PLANTING the future
2014 Annual Report
Malus niedzwetzkyana is native to Afghanistan, China, Kazakhstan, Kyrgyzstan, and Uzbekistan, and it is listed as “endangered” by the IUCN. It is one of several species that were hybridized to create our modern apple cultivars, therefore the genetics of this wild crop relative are important to the long-term preservation of one of our favorite fruits.

Marshallia mohrii is a perennial that is endemic to the Southeastern U.S., and it has been listed as “threatened” under the Endangered Species Act since 1988. Garden researchers Dr. Quinn Long and Dr. Matthew Albrecht collected seed from wild populations, stored them for long-term conservation, and conducted germination trials. The resulting germinants were transplanted and are now being propagated by Garden Horticulturist Justin Lee.
TO discover and share knowledge about plants and their environment in order to preserve and enrich life

mission of the Missouri Botanical Garden
The Missouri Botanical Garden is an internationally renowned center for plant research and conservation, and it is also a favorite attraction for tourists and local visitors. Our efforts in plant science and conservation have a global impact, but our reach is also felt right here in the region, through education, community involvement, and our living collections. This year we celebrate accomplishments in both arenas. We added the 6.5 millionth specimen to the herbarium in April, and we added two new staff members in ecological restoration, an important and growing field related to plant conservation. The World Flora Online continues to move forward in the creation of a global online database of all known plant species, and I was re-elected as Chairman of its Council. I also addressed the United Nations Convention on Biodiversity in South Korea, where I expressed concern that unless we act quickly and decisively, we risk the loss of the 100,000 plant species that are in danger of extinction. The government delegates in attendance unanimously agreed to renew their commitment to achieving the Global Strategy for Plant Conservation by 2020. Much of the work we did in Madagascar, Mauritius, and even Missouri, among other places, contributed to halting the loss of plant diversity around the world.

As the city of St. Louis celebrated its 250th birthday, we did some celebrating at the Garden as well. Our membership program turned 75 this year, and we are pleased to count 43,000 households among its ranks. We welcomed a giant praying mantis, a family of ducks, an enormous monarch butterfly, and many other creatures to the Climatron® for Nature Connects: Art with LEGO® Bricks. In addition, each Friday night in October we celebrated the intoxicating effects of many plants during Spirits in the Garden. Garden Glow was even more successful than in its inaugural year, and we look forward to securing its status as a St. Louis holiday tradition.

The Garden welcomed over one million visitors at our three public sites, including school groups, teachers, researchers, tourists, and families. Henry Shaw’s Garden remains an influential center of research, conservation, horticulture, and education as well as a cherished cultural institution, and we plan to do everything we can to maintain Shaw’s vision for his—and your—Garden.

Dr. Peter Wyse Jackson,
President
St. Louis celebrated 250 years of history, growth, and achievement in 2014, and the Missouri Botanical Garden is proud to have shared 155 years of history with this community. Across the span of our history, the Garden has grown into an incredible destination, a valuable resource, and a treasured partner across our region and beyond, fulfilling critical needs of our community, our region and our world.

As you will see in this report, 2014 was a year full of milestones. Our membership program celebrated its 75th anniversary and surpassed 40,000 member households. Our herbarium reached 6.5 million specimens—and is still growing. The Sophia M. Sachs Butterfly House distributed over 300,000 milkweed seeds to visitors, enough to host more than half a million caterpillars each season.

Our mission has enriched the lives of more visitors than ever before with over one million visitors experiencing our public locations in 2014. We saw great increases in attendance at Shaw Nature Reserve, the Doris I Schnuck Children’s Garden, and the Whitaker Music Festival. Website traffic and social network followers continue to grow at a double-digit pace. Clearly, the Garden offers value to many different audiences in many different ways.

Our generous donors continue to make an incredible impact on our mission. With your support, the Garden’s endowment has now surpassed $110 million. The Garden for the World campaign has raised more than $80 million toward our goal of over $100 million. Each year, we accomplish so much because of you!

Thank you for your confidence in the Garden’s mission. With your help, we are truly planting the future.

