



HOYT ARBORETUM FRIENDS 2022

ANNUAL REPORT

Bringing People and Trees Together

Dear Friends,

2022 included many encouraging signs of *life returning to normal* at Hoyt Arboretum. Trails, parking lots, and event spaces continued to be busy for much of the year, and we began to see many more tourists visit the park. Hoyt Arboretum was “discovered” by many locals during the past two years, and people continue to enjoy the peace and connection to nature that can be found on these trails. As you’ll see in this report, we were able to once again host many students and had strong attendance at family programs and events. And on a lovely July evening, we were able to host our main fundraising event, Forage in the Forest, for the first time since 2019.



With the ground under our feet feeling more stable, it was the right time to begin planning for the future through a strategic planning process. We invested in extensive outreach which included valuable conversations with Portland area teachers, our members, park neighbors, volunteers, visitors, and community partner organizations.

Their input was incorporated into our new 5 year strategic plan (2023-2027) to steward Hoyt Arboretum while introducing the park to more people across our city who will benefit from time spent in nature. We are excited to share this report with you not only to highlight what HAF accomplished in 2022, but to present the work we are already doing this year and will continue in the coming years.

As education programs continue to build to pre-pandemic levels, we’ve been able to invest in increased staffing so we can develop new opportunities to engage diverse communities with nature at the Arboretum. And, in a rapidly changing climate, it is more important than ever that people have access to green spaces for health and wellness. Together, through community science projects, new climate-based education programs, and with your ongoing support we can preserve the trees and plants that already live in the Arboretum, and determine and acquire the plants that will lead us into a climate-resilient future.

Your generous support gives us the confidence to set some ambitious goals for the coming years. Hoyt Arboretum Friends is fortunate to have you by our side as we move into the future.

Thank you for being a friend to Hoyt Arboretum,

A handwritten signature in blue ink, which appears to read "Anna Goldrich". The signature is fluid and cursive.

Anna Goldrich
Executive Director

OUR MISSION

Hoyt Arboretum Friends brings people and trees together. We create meaningful learning experiences in a unique global tree collection that we nurture in partnership with Portland Parks & Recreation.

OUR VISION

Hoyt Arboretum Friends is an innovative leader in climate-forward place-based education. Our living classroom is a public refuge for global plant biodiversity that is a welcoming and accessible place for all people to connect with nature. The trails at Hoyt Arboretum are a gateway to discovery, where students, scientists and individuals from near and far are inspired to actively participate in tree conservation as we grow together towards a climate-resilient future.

OUR CORE VALUES

Learning and Wonder: The Arboretum inspires a sense of wonder and awe in people of all ages. We engage in environmental and botanical education, working with diverse partners to create fun learning opportunities that highlight the intersection of botany, conservation, and people.

Invitation and Openness: We invite people of all ages, abilities, and backgrounds to enjoy the Arboretum—including all-user trails, field trips, guided tours, community gatherings, and enrichment activities.

Equity and Inclusion: We recognize that Black, Indigenous, and People of Color (BIPOC) communities have historically been marginalized and excluded from outdoor spaces. We strive to create a welcoming environment—collaborating with and listening to communities of color—so all people can experience the Arboretum’s health benefits and educational resources.

Resilience and Community: We create a sense of community among our volunteers, visitors, staff, board, supporters, and partners. We foster biodiversity and resilience by strengthening human connections to nature and taking a climate forward approach to our global tree collection.

2022 HIGHLIGHTS

EDUCATION

1,700+
CHILDREN
visited on a field trip



500+

preschool aged youth
plus their caregivers

ATTENDED TREE TIME!



Families gathered under the Stevens Pavilion to get a closer look at bees and pollinators at one of our **FAMILY FOREST DAYS**



400+

adults engaged in
virtual and in-person

**LEARNING
OPPORTUNITIES**



Students learn how trees produce seeds and how those seeds are dispersed to new areas. These third graders inspect the seed cones of their **"BEST TREE FOREVER"** (BTF) – the Douglas-fir.



700

youth and families attended

**FREE SUMMER
PROGRAMMING**

2022 HIGHLIGHTS VOLUNTEERS

VOLUNTEERS
engaged with over
50,000
VISITORS in the
Visitor Center
and on the trails



15
VOLUNTEER
EDUCATORS
taught children
about nature


40
COMMUNITY
SCIENCE
VOLUNTEERS
participated in
3
STUDIES



500
PEOPLE
volunteered to
maintain the
ARBORETUM'S
TRAILS



In 2022, **TUESDAY CREW** contributed **2,050 HOURS** toward stewarding the Arboretum. That's more than half of all stewardship hours from a weekly crew of about 15 folks!

