

A photograph of a forest scene. In the foreground, two deer are standing on a path covered in brown leaves. The deer on the left is looking towards the camera, while the one on the right is looking away. They are surrounded by green ferns and other foliage. In the background, a large, light-colored house with a gabled roof is visible through the trees. The house has several windows and a chimney. The scene is framed by dark, leafy branches in the foreground.

REPORT TO OUR COMMUNITY 2021

Looking Back, Looking Forward



BLOEDEL
RESERVE

This Community Report is dedicated to the health care workers and first responders all across our region who did extraordinary work in the face of the unthinkable. Your heroism, selflessness, and humanity serve to inspire us all.

DEAR FRIENDS OF BLOEDEL RESERVE

“Silver linings in dark clouds” is an apt description for how our community found respite and reassurance in 2020 on the cherished grounds that our visionary co-founders Prentice and Virginia Bloedel entrusted to us all in 1988.

What you will see in this annual report is a summary of what we accomplished at Bloedel Reserve last year in the face of the global pandemic and what we aspire to achieve through creativity and conviction going forward.

We are buoyed by the extraordinary outpouring of appreciation and generosity from our many members, guests, donors, sponsors, grantors, and volunteers. Although we truly cannot thank everyone enough for their above-and-beyond support, we will continue trying to do so by dedicating ourselves wholly to protecting and sharing this beloved horticultural masterpiece for generations to come.

With heartfelt gratitude,



Ed Moydell
The Richard A. Brown President & CEO
Bloedel Reserve



Steve Davis
Chair, Board of Trustees
Bloedel Reserve



TABLE OF CONTENTS

Mission, Vision, Principles & IDEA

4-5

2020: The Year in Review

6-15

Thank You

16-23

The People Behind the Scenes

24-29

Bloedel By the Numbers

30-31



AT THE CORE OF
WHO WE ARE

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.*

*It was magnificent, magical, peaceful, radiant, delightful.
I walked slowly...sat on every bench...and breathed in the magnitude of
such a gift this garden is to the world.*

—Remarks from a guest upon returning after the 3-month COVID closure



OUR PRINCIPLES

We fulfill our mission and vision through an unwavering commitment to these foundational principles.

They shape the work we do and the programs we create.

*Horticulture & Design
Conservation & Stewardship
Creativity & Inspiration
Nature & Well-Being*

OUR COMMITMENT TO IDEA

We believe in equity and that nature is vital and should be accessible to all.

Bloedel Reserve's IDEA (Inclusion, Diversity, Equity, Accessibility) Initiative is focused on ensuring that Bloedel Reserve is a welcoming, inclusive, and representative organization.

WHAT WE LEARNED

Nature doesn't stop, even when humans have to.

What began as a normal year was suddenly turned upside down by COVID-19. Washington State was one of the first states hardest hit by the virus and in March of 2020 we were forced to close the Reserve for almost three months.

Shutting down wasn't as simple as closing our offices. While our administrative staff could, by and large, work remotely, our intrepid grounds and facilities teams had to figure out how to care for a 150-acre facility with a socially distanced and masked skeleton crew. Remarkably, the grounds were ready for visitors when we opened again in early June. When guests arrived, the Buxton Bird Marsh & Meadow was in spectacular full bloom...but to the trained eye, full of weeds that had taken hold during the months of closure.





WHERE WE'RE GOING

Stepping back lets you step forward with fresh eyes.

Major garden and landscaping projects were put on hold for much of 2020 due to the pandemic. But with a larger crew back, we have stepped up our work on the grounds, including removing those invasive weeds.

In 2021, thanks to a grant from the Pendleton and Elisabeth Miller Charitable Foundation, we will begin work on a new Arrival Garden. The landscaped areas comprising the entrance to the Reserve were designed at different times, and until now there has not been an effort to consider them holistically. The new design will create a fitting first impression of the Reserve by addressing specimen tree loss, improving views, and connecting adjacent landscapes.