Lelia Farr, Chair, Board of Trustees
Ecological Restoration

The Garden’s Center for Conservation and Sustainable Development (CCSD) has launched a new program in Restoration Ecology. Dr. Leighton Reid, a restoration ecologist from Oregon State University, and Dr. James Aronson, scientist in the Restoration Ecology program, joined the Garden to develop programs in both temperate and tropical ecosystems in Missouri and surrounding areas, Latin America, Africa and Madagascar, and other regions. Dr. Reid aims to understand biodiversity maintenance and develop strategies to conserve plant and animal populations in working landscapes and in concert with sustaining human livelihoods. Dr. Aronson brings a wealth of experience in countries such as Colombia, Mexico, and Madagascar, and a wide range of contacts, both local and international, in the field of restoration ecology, many of whom were invited panelists at the Ecological Restoration Alliance Symposium, held at the Garden in July.

Dr. James Miller was named Senior Vice President of Science and Conservation in December 2013. Dr. Miller worked at the Garden for 20 years before leaving to serve as Dean and Vice President of Science at New York Botanical Garden. Miller specializes in the systematics of the Boraginales, but also has experience working in the fields of economic botany and ethnobotany.

* Dr. Leighton Reid next to a giant fig tree at Las Cruces Biological Station, Costa Rica, where he is conducting a tropical forest restoration experiment.

Quipuanthus epipetricus, a new genus and species described and co-authored by Garden curator Dr. Carmen Ulloa, was identified as Garden’s 6.5 millionth Herbarium specimen. Only two populations are known from the foothills of the eastern Andes: one in Ecuador and the other in northern Peru. The species is recognized as Endangered by the International Union for Conservation of Nature (IUCN).

The new genus and species, in the melastome family (Melastomataceae), was discovered in collaboration with The New York Botanical Garden after careful study in the herbarium and anatomic and molecular work. The collections, some gathered over three decades ago, had been moved from one genus to another, without a suitable match. The specimen selected was collected during a Garden-sponsored expedition in 1996 by Peruvian botanist Camilo Diaz, and duplicates are deposited in Peru, St. Louis, New York, and other botanical institutions.

* Dr. Ulloa (right) with Anna Spencer, who mounted the specimen to be stored in the Herbarium.

6.5 M HERBARIUM SPECIMENS
The Garden and Mauritius

Representatives from the Garden traveled to the richly biodiverse yet ecologically devastated island nation of Mauritius. With approximately 89% of the 267 endemic plants there endangered—some down to just a handful of individuals—the situation is not only critical but also an important conservation opportunity for the Garden. In collaboration with The Mauritian National Parks and Conservation Service Propagation trials and the Mauritian Wildlife Foundation, the Garden is providing plant science expertise with tools such as GIS mapping, propagation tests, and staff training. In addition, Garden staff led an IUCN Red List Assessor Training Workshop for the assessment of the country’s flora. The IUCN Red List of Threatened Species is the most comprehensive approach for evaluating the conservation status of plant and animal species, making it an important tool to manage conservation efforts and to guide policymakers.

The Flora of Ireland

Garden President Dr. Peter Wyse Jackson published *Ireland’s Generous Nature: The Past and Present Uses of Wild Plants in Ireland*. The 700-page book is a comprehensive account of both historical and present-day uses of wild plant species in Ireland, mixing scientific facts with Irish myths, tales, and superstitions in a delightful account of the country’s flora.

^ Conservation Geneticist Dr. Christine Edwards collected specimens of *Dracaena* in the wild during a trip to Mauritius.
CONSERVATION

Living Collections

At just under 16,000 taxa, the Garden holds one of the world’s largest living collections. In 2014 about 43% of our 2,444 accessions were from wild sources, and of those 93 or 4% were of conservation concern. In the last six years, we have significantly increased our incoming wild-sourced material. Every year our goal is to increase species diversity with known wild origin to support conservation, research, and educational uses of our living collection. Using ex situ collections, such as the living collection, Garden staff are gaining cultivation knowledge for threatened plants to reduce their risk of extinction.