Behind the Scenes
539 hours: 7%

Community Science
548.5 hours: 7%

Education
417.5 hours: 5%


Stewardship
3,793.75 hours: 47%

Visitor Engagement
2,731.00 hours: 34%



DRAWING FROM THE STRATEGIC PLAN

Stepping into the Future

 Empower and engage youth and the broader community through education

Additional Educators

In response to feedback from Portland-area teachers, we've invested in professional education staff including a full-time Youth Programs Coordinator and 5 Seasonal Educators who are more representative of the diverse students who come to the Arboretum on field trips.

Field Trips in Spanish

In 2022 we were able to offer field trips entirely in Spanish for schools that requested it.

Plants and Climate Change Curriculum

In partnership with the United States Botanic Garden, Hoyt Arboretum Friends has been selected to be a part of the Plants and Climate Change Education cohort. Funding and collaboration in this program will enable the Arboretum to pilot a new plant-based climate change curriculum in partnership with Portland Public Schools beginning in the fall of 2023.



In-Person Learning

In 2022, we welcomed back and grew our community of instructors to expand in-person learning opportunities with many new adult education programs. About her Hoyt Arboretum class experience, student Alyssa R. said

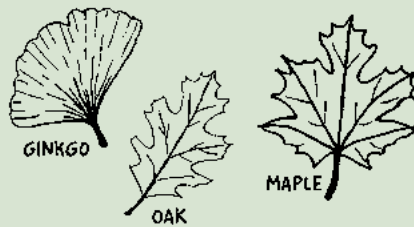
“The opportunity to learn and grow has only made me more passionate about increasing my connectedness to nature and our planet. I am excited to see what other classes I can take at Hoyt in the future, and we will definitely be making the trip out to the arboretum to explore and learn even more about trees, how important they are to life on this planet, and ways we can help to preserve and protect them.”

Expand access and optimize visitor experience



Children's Map

Our Children's Adventure Map was revised with new trees of interest, engaging sensory-based prompts, and clearly outlined walking loops. Defined all-user routes help all ages and ability levels connect with nature.



More Languages

Hoyt Arboretum is working to offer visitor information, wayfinding tools, and educational opportunities in multiple languages. As a first step, we translated our trail map to Spanish, which is now available at our Visitor Center and on our website.



Address the impacts of climate change across our collections, programs, and operations

Endangered Species Conservation

Hoyt Arboretum helps protect 67 globally endangered species as listed by the International Union for Conservation of Nature (IUCN). We are in the process of expanding our ex situ (outside of the plant's natural range) conservation work to include regionally endangered species. This conservation work includes education about global and regional species protection and ecological system restoration.

View the full Strategic Plan

www.hoytarboretum.org/about/reports/



The *Franklinia alatamaha*, or Franklin tree only exists in captivity. Extinct in the wild, this species' genetics stem from collection in the Alatahama River in Georgia back in 1803. Numerous expeditions to relocate the plant have failed, so ex situ conservation is this tree's only chance for survival.

COLLECTION SPOTLIGHT:

In the fall, a plant collection trip to Northern California was completed with funding from the American Public Gardens Association and the US Forest Service. The focus of this trip was to expand our work as a species champion for *Quercus sadleriana*, "Sadler's oak". Collections of this species were made from multiple sites and distributed to conservation programs and other botanical gardens across the country. Many other species of oak, true firs, and understory plants were collected as well.



CURATOR'S REPORT

2022 was another busy year in the Arboretum! As in the last couple of years, extreme weather dictated activities, but we were able to further oak collections and fill the nursery to capacity with new seed and plants.

A record weather event hit Portland with a very late and devastating snowfall on April 11th. The Arboretum recorded 7 inches of very wet and heavy spring snow just a week after our Magnolia Tour, and the impact was substantial. We removed 24 trees from the collection due to trunk damage, primarily spring-flowering trees like magnolia, crabapple, hawthorn, and maples.

This was the single most damaging storm in my time at the Arboretum, not just in total tree losses but also in structural damage that will take years to fully recover from. Nine months later we are still removing split branches and dead wood hung up in trees. Much of our work was diverted from spring planting to deal with trail impacts and evaluate and mitigate trees at risk of failure. I can't thank the Portland Parks & Recreation staff, Tuesday Crew, and other volunteer groups enough for their ongoing work cutting and hauling the storm debris.

It was another very dry summer. Rain and cool temperatures did not return until the end of October. This put a strain on people and plants, reinforcing our need to continue searching for climate-adapted plants and for updating our irrigation system to maintain current plantings. Many summer volunteer hours were spent with the Tuesday Crew getting crucial water on our new, establishing trees.

We removed 134 plants, the most impactful being a 150-foot tall *Sequoiadendron giganteum* (giant sequoia) which fell after a wind and rain event and blocked the Wildwood Trail in three locations. We added 120 plants, many as part of a Stevens Pavilion planting bed renovation with a new wall and landscape representing plants from the Columbia Gorge, thanks to support from the Stevens family. Significant additions were also made to the magnolia, dogwood, and witch hazel collections.

