



BLOEDEL
RESERVE

REPORT TO OUR COMMUNITY: 2020

Looking back, Looking forward



BLOEDEL
RESERVE

This Community Report is dedicated to founding Trustee and beloved friend Virginia Bloedel Wright (1929-2020). We are honored to carry her vision and passion into the future.

DEAR FRIENDS OF BLOEDEL RESERVE

As we begin 2020, we are taking time to look back at the decade we are concluding. For Bloedel Reserve, it truly has been a decade of transformation.

By any measure, Bloedel Reserve has experienced remarkable growth and thoughtful evolution since 2010. Over the last 10 years, we have fostered stronger connections with our community, enthusiastically partnered with other arts and cultural organizations in our region, welcomed new guests to the grounds from around the Sound and around the world, and built upon the support systems that have sustained us.

In this report to the community, we celebrate our past highlights. We also look forward at the inspiring new projects and programs already underway. And most importantly, we sincerely thank you—the members, donors, grantors, volunteers, and sponsors whose support has kept Bloedel Reserve flourishing in years past and whose generosity will help us thrive for years to come.

With heartfelt gratitude,

Ed Moydell
The Richard A. Brown Executive Director
Bloedel Reserve

Chuck Little
President
Bloedel Reserve Board of Trustees

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A photograph of a forest path with tall trees and a green overlay containing text. The path is covered in reddish-brown mulch and leads through a dense forest of tall, thin trees. The green overlay is semi-transparent and contains two columns of text.

OUR VISION

*To provide
refreshment and
tranquility in the
presence of
natural beauty*

OUR MISSION

*To enrich people's lives
through a premier
public garden of natural
and designed Pacific
Northwest landscapes*

OUR GUIDING PRINCIPLES

We fulfill our mission and vision through an unwavering commitment to four guiding principles.

**HORTICULTURE
& DESIGN**

**CONSERVATION
& STEWARDSHIP**

**CREATIVITY
& INSPIRATION**

**NATURE
& WELL-BEING**



These principles define, shape, and inform everything that we do, both on the grounds and in the community.

LOOKING BACK

A decade of transformation

Since 2010, we have brought significant improvements to almost every aspect of Bloedel Reserve.

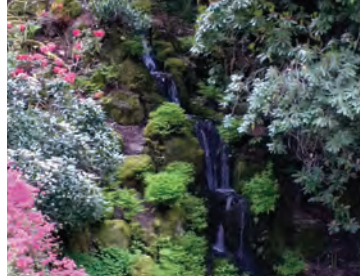
OUR LANDSCAPES AND BUILDINGS

We have made major landscape renovations across the grounds, as well as significantly improved the

JAPANESE GARDEN
2013-2014



WATERFALL OVERLOOK & STREAM
and portions of
THE GLEN
2014



RESIDENCE FIRST FLOOR RENOVATION
2014



JAPANESE GUEST HOUSE RENOVATION
2014

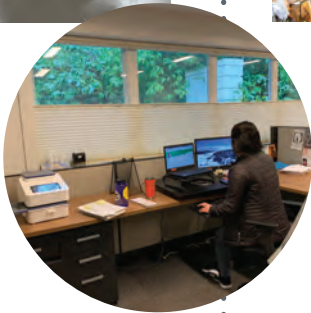


buildings that serve our guests, volunteers, and staff.

**NEW GUEST
PARKING LOT**
2017



**NEW
FINANCE
OFFICES**
2017



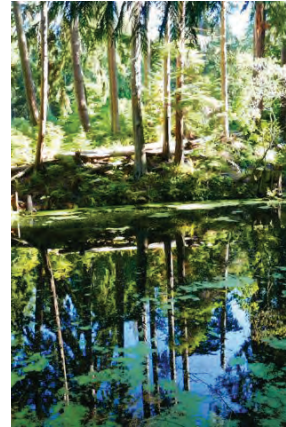
**GATEHOUSE
EXPANSION**
2018



**NEW
FLORAL
WORKSHOP**
2018



SWAN POND
2019



**BUXTON BIRD
MARSH & MEADOW
RENOVATION**
2019-2020



LOOKING BACK

A decade of transformation

In 2010, we eliminated our reservation system and began actively welcoming the public to the Reserve.

