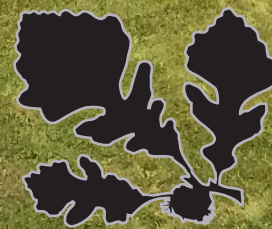


The Dawes Arboretum
Annual Report
Fiscal Year 2018-2019



The Dawes Arboretum

What We Are Learning

Luke Messinger, Executive Director

Welcome to The Dawes Arboretum's annual report. This letter usually lists the past year's accomplishments and our plans for the future. However, 2019 was very different than any other year in The Arboretum's history. Changing our business model has impacted every part of our operations. The information we are learning from our visitors at the Gatehouse and from our 2,000 new members is going to bring about even more positive change for The Arboretum. This year, I want to focus on what we are learning and how we are using that knowledge to shape our visitors' experiences.



Before we began charging admission in April of 2019, we had very little interaction with or connection to a good number of our visitors. Even our members were a little bit of a mystery to us. Many visitors just drove the auto tour and left. We didn't know who was coming, where they were coming from, when they liked to visit and why they chose The Dawes Arboretum. We did know that many of our visitors were not connecting to our mission in a meaningful way.

As we prepared for the admission change, we began adding points of connection. We staffed the new Gatehouse with friendly, helpful people, created a daily walking tour, added daily Daweswood House Museum tours and produced a new audio tour for visitors who prefer to drive the auto tour and leave. The interactions between our visitors and the gatehouse staff are helping us learn from our members and visitors. We now know when people like to visit and where they come from. And the relationships our staff is building are helping us learn why people connect with The Arboretum. Most importantly, we are using this information to guide our decision making.

In the months since we changed our admissions model, we have hosted visitors from 44 states, 339 zip codes in Ohio and a hand full of countries around the world including Australia, the United Kingdom and the Netherlands. Learning where our visitors come from will help guide The Arboretum's promotional plans going forward. We are also pleased with the number of visitors who use the free Arboretum admission passes easily available through most local libraries.

We have learned that the majority of our visitors come to The Arboretum on Saturday and Sunday, so we are planning new weekend points of connection for 2020. We will be launching "Behind the Leaves" soon. These walk-up, expert talks will be held on Saturday and Sunday afternoons and highlight interesting plants and areas of The Arboretum. In the coming months, you may receive a phone call or an email asking about your membership or interactions with us. Please share your thoughts and experiences as they will help our planning process.

I cannot adequately express how important your continued support is to The Arboretum. Our members, donors and volunteers help make everything we do possible. When we plant trees to reforest portions of the grounds, you are part of our team. When we share the wonders of nature with Camp Dawes campers, you are part of our team. When we collect seeds from the wild to preserve plant genetics, you are part of our team. You are part of our team in hundreds of ways every day, and we cannot thank you enough for your contribution! I look forward to working with all of you to advance The Arboretum's mission in the years to come.

A handwritten signature in blue ink, which appears to read "Luke Messinger". The signature is fluid and stylized, with a large, sweeping "L" and "M".

Luke Messinger
Executive Director

Family Passes at Local Libraries Allow for FREE Arboretum Access

By Leigh Ann Miller, Director of Development

In an effort to increase our ability to impact even more people with our mission and provide the stability necessary to manage our plant collections, gardens and natural areas at an appropriate level for current visitors and future generations, The Dawes Arboretum began an admission fee for non-members in April 2019.



Early in the admission process Executive Director Luke Messinger wanted a plan in place to ensure free access was available to the community. Through the generosity of donors, The Dawes Arboretum was able to provide more than 50 family passes to the Licking County Library System. People began using the passes almost immediately and the partnership flourished and grew. As of March 2020, Dawes Arboretum passes can also be checked out at the Muskingum County Library, Granville Public Library, Alexandria Public Library, Homer Public Library and Pataskala Public Library.



