



PHS PENNSYLVANIA
HORTICULTURAL
SOCIETY®

ANNUAL REPORT

July 1, 2020 – June 30, 2021





LETTER FROM THE PRESIDENT

Friends,

I will start with what is obvious. It has been an extraordinary and unusual year for the world. Yet, PHS has managed to be nimble, productive, resilient, and successful.

Before even the hint of a world public health crisis, we could have never known how important health and well-being would be today.

We believe that people can create positive change through horticulture — whether it's creating and caring for public green spaces, planting trees, cleaning and greening vacant lots, donating food through community gardens, providing job training, or one of the many other programs that PHS leads — rain or shine — throughout the region.

PHS has always been proud of and inspired by its members, and this year they made all the difference. Despite the challenges of the pandemic, our supporters showed up both remotely and in person when possible, and they were instrumental to a successful fiscal year for the organization.

The many lasting accomplishments that readers will discover in our annual report were only possible because of philanthropic support from our community, and we are grateful for everything that they helped us accomplish.

Onward!

Matt Rader, PHS President

18 27



TABLE OF CONTENTS

The Pennsylvania Horticultural Society uses horticulture to advance the health and well-being of the Greater Philadelphia Region.



2021 PHS ANNUAL REPORT

Letter from the President	2
Vision 2027	4
PHS by the Numbers	4-5
Public Gardens & Landscapes	6-7
Healthy Neighborhoods	8-9
Audience Engagement	10-11
Shows and Events	12-13
Board and Committees	14
Consolidated Statement	15
Contributors	16-19
PHS Executive Team	19



PHS BY THE NUMBERS

Over the last year, PHS supported over 92 groups of Tree Tenders volunteers to plant over 2,000 trees across the Philadelphia region. PHS partnered with 15 local contractors and 17 community groups to clean and green 12,000 vacant lots across the City, creating safer, more livable communities — while also growing economic impact. We supported 165 community gardens and production sites to grow and share produce in their neighborhoods.

2,379

Attendees to Food Education Workshops



260



Gardens and Grow Sites in the PHS Network Donating Fresh Produce

PHS's Community is Composed of **190,000**



People Including Member Households, Philadelphia Flower Show Visitors, Pop Up Garden Guests, PHS Meadowbrook Farm Visitors, Volunteers and Harvest Participants



2,000+ Engaged Volunteers



271

PHS Supported Neighborhood Groups Working to Green Their Communities



80



Local Greening Contractors Employed Including 39 Minority- or Women-Owned Contractors

23

Graduates of PHS Workforce Development Programs



VISION 2027

PHS is guided by Vision 2027, our long-term strategy to use horticulture to advance health and well-being in the Greater Philadelphia region. To do this, we use our work to advance the social determinants of health: social connections, fresh food access, livable environments, and economic opportunity.

We believe that gardening and horticulture belong to everyone, and we are committed to advancing diversity, equity, and inclusion (DEI) at all levels of the organization. In 2020, we enshrined this commitment in our first-ever Diversity, Equity, and Inclusion Strategic Plan, which was built from the DEI statement we adopted in 2019. Read the full Strategic Plan at www.PHSonline.org/our-story

HIGHLIGHTS FROM FISCAL YEAR 2021

Despite restrictions due to COVID-19, PHS was able to engage approximately 2,000 individuals in volunteer activities including: Tree Tenders; Garden Contest Judges; gardening at Norristown Farm Park, the Navy Yard and Meadowbrook Farm.

S(TREE)T WORK

PHS was awarded a \$480K grant from the Pew Center for Arts and Heritage to produce S(tree)t Work, a socially-engaged, participatory arts project that will explore the value and wonder of trees and the urban forest in Philadelphia.

