who illegally remove them from their native habitats.

Smuggled cactus can't be planted in just any random place in the wild. Doing so could harm the resident population of a genetically different population of the same species. Because authorities usually don't know where these plants came from, they send confiscated plants to designated plant rescue centers like the Garden.



A GATHERING PLACE FOR *all*



One of the Garden's strategic goals is to better reflect the local community it serves through programming, marketing, partnerships and outreach. The Garden has identified four audiences to connect with: Garden members, millennials, families with children and Latinx. Phoenix is a vibrant and culturally diverse city and it is becoming more so every day. In 2021 the Garden offered various unique experiences to the community to better serve diverse audiences.



In 2021, the Garden:

Hosted 135 events, including new events like:

- **Lotería Nights**, an event focused on bringing a Latinx ambiance to the Garden through rounds of lotería, Latin music, prizes and more.
- **Desert Sol**, an event created to connect visitors to the healing power of nature through a variety of cultural and healing traditions from around the world.



Presented two exhibitions:

- **Wind, Water, Earth** by Waterlily Pond Studio, featured large-scale living sculptures. Wind, Earth and Water were three intricate installations that guests experienced for a limited time.
- **Chihuly in the Desert**, a blockbuster exhibition presenting 11 large scale glass sculptures and an indoor gallery.

461,580
Total Guests

24,992 Community Days Guests, free admission extended to the community

2,646 Dog Guests on Dog Days at the Garden

43,121 Visitors to Las Noches de las Luminarias

41,000 Guests to Fall Butterfly Exhibit



Impact

Through the generosity of the community, the Garden received more than 34,511 financial gifts in 2021.



1,058

First Time Donors



\$299.31

Average Donation



1,244

Donors Increasing Annual Gift/Membership



7

Legacy Gifts realized



94

Donors making mission-specific gifts



11,907

members renewing



\$220,671

Raised during the matching gift campaign



\$2,743,745

total grant funds awarded in 2021

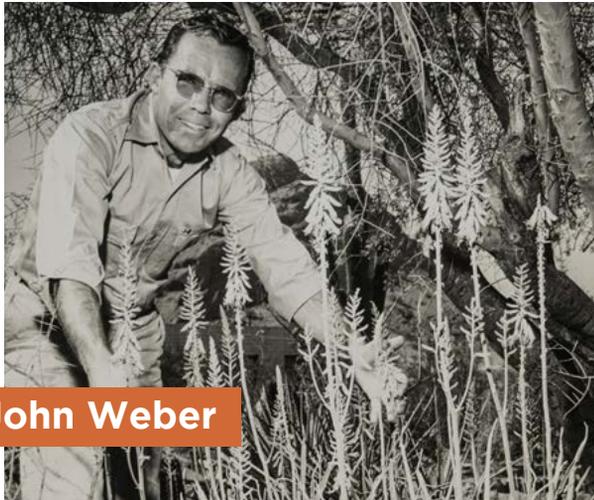


2021 Realized Bequests of Note:

The Garden is honored to acknowledge its Sonoran Circle legacy donors who have thoughtfully remembered the Garden in their estate plans, including two bequests received in 2021 from Jean Besich and John Weber.



Jean Besich



John Weber

Desert Botanical Garden is grateful to all **31,953 members and donors** for your generosity.

View our Honor Roll of Supporters at dbg.org/support/in-appreciation

The Garden gave back to the community in several ways:

- 2021 Culture Passes redeemed: **4,359**
- Memberships donated: **203**
- Admissions passes donated to local nonprofits: **14,894**



Garden supporters contributed
\$9,258,672
in 2021.

Donor EVENTS



“Dinner on the Desert was a wonderful opportunity for all of us to feed our souls and revel in the beauty of the Garden with friends.”



— Sara Morgan
Event Chair

Dinner on the Desert 2021

Saturday, April 24 marked the 35th anniversary of the Garden's annual major fundraiser, Dinner on the Desert. Because of you, the Garden exceeded its event goal of \$350,000! From the continued care of our priceless plant collection to sharing the beauty and awe of the Sonoran Desert with the international community, your support makes the Garden's critical mission work possible.

