MISSION
The John Bartram Association was founded in 1893 to protect and enhance the landmark Bartram’s Garden and House, advance the Bartram legacy of discovery, gardening and art, and inspire audiences of all ages to care for the natural world.

HISTORY
Located on Philadelphia’s Schuylkill River in Southwest Philadelphia, Bartram’s Garden is the birthplace of American botany. Home of 18th century botanists and explorers John and William Bartram, it is a National Historic Landmark managed by the non-profit John Bartram Association in cooperation with the City of Philadelphia.

John Bartram turned an early interest in plants into a significant scientific career, and a profitable business. Bartram is best remembered as a botanist, but had a wide-ranging curiosity for the entire natural world—with contributions in what would now be considered the fields of botany, zoology, geology, geography, archaeology, medicine, and agriculture. John and his son William Bartram are credited with having introduced more than 200 native plants into cultivation and, through innovative methods, creating a trans-Atlantic business that transported plants and seeds from the gardens of North America to Europe. It is often repeated that Linnaeus called Bartram “the greatest natural botanist in the world.”

As one of the few open green spaces in a highly industrialized section of the city, the Garden is uniquely positioned to improve the quality of life in its community. In addition to enjoying activities like birding, fishing, walking, sledding in the winter or having a picnic in the summer, the outcome we seek for all visitors is a unique and unforgettable experience and opportunities for learning and stewardship. The natural areas: the riverfront, tidal wetlands, and reclaimed meadow underscore the Garden’s singular rich and complex landscape with striking views of the city skyline.
GREETINGS

Thanks to the efforts of our Board, staff and key stakeholders, Bartram’s Garden continues to inspire and delight audiences of all ages. The John Bartram Association and the City Parks and Recreation Department have served as dedicated stewards of the Garden for more than a century. Thanks to our nearly 1,000 members and many donors, we see an unprecedented opportunity to advance our mission and vision for the benefit of future generations of Garden and nature lovers.

What is our vision? Our ten year plan has set the bar high! We see a “historic house museum” transformed into a working botanic garden exhibiting 2,000 Bartram discovery plants and well-preserved 18th century buildings. We see revitalized use of all areas of the garden: a reclaimed meadow with new trails; restored streambanks and wetlands; and going back to Bartram’s time, a working farm. In all we want to enhance our role as an open green space and public garden, providing opportunities to all who visit here to experience the world of the Bartrams, life-long learners whose lives were shaped and inspired by nature. One of our guiding principles is to seek and act in partnership with our community and with federal, state, city and private institutions.

Since 2008, we have made significant progress toward our vision. These are listed in this report.

In 2010, we say thank you to Jim Straw, our Board President of three years and welcome Steven Bessellieu, who in 2012 will serve as Chair of the Philadelphia International Flower Show. Along with a number of new board members, a changing environment and community, and many new opportunities, we look forward to an exciting 2011. Grow with us.

Louise Turan
Executive Director

“...the Botanick fire set me in such A flame as is not to be quenched untill death or I explore most of the South western vegetative treasures in No. America or perish in the attempt.”
- John Bartram to Peter Templeman, 1761

Flame azalea, Rhododendron calendulaceum
What People are Saying

“Thank you for a wonderful day at Bartram’s Garden. You made everything great from planning, through our visit...wonderful memories. We were thoroughly impressed and loved the details like the sign welcoming us. We learned a lot and appreciated how knowledgeable the staff was with their time.” Group tour response

“INSPIRING.”

“A treasure in Philadelphia.”

Our tour guide was OUTSTANDING. It was truly the highlight of my guests’ visit here.” Visitor from Shrewsbury, NJ

The staff person’s enthusiasm and knowledge made it a wonderful experience for my second graders.” Visiting teacher.

“ABSOLUTELY FASCINATING.”

“Can’t wait to come back.”