CONSERVATION & STEWARDSHIP

WHAT WE LEARNED

*Appreciate what you have
and celebrate what makes
you unique.*

It is easy to take for granted that which is familiar, until it's gone...even temporarily. We were reminded that what we do as custodians of this quintessential piece of the Pacific Northwest profoundly matters to our community. And we were reminded that sharing this place is an essential part of our conservation mission.

The importance of the Reserve became ever more apparent when guests were able to return to the grounds. The outpouring of delight, love, and gratitude was nothing short of astonishing.





WHERE WE'RE GOING

Knowledge is great. It's even greater when it is shared for the common good.

Using our Heritage Landscape Report and other resources, we will be sharing more information about the Reserve's history and evolution, as well as our plans for its future, including our continuing commitment to green horticultural practices.

Composting is a vital part of how we put that commitment into action. Near the end of 2020, thanks to pre-pandemic gifts from several generous donors, we began construction of a new composting facility. The first phase of our Environmental Horticulture Center, this facility will significantly improve our composting capacities. At this writing, construction is moving quickly toward completion this spring.

CREATIVITY & INSPIRATION

WHAT WE LEARNED

Creativity will find a way to express itself, in spite of the obstacles.

Like the grounds themselves, our signature Creative Residency program had to come to a halt when the facilities closed beginning in March.

Our new program manager (who was hired just days before the closure) rose to the challenge by rescheduling those 2020 Residents whose stays were cut short, not only by COVID but also by summer wildfires, so they could safely return when conditions and their schedules allowed. In the interim, she found ways to expand virtual access to their work with stories, photos, and videos posted to our website.





WHERE WE'RE GOING

Imagination thrives on the new, the unforeseen, and the unexpected.

The values inherent in our IDEA initiatives—inclusion, diversity, equity and accessibility—play an especially important part of the Creative Residency program. The Program's new juried application process, introduced at the end of 2020, will bring our most diverse group of Residents yet to the grounds in 2021. We are excited to see what their time at Bloedel inspires and what they will share with their colleagues, friends, and fans wherever they call home.

Also, we will continue to introduce Residents to our local community through partnerships with arts and culture organizations like BIMA (Bainbridge Island Museum of Art) and BARN (Bainbridge Artisan Resource Network).

NATURE & WELL-BEING

WHAT WE LEARNED

Nature heals.

Our Strolls for Well-Being program has from the very beginning been built on the concept that immersion in nature is good for the body, mind, and soul. When the Reserve had to shut down that also shut down our onsite Strolls orientations and adjunct workshops. And the Virginia Mason team that had been working with us to measure the impact of the program on participant health had to turn its attention to the COVID crisis.

So we adapted the original onsite Strolls program into Strolls at Home. The prompts for 12 self-guided walks are downloadable 24/7 from our website, allowing participants to embrace the benefits of being in nature no matter where they are.





WHERE WE'RE GOING

Given the opportunity, we all benefit from time spent in nature.

We have reintroduced our free Strolls for Well-Being program in a virtual/actual hybrid format. Group meetings are held on Zoom, and participants can once again take their solo themed walks onsite. Our Grief Group partnership with Island Volunteer Caregivers has also restarted.

But downturn in revenue and budget cuts have delayed the hiring of a program manager for Nature & Well-Being initiatives. We hope to grow this part of our programming when resources become available. And we hope to share our Strolls programs with other public gardens, parks, and outdoor spaces whose guests could benefit from our findings about the healing properties of immersion in nature.

SERVING THE COMMUNITY

FLEXIBILITY, RESILIENCE & TEAMWORK

STAYING CONNECTED VIA VIRTUAL VISITS AND WEEKLY NEWS

More than 15,000 friends and fans have embraced our weekly E-Newsletter, which keeps members, donors, and guests up to date with our latest news.

And our new website “digest”—*From Our Backyard to Yours*—provides behind-the-scenes photos, videos, and articles so visitors can experience a bit of Bloedel no matter where they are.

CREATING A SAFE EXPERIENCE ON-SITE

Strict health and safety measures allowed us to get permission from the Governor’s Office to reopen the Reserve earlier than we had anticipated. In fact, we were the first public garden in Washington State to reopen.

