



SWALLOWTAILS

Swallowtails are a large family of butterflies, with over 400 species in the world. They are known for their distinctive shape, which resembles a swallow's tail. Many species have bright colors and patterns on their wings.



BRUSH-FOOTED BUTTERFLIES

This is a large family of butterflies, with over 1,000 species in the world. They are known for their distinctive shape, which resembles a brush-foot. Many species have bright colors and patterns on their wings.



2018 ANNUAL REPORT
OLBRICH BOTANICAL GARDENS

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.



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



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



64,813 items sold

in Olbrich's Growing Gifts Shop

322 children

and adults participated
in Little Sprouts Story
and Stroll programs



3,729 participants

in Explorer School Programs



125% increase of GLEAM

attendees in 2018 compared to first year



More than

27,000

volunteer

hours logged in 2018

166 Young and
High School Writers
Camp participants



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



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

1,931 Gardening Questions

answered in the Schumacher Library



389 Explorer

School Program



scholarships for area
students & teachers

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

ASSETS

Cash and cash equivalents	\$564,736
Unconditional promises to give	\$5,750
Due from City of Madison	\$14,855
Inventories	\$130,345
Prepaid expenses	\$25,503
Beneficial interest in assets held by Madison Community Foundation	\$101,004
Investments	\$6,829,477
Cash restricted for capital campaign	\$1,464,753
Certificates of deposit restricted for capital campaign	\$2,748,561
Unconditional promises to give for capital campaign, net of discount	\$241,535
Interest receivable restricted for capital campaign	\$13,436
Total assets	\$12,139,955

LIABILITIES

Accounts payable & accrued expenses	\$95,142
Deferred revenue	\$7,911
Total liabilities	\$103,053

NET ASSETS

Without donor restrictions	\$6,097,735
With donor restrictions	\$5,939,167
Total net assets	\$12,036,902
Total liabilities and net assets	\$12,139,955

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

EXPENSES - PROGRAM SERVICES

Education	\$366,093
Garden Maintenance (indoor and outdoor)	\$352,334
Events and Exhibitions	\$437,515
Outreach, Public Relations & Marketing	\$406,859
Volunteer Program Support	\$7,164
Total Program Services Expenses	\$1,569,965

EXPENSES - SUPPORTING ACTIVITIES

Management & General	\$118,143
Fundraising & Development	\$188,614
Membership Development	\$86,513
Total Supporting Activities Expenses	\$393,270
Total Expenses	\$1,963,235

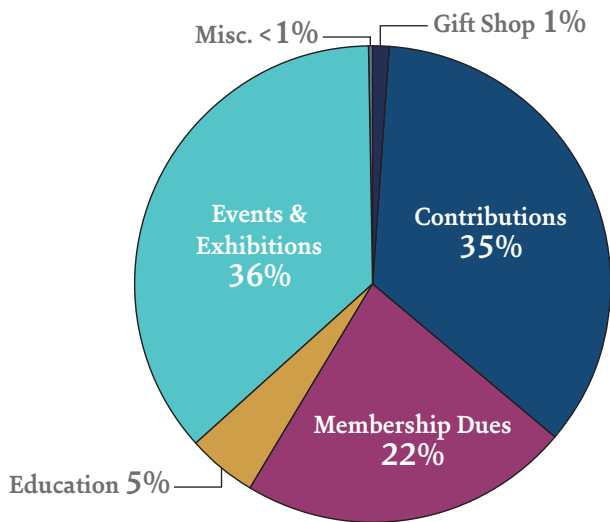
NET ASSETS WITHOUT DONOR RESTRICTIONS

Satisfaction of purpose and time restrictions	\$58,667
Change in Unrestricted Net Assets	(\$647,336)

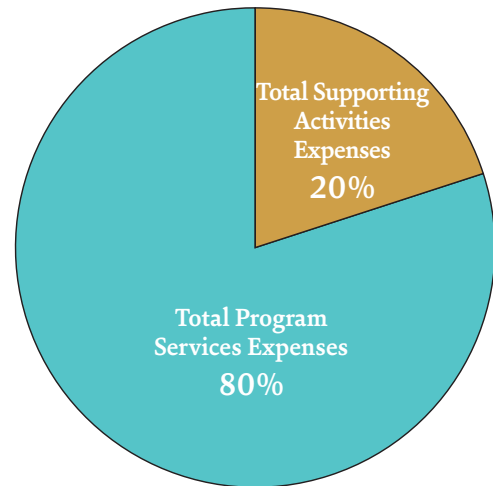
NET ASSETS WITH DONOR RESTRICTIONS

Contributions	\$232,449
Satisfaction of purpose and time restrictions	(\$58,667)
Change in Net Assets with Donor Restrictions	\$173,782
Change in Net Assets	(\$473,554)