COMMUNITY OUTREACH

We have introduced a variety of new community-focused events and programs.

HIGH SCHOOL INTERNSHIP PROGRAM
2010



HOLIDAY VILLAGE
2010-19

SUPER SQUASH SCAVENGER HUNT
2011



BARD AT BLOEDEL
in partnership with Bainbridge Performing Arts
2014



STROLLS FOR WELL-BEING
2014



CREATIVE RESIDENCY PROGRAM
2014



COMMUNITY SUPPORT

We have attracted extraordinary philanthropic generosity.

POETRY
MONTH
2015

GRATITUDE
DAY
2019



RAISED \$2.5 MILLION TO
ENDOW THE EXECUTIVE
DIRECTOR POSITION.

The endowment value is now
at \$3.4 million.

LAUNCHED A COMPREHENSIVE
FUNDRAISING CAMPAIGN
WITH A \$25 MILLION GOAL.

To date, we have secured nearly
\$23 million in cash and pledges.

ACCOLADES

- Featured in Monty Don's *American Gardens (2020)*, a three-part television series produced by the BBC
- Award for Environmental Excellence — Buxton Bird Marsh & Meadow redesign
WA Nursery & Landscape Association, 2019
- One of America's 10 finest botanical gardens
USA Today, 2018
- Fifth finest Japanese garden in North America
Journal of Japanese Gardening, 2015



*In 2014,
we completed
a 5-year transition
from a private
operating foundation
to a 501(c)(3) public
charity.*

LOOKING FORWARD

We have many exciting projects slated for 2020 and beyond. The following examples each tie directly to one (or more) of our four guiding principles and provide enriching new experiences for guests and staff alike.

HORTICULTURE & DESIGN

Buxton Bird Marsh & Meadow



At the heart of Bloedel Reserve is the landscape itself—the forests and meadows, the cultivated gardens, ponds and wildlife habitats. The expansion and renovation of the Buxton Bird Marsh & Meadow is a premiere example of how we strive to create an immersive experience for guests while enriching and protecting the natural landscape and wildlife.

Doubling its size from 5 to 10 acres, the landscape redesign includes a new boardwalk to protect the pond at the center of the marsh, as well as rerouted trails, new viewpoints, and 50,000 bulbs planted in the meadow adjacent to the marsh. Read more about the project on our website at bloedelreserve.org/bird-marsh.

We'll celebrate the official opening of the Buxton Bird Marsh & Meadow in April 2020.

CONSERVATION & STEWARDSHIP

The Environmental Horticulture Center



Bloedel Reserve is renowned for sustainable and green horticultural practices. The Environmental Horticulture Center (EHC) is a planned, multiphase project that will provide much needed modernization of the “back of house” buildings and systems that serve all aspects of our

commitment to conservation and sustainability.

The EHC will also be a valuable learning lab for horticultural education and research. In 2020, we will break ground for the first stage of the project—a substantially improved composting facility.

For details & updates, visit bloedelreserve.org/ehc.

LOOKING
FORWARD

CREATIVITY & INSPIRATION

The Creative Residency Program

Launched in 2014, the Creative Residency program offers artists and innovative thinkers from all disciplines the opportunity to spend uninterrupted time of up to one month in residence at Bloedel Reserve. Time to dream, think, and create with nature as muse. Creative Residents share their work in public presentations, thus enriching the creative life of the community in which we live.



To meet the 2020 class of Creative Residents and find out more about the endowment we're building to ensure the future of this program, visit bloedelreserve.org/creative-residents-2020.

We thank Nancy and Glenn Haber of the Fletcher Bay Foundation for their generous challenge grant to establish the endowment for this wonderful program.

NATURE & WELL-BEING

Strolls for Well-Being/Virginia Mason Pilot Program

The positive connection between time spent in nature and wellness is a concept that spans millennia. It is a truth that was championed by Prentice Bloedel in his originating design and core purpose of the Reserve. The Strolls for Well-Being program, initiated in 2014, gives participants the opportunity to immerse themselves in nature through a series of free-of-charge structured walks and educational sessions that are designed to be both meditative and healing.

