Fall Days & Autumn Gaze
“Live in each season as it passes; breathe the air, drink the drink, taste the fruit, and resign yourself to the influence of the earth”

—Henry David Thoreau
We hear so much about the healing power of nature. We hear often from our guests that they come to the Garden for solace, for healing, for refreshment, and for inspiration. Nature has that power, the power to nurture.

As far back as 1845, Henry David Thoreau sensed that the forest, or any other outdoor setting, can quiet the mind and improve your health. We believe we have been providing that healing power these past twenty-five years and are looking forward to the next quarter century and beyond.

With a mission of connecting people and plants, we delivered on that promise this past year. Whether you were one of our 144,000 guests that came to the Garden, we hope we inspired, engaged, and refreshed you through our classes, our beautiful display gardens, our concerts, our WPS Garden of Lights event, or perhaps it was a celebration of life, a wedding ceremony, or just a short walk on a summer day.

We are grateful for the nearly 400 donors that helped us raise more than $13.2 million for our now under construction Carol & Bruce Bell Children’s Garden. Opening in the spring of 2023, this two-acre addition to the Gertrude B. Nielsen Village will inspire new ways to learn about and care for nature for our wee ones to their grand and great-grandparents. If you want to know more as we finish up construction and begin preparing this area for its grand opening, visit GBBG.org/ChildrensGarden.

You also helped support the mission of the Garden through your generous gifts to our annual campaign, and supporting all of our events, but most importantly, over 5,000 of you now call yourselves members. Your Garden serves as a respite for people from throughout northeast Wisconsin, as well as around the world. I hope that makes you feel as proud as we do.

Several years ago, the Garden Board also approved a policy, we call IDEA, that addresses how the Garden endeavors to be Inclusive, Diverse, Equitable, and Accessible in all that we do. We are striving to truly become the Garden for everyone in our community, and we rely on you to help inform us how we can meet your specific needs.

As always, thanks for all your support this past year. 2023 is going to be an exciting year for us all!

Diane Conway
Board Chair

Susan Garot
President & Chief Executive Officer

Call for Board Nominees
Our Governance Committee is recruiting for board members. Nominees complete an application form and are reviewed and recommended to the Board by the Governance Committee. The Board then recommends approval by the general membership at the Garden’s Annual Meeting on October 20. According to Article 3, Section 3 of the Garden’s bylaws, the general membership and members of the Board of Directors may present candidates for nomination at any time to the Governance Committee. However, candidate nominations from the general membership close sixty (60) days prior to the Annual Meeting. If you or someone you know is interested, reach out to Susan Garot, President & Chief Executive Officer, at 920.491.3691 ext. 102 or sgarot@gbbg.org by August 20.
Year in Review

May 1, 2021–April 30, 2022

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.

Guests

144,090
Guests from the upper Midwest and beyond found inspiration in nature and in the fight against plastic consumption.

61,977
Guests attended special events

59,284
Guests experienced the Washed Ashore exhibit

Here’s what guests thought after seeing Washed Ashore, including some actions they could take at home to help reduce plastic use:

“Loved the fresh ideas used to enlighten the public on the perils of dumping plastics in our oceans.”

“Go the extra mile to recycle everything feasible at home, rather than thinking that, say, that food package is too dirty and throwing it in the trash. These could easily be cleaned quickly and recycled. Also, being more vocal about the issues to friends and family to spread awareness.”
Members remain steadfast in their support of the Garden:

4,982
Total member households

2,081
New or renewing members

203
Memberships upgraded

"I love the Garden and all the special memories it holds. After my mom’s passing, it became a peaceful place to reflect on her memory and all the fun times we enjoyed together at the Garden. We continue to support the Garden, so others may enjoy it and create their own memories, just as we have over the years."