These passes allow families of up to six people daily admittance to The Arboretum to have access to our trails, natural play area, catch-and-release fishing at Dawes Lake, the Discovery Center and more.

“The Licking County Library is delighted to partner to offer free family passes to The Arboretum. The passes are a wonderful addition to our library of unique lending items. When we implemented the free passes in the spring of 2019, they were met with great enthusiasm from the community,” said Babette Wofter, Director, Licking County Library.

How does it work?



Any library patron over the age of 18 whose library card is in good standing can check out a Dawes Arboretum pass. Each library has its set of rules for check-out length and pass return.

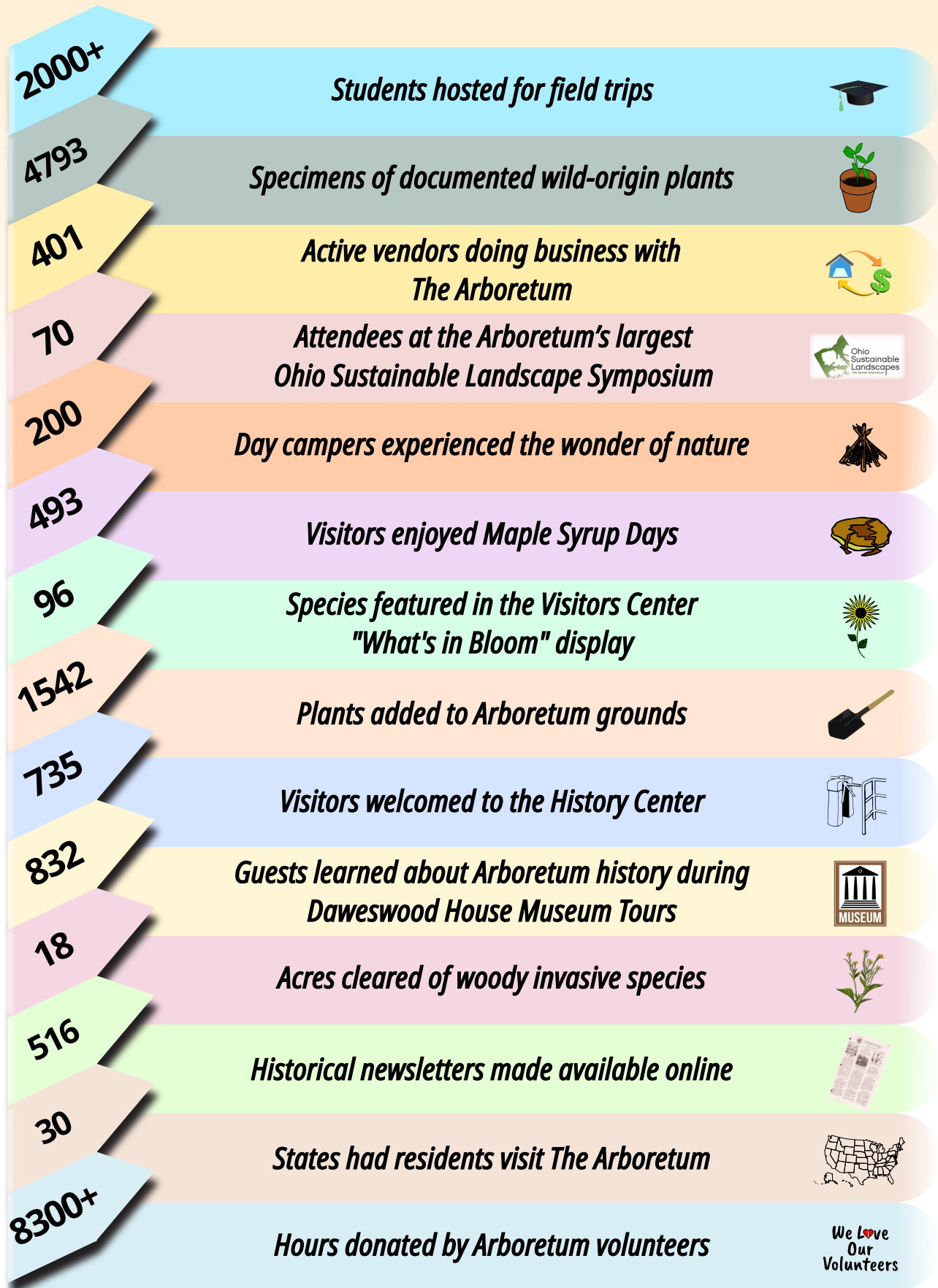
Can I take anyone with me when I go?

