



PHS PENNSYLVANIA
HORTICULTURAL
SOCIETY®

Annual Report

July 1, 2021 – June 30, 2022





Letter From the President

Everything we do at PHS is rooted in a belief that gardening can transform ourselves and the world around us for good. Planting a tree delivers cleaner air in our neighborhoods. Cultivating a garden brings joy and delivers social and environmental impact. Visiting or participating in the annual Flower Show strengthens our social fabric. Providing greening services for vacant land reduces violence and depression. Flowering green spaces beckon us to stop and relax. **Gardening makes it happen and our mission is to unlock that potential.**

We emerged from the pandemic this year and have made significant progress as a PHS community. We continued to graduate new green job leaders, expanded our tool libraries and resources for community gardeners, planted and maintained our public garden spaces, put thousands of trees in the ground, cleaned and greened vacant lots, grew and harvested all types of crops, and produced a second gorgeous, outdoor summer Flower Show that brought global visitors to our vibrant city.

We continued to expand our work in the parts of our region facing the greatest health inequities, including North Philadelphia's Nicetown and Tioga neighborhoods, Chester, and Norristown. Supporting and connecting gardeners was also paramount. We trained Tree Tenders, we connected gardeners via the PHS McLean Library Book Group, we hosted Growing Organic workshops, plant swaps, and other community events at our Pop Up Gardens, and we supported Green City Teachers – all in an effort to allow experienced and budding gardeners to learn new skills, build community, and collaborate to make positive impact in our communities and region.

PHS's impact is felt across the region, every day. In total, a broad network of 300,000 members, donors, volunteers, Pop Up Garden visitors, and Flower Show visitors benefitted from the work done by PHS. Each PHS accomplishment is possible only through the shared investment made by people like you. Working together, we see a bright future ahead.

Onward!

Matt Rader, PHS President





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





PHS by the Numbers

PHS has a growing impact across the Greater Philadelphia region. We now maintain 18 public green spaces including free public gardens, park plantings, and landscapes that attract millions of visitors annually. Our watershed projects have helped ensure that nearly 160,000 trees have been planted to date. And the Harvest initiative that was launched during the height of the pandemic to ensure that neighbors have access to fresh produce includes over 6,000 participants who have donated more than 20,000 pounds of fresh food. Take a closer look at some of our numbers from this past year.



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





Members Make a Difference

PHS Members believe in the power of horticulture to transform the world for the better. Across the areas where PHS makes an impact — providing tree planting and stewardship, vacant lot greening and maintenance, green job training and placement, support for community gardens, and managing a network of free gardens in public spaces — membership dues help ensure that PHS’s work can continue all year-round. As we began to emerge from the pandemic this past year, members had an opportunity to once again meet up and celebrate the joys and benefits of gardening, together.





Healthy Neighborhoods



PHS's Healthy Neighborhoods programs continued to benefit communities across the Philadelphia region through a variety of efforts that create, maintain, and expand on green space for thousands of neighbors: tree plantings, community gardens, cleaning and greening programs for vacant lots, same-day job opportunities, and other community-led projects. Research by the University of Pennsylvania and other academic partners has shown investment in efforts like these decrease gun violence, crime, and feelings of depression — while increasing levels of community engagement and well-being that can lead to more beautiful and livable environments. With help from donors and members, PHS's Healthy Neighborhoods programs grew during the past year in response to the region's needs.



Propagating Tree Programs

Trees play a critical role removing pollution from the air, promoting physical and mental health, and regulating temperature. "Good" tree canopy coverage (the area of land shaded by trees) is considered to be 30% of land area. But the City of Philadelphia only has 20% coverage — and as little as 2.5% in some neighborhoods. In partnership with volunteer-based community groups, the PHS Tree Tenders program has spent decades to change this situation.

Nearly 30 years strong, the Tree Tenders program has recently begun shifting its resources and growing its capacity to focus on tree equity and building canopy where it is needed most. With help from PHS's Trees Giving Circle and other supporters, PHS worked with 112 neighborhood tree planting groups to plant 2,881 trees in the fiscal year — a record number and a significant increase over the prior year. PHS also launched a new prioritization map to identify which planting opportunities will be most impactful, trained 432 new Tree Tenders, and added a second Trees Specialist to its staff.