We instituted a Timed Ticketing system to capture an accurate headcount of who is on the grounds. We converted our trail system to a one-way route and began requiring that guests and staff wear masks and observe social distancing.

WELCOMING BACK THE COMMUNITY FOR FREE

When we reopened the Reserve in early June, we offered free admission for more than 3,500 people over two full weeks. Guests were able to try the new Timed Ticketing system, the new one-way trail route, and the social distancing protocols.

The feedback was immediate and overwhelmingly positive. As one guest put it, “So wonderful to enjoy nature during this time and so grateful to have Bloedel so close by.” In October, we did

it again, expanding what was to be a single day into Gratitude Weekend in order to thank our community with more free access to the Reserve.

FINDING NEW SOURCES OF REVENUE

The impact of COVID-19 and the subsequent closure of the Reserve cannot be overstated. The decline in revenue was swift and immediate. Our onsite summer Garden Party, which traditionally raises half of our annual mission support, became a major casualty.

Unable to host gatherings on the grounds, we went virtual, with an online fundraising campaign that was wildly successful, thanks to the community’s above-and-beyond generosity. And friends and fans enthusiastically embraced the new Online Shop for their holiday shopping.



Speaking of the holidays, in 2019 we retired our Holiday Village display and began planning something new. Our plans had to change when COVID hit. “Winter in the Woods” became our answer—an entirely outdoor experience with festively decorated trails, a food drive in partnership with Kitsap YWCA

for families in need, and a Wishing Tree to capture hopes for the new year. The result? More than 5,000 guests booked tickets in December, we collected more than 700 food items for the Y, and nearly 2,000 wishes were hung on the Wishing Tree. A whole new tradition has begun.

HONORS & ACCOLADES

Even in the face of COVID restrictions, Bloedel Reserve received welcome recognition including winning these readers’ polls:

FROM USA TODAY (2020):

One the 10 Best Botanical Gardens in North America

FROM SOUND PUBLICATIONS:

Best of Bainbridge Island (2020)
Best of Kitsap County (2020)
Best Tourist Attraction
Best Hiking Trails

And these print and online stories introduced Bloedel Reserve to readers near and far:

“AMERICAN GARDENS” BY MONTY DON & DERRY MOORE

We are featured in this book that complements Don’s three-part television series developed for and aired on BBC TV. (2020)

“BLOEDEL RESERVE HELPS STROLLS FOR WELL-BEING PARTICIPANTS DISCOVER THE HEALING POWER OF NATURE CLOSER TO HOME”

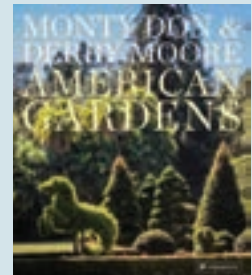
Pacific NW Magazine, SeattleTimes.com

“3 WAYS TO SPEND THE DAY (& STAY) ON BAINBRIDGE ISLAND”

RedTricycle.com

“LATITUDES: AN OASIS OF BEAUTY & SERENITY AWAITS AT BLOEDEL RESERVE”