The Dawes Arboretum Family passes allow for up to six individuals to visit using one pass. One library customer shared that she had three grown children who were returning to the area with their families for a visit. She had fond memories of picnics at The Arboretum when her children were young and was eager to share the experience with them once again.

In 2019, a total of 513 families took advantage of The Dawes Arboretum passes offered at local libraries. Because of your generosity to the Dawes Arboretum General Fund, you are providing a day of nature and ensuring that economic barriers do not impact opportunities for others to experience The Dawes Arboretum.



FY 2018 - 19 SUMMARY

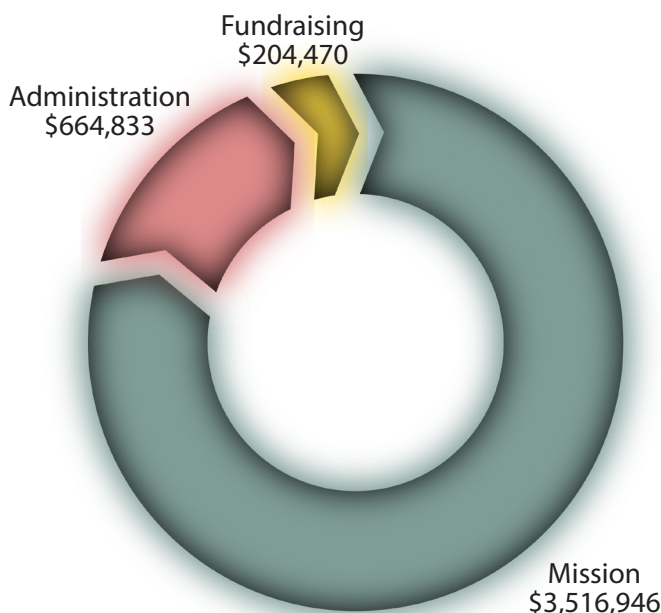


Financial Report - Fiscal Year 2019

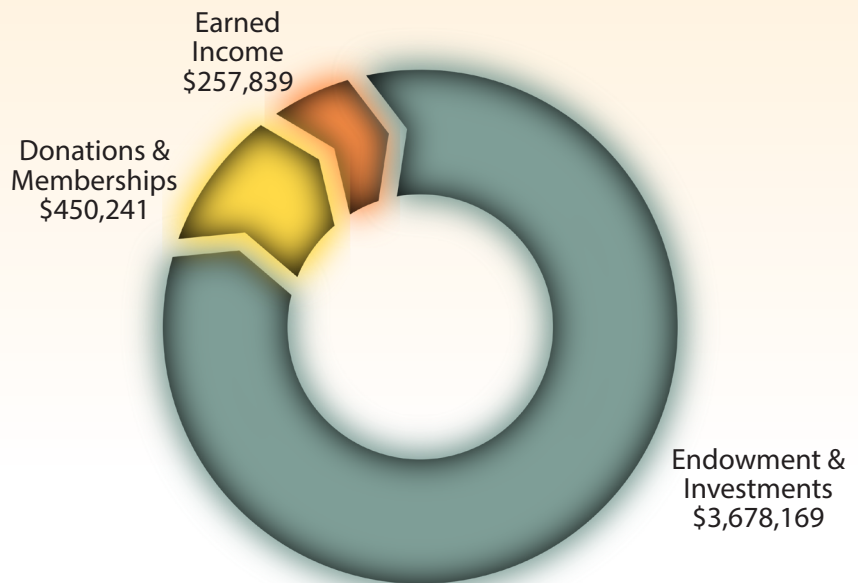
Operating Budget

The Dawes Arboretum is pleased to present a snapshot of the operating revenue and expenditures for the year. The Arboretum strives to strengthen its financial foundation to ensure long-term success. On April 15, 2019 The Dawes Arboretum began charging an admission fee, significantly changing Arboretum operations. During Fiscal Year 2019, more people supported The Arboretum through membership than ever before—more than doubling its membership from 1,475 households to over 3,400 