



A Message from the Executive Director

Dear Partners, Supporters, and Friends:

As we embrace a busy spring season and approach the year ahead with hope and confidence, we recognize the importance of reporting to you on the successes and challenges of 2020. On behalf of DCH's Board of Directors and our talented staff, I am incredibly proud to report that, considering the tremendous challenges, we are not only surviving but thriving.

As an organization, we owe a great deal of thanks to the entire DCH community. From our committed members to the generosity of individual supporters, the understanding and flexibility of funders, and several COVID-19 relief opportunities, DCH has benefited from your tremendous good will, dedication to our mission, and financial support. With the benefit of hindsight, we now know that as we navigated to pursue each new opportunity, pivoted to test each new idea, and adapted ways to engage, each step built upon the last and contributed to a successful year in many ways.

DCH has been very fortunate, through hard work and an attentive focus to the right opportunities, to have benefited from key assistance at the federal and state levels through the Payroll Protection Program (PPP) and Cares Act/Delaware Relief Grants. We are pleased to report DCH's initial PPP loan was forgiven at 100 percent and allowed us to retain our staff as envisioned. Our Delaware Relief Grant funds are helping us maintain and expand our greening and education program offerings and prepare for the challenges of reopening when possible and practical.

While the importance of these external supports cannot be overstated, as an organization, we are most proud of the internal strength, adaptability, and judgment shown by our staff and DCH leadership. Our talented team responded to each challenge with creativity and determination, an approach that became our source of strength and confidence. Their efforts this past year are a testament to the importance of DCH's mission, and I hope a sign to you, the DCH community, of how seriously we take your commitments and support.

Thanks for your continued support of DCH's mission to promote and share the power of plants, and as always, please let us know how we're doing.

Sincerely,

Vikram Krishnamurthy, Executive Director

Program Funders

2019-20

ABHA Architects
Acme Markets
Albero, Kupferman and Associates
All Seasons Landscaping
Apex Engineering Incorporated
Bancroft Construction Company
Bank of America
Bartlett Tree Experts
BHA Foundation Fund
Brown Advisory Charitable Foundation, Inc.
Capano Management Company
Chanticleer Foundation
City of Wilmington: Department of Real Estate and Housing
Corteva
Delaware Community Foundation
Delaware Department of Natural Resources & Environ. Control
Delaware Division of Parks and Recreation
Delaware Economic Development Office
Delaware Federation of Garden Clubs
Delaware Kids Fund
Delaware Nature Society
Delaware Nursery and Landscape Association
DELDOT
DeWees Investment Consulting Group of Wells Fargo Advisors
Discover Financial Services
Ederic Foundation, Inc.
EDIS Company
Ellason Downs Perpetual Charitable Trust
Garden Club of Wilmington
Garden Gate Garden Club
Gateway Garden Center, Inc.
Greater Washington Community Foundation
GreenWatch Institute
Hardy Plant Society - Mid Atlantic Group
Harvey, Hanna & Associates, Inc.
Highmark Delaware
Incyte Corporation

2020 PROGRAMMATIC HIGHLIGHTS

Advancement

DCH earned GuideStar's 2020 Platinum Seal of Transparency, its highest level of recognition that highlights progress made by an organization that has taken substantive steps to increase their transparency with donors, peers, and the media. To reach the Platinum level, DCH added extensive information about our programs and their impacts, along with figures demonstrating the results and progress achieved in carrying out our mission. Our staff and board are incredibly proud of this important designation, as we continually strive for excellence in all aspects of our organization.

Urban Forestry

In April 2020, DCH planted 134 street trees in Wilmington's East Side and West Center City neighborhoods for the 2020 Community Development Block Grant (CDBG) project through the City of Wilmington's Department of Real Estate and Housing. Having partnered with the City for more than 25 years on CDBG projects, 2020 represented an expansion of the program, which usually provides funding for the planting of about 75 trees. This year's plan also included the benefit of GIS mapping technology, using analysis to determine planting priority areas of low urban tree canopy in developing and implementing the project.

Garden Visits & Events

Our staff did a tremendous job in 2020 developing creative solutions to the restrictive environment presented by COVID-19. Starting in June, our popular Learning from Great Gardens series pivoted to a successful new format. The events changed from a 30-person two-hour event at private home gardens to a 6-hour event where the garden hosts gave 1-hour tours to socially-distanced pods of 4 or 6 people. These personalized visits were a huge success with both the guests and the hosts, as they led to more intimate conversations about horticulture and garden design. DCH and our generous garden hosts invite you to experience the Learning from Great Gardens visits planned for 2021.



Advancement



Urban Forestry



Garden Visits & Events

2020 PROGRAMMATIC HIGHLIGHTS *continued*

Program Funders

2019-20 *cont.*

DCH Facilities

With significant financial support from individuals and private foundations, DCH renovated its existing courtyard to include a brand-new concrete surface, courtyard rain garden, and new tenting capabilities starting in March 2020. Drainage and structural issues had been previously resolved, so these renovations were the only remaining impediment to making the courtyard an interpretive and educational space and a first-class rental option. Completed in October 2020, the courtyard rain garden stands as a beautiful and functional design aspect that is also an ecologically sound solution to reducing runoff and conserving rain water.

