

STATEMENT of **OPERATIONS**

July 2013-June 2014

July 2012-June 2013

REVENUE

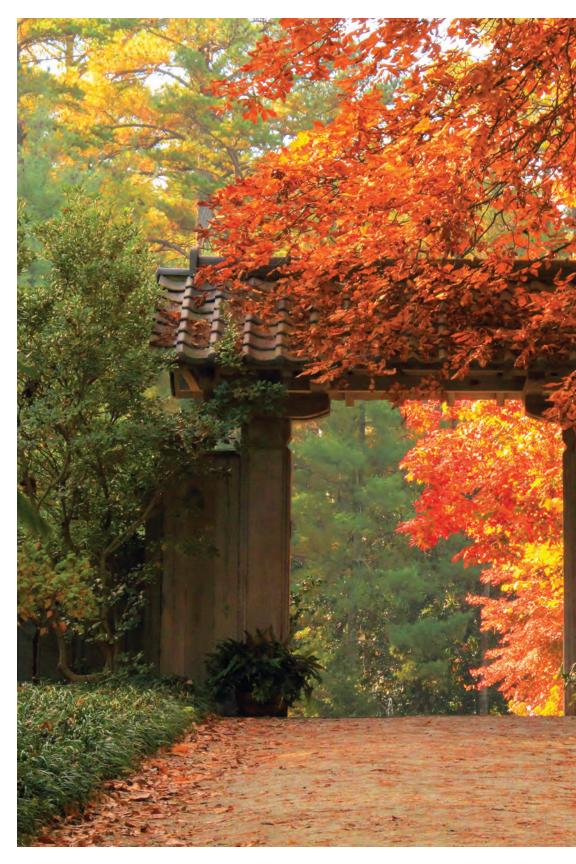
Earned Income		
Facility Rentals	\$288,679	\$330,999
Endowment Income		537,152
Programs & Special Events		125,645
Total Earne	ed Income: \$998,147	\$993,796
Contributed Income		
Duke University Allocation	\$1,113,820	\$1,059,290
Other University Support		337,755
Annual Fund		497,415
Foundations		32,000
Other Projects and Programs		160,850
Transferred in from Prior Years		
Total Contributed Income: \$2,634,269		\$2,087,310
Total F	Revenue: \$3,632,416	\$3,081,106
	Revenue: \$3,632,416	\$3,081,106
EXPENSE		
EXPENSE Salaries & Fringe Benefits	\$1,704,856	\$3,081,106 \$1,620,488 383,672
EXPENSE Salaries & Fringe Benefits Horticultural Operations	\$1,704,856 	\$1,620,488
EXPENSE Salaries & Fringe Benefits Horticultural Operations Programs and Special Events	\$1,704,856 	\$1,620,488 383,672
EXPENSE Salaries & Fringe Benefits Horticultural Operations Programs and Special Events Marketing and PR	\$1,704,856 	\$1,620,488 383,672 157,255
EXPENSE Salaries & Fringe Benefits Horticultural Operations Programs and Special Events	\$1,704,856 	\$1,620,488 383,672 157,255 48,371
EXPENSE Salaries & Fringe Benefits Horticultural Operations Programs and Special Events Marketing and PR Development	\$1,704,856 	\$1,620,488 383,672 157,255 48,371 88,079
EXPENSE Salaries & Fringe Benefits Horticultural Operations Programs and Special Events Marketing and PR Development Administration	\$1,704,856 	\$1,620,488 383,672 157,255 48,371 88,079 225,145
EXPENSE Salaries & Fringe Benefits Horticultural Operations Programs and Special Events Marketing and PR Development Administration Occupancy	\$1,704,856 	\$1,620,488 383,672 157,255 48,371 88,079 225,145 337,755

FUNDRAISING

Current Operations (unrestricted)\$514,573	\$496,451
Capital projects (temporarily restricted)	1,161,320
Endowment (permanently restricted)2,384,801	1,801,668

Total: \$5,043,748 \$3,459,439

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Duke Gardens was named among the nation's "insanely beautiful public gardens" by The Huffington Post.

STRATEGIC PLAN GOAL: BE RECOGNIZED AS ONE OF THE BEST PUBLIC GARDENS IN AMERICA

from the **EXECUTIVE DIRECTOR**



Each year Duke Gardens continues to thrive and better serve the increasingly large and diverse audience that is attracted to its inspiring beauty...and 2014 was a particularly good year.

Programmatically, we had many successes, including: a lecture in partnership with the Nicholas School of the Environment on the natural history of the ginkgo, by Sir Peter Crane, the former director of the Royal Botanic Gardens, Kew; an exciting first-time exhibit featuring art inspired by the Blomquist

Garden; the hiring of two part-time education program assistants due to the continued success of our children's education program; events specifically for Duke students, including a swing dance and a food truck rodeo; and, throughout the year, our highly successful series of 75th Anniversary events.