Funds raised from the event directly benefited the Garden's work to protect cactus, one of the most threatened groups of living organisms.





Dale Chihuly, Aqua Blue and Amber Chandelier, 2011
Desert Botanical Garden, Phoenix, installed 2021.
© 2022 Chihuly Studio. All rights reserved.

Fund the Farm 2021

The Garden hosted Fund the Farm, a party with a purpose, to benefit Spaces of Opportunity, where nearly \$65,000 was raised, with \$325,250 raised to date. The event, chaired by Trustee Barbara Hoffnagle, featured a hosted bar, bites from local food trucks and lively music by Las Cafeteras from Los Angeles.

Spaces of Opportunity is a joint venture of Desert Botanical Garden, Roosevelt School District, Unlimited Potential, TigerMountain Foundation and Orchard Community Learning Center.

Fund raised by attendees provided access to healthy food and agribusiness opportunities for families living in south Phoenix.

Chihuly Celebration Launches Chihuly in the Desert Exhibition

On December 1, a group of 600 philanthropists, members, community leaders and Garden friends gathered to experience the exclusive opening of **Chihuly in the Desert**. Trustee Rebecca Ailes-Fine chaired the event.

Guests enjoyed catering by Fabulous Food Fine Catering & Events, inspired by the exhibition in the Garden's magical setting. Sunset Plaza was transformed into a performance venue for a lively concert from Portland, Oregon-based band, Pink Martini featuring China Forbes.

Funds raised from the event directly benefited Hazel Hare Center for Plant Science.



