MISSION
Olbrich Botanical Gardens enriches life by nourishing and sharing the beauty of gardens, the joy of gardening, the knowledge of plants, and the diversity of our world. Olbrich Botanical Gardens is dedicated to the creation, conservation, and interpretation of gardens and plant collections hardy to the American Midwest or native to the world’s tropical forests for study, enjoyment, and public benefit.

VISION
Olbrich Botanical Gardens will be a locally treasured and globally renowned source of beauty and education celebrating the importance of plants in a sustainable world.

VALUES
Olbrich Botanical Gardens is a place where:

• Gardens, facilities, and programs serve people of all ages, abilities, and incomes.
• Relationships with staff, volunteers, and friends are conducted with the highest integrity, respect, and consideration.
• Excellence is the standard and service is exemplary.
• Public and private partnerships are essential.
• The community is served and the region is celebrated.
• Contributions are made to global solutions.
• The joy, diversity, wonder, and beauty of plants can be shared by everyone.

2018 ANNUAL REPORT
A Fieldstone Pyramid built in the Moonlight Meadow by artist Steve Coster of Northwind Perennial Farms thanks to a donation from the Franken Family.

The interactive, immersive Garden to Glass: Totally Tropical experience debuted in collaboration with Destination Madison’s Essential Madison Experiences initiative.

Some volunteers really got into character while welcoming visitors to Olbrich’s Blooming Butterflies!

Reincarnation (above) by Benjamin Smith & Riley Hayes was voted “Best in Show” by GLEAM visitors.
2018 BY THE NUMBERS

335,153 visitors in 2018

322 children and adults participated in Little Sprouts Story and Stroll programs

166 Young and High School Writers Camp participants

More than 25,000 plants grown from seed in Olbrich’s greenhouses

More than 7,100 member households

We planted:
- 16,326 annuals
- 4,124 bulbs
- 2,164 perennials
- 6,751 ornamental grasses
- 268 shrubs
- 96 trees

1,788 lbs of produce donated to food pantries from the Children’s Kitchen Garden

3,729 participants in Explorer School Programs

1,931 Gardening Questions answered in the Schumacher Library

125% increase of GLEAM attendees in 2018 compared to first year

27,444 people learned about conservation efforts and the life cycle of butterflies during the Blooming Butterflies exhibit

More than 27,000 volunteer hours logged in 2018

64,813 items sold in Olbrich’s Growing Gifts Shop

389 Explorer School Program scholarships for area students & teachers

More than 25,000 plants grown from seed in Olbrich’s greenhouses

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REVIEWING A FINANCIALLY HEALTHY YEAR for the Olbrich Botanical Society

Olbrich Botanical Society (OBS) is committed to effective financial management and transparency to achieve the Gardens’ mission. We changed our annual report format to better display our financial year. The *Statement of Financial Position* in the sidebar includes both the Olbrich Botanical Society and the Olbrich Botanical Society Foundation (OBSF). The *income* and *expenses* listed below are only the OBS operating numbers with the endowment (OBSF) noted.

Program expenses include education, garden maintenance, events, exhibitions, and outreach. The Olbrich Botanical Society fully funds education, events, exhibitions, and outreach and assists with garden maintenance and volunteer support and management in partnership with the City of Madison. Programs are 80% of the OBS budget.

Supporting expenses include the costs of administration, fundraising, and membership recruitment and retention. Supporting expenses make up 20% of the OBS budget.

### Consolidated Statement of Financial Position

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$564,736</td>
</tr>
<tr>
<td>Unconditional promises to give</td>
<td>$5,750</td>
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<tr>
<td>Due from City of Madison</td>
<td>$14,855</td>
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<tr>
<td>Inventories</td>
<td>$130,345</td>
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<tr>
<td>Prepaid expenses</td>
<td>$25,503</td>
</tr>
<tr>
<td>Beneficial interest in assets held by Madison Community Foundation</td>
<td>$101,004</td>
</tr>
<tr>
<td>Investments</td>
<td>$6,829,477</td>
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<tr>
<td>Cash restricted for capital campaign</td>
<td>$1,464,753</td>
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<tr>
<td>Certificates of deposit restricted for capital campaign</td>
<td>$2,748,561</td>
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<tr>
<td>Unconditional promises to give for capital campaign, net of discount</td>
<td>$241,535</td>
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<tr>
<td>Interest receivable restricted for capital campaign</td>
<td>$13,436</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$12,139,955</strong></td>
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<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Accounts payable &amp; accrued expenses</td>
<td>$95,142</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$7,911</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$103,053</strong></td>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
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<tbody>
<tr>
<td>Without donor restrictions</td>
<td>$6,097,735</td>
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<tr>
<td>With donor restrictions</td>
<td>$5,939,167</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$12,036,902</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$12,139,955</strong></td>
</tr>
</tbody>
</table>

