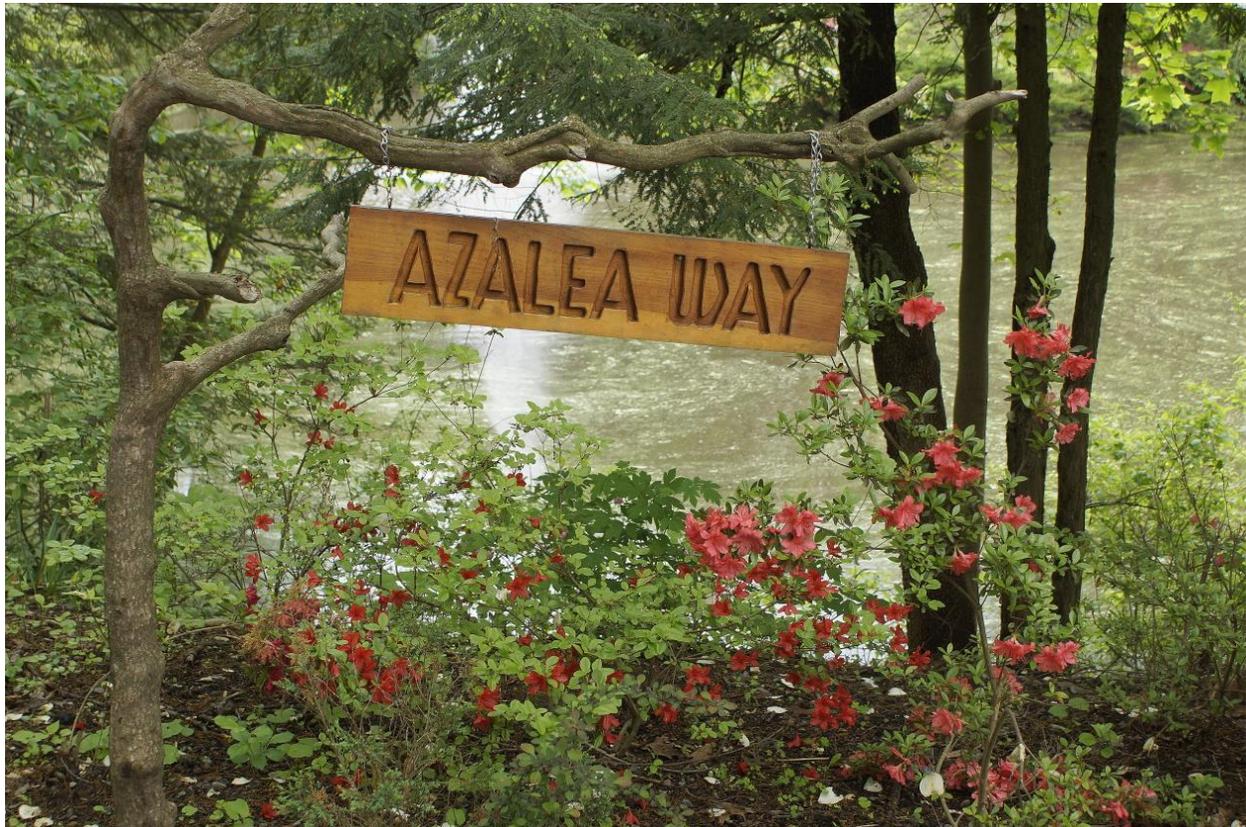


2014 Year in Review



Our Mission

To preserve Laurelwood Arboretum as an oasis for the enjoyment of nature and to provide opportunities for environmental awareness through educational programs, community involvement and outreach activities.

Our Vision

To connect people with nature

Our Core Values

Stewardship – Commitment to the conservation of this treasured oasis for present and future generations

Environmental Education – Engaging the public through ecological workshops, programs and activities

Horticulture – Pursuing excellence in landscape design and horticultural practices

Teamwork – Realizing our mission 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 of emerging leaders

Community – Promoting involvement through membership, volunteering, events, programs, tours, social media and outreach

Financial Responsibility – Ensuring the future of Laurelwood Arboretum through effective fiscal management and fundraising initiatives

Organizational Excellence – Commitment to the highest standards of professional conduct

FOLA was incorporated in 2003 as a 501(c)(3) non-profit organization.

In 2007, a partnership was formed between FOLA and the Township of Wayne. FOLA assumed responsibility for maintaining and improving the arboretum.

The FOLA Board of Directors oversees the activities of more than 200 volunteers, who contribute more than 9,000 hours of work in the arboretum each year. FOLA is funded by membership dues, plant sales, grants and donations from individuals and businesses.

