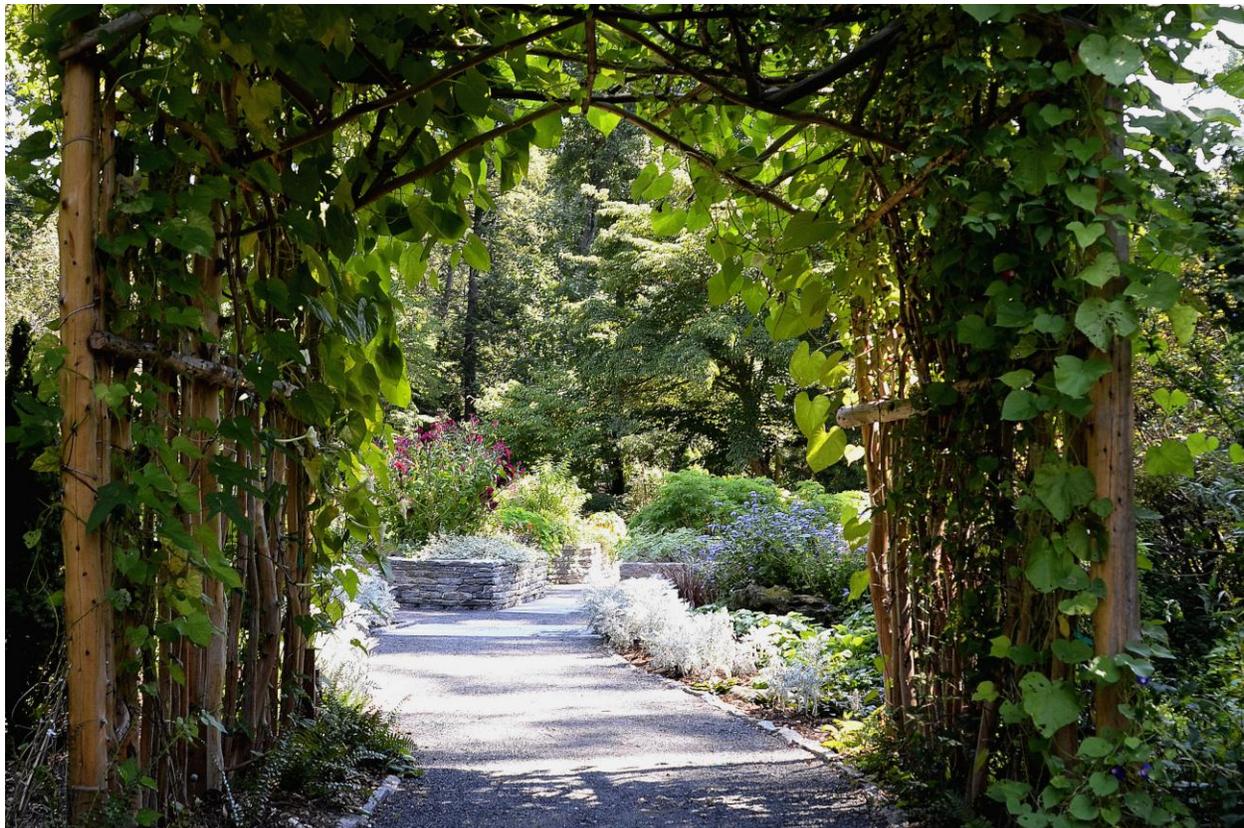


# 2012 Year In Review

*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

The year 2012 was one of both accomplishments and challenges. We completed the Laurelwood Arboretum Sensory Garden over the summer and had a wonderful dedication in the fall. The dedication ceremonies were attended by members of the Lions Club and the Passaic County Board of Chosen Freeholders, the two organizations whose grants made it possible for the FOLA board to translate the dream of a Sensory Garden into reality. Thank you to all the volunteers who helped complete the garden, planned the dedication, and will continue to maintain our Sensory Garden throughout the year. We look forward to welcoming people with disabilities, as well as many other visitors to the Arboretum who will be inspired by this uniquely beautiful space.

In 2012, we continued to move forward with plans for a structure that will serve as an educational and environmental center for the Arboretum. We will break ground this spring for what will be known as the Knippenberg Ecology Center. When completed, it will provide a welcome center, meeting space, educational greenhouse, display and storage areas, and restrooms. When construction begins, we may have to close portions of Laurelwood Arboretum and/or reconfigure the entrance for the safety of our many visitors. We will keep everyone posted through emails, our newsletter and press releases.