“I know everything about birds and trees and flowers. I know everything. And I can see them in my goggles. What’s that?” Visiting 5-year-old student.
PROGRESS towards the VISION

Since 2008, Bartram’s Garden has been on our own journey of discovery, seeking feedback from many sources about our programs and engagement. The result is a vision of the Garden as a revitalized cultural landscape with active use, immersive experiences, and compelling stories.

Our top three priorities for 2013 are preserving our historic and living collections, creating stewards through revitalized programs and interpretation, and strengthening our internal capacity to serve our audiences and ensure our future sustainability.

PRESERVING the BARTRAM LEGACY

- Embarked on a site-wide Preservation Plan to determine long-term program impacts and capital needs. This included public meetings and focus groups to inform preservation and interpretation.
- Raised over $6,000 for clean-up after June storm damaged or felled over 60 trees.
- Completed a Historic Garden Restoration Plan and Living Collections Policy.
- Adopted a Meadow Management Plan developed in partnership with the Longwood Graduate Program in Public Horticulture.

“I have split rocks 17 foot long & built five houses of hewn stones split out of the rock with my own hands & very easy pleasant work it is but the raising them up is very hard & must be done with iron bars & levers.”
- John Bartram to Jared Eliot, 1757

Trumpet honeysuckle (Lonicera sempervirens) in front of the Bartram house
ENGAGING AUDIENCES of all AGES

• Completed design for the Schuylkill River Trail, which will connect the Bartram riverfront to Lindbergh Boulevard and regional trail systems. Construction is expected to be complete in 2012.

• Received $2.4 million for Schuylkill River Trail construction. Funding is provided through Generating Recovery by Enhancing Active Transportation in Pennsylvania and New Jersey (GREAT-PA/NJ) is a game changing $23 million bicycle and walking trail project funded by the American Recovery and Reinvestment Act through the U.S. Department of Transportation's TIGER Discretionary Grant funding program. The project was one of just 51 selected from a pool of nearly 1,400 applications.

• Partnered with PHS, Philadelphia Prison System, and KJK Associates to pilot Roots to Re-entry, a horticulture job training and placement program for ex-offenders.

• Grew volunteer program by 200% through monthly Second Saturday Volunteer Days and events such as MLK Day of Service in partnership with UC Green.

• Expanded programs to new family audiences through monthly Little Explorers and Homeschooler days.

• Partnered with the City of Philadelphia Mural Arts program and Southwest CDC to design and create a botanical-themed mural on Lindbergh Boulevard bridge.

• Won first prize for Non-Academic Education at the 2010 Philadelphia International Flower Show.

• Recognized as a Historical Landmark in 2010 by the American Society of Horticultural Science.
BUILDING CAPACITY

- Increased earned income by 14% (from 2009 to 2010) through group tours, rentals and commissions, and events.

- Staff participated in 200 hours of leadership development to improve meeting design, team-building, and performance evaluation.

- Restructured Board committees and adopted new policies in keeping with industry best practices.

- Improved endowment management through disintermediation, resulting in significant savings.

- Ongoing evaluation through member survey, intercept interviews, and community focus groups.

- Improved operational efficiency through updated, in-house web and e-commerce technology.

- Secured grants from ten new funding sources.

BARTRAM by NUMBERS

- 848 members.
- 397 volunteers.
- 41 public programs.
- 9,019 total school children, including:
  - 2,963 students from Southwest Philadelphia schools who attend for free.
  - 50% of operating revenue came from contributions, 50% was earned through admissions, events, sales, and investments.
PARTNERSHIPS

City of Philadelphia Department of Parks and Recreation

The 45-acre Bartram Garden is owned by the City of Philadelphia and is one of the key historic and cultural features in the Department of Parks and Recreation. The City of Philadelphia provides us with building and grounds maintenance and security by the Ranger Corps. Staff provide valued assistance by serving on the Board of Directors, the Horticulture Committee, and the Schuylkill Trail Study Committee. We conduct joint programs and work with other City sites to promote our shared mission to preserve open space and provide public access to parks and recreational areas in Philadelphia, and the City featured Bartram’s Garden in the 2010 Philadelphia International Flower Show, *Passport to the World*.