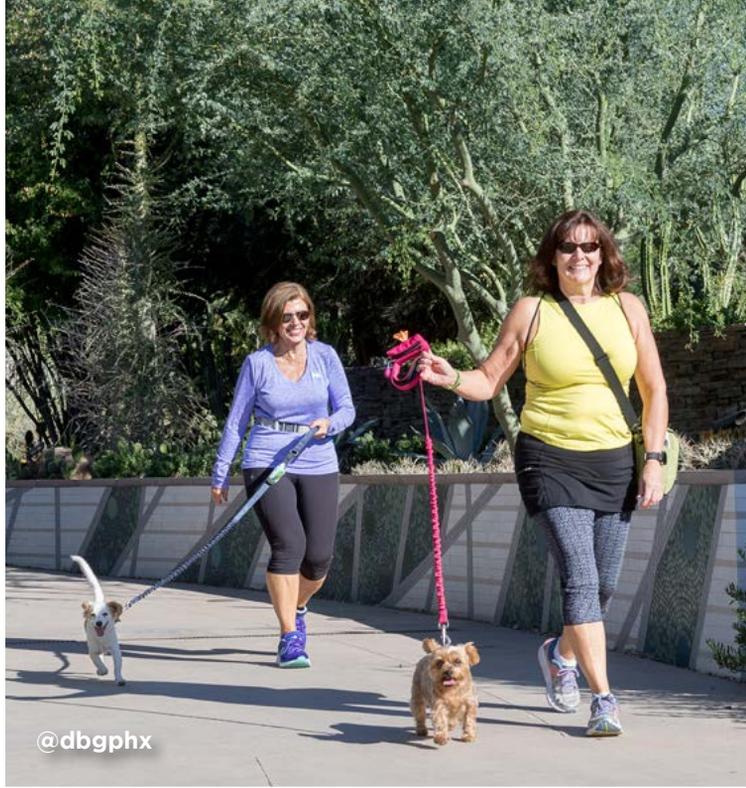
@marbar364



@dbgphx



@naturescreations227



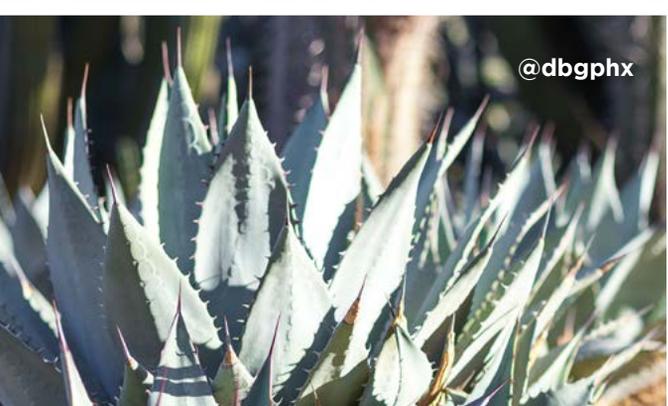
@dbgphx



@kristenkiles



@rebeccaevensonphotography



@dbgphx



@slkhenrickson



@desertdj



@doramari photography



@dbgphx

2021 AT A GLANCE



@dbgphx



@therealstaffytwins



@dbgphx



@dbgphx



@oemphotography



@dbgphx

DIGGING *into the* GARDEN



CACTUS
CLUBHOUSE

BUILD • PLAY • CREATE

Children's Education Programs

The Garden continued to reimagine its approach to educational offerings through the challenges of the pandemic. We piloted a safe re-opening of Cactus Clubhouse, a nature play space for children, and allowed kids and their families to connect with nature.

Thanks to \$24,000 in grant funding these children's programs were possible. Funds provided by US Bank and Northrop Grumman.



42

Mentors and youth were able to visit the Garden through The Happiness Tour in partnership with New Pathways for Youth



117

New Adult Education participants



3

School Outreach Events



419

Cactus Clubhouse Visitors



3

Girl Scout Events, with 50 in attendance, 30 badges distributed



3,693

Flashlight Nights guests featuring new Farmers Market with Spaces of Opportunity

Adult Education Programs

In the past year, the Garden deepened its relationships with the community through educational offerings for adults at different off-site locations throughout the Valley. In 2021, the Garden offered nearly 255 guests several ways to get involved with education from the comfort of their homes and continued to place safety at the forefront of every in-person offering.

The Virtual Wellness Series, in partnership with Banner Alzheimer's Association and the Alzheimer's Institute - Southwest Chapter, served 96 care partners and individuals living with dementia.

Thanks to \$25,000 in grant funding these adult programs were possible. Funds provided by The Arizona Republic's Season for Sharing and the Rob & Melani Walton Foundation.



PLANTING *a seed*

A team of 15 horticulture experts care for the Garden's 55 cultivated acres to ensure the plant collections in the Garden and in the *Hazel Hare* Center for Plant Science greenhouses and shade houses are healthy, thriving and beautiful. The horticulture team not only cares for the plants, but manages the irrigation systems, the propagation and tree program, grounds keeping, the bi-annual Plant Sale and leads educational initiatives through Desert Landscape School with the end goal of promoting and implementing best practices in horticulture care for desert plants.



Generated **43 tons** of green waste picked up by the City of Tempe for composting and then made available for Tempe residents.



Irrigation team installed more than **4,200 feet** of micro-tubing to ensure the correct amount of water was delivered to the plants through the drip irrigation system.



More than **2,000 plants** used to support the Butterfly Pavilion and *Harriet K. Maxwell* Desert Wildflower Loop Trail



Propagation staff grew **253 plants from seed**, and **177 plants from cuttings**.



Plant Sales

Number of Plants Sold: **35,504**

Number of Attendees: **11,553**





new DESERT LANDSCAPE SCHOOL ONLINE PROGRAM

Desert Landscape School (DLS) is a signature program at Desert Botanical Garden, offering professionals, homeowners and gardeners an opportunity to learn from experts about all aspects of desert landscaping. Courses are available onsite and now online. The online learning experiences are self-paced with various interactive learning techniques featuring horticulture-based content with real-world scenarios and downloadable tools.



164

Online Registrations



Participants from:

- **U.S.**
- **Mexico**
- **France**
- **Canada**
- **Thailand**

Visit desertlandscapeschool.org to view the catalog of classes and resources for your landscaping needs.

BRANDING *and* MARKETING

The fourth pillar of the strategic plan is branding and communications. Its goals are to uphold the Garden's brand as a community leader, continue being an agent of change for ongoing conservation efforts and market the Garden as a place to enjoy the beauty of the desert.

