

125TH ANNIVERSARY ENDOWMENT
2016–2021



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ENDOWMENT NEEDS

Phase I 2016–2018: \$18,000,000

- I. Increase Unrestricted Endowment
- II. Fund New Program Endowments
- III. Create New Endowed Chairs

Phase II 2019–2021: \$107,000,000

- I. Increase Unrestricted Endowment
- II. Fund New Program Endowments
- III. Create New Endowed Chairs

125TH ANNIVERSARY ENDOWMENT NEEDS

Endowment is one of the most important financial underpinnings an institution can have. It represents a long-term investment by today's donors in the future generations who will enjoy and benefit from the work of the institution. In the case of The New York Botanical Garden, those benefits are many. Endowment sustains the quality of the urban oasis that is at the heart of our mission. It perpetuates programs such as changing exhibitions and the Edible Academy, which educate adults and children alike. It furthers scientific endeavor that helps save the plants of the world and trains future botanists. It is the bedrock of our financial health.

Endowment secures our future and powers our growth. Increasing NYBG's endowment is one of the most urgent goals of the 125th Anniversary Strategic Plan. Endowment will cement the legacy of leadership the institution has enjoyed for the past 25 years and provide the means to perpetuate the culture of excellence here that is now admired around the world.

It has taken 125 years for NYBG's endowment to grow to \$287,000,000, its value as of December 31, 2015. Endowment income in fiscal year 2015 provided about 21% of the annual revenue necessary to support the Garden's complex and far-reaching operations. To succeed as it faces generational change, growing needs, and ever-increasing competition for funds, the Garden must substantially increase the size of its endowment.

Our Goal Is: To create the 125th Anniversary Endowment Fund with \$125,000,000 in new gifts, pledges, bequests, and bequest intentions, and to receive sufficient new endowment funding for NYBG's endowment to provide 25% of the Garden's operating funds by the end of 2021.

To celebrate the 125th Anniversary of NYBG, the following three initiatives have emerged from the strategic planning process as the highest priorities for focus in the period 2016–2021.

I. **Increase Unrestricted Endowment**

Unrestricted endowment provides the most flexible, and thus the most valuable, form of endowment support. In addition to outright gifts, the Garden will mount an intensive effort to encourage members of its family to remember NYBG in their Wills. Another method to increase unrestricted endowment would be to encourage Fund for the Garden donors to consider endowing their regular level of Fund for the Garden giving.

II. **Fund New Program Endowments**

Over 125 years, NYBG has established a set of programs that are fundamental to its operations and whose excellence must be sustained through endowment support. These programs provide donors with a way to connect deeply with areas of interest and to make gifts whose impact will last for the rest of the Garden's life. The following opportunities for lasting impact and significant naming recognition are available:

▪ **Herbarium Collections—\$15,000,000**

The collections and activities within the Herbarium form the scientific underpinning of NYBG's scientific and conservation activity. The 7.8 million specimens in our care are being augmented daily by the explorations of NYBG's scientific staff in the urgent quest to understand and document the world's plant biodiversity before it is lost. This endowment will safeguard our ability to prepare and accession new species specimens, care properly for the collections we curate, and make our collections digitally accessible to the scientific world.

▪ **Center for Tropical Exploration—\$15,000,000**

Since its founding, NYBG scientists have been exploring the tropics. Tropical forests are the most biodiverse places on Earth, and their importance is growing as mankind struggles to deal with the interlocking threats of deforestation, extinction, and climate change. Support to ensure uninterrupted work in these areas is a contribution to address some of the most serious threats to our planet.