In the Gardens we added significant collections of Chinese tree peonies, hellebores and trilliums. Major projects were begun to expand the Japanese Garden and construct a new bridge and recirculating stream in the Blomquist Garden. And the Gardens' plants and features can now be mapped digitally, greatly improving our capacity for collections management.

Financially we had a banner year, with our Annual Fund reaching \$500,000 and our overall fundraising exceeding \$5,000,000 for the first time ever. We are deeply grateful to all the Duke Alumni and other Friends of Duke Gardens who contribute so generously to make such success possible. Thank you!

In the following pages you will read more about our activities of the past year and how they help us achieve the goals of our Strategic Plan, the overarching objectives of which are:

- •Be recognized as one of the best public gardens in America.
- •Enrich the Gardens experience for visitors.
- •Enhance the Duke student experience.
- •Develop resources and manage operations for long-term financial strength.
- •Embody environmental sustainability throughout Gardens operations.

It is an exciting time for Duke Gardens. The efforts of our staff, volunteers and board of advisors – and the support of all who donate time, talent or treasure in furtherance of our mission – cannot be overstated. They, and friends like you, make this all possible.

As always, thank you for your support of Duke Gardens and Duke University. I hope to see you here soon.

Sincerely,

William M. LeFevre | Executive Director

from the BOARD OF ADVISORS



Dear Friends,

On May 2, 2014, we celebrated the 75th Anniversary of Sarah P. Duke Gardens with a completely magical event. We began with cocktails on the Terraces at sunset and continued with a gala dinner and dancing under the stars. If you've been to the Gardens recently, you know we have much to celebrate. The past few years have seen many stunning enhancements to our physical space. We have also had extraordinary enhancements in

our programming to serve the public and ensure that we foster in future generations a continuing understanding and love of the natural world generally and of gardens in particular.

In old photos of the 1939 dedication of the Terraces, the bones of the lovely space designed by Ellen Shipman are visible and the crowd of visitors, standing a little awkwardly among the hardscape and the sparse plantings, makes it clear that there was great excitement about this elegant new development. But those folks could have had no idea of the richness that would exist here 75 years later. I can't help comparing those old images with my recollection of how the Terraces looked on that May evening, floating in rose and silver, or yesterday afternoon, when the beds were bursting with the energy of late summer reds, yellows and oranges. At 75, Duke Gardens is mature and abundant. Every vista offers pleasing juxtapositions of color, form and texture, light and shade, water and stone, leaf and grass. It is a triumph of design, of nurture, of unstinting support.

Each time I visit I am struck by the many ways we use this wonderful gift in our midst: taking the family for a walk, entertaining guests from out of town, lunching with a colleague, studying, flirting, taking some photos, getting a tan, bird-watching, taking a school field trip, gathering inspiration for our own gardens. It makes me reflect on what Duke Gardens will be like 75 years from now. Visitors to the Gardens only continue to grow in numbers. How will we manage that increase, and how will we serve their interests in 2089? Will we be as successful as stewards as our predecessors were in the past 75 years? Let's pause, in our year of celebration, to rededicate ourselves to that.

With my thanks for your support,

Cindy

Cynthia Brodhead, Board of Advisors Chair

Duke Gardens hosted the National Public Gardens Association's annual Board of Directors meeting and dinner in fall 2013.

STRATEGIC PLAN GOAL: BE RECOGNIZED AS ONE OF THE BEST PUBLIC GARDENS IN AMERICA







IN THE GARDENS





4,304 PLANT TAXA IN DUKE GARDENS

FACING PAGE: Helleborus x hybridus "Double Strain" in the Woodland Garden.

> ABOVE: Echinacea purpurea.

PG. 6-7, clockwise from left: Allium 'Ambassador'; Tennessee coneflower (Echinacea tennesseensis); Canadian Burnet (Sanguisorba canadensis)

PG.2-3: Kawaramon (Tile Roof Gate) in the Asiatic Arboretum.

> TABLE OF CONTENTS PHOTO: Great blue heron (Ardea Herodias) in the Asiatic Arboretum.

A cool, soggy summer and a frigid and snowy winter made for some horticultural challenges this year, from waterlogged perennials to icy buds and lightning-struck trees. But the weather did not hinder the many exciting projects taking shape throughout the Gardens, from the restoration of the historic pergola to the forthcoming Japanese and Chinese gardens, a new Hellebore Collection in the Woodland Garden, and a bridge and recirculating stream in the Blomquist Garden. We hope you enjoy reading about these projects and more.