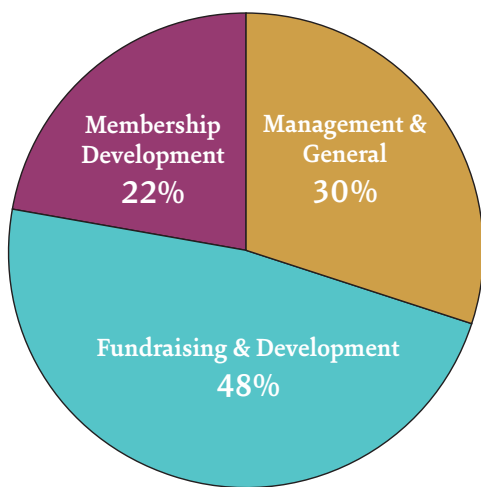
OBS/OBSF REVENUE



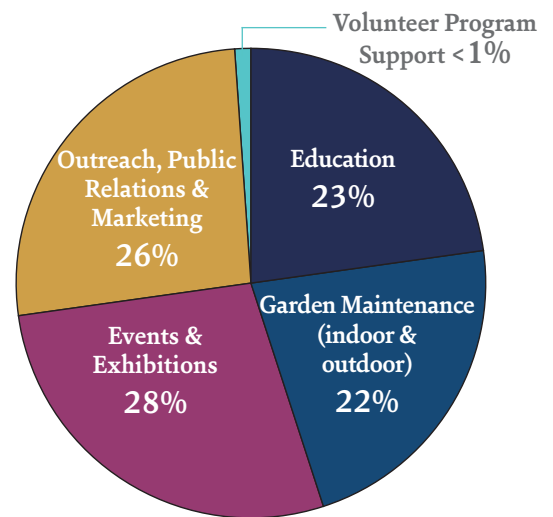
PROGRAM SERVICES VS SUPPORTING ACTIVITIES EXPENSES



SUPPORTING ACTIVITIES EXPENSES



PROGRAM SERVICES EXPENSES





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.

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*

OLBRICH BOTANICAL GARDENS STAFF*

ADMINISTRATION

Roberta Sladky, Director
Patti Jorenby, Rental Coordinator
Rylee Schuchardt, Financial Coordinator
Kai Skadah, 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

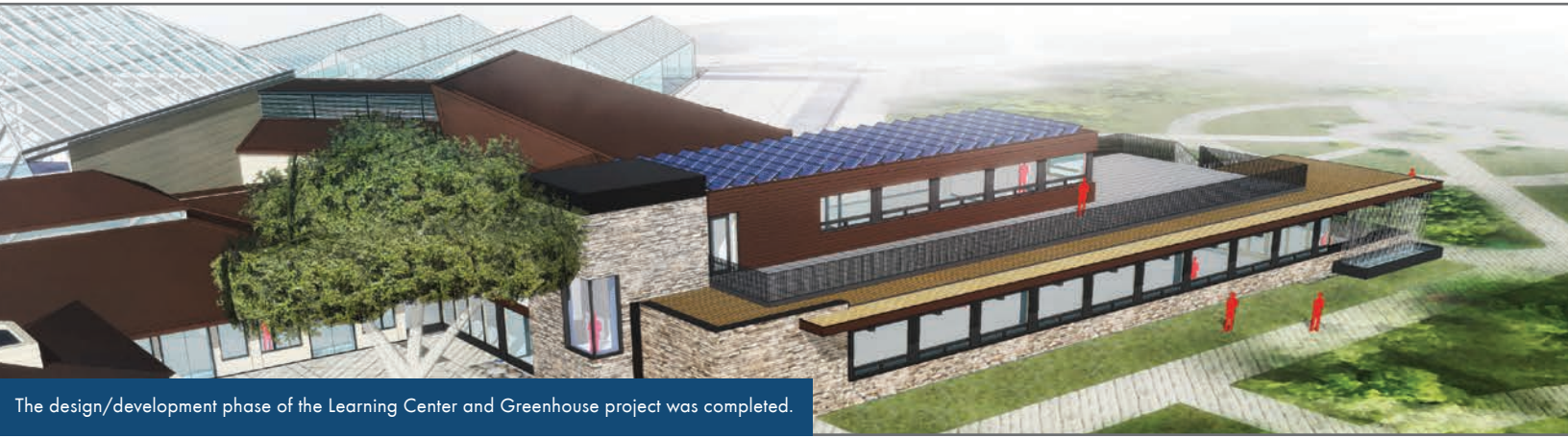
WELCOME NEW EMPLOYEES

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
Ashlyn Mehlhaff, 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.



OLBRICH BOTANICAL GARDENS

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 Madison, WI 53704
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