



**Greater Des Moines  
Botanical Garden**

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**FOR IMMEDIATE RELEASE**

February 27, 2025

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**Botanical Garden Launches “Welcome, Gather, Grow” Campaign**

*Goal of \$9+ million will meet growing demands, needs of community*

**DES MOINES, Iowa (Feb. 27, 2025)** – The Greater Des Moines Botanical Garden, a non-profit organization most known for its spectacular indoor gardens, has announced a new capital campaign, “Welcome, Gather, Grow,” with a goal of raising \$9+ million by summer 2025.

In a Feb. 19 event with campaign donors, community partners, local elected officials and annual donors, Botanical Garden president and CEO Kim Perez cited the growing demand of the community and how the Botanical Garden serves as a connection point between plants, people and the natural world. She also provided an update on the silent phase of the campaign, during which more than \$8 million in funds have been committed.

Nearly 100 individuals, corporations and foundations have already pledged their support for the Welcome, Gather, Grow campaign. This includes four lead gifts of \$1 million each from the Tom & Linda Koehn Foundation, Ed & Sue Kenny, Susan Moore, and the Meredith Corporation Foundation. The campaign is chaired by Christine Hensley and Linda & Tom Koehn.

“Each year, nearly 150,000 visitors from all 50 states make a stop to the Greater Des Moines Botanical Garden,” said Perez. “For some, it’s a destination. For others, it’s a regular part of their respite, culture or education practices. Since opening the doors 45 years ago, the Botanical Garden has become a place where all feel welcome to gather, grow and find their true nature. This campaign ensures we can continue to do that for generations to come.”

With this announcement, the Botanical Garden and campaign cabinet invite the public to join the “Welcome, Gather, Grow” effort. Aspects of the campaign include these updates and improvements:

- **Welcome:** creating a sense of place, and a welcoming, safe environment to connect our community. This includes new free-access gardens, updated wayfinding and educational signage, and a visible statement entrance arch.
- **Gather:** enhancing the Gardeners Show House and North Gallery event spaces to better support horticultural and event experiences. This includes a completely updated Gardeners Show House

for visitors to enjoy, updated North Gallery event spaces to meet event rental demand, and updated security controls and lighting.

- **Grow:** expanding the garden entry to improve and enlarge gathering spaces. The highlight will be a new lobby with dedicated admissions space, an expanded garden shop, and new outdoor garden access.

For more information on the “Welcome, Gather, Grow” campaign or to become involved, [visit the website](#).

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#### **About the Greater Des Moines Botanical Garden**

*The Greater Des Moines Botanical Garden is a vibrant, 12-acre public garden in the heart of downtown Des Moines. Guided by a mission of exploring, explaining, and celebrating the world of plants, the Botanical Garden is more than a dome, is **the connection point** between plants, people and the natural world. It's a place where you can **be who you are, do the things you love and spend time** with the people who matter most. A place where anyone can explore, create, connect and **find their true nature**. The Botanical Garden is a 501(c)(3) privately governed, not-for-profit institution.*