Historic Gardens

The historic Terrace Gardens are undergoing a dramatic transformation, from landscape improvements to the restoration of the iconic pergola. In June, we removed the Chinese wisteria that had woven its way through the metal pergola, harming the structure and severely diminishing its own blooming capacity. The native wisteria we will plant in its place will take several years to fully mature.

We also removed the overpowering 'Duke Gardens' plum yews to recapture the space in front of the pergola and to reveal the views into the terrace beds. New 'Duke Gardens' plum yew propagated off of the original plants will be planted elsewhere in the gardens.

The cold aided the bulb display by providing adequate chilling hours and concentrating the bloom period. We planted more than 44,000





bulbs last fall, not only in the main terrace but also in side beds and in the rock garden, where heirloom daffodils commemorated the Gardens' 75th anniversary.

The new wisteria to be planted at the iconic pergola will be a native species rather than the original invasive Chinese wisteria.

Nearby, the Wilder Bench project overlooking the South Lawn is complete. This bench sits adjacent to the path that connects the Terrace Gardens to the President's Bridge. The Duke stone path was in poor condition, with many loose stones that had become tripping hazards, and its slope far exceeded the standard 5 percent. We rebuilt it to provide greater accessibility, and we also added handrails along the new steps. The adjoining camellia garden is now barrier-free, with no steps. We thank the late Dr. and Mrs. Pelham Wilder Jr. for their generous donation that made these improvements possible.

We also spent a lot of time in the Mary Duke Biddle Rose Garden this winterusing our evaluation data to determine which roses to replace. We started with 140 potentially disease-free rose cultivars and pared down to around 100 reliable varieties that have proven themselves worthy of this chemical-free garden.

Culberson Asiatic Arboretum

The single most significant one-time addition of plants to the Arboretum occurred late in 2013, with the planting of 140 mature Chinese tree peonies. The peonies were a gift from Nelson and Jane Hsu of



410 PLANTS ACCESSIONED in FY'14

FROM LEFT: Christmas fern (Polustichum acrostichoides)

in the Woodland Garden; the Wilder Bench in the Historic Gardens; Ginkgo biloba 'Golden Colonnade' in the Culberson Asiatic Arboretum. Germantown, Md. Prior to this donation, the Hsus had no previous ties to Duke Gardens. The story of how they came to make this gift of beauty appeared in the 2013 issue of Flora magazine. The majority of the collection was sited around an open turf area between the red bridge and Kathleen Smith Moss Garden. A new path was added through the space connecting the main trail above the pond to the stone path affectionately known as Molly's path – so named for donor Molly Simes. This new path was made possible by Molly's generosity.

Construction on the new Japanese-style garden began this spring. The landscape architect for the project is Sada Uchiyama, curator of the Portland Japanese Garden. The garden is slated for completion in 2015 and will include a recirculating stream and a small pergola, among other features.

Progress on a planned Chinese-style garden continues. The Gardens has hired Mahan Rykiel Associates Inc. of Baltimore to develop a conceptual

Visitors are enjoying a new Chinese Tree Peony Collection in the Asiatic Arboretum, a gift from Jane and Nelson Hsu.

> plan. Rykiel associate principal Gu Peng, the landscape architect who will lead the design efforts, is a native of Beijing. Funding for the design work was provided by the Gardens and Sister Cities of Durham.

> The Garden of Japanese irises given in memory of Dr. Wayne Rundles by his wife Margo in 1990 was among the very first projects supporting

the growth of the new Asiatic Arboretum. Last year Margo passed away, and in her memory daughter Martha and other family members provided funds to refurbish the iris garden. Additional boulders, a new stone footbridge and more irises highlight the improvements made this spring. Paths through the space will also be improved, and a new dry stone creek feature will be added.

Doris Duke Center Gardens

The Woodland Garden has an exciting new Hellebore Collection, thanks to a gracious donation in memory of Tom Ellis and Adam Fowler from the Duke Engineering class of 1984. Commonly known as "Lenten rose" or "Christmas rose," but not related to roses, *Hellebores* are a shade-loving evergreen perennial that grows well in this area. There are about 20 or more species, primarily native to Eastern Europe, the Balkans and western China. Most collections of this plant genus are personal collections in the U.S., and there are few extensive collections among botanical gardens. We began by planting 12 species, as well as many hybrids, and we plan to collect all that will grow in this area. We intend for this Hellebore Collection to become the preeminent one to see among American botanical gardens.

The Charlotte Brody Discovery Garden features a beautiful new herb garden, which helps visitors better understand how to grow herbs and enriches our produce donations to local hunger relief organizations. The herb garden takes advantage of the slope and sun exposure on FACING PAGE: Foxglove (*Digitalis* 'Dalmation Purple').