The Woodinville Weekly, NWnews.com



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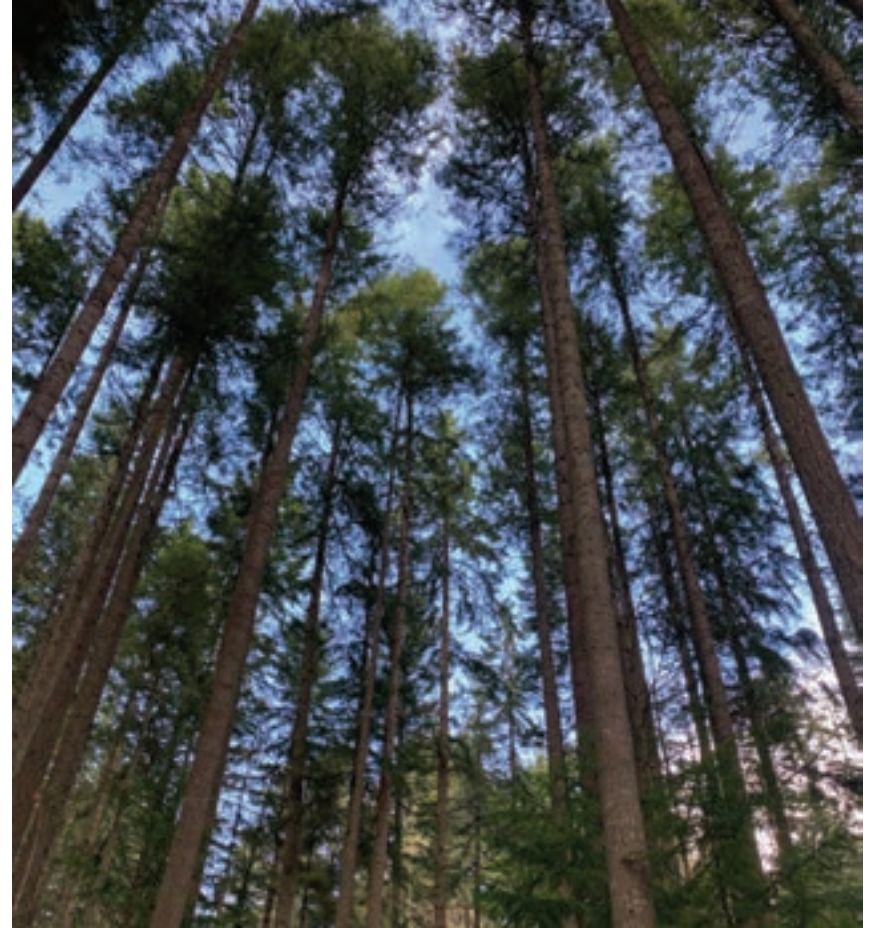
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Beverly & Dennis Streng
James Strickler
Carla & John Stroh
Lyn Tangen & Dick Barbieri
Nancy & David Thacher

Karen & John Thomas
Georgia & Jeff Vincent
Leslie & Mike Whalen
Janet & Fred Williams
Delight Willing
Deehan Wyman & William Paris

LEGACY CIRCLE, MEMORIAL, HONORARY & MATCHING GIFTS

LEGACY CIRCLE

Anonymous (5)
Sue Andresen & Dennis Kirkpatrick
Ted Andrews & Gretchen Hund
Patricia & Charles Bell
Beth Bradley
Elizabeth & Scott Coplan
Steve Davis
Kimi Kinoshita & Gary Nakamura
Mark Levine & John Keppeler
Bob Leik
David & George Lewis
Terri McGinnis
Justine & John Milberg
Shawn O'Neill
Carole A. Nelson
Cassie & Doug Picha
Joseph B. Salter, Jr.
Deborah & Proctor Schenk
Eulalie Schneider
Alice & David Shorett
Carla & John Stroh

MEMORIAL GIFTS

Todd Adams, Beth Bradley, Helen & Rob Burke, Paula & Radolph Chuka, Mary Coupland, Michelle Crawford, Janie & Chuck Ekberg, Janet Feil, Tom Foster, Dawn & Gordon Janow, Kathy Levine & Jeff Glanzrock, Gwen & Ken Jonas, Janette Jonas, Chuck & Joanne Little, Lori Lozowski, Martha Makosky, Julie & Bill Marler, Cheryl & Eric Mauer, Elizabeth Morgan, Stacy Moser & Scott Cameron, Heather & Nicholas Paradis, Mary Parker, Julie & Matt Pearson, Kimberly Reilly, Geoff Robison, Sarah & Graehm Wallace, Carrie York, in memory of Yaroslavna Adams

