



PHS PENNSYLVANIA
HORTICULTURAL
SOCIETY®

ANNUAL REPORT

July 1, 2022 – June 30, 2023



We believe in the power
of horticulture to make
positive social and
environmental change.



DRIVEN BY A DIVERSE COMMUNITY of more than 300,000 supporters, volunteers, and gardeners, PHS is creating healthy living environments, increasing access to fresh food, expanding economic opportunity, and building meaningful social connections across Greater Philadelphia.

Everything we do at PHS is rooted in the belief that gardening can transform ourselves and the world around us. Planting a tree delivers cleaner air in our neighborhoods. Cultivating a garden brings joy and delivers environmental and social impact. Flowering green spaces provide a calming connection to nature. PHS nurtures important bonds between people and horticulture and we depend on donors like you to accomplish this. Your generosity makes our communities more livable, sustainable, and vibrant.



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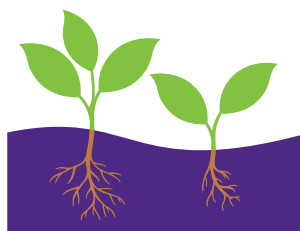


PHS by the Numbers

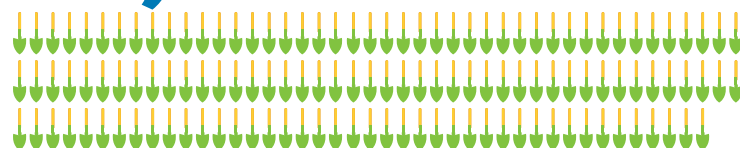
EVERY DAY AT PHS, we see the low-cost and high-value potential of horticulture to create positive social and environmental impact throughout the Greater Philadelphia region. Planting a tree delivers cleaner air. Cultivating a garden sparks joy, strengthens social connections, and provides access to healthy food. Green spaces provide a calming connection to nature. Simple cleaning and greening solutions, like vacant land remediation, provide ongoing job security and safer neighborhoods. We are fortunate to have a robust network of more than 300,000 supporters, volunteers, and gardeners to accomplish all this and more. Here's a look at what we've accomplished together in just the past year.



Planted and Shared
250,000+
Vegetable Seedlings



300+
Jobs Created by Cleaning and Greening
13,000+ Vacant Lots



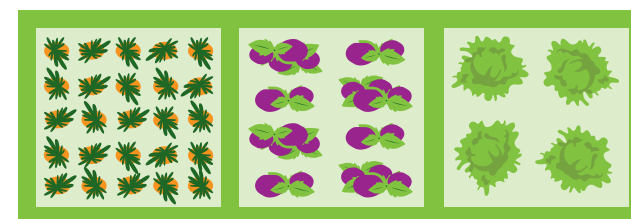
MILLIONS
of Visitors Enjoyed Free Access
to 80 Acres Across 20 of Our
Highly Visible Public Gardens

3,422
Bare-Root Trees Planted with
88% in Communities with
Less Than 30% Tree Canopy



Our Healthy
Neighborhoods
Program Reaches
250+
Neighborhoods

176 Community-Led
Gardens Supported



Members Make a Difference



PHS USES A SOPHISTICATED ARRAY OF PROGRAMS designed to leverage horticulture to strengthen communities, create healthy living environments, facilitate economic opportunity, and increase access to fresh food. In the past year, all of this was made possible thanks in large part to the contributions of over 13,000 members. Every contribution is a powerful reflection of our shared passion to use proven greening strategies to improve health and wellness throughout the Greater Philadelphia region. Gardening for the greater good is best accomplished together, and we value such a robust network of partners.

We encourage all members to leverage many opportunities to connect and engage with us, gardening experts, and each other at the Philadelphia Flower Show, the Pop Up Gardens in South Philadelphia and Manayunk, the PHS McLean Library, and at the dozens of lectures, garden tours, special events, and programs scheduled throughout the year.