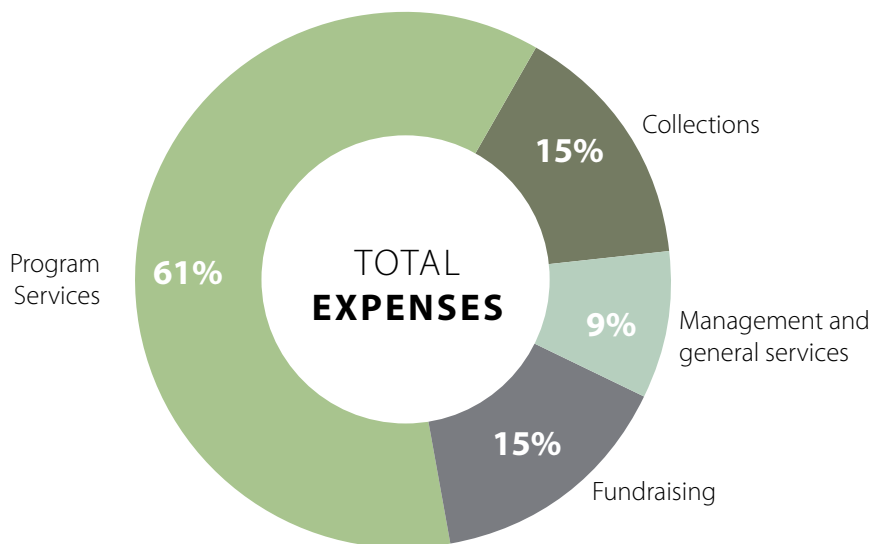
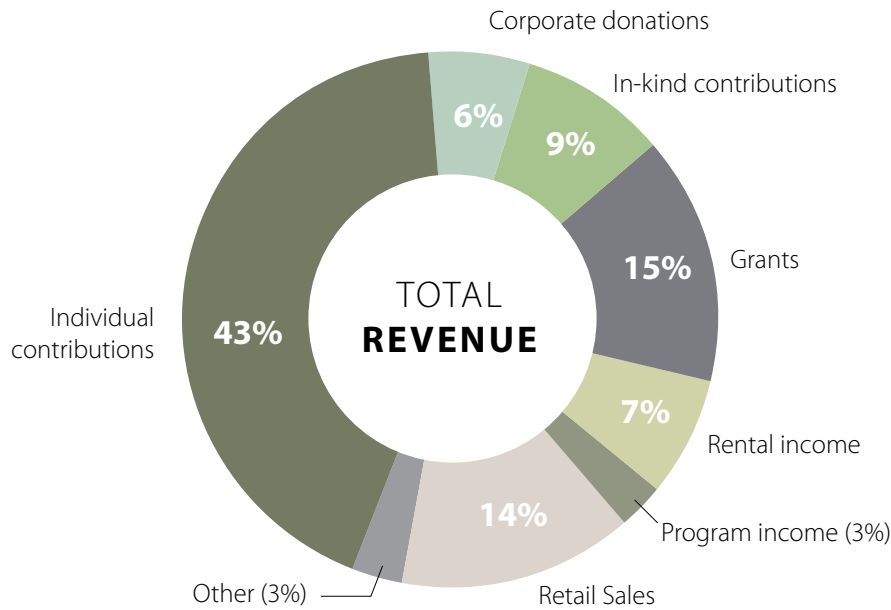


Martin Nicholson
Curator for Hoyt Arboretum
Portland Parks & Recreation

2022 FINANCIALS

2022 was a year of growth and success for Hoyt Arboretum Friends. The number of visitors to Hoyt continues to be strong and field trips, which were paused due to COVID, began once again. Under the leadership of our expanded education staff we welcomed almost 2,000 students to our outdoor classroom. Visitors were both generous and engaged, and sales at the Hoyt Arboretum Visitor Center gift shop were higher than ever. Outdoor weddings and other events continued the recent trend, resulting in another banner year for rental revenue.

Additionally during 2022, we celebrated the return of our annual Forage in the Forest event by raising more funds than ever before. Moving into 2023 our financial position remains strong. We will continue to invest donor support in expanding education, volunteer and conservation programming, pursue park improvement projects, and plan for a future at Hoyt Arboretum where we have the capacity to serve all who visit to learn, explore, and hike the trails.