Growing Community Gardens

Community gardens increase access to fresh produce while strengthening social connections between neighbors, especially in urban areas where many gardens are cultivated on abandoned land and serve as healthy green spaces. Eight new gardens enrolled in PHS's comprehensive program, which provides 171 total community gardens and production spaces with access to a menu of services and opportunities based on their stage of development and capacity level. In addition to continuing to provide gardeners with resources and supplies — as well as 250,000 seedlings during the year — the PHS team began to provide all gardens with more

long-term organizational support, including training manuals, online resources, and ongoing updates.

Over the past two years, donations from the Harvest Giving Circle and other supporters enabled PHS to create four new staff positions on the Community Gardens team, allowing PHS to offer more one-on-one support to community gardens and to create clearer messaging about program offerings and opportunities. Alongside PHS's hands-on community-level work, three of PHS's Community Garden staff members served on the steering committee to help develop the City of Philadelphia's Urban Agriculture Strategic Plan, due to be released in late 2022.

Developing a Green Workforce

Thanks to a significant grant from the William Penn Foundation, this fiscal year PHS launched a three-year initiative to expand PHS's green workforce development and skills building in Philadelphia by providing comprehensive paid training and employment opportunities to residents of Southwest Philadelphia. The project will enhance PHS's existing green jobs training and placement programs — which currently focus on basic land care and maintenance — to include tree planting and care, basic green stormwater infrastructure, environmental and climate education, and additional land care skills. By strengthening this curriculum, PHS will expose trainees to a deeper and more varied set of green skills, providing more

opportunities for participants to envision and embark on different well-paying careers in green industries.

This initiative intersected with another new greening project in Southwest Philadelphia, promising concentrated impact for this underserved community. With funding from the John S. and James L. Knight Foundation, the SW Philly Tree Tenders began a three-year intensive project in collaboration with Philadelphia-based Bartram's Garden, neighborhood residents, and other community groups to increase tree canopy and green space along a public right-of-way in Southwest Philadelphia.

Managing Vacant Land and Stormwater Efforts

Philadelphia LandCare, a strategic collaboration between PHS and the City of Philadelphia, remained a strong leader for addressing the widespread challenge of blighted vacant land in urban neighborhoods and transforming the spaces into community assets. The PHS team continued to maintain approximately 13,000 vacant parcels — 33% of the vacant land in Philadelphia.

In addition, PHS continues to manage the Philadelphia Water Department's Rain Check program, which provides an innovative way for property owners to water their gardens and improve their properties while decreasing stormwater runoff. The popular program continued to have a waiting list of interested participants, offering rain barrels, downspout planters, rain gardens, and permeable pavers.

Looking Ahead: Deeply Rooted

PHS was chosen as the lead strategic green intervention partner with the University of Pennsylvania's Urban Health Lab to support the program named Deeply Rooted, a multimillion-dollar intensive greening initiative focused on Black and Brown neighborhoods in West and Southwest Philadelphia.



Unstabilized lot, pre-LandCare

Priority Neighborhood: Nicetown-Tioga



Tioga Hope Garden, post-LandCare

MAJOR FUNDERS (to date)

This project was made possible through philanthropic support from many individuals and organizations, including the following major funders:

- The City of Philadelphia
- Anne Stokes Hochberg
- Independence Foundation
- Toba and Lawrence Kerson
- Leo Model Foundation
- Philadelphia Collaborative for Health Equity/
Thomas Jefferson University
- Robin Potter (PHS board chair) and Peter Gould
- US Environmental Protection Agency
- Vistra

PHS has decades of experience advancing the health and well-being of the Greater Philadelphia region. So to expand on this expertise, in 2018 with funding and inspiration from the Leo Model Foundation, PHS began further exploring the idea of integrated “place-based” greening work.