The PHS Philadelphia Flower Show



MARCH OF 2023 marked a significant moment in the history of the nation's largest and longest-running horticultural event: the PHS Philadelphia Flower Show's spectacular return to the Pennsylvania Convention Center after a two-year interval outdoors. Inspired by the spark of joy that comes from giving and receiving flowers and the thrill of experiencing gardens, "The Garden Electric" seemed a fitting theme for the Flower Show's happy homecoming.

"It felt really good to be back to designing a horticultural show for an audience that's just dying for spring to come," said Seth Pearsoll, Creative Director for PHS, "We were excited to give them a moving, over-the-top experience to satisfy that longing."

The Flower Show has always had a magical way of forging a strong community around a shared passion for horticulture. This year, the Flower Show

engaged more than 2,000 volunteers, drew a total attendance of 185,000, and attracted designers from as far away as Singapore, including many first-time exhibitors. In addition, the 2023 Flower Show attracted a younger and more diverse audience.

BRINGING THE OUTDOORS INSIDE

Invigorated by two years in the fresh air, the 2023 Flower Show offered guests a familiar yet innovative experience. For the first time in the Flower Show's history, many designers were tasked with creating gardens between 2,200 and 2,900 square feet in size—the largest gardens ever displayed at the event. Intended to mimic the feel of being outdoors and immersed in nature, this new design direction presented a 360-degree view of a number of blooming wonderlands. In addition, the traditional rectangular gardens of past indoor Flower Shows gave way to more

organic shapes influenced by the natural world.

In the Grand Hall of the Convention Center, several of the most beloved aspects of the outdoor Flower Shows came together to create Bloom City, including the popular Kids Cocoon, Artisans Row, the Makers Market, and live music.



FUELING PHILADELPHIA

The Flower Show's return to the Pennsylvania Convention Center and its traditional early March timing was good news for the City of Philadelphia and the surrounding region's image and economy. While the end of winter is usually a stagnant period for the city and the Convention Center, the Flower Show's exuberant anticipation of spring has historically filled that void and delivered a commercial boost to area businesses. The Flower Show's successful homecoming guaranteed hundreds of jobs and delivered economic impact exceeding an estimated \$50 million dollars—furthering the ongoing benefits of PHS programs to the local economy.

ELEVATING ENVIRONMENTAL SUSTAINABILITY

Sustainability is integral to PHS's work, including the delivery of the Flower Show. The Flower Show made significant sustainability achievements in its outdoor venue and sought to build on that momentum with its return indoors. By implementing a comprehensive waste management plan and fostering a culture of environmental responsibility, the 2023 Flower Show diverted 81.5% of its waste from landfills—an impressive figure, especially for an event of this size.

Highlights of the sustainability initiatives at the 2023 Flower Show included additional training for housekeeping crews, water refill stations to reduce the use of plastic water bottles, collaboration with organizations like Philabundance and Food Connect to rescue hundreds of pounds of food, and the mobilization of Green Team volunteers who did everything from assisting with donations to helping guests properly dispose of their waste. With your support, PHS has its sights set on one day making the Flower Show a zero-waste event.



Flower Show Forward



WHILE THE PHS PHILADELPHIA FLOWER SHOW delights visitors annually with a breathtaking sensory experience and connects horticulture enthusiasts with a passionate community, the Flower Show also serves another vital purpose: funding PHS’s community initiatives across the region.

Historically, revenue from Flower Show ticket sales covered the Flower Show’s production costs and generated over \$3 million to deliver services through PHS’s

two core suites of programs: Healthy Neighborhoods and Public Gardens and Landscapes. While the Flower Show’s two years in its outdoor venue fueled new innovations and enabled the event to continue throughout the disruptions of the COVID-19 pandemic, the outdoor events’ production was significantly more costly. This, combined with lower attendance during the pandemic years, affected an important funding stream for PHS’s community initiatives.

In anticipation of the 2023 Flower Show, PHS launched the *Flower Show Forward* initiative in late 2022 to galvanize the community as the Flower Show returned indoors during a time of continued uncertainty. The campaign’s goal was to cover any gaps in production expenses and ensure that PHS’s core community programs could continue with the same level of funding as in the past. In a true testament to the commitment of PHS’s community, *Flower Show Forward* quickly raised in excess of \$5.2 million, helping to create an incredible 2023 Flower Show while protecting PHS’s vital work in the region.