Sherri Wilson, in memory of Marian & Mel Bockman
Jill Aesoph, in memory of Ruth Brown
David & George Lewis, in memory of Frank Buxton
Gaye & David Reynolds-Gooch, in memory of Reed Byers
Barbara Roark, in memory of Paul Cervantes
Cher Greenlaw, in memory of Erma Lassen Daley
Suzanne Cofer, in memory of Earl L. & Wanda E. Desilet
Andrew King, in memory of Lee Fickle
The Gustavson family, in memory of John C. Gardner
Millie & Dennis Heeney, in memory of Gary Heeney
Sophie-Shifra Gold, in memory of Michael Douglas Hughes, Isaac Michael Levin, and Casey Pearl Kahle
C. David Hughbanks, Alice & David Shorett, Gayle Woolston, in memory of Bob Karr
Sharon Dieterich, in memory of Sharon Kulfan
Patricia & Charles Bell, in memory of Jerry Lucey
Teresa Root, in memory of Molly, a faithful and loving companion
Richard Monkman, in memory of Forest and Marilyn Monkman
C. David Hughbanks, in memory of Iris Moydell
Carole A. Nelson, in memory of James Nelson
Sarah & Graehm Wallace, in memory of Brooks Ragen
C. David Hughbanks, in memory of Nadine Skotheim
Sue Andresen & Dennis Kirkpatrick, Laura 'Bunny' Gowen, C. David Hughbanks, Karen & John Thomas, in memory of Virginia Wright

HONORARY GIFTS

Hope Garrett, in honor of Hope Stroble
Rob Harbour, in honor of Carl Westphal & Davonne Loup*
Margaret Havens, Nan Herbert, Jan Fick, Pamela Johnson, and Sue Rose, in honor of Kimberly Trowbridge
Cynthia Huffman & Ray Heacox, in honor of Deborah Schenk
Lisa & Buddy Ide, Cameron Ragen, and Matthew Ragen, in honor of Susie Ragen
Karen Keith & Patrick Malloy, in honor of Erin & Ed Moydell
Ellen Look & Tony Cavalieri, in honor of Doug Bayley
Ria Martens, in honor of Narendra Siddaiah
Pat Roux, in honor of Naomi Roux
Patsy Sangster, in honor of Laura Lindstrom
Naomi & David Spinak, in honor of Victor & Phyllis Katz
Arnold Stern & Roeliena VanZanten, in honor of Simon Sluys

MATCHING GIFTS

Boeing
Capital Group Companies
IBM Corporation
Johnson & Johnson
JP Morgan Chase
Microsoft

We have done our utmost to ensure the accuracy of these lists. Should you find any omissions or errors, 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 for 2016-2020, please visit bloedelreserve.org.



THE PEOPLE BEHIND THE SCENES

*Extraordinary
circumstances call for
extraordinary people
working together.
These are the people
who pulled together
as one team so that
Bloedel Reserve could
be here for the entire
community—through
the COVID crisis
and beyond.*

BOARD OFFICERS

Steve Davis
Board Chair and Chair, Executive Committee

Ted Andrews
Vice-Chair

Jim Kelly
Vice-Chair and Chair, Governance Committee

Suzanne Kelly
Vice-Chair and Chair, Development
Committee

Deborah Schenk
Treasurer and Chair, Finance Committee

Justine Milberg
Secretary

Chuck Little
Immediate Past Chair

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Doug Bayley
Michael Bryan-Brown
Lucy Glenn
Molly Hogger
Chair, Marketing & Communications
Committee

Johnpaul Jones
Kimi Kinoshita
Chair, IDEA Committee

Mark Levine
Andy Maron
Sandra McIver

Becky Miller
Chair, Audit Committee

Shawn O'Neill
Cassie Picha
Chair, Guest Experience Committee
Vanathi Siddaiah
Katie Strong
Nate Thomas
Chair, Facilities & Capital Projects Committee
Rolfe Watson

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

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Debbi Brainerd
Suzanne Kelly
Fred Pakis
Cassie & Doug Picha

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Wendy Seanor
Tom Strid
Alice Tawresey
Necie Toohey

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

* Former Board President
+ Emeritus Trustee



THE PEOPLE BEHIND THE SCENES

(continued)

