



HOYT ARBORETUM FRIENDS 2020

ANNUAL REPORT

Your Support Makes The Difference



Dear Friends,

You experienced it with us; the upending of life as we knew it, uncertainty about the futures we hoped for, and hundreds (okay, thousands) of encounters with the word “unprecedented.” You won’t be surprised that our 2020 annual report looks a little different from the reports of

years past. One thing that changed for the better, however, is the increased ability for Portlanders to experience Hoyt Arboretum.

With most of our income streams halted, we were so worried about the park and our ability to continue operations. We canceled dozens of field trips, which are a gateway to Hoyt Arboretum for thousands of children. We closed our tiny Visitor Center and Bill de Weese Library, which kicked off a scramble for new ways to engage with visitors from a distance. All of our plans for the year were shaken . . . so you can imagine how overwhelmed we were with gratitude when thousands of locals – long-time Hoyt Arboretum members and first-time visitors alike – made donations, volunteered their time, and shared words of encouragement while taking physically-distanced walks through the park.

Thanks to our members, volunteers, and small-but-mighty staff, we found new ways to connect with the park’s many visitors; Pop-Up Nature!, our youth scavenger hunt program, returned as a self-guided series every Thursday during the warmer months. In-person outdoor programs eventually resumed with small, widely spaced groups of eager participants. A “Physical Distancing” chart was created so that every visitor could see for themselves which trails provided the most room for distancing from others. Volunteer trail rovers took on solo shifts so that newcomers could find their way around our trails with ease or just have a friendly (masked) face to converse with. We deepened our commitment to diversity, equity, access, and inclusion, which led to increased inclusivity training for volunteers, staff, and board members. And of course, virtual programming became the Arboretum’s mightiest tool over the course of 2020; volunteer presentations, youth workshops, and adult botanical education classes all happened online, allowing our friends to stay safe-at-home while engaging with all the knowledge and beauty the Arboretum has to offer.

We’re so glad to be on the other side of last year with you. Behind every statistic, letter, and image to follow is the support of thousands of Friends of Hoyt Arboretum, just like you.

Anna Goldrich

Anna Goldrich, Executive Director

2020 HIGHLIGHTS

PROGRAMS & EDUCATION HIGHLIGHTS

Our first set of digital programming!



2,677

total attendees from
in-person and virtual
workshops and classes

2020

2019

2,000

MORE PEOPLE

attended classes in
2020 than in 2019 (604
total attendees in 2019)



New CLASSES THIS YEAR:



Youth: Virtual bird and pollinator classes, virtual preschool programs, in person family tours, bird walks and nature walks

Adult: New birding topics, mushroom topics, entomology workshop, and new art classes





VOLUNTEERISM HIGHLIGHTS



VISITOR SERVICES KIOSK

Visitor Center volunteers welcomed many first-time local visitors to the Arboretum at our kiosk from summer through fall



Volunteers also showed up for over
5,400
HOURS OF SERVICE
Tuesday and Saturday crews helped make up for understaffing due to COVID



**ARBORETUM
NATURALISTS**
adapted to new COVID protocols to lead youth education activities

Volunteer photographers, videographers, writers, and instructors all pulled through to support our new
VIRTUAL PROGRAMMING



COMMUNICATION HIGHLIGHTS



**VIRTUAL
TOURS**
on our new
YouTube channel



CONSERVATION & NEW PLANTINGS HIGHLIGHTS



HIROSHIMA PEACE TREE

A descendent of a single persimmon tree that survived the atomic bombing of Hiroshima in WWII now lives at Hoyt Arboretum

8

NEW MAPLE VARIETIES,

including Kawakami Maple
(*Acer kawakami*)



COMMUNITY SCIENCE HIGHLIGHTS

Our first season of community science at a distance!