“It was wonderful to watch people come through the doors for the 2023 PHS Philadelphia Flower Show,” said Helen Horstmann, PHS Philadelphia Flower Show Chair and *Flower Show Forward* Co-chair. “The Flower Show itself is such a joy and a thrill. Seeing people flock back to the Convention Center ensures that the Flower Show will continue to be the world-class event it’s always been.”

“But while the Flower Show itself is magical,” Horstmann added, “it’s the work PHS does in the community that’s astounding. In Nicetown and Tioga, for example, PHS partnered with community members and other organizations to green the equivalent of *ten football fields in just two years*. What kind of organization can make that happen? It’s really just a miracle.”

FLOWER SHOW IMPACT

We supported hundreds of thousands of guests during the 9-day Philadelphia Flower Show including:

1 Specialty Judges

2,050 Volunteers

5,037 Competitive Class Entries From **669** Exhibitors

37 Major Exhibitors

Healthy Neighborhoods



NOT LONG AFTER SHE RELOCATED TO PHILADELPHIA, Karina Moyses started gardening a plot at the Glenwood Green Acres Community Garden in North Philadelphia, one of the 176 community gardens, urban farms, and grow spaces across the region supported by PHS’s Healthy Neighborhoods programs.

“The experience has been nothing short of wonderful,” Karina says. “I find that there’s a lot of diversity among the gardeners—people of all backgrounds, ages, skin colors, languages, everything you could possibly imagine. It’s fun to see the different ways everyone gardens and how everyone helps each other out. Being in the garden makes you feel good for the rest of the day. There’s no way you can leave there angry or frustrated.”

Research supports what Karina describes experiencing in the garden; community greening efforts have

been shown to promote community engagement and well-being while decreasing gun violence, crime, and feelings of depression. Thanks to members, donors, Flower Show supporters, and people like you, in the last fiscal year, PHS partnered with a myriad of organizations and community members to make Philadelphia a healthier, greener, more beautiful place to live.

CONVENING THE COMMUNITY

PHS works to bring people together not only in, but on behalf of, the city’s greenspaces. This year, PHS was proud to serve as one of the co-coordinators behind the *Green Living Plan for Philadelphia*, a neighborhood-based environmental agenda for the city for the 2023 mayoral campaign, produced through the collaborative efforts of 13 environmental nonprofits and community organizations. Key aspects of

the plan were unveiled at a green living-focused mayoral forum in March at the Academy of Natural Sciences of Drexel University with the sole Republican and a majority of the Democrat candidates participating in the discussion.

In addition, PHS served as a steering committee member for the development of the *Philly Tree Plan* and the urban agriculture plan *Growing from the Root*, both of which were released by Philadelphia Parks and Recreation in the spring. PHS’s policy and city-level strategic work complement its efforts on the ground to foster cooperation through initiatives such as the McLean Urban Agriculture Tool Library, which supported 73 active users who leveraged 2,000 tool and equipment loans, and the Same Day Work and Pay program, a ten-organization collaboration that created over 4,955 daily jobs this past year.



INSPIRING INVESTMENT

The first permanent endowment specifically supporting the Healthy Neighborhoods programs was established this year, thanks to the inspiration of gardening and greening champion Jean G. Bodine. A loyal supporter of PHS as far back as the 1960s, Jean passed away peacefully surrounded by family at the age of 95 in August 2022. In addition to the many ways she was involved with PHS over the years, Jean chose to join PHS's Legacy Society by making a charitable bequest in her will. While the absence of her active involvement is sorely felt by the PHS community, her thoughtful charitable planning now empowers PHS to carry forward her passion for greening initiatives that improve health and wellness in our communities.



To celebrate Jean's life and impact, the McLean Contributionship, where Jean served as a trustee for many years, created the new endowment.

The Jean Bodine Fund for PHS Healthy Neighborhoods annually provides funding to support an array of gardening and community greening programs that PHS leads in collaboration with volunteers, neighborhood residents, and community partners. You, too, can have an impact on a cause you care about by making a gift to PHS in your will.