Website

7.9 MILLION
visitors

5.7 MILLION
page views

BILINGUAL

Launched **Spanish version of dbg.org**

Launched **Spaces of Opportunity website**



Media Relations

145
Journalists and bloggers hosted

3,000
garnered more than 3,000 press clips in print, digital, radio and tv

Social Media



26.7 MILLION
impressions

1.8 MILLION
engagements

HELLO HOLA
Began daily bilingual social posts

Launched TikTok and relaunched LinkedIn

257,800
followers across Facebook, Instagram and Twitter

FOLLOW | @dbgphx



Coverage:





CELEBRATING VARIOUS CULTURES

INCLUSION, DIVERSITY, EQUITY *and* ACCESSIBILITY

In 2021, The Garden completed the final year of its 3-year \$250,000 Institute of Museums and Library Services (IMLS) grant to implement a professional development program centered around inclusion, diversity, equity and accessibility (IDEA). The grant allowed the staff and the Board to attend IDEA professional development courses. All full-time staff attended three phases of training:

- **Phase one:** Foundational IDEA, which began the process of learning about IDEA in the workplace;
- **Phase two:** Micro-inequities in the workplace allowed attendees to comprehend what constitutes a micro-inequity, the impact in the workplace, and how to address the behavior;
- **Phase three:** The Five Generations in the Workplace provided attendees a foundation for increased understanding, tolerance and a sense of unity across generational differences.

The Garden strives to be more inclusive by recognizing and celebrating various cultural commemorative days and months. The employee-led IDEA Committee partnered with local facilitators and organizations to host informational workshops and panels. During Autism Awareness Month, the IDEA Committee partnered with Southwest Autism Research & Resource Center (SARRC) to provide a workshop for staff and volunteers titled “What is Autism?” The workshop provided insight on how to assist and serve Autistic visitors. During Hispanic/Latinx Heritage Month, the committee partnered with Arizona State University professor Dr. Christine Marin to facilitate a discussion on Latino/Chicano history in Phoenix. Cox Communications recognized the Garden’s IDEA speaker series and the Garden received funding from Cox Charities to continue creating our speaker series to highlight the community’s diverse voices.



On Earth Day, staff volunteered at Spaces of Opportunity, where they engaged with students and shared the importance of conservation. Lastly, the Garden celebrated Pride Month by publicly displaying LGBTQ+ Pride flags throughout the Garden and displayed the message “All Visitors are Welcome.” In addition, several commemorative days and months were highlighted in the Garden’s Your Garden at Home blog.

IDEA is tied to the Garden’s mission and values. The Garden looks forward to continuing to do the work to ensure we are inclusive, diverse, equitable and accessible.



Garden
VOLUNTEERS

After being away for almost two years, in fall 2021 the Garden welcomed volunteers back. Most returned to their pre-COVID duties, and the Garden couldn't be more thrilled to see them back on the trails. The Garden is grateful for their commitment, perseverance, flexibility and evident passion for the Garden.



27,423

Total Hours



\$677,973

Total contributed through volunteer hours



635

Total Volunteers



18,321

Highest volunteer life total of hours



25 YEARS

6 volunteers achieved 25 years of service



10 YEARS

22 volunteers achieved 10 years of service

2021 FINANCIAL REPORT



We are pleased to share with members, donors and friends the Garden's financial statements for the fiscal year (FY) ended Sept. 30, 2021. During most of the 2021 FY the Garden continued limiting capacity by creating timed admissions, limiting the number of guests allowed in the Garden at one time, and requiring mask wearing and other protocols as advised by the CDC. As we moved into spring, some restrictions were removed or reduced.

The Consolidated Statement of Activities shows total revenue for the year exceeded total expenditures by \$7.7 million. This was driven by positive admission, membership, contribution, and special event levels. The Garden's expenditures continue to be managed with careful stewardship in mind, while at the same time seizing opportunities for growth and greater mission impact.