We are proud to partner with the following organizations to offer a diverse programs and opportunities for the people of our region to experience its rich history and natural spaces:

- City of Philadelphia Mural Arts Program
- Da Vinci Art Alliance
- Fleisher Art Memorial
- KJK Associates
- Penn State Extension
- Pennsylvania Horticultural Society
- Philadelphia Prison System
- Physick House
- Powel House
- Richard Allen Preparatory Charter
- Scattergood Foundation
- Southwest Community Development Center
- Southwest Community Enrichment Center
- The Woodlands Trust for Historic Preservation
- Woodland Academy
- Wyck Historic House and Garden
- UC Green
- University of Delaware Longwood Graduate Program in Public Horticulture

PUBLICATIONS

Several books and publications related to the Bartrams, their garden, and their contributions to horticulture appeared in 2009-2010:


STEWARDS

MEMBERS
Bartram members sustain the Garden, ensuring that the Bartram legacy is shared with our community and future generations. We would like to thank the following members who have supported us at the Naturalist level and above:

Ms. Jan Albaum
Mr. Robert Allen, Jr.
Mr. and Mrs. Craig A. Alper
Mr. and Mrs. Stephen Babinsky
Dr. Eleanor G. Baird
Mr. and Mrs. Dave Bartram
Mr. and Mrs. Donald E. Bartram
Mr. and Mrs. Scott T. Bartram
Mr. Stephen Bartram
Mr. and Mrs. Scott M. Bartram
Mr. and Mrs. Cliff Baumbach
Mrs. Jane N. Beaty
Mr. Eric Bartram Bement
Mr. John Bartram Bement
Mr. Perry Benson, Jr.
Drs. John and Sophie Bilezikian
Mr. and Mrs. Charles J. Bloom
Mrs. Jean Bodine
Mr. and Mrs. Hans Bombeck
Mr. and Mrs. Jennifer Bonham and Mr. Rick Spitzbog, Jr.
Ms. Jeanette Boulind
Mr. and Mrs. Nathaniel R. Bowditch
Mr. and Mrs. Ed Bronstein, AIA
Mr. Paul A. Brooks and Joan E. Halbert
Mr. and Mrs. Kevin Burnette
Ms. Sandra L. Cadwalader
Mrs. Wendy Calhoun
Mr. and Mrs. H. Augustus Carey
Mr. and Mrs. Richard R. Carr
Mr. and Mrs. Cummins Catherwood, Jr.
Mrs. John R. Clark
Ms. Jennifer R. Clarke
and Mr. Alan Barstow
Mr. and Mrs. John Condello
Mr. and Mrs. William L. Conrad
Mr. and Mrs. John Cunningham
Mr. and Mrs. Raymond P. Daley
Mr. James K. Dart
Drs. Anne and Robert Deming
Ms. Maura Deming and Rob Melville
Dr. and Mrs. Richard D'Eustachio
Mr. and Mrs. Lewis Dubroff
Mr. and Mrs. William J. Dugan
Ms. Elin Elisoan
Dr. and Mrs. William L. Elkins
Mr. Claude Epstein
Mr. Peter A. Evans
Mrs. Belmont G. Farley
Mr. and Mrs. Donald L. Felley
Ms. Helen H. Ford
Mr. and Mrs. Kenneth R. Foster
Mr. and Mrs. William H. Frederick, Jr.
The Gardeners
Elizabeth H. Gemmell, Esq.
Ms. Dorothy Gilman
Mr. and Mrs. Alexander N. Gish, III
Mr. and Mrs. Daniel F. Gordon
Mr. and Mrs. Frank Greenberg
Mr. and Mrs. Frederick C. Haab
Mr. and Mrs. Henry F. Harris
Mr. and Mrs. Tom Henderer
Mr. and Mrs. Nicholas Herceg
Mr. and Mrs. Joseph J. Hill
Ms. Susan Hill
Ms. Priscilla M.L. Hillyer
Mr. and Mrs. James Holt
Mr. Walter C. Homan
and Ms. Elizabeth Lewis
Ms. Kathleen Hughes
Mr. and Mrs. Dennis Hummel
Mr. and Mrs. Lynda Hubbell
Mr. and Mrs. Jordan Irving
Mr. David E. Jensen
and Ms. Maria Oyaski
Mrs. Gay Gilpin Johnson
Mr. and Mrs. Ronald Kaiserman
Mr. Stephen Kaufman
and Ms. Sydelle Zove
Dr. and Mrs. W. Reed Kindermann, MD
Mr. and Mrs. David J. Knapp
Leo Model Foundation
Mr. William J. Levant
and Ms. Carol Yaster
Mr. Michael Levin
Ms. Esther Lewis
Mr. Clark F. MacKenzie and
Ann Bartram Schaeffer MacKenzie
Mr. and Mrs. Burton A. MacLean, Jr.
Mr. and Mrs. John Macomber
Mr. Thomas Wiggins Mader
Mr. Steve Madjar
and Ms. Meredith Haab
Mr. Todd Margasak
and Ms. Aimee Ferguson
Mr. Alberto Martin and Mr. Jerry Popolis
Ms. Ellen McDowell
Mr. and Mrs. Paul P. McFarland
Mr. Dennis C. McGlade
Mr. and Mrs. John I. Merritt, III
Mrs. Vicky Mitchell
Mr. Allen Model
and Ms. Roberta Gausas
Mr. and Mrs. Heiner Moehren
Mr. Alexander Morris
and Ms. Katherine Johnson
Mr. Steve Mostardi
Mrs. Craig W. Muckle
Ms. Georgina M. Murphy
Mr. and Mrs. Lathrop B. Nelson, Jr.
FRANKLINIA SOCIETY