66 TAXA OF CONSERVATION CONCERN

1,057 WILD SOURCE ACCESSIONS

Percentage of new plant accessions from wild sources

Titan arum—times two!

The Garden once again witnessed the rare blooming of two titan arums (Amorphophallus titanum), the fourth and fifth such occurrences to take place on Garden grounds in just over two years, possibly facilitated by cooler growing conditions and greater exposure to light. “Izzy” unfurled on June 30 with an inflorescence 63 inches high, while “Hunter” bloomed on July 28 and was 59.5 inches tall. The blooming of “Izzy” particularly was surprising, given that it last flowered just two summers ago in 2012.

Conserving Ebonies

The Garden received a substantial grant from the Fondation Franklinia to conserve rare and endangered ebonies in Mauritius, Rodrigues, and Madagascar, and establish a list of approximately 700 accepted ebony species around the world, which will be added to the World Flora Online. Once the baseline list is established, the Garden will assess the species’ conservation status and collaborate with Botanic Gardens Conservation International (BGCI) to determine which ebony species are currently in cultivation in botanical gardens.
Bavarian Garden

The Floyd Pfautch Bavarian Garden emerged from an extensive renovation this fall, allowing visitors to enjoy the diversity of alpine plant life without trekking up a mountain. Begun in the fall of 2012, the renovations are part of a broad effort led by Vice President of Horticulture and Living Collections Andrew Wyatt to increase the Garden’s ability to sustain and display greater biodiversity among its living collections. While many of the plants selected for the Bavarian Garden are uncommon in the St. Louis area, they represent an important addition to the Garden’s living collections, allowing the Garden’s horticulturists to learn about growing Alpine plants in St. Louis’s challenging climate.

World-Class Leadership

Addressing the United Nations

Dr. Wyse Jackson travelled to South Korea to address the 12th Conference of the United Nations’ Convention on Biological Diversity. The Convention is the world’s most widely supported international treaty, including almost every country on the globe as a signatory. Delegates undertook a review of its Global Strategy for Plant Conservation to determine whether the world and its governments are on track to achieve the targets and commitments made in 2011 “to halt the loss of plant diversity by 2020.” All delegates renewed their commitment to make new and significant efforts achieve the targets by 2020. While in South Korea, Dr. Wyse Jackson had the opportunity to visit and advise on the development of several new botanic garden projects, including one in the Demilitarized Zone (DMZ) between North and South Korea.

World Flora Online by 2020

In June, representatives from the Garden joined attendees from 10 international botanical institutions at the Komarov Botanical Institute in St. Petersburg, Russia, to continue work on the World Flora Online (WFO) project, made possible by a generous contribution from Monsanto Company. The meeting was chaired by Garden President Dr. Peter Wyse Jackson, who was re-elected as Chairman of the WFO Council. The meeting followed a conference celebrating the institute’s 300th anniversary, created by Peter the Great in 1714. Dr. Wyse Jackson was a keynote speaker and presented a proclamation of congratulations on behalf of the Garden. The World Flora Online is a collaboration of a growing number of institutions around the world to document the world’s flora in response to Target 1 of the Global Strategy for Plant Conservation (GSPC): creation of an online flora of all known plants by 2020. There were 24 signatories by the end of 2014, including The New York Botanical Garden, the Royal Botanic Garden Edinburgh, and the Royal Botanic Gardens, Kew.
What’s Growing On?

In the spring of 1939, the Garden’s Board of Trustees established the “Friends of the Garden” as one of two committees to raise funds to support the Garden and the Arboretum (now Shaw Nature Reserve). This committee would go on to become the Garden’s membership program, with about 43,000 members throughout the world. Today’s Members’ Board comprises the leadership group of volunteers in charge of organizing activities that encourage and enhance membership, expand awareness in the community, and increase financial support.

Japanese Garden

As part of the Missouri Botanical Garden’s commitment to celebrate and protect our history, the Japanese Garden, Seiwa-en, underwent its first of several repair and maintenance phases late in 2013, reopening to the public in the spring. Major work included rebuilding all bridges, waterfalls, the boat landing, and pathways. Great care was taken to exactly replicate the existing forms while strengthening the structures.

