



**MCINTIRE**  
**BOTANICAL GARDEN**  
*Celebrating Virginia's Flora*

**McIntire Botanical Garden, Inc.**  
**Annual Report**  
**for Fiscal Year 2017-2018**

*September 2018*



# McIntire Botanical Garden

## ***Vision Statement***

*To celebrate Virginia's botanical and horticultural heritage in evocative gardens and landscapes central to Charlottesville's community that are enticing and educational year-round, and invite everyone to enjoy the splendor and complexity of our natural world.*

## ***Mission Statement***

*The mission of McIntire Botanical Garden is to cultivate a public garden that reflects the unique character of the Piedmont region while promoting knowledge, enjoyment and conservation of native and site adapted plants through display, education and research.*

This Annual Report to the City of Charlottesville from McIntire Botanical Garden, Inc., is a requirement of our Memorandum of Agreement.

This Report includes the following:

- Accomplishments from July 1, 2017 through June 30, 2018
- Audited financial report for the fiscal year ending June 30, 2018
- Specific goals for fiscal year 2018-2019

This Annual Report of the McIntire Botanical Garden shows substantial growth and development toward the goal of creating a public botanical garden to serve the Charlottesville community and the surrounding region. The Board of Directors and Officers have worked with great diligence and purpose to make the garden a reality. In an attempt to make our organization more efficient, we changed the terms of the Executive Committee Officers to match the Fiscal Year calendar.

## **Creating the Garden**

In October 2017 the Board issued a Request for Proposals for schematic design services to develop a design for the 8.5 acres that will be McIntire Botanical Garden. The RFP was announced nationally and created excitement with landscape design firms who are eager to design a totally new garden.

A required site visit on November 16 brought 24 firms from throughout the United States to McIntire Park. Following the site visit a presentation of the specifics of the project engaged the representatives.

Twelve full proposals for design services were submitted on January 15, 2018 from highly qualified Landscape Architecture firms. An intensive selection process involving several interviews with candidates as well as candidate references ensued. At its March meeting the Board selected the design firm team of Mikyoung Kim Design of Boston and Waterstreet Studios of Charlottesville to work with the Board and community to create a schematic design of the garden.

The Design Team was announced at a May 3 celebration at the garden site. Meetings with the Board and community members began immediately to ascertain what the Board and community organizations (educational and environmental) envisioned for the garden. The first of three widely advertised public input sessions with the design team was held on June 21st to provide an opportunity for the full community to make its desires known.

## **Supporting the Garden**

At the end of the previous Fiscal Year a Development Consultant was hired. The Board adopted Development Plan which gave direction to the fundraising needed to achieve the goal of building a garden.

After research and evaluation, development software was purchased. With this new system we were able to greatly increase our capacity for fundraising. Our outreach increased fourfold with new contacts being added regularly. The system tracks constituent information, assists with donor research and financial record keeping.

The Board met the challenge of a second \$25,000 matching gift and exceeded the annual fund goal of \$65,000 within the 6-months' time. A new goal was set bringing in nearly \$100,000 total

for the year. A spring annual fund campaign was successfully undertaken. Using traditional and electronic mailing 2200 constituents were reached.

New donors have been cultivated with coffee visits and get acquainted gatherings. Our lists of interested supporters of the garden continues to grow each month.

As the year progressed work was done to prepare for a capital campaign to raise the funds needed to build the garden.

- This year we have 306 total donors with 202 first-time givers
- That's a 200% increase over last year's total number of donors (144)
- Number of Annual Fund donors grew 300% from 78 donors last year to 241 donors this year
- Annual Fund income increased 292%

## **Communicating About the Garden**

The new logo and messaging were implemented across all platforms to build awareness of the garden project and specific activities. Newsletters to constituents, social media, the website ([www.mcintirebotanicalgarden.org](http://www.mcintirebotanicalgarden.org)), presentations and meetings kept information about progress coming.

The Announcement of the Design Team and Appreciate Celebration on May 3 at the garden site in McIntire Park brought dozens of supporters to hear about the garden's progress. Tours of the site were given to acquaint guests with both the assets and restrictions of the property.

The June 21 public input session at the beginning of the design process was fully advertised throughout the community. The many attendees had the opportunity to learn about the garden and to express their ideas and preferences as to its components and design.

Presentations were made to many gardening and civic groups to make them aware of the garden project and the benefits it will bring to the community. Volunteers tabled at several events in the area to increase awareness of McIntire Botanical Garden.

## **Programing and Education**

The relationship between McIntire Botanical Garden and the Friends of Ian Robertson became public on September 30 when the Ian Robertson Legacy: Lectureship was held at White Hall Vineyards with Cole Burrell, noted horticulturist, as speaker. This sell-out event brought new friends to the garden project while raising substantial funds.

Visioning walks were held at the garden site to familiarize many interested supporters with the property. The most prominent features and assets as well as some of the native flora were identified.

Butterfly walks were held with full enrollment for each walk of 20 participants. A wide variety of native specials of butterflies and moths were identified.

The garden site was also used by local organizations such as the Tree Stewards and the Native Plant Society to identify trees and native species growing on the site.