households. The Arboretum also experienced increased connectivity with its guests through educational programs and special events like Nature After Hours and Winter Wonders Walk. With your commitment, dedication and generosity, The Dawes Arboretum is able to continue to work toward fulfilling its mission. Financial statements are submitted annually to an independent accounting firm for audit. To obtain a copy of the financial statement, call 800.44.DAWES.

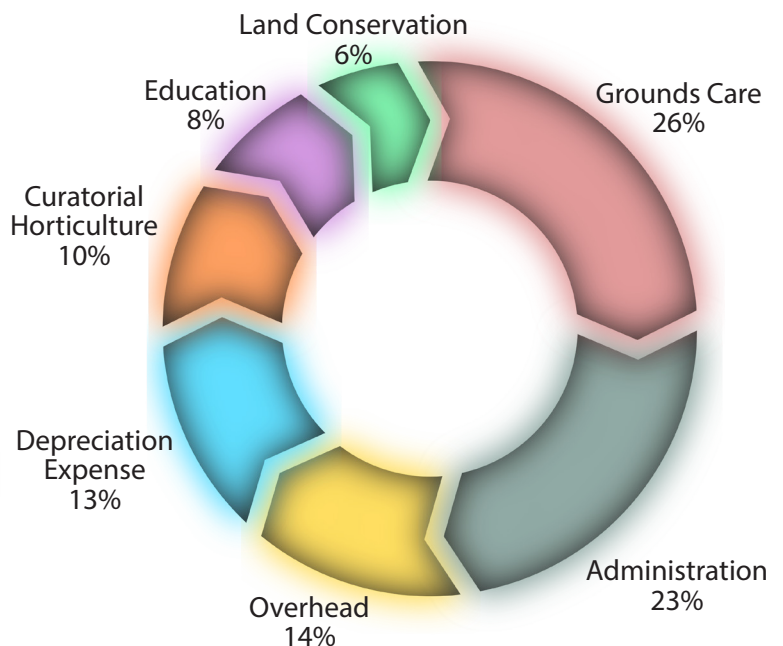
Fiscal Year 2019 Expenditures



Income Supporting Expenses



Mission Expenditures



2018-2019 Supporters

October 1, 2018 through September 30, 2019

The Dawes Arboretum is grateful for every contribution. We appreciate the donors who made a contribution to membership, a special initiative, sponsorship or general support. Due to space constraints, gifts are listed at \$100 or more during the fiscal year.

You make our mission possible!

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 know of any errors by contacting 800.44.DAWES or
development@dawesarb.org.*

The Dawes Arboretum is honored by your gift, given during Fiscal Year 2019, to
 celebrate and remember your loved ones. Your support assists the Arboretum in
 fulfilling its mission to enrich lives through the conservation of trees and nature.

