

2011 Year In Review

Friends of
Laurelwood Arboretum

Preserving and maintaining this unique property



Our Mission

To preserve, promote and improve Laurelwood Arboretum and to provide opportunities for horticultural appreciation and education through public programs, volunteer participation and outreach activities

Our Core Values

Friends of Laurelwood Arboretum's work is built on a foundation of core values

- **Stewardship of Laurelwood Arboretum** – Passion for Laurelwood Arboretum and a commitment to the conservation of this treasured resource for current and future generations.
- **Horticultural Excellence** – Dedication to the Knippenberg legacy of landscape design and horticultural practices.
- **Public Use** – Commitment to providing unique opportunities for public use and appreciation of the land and its existing and future structures.
- **Education and Events** – A special interest in sharing horticultural knowledge and raising awareness of the Arboretum's history, design and unique features.
- **Fundraising** – Determination to ensure ongoing support for the present and future needs of the Arboretum through effective fundraising strategies.
- **Teamwork** – Recognition that our mission can best be realized through the cooperative efforts of the FOLA Board of Directors, staff, volunteers, Wayne Township officials and employees, community organizations and members of the public.
- **Leadership** – Cultivation and support of emerging leadership to ensure continuity.
- **Public Involvement** – Promoting membership, visitation and volunteering through a multifaceted menu of events, programs, tours, social media and publicity.
- **Organizational excellence and integrity** – Commitment to the highest standards of professional conduct and excellence.
- **Fiscal Responsibility** – Maintain fiduciary responsibility in the use of, control over and reporting of all funds for the purpose of accomplishing the goals of our mission statement.

Message from the President

2011 has been another year of growth and accomplishment.

The infrastructure of the long-awaited Sensory Garden is complete. The final stages of planting, installing a water feature and posting signs will begin in spring. A volunteer crew is eager to begin as soon as weather permits. This project, which will benefit all visitors to the Arboretum but most particularly those with disabilities, was made possible by the generous contributions of the Passaic County Open Space Commission, the Lions Club of Wayne and FOLA members.

Plans for a Laurelwood Arboretum Visitors Center are in the final stages. When complete, the Visitors Center will provide a welcome center, meeting space, educational greenhouse, display and storage areas, and restrooms. In all construction and improvement projects we are committed to maintaining the integrity of Laurelwood as John and Dorothy Knippenberg envisioned.

With the help of the Wayne Township Department of Parks and Recreation, we have started a program to remediate the problem in Laurel Pond. Outside experts have removed a quantity of weeds from the pond, but this is only an initial step. We are discussing with Passaic County officials the long-range problem of silting in the park's waterways caused by debris from the surrounding roads. We believe the installation of curbs on Colfax Avenue would help address this problem.

The community continues to support our mission. In 2011, FOLA volunteers contributed 13,858 hours of work in the Arboretum. This translates into an estimated value to the community of \$349,500. FOLA membership has risen to over 300, an increase of 30% over 2010.

A special word of thanks to Wayne Mayor Christopher Vergano, The Town Council and the Parks and Recreation Department for their ongoing support of FOLA's efforts and for cooperating with us to maintain and preserve the Arboretum.

We look forward to 2012 with confidence and enthusiasm.

Jim McHugh

President, Friends of Laurelwood Arboretum (FOLA)

Accomplishments

Membership

- 550% increase in membership since 2007.
- 30% increase in 2011 to over 300 members
- We started our membership year with a *Four Seasons of Color in Your Garden* Thank You program for FOLA members and Passaic County Master Gardeners, attended by more than 70 people.
- In a successful effort to enroll new members and encourage current members to renew, we had a membership table at spring and fall plant sales, all tours and programs, special volunteer events, the Volunteer Recognition Luncheon and our Annual Meeting.
- We kept the Notice Board at the Arboretum supplied with membership materials and remittance envelopes throughout the year.
- Tours, programs and events generated a significant increase in membership.

Volunteers

- More than 200 volunteers contributed 13,858 hours, a value to the community of \$349,500 (based on the nationally accepted volunteer hourly rate).
- A core group of 50 volunteers worked regularly in the Arboretum on Tuesdays and Saturdays from April through October.
- A volunteer greenhouse committee worked in the fall and winter months potting up cuttings for the Arboretum and the FOLA plant sale
- Volunteer groups included the Passaic County Master Gardeners, Community Options, boy and girl scouts, UPS, Jewish Vocational Services, and the New Jersey Land Conservancy
- Weekly Passaic County Master Gardener Projects included maintaining and restoring the South Rock Garden, the Second Bridge Garden, and the Pavilion and Gazebo gardens.
- Master Gardeners cleared and prepared the Sensory Garden site and propagated plants for spring planting.
- Other activities included spring and fall plant sales, New Jersey Botanical Garden Holiday Open House and Dey Mansion decorating, and extensive cleanup after several devastating storms.

Public Access

- An estimated 10,000 visits to the Arboretum in 2011
- We hosted tours for more than 300 visitors, thanks to our volunteer docents and the Lions Club of Wayne, which generously donated a motorized vehicle.

- Among the 37 tours were the Wayne Township Adult School, Bergen County Master Gardeners, Clifton Garden Club, Manitou Village, Essex County Photo Club, Outdoor Single Friends, Red Hat Ladies, Kinnelon Amblers, retired Oakland teachers and Activities Unlimited.
- Tour brochures, maps and bloom lists were available throughout the year for self-guided tours.

Programs

- Approximately 250 people attended programs, which were open to the public for a nominal charge and free for FOLA members.
- Programs included *Four Seasons of Color in Your Garden* lecture, *Rhododendron Identification* lecture and tour, *Photos That Work* lecture, *Container Gardening* lecture and demonstration, *Monarch Butterfly* lecture and tour, and an herb lecture and tour.

Fundraising

- We increased our revenues from membership, educational programs, events, tours and plant sales in both spring and fall.
- Additional revenue was realized from the sale of photographs, photo cards, and art work.
- FOLA supporters and memorial donations added to our revenue.
- We submitted grant applications for completion of the Sensory Garden, Interns and rhododendron-collection improvements.

Community Outreach

- Press releases and articles were published weekly in local and state media.
- Events and programs were listed in Wayne and area community group calendars.
- Flyers for events were displayed locally and distributed to area groups.
- Newsletters and emails of events, membership information and Arboretum news were sent to members and media.
- Brochures and posters were displayed at the Notice Board and locally.
- Changes in the Wayne Township website improved access to the FOLA website, www.laurelwoodarboretum.org.
- We updated our website with improved graphics and information.
- We created a FOLA Facebook page.
- We participated in Wayne Day and set up several displays at the Wayne Public Library.

- We continued our membership in The Garden State Consortium, The American Public Gardens Association, The Nature Conservancy Open Days Program, and The American Horticultural Society Reciprocal Program.

Maintenance and Operations

- Cleared old and storm-damaged trees and debris.
- Removed accumulated trash and debris.
- Continued to maintain and improve planting beds, paths, walkways, bridges and the aging irrigation system.
- Cleared and improved streams, streambeds and drainage.
- Continued a program of plant improvements through maintenance practices, propagation, garden redesign, organic pest control, and deer prevention.
- Continued a program of plant identification, created bloom lists and improved the Arboretum map.
- Developed volunteer projects and provided training and supervision.
- Maintained the greenhouses and supervised plant production.
- Installed new benches and repaired some that were damaged
- A Wayne Eagle Scout created an arbor at the Sensory Garden entrance with cedar collected from the Arboretum.
- The iris collection was expanded and butterfly-friendly plantings were enlarged in the Back 40 area.