Physicians at Virginia Mason are partnering with Bloedel Reserve to explore and quantify through biometrics the positive benefits of immersion in nature. What we learn together could have a profound impact on health and wellness in the future.



Read more about the Strolls program at bloedelreserve.org/strolls-for-well-being.

SUSTAINING A TREASURE FOR GENERATIONS

CUMULATIVE CAMPAIGN DONORS 2016-2019

THANK YOU

*Bloedel Reserve
started as a labor of
love and is sustained
through the passion
and generosity
of many.*

\$1,000,000+

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The Wright Family

\$500,000-\$999,999

Anonymous
Fletcher Bay Foundation
Susan Guffey
Lady Foundation

\$100,000-\$499,999

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Please note: We have done our utmost to ensure the accuracy of these lists. Should you find any errors or omissions, please contact Jitka Pilar, Communications & Development Coordinator, so that we may correct our records.

jpilar@bloedelreserve.org
206-842-7631, x25

For a complete list of campaign donors 2016-2019, please visit bloedelreserve.org.



LANDSCAPE OF GIVING 2019

A community of philanthropists whose 2019 giving was \$1,000 or more

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\$10,000+ pledged for each of a minimum of 5 years

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included Bloedel Reserve in
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of Bonnie Powers

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Paula Hillmann, in honor of
Kate Hillman Ruffing
Anne Humphrey, in honor
of Jonathan Carney

Charles Karchmer, in honor
of Ginny & Tom Brewer
Suzanne & Robert Karr, in
honor of Bob Karr
Kathy Madden, in honor of
C. David Hughbanks
The Mahj gals, in honor of
Christina Hinman
Lewis & Nancy Mandell, in
honor of Donna Slaughter
PD McCuiston, in honor of
Tony Drehfal
Robert Pearson, in honor of
Leslie Meadowcroft Schipper
& Frank Schipper
Christin Peterson, in honor
of Tony Drehfal
Loretta Redd, in honor of
Robert Pearson
Laurie & Paul Stumme-Diers,
in honor of Linnea Chu
Stephen Westby, in honor
of Cassie Picha
Suzanne Zapf, in honor of
Dwight Shappell

MATCHING GIFTS 2019

Amgen
Boeing
Capital Group Companies
IBM Corporation
JP Morgan Chase
Microsoft

*Deceased

THE PEOPLE behind the scenes

2020 BOARD OF TRUSTEES

Chuck Little
President and Chair,
Executive Committee

Ted Andrews
Vice President

Jim Kelly
Vice President and Chair, Rules,
Governance, & Nominations Committee

Suzanne Kelly
Immediate Past President and Chair,
Development Committee

Justine Milberg
Treasurer and Chair, Finance
Committee

Deborah Schenk
Secretary and Chair, Audit Committee

Doug Bayley
Chair, Grounds Committee

Steve Davis
Chair, Individual Giving Task Force

Lucy Glenn

Molly Hogger
Chair, Marketing & Communications
Committee

Kimi Kinoshita
Vice Chair, Rules, Governance,
& Nominations Committee

Johnna Kleisner

Mark Levine
Chair, Corporate Relations Task Force

David Lewis
Chair, Community Initiatives Committee

Laura Lundgren

Andy Maron
Chair, Entrance Enhancements
Task Force

Sandra McIver

Becky Miller

John Morris
Chair, Bird Marsh Task Force

Shawn O'Neill

Cassie Picha
Chair, Guest Experience Committee

Katie Strong

Nate Thomas
Chair, EHC Subcommittee
& Facilities Committee

Rolfe Watson

SENIOR ADVISORY COUNCIL

Connie Albrecht
Barbara Anderson
Alan Black +
Wayne Blair
Debbi Brainerd *+
Stacie Crooks
C David Hughbanks
Bob Jakubik
Bob & Judy Karr
Paul Kundtz *
Richard Mahoney
Sue Nevler
Susie Ragen
Chris Rogers
Alice Shorett *
Robert Skotheim +
Hope Stroble
Alice Tawresey
Karen Thomas
Sarah Wallace
Karla Waterman