Artful stone swales collect water and direct it into the temporal stream and ultimately to the rain garden.

STRATEGIC PLAN GOAL: EMBODY ENVIRONMENTAL SUSTAINABILITY THROUGHOUT GARDENS OPERATIONS

the north edge of the Discovery Garden. The slope also demanded that surface water flow be addressed. We met this challenge by installing a network of artful stone swales along the edges of the paths, not only in the herb garden but also along the main path. These swales collect water and direct it into the temporal stream and ultimately to the rain garden.

Visitors entering Duke Gardens now have a more scenic welcome, with enhanced plantings along Anderson Street and an exciting blend of tropical style annuals and perennials in the entry bed.









Blomquist Garden of Native Plants

The Blomquist Bridge and Stream Project continued this year, with construction beginning on a new bridge to replace the original one built in 1974, which spanned a 30-foot wide drainage ravine. When complete, the new bridge will cross over a recirculating stream that's also under construction. The stream will greatly enhance the visitor experience, creating a magnetic sight and sound of running water through the woods. It will also be a design anchor for a series of planting enhancements along the main path between the entry gatehouse and the Blomquist Pavilion. John McNabb (T'66) and Darlene McNabb generously funded the project, which we hope to finish in spring 2015.

The family of former Gardens Board of Advisors member Marcia Angle has generously funded a new project in her honor. The future Blomquist Meadow is in design, and construction should follow in 2015.

We worked with Duke Facilities Management this year to refine the appearance of the garden edge that borders the Blomquist Garden, Flowers Drive and the Admissions Office. This is often one of the first views of the campus that prospective students and their parents see, so we wanted to improve this first impression.

The *Trillium* collection was completed in late 2013. It is home to more than 20 of our native *Trillium* species (one of our core collections) and is a showcase for this group of charismatic woodland wildflowers. Two interpretive signs were recently added to the collection to help visitors fully appreciate this genus' fascinating natural history.

FROM LEFT:

The historic pergola with wisteria temporarily removed; working on cedar handrails for the Blomquist Garden of Native Plants; Christmas fern (*Polystichum acrostichoides*) and a rainbow in the Blomquist Garden.

PG. 16-17. clockwise from left: the Mary Duke Biddle Rose Garden; *Colosia spicata* 'Pink Flamingo Feather' in the Doris Duke Center Gardens; American beautyberry (*Callicarpa americana*) in the Blomquist Garden.



We also added a new interpretive sign for visitors to learn more about the native frogs and toads that live in the Millstone Pond and the region. The sign provides an opportunity for users to scan a QR code with their smartphone to hear the unique vocalizations of each species. So farit's been a big hit.

The Blomquist signage improvement project provides visitors with a greater depth of information than

ever before.

These signs are part of a wider project that also includes new signage in the Church Endangered Species Collection, the Wildlife Garden, the Blomquist Meadow and the information kiosk. By utilizing larger and more vibrant photos along with web-interactive icons, detailed maps and sign usage tracking technology, we're providing visitors with a greater depth of information than ever before.

Behind the scenes

Beth Hall, our Paul J. Kramer plant collections manager, has developed a new computer mapping program. Simply using an iPad and a connection to the university's mapping network, we now have the capability to map anything in the Gardens, including plants, benches, buildings, bridges, infrastructure and irrigation. We hope to be able to share some of these maps online soon.

We hope you'll have a chance to visit the Gardens and enjoy all of the improvements that your support makes possible. We thank you for helping us to serve the Duke and Durham community and visitors from afar for the last 75 years. And we look forward to working together to keep sharing the Gardens' beauty for the next 75 years.

We pared the rose selection in the Mary Duke Biddle Rose Garden down to around 100 reliable varieties that have proven themselves worthy of this chemical-free garden.

STRATEGIC PLAN GOAL: EMBODY ENVIRONMENTAL SUSTAINABILITY THROUGHOUT GARDENS OPERATIONS









GARDENS OUTREACH





Our 75th anniversary year brought exciting new programs and enhancements to the Gardens' offerings for the Duke community and the public, from a lecture by an internationally renowned botanist to an art exhibit, a swing dance for Duke students, an expanded Garden Ambassador program, improvements to the Doris Duke Center, and a souvenir photo book. Our 5-year Strategic Plan guided us well as we came up with improved ways to serve the public. We hope you enjoy reading about these developments in the following pages.

Serving Visitors

The Garden Ambassador program has been so well received by visitors that we expanded it again this year. The program features volunteers greeting visitors at strategic locations to offer assistance and information. We now have ambassadors at the Gothic Gate, and in the Charlotte Brody Discovery Garden, the Blomquist Garden and the Japanese Pavilion, for a combined total of 73 hours weekly. The ambassadors wear green vests with the Duke Gardens logo, so they are easily spotted, and they carry totes containing maps and other helpful materials.