PHS chose to pilot this new place-based approach in Philadelphia’s Nicetown and Tioga neighborhoods, not only because they face critically low tree canopy coverage and a lack of green space, but also because the communities are so engaged — a crucial factor in the success of this type of program. Working closely with trusted community partners at Nicetown Community Development Corporation (CDC) and Tioga United, PHS kicked off the project in 2019 by identifying a committed group of neighborhood greening champions named the Green Team, who helped survey and engage their neighbors. The community’s input has driven a full slate of healthy and green planned activities.

“One of the things [about this approach] I was most excited about was the opportunity to take the programs within the Healthy Neighborhoods team — tree planting, transforming vacant land, community gardens, and workforce development — and pull them all together in one project that could act as a model for urban greening at scale,” said PHS Board Chair Robin Potter who, with her husband Dr. Peter Gould, invested \$1 million in the project.



Pilot Illustrates the Potential of Place-Based Work

The early successes of PHS's place-based work in Nicetown-Tioga showcase how historically disinvested communities can improve the health and well-being of residents with unified efforts to clean and green neighborhoods. Additional place-based efforts also continue in priority communities like Norristown, Southwest Philadelphia, and Chester.

Data analysis and review opportunities have been built into PHS's place-based work from the beginning to guide future replication. "Philly's a wonderful place and super special, but there's nothing special about these problems that make them Philadelphia-based," explained Robin Potter, PHS Board Chair. Thanks to the organization's many supporters, PHS's place-based work efforts will serve as a model for urban communities across the country.

"Love Where You Live"

Over the course of a year and a half, the Nicetown-Tioga community worked on developing a comprehensive three-year greening plan named "Love Where You Live." Because everyone was eager to get to work while the plan was still in development, a number of projects have already been completed. In 2021 alone, the partnership supported the startup of Furtick Farms Community Garden, provided 35 fall container gardening kits to residents, hired two local residents as tree ambassadors, added 70 new vacant parcels to the Philadelphia LandCare/Community LandCare programs, created 300 unique job opportunities through the Same Day Work and Pay Program, planted 750 native perennials, shrubs, and small trees, and even held planting days with lunch and a local drum line!

"We deserve better. We deserve to have a high quality of life in our community in which we feel safe, healthy, and happy. We deserve to breathe... We ask you, just as we have been asking ourselves, what can you do to play your part?"

— From the welcome letter written by the Nicetown-Tioga's Green Team Steering Committee

Norristown Farm Park Collaborates with Norristown and Pottstown Communities

In late 2020, PHS opened the doors of its Green Resource Center at the sprawling Norristown Farm Park in Montgomery County, PA. Fast forward to 2022, the teaching and production farm now includes an outdoor classroom and pavilion, a greenhouse for seedling propagation, a walk-in cooler for storing produce, and 2 acres of sustainably managed farmland with 49 garden beds for community members. In 2021 alone, the farm grew and distributed over 1,700 pounds of produce to local health care providers and community groups. A Food as Medicine pilot project was also launched with Managed Care Solutions of Montgomery County and Creative Health Services located in Pottstown, where a small group of participants benefit from fresh produce from the farm and careful oversight from professional healthcare providers.





When Andrew Bunting, VP of Horticulture, joined PHS in 2019, it was more than the organization's variety of gardens and landscapes that excited him. "It was the fact that PHS's spaces are truly 'public' gardens in every sense of the word," Bunting explained. "Free and accessible to all, including many gardens right in the heart of the city that anybody can enjoy at any time."

For decades, PHS has been a leader in creating and managing high-quality ornamental gardens and landscapes in Philadelphia's public spaces. PHS's Public Gardens and Landscapes team maintained acres of green space throughout the region, providing opportunities for people to connect outside and to enjoy beauty and tranquility in urban areas.

Donations from members and other supporters ensure free access to these green spaces for residents of Greater Philadelphia and visitors alike. One needn't look far for a captivating encounter with the region's gardens and landscapes this year.



Public Gardens & Landscapes



Stunning Spring Tulip Display Graces the Parkway

Inspired by the style of Keukenhof Garden in Lisse, Netherlands — which blends tulip and other bulbs into complicated mixes that bloom over the course of several weeks — PHS planted more than 70,000 bulbs in Logan Circle and other beds, including at LOVE Park, an urban oasis recently added to the string of Parkway gardens maintained by PHS.

