



ROYAL
BOTANICAL
GARDENS
www.rbg.ca

Cultivating our Future

YEAR IN REVIEW
2012



From the CEO

2012 marked the first year of a multi-year business plan at Royal Botanical Gardens (RBG). The senior management team developed plans to increase attendance and revenue figures and planned ongoing awareness initiatives and numerous activities to support the four mandated areas of horticulture, natural lands, education and science.

RBG enjoyed a 24 percent increase in paid attendance along with a five percent increase in revenues, in part thanks to investments from Province of Ontario, Regional Municipality of Halton, City of Hamilton, volunteers, members, donors, and corporate partners.

Following the 2011 announcement of \$14 million in funding for Rock Garden from the Federal and Provincial governments, an environmental assessment was completed and plans put in place to complete

a rejuvenation project through 2014. A fundraising campaign will begin in 2013 to support this very special garden.

With educational programming, camps, and the continuance of the Growing up Green fundraising initiative, Royal Botanical Gardens re-affirms its commitment to foster the integral relationship between educating children and ensuring our legacy as an environmental steward is passed on for generations to come.

Mark Runciman,
Chief Executive Officer

“My husband and I just had an opportunity to visit Royal Botanical Gardens and felt compelled to tell you how impressed we were with the overall beauty of the grounds. The attention to detail, the types and variety of vegetation, and the maintenance of the beds was truly appreciated.”



Horticulture

2012 was a year of revitalization and redesign. In the Mediterranean Garden, the cacti and succulent collection was revamped while over in Laking Garden, a redesign of the *Iris* and *Paeonia* collections gave new life to classic favourites.

RBG Centre and surrounding areas saw improvements as well, with a new street tree planting in the Centre's parking lot along with a 24,000 bulb *Narcissus* planting along Plains Road. Inside the gates of Hendrie Park, a new White Garden complemented the area surrounding the main wedding tent.

The horticulture team continued to work with community partners in 2012, with projects such as a joint trial garden effort with the University of Guelph showcasing *Pelargonium* (Geraniums) and new annuals, the planting of 1812 red geraniums in conjunction with community supporters of BMO Financial Group and Union Gas.

Over 50
presentations
to external audiences

1,082 accessions
added to collections

1812 geraniums
planted to celebrate the
bicentennial of the War of 1812

166,000
bulbs planted



55,000 adults and children participated in formal and informal courses, school programs, demonstrations and workshops

1,400 hours given by interpreter volunteers

83 organizations belong to the Back to Nature Network

Education

Informal learning through interpretive programming is fundamental to our overall education offering and a new interpretation plan and policy was approved by the Board of Directors early in 2012. Called *Giving Nature a Voice*, the plan outlines a thematic story-based approach for the interpretation of our collections and natural lands, focused on the overall key message that all life needs plants.

Our school and exhibit program delivery was enhanced by the hiring of four new interpreters, who were part of a dozen of our program delivery staff trained as Certified Interpretive Guides in 2012. Funding from TD Friends of the

Environment Foundation supported upgrades to the technology and equipment we use for school, youth and camp programming, and a PromoScience grant made our virtual field trips more immersive by allowing us to implement green screen technology.

With the support of the Ontario Trillium Foundation, the Back to Nature Network continued to grow. Initiatives included two province-wide meetings where we hosted two leading researchers focused on the connection between children and nature.





9,800 historic
horticultural catalogues
from Canadian nurseries
placed in upgraded
archival storage

55,000
herbarium
specimens scanned
over past two years

11,000
cattails
planted in Cootes
Paradise Marsh

Survey says
1,500
turtles
estimated
at RBG



Natural Lands

The natural lands department's primary project is the restoration of wetlands which form over a third of RBG's property holdings and are the heart of our local ecosystem. Historically the wetlands were destroyed by inflowing water pollution and physically uprooted by high densities of Carp (*Cyprinus carpio*).