Travel + Leisure

The popular magazine named the Garden one of America’s Most Beautiful Gardens.

“[It’s] the innate beauty of these gardens that keeps people coming back season after season—for in any great garden, true discovery requires patience.”

Membership Program Milestone

The Garden’s Corporate Partners Program reached a milestone 100 partner companies in the summer. Corporate Partners make sponsorship gifts and contributions to support the Garden’s general operations. In turn, the Garden engages these companies and their employees with our mission and work in St. Louis and around the world. Corporate Partners also appoint representatives to the Corporate Council, one of the Garden’s four volunteer leadership boards, to further engage the corporate community with the Garden’s global mission and local impact.
The Garden hosts many beloved annual events, including our traditional floral shows, Whitaker Music Festival, Japanese Festival, Best of Missouri Market® & More, and Garden Glow—all of which our members and other visitors anticipate year after year. We also frequently host special one-time exhibits or expand and enhance existing events, to the evident delight of our many guests. Highlights from 2014 included both new events and program enhancements.

Nature Connects: Art with LEGO® Bricks

Nature Connects: Art with LEGO Bricks brought over 85,000 visitors to the Climatron to enjoy the work of artist Sean Kenney. Many families followed up their trek through the exhibit with a visit to the Brookings Interpretive Center for a chance to build their own LEGO brick creations.

Green Homes Festival

The 13th annual Green Homes Festival moved to the William T. Kemper Center for Home Gardening in 2014, where close to 4,000 visitors and more than 70 exhibitors and vendors celebrated the Garden’s commitment to sustainability. For the second year in a row, the festival included an electronics recycling drive; this year 1.5 tons of electronics and appliances were collected.

Behind the Science

In December the Garden hosted its first open house of the research facilities in the Monsanto Center. Approximately 450 visitors, some of whom traveled to the event from out of state, got a chance to talk to Garden researchers and support staff about their work, see the equipment they use to collect and study plants in the field, and view rare and classical botanical texts. Garden members and the general public also got a rare tour of the herbarium, one of the largest in the world with more than 6.5 million specimens (see page 6).

Spirits in the Garden

Every Friday evening in October, the Garden celebrated all manner of spirits in the Garden. Starting with Best of Missouri Market’s First Look Friday, the events included a talk and book signing by The Drunken Botanist author Amy Stewart, Fest-of Ale, Wicked Plants scavenger hunt and screening of Little Shop of Horrors, and culminated in a Halloween Creepy Crawl with samplings from local distilleries, a costume contest, and a haunted history tour.
Garden Glow

Over 96,000 visitors enjoyed this year’s Garden Glow, with many all-new installations, entertainment, and 50% more lights than 2013. Some of the Garden’s most iconic trees, including the magnificent Dawn Redwoods at the south end of the Garden, became part of the magic with creative lighting and surrounding displays.

BY THE NUMBERS

$1.37 M Ticket Revenue

$135 K Sponsorship Support

96,031 Total Attendees

46,998 Total Visitors to Tower Grove House

39,678 Member Attendees

2,708 Hours Worked by More Than 300 Volunteers

594 Memberships Sold During Glow Nights

THANK YOU TO OUR SPONSORS

Presenting Sponsor
Wells Fargo Advisors

Signature Location Sponsors
The Boeing Company, Candlelight Village
David and Lelia Farr, Frosted Forest
Monsanto, Illumitron

Special Venue Sponsors
Ameren Corporation, Field of Lights
Bunge North America, Twinkling Tunnel
BSI Constructors, Tree-Dazzled
Laclede Gas Company, Golden Glow

Maritz Holdings, Christmas Cottage
Moneta Group LLC—Dan and Peggy West, Kiss Goodnight
PNC Bank, Solar Woods
Sigma-Aldrich, Shimmering Welcome
UMB BANK, Linnean Lights
Happy 250th, St. Louis!