Volunteers have and continue to be a crucial part of growing the Garden year after year:

285
Total volunteers

5,575
Total hours

$167,000*
Total contributed through volunteer hours

*The estimated national value of a volunteer hour during 2021 was $25.95, calculated by the University of Maryland’s Do Good Institute; The Non-Profit Times, April 18, 2022.
Rooted in Community
Our roots go deep in northeast Wisconsin:

- **5,570** Guests received free daily admission in partnership with BMO Harris Bank
- **626** Pounds of produce donated to Paul’s Pantry in partnership with ASPIRO
- **500** Daily admission passes and 55 family memberships donated to local nonprofits
- **375** Local kids received free admission to Washed Ashore
- **362** Community nonprofit guests enjoyed WPS Garden of Lights for free thanks to Associated Bank
- **288** Vegetable plants donated to New Leaf Garden Blitz

Education
A well of knowledge, the Garden’s education programs branch out:

- **2,056** Students engaged in guided nature-based learning
- **1,705** Family members participated in educational programs
- **1,177** Adult learners inspired
With help from interns, the Garden participated in three plant and seed trials in the U.S. and Canada. These trials ensure the best plants are chosen for nurseries and garden centers, eventually ending up in your landscape! Learn more and check out the winners at GBBG.org/Trials.

“My 1.5 year old son was able to explore nature and textures. We looked at the plant names and are hoping to now explore more in nature.”

302,859 Spring bulbs in the ground
68,843 Perennial plants
17,730 Annual plants
7,059 Permanent plant labels
4,058 Species/cultivars

American Rose Trials for Sustainability
(1 of 23 sites)
All-America Selections:
Ornamental Vegetative Trial
(1 of 25 sites)
Ornamental Seed Trial
(1 of 45 sites)

Our collections display new plant varieties and showcase sustainable practices that inspire guests to enhance their own gardens, living spaces, and sustainable efforts:
Sustaining the Earth

The Garden advocates for a habitable world for future generations:

- Planted **1,818 native emergent wetland plants** around two storm water basins of the Schneider Family Grand Garden
- Collected data for all energy and water use and waste disposal at the Garden using Energy Star’s Portfolio Manager
- Planted **916 native perennials** throughout Garden
- Digital membership cards implemented with approximately **20% member utilization** in first 4 months

25th Anniversary Celebration

In 2021, the Garden celebrated 25 years of growth and success by commemorating all people in our community who helped make that happen. It was a year for celebrating, thanking, cultivating, and ensuring that the Garden is here for the next 25 years and beyond.

- **757,977** Reached via media coverage
- **530,571** Reached on social media
- **1,900** Guests celebrated during special events
Brand Awareness

The Garden reached new heights in public perception, remaining top of mind for online audiences:

Website
279,600 Visitors
897,966 Pageviews

Social Media
43,951 Followers across Facebook, Instagram, and Twitter
729,500 Engagements (likes, shares, and comments)
7.4 Million impressions

Media Relations
818 Mentions by the media including Public Garden Magazine, The American Gardener, and CBS58 Milwaukee
201 Million reached

Most liked Instagram picture of 2021

Email
30,368 Subscribers | 11,295 Subscribers added

Financial Support

Net assets are now $30.4 million including about $13.2 million raised for the Bell Children’s Garden and $214,000 in renovations and additions with more than $134,000 coming from private donations and the balance from the Garden’s endowment earnings. The Garden received five gifts totaling more than $112,000 from the Perennial Legacy Society, a community of generous and visionary supporters who leave legacy gifts to the Garden.
Here Because of You!

You’ve helped us create an oasis that our community needs today. Over 25 years ago, the Garden opened its doors because you believed in the importance of plants and taking care of our environment. You envisioned a place where all people can reconnect with nature to engage, inspire, and refresh themselves. And today, your belief in that mission is still steadfast.

You’re helping us cultivate a sense of wonder and love of nature as, together, we transform the Bell Children’s Garden, growing it from ½ acre to 2 ½ acres and inspiring the next generation to share your love of nature. Whether you are a visitor, donor, member, or simply a lover of plants like us, your support is instrumental in everything we do today and for the next generation to experience this oasis. As one recent visitor commented:

“Peaceful, relaxing, fragrant environment in which to observe and celebrate our 56th Wedding Anniversary. We haven’t visited the gardens since the early days of its opening. We were amazed at the expansion and development that has taken place and continues. Wonderful day!”

We’re here because of you! Please consider a gift which allows us to grow and be here for today and for the next generation of nature lovers just like you!

Ways of Giving

Monetary Gifts
Visit GBBG.org/Give to donate online or complete and mail the enclosed envelope.