Membership

2020 marked the establishment of the Delaware Center for Horticulture's (DCH) Lifetime Membership Program, recognizing individuals and families who have given at the highest levels throughout the course of their involvement with our organization. Individuals who achieve this distinction receive DCH member benefits at the highest level in perpetuity and a beautiful, customized bronze membership card. This membership category recognizes the importance of philanthropy to the long-term support of our mission and organizational success.

Volunteerism

In order to keep our staff and volunteers safe and healthy this year, DCH strictly followed all state and CDC regulations regarding the COVID-19 pandemic, which had significant impacts on our ability to gather volunteers for regularly scheduled activities. We hope to be able to host more volunteer events in 2021 and will be keeping a close eye on the ongoing public health situation to inform our decisions.

Janssen's Market
Jewish Family Services of Delaware, Inc.
Jonathan Alderson Landscape Architects, Inc.
JP Morgan Chase & Co.
Kendal Crosslands Communities
Kentmere Nursing Home
Kid Shelleen's
Lutheran Church of the Good Shepherd
M&T Charitable Foundation
Maffei Landscape Design, LLC
Marmot Foundation
New Castle County
Newark Day Nursery
Nor' Easter Foundation
North Creek Nurseries, Inc.
Octoraro Native Plant Nursery
Old Brandywine Village Revit. Project
Organic Mechanics Soil Company
Patterson Schwartz Real Estate
Peter and Caryl Harty Foundation Fund
Pettinaro Management
Phillips Philanthropy Advisors
Planting to Feed Inc.
Renaissance Charitable Foundation
SC&A Construction, Inc.
Sprouts Healthy Communities Foundation
State of Delaware - Department of Finance
TD Bank
The Arbor Day Foundation
The Christmas Shop Foundation
The Huisking Foundation, Inc.
The Nature Conservancy
The Starrett Foundation
Urban Bike Project
Westside Family Healthcare
Williams Houck & Company, LLC
Wilmington Trust Company
Woodlawn Trustees, Inc.
WSFS Bank

www.thedch.org



DCH Facilities



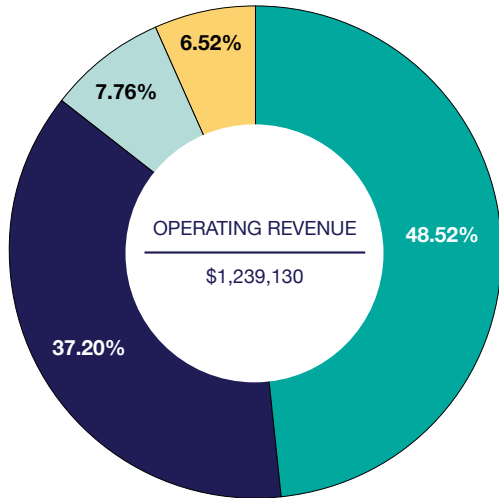
Membership



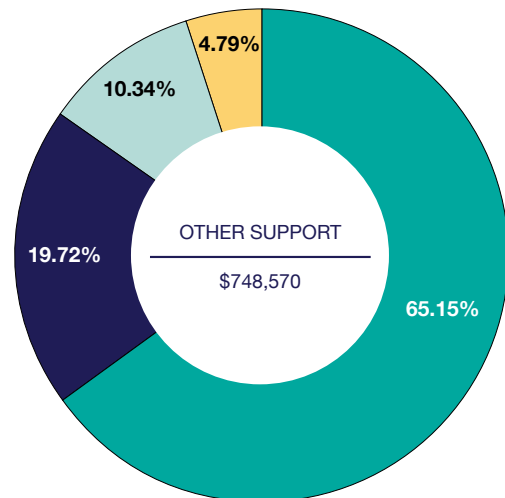
Volunteers



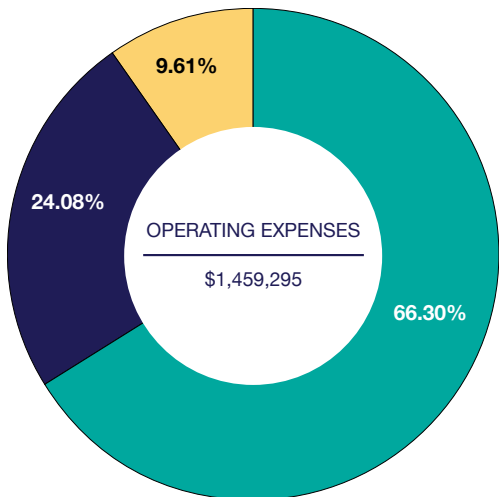
FY 2020 FINANCIALS: October 1, 2019 - September 30, 2020



- Contributions & Grants - \$601,244
- Program Services Revenue - \$461,021
- Other - \$96,125
- Fundraising Events (net) - \$80,740



- Investment income, net (Interest and dividends, realized/unrealized gains/losses, net of fees) - \$487,717
- Payroll Protection Program (PPP) Loan (100% forgiven after close of fiscal year) - \$147,590
- DCH Building and Operating Endowment - Annual Draw (4%) - \$77,378
- DE Community Foundation Funds - Annual Distribution (June 2020) - \$35,885



- Program Services Expense - \$967,537
- Fundraising Expenses - \$351,457
- Administration & Management - \$140,301

2020 DCH BOARD OF DIRECTORS

- | | |
|------------------------------------|-------------------------|
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| Beth Wells, <i>Vice President</i> | John Kerns |
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For more information, please visit our profile at www.guidestar.org/profile/51-0252857.