PROJECT BUDBURST

community scientists ensured that Hoyt Arboretum didn't miss a season of valuable data collection

40

TRAINED
VOLUNTEERS



118

OBSERVATIONS



Martin Nicholson
Curator

2020 Curator's Report

For the plant collections at Hoyt Arboretum, 2020 was an especially eventful year.

At the beginning of the year, our newly constructed greenhouse was brimming with young trees intended to be planted on Arboretum grounds in March of 2021. With the pandemic's closures and limited staff, I decided to halt those plantings and continue their care in the nursery. As a result, we only planted 20 new trees - less than the 50 to 100 we usually add every year. Seeds collected in fall of 2019 started to germinate, filling the nursery; these included little oaks, manzanitas, and the less well-known summer holly (*Comarostaphylis diversifolia*). These California endemics are great additions to the Arboretum as we continue collecting climate-forward plants that can adapt to a hotter, dryer Portland in 30 years.

We got a taste of that future climate last summer, and I was extremely concerned for our more established tree collections during the hotter months. The 2019/2020 water year was eight inches below normal – perhaps the new normal, as we see the effects of sustained dry years on local flora. Western hemlock and Western Redcedar were both observed to be in decline as a result of low soil moisture. We're extremely lucky to have irrigation, volunteers, and staff that water our collections and help offset dry stretches of time. Following the summer drought, wildfires exploded in the region and made national news. Fortunately, no fires occurred in or near the Arboretum. We look forward to adding more drought-resistant plants to the park and expanding our irrigation systems to protect our collections in the coming years.

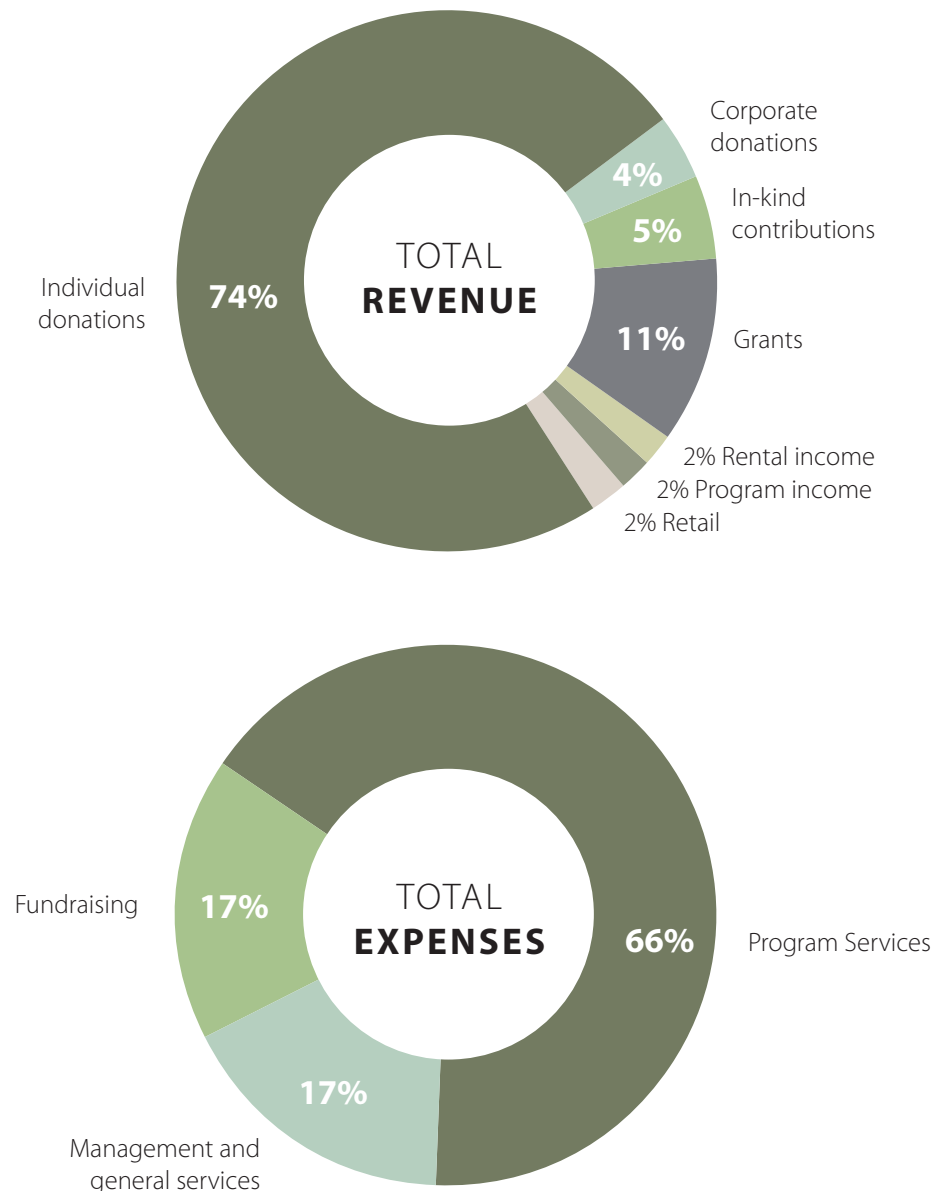
While there were some rough patches, 2020 ended on an upswing for Hoyt Arboretum's tree collections. Even without the ability to take seed-collecting trips due to travel restrictions, seed and plant material was received from other botanic gardens, with a variety of tree and shrub species finding space in Hoyt Arboretum's already-full nursery. 2021 will be a big planting year, and our Nursery Manager Vincent Parisi is already busy potting trees for future plantings.

