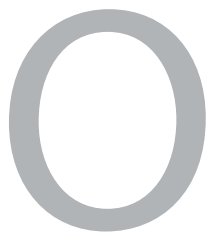




IMPACT REPORT 2021

GREATER DES MOINES BOTANICAL GARDEN 2022





Over the past few years, the Botanical Garden has grown. Looking to you and your neighbors for answers to new questions, we discovered a different way to be a part of the community.

Throughout this issue of Bloom, you'll read about the ways our transformation is reflected in annual admissions, accessibility, community partnerships, and more. Thank you for allowing us to be a part of your lives!

As a nonprofit we have a mission, or a goal, we are striving to achieve. While our mission remains the same, it has become evident the ways in which we choose to reach that mission have shifted. With new guiding principles, your Botanical Garden team—both staff and volunteers—established values that reflect what the Garden stands for. Our values will serve to inspire, guide, and inform our work each day.

Kim Perez, President & CEO

OUR VALUES

We are a community
of people welcoming all to join us in caring for one another and the plant communities that make up our Garden.

We are growers
who, with many hands, cultivate and nurture a thriving ecosystem filled with plants and people.

We are curious
and passionate about the natural world, and we are dedicated to doing our part to sustain and protect it for future generations.

We are committed
to creating and tending gardens where joy is experienced, curiosity is cultivated, and lifelong memories are made and cherished.

We lead with kindness
in all we do to create an environment promoting the growth of our plants, our people, and our community. •