The challenges we faced in 2012 were mostly caused by Mother Nature. While we were still recovering from the previous year's Hurricane Irene, we were hard hit by Superstorm Sandy. At least 15 large trees were felled by the high winds, crashing into smaller trees and falling across pathways. Our horticultural staff and FOLA board members, along with Wayne township employees, worked long and hard to clean up the debris, but a great deal remains to be done.

We continue to explore strategies for dealing with the problem of silting in the park's waterways caused by debris from the runoff of surrounding roads. We also need to address damage by deer and voles and must improve security to prevent vandalism and the ever-present theft of valuable plantings.

The community continues to support our mission. In 2012, FOLA volunteers contributed 10,343 hours of work in the Arboretum. This translates into an estimated value to the community of \$265,200. FOLA membership has risen to more than 300 people from Wayne and surrounding communities.

As in the past, we owe special word of thanks to Wayne Mayor Christopher Vergano, the Township Council and the Wayne Parks and Recreation Department for their ongoing support of FOLA's efforts and for cooperating with us to maintain and preserve this unique property.

*Jim McHugh*

President, Friends of Laurelwood Arboretum (FOLA)

## **Accomplishments**

- 2012 saw the completion, planting and dedication of the Sensory Garden. This project was made possible by the generous support of the Passaic County Open Space Commission, the Wayne Lions Club, the Township of Wayne, and Friends of Laurelwood Arboretum (FOLA) and its volunteers. The garden provides a uniquely enriching experience and is accessible for all visitors
- FOLA volunteers and funds assisted in clearing and restoring areas affected by massive landscape damage from October's devastating storms
- FOLA membership funds covered operating expenses that exceeded the Township budget by 5.5%
- A 5-year Strategic Plan was completed for FOLA's stewardship of Laurelwood Arboretum for long-term sustainability. This plan includes infrastructure and site improvements, expanded opportunities for community involvement, and educational opportunities and strategies for ensuring that FOLA maintains an effective Board of Directors.

## **Public Access**

- The Arboretum was open to the public daily from morning until evening. Gates are opened and closed by FOLA volunteers and the Wayne Township Park Ranger. In 2012, the Arboretum was closed briefly on a few occasions due to damage from severe weather
- An estimated 15,000 visitors enjoyed the Arboretum in 2012
- We hosted tours for more than 300 visitors, thanks to our volunteer docents and the Lions Club of Wayne, which had donated a motorized vehicle
- We hosted five Community Tour Days – Arbor Day, Plant Sale, two Saturday Community Days and the Sensory Garden Dedication
- We hosted tours for a number of area groups – The New Jersey Audubon Society, the Wyckoff Garden Club, Passaic and Sussex County Master Gardeners, Wayne Presbyterian Church, St. Mary's Hospital, Pines Lake Woman's Club, Wanaque Reserve, Passaic County Open Space Committee, Red Hat Club, Girl Scout Troop #4273 (John F. Kennedy School in Wayne), Kinnelon Amblers, a Midland Park group, an artist's group, Essex County Photo Club, Outdoor Single Friends and the Wayne Rotary

## **Membership**

- We made a successful transition to a calendar-year membership from January 1 to December 31 each year
- We closed 2012 with a total membership of 316. This is a 600% increase over the 44 members FOLA had six years ago
- We now have 12 Lifetime Members and hope to see that number grow in the future
- Throughout the year a number of members made contributions to FOLA over and above their membership dues

- We are particularly proud of our rate of membership retention, which reflects a strong base of support for FOLA. 150 families have already renewed for 2013
- In the coming year, we will continue to focus both on retention and on attracting new members
- We started our membership year with a “*Thank You*” program for FOLA members and Passaic County Master Gardeners attended by more than 70 people. Guest speaker was Mary Jasch, publisher of *DIG IT!* online magazine, who spoke about “Private Gardens of New York, New Jersey, Connecticut, and Pennsylvania”
- In a successful effort to enroll new members and encourage current members to renew, we had a membership table at the spring plant sale, Wayne Day, all tours and programs, special volunteer events, the Volunteer Recognition Luncheon and our Annual Meeting. Tours, programs and events generated a significant increase in membership
- We kept the Notice Board at the Arboretum supplied with membership materials and remittance envelopes throughout the year
- Our membership committee welcomes new members with ideas for increasing membership in FOLA and reaching out to new constituencies

### **Volunteers**

- More than 200 volunteers contributed 10,343, a value to the community of \$265,200. (based on the nationally accepted volunteer hourly rate)
- A core group of 54 volunteers worked regularly in the Arboretum on Tuesdays, Fridays and Saturdays from April through October
- A volunteer greenhouse committee worked 493 hours 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 Scouts and Girl Scouts, UPS, Jewish Vocational Services, National Honor Society students from Wayne Hills High School, and the New Jersey Land Conservancy
- Weekly Passaic County Master Gardener projects included maintaining and restoring the South Rock Garden, the Second Bridge Garden, the Sensory Garden, and the Pavilion and Gazebo gardens
- Other activities included the spring plant sale, New Jersey Botanical Garden Holiday Open House, decorating Dey Mansion for the holidays, and continuing the cleanup after last year’s devastating storms