Be a champion for nature all year long! Monthly giving is easy and affordable, puts less stress on your bank account, and continually helps us make a lasting impact on our community in every season.

Donor-Advised Funds (DAFs)
Green Bay Botanical Garden accepts donations from Donor Advised Funds.

IRA Charitable Rollover
If you are 70 ½ or older, you can take advantage of a simple way to benefit the Garden and receive tax benefits in return. You can give up to $100,000 from your IRA directly to a qualified charity such as ours without having to pay income taxes on that money.

Gifts of Stock
Gifts of appreciated securities may provide significant tax benefits.

Employer Matching Gifts
Many companies match gifts to the Garden made by their employees. Some companies match 2:1 or even 3:1 and may include matched donations of their retirees! To find out if your company matches donations, contact your current or former human resources department.

Legacy Giving
Leave a legacy of amazing beauty and adventure. Join our Perennial Legacy Society Today! Visit GBBG.org/Legacy to learn more.

For more information on how you can support the Garden, contact Cindy Berton, Director of Development, at 920.491.3691 ext. 104 or cberton@gbbg.org.

Scan the code to give now!
**Special Events**

**Brews, Bistros, & Bonfires featuring Big Love – A Tribute to Fleetwood Mac**

Friday, September 9 | 7–9 pm

Sip samplings from microbreweries from 5:30–7:30 pm, devour delicious food, and enjoy fires around the Schneider Family Grand Garden. **Must be 21 to attend.**

**Advance Ticket Reservations Recommended**

To make your experience more enjoyable, we recommend buying your tickets in advance. Advance ticket sales end 24 hours before the night of the concert. At-the-door tickets will be $10 more per ticket based on availability.

**Tickets**
See pricing in calendar.

**Unable to get your tickets online?**
Call the Garden at 920.490.9457 or visit during regular Garden hours to have tickets emailed to you.

**Service Fees**

- **Garden Members**
  - Online or Walk-in (during Garden hours): $0
  - Call-in (during Garden hours): $5 per order

- **General Public**
  - Online: $2 per order
  - Walk-in or Call-in (during Garden hours): $5 per order

**Pre-order a Boxed Dinner**

Order from FOODelicious Catering & Consulting at GBBG.org/StumpfConcerts by 12 pm on Wednesday and pick up your meal the night of the concert.

**Picnic in the Garden**
Feel free to bring your own picnic or buy snacks from concessions. **No beverage carry-ins allowed.**

Visit GBBG.org/Concerts for details.

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**Fall Family Festival**

Saturday, September 24

**Free Admission for All | 9 am–6:30 pm**

**Free Family-Friendly Activities | 9 am–4 pm**

Enjoy fall colors, crafts, games, family-friendly entertainment, scavenger hunts, and more as we celebrate our Oneida connections! Food and beverages available for purchase.

Sensory-friendly time from 2–4 pm.

Visit GBBG.org/FallFamily for details.

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**Thank You to Our Sponsors**

- **Title Sponsors**
  - Terri Trantow
- **Basic Level**
  - Colorblends Wholesale Flowerbulbs
- **Contributing**
  - Les STUMPF Ford
  - DOAN
  - US Bank
  - Bob Lenz and Mary Price In Memory of Rawson Price

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**Field to Fork**

Wednesday, September 14 | 5–8 pm

Savor an elegant six-course meal prepared by Chefusion on the Mabel Thome Patio, featuring locally grown produce and farm fresh ingredients. This intimate evening will also be accompanied by exquisite wines paired with each course. **Limited availability. Reservations required.**

Visit GBBG.org/FieldtoFork for details.

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**Thank You to Our Sponsor**

[Image] **PREVEA health**

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See calendar for details on dates, times, and prices.
Members

Members–Only Tours
Step behind the scenes to get an exclusive look at garden areas with our team.
Registration required.

Annual Report to Our Community
Thursday, October 20
This meeting will feature brief highlights of the past year’s accomplishments including election of new Board members. All are welcome!
Registration required. More details and invitation to follow.

Volunteers

As the summer season ends, we’re already looking for volunteers to help us this fall!

Our Horticulture Team needs to add 20,000 perennials and 500 trees to the landscape of the new Bell Children’s Garden during September and October, as well as plant thousands of bulbs in October for spring blooms. If you like digging in the dirt and are interested in joining our Volunteer Team to help with a monumental task that’ll bring beautiful, visual rewards next spring, we’re looking for you!