APPLYING AND INSPIRING RESEARCH

PHS focuses its Healthy Neighborhoods work on communities that stand to benefit most from its programs and that express a desire for PHS's assistance. To ensure the biggest impact, PHS engages data-driven strategies, including program evaluation, and participates in research programs that advance environmental equity.

To help Philadelphia's neighborhoods reach the recommended 30% tree canopy coverage, PHS relies on its Philadelphia priority and tree planting opportunity maps, which assist in identifying low-canopy, high-need neighborhoods in the city. In the winter of 2022, PHS began utilizing a newly released map by the Delaware Planning Commission in order to similarly focus its suburban tree efforts. In collaboration with community leaders in North Philadelphia and Temple University, members of the PHS Tree Team also co-authored research on barriers to tree planting, which was published in 2023, with support from the U.S. Forest Service.

In addition to other research projects underway, PHS is currently partnering with Penn Medicine researchers on an NIH-funded study investigating the impact of environmental and economic interventions on reducing health disparities in Black Philadelphia neighborhoods.



Place-Based Greening



LOVE WHERE YOU LIVE

In the fall of 2022, PHS, Nicetown Community Development Corporation, and Tioga United released a comprehensive three-year greening plan named Love Where You Live, developed by the community over the course of a year and a half. The plan is the cornerstone of PHS's comprehensive place-based greening approach being piloted in the Nicetown and Tioga neighborhoods. This approach pulls together strategies and resources from all of PHS's Healthy Neighborhoods programs—including tree planting, transforming vacant land, community gardens, and workforce development—into one cohesive community-driven project for a specific neighborhood.

In Nicetown and Tioga, where residents identified priorities such as reducing trash and litter, increasing access to fresh healthy food, reducing crime, and increasing job opportunities, the community has already made tremendous progress. Since September 2022, PHS has come together with the community

to clean and green an additional 41,381 square feet of vacant land, plant 178 trees (thanks to the neighborhood's newly trained PHS Tree Tenders), create 1,120 daily jobs through the Same Day Work and Pay program, graduate eight residents from PHS job training programs, build 31 raised garden beds, and provide 2,000 vegetable seedlings to 25 gardeners at three community gardens. This year a new PHS program manager and two community liaisons were hired for the project, and a new evaluation partner was engaged to track and assess progress.

Also new this year, former PHS board member Leslie Anne Miller and her sister Sarah Miller Coulson launched the Anne G. Miller Trees Endowment, named in honor of their mother, to support the PHS Tree Programs. The endowment will fund the planting of at least 250 trees in Nicetown and Tioga, train and pay youth tree stewards and professional arborists, and educate and organize residents and community organizations to care for the trees.



NORRISTOWN FARM PARK

When the Nicetown and Tioga initiative launched, the hope was that the project could act as a model for urban greening at scale. Today, PHS has similar projects in development across the Greater Philadelphia region, including work in Norristown. In the fall of 2022, PHS wrapped up the first full season of operations there, logging over 7,000 pounds of sustainably grown produce harvested and donated to four community partners. PHS's first major suburban equity-focused tree planting project has also begun taking shape in Norristown, where PHS planted 29 trees this fall and distributed another 70 yard trees with community partners.

GLENWOOD GREEN ACRES COMMUNITY GARDEN

Glenwood Green Acres Community Garden celebrated its 40th anniversary in 2022. Spearheaded by neighborhood residents James and Ruth Taylor in 1983, the garden is located on nearly four acres of abandoned land in North Philadelphia that was preserved by the Neighborhood Gardens Trust in 1997. Glenwood houses PHS's new McLean Urban Agriculture Tool Library and receives technical support and resources from PHS.

PROGRAMS

Healthy Neighborhoods programs improve neighborhood environments, provide jobs and workforce development opportunities, and increase access to fresh food.