St. Louis celebrated its 250th birthday with a series of birthday cakes at landmark locations around the region. The Garden, Shaw Nature Reserve, and the Butterfly House were each lucky recipients of a uniquely decorated cake. In addition, as part of Sprouting Science (see page 13), members of the Education Division staff, students and teachers from Saint Louis Public Schools (SLPS), and community members wished the city a happy birthday by planting 250 native trees in city parks during two days in November. The tree-planting events were planned with the City of St. Louis and Forest ReLeaf of Missouri in a partnership between the Garden, SLPS, and The Boeing Company.

Members and Visitors

Over a million visitors enjoyed the Garden and its family of attractions in 2014—a 10% increase over 2013 for all three locations and an impressive 11% increase for Shaw Nature Reserve. Just over 500,000 visitors to the main campus came from within the ZMD district (a property tax-supported district that distributes funds to five local cultural institutions, including the Garden).

The Garden also saw a 6% increase in members who joined or renewed in 2014, making the 43,000 member households strong partners in the Garden’s mission to discover and share the knowledge of plants and protect our environment. Thank you!
For all of its history, the Missouri Botanical Garden has been committed to the region. Our community engagement in 2014 included some of these highlights.

Sweet Potato Project

Early this summer, St. Louis youth joined Garden horticulturists and other community partners in planting sweet potatoes in a special section of the William T. Kemper Center for Home Gardening in collaboration with the Sweet Potato Project. The program, sponsored by the North Area Community Development Corporation, is designed to teach youth about urban agriculture and business skills. Students earn a minimum-wage salary to harvest sweet potatoes; develop a product; and learn about packaging, website design, marketing, mass production, and distribution of the product they’ve created. Students harvested the sweet potatoes in the fall for use in baked goods that they marketed and sold in their communities.

BiodiverseCity St. Louis

The BiodiverseCity St. Louis “Wild Ideas Worth Sharing” series continued with waiting list-only capacities. As part of this speaker series, the Garden-led BiodiverseCity St. Louis initiative featured three existing redevelopment projects that are infusing nature into urban design and functionality. More than 80 people attended the event that highlighted the CORTEX District (Center of Research, Technology and Entrepreneurial Exchange), Chouteau Greenway’s Midtown Loop project, and the Art Walk project at Grand Center.

Rainscaping

The Deer Creek Watershed Rainscaping Program is so successful that it was extended to Bissell Point Watershed, where the EarthWays Center is working directly with the Metropolitan St. Louis Sewer District (MSD) in St. Louis City.

We Mean (Green) Business

More than 150 businesses and organizations across the St. Louis region are taking the St. Louis Regional Chamber’s Green Business Challenge and are “greening” everyday operations (now including biodiversity efforts!). Challenge participation, coached by EarthWays Center staff, reached over 130,000 employees this year. In addition, the EarthWays Center was contracted to write a solar energy and energy efficiency curriculum for use by Brightergy, a local renewable energy company.
Greening Our Environment

The Garden’s commitment to sustainability is evident both on-site and out in the community, where we are leading several local and regional sustainability initiatives. In Sassafras café and at Garden staff events, we have increased the amount of composted food waste by over 2,500 pounds.

The Garden earned a total of $45,000 in rebates from Ameren and Laclede Gas through lighting upgrades and other building operational improvements. In addition, the Horticulture Division continues to increase the efficiency of the irrigation system through more sophisticated controllers and irrigation heads. And Midwest Recycling Center acknowledged the Garden for excellence in electronics recycling. All of these efforts represent the Garden’s overall efforts to reduce our footprint.

Investing in Future Generations

St. Louis businesses enabled the Garden’s work in early childhood education to grow in scope and impact. A multi-year early-childhood initiative of PNC Foundation, *Grow Up Great*, was extended through 2016. Focused on Grace Hill Head Start students and teachers in St. Louis, this community collaboration involving the Garden and other cultural institutions aims to expose low-income preschoolers and their families to activities, concepts, people, and places they might not otherwise experience. In addition, the Garden partnered with The Boeing Company and the St. Louis Public School District (SLPS) to launch *Sprouting Science in St. Louis: Digging Deep with Urban Youth*. The two-year program weaves together early-childhood education and urban biodiversity to cultivate an interest in plants and nature through activities such as classes at the Garden, school-based outreach programming, and family engagement events (see page 11).

