



## 2021 ANNUAL REPORT



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### BUTTERFLY WALKS

From June through November 2021, a group from the University of California, San Diego led by Dr. Michael Perry conducted nine separate butterfly walks through the San Diego Botanic Garden with over a hundred volunteers. The group spotted over 650 butterflies and 21 different species including Skippers, Admirals, Ladies, Monarchs, and Swallowtails. Plants provide the key habitats butterflies, birds, and other animals need for survival.



# Letter from the Board Chair & CEO



Our Garden continued to grow and thrive in 2021 as we made major strides to increase our reach and expand our science and conservation programs.

Visitors flocked to see our amazing exhibits including our first ever orchid show (World of Orchids) and the blooming of the amazing corpse flower. We had almost 50,000 visitors come for our special exhibitions and over 4 million people experienced these wonderful plants online.

Our scientific and conservation programs are growing at a breakneck pace. In addition to the over 5,000 kinds of plants we maintain in our permanent collections, we have taken on several multi-year projects throughout San Diego County to better understand and conserve the amazing flora of our region.

Plants are the building blocks of our ecosystem. Within this report, you can see by the numbers how our beautiful garden and our conservation work supports not only plants but our diverse animal life, including birds and butterflies, while creating a natural oasis for human wellbeing.

We are deeply grateful to all of our members, donors, visitors, volunteers and supporters. You are the fertile ground in which our garden grows.



*Marcia Hall Brockett,*  
Chair, Board of Trustees



*Ari Novy, PhD,*  
President & CEO



## SDBG 2021 | BY THE NUMBERS



**6,460** Average member households by monthly totals

**132** Total Adult Classes

**149,093** Guest Attendance

**85** Bird Walk Participants

**123** Butterfly Walk Participants

### Online Reach (*increase over 2020 stats*):

**61,000+** email subscribers, **↑ 284%**

**334,000+** website visitors, **↑ 68%**

**29,800+** Facebook page likes, **↑ 111%**

**3.63M** Facebook page reach, **↑ 352%**

**43,300+** Instagram followers, **↑ 417%**

**4.6M unique accounts** Instagram reach, **↑ 3800%**



## EDUCATION SPOTLIGHT: SAPLinGS

In June 2021, our Education Department launched a new hands-on program aptly named SAPLinGS (Science, Art, and PLay in Garden Spaces). From *Bromeliads* to *Worms and Decomposers*, we offered 16 different themes and 70 days of programming filled with exploration and learning for children and their caregivers Wednesday through Friday mornings, with new activities every week.



### WEDNESDAYS

Children got their hands dirty in the Incredible Edibles Garden during Garden Time with an educator.

### THURSDAYS

Kids interacted with our volunteer model train conductor and potted their very own succulent to take home.

**FRIDAYS** saw young fans gather to make music and listen to stories from our long-time volunteer Grandma Kathy and her fabulous puppets.

## EDUCATIONAL OUTREACH | BY THE NUMBERS

**655** Students served through Pollinator Program

**5,700+** caregivers and children enjoyed our SAPLinGS programs

**114** Students served through in-person programs and tours

**10** Total schools served, 9 of which are Title 1 schools

**47** student participants in self-guided tours



## VOLUNTEER SPOTLIGHT

As we revised and expanded our volunteer opportunities in 2021, we were overjoyed with the community's interest in volunteering at the Garden! We received over 75 applications in 2021, adding 55 new volunteers last fall, and 33 in January 2022. We are thrilled with how this new group of volunteers is learning from our seasoned volunteers, and how their growth is helping the program continue to bloom!

## VOLUNTEERS | BY THE NUMBERS

**233** Total active volunteers

**7.3%** Increase in participation from 2020

**21,186** Total hours contributed

**68.3%** Increase in hours from 2020

**47** Average new volunteer age





# Science, & Conservation, & Collections:

Over the decades, the Garden has worked to conserve threatened plants and habitats, including San Diego's native flora as well as rare plants from around the world.

Our Science and Conservation team expanded in 2021 to address the planet's most pressing challenges, from biodiversity loss to climate change, food insecurity to environmental degradation. The team collaborates with community, nonprofit, academic, government, and industry partners to maximize their combined impact.