When the bulbs were spent, local residents were invited to take the bulbs home, making way for the summer annuals

PHS plants to complement the ecologically significant permanent plantings in these spaces.

"People use the public gardens in different ways, which makes them a great gateway to a deeper connection with horticulture for anybody. With the tulip display, as with all PHS's efforts, it's PHS's hope to both pique the interest of someone who's never gardened before, as well as to offer enjoyment and education to the accomplished gardener," said Bunting.



Geary Park Engages Neighbors

For more than 15 years, PHS has partnered with the Sports Complex Special Services District (SCSSD), a 501(c)(3) nonprofit fully funded by the Eagles, Phillies, and Comcast Spectacor. The partnership branched further out into the neighboring community in March 2020 when PHS was brought on to serve as the landscape architect and design lead for Geary Park, located at the southeast corner of S. Broad and Geary Streets in South Philadelphia. In May 2022, PHS cut the ribbon on a completely redesigned park to safely stroll and sit in, created with input from neighbors who said they needed a quiet garden with a completely different experience from nearby FDR Park, which emphasizes more active usage.

Geary Park is one of many examples of PHS's work engaging the city's residents in enjoying green spaces. Other notable urban garden experiences include PHS's two Pop Up Gardens at South Street and in Manayunk, where visitors can enjoy snacks and drinks or engage in a wide range of gardening workshops. At the Gateway Garden at Drexel University, which graces the entrance to University City, the Drexel community and public visitors alike can enjoy year-round plantings in this multifunctional, flexible outdoor space hopping with activity.

Meadowbrook Farm Echoes its Roots

PHS's Meadowbrook Farm enjoyed a beautiful fall season in late 2021, as COVID fears receded and visitors were welcomed on property to view the gorgeous "garden rooms" for which the estate is known. Following a chilly winter, Meadowbrook remained closed during the first part of 2022 to receive much-needed restorations to the front gardens and other features. While much of the garden's original architectural features and topiary were maintained, the new design has completely reimagined the previously formal gardens in a way that would certainly "wow" and please its original owner and creator, J. Liddon Pennock, Jr.

Meadowbrook Farm has seen a number of other improvements this year as part of a three-year work plan that is midway to completion, thanks to funding and guidance from the new Public Gardens and Landscapes Giving Circle. Some of these improvements include the design and construction of two custom gates and the rebuilding of the Perennial Garden's bluestone walkway.

"Although Meadowbrook Farm isn't intended to be a historical garden, we've tried to pay homage to who Pennock was as both a person and a gardener," noted Bunting. "Pennock was described as a theatrical personality, and Meadowbrook's design was certainly show-stopping for its time. But just like a fashionable person would eventually leave behind their bell bottoms, we thought Pennock would have wanted his garden to evolve in a way that dazzled contemporary visitors."

PHS GARDENS AND LANDSCAPES

Funded and operated by PHS

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

PARTNERSHIP SPACES

Managed in partnership with other organizations

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

The Philadelphia Flower Show



The Philadelphia Flower Show is more than the nation's largest and the world's longest running horticultural event — the Show also serves as PHS's primary fundraiser to support its ongoing work creating healthy living environments, increasing access to fresh food, expanding economic opportunity, and building meaningful social connections, all through gardening. In June 2022, the Show returned to FDR Park for its second outdoor run.



"In Full Bloom" Celebrates the Healing Power of Plants

"When our team started imagining what the 2022 Flower Show would look like, we asked ourselves: 'What is this Show's higher purpose?' Of course, we wanted to plan an entertaining event that would advance PHS's mission. But with everything going on in the world, we wanted to make this Show a place where people could find tranquility, rejuvenation, and healing," explained Seth Pearsoll, design director for the Philadelphia Flower Show.

Inspired by the idea that both people and plants need nurturing to flower, the theme "In Full Bloom"

gave the Show a creative platform for exploring the connection between horticulture and mental health. The Show's diverse lineup of floral designers offered varied interpretations of how gardening and horticulture are the greatest forms of therapy. Thirteen of the 40 major exhibitors were women-owned, and the lead designers for an additional six exhibits were also women — the Show's largest number of female designers ever and a result of the team's effort to curate an experience reflective of the incredible breadth of talent involved in horticulture.