STATEMENT OF FINANCIAL POSITION

Unaudited 12/31/2022

ASSETS

Cash in Checking	80,990
Cash in Money Markets	243,186
Cash in Investment Accounts	1,185,812
Endowment	305,449
Accounts Receivable	78,881
Prepaid Expenses	5,053
Merchandise Inventory	16,434
Total Assets	1,915,805

LIABILITIES

Accounts Payable	5,685
Payroll Liabilities & Accrued Vacation	5,118
Deferred Revenue	11,000
Total Liabilities	21,803

NET ASSETS

Total Available for Operations	879,662
Reserves	300,000
Total Unrestricted Net Assets	1,179,662
Total Temporarily Restricted Net Assets	408,891
Endowment	305,449
Total Net Assets	1,894,002
Total Liabilities and Net Assets	1,915,805

STATEMENT OF ACTIVITIES

REVENUE

Individual Contributions	366,680
Corporate Contributions	50,297
Foundation Grants	111,994
Government Grants	13,000
Rental Income	67,504
Fees for Service (program revenue)	27,888
Event Income	23,305
Merchandise Sales	118,413
Interest Income	2,891
Unrealized Gain/ Loss on Investments	(32,871)
Realized Gain/ Loss on Investments	(2,152)
In-Kind Contributions	73,602
Other Revenue	900
Total Revenue	821,451

EXPENSES

Personnel	435,215
Accounting Services	15,347
Education Programs	13,201
Collections & Landscape Services	48,600
Computer & Website Services	17,777
Marketing	2,323
Other Contract Services	69,346
Gift Shop Merchandise	56,387
Staff Training and Development	1,524
Office Supplies	18,109
Insurance	3,508
Printing and Postage	25,211
Dues and Subscriptions	1,264
Miscellaneous Expenses	2,478
Bank Charges	8,790
Endowment Expenses	2,746
DEI Training and Programs	2,158
In-Kind Contributions	73,602
Total Expenses	797,586
Change in Net Assets	23,865

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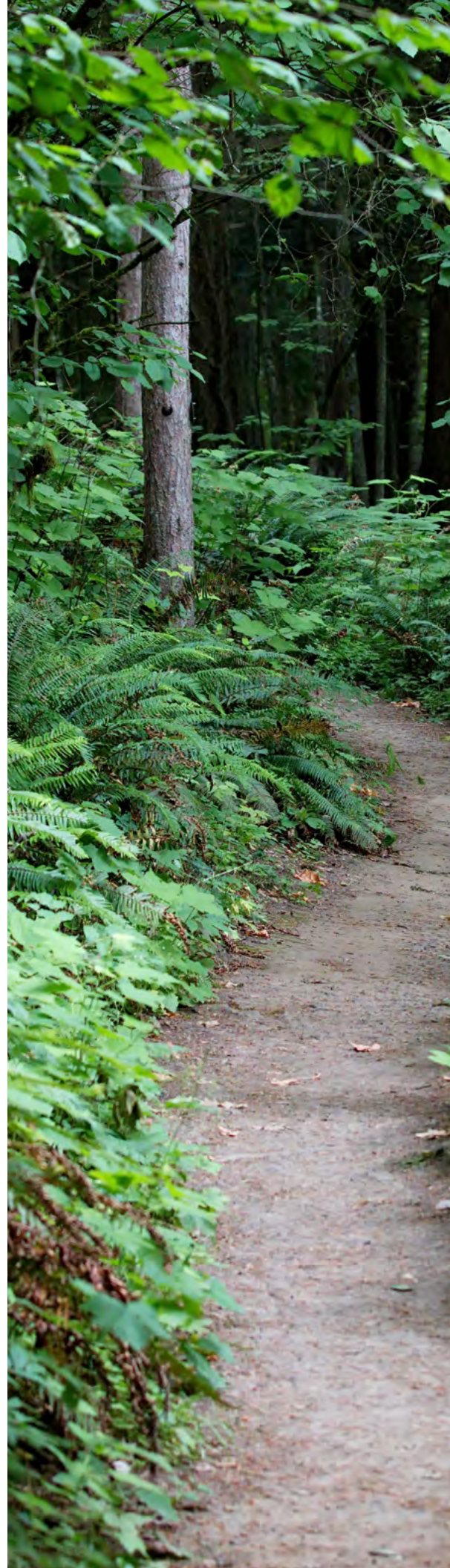
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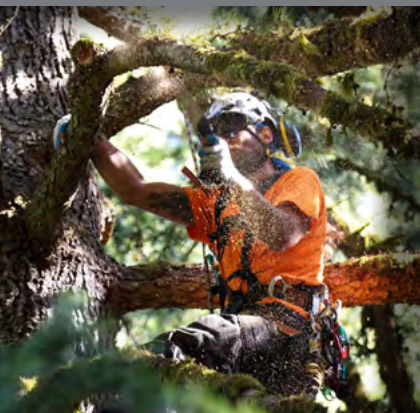
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The images in this report were generously contributed by Mike Drewry, Rhonda Dorsett, and Steve Lannigan.

Hoyt Arboretum Friends



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