I want to end this letter with a statement of gratitude. First, our volunteers, who we missed dearly at the height of the pandemic's closures. We now have our Tuesday crew back and able to support the care of our young and old trees alike. I also want to thank all the visitors we met on the Arboretum trails over the past 14 months, many of whom were locals visiting for the first time. It's been so rewarding to see so many people enjoying the trails and learning new things along the way. And finally, I want to thank you, dear reader, for your kind words and your support.



2020 FINANCIALS

Early in the COVID year, the Hoyt Arboretum Friends had serious concerns about income due to losing several important income streams (gift shop sales, wedding venue rentals and our annual summer fundraising event). Board members helped by reaching out individually to donors, and member support was very strong in 2020 with annual gifts making up about 33% of total revenues showing that neighbors and friends are committed to our mission and pivotal to our future. Two bequests added to our revenue, as well as a large individual gift in support of a specific project. At the same time, we cut expenses where possible to help us weather an uncertain year. As we move into 2021, our financial position remains strong and we are taking on some much needed park improvement projects with greater confidence about future revenue.



STATEMENT OF FINANCIAL POSITION

Unaudited 12/31/2020

ASSETS

Cash in Checking	482,157
Cash in Money Market	383,374
Cash in Investment Accounts	515,247
Endowment	239,055
Accounts Receivable	21,510
Prepaid Expenses	4,142
Merchandise Inventory	10,690
Total Assets	1,656,176

LIABILITIES

Accounts Payable	1,215
Payroll Liabilities & Accrued Vacation	4,507
PPP Loan	51,570
Deferred Revenue	12,500
Total Liabilities	69,792

NET ASSETS

Unrestricted:	
Total Available for Operations	679,627
Reserves	240,000
Total Unrestricted Net Assets	919,627

Temporarily Restricted Net Assets	427,701
Total Temporarily Restricted Net Assets	427,701

Endowment	239,055
Total Net Assets	1,586,384
Total Liabilities and Net Assets	1,656,176

STATEMENT OF ACTIVITIES

REVENUE

Individual Contributions*	444,760
Bequests	205,000
Corporate Contributions	34,406
In Kind Contributions	43,254
Foundation Grants	81,000
Government Grants	13,000
Rental Income	13,871
Fees for Service	19,334
Event Income	-
Merchandise Sales	20,225
Interest Income	13,164
Gain/ Loss on Investments	(16,820)
Other Revenue	7
Total Revenue	871,202

