



When a garden is well loved, *it shows*

December 1, 2016

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Executive Director

Dear Friend,

Greetings and salutations from all of us here at the UC Santa Cruz Arboretum—the place you know you should visit regularly, like seeing a beloved relative. Please put a special note on your list of resolutions to come at least once every season, as it’s impossible to see all the beauty and feel transported to the Southern Hemisphere only once a year.

As the new Executive Director, since May of this year, I’m writing to tell you how and what we are doing at the Arboretum, and to speak about our optimistic plans.

Right now our Arboretum operations are kept afloat by our dedicated staff and our inestimable troop of volunteers: weeding in the gardens, selling fun and unique gifts in Norrie’s, giving tours of the gardens, creating wreaths and arts and crafts, propagating and planting, working our events from potlucks to art openings to lectures. We also depend on our ever-changing cohort of student workers and interns for so much: field and office work—whether moving rocks or serving hors d’oeuvres, collecting field data or cleaning rare seeds. Their education here at the Arboretum is an excellent complement to their academic experience. And finally, our administrative staff—tireless, patient, keeping it running. Our Friends of the Arboretum Board are mobilizing their forces as well, and I hope with their help to attract corporate donors from over the Hill. And we have begun to attract the fine arts community here in Santa Cruz, with expertly curated sculpture exhibitions.

But all those hours and passions don’t bring us financial stability. Alone among all six University of California Gardens, the UC Santa Cruz Arboretum receives neither salary nor operational support from the University. You may not realize that the Arboretum is expected to be completely self-sustaining, and to raise 100% of its operating budget each year. For years it’s been impossible to do this, and we are in debt. But we still have hope—that’s what life in a garden can bring!

(Over, please)





This year, we are sharing our Fiscal Year 2016 financial summary, to let you judge our need, and gauge your ability to help keep us in the garden.

The two pie charts broadly show revenue and expense. In simple terms, in FY 2016 we spent \$1.3 million, and brought in \$952,000. Two-thirds of our income came from endowments and donations. Sales at Norrie's are significant (\$100,000). The remainder of our funds come from plant sales, rentals, programs, services, and admissions. All these events require extensive work and commitment from staff, volunteers and students, yet produce only relatively modest financial returns. (Imagine that the Physics Department, for example, had to do all its regular work of teaching, research, and outreach, but was also required to make time for year-round sales and rentals and events, in an effort just to break even!)

Three-quarters of our expenses go to salaries and benefits: people power. Therefore, less than 25% of our income must cover everything else, from infrastructure repairs and trash removal, from plant purchases and signage, from taking on student workers and interns and hosting visitors, from programming and volunteer support, to paying interest on our debt to the University—and more.

Even under these challenging circumstances, we have still had a productive year at the Arboretum. Together, we:

- Engaged and delighted a growing number of visitors from around the globe, an increase of about 30% over last year
- Mentored hundreds of students, student workers and student interns to become our next generation of environmental stewards
- Inspired more than 200 volunteers from our community to donate over 75,000 hours in support of our work
- Continued to develop and promote the Native Plant Program
- Inventoried, databased, and produced 4,373 plant labels and accession tags
- Welcomed dozens of Santa Cruz artists to exhibit among our lovely plants
- Completed a renovation of the Entrance Garden
- Educated our community via our California Naturalist Program, Ray Collett Lecture Series, Drought Tolerant Landscaping Seminars, Tours, Bird Walks, bi-annual Plant Sales, Wreath & Gift Sale and Hummingbird Days



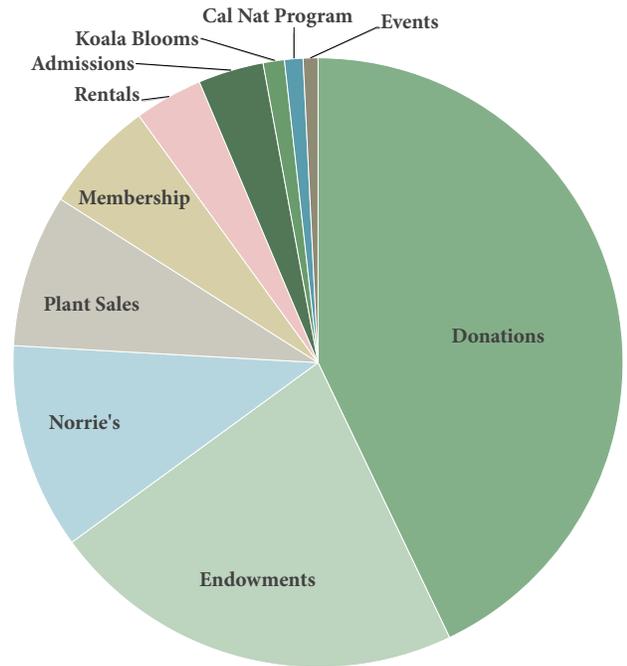
Our visions and hopes for 2017 include:

- Continue to enhance our interpretational signage with Faculty Research Vignettes, at least 5,000 more plant labels, and complete addition of plant accession tags to every specimen in the Arboretum
- Work with the Institute of Arts and Sciences on an art/ecological installation in the Domes, and on an internationally acclaimed Audial History experience in the Redwood Grove
- Develop close working partnerships with CASFS (Farm and Garden), and the UC Natural Reserves
- Address major pruning of Eucalyptus and other mature specimens
- Re-organize the South Africa plantings
- Work on expanding our facilities for events
- Expand and enhance the Succulent Garden, drawing from our wonderful collection
- Partner with the other University of California Gardens to increase our recognition and mutual support
- Resurrect and re-imagine the Jean and Bill Lane Library

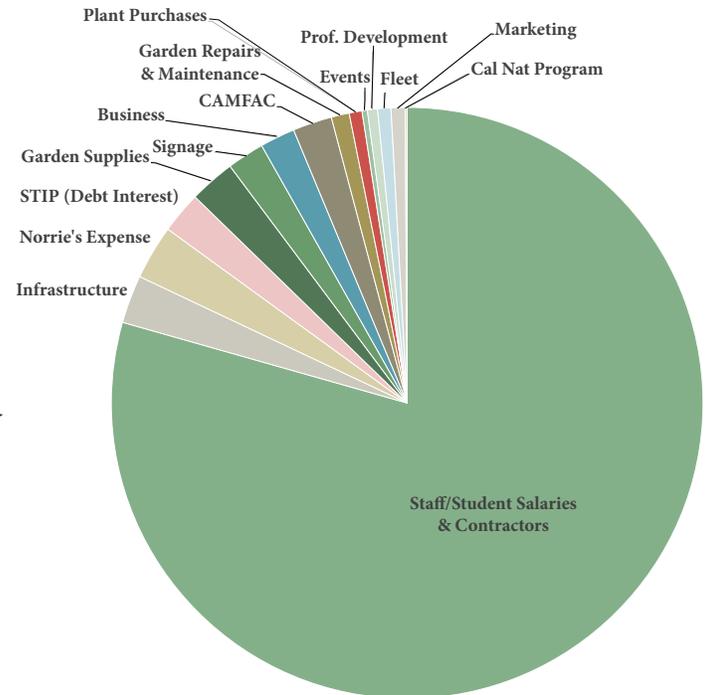
Our projected expenses for Fiscal Year 2017, simply to maintain our status quo, will be about \$1.45 million, leaving a shortfall of about \$500,000.

Your donations, memberships and purchases are critical to keeping the gardens open, accessible, and growing. We also rely on endowment income for securing staff salaries in the long-term, and for necessary infrastructure projects. If you have interest in particular needs or projects, small to monumental, I have a growing list, and I would be delighted to speak with you—here, or at your place (maquigle@ucsc.edu). And we all look forward to seeing you here in the Arboretum!

Revenue \$952k



Expense \$1.3m



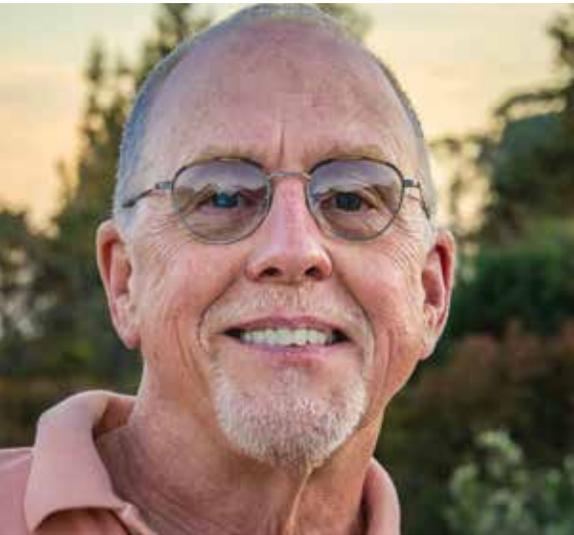


We gratefully thank you for all of your past support, and we ask you with urgency to consider a very generous year-end donation.

“Words cannot express the love that gardens and the plants in them bring to all living things.” Linnaeus

With warmest wishes this holiday season, and peace and health in the coming year,

Martin Quigley, PhD
Executive Director



Online donations save time and money.

Help protect your past investment and the Arboretum’s future by making a secure donation online today at arboretum.ucsc.edu/donate. If you don’t have internet access, please call at 831-502-2998, visit or mail your donation. (Please make your check payable to: UC Santa Cruz Foundation and note the Arboretum. UCSC Arboretum, Mail stop: Arboretum, 1156 High Street, Santa Cruz 95064.)



Thank you!
Brett

Thank You!
Melinda

Thanks!
Lindsey

Cheers!
Rick

Your support means
so much!
Thank you!
Theresa

Thanks so much!
Katie
Helmu
We are honored by
your help in
our work!
Jhanique

Thank You
Tom



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