A strategy to recover turtle populations is expected to be completed early in 2013. A cross section of monitoring programs were undertaken to gauge the ecosystem health and update background information. The integrity of the property is improving however it continues to be impaired due to long-standing water and air pollution issues, and the dominance of several naturalized Eurasian species. While numerous species were encountered within the various monitoring programs, the highlight of the year was the successful hatching of a nest of Blanding's Turtles — the first recorded in decades.

Science

In 2012 the Cootes to Escarpment Park System Project, a collaboration of nine agencies in our area to better protect and together manage some of Canada's most stunning natural areas and cherished recreational open space, came several steps closer its goal of establishing the park system. The participating organizations have been working consistently since 2007 in a spirit of collaboration and consensus. In 2012 we finalized the points of agreement on how such a collaborative park system would work.

“Several years ago RBG scientists identified its natural lands as one of Canada's botanical hot spots. Now with nine local partners, the Cootes to Escarpment Park System collaboration has been formed to create a 3,000 ha park system. Nowhere is science more relevant to our community.”



Growing Green
Health • Education • Nature

37% increase
in donations



Royal Botanical Gardens in the Community

Royal Botanical Gardens' stories are told, not only through our landscapes, but also through the thousands of members, donors and corporate partners that have embraced RBG's extensive biodiversity and provided wonderful support in helping us achieve our goals.

In 2012, the second year of the Growing Up Green Annual Campaign, RBG experienced an increase in donations from both members and community supporters. Since 2010, RBG has seen a 37 percent increase in donations and significant increases in the number of monthly donors. RBG's Board of Directors were frontrunners in embracing Growing Up Green in 2012, with 100 percent of board members committing financially to the campaign.

RBG's Tribute and Memorial Program has continued to grow as well. The program provides donors with an opportunity to recognize loved ones in a number of ways, including memorials on benches, trees, trails and garden areas. Since 2010, memorial and tribute giving has increased by leaps and bounds.

2012 also saw an increase of 2,500 new members along with an 81 percent member renewal rate — bringing the 2012 membership total to roughly 14,000.

RBG continues to find new ways to add value to memberships and last year we provided members with free admission to Garden Music Nights, member-only sneak peeks to major exhibits, and price freezes for all renewals.

RBG experienced growth in all social media channels which included Facebook, Twitter, Flickr and Youtube. This allowed RBG the opportunity to interact with new markets and patrons while providing a unique, visual exploration of the beauty of the Gardens. Members and media attended the launches of *Chocolate: The Exhibition*, Garden Music Nights, ZimSculpt, and Holiday Traditions.

Our media relationships continue to be critical in helping us get the RBG message out in the community. The Hamilton Spectator and CHCH TV provided extensive support that enabled RBG to further its presence in the region and increase attendance and visibility.

2012 also saw the birth of Honey, the RBG mascot who made appearances at select events throughout the summer to the delight of both children and adults alike.



“The trains are such a sight to see. What a great exhibit. We will be back next weekend with our grandchildren.”



DEW Imagery

Events, Hospitality and Corporate Sales

WINTER EXHIBIT

2012 began with *Chocolate: The Exhibition*, where visitors discovered chocolate's impact on human cultures and tropical ecosystems through scenic environments, rare artifacts, original video and interpretive programming.

GARDEN MUSIC NIGHTS

Garden Music Nights in Hendrie Park, featuring Tranquil Tuesdays and Red-Hot Jazz and Cool Blues, enjoyed record attendance, due in large part to the implementation of free admission for members.

ART IN THE GARDEN

ZimSculpt, a Zimbabwean sculpture exhibit, returned to the Gardens resulting in increased attendance from September to October over 2011.

THE ENCHANTED GARDEN AND TEDDY BEAR PICNIC

The return of the popular events The Enchanted Garden and Teddy Bear Picnic attracted families and introduced young minds to RBG.

HOLIDAY TRADITIONS FEATURING THE RBG TRAIN SHOW

Holiday Traditions, RBG's winter holiday event, ended the year on a high note featuring the RBG Train Show. The train installation is made of botanical materials and attracted more visitors than ever before.