Message from the President

I am very pleased to report that work on the Knippenberg Center for Education is now complete, and we expect to dedicate the center late this spring. Construction was funded by grants from the Passaic County Board of Chosen Freeholders and Wayne Township. Wayne Township's Department of Parks and Recreation and the Water and Sewer Department helped with many of the major construction issues, allowing us to use our grants more wisely. The interior furniture and high-definition television sets were donated by generous FOLA supporters, as were design and architectural services. The project would never have been completed without the dedication of FOLA volunteers, who devoted countless hours to this project.

Our parking lots will be upgraded before the dedication, allowing for greater access in and out of the arboretum. We have taken into consideration the concerns of our neighbors in the realignment of the parking areas.

This long-awaited new building will provide indoor space for educational programs, community events and meetings. The center will serve as a place to welcome visitors and offer maps, brochures, and other information. It has handicapped-accessible restrooms, a resource horticultural library and much-needed storage space.

In 2014, we were awarded an additional grant from the Passaic County Open Space and Farmland Preservation Trust for construction of an educational greenhouse adjacent to the Knippenberg Center. The most important role for this new greenhouse will be to provide materials to be used in FOLA's educational programs and for hands-on activities for Laurelwood's visitors young and old. This construction should be completed before the center's dedication.

We hope that in the near future replacement of our deteriorating upper greenhouse will also be funded by grants. This greenhouse will provide space for our horticultural staff and volunteers to propagate rhododendrons, azaleas and other shrubs to replenish and improve our collection, as well as perennials and annuals for our plant sale, Sensory and display gardens. This will save a great deal of money in the long run because we will need to purchase fewer plantings. Maintenance of Laurelwood Arboretum requires constant replacement and restoration as specimens age, die, or sustain weather, insect or wildlife damage. It is a never-ending but essential task if we are to maintain the high-quality horticultural display for which our arboretum is so well known.

It takes more than gardeners to preserve and maintain Laurelwood Arboretum. We depend on the continued help of the Passaic County Master Gardener community and the many other dedicated volunteers both in the garden and behind the scenes in positions. In 2014, FOLA volunteers spent 9,633 hours helping us fulfill the Knippenberg's vision for Laurelwood Arboretum as a public park. This translates into estimated savings of \$244,004 for Wayne Township.

Special thanks go to the Wayne Township Council, the Passaic County Board of Chosen Freeholders, and particularly to Wayne Mayor Christopher Vergano and Chairman of the Passaic County Open Space and Farmland Preservation Commission Ray Egatz for their ongoing support of Friends of Laurelwood Arboretum's efforts to preserve, maintain, and enhance this special place.

Jim McHugh

President, Friends of Laurelwood Arboretum (FOLA)

Accomplishments

- **Knippenberg Center for Education** completed. It was funded by grants from the Passaic County Open Space and Farmland Preservation Trust and Wayne Township's Open Space Trust. It was also made possible by the support of the Wayne Department of Parks and Recreation and the Water and Sewer Department, as well as the efforts of FOLA's board of directors and its many dedicated volunteers.
- **Time and services contributed** by many individuals, organizations and businesses helped make the center a beautiful reality. Among the major contributions were design and architectural services, alarm system installation, carpets, tile and **all** the furniture for the interior.
- **Executive Director**, Elaine Fogerty hired. Elaine's horticultural and management expertise has added significantly to the arboretum. This cost is shared by FOLA and the Township of Wayne.
- **Native Plant Demonstration Garden grants** awarded by the Stanley Smith Horticultural Trust and the Ira A. Roschelle, MD Family Foundation. This garden will serve as the landscaping for the center and will be used for educational programs.
- **Educational Greenhouse grant awarded** by the Passaic County Open Space and Farmland Preservation Trust. The new greenhouse will provide space for educational programs and propagation.
- **Rhododendron and Azalea Identification Project** begun to insure the continuation and improvement of the Knippenberg horticultural legacy. Archival photos and journals are being used to establish location and authenticity of plant materials.
- **Exotic Tree Tour** developed to be used by visitors as a self-guided or guided tour, supplementing the existing General Tour and Native Tree Tour.
- **Resource Library** created to house and catalog Knippenberg materials and also many donated horticultural books.
- **South Rock Garden Restoration Project** begun to bring Dorothy Knippenberg's favorite garden back to its original condition. The project is being managed by the New Jersey Rock Garden Society and FOLA volunteers.
- **The 5-year Horticultural Plan** continues to ensure the sustainability of Laurelwood Arboretum using environmentally responsible land management. This plan is in alignment with the FOLA Long Range Plan created in 2012. It focuses on assessing the current health of the Laurelwood Arboretum environment and its extensive rhododendron and azalea collection and rare trees and plants; expanding plant identification and propagation; assessing current maintenance practices; future education of volunteers and staff; and investigation of the possible role of additional staff.
- **Comprehensive data system** created to manage FOLA membership, volunteers, events, payments and donations.
- **Security increased** in the arboretum with additional cameras and signs. This has resulted in a significant improvement. 2014 had fewer thefts or damage to plants or structures than in past years.