New Experiences Win Guests' Approval

Planning "In Full Bloom" began with a thorough review of guest feedback from the Show's first-ever outdoor appearance in 2021. Building on this knowledge, the 2022 Flower Show offered new experiences, upgrades, and enhancements that ultimately earned high marks with guests.

For starters, a dramatic central garden walk provided a cohesive experience and made it clear to visitors exactly where they were supposed to go. In addition, the "floral factor" was significantly expanded for the 2022 event, based on visitor feedback. These significant changes to the Show were well received by guests, who loved the

seasonality, beauty, and unique wonder of the displays. In addition, a central stage area offering plenty of seating, cooling stations, and other guest amenities could be found adjacent to the Food Bazaar, which featured top-notch food purveyors. Nine days of live music added to the festival-like atmosphere.

While family- and kid-centered activities have been incorporated into past shows, this year's Kids Cocoon playspace and family-oriented programming hit the mark like never before. Artisan Row, an interactive, elevated crafting experience led by talented local horticultural artisans, was another popular addition to the event.



Fresh Air Blows Indoors

"The Flower Show really serves as a giant connector for different people and groups who are involved in — or just love — horticulture. Sometimes these people only know each other from the Flower Show," Seth explained when describing how the Show brings together the gardening community in the region. Being able to hold the Show outdoors during the last two years of the pandemic has been important for maintaining social connections and PHS's work.

As the Philadelphia Flower Show continues to engage both the gardening community and the "plant curious" to advance gardening for the greater good, the Show will adapt many of its recent enhancements for its return to the Convention Center in March 2023.

PHS Board & Standing Committees



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Consolidated Financial Statement

For the Years Ended June 30, 2022 and 2021

Audited Results

Revenue and Support	2022 Without Donor Restriction		2022 With Donor Restriction	2022 Total	2021 Total
Earned Revenue	\$9,530	39.5%	\$ —	\$9,530	\$10,679
Contributions	\$10,250	42.4%	\$5,200	\$15,450	\$11,341
Membership	\$1,425	5.9%	\$ —	\$1,425	\$1,650
Net Investment Activity	\$(1,765)	-7.3%	\$(3,595)	\$(5,360)	\$15,105
Net Assets Released	\$4,703	19.5%	\$(4,703)	\$ —	\$ —
Gain on Forgiven PPP Loan	\$ —	0.0%	\$ —	\$ —	\$1,943
TOTAL REVENUE AND SUPPORT	\$24,143	100.0%	\$(3,098)	\$21,045	\$40,718

Expenses	2022 Without Donor Restriction		2022 With Donor Restriction	2022 Total	2021 Total
Flower Show	\$14,594	40.4%	\$ —	\$14,594	\$13,805
Greening	\$16,254	45.0%	\$ —	\$16,254	\$12,397
Education	\$1,570	4.4%	\$ —	\$1,570	\$1,517
Development	\$2,921	8.1%	\$ —	\$2,921	\$2,587
Meadowbrook Farm	\$744	2.1%	\$ —	\$744	\$1,028
TOTAL EXPENSES	\$36,083	100.0%	\$ —	\$36,083	\$31,334

Change in Net Assets Before Change in Pension Benefit Obligation	\$(11,940)	—	\$(3,098)	\$(15,038)	\$9,384
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Values in thousands.

A copy of the audited consolidated financial statements, to include the value of PHS's "Pension Benefit Obligation," can be provided upon request. Values in thousands.

Contributors

PHS is grateful to the following individuals and organizations for their generous gifts and pledges received between July 1, 2021, and June 30, 2022. Many thanks to all supporters, friends, and volunteers who make the work of PHS possible.

\$250,000+

The Albert M. Greenfield Foundation

City of Philadelphia

Leo Model Foundation

Pennsylvania Department of Environmental Protection

Robin M. Potter & Peter G. Gould

Vanguard Charitable

The William Penn Foundation

\$100,000–\$249,999

Anonymous (1)

Bank of America Foundation, Inc.