In Tribute

Michael Ecker
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In Memory

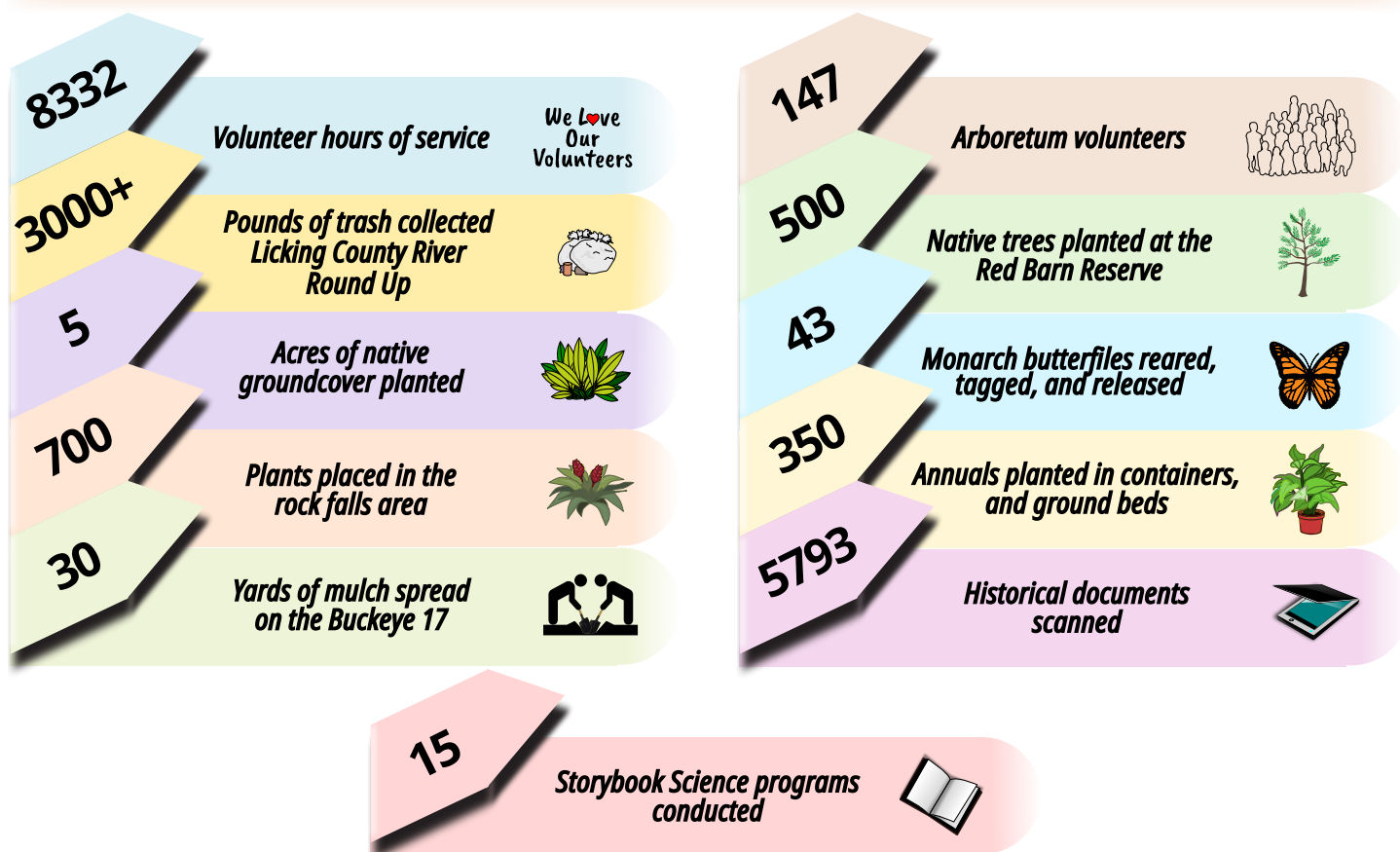
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*Our volunteers helped us work toward achieving our mission in FY19.
Check out some of their accomplishments.*



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Launched in 2013, the Roots Club at The Dawes Arboretum celebrates those who have made a long-term commitment to The Arboretum by establishing a planned gift.

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For more information on the Roots Club and how you can make a lasting impact on The Arboretum's mission, contact the Development Office at 800.44.DAWES.

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Contact The Dawes Arboretum:
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