CORPORATE AND PRIVATE FUNCTIONS AND WEDDINGS

Royal Botanical Gardens is one of the premier wedding destinations in the Golden Horseshoe Region having hosted 106 ceremonies, 69 receptions, and over 250 photography sessions. An additional tent was added to Hendrie Park to keep up with demand. The hospitality team, together with Catering at RBG, also provided memorable experiences to over 300 corporate rentals, social gatherings and business functions.

Terence J. Colgan

Terry Colgan's brother Patrick, who passed away in 2004, was the director of research programs for Royal Botanical Gardens and was responsible for the stewardship of RBG's natural lands while representing the organization in collaborations, including the Bay Area Restoration Council.

In his honour, Patrick Colgan's family and friends established the Patrick Colgan Fund at Royal Botanical Gardens, to help support a signature series of public biennial lectures on science, presented at RBG Centre.



Patrick Colgan, 2001

“Working with the RBG scientific staff has been tremendously gratifying for our family. Without RBG's guidance over several years and the support of many family members and friends we would not have been successful in establishing the Patrick Colgan Lectureship. This Lectureship will now continue Patrick's devotion to the communication of science in the public interest, and gives RBG a new resource for teaching and building public awareness.”

Terry Colgan

“We lived in the village of Jerseyville in Ancaster Township, and my parents fell in love with the lifestyle, the countryside and the people. What started as trips to see family gradually became pilgrimages to Southern Ontario, usually for several months. They went quite a few times to Royal Botanical Gardens and enjoyed each trip. The Rock Garden was a particular favourite. My wife and I are RBG members and when we heard about the tree dedication program, it seemed like the perfect answer to what we wanted to do. The fact that it also had a scientific bent made it even more attractive. Now we’re looking forward to the whole Canadian clan plus some Scottish visitors attending the dedication event in June.”