## SCIENCE & CONSERVATION | BY THE NUMBERS

### 225 Wild plant collections

Distributed and out-planted rare native plants to:

7 botanic gardens

2 universities

1 restoration site

109

Accessions distributed for research purposes

5 Peer-reviewed scientific articles published by SDBG staff



### Sequenced genetics of 20 species of 8 different genera:

*Adansonia* (2 species)

*Ephedra* (4 species)

*Fouquieria* (6 species)

*Melaleuca* (4 species)

*Opuntia* (1 species)

*Pickeringia* (1 species)

*Quercus* (1 species)

*Typha* (1 species)

25 Projects within and beyond the Garden that demonstrate science and conservation's role in increasing awareness of plant diversity

1 endangered species successfully reintroduced to historic habitat

30 Programs monitoring and surveying endangered species

A new laboratory, herbarium, and a seedbank were added to our Horticulture building.





### Current Areas of focus include:

- Conservation horticulture
- Seed banking
- Rare plant and habitat surveying, monitoring, and collecting
- Characterizing, evaluating, and distributing useful plants
- Environmental restoration
- Conservation planning
- Science outreach and education

**In 2021, our team led three major projects** benefiting the scientific research of horticulture and habitats throughout our region, including:

- Cottonwood Creek stewardship and restoration
- Survey, study, and propagation of rare and special plants in the Otay Mountain Wilderness
- Collaborative projects to sequence plant genomes with Salk Institute for Biological Studies

**In 2022, our work will expand to include a watershed riparian enhancement project** at Ocean Knoll Canyon funded by the California State Coastal Conservancy and evaluation of *Lepechinia ganderi* (Gander's pitcher sage) as a native ornamental in San Diego County, funded through a grant from the Stanley Smith Horticultural Trust.



## COLLECTIONS | BY THE NUMBERS

**8%** Increase in living accessions from 2020

**117** Plants planted surrounding our new Horticulture building

**11,222** Current living accessions

**8,103** Total plants currently mapped in ArcGIS (3% increase from 2020)

**91 Plant accessions shared with outside partners:**

**4** to SDSU

**10** to Salk Institute for Biological Studies

**27** to San Diego Zoo Wildlife Alliance

**50** to Houston Botanic Garden

**5,292**

Total unique taxa (botanical species and cultivars)

**2,231**

Individual plants added to the Garden's collections (up 24.7% from 2020's additions)

**Our Bird Walks resumed in 2021, for a total of 22 bird count days, and 70 hours and 55 miles of bird count efforts. 85 Bird species were observed in the Garden, a 6.25% increase from 2020.**

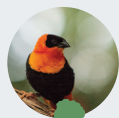
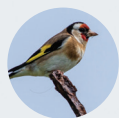
**Four new bird species were spotted:**

Green-tailed Towhee

Lawrence Goldfinch

Black swifts

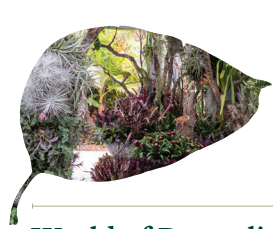
Northern Red Bishop





## EXHIBITIONS & EVENTS *(listed chronologically)*

Garden of Love (February 2021): **1,236** attendees



World of Bromeliads  
(August & September 2021)  
**16,125** attendees



Fall Festival  
(October 23–November 1, 2021)  
**2,203** attendees



### Corpse Flower Blooms

(October 31–November 2 and November 18, 2021)

In the fall of 2021, the Garden assisted two spectacular Corpse flower blooms, which brought in over 9,400 guests from as far as Mexico City. Our videos, shared on our website and via social media, attracted viewers from throughout the United States, Europe, South America, Australia and New Zealand. Local and international media coverage included: CNN World, The Guardian, KPBS, The New York Times, and San Diego Union-Tribune.



World of Orchids (April 2021)  
**14,383** attendees



Summer Concerts  
(July & August 2021):  
**422** attendees



Seeing the Invisible  
(September 2021–  
August 2022)  
**8,100** attendees

Botanic Wonderland  
(December 2021–January 2022): **16,289** attendees



### *Amorphophallus titanum* / **CORPSE FLOWER BLOOMS** | *BY THE NUMBERS*

**9,455** Visitors

#### Online reach:

Introduction video:

**4 million views, 336k likes**

Timelapse bloom video:

**79.4k views, 13.7k likes**

Average likes for corpse  
plant- related videos: **30k**

#### News coverage included:

ABC News, CBS 10 News, CNN World, Daily Mirror UK, Garden Design Magazine, The Guardian, KBS (South Korean Public Broadcasting System), KPBS, NBC San Diego, The New York Times, San Diego Union-Tribune, Scholastic KidsNews, Times of San Diego, and Washington Post.

**Viewers watched and commented from:** throughout United States, Mexico, United Kingdom, Sweden, Portugal, South Africa, Australia, New Zealand, Peru, and Argentina



Thank you to our members who ensure our beautiful Garden thrives daily.