PHS MEADOWBROOK FARM RACP GRANT

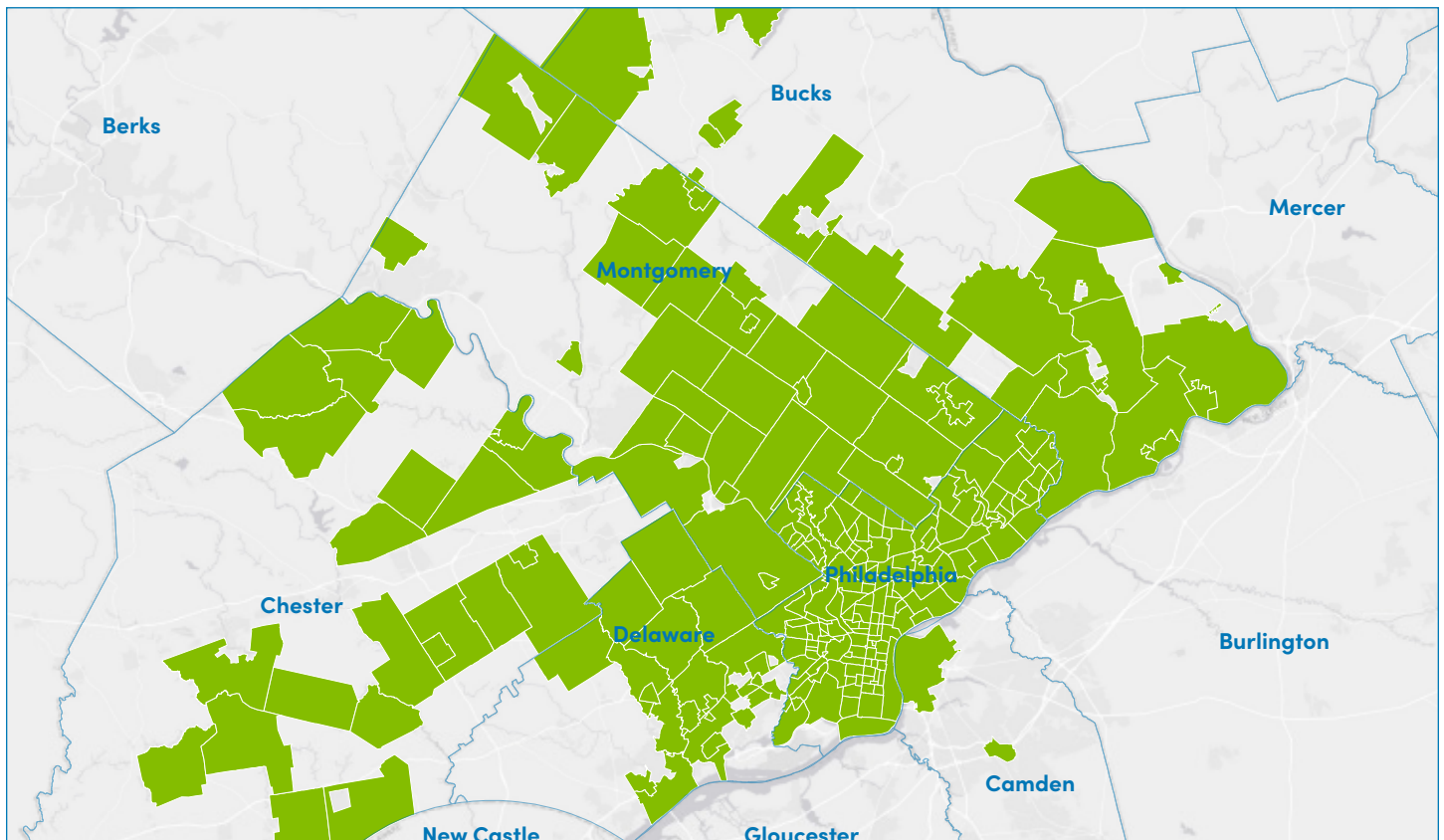
In December 2020, PHS won a \$1M Redevelopment Assistance Capital Program (RACP) award from the State of Pennsylvania to make capital improvements to PHS Meadowbrook Farm in Abington Township, Montgomery County. As learned during the

pandemic, access to all outdoor public spaces is essential for maintaining healthy communities.

NORRISTOWN FARM PARK

To help address the critical need for Montgomery County families to access nutritious food, the Montgomery County Board of Commissioners approved \$1 million in CARES Act funding for the County's Food Security Assistance and Workforce Development Program to increase food sovereignty for participants, their families, and their communities, while also providing tools for job training and self-reliance for the future.

PHS Works in 250+ Neighborhoods



PUBLIC GARDENS & LANDSCAPES

Ann and Charlie Marshall invigorate new Giving Circle



Shortly after relocating to Philadelphia in 1978, Ann and Charlie Marshall found themselves at the Flower Show Preview Party — a fundraising event they would later chair themselves.