Alex Beer



Alex Beer & Susan Emigh

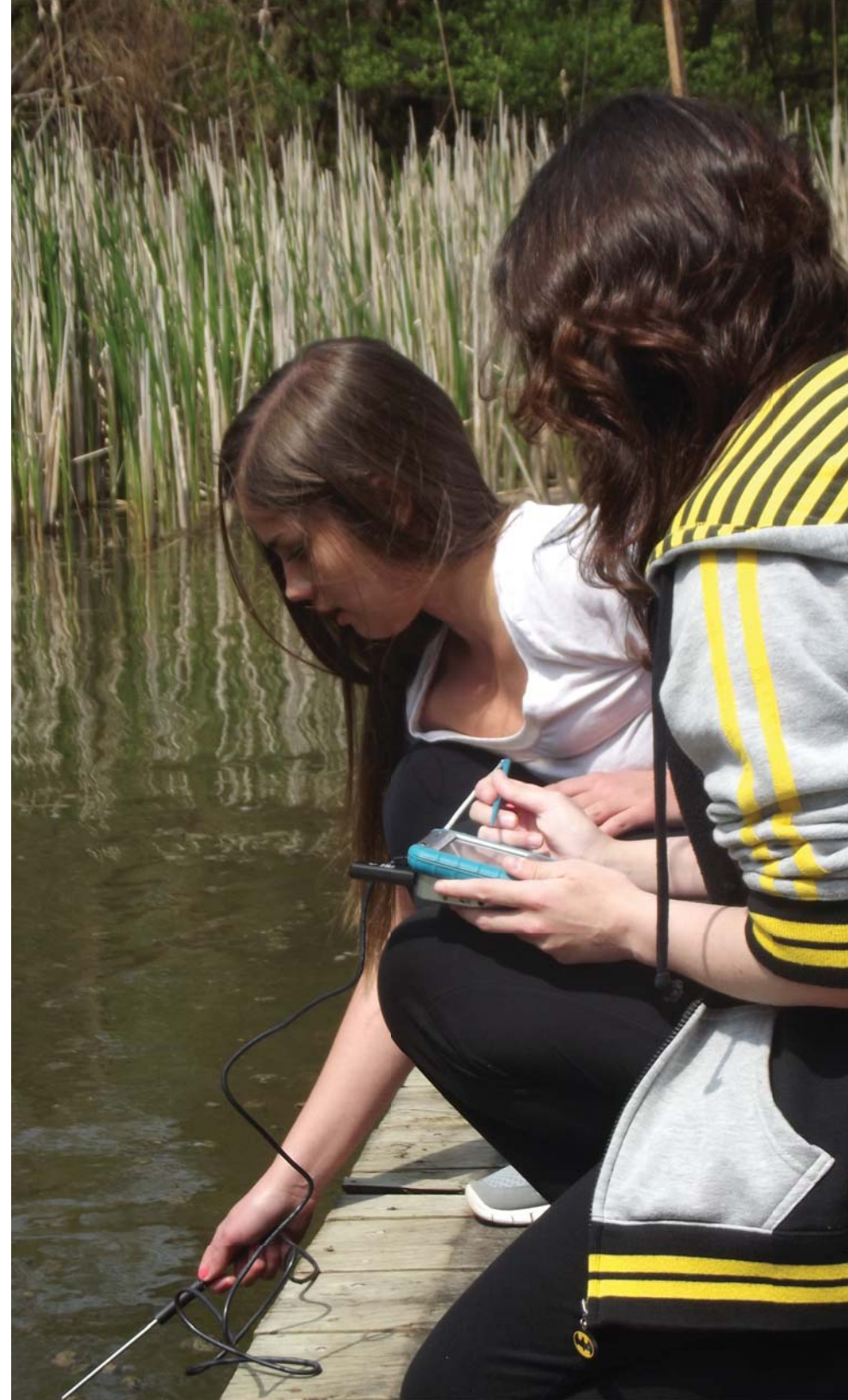
When Alex Beer emigrated to Canada from his native Scotland in 1966, his parents, George and Jessie, became frequent summer visitors to Royal Botanical Gardens. So, when George passed away in 2012, a decade after Jessie, Alex decided that dedicating trees in their names would help keep the memory of them alive for his five children and eight grandchildren who live in Ontario, and for future generations.



TD Friends of the Environment Foundation

Since 1990, TD Friends of the Environment Foundation (TD FEF) has provided more than \$60 million in funding to more than 22,000 environmental projects across Canada. In 2012 alone, TD FEF provided more than \$4.8 million in support of more than 1,000 projects. The Foundation supports a wide range of environmental initiatives, with a primary funding focus on urban greening and enhancing biodiversity, environmental education and energy conservation.

TD Friends of the Environment has supported the Royal Botanical Gardens for over 15 years and for the last several years, has been a leading supporter of school programming at RBG's nature interpretive centre. Thank you TD Friends of the Environment Foundation!





“When my wife Esther passed away in 2007, my children and I had two trees planted in her memory and decided to transfer stocks yearly to RBG to support the hiring of student gardeners. One of the reasons my wife and I purchased a membership is the reciprocal benefits that come with it as we would often visit other botanical gardens while travelling.”

Floyd Elder

Floyd Elder

Floyd worked at Canada Centre for Inland Waters and was one of the earliest employees when it opened in 1969. At the time he was in the Lakes Research Division where he obtained meteorological information from Royal Botanical Gardens. From there, he became acquainted with John Lamoureux, a longtime RBG employee. This led to an opportunity for Floyd's son, Jim, to assist Dr. Lamoureux at RBG, gathering weather information and providing monthly summaries. Floyd's daughter, Joyce Thomson, was a horticulture student at University of Guelph and also worked in Laking Garden at RBG, maintaining the perennial beds.