## **Building Internal Capacity**

With the purchase of the first CRM and gifts management system, e-Tapestry, the internal capacity of the organization increased exponentially. Fundraising, communications, and financial management capabilities improved immeasurably.

The organization is highly dependent on its many dedicated volunteers. The purchase of the volunteer management system Volgistics increased efficiency and effectiveness in that critical area. The number of volunteers has increased and placements have become both faster and more targeted in finding appropriate assignments.

A new orientation program for new Board members helps them become productive to the organization more quickly. Each receives a notebook of basic organizational information, attends an orientation meeting, and is mentored by a current Board member.

Policies and procedures were adopted relating to gift acceptance, financial procedures, confidentiality, ethics, media relations. Gift acknowledgement procedures were established.

For the first time McIntire Botanical Garden a complete audit of the finances was done, a full length 990 with the IRS was filed, and McIntire Botanical Garden began to operate with its first comprehensive annual budget.

For the first time an Annual Report was delivered to the City of Charlottesville.

## **Summary**

The Fiscal Year of July 1, 2017- June 30, 2018 shows significant growth in the development of the design of the garden as well as in the structure of the organization to support it, both financially and within the community.

## ***2017-2018 Board Members***

Linda S. Seaman -- president

Stefan Bechtel

Joan Swanberg -- president-elect

Cole Burrell

Jill Trischman-Marks – vice president

Carol Carter

Sandy Wilcox -- treasurer

Cindy Hamady

Virginia Daugherty - secretary

Katy McCune

Dorothy Thompkins -- immediate past president

Lesley Sewell

Carolyn Achenbach

Anita Showers

Diego Anderson

David White

# ROBINSON, FARMER, COX ASSOCIATES

CERTIFIED PUBLIC ACCOUNTANTS

A PROFESSIONAL LIMITED LIABILITY COMPANY

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## Independent Accountants' Review Report

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To the Board of Directors  
McIntire Botanical Garden  
Charlottesville, Virginia

We have reviewed the accompanying financial statements of McIntire Botanical Garden (a nonprofit organization), which comprise the statement of financial position, as of June 30, 2018, and the related statements of activities, functional expenses, and cash flows for the year then ended. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

### Accountant's Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

### Accountant's Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

*Robinson, Farmer, Cox Associates*  
Charlottesville, Virginia  
September 14, 2018

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MCINTIRE BOTANICAL GARDEN

Statement of Financial Position  
At June 30, 2018

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	<u>2018</u>
<b>Assets</b>	
Current assets:	
Cash and cash equivalents - undesignated	\$ 108,666
Cash and cash equivalents - donor-restricted for future use	60,870
Prepaid expenses	<u>526</u>
Current and total assets	<u>\$ 170,062</u>
<b>Liabilities</b>	
Current liabilities:	
Accounts payable and accrued expenses	<u>\$ 8,778</u>
Current and total liabilities	<u>\$ 8,778</u>
<b>Net assets</b>	
Unrestricted	\$ 100,414
Temporarily restricted	<u>60,870</u>
Total net assets	<u>\$ 161,284</u>
Total liabilities and net assets	<u>\$ 170,062</u>

See accompanying notes and independent accountants' review report.

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MCINTIRE BOTANICAL GARDEN

Statement of Activities  
For the Year Ended June 30, 2018

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	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
<b>Revenues and other support:</b>			
Contributions	\$ 96,775	\$ 17,650	\$ 114,425
Investment income	68	-	68
Net assets released from restrictions	<u>51,249</u>	<u>(51,249)</u>	<u>-</u>
 Total revenues and other support	 <u>\$ 148,092</u>	 <u>\$ (33,599)</u>	 <u>\$ 114,493</u>
 <b>Expenses:</b>			
Program services:			
Public garden development	\$ 45,284	\$ -	\$ 45,284
Supporting services:			
Management and general	4,221	-	4,221
Fundraising	<u>43,912</u>	<u>-</u>	<u>43,912</u>
 Total expenses	 <u>\$ 93,417</u>	 <u>\$ -</u>	 <u>\$ 93,417</u>
 Change in net assets	 \$ 54,675	 \$ (33,599)	 \$ 21,076
 Net assets at beginning of year	 <u>45,739</u>	 <u>94,469</u>	 <u>140,208</u>
 Net assets at end of year	 <u>\$ 100,414</u>	 <u>\$ 60,870</u>	 <u>\$ 161,284</u>

See accompanying notes and independent accountants' review report.

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## **FY 2018-2019 Goals**

The Board has determined the goals to be:

- Transition from visionary organization to design/implementation mode
- Strengthen our organizational infrastructure
- Achieve full implementation of our technical programs ( eTapestry, Volgistics, QuickBooks, Dropbox, Calendar programs)
- Develop and strengthen community relationships (city, neighborhoods, surrounding counties, groups, officials)
- Achieve the financial resources to support the creation of the garden by setting financial goals and preparing for a capital campaign.
- Increase educational, tabling and fundraising events to engage the community.
- Lead the design process, in conjunction with our designers.
- Continue to strengthen and increase awareness and attendance of the Lectureship event
- Initiate archiving process to capture ongoing history of garden.