EXECUTIVE OFFICE

Ed Moydell
Richard A. Brown President & CEO

Sina Irving
Executive Administrative Manager

Robin Rypinski
Human Resource Manager

COMMUNICATIONS & DEVELOPMENT

Beth Bradley
Director of Communications
& Development

Rick Baker
Development Manager

Gretchen Douma
Communications Manager

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

Samantha Burgh
Lynn Dixon-Silva
Laura Fayollat-Boudreaux
Christine McLain
Megan Ronald
Abner Senires
Trevor Williams

OPERATIONS

Andre ten Dam
Director of Operations

Meg Fraser
Volunteer Coordinator

Anna Teiche
Operations Assistant

Amy Weber
Creative Residency Manager

GROUNDS & FACILITIES

Joe Piecuch
Interim Director of Grounds & Facilities

Joe DeMaio
Grounds & Horticulture Manager

Gunda Lunde
Facilities Manager

Dave Amos
Turf Specialist

Philip Bloomquist
Propagation & Nursery Specialist

Bob Braid
Caretaker, Japanese Garden Specialist

Ben Buchanan
Irrigation Specialist

Erin Hill
Landscape Designer/Grounds &
Horticulture Associate

Etta Lilienthal
Grounds & Horticulture Associate

Ken Little
Arborist

Don McKinney
Trails Specialist

Andy Moss
Gardens East Lead

Sean Peterson
Grounds & Horticulture Associate

Darren Streng
Moss Garden Specialist

Alex Tracy
Facilities Associate

Tobin Tripp
Grounds & Horticulture Associate

Haley Wiggins
Gardens South Lead



THE PEOPLE BEHIND THE SCENES

(continued)



VOLUNTEERS

Jill Aesoph
 Anne Air
 Alexa Allen
 Joseph Alonso
 Karen Anderson
 Julie Armitage
 Susannah Arntson
 Joyce Aurelius
 Karl Baer
 Cathy Ballard
 Cheryl Barber
 Emily Barrows
 Pamela Bartha
 Kathy Bates
 Terri Beckett
 Susan Beecham
 Patricia Bell
 Rebecca Benny
 Matthew Bernard
 Margaret Bernheisel
 Keiki Bianchi
 Liza & Bill Biscomb
 Tony Bleakmore
 Arni Blomquist
 Jan Bloomquist
 Anne Booth
 Mary A. Booth
 Mary E. Booth
 Peggy Booth
 Tacy Boswell
 Darsie Bowden
 Margaret Brain
 Rachel Brandt
 Janet Brookes
 Patti Bryan
 Frances &
 Richard Burress
 Susan Butler
 Sara Carlson
 Charlotte Caskey
 Johanna Caslander

Riley Cawman
 Joan Chandler
 Catherine Chapin
 Barbara Choate
 Bonnie Christoffersen
 Jim Clune
 Rose Cole
 Andrya Cooper
 Patti Corcoran
 Cathie Currie
 Dianne & David Curtin
 Suzanna Darcy
 Judy Davis
 Ellie De la Vergne
 Gloria Devin
 Marilyn Dickson
 Claudia Dixon
 Magaly
 Duarte-McLaughlin
 Judith Eckhardt
 David Edwards
 Len Eisenhood
 Ann Eklund
 Roger Erickson
 Sandra Fanara
 Tara Fenwick
 Diane Fitzpatrick
 Deborah Furlan
 Kay Garvey
 Margaret Gaspich
 Lori Gibson
 Masuko &
 William Giesecke
 Tina Gilbert &
 Russel DeLombard
 Carolyn Gillick
 Oliver Godfrey
 Joe Gondar
 Donna Gonder
 Christine Goodson
 Cathy Gori
 Tricia Grace
 Rebecca Graham

Dinah Granafei
 Mary Grant
 Peggy Graving
 Julia Gray
 Elliott Green
 Mott Greene
 Justin Greer
 Bridgette Grey
 Sophia Griggs
 Sarah Groat
 Dorothy Guzzwell
 Rebecca Hall
 Pam Hammond
 Julie Hanafin
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 Tracy Hudson
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 Karyn Lazarus