IMPACT REPORT 2021-2022

BY THE NUMBERS:
A CELEBRATION OF
PROGRESS AT THE
GREATER DES MOINES
BOTANICAL GARDEN

JULY 1, 2021-JUNE 30, 2022

TOTAL GUESTS WELCOMED

134,064

13,945

FREE
ADMISSIONS

30,835

YOUTH
ADMISSIONS

3,550

MEMBER
HOUSEHOLDS

11,183

INDIVIDUALS
REACHED THROUGH
EDUCATION
AND OUTREACH

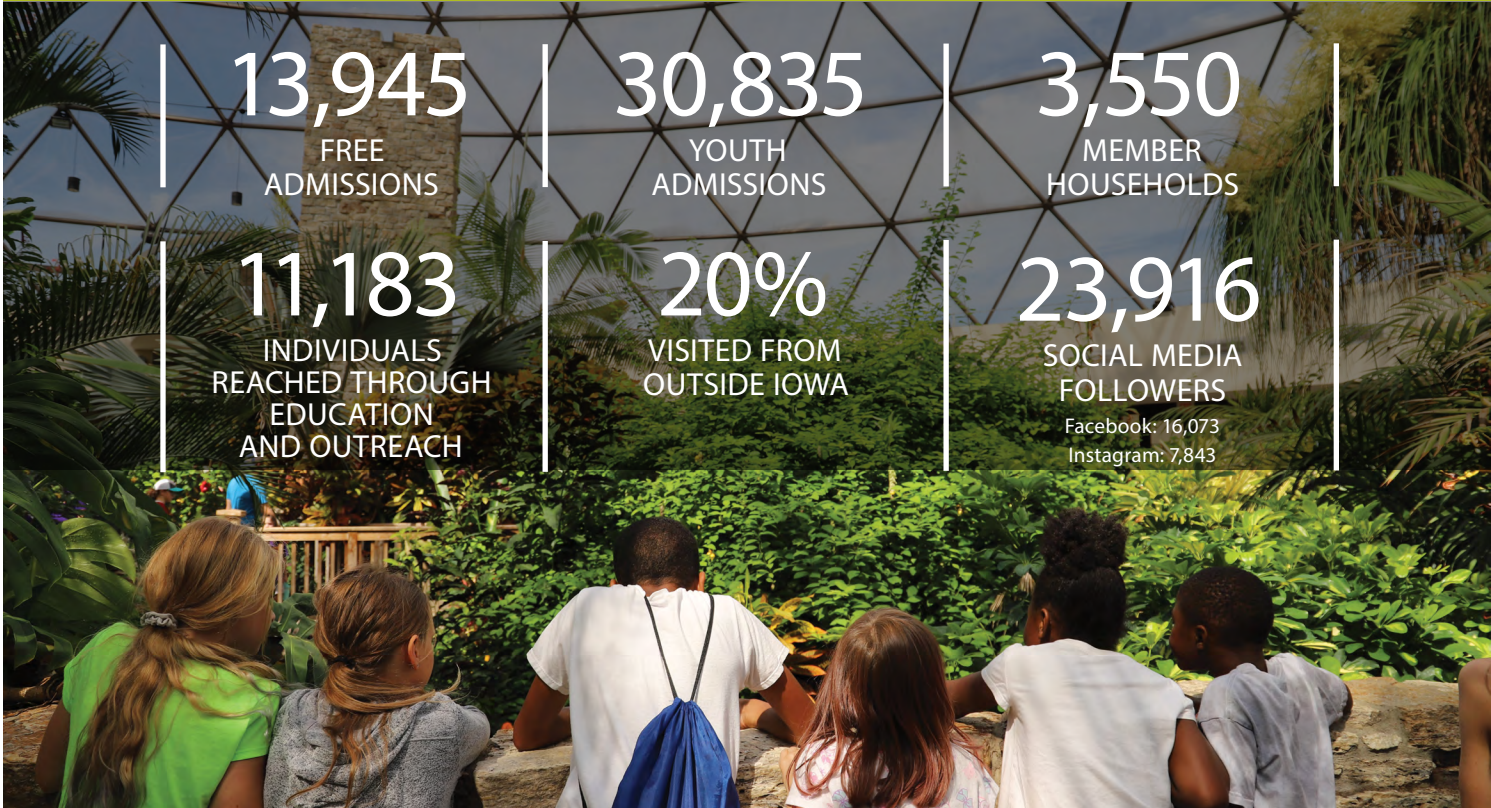
20%

VISITED FROM
OUTSIDE IOWA

23,916

SOCIAL MEDIA
FOLLOWERS

Facebook: 16,073
Instagram: 7,843





| 404
VOLUNTEERS

| 17,302
VOLUNTEER
HOURS |

VOLUNTEER SPOTLIGHT:
NANCY DUNBAR

Nancy became a volunteer in 2009 after a friend and fellow Master Gardener asked her to volunteer in the Gardeners Show House. At the time, Master Gardeners created the displays and cared for the plants. Thirteen years later, she continues to enjoy her weekly shifts at the Botanical Garden.

Over the years, Nancy has helped with special events like Spring Garden Festival, Trick or Trees, Champagne and Chocolate, and Earth Day. While teaching a variety of adult classes at the Garden, she's been able to tap into her many skills as a former art teacher.

In 2020, Nancy was recruited to serve on the Friends Chapter, a

volunteer leadership council. While serving on the council, she began researching steps required to establish an artisan guild comprised of creative volunteers. As a craftsperson herself, she began making note cards using dried flowers procured from the Garden. These very cards became the first item produced and sold by the Botanical Artisan Guild. She still creates the cards with the help of the many Botanical Artisan Guild volunteers.

Since its inception, the Guild has evolved to create a wider variety of items sold in the Garden Shop. All Botanical Artisan Guild sales support the Botanical Garden.



"BOTANICAL ARTISAN GUILD IS MY FAVORITE THING TO DO BESIDES PLAYING WITH PLANTS. THE GARDEN HAS BECOME LIKE A SECOND FAMILY TO ME BECAUSE OF THE MANY GOOD FRIENDS I HAVE MADE, HOW WELCOMING THE STAFF IS, AND HOW VALUABLE THEY MAKE ME FEEL."

Nancy Dunbar,
Garden Volunteer

PINEAPPLE PROGRAM

THE PINEAPPLE PROGRAM IS DESIGNED TO INCREASE ACCESSIBILITY BY REDUCING COST BARRIERS, PROVIDING EQUITABLE OPPORTUNITIES IN ARTS AND CULTURE, AND DEVELOPING INNOVATIVE PROGRAMS.

3,534

LIBRARY ADVENTURE PASS ADMISSIONS

(with a pass from 44 participating libraries throughout Iowa)

3,183

MUSEUMS FOR ALL ADMISSIONS

(for EBT and WIC card holders)

325

COMMUNITY MEMBERSHIP ADMISSIONS

(for local organizations serving those in need)

50

WE GROW TOGETHER PARTNERS

Program launched in 2021 allows the Botanical Garden to connect with local organizations to better serve the community through free access and unique programs for underserved individuals.

2,810

FREE COMMUNITY DAY ADMISSIONS



CULTIVATING COMMUNITY



PROGRAM SPOTLIGHT:
CORTEVA AGRISCIENCE AND
BLANK PARK ZOO

In spring 2022, Corteva Agriscience, Blank Park Zoo, and the Botanical Garden collaborated to connect plants, animals, and our community. Corteva employees, who support the Garden in many ways, volunteered their time to remove invasive honeysuckle south of the Botanical Garden greenhouses. The plant material was transported to the Blank Park Zoo and devoured by the animals.

The Garden—and the animals at the Blank Park Zoo—are so grateful for our community partners!

“I LOVE INTERACTING WITH MEMBERS OF THE COMMUNITY AND HELPING PEOPLE LEARN HOW THEY CAN MAKE A POSITIVE IMPACT ON THE WELL-BEING OF OUR ANIMALS SIMPLY BY CUTTING INVASIVE PLANT SPECIES FOR OUR GIRAFFES AND RHINOS TO EAT! A LOT OF ANIMALS AT THE ZOO BENEFITTED FROM THIS DONATION, INCLUDING SMALLER SPECIES LIKE PORCUPINES, RABBITS, CHINCHILLAS, TURTLES, AND TORTOISES.”