Public Access

The arboretum has been officially closed temporarily in 2014 to ensure the safety of the public during construction of the Knippenberg Center and related parking. However many visitors continued to walk through. In 2015, the new Knippenberg Center for Education and improved parking will provide visitors with better facilities, programming and access

Administration

In November, FOLA elected a new Board of Directors. They are:

Alice Moskowitz - President

Jim McHugh - 1st Vice President

Dawn Healey – 2nd Vice President

John Hegrans – Treasurer

Carol Huber – Recording Secretary

Sara McHugh – Corresponding Secretary

Alex Fadynich

Ruth Hayden

Barbara Hegrans

Bill Mains

Roland Reynolds

Margaret Kertstner

Ray Vanaria

Rick Wild

Volunteers

Volunteer participation remained high even though the arboretum was officially closed throughout 2014. More than 200 volunteers contributed 9,633 hours, a value to the community of \$244,004. (based on the nationally accepted volunteer hourly rate).

Many new volunteer opportunities are evolving, and the volunteers and hours contributed are increasing.

- FOLA volunteers manage the arboretum, work on site to maintain and improve the gardens, and participate in financial oversight, fundraising, grant research and submission, long-range planning, infrastructure improvements, security, and plant identification. They also lead tours, create educational programs and materials, and publicize Laurelwood through press releases, the website, and social media
- A core group of 50 volunteers worked regularly in the arboretum on Tuesdays, Fridays and some Saturdays from April through October. Projects included maintaining and restoring the South Rock Garden, the Second Bridge Garden, the Sensory Garden, and the pavilion and gazebo gardens
- A volunteer greenhouse committee worked the fall and winter months, propagating and maintaining plants for the arboretum display areas
- Several Master Gardeners, trained in pruning at the New York Botanical Garden led a team on Fridays to do much-needed pruning of trees and shrubs in the arboretum

- Other activities included donating plants to and working at the Passaic County Master Gardener Spring Plant Sale, decorating at the New Jersey Botanical Garden Holiday Open House and participating in Wayne Day
- The Knippenberg Center for Education became a reality with the help of many professionals working for years as volunteers, including grant writers, architects and design professionals
- **Volunteers are always welcome** and needed for any committee, tour, class or project. For information, send an email to volunteers@laurelwoodarboretum.org or call 973-202-9579.

Membership

Membership is currently approximately 300. FOLA retained membership even though the arboretum was closed.

We are particularly proud of our rate of membership retention, which reflects a strong base of support for FOLA. We now have 13 Lifetime members

- Throughout the year many members made contributions to FOLA over and above their membership dues (including scheduled monthly donations)
- In the coming year, we will continue to focus both on retention and on attracting new members
- Instituted a corporate membership campaign. Currently 17 corporate members. Program will be continued in 2015.
- We started our membership year with a “*Thank You*” program for FOLA members and Master Gardeners attended by more than 70 people. Kathy Salisbury, Duke Farms Education Director, presented a program about Landscaping with Native Plants
- 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
- We kept the Notice Board at the arboretum supplied with membership materials and remittance envelopes throughout the year
- Substantial growth in membership expected with the opening of the Knippenberg Center, which will offer an array of community activities and educational programs
- Our membership committee welcomes new members with ideas for increasing membership in FOLA and reaching out to new constituencies

Education

A central mission of Friends of Laurelwood Arboretum is to provide educational opportunities. Completion of the Knippenberg Center for Education will allow FOLA to enhance and expand its educational programs. A dedicated committee of education professionals and volunteers is formulating exciting programs for 2015

Dorothy Knippenberg gave talks, held slide presentations about rhododendrons and azaleas, and shared her knowledge and experiences. The education committee will continue that tradition with classes, workshops, tours, stories, gardening demonstrations and lessons.

- “Read and Seed” program started this spring in Packanack and Pines Lake Elementary

Schools. Retired Elementary school teachers read a book on seed planting, students planted seeds and brought them home. This program can be expanded to work seasonally or in the new Educational Greenhouse.

- Off site Reptiles and Amphibian program at the Franklin Lakes Audubon Society
- Off site Shady Perennials program at a local FOLA volunteer's home
- Tour of Van Vleck House and Gardens in Montclair
- Tour of Wave Hill Gardens on the Hudson River

2015 Scheduled programs and events

Thank you program for FOLA members and Master Gardeners

Volunteer Recognition Luncheon

Spring Plant Sale and Tours

Knippenberg Center for Education Dedication

Medicinal Weed Walk

Exotic Tree Tour

Family Butterfly Program

Fall Migration Audubon Bird Program

Resource Library being developed from donations and Dorothy Knippenberg's books covering every aspect of gardening. Dr. Al Fitzburgh, Dawn Healey and others are reviewing and copying Dorothy's slides and pictures into digital format.