Duke students and others seeking Wi-Fi connectivity in the Gardens now have a greater range of locations where they may relax and use their computers, including throughout the Terrace Gardens and the Hanes Lawn. Plans are also in place to build an amphitheater in the Hanes Lawn area in the coming year, which we anticipate will be a popular





new studying spot. We love welcoming students to the Gardens, and we anticipate we'll see more of them with these new features.

We introduced regularly scheduled trolley tours this spring, and tour registrations continue to increase. This year we scheduled 70 tours for a total of 1,719 people. We expect to expand the regular tours to include both trolley and walking options to serve even more people in FY'15.

The Garden Ambassador program has been so well received by visitors that we expanded it again this year.

STRATEGIC PLAN GOAL: ENRICH THE GARDENS EXPERIENCE FOR VISITORS

The Gardens staff gathered for a full-day retreat in February to consider how we may better serve the general public and the university community. The retreat was extremely productive and provided clarity in the ways that each of us can improve visitors' experiences. One substantial outcome was the decision to create a new part-time Visitor Service Coordinator position. Kathy Claspell joined us as coordinator at the start of FY'15, having impressed us with her substantial customer service experience and her service as a Duke Gardens volunteer. We look forward to sharing more FY'15 developments from this retreat in next year's annual report.

Programs for Children and Families

Our capacity to serve schools expanded with the addition of two program assistants, Hope Wilder and BJ Boyarsky. Hope and BJ had worked with



1,719 PEOPLE TOOK GARDEN TOURS

FROM LEFT:

Students perform Shakespeare in the Terrace Gardens; learning about soil; volunteer docent Andy Wheeler leads a Gardens tour.

> PG. 18-19, FROM LEFT: Learning about lettuce in Nature for Seedlings; inspecting a seed pod in the Micro Mystery program.

us previously, and we were pleased to have them add a fresh perspective and new ideas to the school programs. One exciting development was an increase in the number of home-school families signing up for family programs. We surveyed these parents and developed a new slate of home-school programs to begin in FY'15.

"Double Exposure: Connecting Science and Art at Duke Gardens and Nasher Museum" continued this year, a collaboration between Duke Gardens, Nasher Museum of Art and Durham Public Schools' second grade classrooms. The full-day field trip focuses on skills of artists and scientists. Programs are aligned with the new Education Common Core and North Carolina Standard and Extended Course of Study. We thank Carson and Jeff Howard (T'76) and their family for generously paying the costs for the program and bus transportation. In all, we offered 116 school programs this fiscal year, serving 3,829 children.

Plans are in place to build an amphitheater in the Hanes Lawn area in the coming year, which we anticipate will be a popular new studying spot.

> We also revamped our drop-in offerings, bringing the Nature Ranger Cart to the Gothic Gate and a new Exploration Station to the Charlotte Brody Discovery Garden each Saturday in April and May, with family activities, experiments and information. And we joined forces with the national Project Budburst program, encouraging visitors to become citizen scientists and gather information about 10 native plants to send to the Plant Phenology Network to assist scientists studying climate change.





Adult Programs

Duke Gardens hosted its first exhibit this year, "Art & Nature: artwork inspired by the Blomquist Garden of Native Plants." It was a great success, with 20 artists exhibiting 34 works of art. The 3-day event took almost a year to plan, and we estimate attendance at more than 500 people. You can still see it online at *http://dukegardens.viewbook.com/album/art-nature-exhibit*. Encouraged by the enthusiastic response from artists and attendees alike, we're already working on the next "Art & Nature" exhibit.

Another exciting initiative is our Farm to Fork Dinners, a collaboration with area chefs and the experts at Wine Authorities. Two sustainable dinners this spring, in the Discovery Garden and on the Piva Terrace, drew a combined total of 84 people. We'll offer more in the coming year.

Our first Food Truck Rodeo and free swing dance for students drew enthusiastic crowds.

We partnered with The Nicholas School of the Environment to present renowned botanist Peter Crane for a fascinating lecture about the gingko. And famed wildlife photographer Robert Llewellyn captivated his audience with his presentation, "An Extraordinary View of Plants." Llewellyn's dinner afterward with Mary D.B.T. Semans Society members – one of several new members-only offerings this year – was also a success, and we have more exclusive offerings in store for members in the coming year.

A free swing dance for students, featuring Duke University music professor John Brown and his student jazz ensemble, and student instructors from the Duke Swing Club, drew an enthusiastic crowd, as did our first Food



300 DUKE GARDENS VOLUNTEERS

FROM LEFT:

Beta vulgaris var. cicla in the Charlotte Brody Discovery Garden; vegetable gardening class; volunteering in the Culberson Asiatic Arboretum.