Bruce McDougall

Bruce has been working in the investment industry for over 30 years now. A true community volunteer, he has held a number of positions including president of Rotary Central Burlington, president of Burlington Chamber of Commerce, president of Summit House and a member of the Carpenter Hospice Board. He currently resides in Tyandaga with his wife Sally and son Graham.

“When I heard about RBG’s Growing Up Green program, it made me think back to when my son went to camp at RBG and the incredible experiences he was given there. RBG’s camp program is an important part of the community for our children. For that reason I have chosen RBG as my charity of choice for the next five years for my company’s fundraising events. I have committed to \$100,000 in five years and to raise that money we sell tickets, sponsorships, auction items and have a great time doing it and giving back to the community. It doesn’t hurt that the amazing support I receive from RBG makes it that much easier to raise the money for them.”

Bruce McDougall



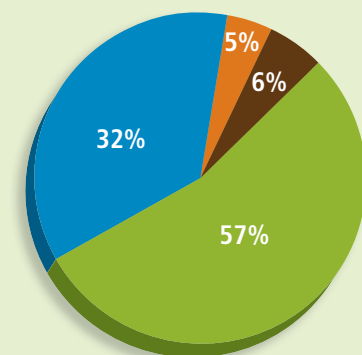
Hilda Marrs

A renovation of Laking Garden, started in 2012, is scheduled for completion in 2014. A highlight of the renovation project is the now-completed construction of a new gazebo. Surrounded by lush new gardens of peonies and irises, the gazebo is designed as an ideal site for weddings, musical shows and various other types of celebratory and festive events. The gazebo is situated near the edge of the garden promontory overlooking the natural wetlands sanctuary below. The new gazebo is dedicated to the memory of Hilda Marrs (1920–2010), who enjoyed painting numerous water colours of the peonies and other flowers in Laking Garden, one of which is pictured here.



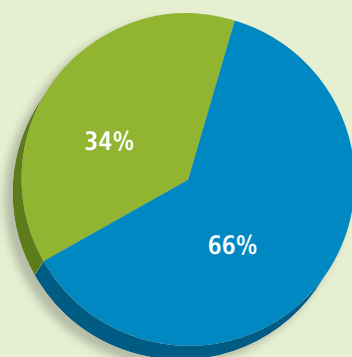
Financials

REVENUE



Province of Ontario	\$ 4,081,160
City of Hamilton	\$ 599,207
Regional Municipality of Halton	\$ 711,371
Self-generated	\$ 7,298,981

EXPENSES



Mandated Activities	\$ 4,343,657
Operations Activities	\$ 8,331,566



Volunteer Services

Following our celebratory 50th anniversary year, it seemed only right that we set our sights on the future.