STATEMENT OF FINANCIAL ACTIVITIES

Revenue

Gross profit on retail and beverage sales	\$1,539,790
Admissions	\$5,919,611
Contributions, Grants & Special events	\$7,194,645
Investment income (net)	\$3,112,631
Membership	\$3,280,481
Other revenues	\$917,651

Total Revenue **\$21,964,809**

Expenditures

Programs	\$8,120,292
Retail, Marketing, Visitors Service	\$1,765,041
Administration	\$2,315,762
Fundraising and membership	\$2,025,015

Total expenditures **\$14,226,110**

Change in net assets: **\$7,738,699**

7%
Gross profit
on retail and
beverage sales

27%
Admissions

33%
Contributions,
Grants & Special
events

14%
Investment
income (net)

15%
Membership

4%
Other revenues



STATEMENT OF FINANCIAL POSITION

The Consolidated Statement of Financial Position shows the Garden's fiscal position remains solid, with more than \$53.8 million in total assets and approximately \$4.7 million in total liabilities. Unrestricted cash and Board-designated cash, totaling \$9.0 million, is sufficient for normal operations, and to provide funds for repair and maintenance of major building systems as facilities age. The Garden Foundation manages endowment assets conservatively with an annual target of a 4.25 percent distribution from the Foundation to the Garden's operating budget. The Garden's total debt of \$0.94 million represents only 1.75 percent of the total combined assets of the Garden and Foundation. The Garden's financial health and success in achieving its mission during the recent pandemic would not be possible without your commitment, dedication and generosity. On behalf of the Board, staff and volunteers, we extend our gratitude for all that you do for the Garden.

Ken Schutz
The Dr. William Huizingh
Executive Director

Margie Burke
Chief Financial Officer

Paul Mountain
Treasurer

Assets

Current Assets

Cash and Investments	\$9,036,535
Pledges & Other Receivables	\$418,708
Inventories & other current assets	\$879,496

Total current assets **\$10,334,739**

Cash & Investments (noncurrent)	\$20,482,324
Pledge Receivables (noncurrent)	\$51,125
Property and equipment, net	\$22,254,637
Other assets	\$698,869

Total Assets: \$53,821,694

Liabilities And Net Assets

Current Liabilities

Current portion of long-term debt	\$100,365
Accounts payable and accrued liabilities	\$1,206,679
Deferred revenue	\$2,232,547
Annuity payment liability	\$7,586

Total current liabilities **\$3,547,177**

Long-term debt, less current portion	\$842,689
Deferred revenue, less current portion	\$210,117
Other liabilities	\$55,373

Total liabilities **\$4,655,356**

Total Net Assets:
\$49,166,338

Total Liabilities and
Net Assets: \$53,821,694

Desert Botanical Garden is committed to full transparency in financial stewardship. Our complete audited financial statements are posted on the website. There you will also find the annual IRS Form 990 filings for the Garden and Foundation. Please visit dbg.org to review these documents.

The Consolidated Statement of Financial Activities reports the results of Garden Operations excluding the effect of depreciation expense. Depreciation refers to the systematic allocation of the cost of long-lived assets, including buildings, furniture, fixtures, and equipment, to the periods that benefit from their use. Recording depreciation has no effect on the liquidity or cash flow of the Garden. It reflects an estimate of the using up of the economic value of tangible assets. In the financial statements it reduces the Change in Net Assets (and, therefore, Total Net Assets) and the carrying basis of Property and Equipment.

Unlike for-profit firms, not-for-profit organizations generally do not provide for the addition or replacement of major long-lived assets out of operations. Historically such entities look to capital contributions for those improvements. Hence, the financial performance for not-for-profits is best evaluated by analyzing operating results excluding the effects of depreciation. Depreciation expense recognized in the Garden's records for 2021 was \$1.5 million.

Auditor's Opinion | Desert Botanical Garden has received an unmodified opinion from their auditors, Mayer Hoffman McCann, P.C., on the audit of their financial statements for the year ended September 30, 2021.

BOARD *of* TRUSTEES

Officers

Amy Flood
President

Tammy McLeod
Immediate Past President

Jan Lewis
Vice President

Dan Perez
Vice President

Bruce Macdonough
Secretary

Paul J. Mountain
Treasurer

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Carol Schilling
Nancy Swanson

IN MEMORIAM



Herbert John Bool

He was the only child of Herb and Angela Bool, the "cactus people" part of the founding group of Desert Botanical Garden. Herb was active in many civic groups including The Phoenix Thunderbirds and served as board president of Heard Museum and Banner Foundation.



