

A Message from the Executive Director



In 2019, the Delaware Center for Horticulture (DCH) focused on strengthening many of the things we do best. We completed a number of community-led greening projects, including newly-landscaped medians on Lovering Avenue, neighborhood park cleanups and “clean and green” projects, and continued to strengthen the curriculum and training for the Branches to Chances program. We expanded Arbor Day programs to include high school students in service and mentorship roles for elementary grades, which helped us reach more students overall. And to guide our future work, we spent the summer analyzing the impact of our greening work, identifying the distribution of projects and DCH landscapes, and determining where we can do a better job (in places where our work is most needed). You’ll see the results of this analysis reflected in our strategy for future impact – expanding our efforts in areas with lower tree canopy, selecting sites that have more neighborhood impact, and quantifying the benefits of our work in terms of cleaner air and water. We can’t do this work ourselves, so public engagement and stewardship are priorities that continue to drive our programs, events, and outreach. On behalf of DCH’s Board of Directors and staff, thank you for your continued support as we work to deliver the impactful greening and education programs in ways that make a positive difference to the communities we serve.

Sincerely,

MEASURING OUR IMPACT: Public Landscapes



In the summer of 2019, DCH’s Public Greening Intern Cameron Sweisthal conducted a comprehensive site inventory for all of DCH’s public landscapes, which give small businesses and corporate partners the opportunity to sponsor a public-facing roadside, median, or open space location in New Castle County. It was the first time DCH was able to run a comprehensive analysis on the overall effect of this impactful public greening program. The inventory not only served to assess what plants were at each site and to collect usable statistics on site performance and composition but also to inform better management practices.

The data collected included sponsor name, neighborhood location, size, physical description, soil profile, sun exposure, water usage, and plant species. The profile information was then analyzed using iTree software, which projects the long-term greenhouse

gas mitigation, air quality improvements, and storm water interception from the various plants and trees at each location. Through this project, DCH has a comprehensive data store that quantifies DCH’s 27 public landscapes, its 117,972 square feet in bed space, 64 unique families of plants, 187 unique species, 106 native species, and 362 trees. Most remarkably, we now know more than 176,000 vehicles drive by 11 of our sites every day, and trees in our public landscapes will save the city over \$1 million in the next 50 years.

Program Funders

2018-19

ABHA Architects
ACME Markets Store Support Center
American Forests
Apex Engineering Incorporated
Bancroft Construction Company
Bank of America
Bartlett Tree Experts
BHA Foundation Fund
Brandywine Zoo
Capano Management Company
Capital One
Chanticleer Foundation
City of Wilmington
Comenity Bank
Corteva Agriscience
Cover & Rossiter
Crystal Trust
Curran Foundation
Delaware Community Foundation
Delaware Department of Natural Resources
& Environ. Control
Delaware Department of Transportation
Delaware Division of Small Business
Delaware Housing Opportunity Fund Initiative
DeWees Investment Consulting Group
of Wells Fargo Advisors
DiSabatino Construction Company
Draper and Kramer Mortgage Corporation
E.I. DuPont de Nemours & Co.
Ellason Downs Perpetual Charitable Trust
Ellice & Rosa McDonald Foundation
Gannett Foundation
Garden Club of Wilmington
Gateway Garden Center, Inc.
Garden Gate Garden Club
Glenmede Trust Company, NA
Gordon, Fournaris, & Mammarella, P.A.
Greater Washington Community Foundation
GreenWatch Institute

2019 GREENING PROGRAMS

Community Forestry

Through the coordinated efforts of our Community Forester and a multitude of corporate, government, and nonprofit partners and individuals, DCH was able to plant 323 trees throughout Delaware in 2019 and reach more than 600 children in those efforts. Most notable was the expansion of our Arbor Day program from two schools at one location on one day to six schools at three locations over three days, which allowed for a three-fold increase of students and student leaders to receive this science-based curriculum outdoors in New Castle County parks.

Urban Farm

The E. D. Robinson Urban Farm at 12th and Brandywine held its 2nd Annual Urban Farm Food Festival and Wellness Day in August, bringing local vendors, nonprofit partners, live music, and city leaders to the 11th Street Bridge neighborhood. This year's event concluded with the presentation of the memorial sign in honor of Eric D. Robinson, the late Wilmington City Councilman and founding member of the Urban Farm.