Nature and Classrooms

The Garden convened two region-wide educator summits to explore how to incorporate nature-based lessons in their curriculum to help St. Louis become healthier, prosperous, and more resilient to the impact of climate change. The summits were developed as part of the *BiodiverseCity St. Louis* initiative in partnership with the Academy of Science St. Louis, Missouri Department of Conservation, the City of St. Louis, and other community partners. More than 100 educators representing 45 St. Louis-area schools participated, covering topics ranging from the importance of everyday nature experiences to how native-plant rain gardens help reduce stormwater management costs.

New Opportunities for Teens

The MBG Teen Network programs served 127 students in grades 6–12 based on individual interests ranging from exploring the natural world to training in ecological field study and environmental education and interpretation. The Garden expanded this network with two new programs. The Teen Reserve Environmental Education Service (TREES) program offers high school students the opportunity to learn about their natural surroundings by assisting Shaw Nature Reserve staff with special events and by teaching younger children who participate in ecology programs at the Reserve. The Youth Garden program gave teenagers an opportunity to plan, plant, and care for an existing school food garden at St. Margaret of Scotland School. Other Teen Network programs include Students As Garden Educators (SAGE), Shaw Institute for Field Training (SIFT), and Ecology in Action (ECO-ACT), which is supported by the Saigh Foundation.

80%

AVERAGE OF EVENT WASTE DIVERTED FROM LANDFILLS THROUGH RECYCLING AND COMPOSTING

Teaching Others

Teaching Others
Monitoring Butterflies

Monarchs (*Danaus plexippus*) are among the most iconic butterflies in North America; however, over the last two decades, the annual monarch population has declined by 90%, due in large part to a reduction in monarchs’ host plant, milkweed (*Asclepias* spp.). In response, the Sophia M. Sachs Butterfly House founded the Missouri Butterfly Monitoring Network (MBMN), with guidance from the Illinois Butterfly Monitoring Network. Volunteers help monitor butterfly population trends across many different ecological areas in Missouri, focusing on native prairie and prairie restoration sites, and will share the collected data with researchers.

Events

The Sophia M. Sachs Butterfly House introduced a host of new events in 2014. The springtime Fancy Tea with Mommy & Me treated guests to a tea party, and one special attendee even went home with their very own American Girl doll. Breakfast with the Very Hungry Caterpillar introduced guests to live caterpillars and butterflies while they listened to readings of Eric Carle’s *The Very Hungry Caterpillar* book and explored the interactive Bug Stations. This special day included a souvenir photo with The Very Hungry Caterpillar. In late summer, families celebrated the paper kite butterfly, made kites, and learned about how kites fly from the Gateway Kite Club at the Paper Kite Butterfly Festival. At the new members-only Magical Miniature Gardens, members created and took home their own miniature garden as they enjoyed snacks and drinks provided by Balaban’s. And Winter Jewels delighted guests with the magic of the winter holiday season. The festival featured a treasure hunt through the Animal Exhibit Hall, fairy houses in our Tropical Conservatory, and a few new friends in the Gnome Forest.

Milkweeds for Monarchs

To help restore milkweed plants to the region, the Butterfly House distributed more than 300,000 free milkweed seeds to visitors this year—enough to feed more than a half-million caterpillars in a season. In addition, “Milkweeds for Monarchs,” a collaboration of the Garden, the Saint Louis Zoo, the Missouri Department of Conservation, and the City of St. Louis, planted 50 new monarch gardens throughout the region.
Shaw Nature Reserve

Events

Prairie Day is always a favorite event at the Reserve, and this year’s was no exception. More than 2,500 visitors played games, made crafts, and watched craftspeople demonstrate homesteading and other skills. The annual spring and fall wildflower sales both attracted record numbers of attendees as well.

