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**Greater Des Moines
Botanical Garden**



Sammons
FINANCIAL

Greater Des Moines Botanical Garden Receives \$20,000 Donation from Sammons Financial Group

Gift will expand the Pineapple Program, increasing access to nature, education, and cultural experiences for underserved individuals and families across Central Iowa.

DES MOINES, Iowa (October 6, 2026) – [The Greater Des Moines Botanical Garden](#) has received a \$20,000 donation from [Sammons Financial Group](#) to support its Pineapple Program, an access initiative designed to reduce financial barriers to experiencing the Garden.

Named after the pineapple, a universal symbol of welcome and hospitality, the Pineapple Program provides free and reduced-cost admission, memberships, and educational experiences for low-income individuals and families throughout Central Iowa.

“At the Botanical Garden, we believe everyone deserves the opportunity to connect with plants, participate in educational experiences, and find a welcoming place to learn, grow, and belong,” said Kim Perez, President and CEO of the Greater Des Moines Botanical Garden. “Sammons Financial Group’s generous support will help remove barriers and welcome more individuals and families to experience the Garden. We are grateful for their investment in this important work and the community we serve.”

Marcy Baker, Chair of Sammons Financial Group’s Community Involvement Committee added, “Sammons Financial Group is pleased to support the Pineapple Program and its work to make the Botanical Garden more accessible to our community. As an employee-owned company, we are proud to support programs that reflect what matters to our employees and that expand access to meaningful community resources.”

The Pineapple Program provides access through several coordinated initiatives:

- **Museums for All** provides free general admission for up to four visitors presenting a WIC or SNAP benefits card and photo ID.
- **Pineapple Memberships** build on Museums for All by providing Iowa WIC and SNAP benefits cardholders with a free, one-year household membership, encouraging repeat

visits and deeper engagement with the Garden.

- **Iowa Adventure Pass** provides free admission for two adults and two through metro and regional libraries.
- **Community Days** offer free admission on Earth Day, Mother's Day, Father's Day, and Veterans Day, welcoming thousands of visitors.
- **Community Memberships** allow registered nonprofits serving clients to bring groups of up to 12 people to the Garden during general admission hours or for planned group experiences.
- **Free Pass Distribution** through outreach initiatives and community partnerships, including Des Moines Public Schools, extends opportunities to experience the Garden to more families.
- **Community Partner Education** provides Community Membership holders and other client-serving nonprofits with discounted educational programs at the Garden or in community settings.

In fiscal year 2026, these initiatives provided Garden access to more than 12,000 individuals. Learn more about the Greater Des Moines Botanical Garden's community impact in its most recent [Impact Report](#).

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About the Greater Des Moines Botanical Garden

[The Greater Des Moines Botanical Garden](#) is more than a dome. It is a connection point between plants, people and the natural world. Located in downtown Des Moines along the Des Moines River, the 12-acre urban oasis invites people to explore, create, connect, and find their true nature. Since 1979, the nonprofit Botanical Garden has grown to include its iconic 80-foot-tall geodesic-domed conservatory, 18 outdoor gardens, a bonsai collection, seasonal displays, educational programs, signature events, and experiences for all ages. The Botanical Garden continues to grow through the generous support of its members, volunteers, donors, and community partners.

About Sammons Financial Group, Inc.

The companies of [Sammons Financial Group](#) help families and businesses by empowering futures and changing lives. Sammons Financial Group is an employee owned by member companies that are among the most enduring and stable in the financial services industry. Sammons Financial Group is Midwest-based, with offices in Iowa, Illinois, Minnesota, North Dakota, Ohio, Pennsylvania, South Dakota and Virginia.