Members of the Franklinia Society ensure the future of Bartram’s Garden and have provided for the John Bartram Association in their estate plans:

* Anonymous (3)
* Mark Bower
* Estate of Joan Z. Brinton
* Laurie Burnette
* James T. Carson
* Donald G. Cleaver
* Estate of Mary Fink
* Estate of Mary Bartram Hohorst
* Albet E. Hoppe
* Sheila and Paul Mcfarland
* Estate of Frances Mohoreanu
* Elizabeth Mower
* Mrs. Craig W. Muckle
* Mr. Robert J. Rogers
* Estate of Mark Saville
* Estate of Francis A. Velay
* Estate of Elizabeth G. Woodward

---

Homeschooler Days student builds a nest
OUTREACH and EDUCATION
We sincerely appreciate gifts in support of our programs, outreach, and education:
Anonymous (1)
The Arronson Foundation
The Barra Foundation
Bennett Family Foundation
Mr. Francis H. Bohlen, III
Louis N. Cassett Foundation
Claneil Foundation
The Conard-Pyle Company
The Douty Foundation
Elsie Lee Garthwaite Memorial Foundation
Hamilton Family Foundation
Patricia Kind Family Foundation
Christian R. and Mary F. Lindback Foundation
Lincoln Financial Group Foundation
Christopher Ludwick Foundation
Walter J. Miller Trust
Pennsylvania Historic and Museum Commission
Philadelphia Committee of the Garden Club of America
Philadelphia Cultural Fund
PNC Bank
Rosenlund Family Foundation
SCA Americas
Seybert Foundation
Richard and Linda Shaper
Sunoco, Inc., Philadelphia Refinery
Union Benevolent Association
Wayne Presbyterian Church*
Wright-Cook Foundation

*in honor of Susan Fitzpatrick-Brown

NEW CAPITAL GIFTS and PLEDGES
Bartram’s Garden is grateful to those who support planning and capital projects, helping to provide a welcoming and engaging experience for our community:

Lang Family Foundation, $4,000
Pew Center for Arts and Heritage through the Heritage Philadelphia Program, $55,015
The Philadelphia Foundation, $30,000
U.S. Department of Transportation, $2.4 million
The William Penn Foundation, $220,000

Monarch on bluebells (left), Roots to Re-Entry (right)
HIGHLIGHTS:
Earned revenue increased by 20%
Individual gifts increased by 94%
Corporate giving increased 68%

BALANCE SHEET

ASSETS
Cash $188,570
Marketable Securities 2,119,622
Grants Receivable 351,670
Inventory 5,978
Furniture and equipment, at cost, less accumulated depreciation of $44,395 and $40,148 12,469
TOTAL CURRENT ASSETS $2,678,309

LIABILITIES and NET ASSETS

Liabilities
Accounts payable and accrued expenses $28,119
Deferred revenue and deposits 37,930
66,049

Net Assets
Unrestricted:
Board designated for endowment 655,261
Undesignated 48,366
703,627
Temporarily Unrestricted
Strategic and preservation plans 106,512
Schuylkill River Trail 64,010
Site improvements 220,000
Other projects 53,750
444,272
Permanently Restricted Endowment Fund 1,464,361
TOTAL NET ASSETS $2,612,260

TOTAL LIABILITIES and NET ASSETS $2,678,309

STATEMENT of ACTIVITIES

REVENUE
Earned income $241,494
Contributed income 347,533
Released under spending rate for current activities 86,248
Net assets released from restrictions 211,062
TOTAL REVENUE $886,337

EXPENSES
Program $454,674
Marketing and Public Relations 33,388
Administration 144,669
Occupancy 97,431
Fundraising 137,811
TOTAL EXPENSES $867,973

CHANGE IN NET ASSETS $18,364

NET ASSETS
Beginning of year: $685,263
End of year: $703,627

Cleaning up after the June storm that damaged 60 trees.
BOARD of DIRECTORS

James B. Straw, President
Mark D. Lupke, First Vice-President
John O’Rourke, Vice President
Marcia Makadon, Secretary
Lisa M. Miller, Treasurer

Robert Allen
Steven Bessellieu
Elizabeth Bressi-Stoppe
John L. Chapin, III
Donald H. Cresswell
Julie Wood DeVuono
Bridget L. Dorfman
F. Christian Haab, Jr.
Joan Harvey
Donna Henry
Russell Jones
Charles P. Keates
Kathy Kristol
J. Christopher Lang
Paul Lantieri, III
Robert Lundgren
Tyra Malachi
Ann Marshall
Gregory P. Montanaro
Eleanor T. Penniman
Ellen Petersen
Henry F. Reichner
Hugh A.A. Sargent

EMERITUS
Joan Z. Brinton
Arthur H. Moss, Esq.
Sidney B. Spahr

STAFF

ADMINISTRATION
Louise Turan, Executive Director
Andrea Taylor, Director of Administration
Bill Butler, Facilities Manager
Wayne Bruce, Security

HORTICULTURE
Todd Greenberg, Head Gardener
Mandy Katz, Assistant Gardener
Nancy Wygant, Assistant Gardener

COLLECTIONS
Joel Fry, Curator

EDUCATION and PROGRAMS
Melanie Snyder, Director of Education and Public Programs
Leslie Gale, Education Manager
Rose Levine, Educator
Jaimie Lockwood, Educator
Zachary Webber, Children’s Garden Coordinator

VISITOR SERVICES
Kim Massare, Public Programs Manager
Barbara Klein, Garden Shop Manager
Alina Josan, Guide
Trevor McElroy, Guide
Michael Straight, Guide

DEVELOPMENT
Stephanie Phillips, Director of Development
Alison McDowell, Membership Coordinator
Sara Parysz, Development Intern