- Community Gardens
- Place-based Greening
- Stormwater Solutions
- Transforming Vacant Land
- Tree Programs
- Workforce Development Programs

Public Gardens & Landscapes



THE PHILADELPHIA FLOWER SHOW

isn't the only time and place you can see the amazing work of talented garden designers and enthusiastic volunteers on display in the City of Brotherly Love. Thanks in part to revenue generated by the Flower Show and supplemented this year by *Flower Show Forward*, PHS's Public Gardens and Landscapes team continued to maintain more than 80 acres of greenspace throughout the Greater Philadelphia region. These 20 gems of horticultural excellence create space for learning, social connections, and reflection for Philadelphia's residents and visitors alike.

"Our gardens' accessibility is what really sets them apart," says Andrew Bunting, Vice President of Horticulture for PHS. "We have this string of 20 spaces across the entire city that are all totally free of charge. These gardens are available to people in many different neighborhoods

from all walks of life to meet a wide range of needs, whether they're looking for a source of inspiration or a place of solace and reflection in the face of life's difficulties."

From the exciting programming and exotic vibes at the South Street and Manayunk Pop Up Gardens to the ongoing improvements and innovations driven by the Public Gardens & Landscapes Giving Circle at Logan Square, the Azalea Garden, and Meadowbrook Farm, there's always something new to discover and enjoy in PHS's greenspaces.

REOPENING A RENOVATED MEADOWBROOK FARM

This spring Meadowbrook Farm burst into life for its first full season since reopening in September 2022, truly showcasing the efforts of its recent major renovations. "Glenn Ashton [Meadowbrook Farm's Head Gardener] is known for his approach

of allowing biennials and perennials to self-seed and reseed in the garden," Bunting explains. "Now that we're a year in, that's happening, and the naturalistic effect is again apparent."

Meadowbrook Farm visitors noted a number of improvements to the estate's small "garden rooms," all in keeping with the exuberant, theatrical style of the garden's founder, J. Liddon Pennock. These included a rebuilt bluestone walkway and completely replanted perennial borders in the Display Garden, a redesigned Herb Garden planted with a seasonal display, and a new trough arrangement in the Queen's Garden that mimics an alpine environment.

UNIFYING LOVE PARK AND LOGAN SQUARE

PHS recently took on management of the plantings at LOVE Park, further growing PHS's string of gardens along the Benjamin

Franklin Parkway. In 2023, efforts were well underway to renovate and embellish LOVE Park's gardens in a style more aligned with that of Logan Square. The gardens adjacent to LOVE Park's lawn were significantly transformed, including the addition of shrubs and perennials. PHS also introduced seasonal layers to the gardens, planting bulbs which bloomed this spring, as well as summer annuals and tropicals.

Logan Square, meanwhile, got its own upgrade: new PHS and Philadelphia Parks and Recreation jointly-branded informational signage, which can be changed out seasonally to provide garden visitors with a list of plants currently on display and a description of the garden's design intentions. Just a little farther up the Parkway, guests found a redesigned and newly installed pergola by the main entryway to the Azalea Garden. The bold new timber frame made of Alaskan cypress is both more structurally sound and architecturally interesting than the one that previously stood on the location.

GARDENING FOR THE GREATER GOOD

Several years ago, PHS formalized its four principles of Gardening for the Greater Good already guiding its environmentally-minded, community-building approach to gardening: celebrate gardening, choose your plants with intention, see your garden as part of the ecosystem, and embrace a sharing mindset. Over the last year, PHS scaled up its communication efforts to promote these principles in Philadelphia and beyond.

To this end, PHS's horticultural experts have written regularly for the National Gardening Association's online magazine, spoken on several national podcasts, presented at a number of conferences across the country, and shared their knowledge through PHS's own publications, lectures, and workshops. Hot topics have included pollinator gardens, the use of native plants, water-wise gardening, organic gardening practices, and other elements of the Gardening for the Greater Good philosophy already in practice in PHS's greenspaces thanks to PHS's members, donors, and supporters like you.