Mirelle Goetz,
large mammal keeper, Blank Park Zoo

EDUCATION BLOSSOMS



PROGRAM SPOTLIGHT:
PLANT PET PROGRAM

“WHEN WE
START
EDUCATING
CHILDREN
AT A YOUNG
AGE ON THE
IMPORTANCE
OF PLANTS
THROUGH
HANDS-ON
ACTIVITIES,
IT NOT ONLY
AFFECTS
THEIR
ATTITUDES
BUT IMPACTS
THEIR
FUTURE.”

Barbara Adams,
Findley Elementary
School Principal



3 SCHOOLS 19 PET PLANTS 2,510 STUDENTS

The Plant Pet Program, sponsored by IMT Insurance, launched in 2021 and offers classroom pet plants and educational resources to low-income schools in Des Moines. This program fosters curiosity and excitement around the world of plants by incorporating plants into classrooms, providing Next Generation Science Standard aligned lessons, hands-on learning, field trip opportunities, and more.

The Garden partners with By Degrees Foundation, an organization that works with schools to increase high school graduation and postsecondary readiness rates, to identify classrooms that would most benefit from this program. The Plant Pet Program is currently at Findley Elementary, Harding Middle, and North High schools, with plans to expand in the next year.

GROWING OUR GARDENS



12
DEVELOPED ACRES
Including nearly four acres of free public access

18
GARDEN SPACES

3,253
UNIQUE SPECIES AND CULTIVARS



3+ ACRES ADDED
FOUNDERS GARDEN: Over 1,500 plants installed
HILLER FAMILY RAIN GARDEN: Over 3,500 plants installed
ROBERT D. RAY ASIAN GARDEN: Over 20,000 plants installed



PLANT SPOTLIGHT:
MEET SMILEY!

The horticulture team receives an average of five plant donation inquiries per month. Throughout the year, fewer than 20 percent of those plants are accepted into the Garden’s collection. Each inquiry undergoes a selection process to determine plant health, size, diversity of species from current plants in the collection, and available space. When an exceptional plant gets accepted into the collection, there is often a story that comes along with it.

Smiley, lovingly named by its donor, is a split leaf philodendron (*Philodendron* sp.). Rescued from a rental property, it thrived in its new home, reaching a massive size of 7 feet by 5 feet, overwhelming its space. After the donor reached out to find a new home for Smiley, Botanical Garden staffers traveled to Iowa Falls to transport the mammoth philodendron to Des Moines. Smiley sat in quarantine for a month before being placed into the conservatory.

THE BOTANICAL GARDEN FLOURISHES



BOTANICAL BLUES

28
PERFORMANCES

4,918
ATTENDEES

MUSIC IN THE GARDEN

16
PERFORMANCES

3,275
ATTENDEES

“WE REALLY LIKE COMING TO THE BOTANICAL GARDEN TO HEAR THE MUSIC ON A THURSDAY NIGHT. IT’S SO FUN TO BE OUTSIDE IN THE GARDENS AND SEE ALL THE FLOWERS AND TREES AND PLANTS WHILE LISTENING TO TALENTED MUSICIANS!”

David Grant, Garden volunteer

DES MOINES’ PEOPLE’S CHOICE AWARD WINNERS

GOLD:

BEST PLACE TO VOLUNTEER
BEST EVENT VENUE
BEST FAMILY ATTRACTION

SILVER:

BEST WEDDING VENUE

1M

visitors welcomed since opening doors as
the Greater Des Moines Botanical Garden in 2013

19,778

Attendees at
signature events

2,031

Packages of bulbs sold at
Fall Bulb Market

7,375

Plants sold at
Spring Garden Festival

MISSION:
EXPLORING, EXPLAINING, AND CELEBRATING
THE WORLD OF PLANTS.

TOP
PARTNERS



Faegre Drinker Biddle & Reath LLP
The Fred Maytag Family Foundation
Wallace Genetic Foundation

SEASON
SPONSORS



Katie and Mike Abbott
AC Hotels
Mertze Anderson
American Enterprise
American Equity
Atlantic Coca-Cola Bottling
Company
Baker Group
Bankers Trust
Nancy Bone
Central Iowa Blues Society
CFO Advantage
Joyce Chapman
Jean and Craig Clabaugh
GreenState Credit Union
Martha Henrichs
Homesteaders Life Company
Iowa State Bank
Kemin Industries
Kwik Trip, Inc.
Lawn Ranger
MidAmerican Energy
Polly Moore

SEASON SPONSORS

Brenda and Bernie Mouw

Nationwide

Pauline and William Niebur

Mary Oothout

Polk County Board of Supervisors

Prairie Meadows Casino and Hotel

Renewable Energy Group

Melinda and Charles Ruperto

Cynde and Richard Schreiber

Deb Wiley and John Schmidt

Jennifer and Travis Sheets

Jill and Daniel Stevenson

Susan and Carl Voss


Vicki and Bill Wallace

Katie Walsh

West Bank

Linda Westergaard

Ward 2 City Council



HELLEBORUS NIGER 'HGC
JACOB', ALSO KNOWN AS
JACOB CHRISTMAS ROSE,
BLOOMING IN THE
GARDENERS SHOW HOUSE.