Ozark Plateau Seed Collection

Staff at the Reserve began collecting seeds, planting, recording data, and observing native Ozark plants as part of the Ozark Plateau Seed Collection program. The project focuses on preserving the genetic diversity of native Ozark plants through both long-term seed storage at the Garden’s Seed Bank and trial gardens at the Reserve used to develop Ozark plants for native landscaping. Most of the plants in the Ozark Plateau have never been used in horticulture or been collected for ex situ conservation. Portions of the seeds collected will be planted in new trial gardens for three to five years, where they will be evaluated for such attributes as shade tolerance, erosion control, flood and salt tolerance, wildlife potential, maintenance reduction, and beautification. Collected seeds that were not planted in the trial gardens will be stored in the Seed Bank, supporting its mission to collect the entire eco-regional Missouri flora. The seeds will become part of the Garden and Reserve’s living collections and will be available for future conservation and restoration needs.

11% INCREASE IN ATTENDANCE AT SHAW NATURE RESERVE COMPARED TO 2013
2014 Operating Support and Revenue

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Total Operating Support and Revenue $39,557,168

2014 Operating Expenses

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Supporting Services

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Total Operating Expenses $39,194,294
2014 Operating Expenses

Operating Fund
Total operating support and revenue $39,557,168
Total operating expenses (39,194,294)
Total operating transfers (280,497)
2014 Operating fund excess/(deficit) 82,377
2014 Pension liability adjustment (165,747)
1/1/14 Operating Fund balance 4,901,036
12/31/14 Operating Fund 4,817,666

Endowment Funds 124,481,225
Land, Building, and Equipment Fund 79,804,202
Capital Campaign Fund 4,793,973
Gift Annuity Fund 12,465
Total All Funds $213,909,531

2014 Fund Balances

Operating Fund
Total operating support and revenue $39,557,168
Total operating expenses (39,194,234)
Total operating transfers (280,497)
2014 Operating fund excess/(deficit) 82,377
2014 Pension liability adjustment (165,747)
1/1/14 Operating Fund balance 4,901,036
12/31/14 Operating Fund 4,817,666

Endowment Funds 124,481,225
Land, Building, and Equipment Fund 79,804,202
Capital Campaign Fund 4,793,973
Gift Annuity Fund 12,465
Total All Funds $213,909,531

2014 Operating Transfers

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<td>Operating funds for capital use</td>
<td>($303,448)</td>
</tr>
<tr>
<td>Bequest transfers to endowment</td>
<td>(200,251)</td>
</tr>
<tr>
<td>Other transfers</td>
<td>223,202</td>
</tr>
<tr>
<td><strong>Total Operating Transfers</strong></td>
<td><strong>($280,497)</strong></td>
</tr>
</tbody>
</table>

*Botanical Garden Subdistrict
Since 1972, residents of St. Louis City and County have generously supported the Metropolitan Zoological Park and Museum District (ZMD). The ZMD is a property tax-supported district that distributes funds through five cultural subdistricts, which include the Botanical Garden Subdistrict. The Botanical Garden Subdistrict has provided support for the Missouri Botanical Garden since 1983. The Garden is grateful for the continued support of the Botanical Garden Subdistrict.

Commissioners for the ZMD and the Botanical Garden Subdistrict as of April 2015 are listed on page 18.

Financial information used in this report was obtained from the 2014 Missouri Botanical Garden audited financial statements. These financial statements can be obtained by visiting www.mobot.org/reports.
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Kenji Yanaba
Louis Yang
Kara Yannon
Daniel Yaroschevsky
Beth Yarrington
Thom Yates
Hal Yeager
Anita Yeager
Kathy Young
Marianne Young
Su Yufang
Juliette Zach
Richard Zander
Nancy Zander
Nancy Zander
Donna Zerega
Patricia Zerillo
Bryan Zhang
Yunchao Zhang
Lina Zhang
Alex Zhang
Zhengyan Zhang
Fengyi Zheng
Kevin Zheng
Gloria Zhou
Leon Zickrick
William Ziegenbein
Mark Zigrang
Michelle Zumwalt
Maggie Zumwalt
Nancy Zvolanek
### BY THE NUMBERS

