



GETTING TO THE ROOT OF IT

Desert Botanical Garden

Tending the Garden: Campaign to Endow the Future

Since its inception in 1939, the Desert Botanical Garden has been considered one of the premier cultural landmarks of the Southwest. This cherished, one-of-a-kind outdoor museum is home to 139 rare, threatened and endangered species from the world's deserts. More than 300,000 people visit the Garden each year, making it one of the most popular attractions in Arizona.

In addition to the Garden's unique collections and dynamic exhibits, the Garden serves as a leader in plant conservation, education and scientific research. *Tending the Garden: A Campaign to Endow the Future* is a \$16 million fund drive started as a means to secure future vitality for these and other initiatives.

Tending the Garden lays out a compelling series of programmatic initiatives over the next several years to fulfill the Garden's potential as a destination display garden, as an educator of children and adults, and as the top-ranked research center in its category. More than \$9 million has been raised through the generous support of private and corporate sponsors.

The Garden is now entering the public phase of *Tending the Garden* by asking the public, local and state officials, volunteers and staff to *Dig It* by showing their support for the campaign that will ensure the Garden remains an integral part of Arizona for years to come.

The four campaign initiatives include:

- Exhibits Plan:** To feature priceless, irreplaceable collections that require strategic installation and displays to showcase beauty, and to interpret the significance of these living systems in the lives of all visitors.
- Education Plan:** To teach visitors about desert ecology so they will better understand and appreciate our natural world in order to conserve and protect it for future generations.
- Research Plan:** To yield new information, widely disseminated, for understanding and conserving desert plants and their environments.
- Endowment Plan:** To sustain the Garden's ability to renew itself and its programs over time, even in the face of the unforeseen. To ensure a future for the Garden marked by innovation and continued excellence in all offerings.

The benefits to Garden patrons will be immeasurable with unique and improved exhibits; expanded education initiatives for teachers, students and visitors; and the creation of funded positions for senior scientists and visiting fellows. All of these elements working in tandem will undoubtedly continue to set the Garden apart as a truly distinctive landmark, for those to enjoy now and well into the future.

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A “Phoenix Point of Pride,” the Desert Botanical Garden is one of only a few botanical gardens accredited by the American Association of Museums. It is a privately funded, non-profit organization and depends on revenues from admissions and gift shop sales, as well as contributions from individuals and businesses to fund its programs of environmental education, plant conservation and research. The Garden is located at 1201 N. Galvin Parkway, Phoenix. For more information about the Garden, its mission and current initiatives, please visit www.dbg.org or call 480-941-1225.