Daytime volunteer opportunities are available for individuals on weekdays, as well as for corporate or other nonprofit groups.

We’re also planning for WPS Garden of Lights. Hundreds of volunteer roles need to be filled over the course of the light show that welcomes thousands of visitors.

For more information on how you can get involved, contact our Volunteer Coordinator at volunteer@gbbg.org or 920.491.3691 ext. 131.

Attention Snowbirds

Migrating to warmer climates this winter? Renew your membership before you leave so you can take full advantage of one of our most popular benefits—reciprocal admission to more than 345 gardens nationwide! Renewing early will help to avoid address forwarding delays and your original renewal date will remain the same.

Renew:
Online at GBBG.org/Membership
By phone at 920.490.9457
By mail
In person
September

Bay Area Bonsai Society – Beginner Workshop
(W/R) | 12–5 pm
Steve Swiecichowski, President of Bay Area Bonsai Society
$99/Garden Member
$109/General Public

Grandparent’s Day
9 am–6:30 pm
Admission is free for grandparents.

Papermaking: Botanical Beauties
(W/R) | 1–3 pm OR 5:30–7:30 pm
Hilarie Rath, Instructor at Paper Discovery Center
Kim Grummer, President of Arnold Grummer, LLC
$18/Garden Member
$22/General Public

Field to Fork
(W) | 5–8 pm
$150/Garden Member & General Public
Limited seating, reservations required.

Mushrooms of Wisconsin
(L/R) | 6–8 pm
Rob Zimmer, Rob Zimmer Outdoors
$13/Garden Member
$16/General Public
Available in person and virtually.

October

Hatha Yoga
(R) | 5:30–6:30 pm
Tree Janzen, Tree’s Yoga
Full series:
$40/Garden Member
$45/General Public
One Day: $10

Budding Buddies
(YF/R) | 9:30–11 am
Garden Education Staff
Full Series:
$35/Garden Member
$40/General Public
One Day: $15

Concert Grand Series

Brews, Bistros, & Bonfires featuring Big Love – A Tribute to Fleetwood Mac
7–9 pm
Lawn Seating:
$25/Garden Member
$30/General Public
Cowles Terrace Seating:
$35/Garden Member
$40/General Public
Advance tickets recommended. Must be 21 or older.

Free Family-Friendly Activities
9 am–4 pm
Sensory-friendly time
2–4 pm

Annual Report to Our Community
(R) | Details to follow.

Developing Positive Habits
(L/R) | 6–8 pm
Ala Aldahneem, Certified Life Coach
$30/Garden Member
$36/General Public
Wednesday, October 26
**Murder Mystery High Tea**
(W/R) | 6–8 pm
Northeast Wisconsin Unit of
the Herb Society of America
$18/Garden Member
$22/General Public

November

Wednesday, November 2
**Designing With Spring-Blooming Bulbs**
(L/R) | 6–8 pm
Rob Zimmer, Rob Zimmer Outdoors
$13/Garden Member
$16/General Public
Available in person and virtually.

Wednesday, November 9
**Healthy-ish Holiday Dishes**
(W/R) | 5–7 pm
Chef Shelly Platten, Healthy Chef Shell, LLC
$24/Garden Member
$29/General Public

Monday, November 14
**Members–Only Tour: Lights of the Present & Future**
(M/R) | 4–5:30 pm
Dave Barkow, Facilities & Maintenance Coordinator
Free/Garden Member

**Guilt-Free Bingeworthy Holiday Feasts**
(L/R) | 6–8 pm
Rochelle Morisson, Health and Wellness Expert
$13/Garden Member
$16/General Public

Wednesday, November 9
**Fall & Winter Bird-Feeding Extravaganza**
(L/R) | 6–8 pm
Rob Zimmer, Rob Zimmer Outdoors
$13/Garden Member
$16/General Public
Available in person and virtually.

How to Register
Pre-registration required for all classes and programs except where noted. Register online at GBGBG.org or by phone at 920.490.9457. Please register early; class sizes are limited or classes may be canceled due to low early enrollment. To hold your space in class, payment is due with registration.