HARVEST 2020



The Delaware Center for Horticulture (DCH) and Food Bank of Delaware (FBD) partnered with the Pennsylvania Horticultural Society (PHS) in June 2020 to expand the regional reach of PHS's Harvest 2020 initiative, focused on increasing food production and addressing food insecurity. This partnership expanded the program throughout Delaware, asking gardeners and individuals to become growers, sharers, or donors to fight hunger in light of the COVID-19 pandemic. The collective effort included more than 10,400 participants and resulted in more than 44,000 pounds of produce donated.

Harvest 2020 was a multi-faceted initiative aimed at mobilizing gardening enthusiasts and other individuals in the region to help people in underserved communities. For the state of Delaware, DCH served as lead coordinator for outreach promotion, engagement with other Delaware partner agencies and organizations, and tracking. DCH also committed all of the produce grown at the E.D. Robinson Urban Farm during the 2020 growing season to distribution within its own 11th Street Bridge community and extra produce going to FBD distribution sites throughout Delaware.

With grant support from the Delaware Community Foundation/Philanthropy Delaware COVID-19 Emergency Response Fund, DCH also coordinated outreach and marketing efforts to Delaware gardeners and engaged local nonprofits, agencies, and gardens to become a part of the effort and coordinated efforts with the Food Bank of Delaware for drop-off sites and collection for distribution channels. DCH also created and shared free horticultural education videos as part of DCH's "Green Thumb" series, specifically geared towards supporting the Harvest 2020 campaign, offering viewers the opportunity to learn about basic gardening tips like proper weeding techniques and more advanced lessons like seed saving and microclimates. To advance these messages, DCH started its own YouTube channel and will continue offering sound gardening videos under the Green Thumb umbrella in 2021.

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DCH Council of Advisors
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Patricia M. Bussard
Lynn B. Carbonell
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Richard W. Lighty, Ph.D.
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We deeply regret any errors or omissions. Please notify our advancement staff of any corrections at 302-658-6262 or mstephenson@thedch.org.



2021 Branches to Chances Trainees working in DCH's Back Gardens

GOING VIRTUAL IN 2020



As the world shutdown in response to the COVID-19 pandemic, DCH followed suit in accordance with state orders and CDC recommendations. Closing our facility doors to our members, supporters, and neighbors was a difficult but necessary step as we all worked to keep ourselves, our loved ones, and our community safe and healthy. However, in those first weeks of our new reality, conversations quickly turned to figuring out ways we could stay together apart through virtual events in lieu of our in-person workshops and lectures that normally draw hundreds of people to our facility each season.



Starting in May 2020, we launched a series of virtual talks and workshops across a range of topics to benefit every member of our community. The DCH community tuned in on a regular basis to see nationally-renowned horticultural experts bring their specialty knowledge to Delaware. From Ohio-based Clematis expert and author Deborah Hardwick to Pennsylvania's plantsman and horticulturist Charles Cresson, DCH audiences learned the best tips and tricks of the trade to get the most out of their gardens and plants. During our virtual workshops, guests were treated to expert guidance from local artisans that they could safely enjoy from the comfort of their own homes, including DCH's Annual Wreath Making events.



Taking full advantage of the technology, we were amazed at the distance news of our events would travel because of the wide-ranging interest across a variety of horticultural disciplines. In August, close to 100 people both nationally and internationally tuned in to a virtual lecture by Dr. Thomas Easley, the Assistant Dean of Community and Inclusion at the Yale School of the Environment. Presented by Easley in Connecticut and hosted by DCH in Delaware, his "Hip Hop Forestry" presentation focused on the important intersections that exist between music, race, and natural resources as he pulled from his own experiences as a diversity professional in natural resource disciplines, as a forester, and as a musician.



"I love that a friend who currently lives in Delaware discovered this event and shared it with me and my team in Tucson, Arizona," said one attendee. "I really appreciate your inclusion of a creative, unique presentation by a person of color. It was a breath of fresh air that is relevant for today's events and appropriate for a youthful audience of a more diverse background. The connectivity via video meetings is excellent!"



Transitioning from an in-person world to a virtual one in 2020 went well beyond our workshop and lecture line-up to include our Green Thumb series, the creation of our YouTube channel to host DCH's original creative content, and a stronger commitment to producing and posting dynamic video content on our Facebook and Instagram social media channels. Because of the positive feedback we received about the ease and convenience of the virtual experience and the expansive reach our lectures received, virtual offerings will continue in 2021 as we continue to find effective ways to connect to the power of plants and each other.