



Santa Barbara
Botanic Garden

SBBotanicGarden.org/100years

Our Next
100 Years
TOGETHER

From a Destination to a Movement

For nearly 100 years, Santa Barbara Botanic Garden has explored the deep connection between plants and people. We know native plants are the foundation of healthy ecosystems and offer real solutions to some of our greatest environmental challenges.

This is why we've developed a plan to inspire and empower everyone to plant with purpose, ensuring our landscapes are equally as beautiful as they are beneficial to our communities.



Why Us? Why Now?

The Garden has always been a place of inspiration, science, and impact. We are the first botanic garden in the U.S. dedicated solely to native plants, and from there we've built scientific expertise and trusted partnerships. **We know native plants can mitigate the impacts of climate change** — sequestering carbon, reducing the heat island effect, improving air and water quality — while also providing critical habitat for the many smaller forms of life that ensure ecological systems continue to function. So, as the world stands at a critical crossroads — with climate change accelerating, water becoming scarcer, fires growing more catastrophic, and more species coming under threat of extinction — **the Garden will take on these complex problems that demand urgent and decisive action.** Given that native plants are a powerful, accessible, and cost-effective solution to these issues, we are uniquely equipped to meet this moment.

We will continue to lead our community with impactful conservation, targeted advocacy, policy-driven research, and education that empowers every individual. Our expertise is critical in driving solutions that are good for plants, people, and the diversity of life. And we will amplify these efforts, to bring even more science-backed opportunities to our community and beyond.

The Garden is a rare common ground where science and beauty inspire action and reconnection with nature and one another. We've cultivated this. **As a statewide research organization, living laboratory, and vital community resource, we're ready to grow our impact.**



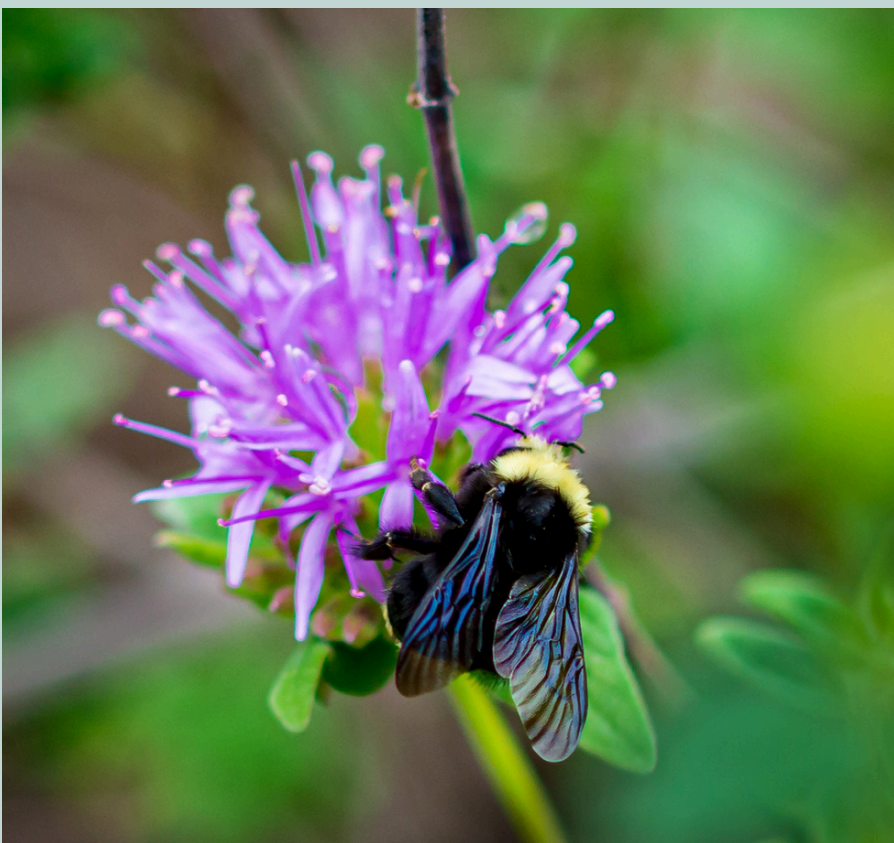
Investing in Our Future

The Garden's 100-year milestone launches our \$30 million Centennial Campaign. We see it as a moment of celebration but also a time of transformation. **It's a reaffirmation of hope, action, and the power of native plants.** Even further, it is an investment in a more resilient future for all. We are not starting from scratch — we are scaling what we know works.

- Programs that extend the Garden's **reach into home, school, and community landscapes** so that everyone can be inspired to use more native plants
- A destination that is **more accessible, inclusive, and future-ready** so that we can continue to ensure the Garden is a first stop for building a relationship with native plants
- A **stronger endowment** to sustain the Garden's work for the next 100 years

This campaign is a pledge to the lasting resilience of our ecosystems, our communities, and the world we leave behind.

The urgency is real. The solutions are growing here. And with your support, our future will be rooted by native plants.



Connected Communities | \$10 Million

To make lasting change, we must meet people where they are, throughout our region, at home, in schools, and online. This investment will allow us to create demonstration gardens across our county, expand youth programs, train professionals, and share more of our research and knowledge with the world. Together, we'll build a community that's ready to protect and restore native plants everywhere.

Rooted in Place | \$10 Million

A renewed visitor center, along with improved and accessible pathways, will allow us to welcome broader audiences and help them understand the vital role native plants play in supporting the health and well-being of all life. A remodel (rather than removal) of our existing Garden Shop building into a Visitors' Center will honor our history while providing the most cost-effective and time-efficient way to meet the needs of today's guests and staff. The investment in accessibility will open new spaces for learning and exploration, creating moments of wonder that shift perspectives, inspire action, and deepen the lasting connection between people and native plants.

A Legacy for the Future | \$10 Million

Native plants are essential to healthy communities, and so is the long-term support needed to protect them. By strengthening our endowment, we will secure lasting resources for research, education, advocacy, and conservation leadership. This campaign provides immediate investment while also growing the endowment for the future through gifts made via wills, trusts, and estates. Together, we will ensure the Garden's mission and the native plants we protect continue to thrive for generations to come.

Rooted in Purpose | Leading the Next Chapter

Nearly a century ago, a seed was planted, and generations have helped grow that into a native plant movement. We are beyond proud of what we've built together. But, as California faces growing environmental challenges, it is clear the work must continue. We're ready and we're leading with impact — through our trusted partnerships, ever-growing base of knowledge, and unwavering commitment to conservation.

**The time is now to join the movement.
The future starts with you!**



so we help plants
so plants help us

1212 Mission Canyon Road
Santa Barbara, CA 93105
805.682.4726 | SBBotanicGarden.org/100years