“PHS and the

gardening aspect interested us immediately,” Ann remembers. “When the mission ‘Gardening for the Greater Good’ became clear to us, we were hooked even further.”

Over the years, the Marshalls’ involvement with PHS has grown alongside their enthusiasm for gardening. Ann received her Associate of Science in Landscape Design from Temple University, launched a career in landscape design, and about a year ago, joined PHS’s Board of Directors. In addition, she and Charlie each cultivate their own exquisite gardens. Together, they recently committed as lead donors for a new PHS Public Gardens and Landscapes Giving Circle.

The Giving Circle initiative aims to significantly enhance the public experience at three PHS flagship gardens: the Azalea Garden and the Logan Circle Garden, which bookend the arts and cultural corridor leading to the heart of Center City, as well as Meadowbrook Farm in Montgomery County. The endeavor will also promote horticultural excellence in all of PHS’s

public gardens and landscapes.

“The Azalea Garden and Logan Circle Garden, which were always attractive, are better than ever,” Ann describes after a tour of the project’s progress left her in awe. “What Andrew Bunting [PHS VP of Public Horticulture] and his team are doing there is providing beauty, solace, and horticultural education for all Philadelphia to see and be inspired by. And Meadowbrook Farm... it’s now a ‘wow’ experience.”

“PHS’s work provides hope in a gritty city,” Charlie adds. “A way for people to understand that there are positives besides the negatives.”

Studies show that “cleaned and greened” public spaces reduce crime, improve health, increase economic prosperity of neighborhoods, and build community cohesion. And against the backdrop of the pandemic, the comfort and beauty provided by public gardens and landscapes are more important than ever before.

“Charlie and I are committed to supporting PHS to help continue its all-important work towards cleaned, greened and beautified public spaces which have been proven to improve quality of life,” Ann explains. “PHS lives up to its motto ‘Gardening for the Greater Good.’ That’s why we give.”

The Future of Public Gardens

For decades, PHS has been a leader in creating and managing high-quality ornamental gardens and landscapes in public spaces, beginning with the creation of the Azalea Garden adjacent to the Philadelphia Museum of Art in the early 1950s. Today, PHS operates a large and diverse network of public gardens and landscapes in Philadelphia and Montgomery counties. All are free to the public and managed with environmentally friendly practices.

Under Vision 2027, PHS has prioritized elevating our public gardens and landscapes into examples of horticultural excellence, where visitors can find inspiration and learn about best practices in gardening. With ongoing support from our members and donors, this vast network of public spaces will serve our region in more visible ways, embodying the potential of horticulture to drive change and providing places for community members to volunteer, connect, and learn.

PHS GARDENS AND LANDSCAPES

Funded and operated by PHS

Azalea Garden
JFK Boulevard Greenway
Logan Circle Garden
26th Street Greenway
20th Street Gas Station Garden & Headquarters Planters
Manayunk Pop Up Garden
South Street Pop Up Garden
North Broad Street Planters
Meadowbrook Farm

PARTNERSHIP SPACES

Managed in partnership with other organizations

Rodin Museum and Philadelphia Museum of Art
Eastern State Penitentiary
Sports Complex Services District
The Philadelphia Navy Yard
The Pennsylvania Convention Center
The Delaware River Waterfront
PECO's Green Roof
Subaru of America
The Gateway Garden at Drexel

GARDENS "POP UP" ON SOUTH STREET, IN MANAYUNK, AND AT DREXEL UNIVERSITY

Three vibrant seasonal hangouts are among PHS's lineup of inviting public gardens and landscapes. The PHS Pop Up Garden on South Street re-opened this spring in an explosion of purple, pink, and orange blooms, while the PHS Pop Up Garden in Manayunk returned for its second season with new plantings that evoke a forest-like feel and the warmth of the outdoors. In addition, PHS opened the Gateway Garden at Drexel University in Spring 2021.

The venues provide a relaxing garden atmosphere where visitors of all ages can sample delicious seasonal food and drink menus. The Pop Up Gardens and our other garden projects showcase our horticulturists' experience creating dynamic public gardens in a more tailored and intimate setting, adding to the natural and cultural landscape of the city.