Branches to Chances

Graduating our 83rd trainee from the Branches to Chances: A Return to Work program, the 2019 program included new partnerships, including that with JPMorgan Chase and American Forests. The partnership provided additional funding to include a significantly expanded focus on urban forestry skills during the training program and the post-graduation employment period for the trainees hired by DCH. All of the graduates successfully secured employment at the conclusion of the program, creating a strong foundation for a bright future. Special thanks to James Elliott, DTCC student and international president of Phi Theta Kappa Honor Society, for his inspirational message to program graduates at our spring ceremony.



Community Forestry



Urban Farm



Branches to Chances

HIGHLIGHTS

Community Gardens

Under the direct supervision of our Youth and Community Gardens Coordinator and our 2019 Public Ally apprentice, the community garden space at the E. D. Robinson Urban Farm at 12th & Brandywine was renovated with new raised garden beds for the community. The overhaul engaged volunteers, who helped construct the beds, and local art students, who painted them in an eye-catching yellow and decorated them with playful garden characters.

Membership

During the spring and summer of 2019, Membership and Advancement staff launched a community survey and 3 follow-up community engagement sessions to gather information and assess the needs of DCH members and would-be members. With more than 400 responses to the survey and incredibly successful in-person community sessions, staff developed recommendations for the launch of the new Membership Program in FY2020.

Volunteers

As one of DCH's most vital assets in spreading our mission and our work, our volunteer program engaged 373 unique volunteers throughout the year for a total of 3,660 hours across all departments of the organization. With 45 total volunteer opportunities, DCH engaged community members and corporate partners to help with tree plantings, grounds maintenance, the gardening program at Baylor Women's Correctional Institution, seasonal event support, Rare Plant Auction, the Secret Garden, children's programming, community gardens, and more.

Program Funders

2018-19 cont.

Hardy Plant Society
Janssen's Market
Jewish Family Services of Delaware, Inc.
JP Morgan Chase
Kennett Pike Association
Kingswood Community Center, Inc.
Laffey McHugh Foundation
Longwood Gardens
Longwood Foundation
M&T Bank
Marmot Foundation
Mt. Cuba Center
Nathan M. Clark Foundation
New Castle County
Nor' Easter Foundation
Old Brandywine Village Revit. Project
Patterson Schwartz Real Estate
Pettinaro Management
Piccolina Toscana
Property Stabilization, Inc.
Rockford Woodlawn Fund Inc.
Rodney Square Conservancy
State of Delaware
Stephano Slack, LLC
TD Bank - Market St. Downtown
The Arbor Day Foundation
The Christmas Shop Foundation
The Huisking Foundation, Inc.
The Kennett Pike Association
The Nature Conservancy in Delaware
The Starrett Foundation
Todmorden Foundation
Williams Humphrey & Company
Wilmington Flower Market
Wilmington Parks Trust Fund Commission
Wilmington Trust
Woodlawn Trustees, Inc.
WSFS Bank

www.thedch.org



Community Gardens



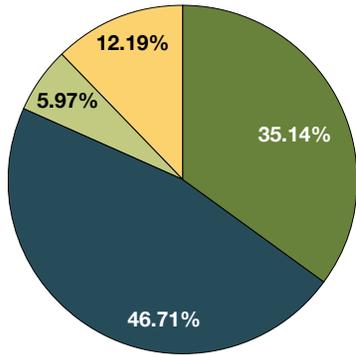
Membership



Volunteers



FY 2019 FINANCIALS

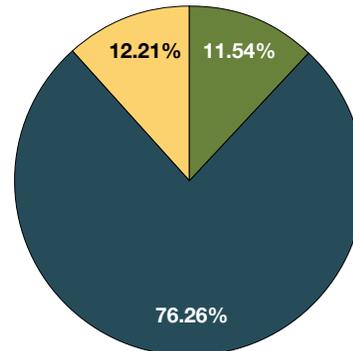


PUBLIC SUPPORT AND REVENUE

\$1,329,352

October 1, 2018 - September 30, 2019

- Contributions & Grants - \$620,957
- Program Service - \$467,070
- Other - \$162,023
- Fundraising Events - \$79,302



OPERATING EXPENSES

\$1,473,486

October 1, 2018 - September 30, 2019

- Program Services - \$1,123,615
- Fundraising Expenses - \$179,863
- Administration & Management - \$170,008

For more information, please visit our profile at www.guidestar.org/profile/51-0252857.

MEASURING OUR IMPACT: Public Landscapes cont.



This project is the first step in a deeper analysis of our path forward with our Public Landscapes program, which will include additional soil sampling and profile tests, a social study on pedestrian traffic walking by the landscapes, and an investigation of plants in our landscapes that act as host species for other organisms, among others.

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