EXPENSES

Personnel	289,375
Accounting Services	13,689
Education Services	15,603
Collections & Landscape Services	20,793
Computer & Website Services	13,187
Marketing	2,788
Other Contract Services	32,362
Gift Shop Merchandise	12,698
Staff Training	567
Office Supplies	2,359
Insurance	2,525
Printing and Publications	14,541
Postage and Delivery	2,539
Dues and Subscriptions	1,482
Recognition and Awards	3,527
Miscellaneous Expenses	2,447
Bank Charges	4,743
Endowment Expenses	1,144
DEAI Training and Programs	3,000
In Kind Expenses	43,254
Total Expenses	482,623

Change in Net Assets	388,578
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*\$150,000 individual gift is restricted to a specific project

THANK YOU 2020 DONORS

INDIVIDUAL DONORS

\$10,000 +

J. Patrick Brooks
Doug de Weese
Kuniko de Weese
Susan Hammer
Lynn Loacker
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Andrée H. Stevens
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We have made every effort to include all donations from 2020. If our report contains errors or omissions, please accept our apologies. Notify MJ Jackson, Development and Communications Coordinator, with record updates at 503.823.3655 or mj@hoytarboretum.org.



By including Hoyt Arboretum as a beneficiary in their wills, bequests, and other planned gifts, Sequoia Legacy Society members are the protective canopy of our living museum. We're thankful to the following members for making the ultimate commitment to the future of tree conservation, education, and stewardship.

SEQUOIA LEGACY SOCIETY

Names highlighted in green have passed.

Gillian and Jeffrey Abendroth	Susan Jackson McNulty
Gregory Blaumer	Desmond and Kerma Murphy
Judy Bradley and Dave Mitchell	Joey Pope
Lyn Cameron	Hilary Russell
Lou and John Chapman	Peggie Schwarz and Tom Nelson
Susan Hammer	Jeanne Schramm
Nancy Hebb Freeman	William Sefer
Susan Lamb	Andrée Stevens
Lynn Loacker	Doug de Weese

If you have included Hoyt Arboretum Friends in your estate plan or would like to learn more about how to do so, we invite you to join the Sequoia Legacy Society. Please contact Anna Goldrich, Executive Director at anna@hoytarboretum.org or 503.823.1648.