HEALTHY NEIGHBORHOODS

Planning for a New Comprehensive Neighborhood Model

In 2020–2021, the PHS Healthy Neighborhoods Team partnered with leaders in Philadelphia’s Tioga and Nicetown neighborhoods — two communities with ongoing environmental justice concerns — to foster discussions on neighborhood health and well-being, identify a committed group of neighborhood greening champions, and implement multiple greening interventions. The community rallied, starting with daily job opportunities, engaging in vacant land cleaning and greening, and participating in community tree planting and a renovation of gardens on Rowan Street Walkway — while laying the groundwork for future greening endeavors. Together with neighborhood leaders, PHS is planning for ways to address community priorities for improving the community green spaces through a comprehensive approach to greening in Tioga and Nicetown.

SAME DAY WORK AND PAY LAUNCHES

In response to the economic effects of the pandemic, PHS expanded its workforce development activities in 2020 by launching the Same Day Work and Pay program with funding from the City of Philadelphia. Through this program, PHS partners with community organizations to employ under- and unemployed Philadelphians to perform daily work assignments such as clearing vacant lots, cleaning street corridors, and completing other community improvement tasks. Participants receive \$100 per day, and are paid onsite where they can also connect with social services support. The program created 257 daily jobs in its first four months alone.

Same Day Work and Pay provides immediate impact by making neighborhoods greener, cleaner, and healthier while meeting immediate economic needs of individuals and their families. Building on PHS’s decades of experience creating 250 annual neighborhood jobs to clean and green lots in Philadelphia’s historically disinvested neighborhoods, the new program provides an entry point for longer-term employment opportunities, including additional training through PHS’s Workforce Development program.



What people are saying:

“Honestly speaking, this opportunity has done a lot for me mentally. It has restored my confidence; the confidence that a young Black male needs to survive inside of this world. To be able to go out, work, and strive to provide for himself and family, has restored my dedication... Personally, I needed this opportunity to reteach me the type of man I know I will be in the future.”

— **Jabriel Sudan, Participant,
Same Day Work and Pay**

“I would like to thank the Nicetown CDC for helping us clean up our block. Our block is primarily senior citizens, so the large pieces of debris we had trouble removing ourselves, but the Same Day Work and Pay participants were very helpful, and we appreciate you all. This is a very good program, and we all hope that you continue the program throughout the summer.”

— **Derrick Joshua, Block Captain,
Wayne Avenue**

WORKFORCE DEVELOPMENT PROGRAM PLANS EXPANSION

Since 2010, over 218 people have trained for and found employment through PHS's Workforce Development program while cultivating confidence, hands-on skills, and a sense of professionalism. Many graduates have built careers in the landscaping industry; others have gone on to land jobs with employers such as the City of Philadelphia, the Water Department, the Philadelphia Convention Center, and Home Depot. We plan to significantly expand our Workforce Development trainings over the next year to meet demand from trainees and employers alike, and to address increased economic insecurity and violence in the wake of the COVID-19 pandemic, funded by PHS's members, donors, and the City of Philadelphia.



PHS champions efforts that make neighborhoods healthier by increasing access to healthy food, growing economic opportunity, the living environment, and helping people build social connections with their neighbors. Thanks to the generosity of our members and donors, PHS is Philadelphia's largest resource of its kind, providing leadership and vital backbone support for community gardens, tree programs, care of vacant lots, job training, and stormwater solutions.

AUDIENCE ENGAGEMENT

Gardening for the Greater Good advances

In 2021, PHS developed a series of guiding principles to help our organization and the region take action to Garden for the Greater Good. The culmination of a two-year process with leadership support from Board Chair Robin Potter and her husband Peter Gould involved stakeholders, PHS staff, and horticulture professionals. These principles provide a framework for the gardening practices and perspectives that PHS will live by and promote to diverse audiences.

The principles offer guidance on how to garden in harmony with the environment, use consumer purchasing power to advocate for local businesses and sustainable business practices, celebrate every expression of gardening, and adopt a sharing mindset when it comes to teaching others and giving back to the community.

PHS's year-round, collective efforts showcase how all of us can Garden for the Greater Good in the region.