* Former Board President
+ Emeritus Trustee

CAMPAIGN CO-CHAIRS

Alan Black
Debbi Brainerd
Suzanne Kelly
Fred Pakis
Cassie & Doug Picha

VOLUNTEER ADVISORY BOARD

Susan Beecham
Wendy Seanor
Tom Strid
Alice Tawresey
Necie Toohey

IN MEMORIAM

Alison Andrews **
John F. Hall +
Brooks Ragen +
Roy L. Taylor **
Kate Webster
C. Bagley Wright **
Virginia Bloedel Wright **+

2020 BLOEDEL STAFF

EXECUTIVE OFFICE

Ed Moydell
Richard A. Brown Executive
Director

Sina Irving
Executive Administrative Manager

Robin Rypinski
Human Resource Manager

COMMUNICATIONS & DEVELOPMENT

Beth Bradley
Director of Communications
& Development

Gretchen Douma
Communications Manager

Tim Fairbank
Development Manager

Rima Mehta
Sustainability Associate

Jitka Pilar
Communications &
Development Coordinator

FINANCE

Renee Kok
Director of Finance

Kristin Dalhoff
Membership & Data Entry
Coordinator

Kim Pitre
Accounting & Payroll Manager

GUEST SERVICES

Andrea Mercado
Guest Services & Gift Shop
Manager

ASSOCIATES

Anisa Ashabi
Makenzie Bookwalter
Lynn Dixon-Silva
Laura Fayollat-Boudreaux
Christine McLain
Megan Ronald
Abner Senires
Trevor Williams

OPERATIONS

Andre ten Dam
Director of Operations

Brittany Clarke-Barnes
Events Manager

Meg Fraser
Volunteer Coordinator

Anna Teiche
Operations Assistant

Amy Weber
Creative Residency Manager

FACILITIES

Joe Piecuch
Director of Facilities

Ben Buchanan
Irrigation Associate

Gunda Lunde
Custodian

Don McKinney
Trails Specialist

Darren Strenge
Moss Garden Specialist

Alex Tracy
Facilities Associate

GROUNDS & HORTICULTURE

Andy Navage
Director of Grounds & Horticulture

Dave Amos
Turf Specialist

Philip Bloomquist
Propagation & Nursery Specialist

Bob Braid
Caretaker, Japanese Garden
Specialist

Joe DeMaio
Grounds & Horticulture Manager

David Jacobs
Grounds & Horticulture Associate

Ken Little
Arborist

Andy Moss
Rhododendron Glen Specialist,
Gardens West Lead

Sean Peterson
Grounds & Horticulture Associate

Tobin Tripp
Grounds & Horticulture Associate

Cathy Tyler
Florist

Haley Wiggins
Grounds & Horticulture Associate

Photography: Pamela Bartha, Keith Brofsky, Tammy Fujihara,
Erik Hofsather of Sky Solutions NW, Bob Jakubik, Peter Lik, Derry Moore



COMPREHENSIVE CAMPAIGN GOALS & PROJECTS

To date, we have raised nearly \$23 million towards a \$25 million campaign goal.

ENTRY ENHANCEMENTS Fully funded

- Expand and renovate Gatehouse
- Improve safety, parking, orientation, and circulation