After You Register
We will contact you the week of the program to confirm your enrollment. Please dress according to the weather for all outdoor programs. No rain or snow dates are planned. Classes open one half-hour before starting time.

Cancelations & Refunds
Classes canceled due to low enrollment or hazardous weather conditions are refunded automatically. You will be notified by phone if a program is canceled. In cases of inclement weather, call 920.490.9457 to check the status of the program. If you must cancel your registration for a program, your registration fees will be refunded if notice is received at least five days prior to the program. Green Bay Botanical Garden cannot refund fees requested on or after the start date of a program or for sessions missed due to student illness or other personal situations.

Fan Photos
Here are some of our favorite shots from the summer. Remember to post your photos of the Garden on social media with #mygbgarden or tag us as your location and they may end up in our next newsletter!

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**Save the Dates**

**Garden of Lights**

November 25–December 23
Thursdays, Fridays, Saturdays, & Sundays
December 26-30 | 4:30–9 pm
Closed November 24, December 24, 25, & 31
In the fall, our perennials prepare for their quiet state of dormancy that cooler temperatures bring. At the same time, the animals in our environments also get ready for their winter state. Whether the wildlife in your environment choose to hibernate, migrate, or stay and brave the winter weather, consider the ways that your home and yard can provide the essentials they need during this transitional time.

Fall in Love with Habitats:
Support Your Local Animals This Autumn

By Linda Gustke, Director of Education & Guest Experience

In the fall, our perennials prepare for their quiet state of dormancy that cooler temperatures bring. At the same time, the animals in our environments also get ready for their winter state. Whether the wildlife in your environment choose to hibernate, migrate, or stay and brave the winter weather, consider the ways that your home and yard can provide the essentials they need during this transitional time.
Hibernators

When we think of hibernating animals, we often picture bears or frogs or raccoons, but many of our insect friends also go into a state of dormancy called diapause. During this state, their growth and development temporarily stop. While it’s scientifically different than hibernation, the primary need of these animals is the same – a safe place to take shelter is of the utmost importance.

Insects may hunker down in any state of their lifecycle, from egg to adult. As you close up your garden for the fall, leave the leaves, healthy plant stalks, and even deadwood for our animal friends of all kinds. Even if you can’t keep your whole yard or every garden area untidy, designating an area for a leaf pile, bundles of cut plant stalks, and various deadwood is better than nothing.

Caterpillars may create a cocoon with the leaves, while queen bees like to tuck into leaf piles and lay eggs in plant stems.

Migrators

Your first thought might be “how can I help migrating animals, they’re leaving?” But there are a number of ways we can support them in the fall to ensure they reach their winter home.

For our winged friends like birds, butterflies, and dragonflies, humans have disrupted their travel with big buildings, roadways, and other obstacles in their path, while also destroying their habitats. To help them navigate to their winter home, consider turning your lights off at night so they can travel by moonlight, and putting decals or film on your windows so they know to avoid them. Leave the berries and seed heads in your environment too, especially from native plants, for them to eat and gain fuel for the journey.

Those That Brave the Winter

For those animals that stay active in winter, fulfilling their basic needs of food, water, and shelter becomes difficult. Those plants you left for our migrating friends? Keep them around for when the snow falls to remain available as food and shelter sources. The leaf and deadwood piles for hibernators will provide resources to fulfill these needs as well.

Unless they move indoors with you, you won’t find too many lively insects outside as temperatures cool (several have become dormant or have migrated). However, snow fleas, winter crane flies, and snow flies are common sights in the snow. The larger wildlife you’ll support include birds like cardinals and black-capped chickadees, as well as mammals like porcupines, foxes, and tree squirrels.
Here at the Garden, we utilize these techniques in our Schneider Family Grand Garden. You’ll notice that our Horticulture Team leaves the native plants and the fallen leaves in the garden beds, and cut back stalks and stems so that a third remain for overwintering insects. As last year’s plants start to fall down in the spring, they are also left as a natural mulch to decompose and add their nutrients back into the soil, enabling that habitat to continue to thrive.

From the tiniest ant to the tallest tree, each living organism has an essential role to play in our environment. While you may not be crazy about the idea of more insects or even larger animals in your yard, without them, our ecosystem would cease to function. Your choice to leave your fall habitats intact can have impacts beyond measure!