Bank of America, N.A.

Bartlett Tree Experts

County of Montgomery

The Esclusas Fund

Estate of Francis J. Hughes

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Independence Blue Cross

J.P. Morgan Charitable Giving Fund

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Leo & Peggy Pierce Family Foundation

The Leslie Miller and Richard Worley Foundation

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Leslie Anne Miller & Richard B. Worley

Roberta Gausas & Allen Model

PECO - An Exelon Company

Pennsylvania Department of Conservation and Natural Resources

Pew Center for Arts and Heritage

Barbara & Scott Renninger

Anne Stokes Hochberg

Subaru of America, Inc.

\$50,000–\$99,999

Anonymous (2)

AARP

The Armstrong Foundation

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Estate of Bernard L. Edelstein

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Fidelity Charitable

Green Mountain Energy

Marshall Reynolds Foundation

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STIHL

\$25,000–\$99,999

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Larking Hill Foundation

Margaret McCarvill & Steve Amadio

MKTG

National Endowment for the Humanities (NEH)

The Panaphil Foundation

Philadelphia Collaborative for Health Equity (PCHE)

The Philadelphia Foundation

The Philadelphia Phillies

Redevelopment Authority of the County of Montgomery

Schwab Charitable Fund

Sino America Business & Travel Association

United Way of Greater Philadelphia and Southern New Jersey

Vistra Energy

Teresa & Ken Wood

\$10,000–\$24,999

Anonymous (2)

ACRE Windows & Doors

All American Gutter Protection

American Heart Association

Arbor Day Foundation

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Jenny Rose & Gus Carey

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Elfant Wissahickon Realtors

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New York's Best Experiences

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Focus for Health Foundation, Inc.

Frank L. Coulson and Sarah Miller Coulson Foundation

Lisa M. Gemmill

Global Home Improvement, Inc.

GO GRAY

Laura & Jack Gregg

Havas Street

Peter & Louise Havens

Christine & George Henisee

Hess Foundation, Inc.

Interpublic Group/Momentum Worldwide

Joan Johnson

Loree D. Jones

JPMorgan Chase & Co.

Kitchen Saver

Leaf Filter Gutter Protection
Mayne & Company
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John H. McFadden
The McLean Contributionship
Merrill Lynch Wealth
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Morgan Stanley Smith Barney
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I. Wistar Morris 3rd 
Cecelia & Steve Mostardi 
Jeanette Lerman-Neubauer &
Joe Neubauer 
Neubauer Family Foundation
Oak Street Health
Penn Distributors &
Stella Artois
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Philadelphia Coca-Cola
Bottling Company
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Glenna G. Stewart 
Regina & Frank Thomas 
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Harold Baxter Foundation 
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\$5,000–\$9,999

Anonymous (3) 
Accenture LLP
John Alchin and Hal Marrayatt 
American Endowment
Foundation
The Benevity Community
Impact Fund
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Joann & Gene Bissell 
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The Christian R. and
Mary F. Lindback Foundation
Community Foundation of
New Jersey
Maxine & David Cook
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Stewart Family Foundation
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Ian Swedish &
Elizabeth Uhlhorn 
Dr. & Mrs. Joseph B. Townsend 
Caroline Tyler
Dr. Ann F. Van Sant 
Elizabeth Van Vleck 
Melissa & Jason Vermillion 
Nancy Winkler & John Bryan 
\$2,500–\$4,999
Anonymous (4)  
Melissa and Paul Anderson
Carol Ashton-Hergenhan &
Bob Hergenhan 
Bank of America Charitable
Gift Fund
Elyse & Max Berger 
Dean O. Berlon &
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Bissell Family Foundation
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Richard Spitzborg 
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Kathleen Duncan
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Tamela Vieira
Executive Vice President

 1827 Society Members

 Legacy Society

* Deceased

Please note: PHS makes every effort to ensure the accuracy of this list. If you notice an error or omission, please contact the PHS Development Office at 215.988.1622.

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Horticultural Society



PHS PENNSYLVANIA HORTICULTURAL SOCIETY®

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