### Consolidated Statement of Activities

| REVENUE - UNRESTRICTED |
| --- | --- |
| Net Gift Shop Sales | $20,871 |
| Contributions | $598,720 |
| Membership Dues | $384,479 |
| Education Programs | $83,222 |
| Events & Exhibitions | $620,326 |
| Investment Income (loss) | ($454,916) |
| Miscellaneous | $4,530 |
| **Total Unrestricted Revenue** | **$1,257,232** |

<table>
<thead>
<tr>
<th>EXPENSES - PROGRAM SERVICES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>$366,093</td>
</tr>
<tr>
<td>Garden Maintenance (indoor and outdoor)</td>
<td>$352,334</td>
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<tr>
<td>Events and Exhibitions</td>
<td>$437,515</td>
</tr>
<tr>
<td>Outreach, Public Relations &amp; Marketing</td>
<td>$406,859</td>
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<tr>
<td>Volunteer Program Support</td>
<td>$7,164</td>
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<tr>
<td><strong>Total Program Services Expenses</strong></td>
<td><strong>$1,569,965</strong></td>
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<table>
<thead>
<tr>
<th>EXPENSES - SUPPORTING ACTIVITIES</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; General</td>
<td>$118,143</td>
</tr>
<tr>
<td>Fundraising &amp; Development</td>
<td>$188,614</td>
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<tr>
<td>Membership Development</td>
<td>$86,513</td>
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<tr>
<td><strong>Total Supporting Activities Expenses</strong></td>
<td><strong>$393,270</strong></td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,963,235</strong></td>
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<table>
<thead>
<tr>
<th>NET ASSETS WITHOUT DONOR RESTRICTIONS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction of purpose and time restrictions</td>
<td>$58,667</td>
</tr>
<tr>
<td>Change in Unrestricted Net Assets</td>
<td>($647,336)</td>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS WITH DONOR RESTRICTIONS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$232,449</td>
</tr>
<tr>
<td>Satisfaction of purpose and time restrictions</td>
<td>($58,667)</td>
</tr>
<tr>
<td>Change in Net Assets with Donor Restrictions</td>
<td>$173,782</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>($473,554)</td>
</tr>
</tbody>
</table>
2018 Olbrich Botanical Society

BOARD OF DIRECTORS*

PRESIDENT
William F. White

VICE PRESIDENT
Julie Rupert

SECRETARY
R. Richard Wagner

TREASURER
Mary Phillips

PAST PRESIDENT
Kevin Hess

DIRECTORS
Alnisa Allgood
Renee Boyce
Philip Bradbury
Julie Herfel
Dan Lauffer
Susan Derse Phillips
Timothy W. Sherry
Michelle Taschek

EX OFFICIO
David Ahrens, District 15 Alder
Betty Chewning, Neighborhood Association Representative
Eric Knepp, Madison Parks Superintendent
Laurel Neverdahl, Olbrich Garden Club President
Marsha Rummel, District 6 Alder
Roberta Sladky, Olbrich Botanical Gardens Director

ADVISORY BOARD
Fred Anderson
Dennis P. Birke
Jack Bolz
Jt Covelli
Jennifer Curliss
Sandy Dolister
Elizabeth Ogren Erickson
Edith Lawrence-Hilliard
Jeff Levy
Janet Loewi
Dale F. Mathwich
Dan Matson
Jerry Minnich
Tricia Perkins
Emanuel Scarbrough
Barbara L. Tensfeldt
Paul Williams

2018 Olbrich Botanical Society

FOUNDATION BOARD*

OFFICERS
Sandy Dolister, President
Timothy W. Sherry, Vice President
Phyllis Lovrien, Secretary/Treasurer

DIRECTORS
Dennis Birke
Jack Bolz
Kevin Hess, ex officio
Jeff Levy
Dan Matson
Mary Phillips, ex officio
Roberta Sladky, ex officio
William F. White, ex officio

Horticulturist Katey Pratt taught a group of adult learners about daylilies in the Outdoor Gardens.