To learn more about how to create and help habitats that support the wildlife in our world, be sure to visit our exhibit Habitat this fall! The Bugs B&B, Dead Wood Is Life, Monarchs & Meadows, and Homes displays will provide easy, impactful ideas that you can incorporate at home. Want more tips on how you can be habitat-friendly year round? Visit GBBG.org/Blog for more!

Thank You to Our Local Sponsors

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Funded in part by grants from Green Bay Packers Foundation, Cellcom Green Gifts, Kimberly-Clark Cares, Garden Club of Des Peres, and Rotary Foundation of Green Bay Inc.

Habitat was developed by Smithsonian Gardens and is made available by the Smithsonian Institution Traveling Exhibition Service.
The funds are raised and the ground is broken. Thanks to our generous and gracious donors and the capable hands of the Boldt Construction Team, the Carol & Bruce Bell Children’s Garden is underway. Now that our dream of creating a space to cultivate a sense of wonder and love of nature is becoming a reality, our Education Team has been working with an Education Task Force of Board and community members to guide the creation of programming to truly make it a place for all in our community.

Each area of the Bell Children’s Garden has an overarching story rooted in it. We’re excited to bring those stories to life. In our staged approach to the programming, we have focused first on the Pre-K–5 grade field trip curriculum that will be offered to our local educational agencies, including public schools, parochial schools, homeschool families, childcare facilities, and more.

Some of the questions we’re exploring as we dive into planning include:

• What are the best and most relevant stories to tell first?
• How can we successfully celebrate the past while looking toward the future?
• How do we format the programs to make them accessible to all learners?
• What kind of training will be essential for our program leaders to have the tools and techniques needed to provide engaging, hands-on programs that also meet the social and emotional needs of the children?

In partnering with Amanda Albrecht, Digital Learning Specialist at our regional Cooperative Educational Service Agency (CESA) - CESA 7, we are able to connect directly with many of the learning agencies in our community, as well as other resources that CESA 7 offers. We conducted a needs assessment and received
feedback from 282 staff at 58 local educational agencies to enable our Education Team to understand the content areas that will be best served by hands-on learning at the Garden, in addition to other student needs as well as barriers that hinder groups from coming here.

The needs assessment results are in and we are on the path moving forward. To start, we’re evaluating and revamping our current programming, as well as identifying the gaps that the needs assessment showed were priority areas to tackle. Next will come new program creation and trialing, followed by staff training and release of the curriculum next year.

As we think about the accessibility of our programs, we’re exploring best practices and educational tools for reaching our English language learners, students with differing abilities, physically moving through the spaces, and more.

This process with the school-aged curriculum will also spill into the programming we provide to the community through family programs, both instructor-led or guest-led and self-guided.

While the thought of programming this amazing area can be overwhelming, I know that we have the players, processes, and support to confidently move forward to help nurture the roots of all who come to experience the Bell Children’s Garden starting next May.

I look forward to sharing more of this journey with you along the way!

For updates on the Bell Children’s Garden, visit GBBG.org/ChildrensGarden.

Help Your Child Grow As A Giver 🐔

Kids are encouraged to donate any amount from their “piggy bank” funds to help plant more than 500 trees and 20,000 perennial plants in the Bell Children’s Garden. They’ll see their impact first-hand with their name engraved on a leaf that will be mounted along the walkway to the existing tree house of the Gertrude B. Nielsen Village. An opportunity to donate to this project gives a child a rewarding way to be a part of this community effort to build something together, that they and future generations will enjoy. Giving to the Garden can teach kids that everyone’s time, energy, and resources are important, no matter the size.

Learn more at GBBG.org/ChildrensGarden
What’s Inside
Year in Review: Our Annual Report
Fall in Love with Habitats: Support Your Local Animals This Autumn
Bell Children’s Garden Programming and More!

Upcoming Events
Habitat
Les Stumpf Ford Grand Concert Series: Brews, Bistros, & Bonfires
Field to Fork
Fall Family Festival

We connect people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.

For the latest on what’s happening at the Garden, sign up for our weekly e-newsletter and follow us on:

Visit GBBG.org for details on our upcoming events, classes, activities, volunteering, membership, and more.