### **Community Outreach**

- Press releases and articles were published weekly in local and state media. Coverage in *Wayne Today*, *Wayne Patch*, *Hawthorne Press*, *Gardener News* and *NJ Business* magazine
- Photos of Laurelwood Arboretum were included in the widely distributed Town Planner Calendar

- Cablevision interview and weekly local news program were filmed at Laurelwood
- We posted monthly listings of our activities on Wayne Township and Garden State Gardens Consortium websites and in Passaic County Master Gardener and other local organization newsletters
- Flyers for events were displayed at Arboretum Notice Board, locally and distributed to area groups
- FOLA Newsletter and emails of events, membership information and Arboretum news were sent to FOLA members and the media
- We continued our memberships in the Garden State Consortium, the American Public Gardens Association, the Nature Conservancy Open Days Program, and the American Horticultural Society Reciprocal Program
- FOLA website and Facebook page were updated regularly
- *Year in Review Annual Report* sent to FOLA members and others. Current and past reports also available on FOLA website
- Hosted a Laurelwood exhibit at Theunis Dey School, Wayne Day and Wayne Public Library
- Posted tour brochures, maps and bloom lists at the Notice Board throughout the year

### **Arboretum Programs and Events**

- Metro Area Private Gardens – Mary Jasch (The Garden Snoop)
- PEAK BLOOM - Rhododendron and Azaleas Program– Dr. Al Fitzburgh
- Tree Whispering – Dr. Jim Conroy
- Scent and Medicinal Herbs – Robin Rose Bennett
- The Monarch Butterfly – Bob Simpson
- Tree Identification – Dr. Edith Wallace
- Sensory Garden Dedication Event
- Daffodil Day Event

### **Activities in the Arboretum**

- Graduation and Prom photos.
- Wedding ceremonies and photos
- Memorial Service
- Plein Air Painters
- Caldwell College art classes
- Watercolor classes in the pavilion

### **Site Management**

- Completed the Sensory Garden plantings

- Upgraded the Arboretum entrance, pavilion and garage areas. The Pines Lake Women's Club and the Pines Lake Garden Club have contributed a new entrance sign that will be dedicated and installed early 2013
- Redesigned the areas surrounding the 20 specimen trees featured on the FOLA Tree Tour
- Created a new pathway to the Summer Garden with sidewalk bluestone originally set aside by Dorothy Knippenberg
- A group of volunteers initiated a comprehensive Plant Identification program that will eventually include all the important trees and plantings in the Arboretum
- Continued to maintain and improve planting beds, paths, walkways, bridges, streams, streambeds, drainage and the aging irrigation system
- Continued a program of plant improvements through maintenance practices, propagation, garden redesign, organic pest control, and deer prevention
- Created bloom lists for various months of the year and improved the Arboretum map
- Developed volunteer projects and provided training and supervision for over 200 volunteers
- Maintained the greenhouses and supervised plant production for both our plant sale and the various gardens in the Arboretum

### **Fundraising**

- We increased our revenues from membership, educational programs, events, tours and plant sales
- Additional revenue was realized from the sale of photographs, photo cards, and artwork
- FOLA supporters and memorial donations added to our revenue
- We submitted grant applications for completion of the Sensory Garden, a student intern program, rhododendron-collection improvements and additional funding for construction of the Knippenberg Ecology Center
- FOLA's 2012 budget was funded by membership dues, donations, tours, programs and plant sales. The FOLA budget is for administrative expenses, publications, programs, membership, volunteer, equipment and infrastructure expenses
- An annual grant from Wayne Township pays for employee salaries, insurance, plants and supplies. Wayne Township receives funds each year from the Knippenberg Trust that offset some of the Township's grant to FOLA for the management of Laurelwood

### **Finance**

- We exceeded the Wayne Township grant by 5.5%, due to emergency equipment repairs and other unanticipated expenses. FOLA covered this shortfall from its cash reserves
- As recognition and use of the Arboretum increases, so will the need for increased funds to maintain, improve, and replace its infrastructure and plantings. The planned Knippenberg Ecology Center will provide space for additional educational programming for the community, requiring additional funds and perhaps staff
- FOLA continues to seek additional sources of funding, such as individual and corporate donations and grants from government entities and private foundations