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 Hsuan Lin
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 Susan Lundman
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 Richard Mander
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 Joan Marsden
 Denise May
 Barb McAllister
 Nancy McGowan
 Larry McGrail
 Suzanne McMasters
 Sandra Mehta
 Barbie Mills
 Susan Morss
 Linda Morton
 Patrick Moulds
 Nancy Mumm
 Debbie Munroe
 Helen Muterspaugh
 Carole Nelson
 Shelley Nielson
 John Nordgren
 Debbie Nyberg
 Susan Oblak
 Grace & Ollie Oliver
 Renee Overath
 Gretchen Pedersen
 Steffi Pencovic
 Betty Petersen
 Lynette Peterson
 Susan Peterson
 Lois Pryor
 Jennifer Recker
 David Reynolds
 Bruce Riggins

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BLOEDEL BY THE NUMBERS

THE REAL COSTS OF COVID-19

	2019	2020
TOTAL ASSETS	\$31,700,579	\$33,565,867
WITHDRAWAL RATE (From investments)	4.58%	4.57%

ATTENDANCE	60,000+	45,000+	-25%
ADMISSIONS REVENUE	\$523,209	\$267,500	-49%
GIFT SHOP REVENUE	\$141,043	\$63,019	-55%
PAID MEMBERSHIPS	\$299,147	\$253,775	-15%
SUMMER FUNDRAISER REVENUE (Formerly Garden Party Revenue)	\$590,502	\$621,385	+5%