PHS HARVEST HELPS FEED PHILADELPHIANS

PHS has educated the public on gardening for nearly 200 years, cultivating a rich legacy of mobilizing gardeners and supporting 165 community gardens and production sites to positively impact their neighborhoods. PHS Harvest provides support to gardeners to grow and share food to address food insecurity in the community, offering specific services tailored to home gardeners, community gardeners, schools, and institutions.

Food insecurity — the lack of reliable access to enough nutritious food for a healthy, active life — is an ongoing challenge for many Philadelphians. Through the PHS Harvest initiative, PHS aims to stabilize our local food system by promoting networks for self-reliance and creating sustainable and ongoing relationships between gardeners, urban farmers, home gardeners, and food relief organizations.

In 2020, PHS Harvest engaged over 10,000 gardeners in helping to feed their neighbors. Through the program, we documented 44,000 pounds of fresh produce donated and delivered 250,000 vegetable seedlings to 128 community gardens and production sites across the City of Philadelphia.

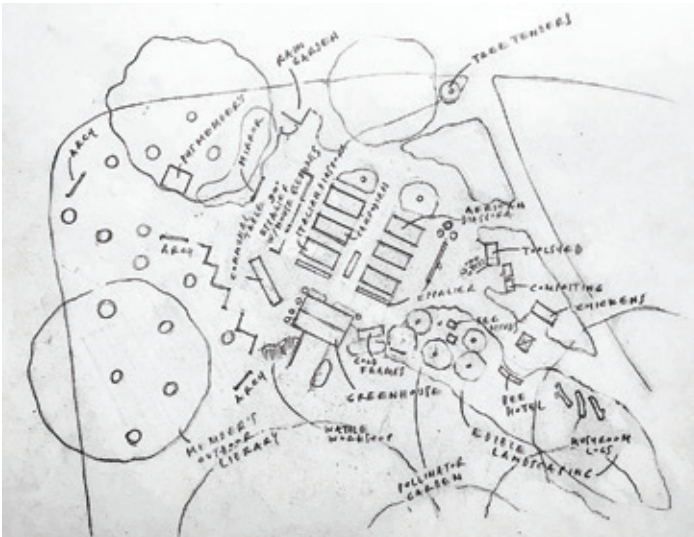
While PHS Harvest is not a complete solution to the problem, the program has empowered and motivated the region's gardeners to play an active role in addressing food insecurity — and inspired many in Philadelphia to become new produce gardeners with long-term benefits.



GARDENERS GREEN GROWS OUTDOORS

Visitors to the 2021 Philadelphia Flower Show enjoyed an enhanced experience at the PHS Gardeners Green exhibit. With a goal of engaging home gardeners with practical advice as well as inspiration, this interactive space took advantage of the additional possibilities afforded by the Flower Show's outdoor location.

Visitors helped construct a wattle fence from willow branches, learned about beekeeping and backyard chickens, and came away with ideas for using espalier fruit trees in the home landscape. The exhibit relied on PHS staff and a corps of knowledgeable volunteers to answer gardening questions, from beginner to expert level. And to help make all our home gardeners' next gardening adventures successful, a series of more than 40 downloadable "Gardening with PHS" guides covering a wide variety of topics could be accessed by QR codes.



PHS mobilizes backyard gardeners to make a difference in their communities through their own gardening activities. With support from generous contributors, we equip gardeners with the knowledge and tools they need to make an impact and provide them with opportunities to get involved through collective action projects.

SHOWS AND EVENTS

A Flower Show first

In 2021, the region's most looked-to gardening attraction moved outdoors for the first time, making this a history-making, once-in-a-lifetime experience that incorporated the beautiful, unique landscape of FDR Park, a historic registered landmark in South Philadelphia. The 2021 Flower Show invited guests to a spectacular presentation of all-new displays and offered activities for gardeners, plant enthusiasts, and design aficionados.

The Show's theme, "HABITAT: Nature's Masterpiece," explored the beauty of life through nature's kaleidoscopic lens. Visitors explored exceptional beauty, learned from a diverse lineup of designers and leading horticulture, and introduced a new gardener-centric experience that invited everyone at all skill levels to nurture a lifelong connection to plants and gardening.



With its new outdoor venue, the Philadelphia Flower Show was re-imagined to allow guests a more curated experience in 2021, including three distinct "districts," with beautiful horticulture, shopping, food and beverage, music, and interactive experiences interspersed within each district.