BUXTON BIRD MARSH & MEADOW EXPANSION

Fully funded

ENSURING A SUSTAINABLE FUTURE

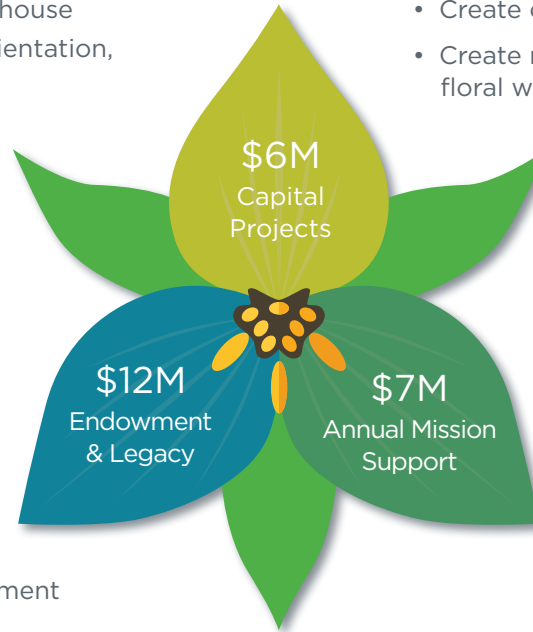
- General Legacy Gifts
- Creative Residency Endowment Legacy Gifts

ENVIRONMENTAL HORTICULTURE CENTER

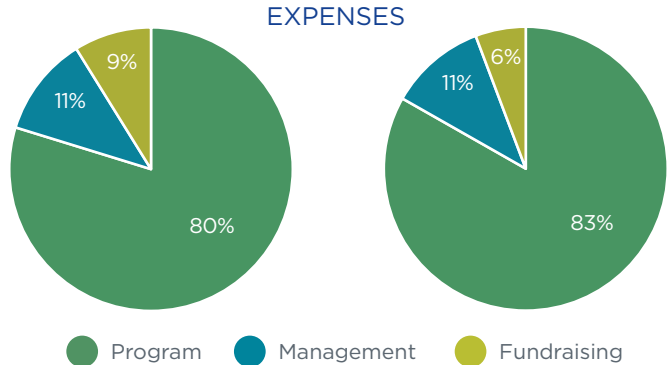
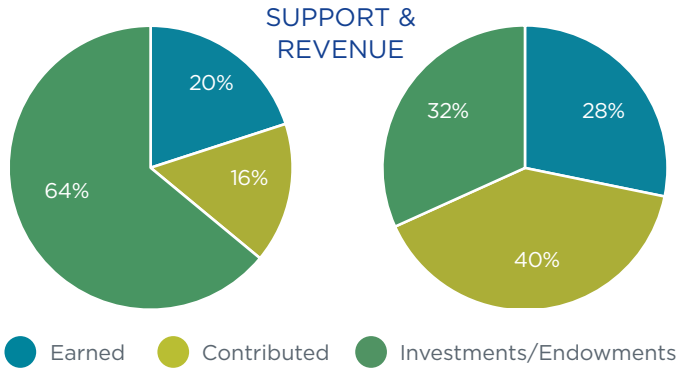
- Create organic compost center
- Create new greenhouse facilities and floral workshop
- Remodel maintenance shop
- Expand material, equipment and tool shed
- Create new classroom, staff offices, laboratory and common space

THE LANDSCAPE EXPERIENCE

- Landscape of Giving



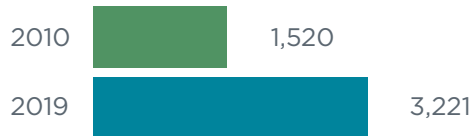
2009 \$1,484,285 Annual Budget 2018 \$3,412,303 Annual Budget



GROWTH AT A GLANCE

	2009	2018/2019	CHANGE
Total Assets (investments, property, equipment)	\$19,287,387	\$28,331,850	47%
Withdrawal Rate from Investments	5.23%	4.91% (2018)	-0.32%
Staff FTE	20	45	125%
Volunteers	70	200+	186%
Board Members	12	28	130%
Admissions Revenue	\$96,790	\$509,924	427%
Gift Shop Revenue	-	\$128,870	
Paid Memberships	1,520	3,221	112%
Major Donor Households	70	176	151%
Garden Party Revenue (net)	\$19,332	\$516,025	2,569%
Social Media Followers	2,220 (2012)	11,000+	395%

PAID MEMBERSHIPS



Bloedel Reserve is maintained and nurtured through generous community support. We are a 501(c)(3) nonprofit organization. Federal Tax ID #91-6182786. Donations are tax deductible as allowable by law.



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