PG. 24-25, FROM LEFT: Gathering treasures at the Spring Plant Sale; the Burpee Learning Center in the Charlotte Brody Discovery Garden.

PG. 27:

Students relax among the goldenrod (Solidago rugosa) in the Blomquist Garden of Native Plants.

PG. 28, CLOCKWISE FROM TOP LEFT:

Nymphaea water lily hybrid in the Virtue Peace Pond; a hummingbird approaches Lonicera sempervirens in the Butterfly Garden; hybrid Rhododendron canescens. Truck Rodeo and a student performance of Shakespeare's "Twelfth Night" in the Terrace Gardens. We love interacting with students and are always seeking new ways to make the Gardens part of their Duke experience.

Volunteer Program

Prospective volunteers are now being introduced to the Gardens in a new way, a monthly orientation that takes the place of individual interviews. Active and new volunteers also took springtime walks through the Gardens, so they would be better informed about new and completed projects and key points to convey to visitors.

We also reformatted our children's docent training to allow for more comprehensive and experiential training. Interest in school docent training remains robust, with 14 new docents and 15 returning docents refining their skills or leading a portion of the training.

Special Events

Demand for weddings and private events continued its momentum through FY'14, maintaining Duke Gardens' reputation as one of the most sought-after venues in Durham. Revenue from weddings and related events was up 2.6 percent from last year and totaled \$170,402. Duke clients continue to choose the Gardens as an ideal location for high profile events, such as the Watauga Club, hosted by Duke President Richard H. Brodhead, and the Duke Family Medicine 40th Reunion. Revenue for Duke events increased by 7.5 percent, bringing in \$89,287.





\$45,184 PLANT SALE REVENUE

in FY'14

Duke Gardens was also selected to host the American Public Gardens Association's annual Board of Directors meeting and dinner in September 2013. Public garden directors from across the nation attended the gathering, and they were full of praise for Duke Gardens during an afternoon tour.

Ourrefined photography policy continues to be a success, earning \$27,000, a big jump from last year's already substantial \$17,000.

The allure of the Gardens is still the primary reason for our popularity as an event space; however, a few additional factors have been instrumental in helping us maintain our competitive edge. Last year we added beautiful new furniture to Kirby Horton Hall, including two benches created by interior designer and Duke graduate Jeffrey Smith. We also installed a dropdown screen and a wall-mounted projector, a great improvement both for business clients and Duke Gardens program use.

The furniture, along with designated wedding parking and new website features, improves our clients' experience at Duke Gardens and gives us a solid context for our increased rental fees.

Marketing the Gardens

Duke Gardens has a colorful new souvenir photo book, which we unveiled at our 75th Anniversary Celebration as a parting gift and is now available for sale at the Terrace Shop, Duke's Gothic Bookshop and online at *shopdukestores.duke.edu*. The book features stunning scenic views and plant close-ups, all taken by talented volunteer photographers and Gardens staff members.

The Gardens' new promotional wedding video has been a great success. Filmed in late September by N.C.-based Blueberry Creative, this alluring

Doris Duke Center Gardens curator Jason Holmes won the Duke Sustainability Leadership in Waste Reduction Award for his composting program at Duke Gardens.

STRATEGIC PLAN GOAL: EMBODY ENVIRONMENTAL SUSTAINABILITY THROUGHOUT GARDENS OPERATIONS

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and only



wedding story stars 2009 Duke Law School graduates Betty X. Yang and Frederic Chang. Posted to our website in late December, as well as to youtube.com and vimeo.com, the 4.5-minute video drew more than 2,600 viewings in its first six months. Many brides have said the film inspired them to choose Duke Gardens for their weddings.

Our redesigned website drew more than 145,000 visits by more than 106,000 people in its first full fiscal year, with 40 percent of them using mobile technology to reach the site. In comparison, our old site had 89,000 visits by 65,500 users in the year preceding the redesign. We're working with a new web design firm to continue improving the site and to offer more features to mobile and desktop users alike. One improvement this year was Duke Development's launch of a dedicated Duke Gardens member/donor page. It's far easier to use, and judging from donors' record-breaking generosity toward the Gardens this year, the new design is a great success.

Duke Gardens also enjoyed the spotlight this year in two major marketing initiatives. The first was an advertising partnership with Duke Athletics, in which Duke Gardens was featured in videos and photos projected in the stadiums during all Duke football and basketball home games in the 2013-14 season. The fact that this was Duke's most successful football season in decades served us especially well in terms of exposure.