#### Visitors

<table>
<thead>
<tr>
<th>Attendance at all locations</th>
<th>1,045,969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest daily attendance: Sunday, August 31 (Japanese Festival)</td>
<td>14,262</td>
</tr>
<tr>
<td>Highest non-event attendance: May 11, 2014 (Mother’s Day)</td>
<td>6,487</td>
</tr>
<tr>
<td>Lowest non-event attendance: Tuesday, January 28</td>
<td>29</td>
</tr>
</tbody>
</table>

#### Members

<table>
<thead>
<tr>
<th>Members</th>
<th>43,037</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of member visits</td>
<td>269,278</td>
</tr>
</tbody>
</table>

#### Personnel

<table>
<thead>
<tr>
<th>Number of staff</th>
<th>439</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of volunteers</td>
<td>1,834</td>
</tr>
<tr>
<td>Number of volunteer hours worked</td>
<td>148,175</td>
</tr>
<tr>
<td>Number of equivalent full-time staff with volunteers</td>
<td>76</td>
</tr>
</tbody>
</table>

#### Communications

<table>
<thead>
<tr>
<th>Total online visitors:</th>
<th>9.5 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique online visitors:</td>
<td>5.5 million</td>
</tr>
<tr>
<td>Total visits via mobile device:</td>
<td>3.2 million</td>
</tr>
<tr>
<td>Total email subscriber base:</td>
<td>62,000</td>
</tr>
<tr>
<td>Social network followers:</td>
<td>127,000</td>
</tr>
</tbody>
</table>

#### Education

<table>
<thead>
<tr>
<th>Education Program Participation</th>
<th>78,693</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students and teachers participating in education programs</td>
<td></td>
</tr>
<tr>
<td>Teachers using workshops and instructional material</td>
<td>2,077</td>
</tr>
<tr>
<td>Scouts and Leaders in education programs</td>
<td>4,531</td>
</tr>
<tr>
<td>Adults in adult education programs</td>
<td>18,540</td>
</tr>
<tr>
<td>Seniors, special-needs, others in horticultural therapy education programs</td>
<td>3,262</td>
</tr>
<tr>
<td>Youth and families in education programs</td>
<td>4,515</td>
</tr>
<tr>
<td>Youth and families in community outreach</td>
<td>803</td>
</tr>
<tr>
<td>Visitors experiencing drop-in education opportunities</td>
<td>220,904</td>
</tr>
</tbody>
</table>

#### Education Venue Attendance

| Visitors to the Doris I. Schnuck Children's Garden | 125,920 |
| Visitors to the Brookings Interpretative Center | 112,041 |
| Visitors to Tower Grove House | 110,448 |
| Visitors to the Dana Brown Overnight Center at Shaw Nature Reserve | 4,508 |
| Visitors to the Nature Explore Classroom at Shaw Nature Reserve | 742 |

#### Home Gardening

| Visitors to the William T. Kemper Center for Home Gardening | 112,611 |
| Master Gardeners | 327 active volunteers; 39,919 hours of community service |
| Plant Doctor Service | 7,275 clients; 11,945 questions |
| Calls to Horticulture Answer Service | 8,896 calls; 12,493 questions |
| Gardening Help web visitors | 13.9 million |
| Online email gardening questions answered | 1,316 |

#### Horticulture Displays

| Total accessions | 28,123 |
| Wild source accessions | 2,178 |
| Total taxa/unique types of plants | 15,943 |
| Total rare taxa/unique types of plants | 304 |
| Total genera | 1,877 |
| Total species | 5,598 |
| Total plantings | 48,317 |

#### Science & Conservation

| PhD researchers | 50 |
| Staff publications | 225 |
| New species described | 133 |
| Countries where fieldwork is done | 33 |
| Graduate students from 8 different countries | 17 |
| Herbarium total specimens | 6,589,861 |
| Mounted specimens added to Herbarium | 108,634 |
| TROPICOS® 4,348,536 specimens, 1,286,158 plant names | |
| Books published by MBG Press | 7 |
| New items added to Library catalog | 1,482 |
| Rare books digitized and placed online | 965 |
MANAGEMENT TEAM

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Robert J. Herleth served as Executive Vice President until his retirement in January 2015.