PHS GARDENS AND LANDSCAPES

Funded and operated by PHS

- 20th Street Gas Station Garden
- 26th Street Gateway
- Azalea Garden at the Philadelphia Museum of Art
- JFK Boulevard Greenway
- Logan Square Garden
- PHS Headquarters Outdoor Planters
- PHS Meadowbrook Farm
- Pop Up Garden at Manayunk
- Pop Up Garden at South Street

Managed in partnership with other organizations

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



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Consolidated Financial Statement

For the Years Ended June 30, 2023 and 2022
Audited Results

Revenue and Support	2023 Without Donor Restriction		2023 With Donor Restriction	2023 Total	2022 Total
Earned Revenue	\$12,784	33.9%	\$ —	\$12,784	\$9,530
Contributions	\$15,679	41.6%	\$6,093	\$21,772	\$15,450
Membership	\$1,576	4.2%	\$ —	\$1,576	\$1,425
Net Investment Activity	\$1,147	3.0%	\$3,168	\$4,315	\$(5,360)
Net Assets Released	\$6,495	17.2%	\$(6,495)	\$ —	\$ —
TOTAL REVENUE AND SUPPORT	\$37,681	100.0%	\$2,766	\$40,447	\$21,045

Expenses	2023 Without Donor Restriction		2023 With Donor Restriction	2023 Total	2022 Total
Flower Show	\$11,459	33.5%	\$ —	\$11,459	\$14,157
Healthy Neighborhoods	\$12,549	36.7%	\$ —	\$12,549	\$10,743
Public Gardens & Landscapes	\$5,549	16.2%	\$ —	\$5,549	\$6,283
Development, Marketing & Education	\$4,627	13.5%	\$ —	\$4,627	\$4,901
TOTAL EXPENSES	\$34,184	100.0%	\$ —	\$34,184	\$36,084

Change in Net Assets Before Change in Pension Benefit Obligation	\$3,497	—	\$2,766	\$6,263	\$(15,039)
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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.

Contributors

PHS is grateful to the following individuals and organizations for their generous gifts and pledges received between July 1, 2022, and June 30, 2023. Many thanks to all supporters, friends, and volunteers who make the work of PHS possible.

\$1,000,000+

City of Philadelphia
Leslie Anne Miller & Richard B. Worley
The William Penn Foundation

\$250,000–\$999,999

Frank L. Coulson & Sarah Miller Coulson Foundation
Sarah Miller Coulson
Janet F. Haas & John Otto Haas
Independence Blue Cross
John Otto Haas 1956 Trust
The Leslie Miller & Richard Worley Foundation
Montgomery County Recovery Office
Jeanette Lerman-Neubauer & Joe Neubauer
Neubauer Family Foundation
Pennsylvania Department of Conservation & Natural Resources
PECO-An Exelon Company
Pennsylvania Department of Community & Economic Development
Robin M. Potter & Peter G. Gould

\$100,000–\$249,999

Anonymous (2)
ACME Markets
The Albert M. Greenfield Foundation

AQUA
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Bartlett Tree Experts
Lloyd & Thatcher Brown
The Esclusas Fund
Estate of Mark J. Bojanowski
Green Family Foundation
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National Fair Housing Alliance
The PoGo Family Foundation, Inc.
SEPTA
Anne Stokes Hochberg
Subaru of America, Inc.
United Way of Greater Philadelphia & Southern New Jersey

\$50,000–\$99,999

AARP
American Public Gardens Association
Arbor Day Foundation
The Armstrong Foundation
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Oldcastle, Inc.
PNC Wealth Management
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Schwab Charitable Fund
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STIHL
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\$25,000–\$49,999

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\$10,000–\$24,999

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Old Sod Travel
Susan & Bob Peck
Penn Beer Sales & Service
Pennsylvania Convention Center
Pennsylvania Liquor Control Board
Jane G. Pepper
The Philadelphia Phillies
PosiGen
RBC Wealth Management
Judy Reichner
Renewal by Anderson
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Smithers-Oasis
Solo Real Estate
Mr. & Mrs. John J. Soroko
The Spionkop Charitable Trust
State Farm Insurance Foundation
Glenna G. Stewart
TD Bank Charitable

Reggie & Frank Thomas
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Constance & Sankey Williams
Wills Eye Hospital
Susan & Peter Wilmerding
Anne & Charlie Wilmerding
WSFS Bank

\$5,000–\$9,999

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John Alchin & Hal Marryatt
American Endowment Foundation
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