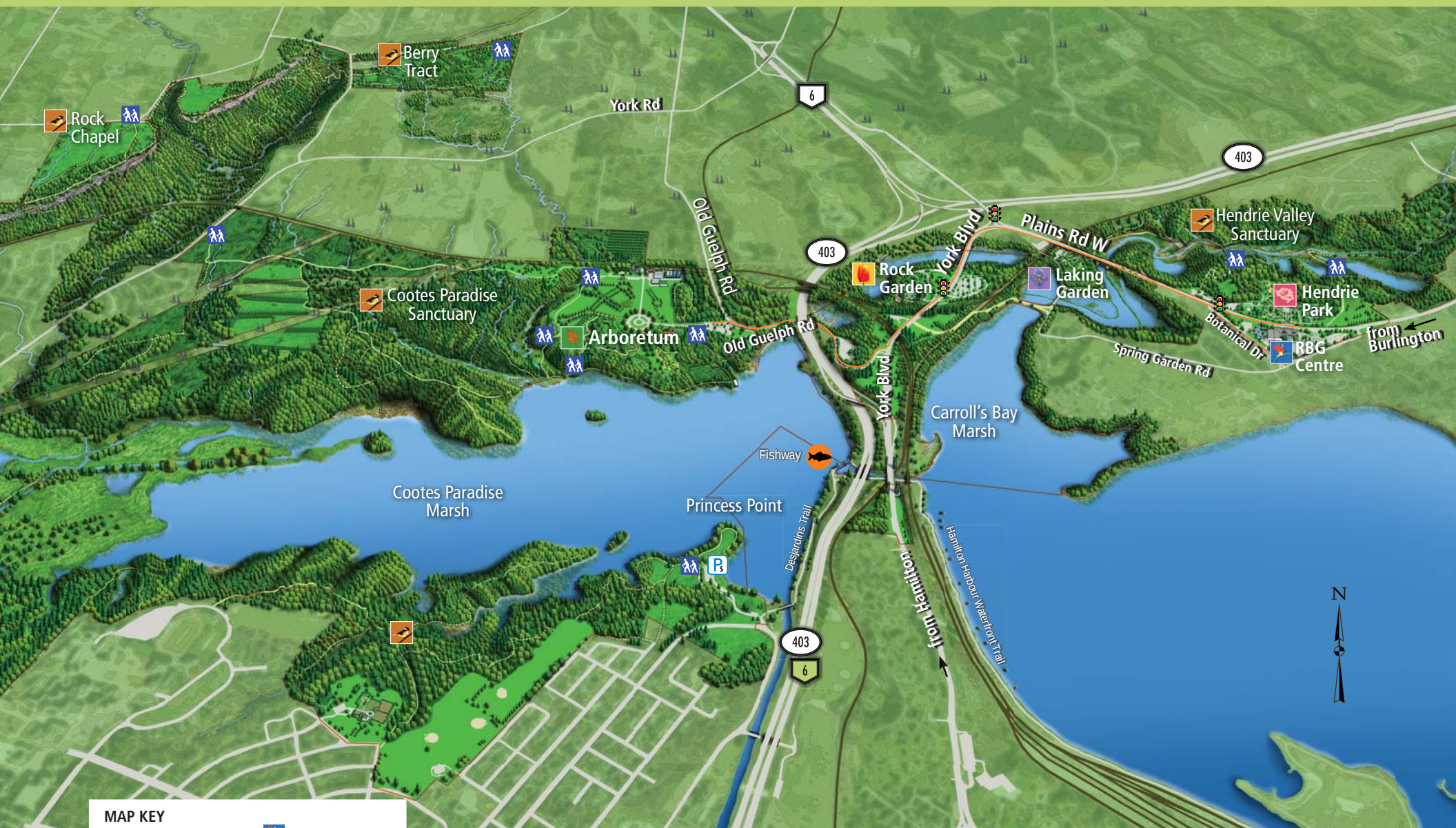
The Plant Sale is always a lot of work, but in 2012 we decided to up the ante by adding Sunday as a sale day for the first time. We also added a few features to make the weekend more festive. The overall result was the most successful Plant Sale in recent memory with a 30 percent increase in sales over 2011. The success of the Plant Sale enabled us to increase our planned donation to the Natural Playground, which by that time was already under construction.

Working with RBG during the spring, we created a new fund called the Auxiliary Past Presidents Fund. This fund is meant to recognize the work of all our past presidents, while offering donors the opportunity to give to RBG through the Auxiliary and receive a tax receipt for their donation. The fund was formally launched in September, and the Auxiliary Board generously voted to contribute \$5,000 to help get the fund going.

Of course our unsung heroes — the trail watchers, volunteer gardeners, tour guides, volunteers working in membership, at gardening information, information desk and Shop @ THE GARDENS — continued the important activity that helps keep RBG functioning on a day-to-day basis.

Dan Totino, Auxiliary President

Royal Botanical Gardens Properties



MAP KEY

- | | | | |
|---|----------------|---|---------------|
|  | RBG Properties |  | RBG Centre |
|  | Roads |  | Hendrie Park |
|  | Rail Lines |  | Laking Garden |
|  | Hiking Trails |  | Rock Garden |
|  | Water |  | Arboretum |
|  | Trailheads |  | Natural Lands |
|  | The Fishway | | |



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