As an integral part of the Show's success, volunteers could be found helping in every way: supporting judges, checking in plants at the PHS Hamilton Horticult, answering guest questions, and educating guests on proper waste. Nearly 1,000 volunteers contributed more than 6,000 hours over the duration of the Show. Their tremendous service capped off a year buoyed by roughly 2,000 individuals who volunteered as Tree Tenders, Garden Contest judges, and gardeners at Norristown Farm Park, the Navy Yard, and Meadowbrook Farm, while adhering to evolving COVID-19 restrictions.

As of the publication of this piece, the 2022 Flower Show venue was not yet decided, but this year's Show provided an incredible opportunity for the organization to explore new venues, new demographics, a new Show layout, new types of exhibits, and new experiences for hundreds of thousands of guests. Another exciting year for PHS and this world-class event are certain to be in store for 2022!

As the nation's largest and longest-running horticultural event, the PHS Philadelphia Flower Show is a stunning and educational look at the world of floral design and gardening. Each year, the event features breathtaking displays by the world's premier floral and landscape designers. The Flower Show anchors PHS's year-long calendar of events that celebrate gardening and advance health and well-being in the Greater Philadelphia region.



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Governance and Nominating

Ann Marshall, Chair

Robin Potter, Chair

Sharrieff Ali

Loree Jones



Consolidated Statement

For the Years Ended June 30, 2021 and 2020
Preliminary Unaudited

Revenue and Support	2021 Without Donor Restriction		2021 With Donor Restriction	2021 Total	2020 Total
Earned Revenue	\$10,634	37.4%	\$ —	\$10,634	\$11,461
Contributions	\$7,289	24.2%	\$3,245	\$10,534	\$10,338
Membership	\$1,650	3.4%	\$ —	\$1,650	\$1,523
Net Investment Activity	\$6,028	20.0%	\$9,077	\$15,105	\$(1,441)
Net Assets Released	\$4,494	14.9%	\$(4,494)	\$ —	\$ —
TOTAL REVENUE AND SUPPORT	\$30,095	100.0%	\$7,828	\$37,923	\$21,881

Expenses	2021 Without Donor Restriction		2021 With Donor Restriction	2021 Total	2020 Total
Flower Show	\$ —	0.0%	\$ —	\$ —	\$10,793
Greening	\$ —	0.0%	\$ —	\$ —	\$11,622
Education	\$ —	0.0%	\$ —	\$ —	\$1,811
Development	\$ —	0.0%	\$ —	\$ —	\$2,732
Meadowbrook Farm	\$ —	0.0%	\$ —	\$ —	\$1,145
TOTAL EXPENSES	\$30,707	100.0%	\$ —	\$30,707	\$28,103

Change in Net Assets Before Change in Pension Benefit Obligation and Extraordinary Revenue	\$(612)	—	\$7,828	\$7,216	\$(6,222)
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Values in thousands.

These results do not include extraordinary revenue associated with federal COVID relief funds totaling \$2,626,705 in 2021.

A copy of the audited consolidated financial statements, to include a breakout of "Expenses" and value of PHS's "Pension Benefit Obligation and Extraordinary Revenue" can be provided upon request following the conclusion of the 2021 financial statement audit.

CONTRIBUTORS

PHS is grateful to the following individuals and organizations for their generous gifts and pledges received between July 1, 2020, and June 30, 2021. Many thanks to all supporters, friends, and volunteers who make the work of PHS possible.

\$250,000+

City of Philadelphia
Commonwealth of Pennsylvania,
Redevelopment Assistance
Capital Program
County of Montgomery,
Pennsylvania
Estate of Alan Slack
Pennsylvania Department of
Environmental Protection

\$100,000–\$249,999

Anonymous (2)
Bank of America
Bartlett Tree Experts
The Esclusas Fund
Estate of Mark J. Bojanowski
Janet F. Haas &
John Otto Haas
Independence Blue Cross
John S. and James L. Knight
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\$10,000–\$24,999

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Luxury Bath
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New York's Best Experiences
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\$5,000–\$9,999

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Bob Hergenhan 
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Joan K. Harvey 
Hannah L. Henderson 
Jessie B. Hill 
Heidi & Jamie Hole 
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