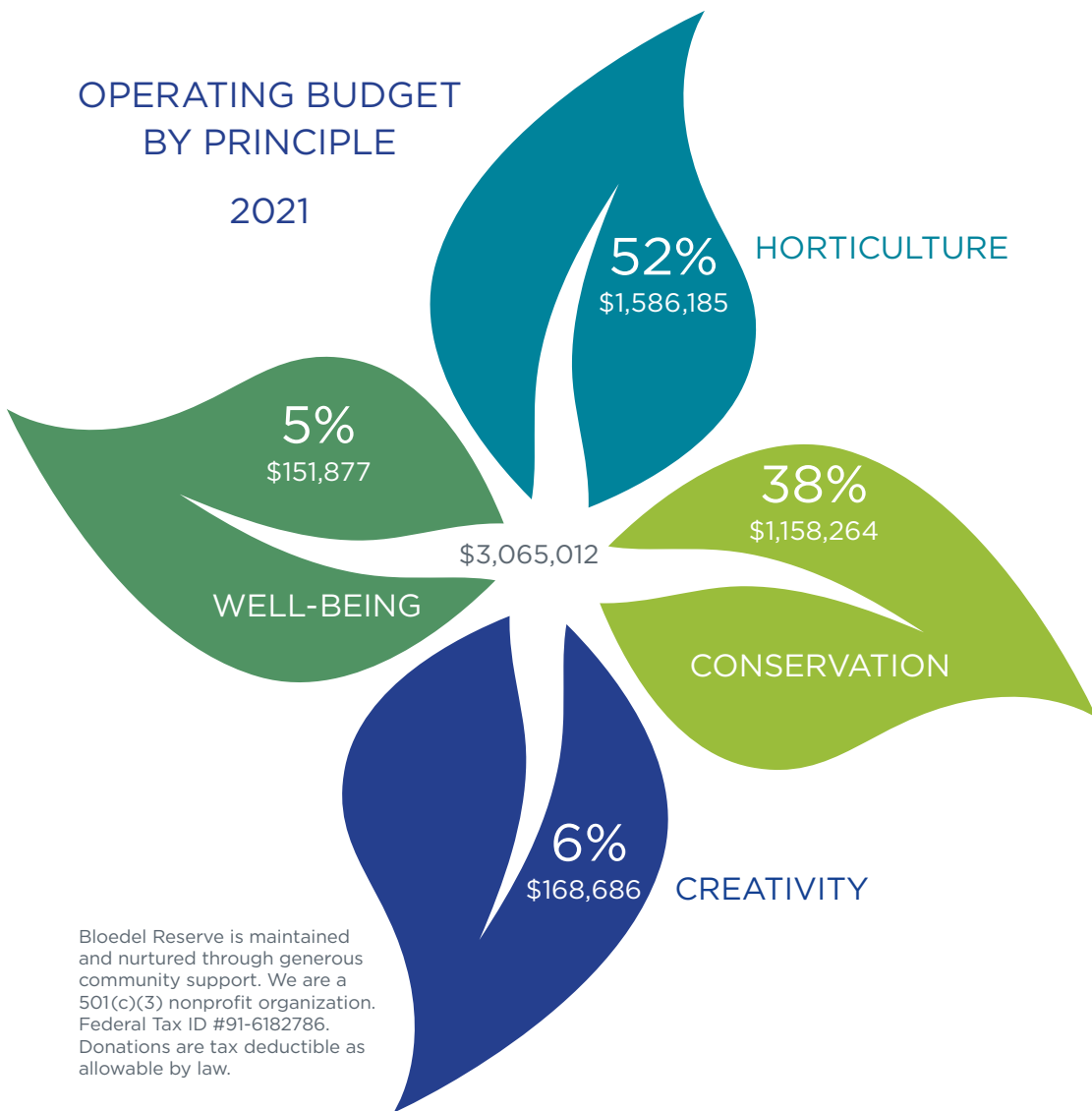
COMPREHENSIVE CAMPAIGN: 2021 UPDATE

Thanks to the extraordinary generosity of new and loyal donors alike, we are nearing our \$25MM campaign goal.

	As of 3/22/2021	Campaign Goal	To Be Raised	% of Goal
CAPITAL IMPROVEMENTS	\$5,115,006	\$6MM	\$884,994	85%
ANNUAL FUND FOR MISSION SUPPORT	\$6,350,976	\$7MM	\$649,024	91%
ENDOWMENT & LEGACY	\$12,765,800	\$12MM	NA	100%+
TOTALS	\$24,231,782	\$25MM	\$768,218	97%

OPERATING BUDGET BY PRINCIPLE

2021



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.

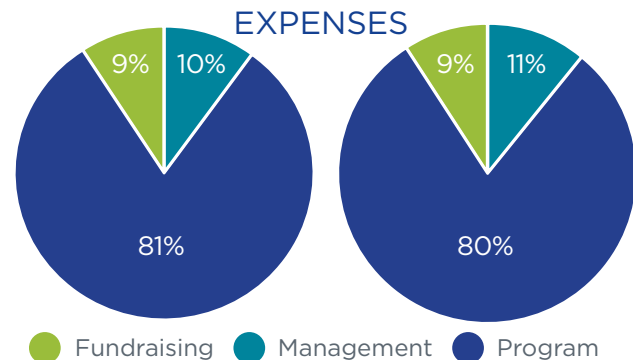
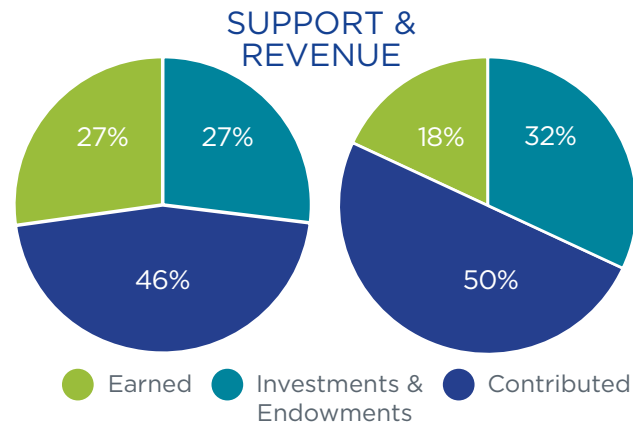
MAINTAINING OUR FISCAL BALANCE

2019

\$3,871,381 Annual Budget

2020

\$3,254,257 Annual Budget





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Bainbridge Island, WA 98110

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