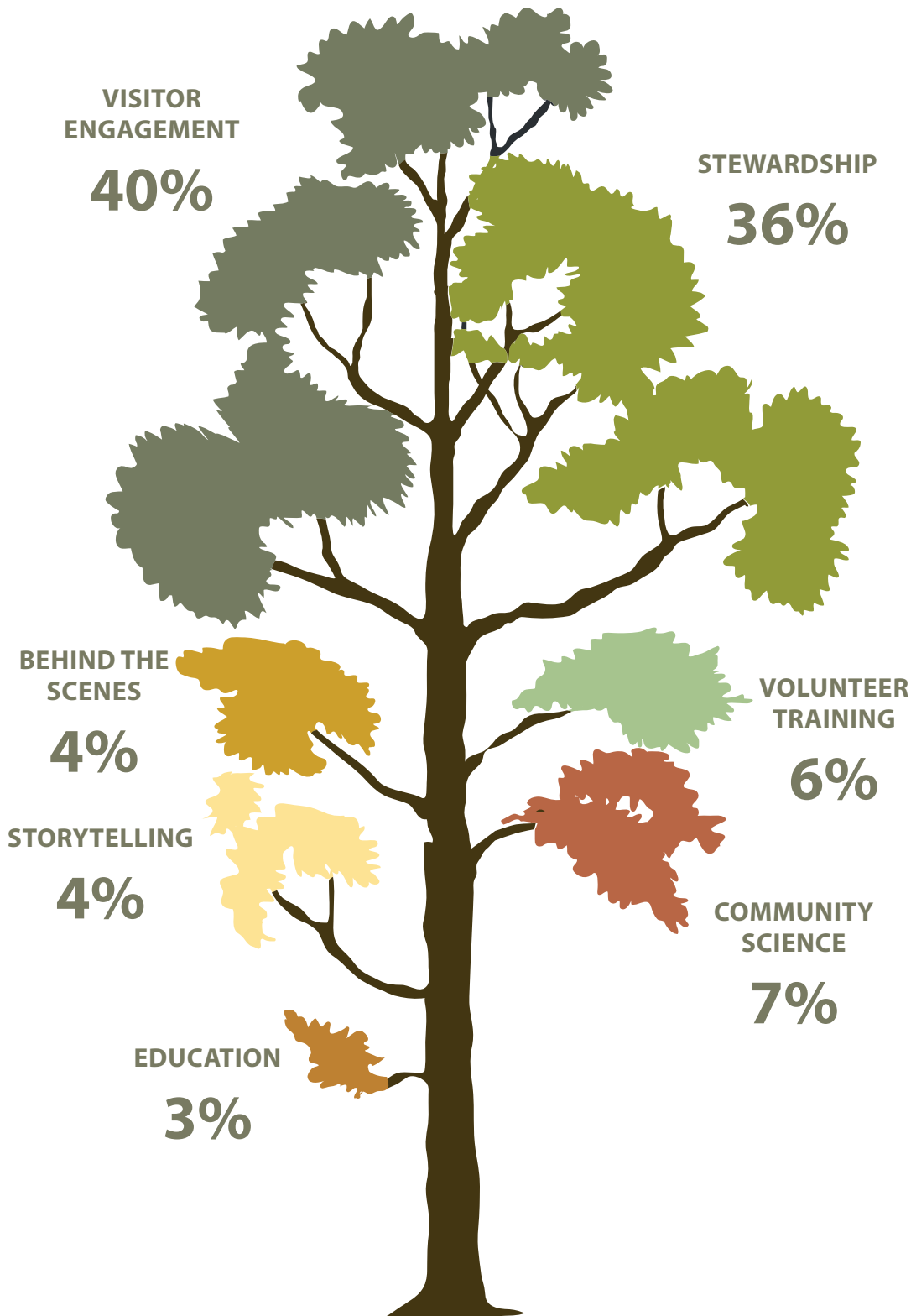
SILVER LEAF STEWARDS

2020 Commemorative Donations

In Memory of Bruce Hall Caroline Hall	In Memory of Hal and Bernice Hurwitz
In Memory of Hal Balyeat Elizabeth Casso-Gomez	The Hurwitz Family
	In Memory Of Charlene North Ray North

2020 VOLUNTEER HOURS

Despite program disruptions that began in mid-March and continued through the end of the year, volunteers quickly adapted to the many changes brought on by COVID-19 and found ways to stay involved from home and at the Arboretum. In 2020, we recorded nearly 5,400 hours of volunteer service (in a typical year, it's usually about 12,000 hours). But based on limited operations, that number reflects a strong commitment by Hoyt's volunteers to stay connected and give back as much as possible to best support the health and safety of everyone at the Arboretum despite the COVID shutdown.



BOARD OF DIRECTORS

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Claire Randall, Secretary
Nell Bonaparte
Lyn Cameron
Edie Millar
Brad Miller
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Andy Russell
Shannon Thomas
Pam Wiley

ADVISORY COUNCIL

Meg Bishop
David Ellis
Lynn Loacker
Charles Swindells

MISSION STATEMENT

To maintain and improve
Hoyt Arboretum and its
collection for all people
through advocacy, resources,
awareness, and education.



Hoyt
Arboretum
Friends

*supporting Portland's
museum of living trees*

4000 SW Fairview Blvd.,
Portland, OR 97221

hoytarboretum.org

info@hoytarboretum.org

(503) 865-8733