### Torrey Pine

Patrick Anderson & Ron Koren  
Mark & Karla Deetjen  
Mark & Jenny Dowling  
Janet & John Kister  
Tyler & Diane Miller  
Tom & Cathy Staver  
Carl Ware

### Sapphire Tower

Martin Adams & Irma Ojeda  
Jim & Judy Farley  
Mary & Jeff Friestedt  
Adam & Whitney Robinson

### Cork Oak

Anonymous  
Chris & Diane Calkins  
Don & Michelle Callard  
Chris & Mila Conlan  
Carol & Martin Dickinson  
Anna Dreilinger  
Marti & James Eisenberg  
Neil & Clarice Hokanson  
Ann Hunter-Welborn & David Welborn  
Donald & Marla Novy  
Arlene & Ron Prater  
Bill & Mary Rawlings  
Fay Schopp  
Darrell & Jill Shrader  
Dale & Michael Snyder  
Kathleen & Jeffrey Thuner  
Paul & Ann Tuskes  
Elizabeth & Tim Wright

### Dragon Tree

Joan Ades  
Charles Aldrich  
Tom & Carla Applegate  
Charles & Gladys Baird  
Linda & Richard Beliveau  
Mary & Richard Borevitz  
Ray & Bonnie Brooks  
Jeff Clingan & Leonard Burkhart Jr.  
Kellie & Martin Cassell  
Nancy & John Celick  
Steve & Kristine Charton  
Carolyn & Abram Conant  
Randi & Marissa Coopersmith  
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Ruth Todd Evans & Edward Evans  
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Tom & Donna Golich  
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Paul & Maggie Judge  
David Kellum & Carolyn Hilliard  
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Will Kornik & Sue Mark-Kornik  
James & Janice LaGrone  
Drew Liddle & Leslie Jones Liddle  
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Cheryl & Steve Mergenthaler  
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Ari Novy & Christine Poulson  
Pam Palisoul  
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Elaine & Paul Sarkaria  
Suzy Schaefer  
Don Shadrow  
Valorie & Mike Shatynski  
Ralene & Jessika Shimon  
Leslie & Marshall Sigismund  
Dick & Lynn Stevens  
Michelle & Jacob Sutton  
Audrey Terras & Harold Stark  
Pat Welsh  
Will & Sally Willis

## FINANCIAL INFORMATION

(Reported for FY July 1, 2020–June 30, 2021)

**TOTAL REVENUE:** \$3.7M

Contributions: \$1.7M

Earned Income: \$2M

**NET INCOME:** \$19,000

**TOTAL EXPENSES:** \$3.6M

Programs: \$2.8M

Management/General: \$0.4M

Fundraising: \$0.4M

### MISSION

We garden to create, share and apply plant wisdom in our world

### VISION

A magnificent botanic garden that empowers people of all backgrounds, ages, and interests to improve their lives and our world with its wonder

### VALUES

Accessibility	Inclusivity
Collaboration	Innovation
Growth	Stewardship





Thanks to our major donors and corporate partners who help us build a future for the Garden that includes science, conservation, and education programs to benefit all of us and our planet.

**\$100,000+**

Bridget Rose Foundation, Inc.  
Bureau of Land Management  
California State Coastal Conservancy  
Quality Care Foundation

USDA-National Institute of Food  
and Agriculture  
Katherine D. White  
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& David Gray

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**\$50,000 to \$99,999**

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Don Shadrow  
Katerina Shahpazova  
Cheryl & Jeff Shaver  
John & Patricia Seiber  
Kathleen Strauss  
Audrey Anne Terras

**\$25,000 to \$49,999**

Mary Blodgett & Carlton Calvin  
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The Ecke Family  
The Fox Family  
Institute of Museum and  
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San Diego Gas & Electric  
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Walter J. and Betty C. Zable  
Foundation

Botanic Gardens Conservation  
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Marcia K. Hall Brockett  
& Richard Brockett  
Mark & Karla Deetjen  
Mary & Jeff Friestedt  
Judge Family Fund  
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Arlene & Ron Prater  
Adam & Whitney Robinson  
United States Botanic Garden  
United States Forest Service  
Westfield UTC

Deborah Brenner  
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Olive Hill Family  
The Rice Family Foundation  
Suzy Schaefer  
Stanley Smith Horticultural Trust  
Stern Leichter Foundation

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Mo Ecke  
Marti & James Eisenberg  
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Emerald Growers  
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Olive Hill Greenhouses  
Premium West, Inc.

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**Bronze**

Jimbo's...Naturally!