The second initiative was the Gardens' prominent inclusion in a collection of displays in glass cases in the main lobby and meeting rooms of the Raleigh Convention Center. Visitors from the Triangle and across the nation

Duke Gardens unveiled a new souvenir photo book, available at the Terrace Shop, the Gothic Bookshop and online.

saw these displays when they gathered in Raleigh for their conventions, and Duke President Richard H. Brodhead hosted a special event for Triangle-based Duke alumni at the center. The alumni were captivated by the displays, which – in addition to Duke Gardens – showcased the Nasher Museum of Art, the Duke Lemur Center, Duke Athletics and other Duke entities and themes. When we dismantle the displays in December 2014, they will have been in place for 16 months.

We hope you enjoy all the new Duke Gardens offerings developed in FY'14. And we look forward to telling you about yet more exciting initiatives already in place for the coming year. Duke students seeking Wi-Fi connectivity in the Gardens now have a greater range of locations where they may relax and use their mobile devices.

DUKE

STRATEGIC PLAN GOAL: ENHANCE THE DUKE STUDENT EXPERIENCE





Duke Gardens' Annual Fund reached \$500,000 and overall fundraising exceeded \$5,000,000 in 2014 for the first time ever.

STRATEGIC PLAN GOAL: DEVELOP RESOURCES AND MANAGE OPERATIONS FOR LONG-TERM FINANCIAL STRENGTH



75th Anniversary Celebration

The 75th Anniversary Celebration of the dedication of Sarah P. Duke Gardens was a huge success, with more than 275 people attending. We would like to thank the 52 sponsors who helped make this joyous celebration possible, including presenting sponsor The Mary Duke Biddle Foundation and Iris and Wisteria sponsors Thomas S. Kenan III, Frances P. Rollins, Campbell Road Nursery, Cleve Wagstaff Stone Masonry, and Red Mill Landscape & Nursery. We also thank Board of Advisors members and individual Gardens supporters like you.

We hope you enjoy the additional photos in the following pages, documenting this momentous and memorable event.

The portrait above features, among others, honorary alumni event chairs representing each decade of Duke Gardens' existence (names in blue). Pictured are, in the front row (L-R): Lib Conner (W'39); Ralph & Lib Rogers (T'45, W'47). Second row, Joe Vitagliano (T'91); Board of Advisors Chair Cynthia Brodhead; Kay Bunting Randolph (N'58); Amy McDaniel Williams (T'85); and Board of Advisors honorary member Mary T. Jones, of the Mary Duke Biddle Foundation. Third row: Gardens Executive Director Bill LeFevre; Thomas S. Kenan III, also of the Mary Duke Biddle Foundation; Susan Brooks (T'02); Ruth Wade Ross (W'68). Back row: Paschal Brooks (T'01); Brit Bartter (T'72).























FRIENDS of DUKE GARDENS

Gifts received: July 2013-June 2014



Mary Duke Biddle Trent Semans Society

\$10,000 and up Kathleen & David Allen Carol Angle Miriam Bassett Stacy & H. J. Brody Susan & Paschal Brooks Kim & James Buck Elizabeth Conner Bob Durden Beth & Rick Fisher Nancy Goff Nancy Croker & Joseph Gorvetzian Ann & Cary Gravatt Jan Tore Hall Audrey & Ed Harlow Thomas Harman Ienny & Robert Horne Alice & Trig Horton Carson & Jeff Howard Sarah Lee Howell Mary & Jim Jones Nancy & Daniel Katz Thomas Kenan III Mary & Hyun Kim Rebecca & John Kirkland Marilyn & Bill Lane Margaret McKinney-Kane Darlene & John McNabb I. Horst Meyer Martha Rundles Palmer & Steve Palmer Charles Reid Frances Rollins Kathleen Sanzo Terri Schrager Andrew Shiff Dan Shiff

Lucia & Steven Steinhilber Mary & Michael Ward Elaine & Bill Watson Faye & Warren Wickersham

Mary Duke Biddle Society

\$5,000 and up Ellen & Rex Adams Marilyn & Brit Bartter Renee Becnel Mary & Ray Boardman Cynthia & Richard Brodhead Jan & Bill Brown Nancy & Roger Callanan Jane & Clarke Church Ioan Cohen Macey Colvin Chicita Culberson Candace Chandler, Bob, Laura, & Courtney Douglas Cavett & Barker French Sally Harris Chrissy & Joel Huber Joseph Johnson Jr. Judy & James McMillin Lois Oliver Melissa & Grey Perkins Kathy & John Piva Erica Rapport & Robert Gringle Mae Rose Rogers Kimberly Purvis & Doug Runte Celestea Sharp Molly Simes Elizabeth & James Surratt Teddy & Bob Taylor Nancy & Thomas* Thompson Jeffrey Welch Evelyn Wilbanks Sara Zablotney & Matthew Solum