Olbrich’s Explorer School Program relies on volunteers to teach kids about botany, ecology, and tropical environments.
OLBRICH BOTANICAL GARDENS STAFF*

ADMINISTRATION
Roberta Sladky, Director
Patti Jorenby, Rental Coordinator
Rylee Schuchardt, Financial Coordinator
Kai Skadahl, Education Registrar/Customer Service
Hannah Tubbs, Visitor Services Coordinator

CONSERVATORY & GREENHOUSE
Colten Blackburn, Conservatory Curator
Amanda Dix, Assistant Curator
Terry Hodge, Conservatory & Orchid Horticulturist
Intern: Mia Kennel

DEVELOPMENT
Joe Vande Slunt, Director of Development
Jake Immel, Donor Engagement & Grants Manager
Elizabeth Spry, Membership & Development Associate
Membership Weekend Supervisor: Reve Astor

EDUCATION
Jane Nicholson, Director of Education
Sarah Ellis, Youth & Family Programs Coordinator
Kimberly North, Youth & Family Programs Manager
Aleeh Schwoerer, Education Registrar
Tram Drivers: Bob Borman, Gary Case, Kia Conrad, Sharon Larson, Russell Potter, Mike Sloan, Susan Stein
Intern: Sophia Pincus-Kazmar

GROWING GIFTS SHOP
Camela King, Manager
Mary Chandler, Retail Associate
Jeanne Kessenich, Assistant Manager
Kathy Riphahn, Retail Associate
Sheridan Schakelman, Retail Associate
Cindy Sullivan, Assistant Manager

HORTICULTURE/OUTDOOR GARDENS
Jeff Epping, Director of Horticulture
Samara Eisner, Horticulturist
Avery Marcott, Horticulturist
Kate McWhirter, Plant Recorder
Katey Pratt, Horticulturist
Erin Presley, Horticulturist
Dan Schuknecht, Horticulturist
Phillip Stutz, Horticulturist
Aaron Wilkie, Garden Facilitator
Samantha Malone, Horticulturist
Seasonal Gardeners: Michael-Paul Czechanski, Emily Skogen
Interns: Eva Ballering, Issy Bilek, Olivia De Castro, Oliver Hall, Sarah Smilanich

MAINTENANCE
Jim Maier, Facility Maintenance Worker
Building Attendants: David Anotonacci, Sam Lechnir, Greg Monson (Weekend Building Coordinator), Nika Taylor, Tyler Thompson, Bryant Ward (Weekend Building Coordinator)

PROGRAMS & EXHIBITIONS
Melissa Jeanne, Special Projects Manager
Mike Gibson, Program Specialist
Special Events Intern: Jenna Mrotek
Blooming Butterflies: Veronika Bienvenu-Neville, Nora Haugen-Wente, Barb Roth
Garden to Glass: Veronika Bienvenu-Neville, Doug Davis, Susan Switzer
GLEAM: Veronika Bienvenu-Neville, Mary Chandler, Crystal Green, Hywania Thompson
Holiday Show: Braden Jorenby, Caitlin McAleavey, Barb Roth
Spring Show: Phyllis Davis, Sally Kelly, Chris Kress, Ian Mac Allister, Diane Mertens, Barb Roth, Hywania Thompson

PR & MARKETING
Katy Plantenberg, PR & Marketing Manager
Tom Fullmer, Marketing & Special Events Coordinator

VOLUNTEER SERVICES
Marty Petillo, Volunteer Services Manager
Wanda Fullmore Intern: Ryan Kwiatkowski

WELCOME NEW EMPLOYEES
Mary Chandler, Retail Associate
Mike Gibson, Program Specialist
Terry Hodge, Conservatory & Orchid Horticulturist
Hallie Imperl, Building Attendant
Kathy Riphahn, Retail Associate
Rylee Schuchardt, Financial Coordinator
Aleeh Schwoerer, Education Registrar
Elizabeth Spry, Membership & Development Associate

FAREWELL TO
Cindy Cary, Tropical Plant & Wildlife Specialist
Angela Donahue, Financial Coordinator
Halie Fass, Retail Associate
Matt Gall, Maintenance Mechanic II
Lynn Jacobson, Horticulture Librarian
Ruby Koca, Retail Associate
Don Saunders, Maintenance Mechanic II
Ashly Mehlfhaff, Director of Development
Graham Washburn, Membership Assistant

*As of December 31, 2018
The design/development phase of the Learning Center and Greenhouse project was completed.

A groundbreaking ceremony took place on September 6, 2018 where the “Frautschi Family Learning Center” name was unveiled.

Olbrich staff participated in ADRC’s Dementia Communications Training in March of 2018. Twelve Dementia Communications trainings were held at Olbrich; most were led by Olbrich staff. All Olbrich staff (42), 145 Olbrich Volunteers, and 5 guests participated in Dementia Communications Training.

More than 335,000 people visited Olbrich Botanical Gardens and the Bolz Conservatory in 2018.