- **Lewis B. and Dorothy Cullman Program for Molecular Systematics—\$10,000,000**
 Through the Cullman Program, NYBG has achieved preeminence in molecular-level understanding of plant biology and evolution, informing conservation at a whole new level. This endowment would secure its ability to remain on the cutting edge of a field challenged by rapid changes in technology.
- **Rock Garden—\$10,000,000**
 Since it was established by T. H. Everett in the 1930s, the Rock Garden has been one of NYBG's most treasured gems. This endowment will assure that it is beautifully curated and maintained for as long as NYBG exists.
- **Fund for Horticulture—\$10,000,000**
 Today NYBG's horticultural activities are conducted at an amazingly high level of excellence fostered by horticultural management who instills the passion for excellence in a talented and dedicated staff. It was not always thus. Endowments within the Fund for Horticulture will help sustain the staff and leadership resources to continue caring for our precious horticultural assets at the highest level.
- **Magnolia Collection—\$10,000,000**
 In concert with the restoration and expansion of this five-acre historic landscape, an endowment will ensure that the improvements described in "Creating a Green Urban Oasis" (see p. 17) will be maintained over the long term.
- **South Forest—\$10,000,000**
 As part of the reclamation of this 25-acre landscape, an endowment will ensure that it is well taken care of, and that the improvements described in "Creating a Green Urban Oasis" (see p. 17) will be well-maintained over the long term.
- **Endowment for Exhibition Programs—\$8,000,000**
 Although exhibitions are relatively new to the program of NYBG, they are essential to the business model and are likely to remain so. This endowment will support the staff necessary to plan exhibitions, provide seed money to develop new ideas, and partially support exhibit curation and maintenance.
- **Institute of Systematic Botany—\$5,000,000**
 Systematic botany is fundamental to human understanding of the plant world and a necessary starting point for effective interventions to save it. For its entire existence, NYBG has been a world leader in systematic botany. With this endowment in place, it can sustain its leadership position in an increasingly complex world.
- **Fund for Trees—\$5,000,000**
 With the oldest native forest left in New York City at its heart surrounded by many significant collections of trees from around the world, NYBG is defined by its distinguished trees. It is essential that we continue to have the capacity to care for our trees at the highest possible level, and these endowments will sustain our ability to do so.
- **School of Professional Horticulture—\$5,000,000**
 For over 80 years, the School of Professional Horticulture at The New York Botanical Garden has trained the world's leading horticulturists. The School's unique program combines top-notch academics with hands-on training, including plant walks, field trips, externships, and special lectures. Our students are highly sought-after for internships and full-time employment, with a nearly 100% job placement rate in careers in public parks and gardens, landscape design/build firms, and private estates worldwide.

- **Endowment for the Graduate Training Center—\$5,000,000**

The Commodore Matthew Perry Graduate Studies Program provides advanced preparation for approximately 40 students annually working toward the Ph.D. degree. The Program operates in conjunction with six metro-area universities. The Program serves a diverse student body, and Garden graduates have come from Asia, Africa, Europe, and Latin America. After graduating, most foreign students return to their home countries to hold positions in government agencies, research centers, universities, and botanical gardens, where they have a direct impact on conservation, education, and biodiversity research.

- **Endowment for Greenhouse Horticulture—\$3,000,000**

Greenhouses are the literal incubators of NYBG. It is there that the work of nurturing and growing the plants that populate our gardens and exhibitions takes place. This endowment will not only help keep the physical structures in top condition, but also help support plant acquisition and the activities of the horticultural staff that take place in NYBG's many greenhouses.

- **Mertz Library Acquisitions Endowment—\$3,000,000**

The Mertz Library is the world's preeminent botanical library, home to millions of books, manuscripts, and sheet materials. In order to maintain its ability to continue documenting plant science, garden design, urban planning, the uses of plants, and the many other subjects it contains, it is essential that funds be available to build the collections.

III. **Create New Endowed Chairs**

Leadership is an important determinant of quality. Over the years, NYBG has succeeded in endowing many of its leadership positions, giving donors a personal connection to programs and staff of particular interest to them. During the 125th Anniversary Strategic Plan period, endowed chairs take on an added importance. With new appointments in science, horticulture, and education expected as current incumbents retire, as well as newly added positions, endowed chairs increase our ability to attract the best candidates. Endowed chairs also enable us to retain excellent staff leaders. The following chairs are available for endowment and naming:

- **Director of the Nolen Greenhouses and Curator of the Orchid Collection—\$3,000,000**

Marc Hachadourian

- **Director of the LuEsther T. Mertz Library—\$2,500,000**

Susan Fraser

- **Vice President for Laboratory Research—\$2,500,000**

Dennis Wm. Stevenson, Ph.D.

- **Curator of Woody Plants—\$2,000,000**

Deanna Curtis

- **Head of Special Collections, Research and Archives—\$2,000,000**

Stephen Sinon

- **Manager of the Edible Academy and Ruth Rea Howell Family Garden—\$2,000,000**

Annie Novak