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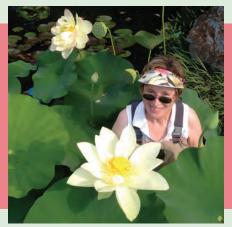
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Meredith M. Durham T'80 Ruth Dysart Thomas Ellis E'84 Steve Frwin Drew Everson T'11 Brian L. Finlay T'88 Adam Fowler E'84 Anna T. Gaglio Ned Gaston Cesare Gentile Ruth V. Gilbert Phillip I. Goldstein Eve Gorvetzian Joseph Gorvetzian Margaret Graham WC'60, G'63 Gabriella Gutierrez RuthAnn H. Hall T'73 Archie Hammond Lorice Hammond Dervl Hart David L. Henson G'74 Arlan Hinchee Sandy Hoke Ted Howell Iohn D. Hull Catherine Huisking Charles Huisking Frank Huisking Joanne L. Huntting Ann Jackson Henrietta Jackson Amanda S. Johnston T'04 Angela C. Joseph T'02 Elizabeth King WC'54; P'85; P'89 Martha Krolikowski Po-Shun Kuo Joseph Kuran F. Prentice Lacy

Thomas A. Langford D'54, G'58 John Livermon Alan K. Lundeburg Robert Machemer Sol Malkoff Judith Manning L. T. Matthews James Martens T'97 Ruth Martin Katie McClary T'01 Joyce Meizen Mike Merritt Ruth Mary Meyer Katherine M. Mitchell Helynn Moseley Cindy Moushegian David Mulbah Alice Mumford Nina Murphy G'41 Blaine Nashold Richard "Rich" Newton Nora K Nicholson Frances G. Patton T'26 John W. Patton Nancy Pendley Sheldon Pinnell T'59 Robert L. Plummer T'14 Reynolds Price T'55 Maurice Rapport Ann H. Ross WC'48 Thomas S. Roy Jr. Margo G. Rundles Wade Sato Mary A. Schuler WC'61 Owen Schwam Rebecca Scott Mary D. B. T. Semans WC'39 John Shearin

Katie Sheriff T'01 Rachel H. Sherman T'97 Carolyn Smith George Smith Anne B. Stowe James (Red) Thompson Thomas T. Thompson HS'69 Harriet W. Tindal G'40 David D. Traynham T'62 Anne L. Trevor William J. Trollinger IV Malcolm P. Tyor M'46 Bloss Vail Carolyn Vail WC'45 James W. Vaughan E'57 Katherine K. Walker Richard M. White E'46 John A. Whitson George D. Wilbanks T'53, M'56 Edward L. Williams T'53 Gregory Wolf T'04 Michael Yarborough T'77 Adam Yauch

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PHOTO INFORMATION (identified from left to right):

Pg. 32-33: the Volunteer Awards Luncheon (left); the 75th Anniversary Celebration (center and right).

Pg. 34-35: learning tango in the Doris Duke Center; volunteering in the Virtue Peace Pond; Anniversary Celebration; a wedding in the Piva Terrace.

Pg. 36-37: Anniversary Celebration; a Duke Gardens wedding; shopping at the Spring Plant Sale; Duke Gardens Executive Director Bill LeFevre speaks with Paul W. Meyer, the director of the Morris Arboretum of the University of Pennsylvania.

Pg. 38-39: Anniversary Celebration (left and right); Rudbeckia hirta 'Indian Summer'.

Pg. 40-41: Volunteer Awards Luncheon; anniversary daffodils in the Terrace Gardens; Chinese Mandarin duck; Anniversary Celebration.

Pg. 42-43: students explore the Discovery Garden; nesting in a bluebird house; Anniversary Celebration.

Pg. 44- 45: Anniversary Celebration; Music in the Gardens; Eastern red columbine (Aquilegia canadensis) in the Blomquist Garden.

Pg. 46-47: Hiryu azalea (Rhododendron obtusum "Amoenum") in the Asiatic Arboretum; stokes aster (Stokesia laevis) in the Blomquist Garden; Anniversary Celebration.

Pg. 50: Dutch iris (Iris x hollandica 'Telstar').



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COVER PHOTO: Chinese tree peony in the Culberson Asiatic Arboretum, part of a large collection donated to Duke Gardens this year by Nelson and Jane Hsu. Photo by Robert Ayers.

THIS PAGE: Japanese apricot (*Prunus mume*) in the Culberson Asiatic Arboretum. Photo by Jordan Montgomery.

FULL PAGE PHOTOS BY: Leonard Beeghley (18), Sarah Reuning (1, 2, 29), Jordan Montgomery (13, 50, 53), Bobby Mottern (16), Orla Swift (8, 25, 27), Charles Twine (6).

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