Rhododendron Identification committee hoping to identify and tag Knippenberg rhododendrons and azaleas that are still in the arboretum. Dorothy registered eight species including Laurel Pink, Laurelwood Snow Bunting, and Wayne Pink.

Community Outreach

FOLA Newsletter, membership information and arboretum news sent to FOLA members and the media

The FOLA website, www.laurelwoodarboretum.org and Facebook page were improved and updated regularly. The website will continue to be improved in 2015 with an integration with our new data system to manage membership, registration for events and volunteers

Year in Review Annual Report sent to FOLA members, supporters, and township and county officials. Current and past reports also available on the FOLA website

Site Management

Elaine Fogerty hired as Executive Director of Laurelwood Arboretum. Elaine holds a BA in Biology from Bloomfield College and an MA in Horticulture from Rutgers University and was formally the Assistant Agricultural Agent for Passaic County. Elaine's horticultural and management expertise has added significantly to the quality of the arboretum. This cost is shared by FOLA and the Township of Wayne.

Tuesday and Friday volunteers worked April through November weeding, pruning, mulching, deadheading and planting. Education and the art and science of gardening are incorporated into each work project.

Winter Greenhouse volunteer group worked Mondays, Wednesdays, and Fridays throughout the winter propagating and maintaining plants for the seasonal displays

Horticultural projects and programs adopted through the year include:

- Invasive and noxious weed disposal program
- Black vine weevil, hemlock woolly adelgid and sawfly control
- Identification and mapping of dead or damaged trees
- Bulb planting map
- Boxwood and rhododendron layering project
- Arboretum maintenance schedule developed
- Equipment maintenance schedule documented
- Inventory of supplies and equipment
- Transplanting of rhododendron, leucothoe and boxwood near the Knippenberg Center

Grants submitted to the Stanley Smith Horticultural Trust, Ira A. Roschelle, MD Family Foundation, Mary Reinhart Stackhouse Foundation, the TD Bank Foundation, and the Passaic County Board of Chosen Freeholders.

The Atlantic Healthcare System's Healing Arts Program (a division of Chilton Hospital) has approached FOLA to co-develop "therapeutic healing" programs in the arboretum.

New education projects include development of Native and Exotic Tree Tours and a rhododendron research project.

The South Rock Garden Restoration Project, spearheaded by the NJ Rock Garden Society, got underway on April 5th with the removal of soil, and on Sept 6th top soil, sand, peat moss (scree) and hyper-tufa rock were placed. Plants will be installed in the spring of 2015.

The Sensory Garden was very popular, with something always in bloom and many cocoons and butterflies.

The Native Plant Demonstration Garden planning is underway. It will be in front of the Knippenberg Center. A \$14,500 grant was received for this project from the Stanley Smith Horticultural Trust and a \$5,000 grant from the Ira A. Roschelle, MD Family Foundation.

Fundraising

An annual grant from Wayne Township pays for employee salaries, insurance, some plants and supplies. Wayne Township receives funds each year from the Knippenberg Trust that partially offset the township's grant to FOLA for the management of Laurelwood Arboretum

FOLA's 2014 budget was funded by membership dues and donations. The FOLA budget is for administrative expenses, publications, programs, membership, volunteers, equipment, garden plans and supplies and infrastructure maintenance expenses

- **Member and visitor contributions** to FOLA, which includes The Gift of Green and memorial donations, totaled more than \$7,254.
- **Paver Donation Program** for the KCE launched this fall. To date 44 pavers have been ordered with total contributions of \$8,600.
- **TD Bank's Affinity Program** continued and encouraged members with accounts at TD Bank to participate
- **Amazon Prime** donation program begun
- **Native Plant Demonstration Garden grants** awarded by the Stanley Smith Horticultural Trust and the Ira A. Roschelle, MD Family Foundation.
- **Submitted grant applications** for the Knippenberg Center's Educational Greenhouse and for the rhododendron collection identification and improvements

- **Many businesses and individuals contributed** extensive services and materials to the Knippenberg Center for Education including design and architecture services, carpeting, tile, alarm system installation and **all** furnishings within the building
- **FOLA's fund raising committees met regularly and solicited substantial no-cost professional advice**

Finance

Knippenberg Center for Education, financed by Passaic County Board of Chosen Freeholders and Wayne Township, is now complete, coming in at budget.

- FOLA is projected in 2014 to be within the budgeted amount of the Wayne Township annual grant
- 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 Knippenberg 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 for capital and operating expenses