Virginia Cave

Virginia was a beloved member of Patrons Circle and Sonoran Circle and opened her home to host a Sonoran Circle event in 2015. An avid gardener herself, she supported the Garden in numerous ways, including a donation of three cardon cactus from her personal collection.

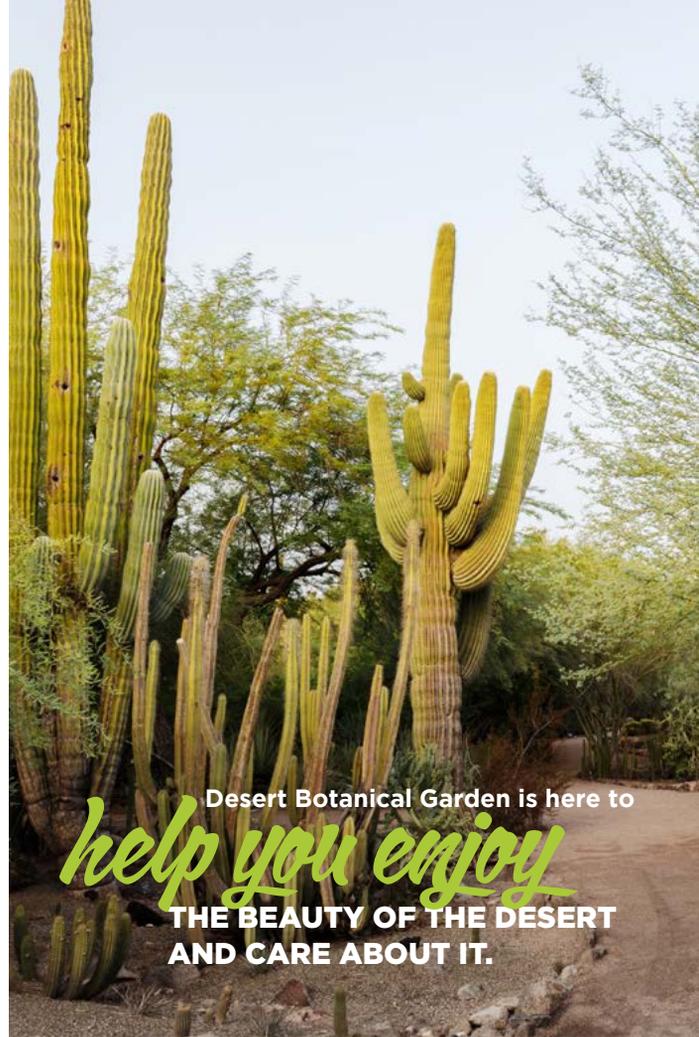


Carol Whiteman

Carol was a donor to the Garden since the 1980s in a variety of ways, through donated artwork and her time to support exhibits like the Gwen Popovac Mask exhibit in 2010, and the John Schaefer Exhibit in 2011.

“In 1939, Phoenix’s population could be seated in State Farm Stadium (65,000), the desert was plentiful and yet Gertrude Webster saw a need to conserve its beauty for future generations. That vision established the Garden. My husband Larry West and I are thrilled to support the Garden and are grateful to the tireless efforts of its staff, volunteers and board.”

— Amy Flood
President



Desert Botanical Garden is here to

help you enjoy
**THE BEAUTY OF THE DESERT
AND CARE ABOUT IT.**



Beverly Duzik

Senior Director of Membership
& Philanthropy | *retired*

Thank you **FOR YOUR SERVICE**

Since 2000, Beverly Duzik led the development team in planning, developing and managing the Garden’s philanthropy programs and relationships, contributed income and membership activities. During her tenure, Beverly recruited significant community support and marketing resources, which helped the Garden double local attendance and quadrupled membership. Thank you, Beverly for your 20 years of service to the Garden.



Our MISSION

The Garden's commitment to the community is to advance excellence in education, research, exhibition and conservation of desert plants of the world with emphasis on the Sonoran Desert. We will ensure that the Garden is always a compelling attraction that brings to life the many wonders of the desert.



Partial funding provided by the Phoenix Office of Arts and Culture through appropriations from the Phoenix City Council.

An Independent Licensee of the Blue Cross Blue Shield Association



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Phoenix, AZ 85008
480.941.1225 | dbg.org