

# 2020 IMPACT REPORT

Thank you for your steadfast support. Together, we advanced native plant conservation through a year of extraordinary challenges. Here's a peek at what we achieved with your support.

## You advanced the scientific understanding of native plants in California!

In order to care, we must first understand what's there. There is still a tremendous amount of biological diversity in nature to be discovered and fully understood. Your support allowed our scientists to investigate, survey, document, study, and then share our leading-edge knowledge with the world.



## You protected biodiversity across the state of California!

**191,000+**  
specimens

*now reside in our Herbarium for use in research, including...*

**155,000**  
vascular plants

**35,000+**  
lichens

**6,200+**  
tissue samples

*in our Tissue Bank*

**253**  
fungi

*included in our brand NEW Fungarium*

**60,000+**

**digitized specimens**

*are available virtually providing remote access to researchers around the world!*

## Community Science

**Many eyes and many feet made light work in 2020!**

**55**

*Community Scientist volunteers surveyed over*

**300**

*miles of trails in the Thomas Fire scar identifying priority areas for restoration.*

**120**

*Community Scientists trained to identify invasive weeds, habitat.*

**1,325**

*Exotic weed populations mapped, providing needed survey data for eradication efforts.*

**4,648**

*Plant observations made on iNaturalist.*

**29,706**

*Expert identifications on iNaturalist. Our scientists lend their skills to others in the field.*

## You saved rare plants from the brink of extinction!

**354**

*rare plant populations surveyed.*

**8,000+**

*Miles traveled in the name of conservation.*

**16**

*New rare plants protected! With funding from the California Biodiversity Initiative, seeds from 16 kinds of rare plants that had never been seed banked anywhere before were added to the Garden's Conservation Seed Bank.*

**354**

*Acres restored at Burton Mesa.*

**77**

*Weed populations treated.*

**3**

*Rare subspecies of Dudleya protected! Our biodiversity team completed status assessments and collected tissue samples to inform recovery efforts.*



*Castilleja mollis*  
Castilleja mollis seed as viewed through a microscope.



Garden staff planting rare *Sanicula maritima*.





Grounds Manager Stephanie Raney Photo: Taylor Keefer

You tended  
**78**  
acres  
*of flourishing collections*

Your support tended all 78-acres of our beloved Garden, a true living museum. You helped our gardeners work year-round to ensure the Garden is well-tended and full of exciting seasonal highlights to inspire Garden guests.



Botany Technician Isabel Rivera waters seedlings in the Living Collections Nursery. Photo: Kristen Lehman

## Together we...

- Nurtured the future by **growing** 12,000 native plants for Garden displays, nursery sales, and conservation projects throughout the Central Coast, and **sowing** >25 lbs of wildflower seeds throughout the Garden. 14 lbs of poppies were sown into the Meadow alone!
- Found good homes for 6,750 native plants adopted through our Nursery.
- Inspired curiosity with 155 new plant labels and 60+ educational signs.

## You made it possible to celebrate 5 years of the Pritzlaff Conservation Center!

Thanks to community support, we opened the innovative Pritzlaff Conservation Center in 2016. Our conservation and research impact has skyrocketed over the past five years as a result of the PCC's state-of-the-art labs, Herbarium, and Conservation Seed Bank.



Pritzlaff Conservation Center Ribbon Cutting Celebration, 2016. Photo: Kristen Hehnke

	Prior to the PCC	Today	% Growth
Conservation Staff	5	13	160%
Seeds Banked	174,331	1,250,500	617%
Herbarium Specimens	135,000	191,153	42%
Total DNA Extractions	0	4459	N/A
Conservation Funding	\$197,820	\$897,174	354%



## You nurtured tomorrow's conservation leaders!

Despite the social distance, you helped the Garden inspire young minds and tend the next generation of botanists, horticulturalists, scientists, environmental educators, and even conservation voters!

- 9,500+ Youth and student Garden visits
- 540 Student tour participants
- 227 University class admissions
- 8 Students professionally mentored
- 211 attendees at our 2020 Conservation Symposium "Children in Nature: Prescription for a Healthy Planet"



Masked Guests enjoy a Garden walk during the pandemic. Photo: Greg Trainor



Nature Journalers meet via Zoom to discuss their latest works.

## You brought the Garden Home!

Through our *Garden at Home* program, Virtual Visitors could enjoy the Garden from the comfort of their couches, backyards, and offices nationwide. Virtual offerings included online classes, lectures, videos, and even our iconic Meadow available 24 hours a day via our MeadowCam Livestream. You can explore the Garden from home too at [sbbg.org/athome](http://sbbg.org/athome).

**128,273** Virtual Visitors  
**32,745** Social Followers  
**63** Classes Held  
**854** Class Participants

## You are part of a growing community...

**4,661** Member Households\*  
**1,400** New Members  
**55,225** Garden Visitors  
**1,105** Donors & Partners  
**275** Dedicated Volunteers

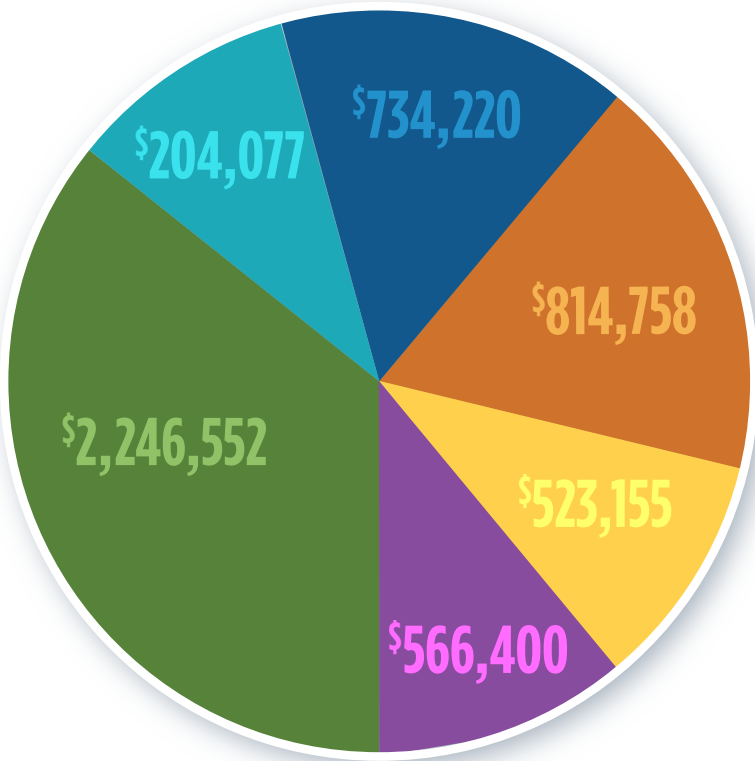
\*as of June 2021

## You supported a thriving Garden in a time of need!

Providing a connection to nature is **ESSENTIAL BUSINESS**. Though we temporarily closed our Garden gates last March due to California's Shelter at Home Order, by May we were once again serving our community's essential need for time in nature.

MARCH 2020	APRIL 2020	MAY 2020	JUNE 2020	JULY 2020	AUGUST 2020
<ul style="list-style-type: none"> <li><b>March 20th</b> Closed doors</li> <li><b>March 21st</b> Beer Garden would have been this day</li> </ul>	<ul style="list-style-type: none"> <li><b>April 24th</b> Declared an Essential Business by the City of Santa Barbara</li> </ul>	<ul style="list-style-type: none"> <li><b>May 25th</b> Volunteers returned to work as Garden Hosts assisting Guests</li> <li><b>May 25th</b> Reopened to Members</li> </ul>	<ul style="list-style-type: none"> <li><b>June 5th</b> Garden commits to be an anti-racist institution and founds Justice, Equity, Diversity, and Inclusion working group</li> <li><b>June 8th</b> Partnership with Cottage Health helped us prepare for a safe reopening</li> </ul>	<ul style="list-style-type: none"> <li><b>July 10th</b> Reopened to the Public</li> </ul>	<ul style="list-style-type: none"> <li><b>August 10th</b> Garden named a "Hospitality Hero" by Visit Santa Barbara</li> </ul>

# 2020 REVENUE AND EXPENSES



## Revenue and Support

- Contributions and Memberships
- Program and Other Revenue
- Investments and Fees
- Government Contracts
- Visitor Program
- PPP Funding



## Program Expenses

- Science and Conservation
- Garden Operations
- Horticulture, Collections and Facilities
- Education Program
- Core Mission Support  
\$1,439,016

*Includes administration, finance, development and membership, communications, human resources, IT/technology, maintenance, and utilities.*