



Growing Brilliantly



**GROWING
BRILLIANTLY**

The Campaign for The Morton Arboretum

Can you imagine
a world
without trees?

Neither can we.



Growing Brilliantly

Firmly rooted in science and splendor is The Morton Arboretum—standing tall for more than 90 years as the champion of trees, now and for future generations.

The future of our planet depends on trees. The scientists at The Morton Arboretum study them. Our curators share them. Our staff and volunteers care for them. We need you to help protect and preserve them.

Through *Growing Brilliantly: The Campaign for The Morton Arboretum*, we will be a force of nature and the voice for trees in the 21st century.

Recent Growth

	1990	2014
Annual visitors	343,000	932,500
Member households	9,064	39,250
Employees	89	350+ at peak periods
Trustees	7	21
Annual budget	\$5.7 million	\$28 million
Contributions	\$943,000	\$6.1 million
Earned revenue	\$1 million	\$12 million

President and CEO's message

On a Path of Brilliant Growth

At The Morton Arboretum, we are on a path of steady growth, success, and increasing influence that has accelerated in recent years. This growth is apparent in virtually any area that can be measured.

We are connecting new audiences with trees and nature, creating greater impact through scientific work, and extending our influence beyond our site and out into the world. Such growth also means additional investment is needed to support the ever-increasing relevancy of our mission to save and plant trees.

Your support will position us for even greater impact and more service to the public in the coming years.

Through a five-year, \$63 million campaign, we will deepen our scientific and conservation work, expand new tree development, build our team of tree experts and scientists, and improve core facilities to meet our strategic vision. With philanthropic support from friends and stakeholders, we will address essential mission needs—preserving the beautiful 1,700 acres of the Arboretum for generations to come, and propelling advancements that will protect trees in the Chicago area and around the world.

With your gift to the *Growing Brilliantly* campaign, we can continue the Arboretum's trajectory of growth as the champion of trees. We encourage you to invest generously in The Morton Arboretum—and in the future of trees.



Gerard Donnelly

Gerard T. Donnelly, PhD
President and CEO

Growing Brilliantly

The Campaign for The Morton Arboretum

A New
South Farm

Center for Tree
Science

Tree Conservation
Programs

New Plant
Development

Children's Garden
Enhancements

Annual Support





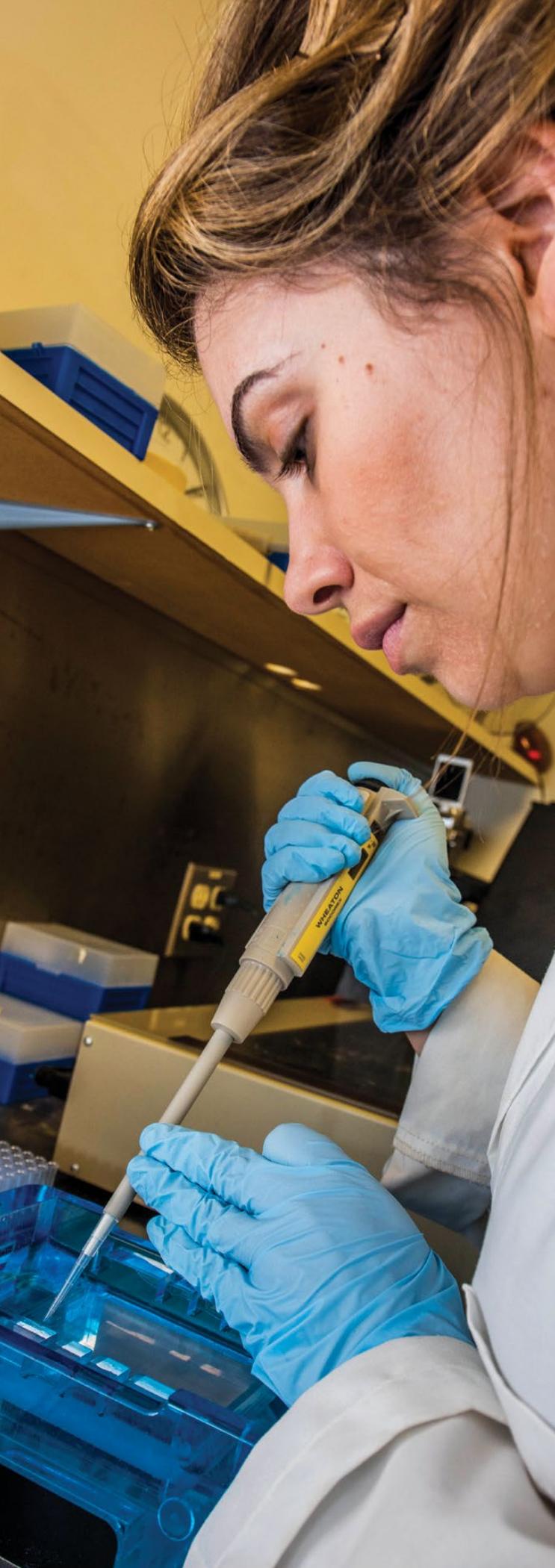
A New South Farm

Caring for the Arboretum You Love

The current buildings of South Farm date back to the 1930s. Since then, The Morton Arboretum has more than quadrupled in size, with a sweeping 1,700-acre footprint and plant collections of worldwide significance. This dramatic growth—combined with the urgency and relevancy of our mission—calls for an investment in new, fully modernized facilities at South Farm.

The South Farm team keeps gardens and natural areas beautiful, cares for trees and trails, and sets the stage for enriching and informative visits.

Gifts to the campaign will build a new South Farm, a behind-the-scenes curatorial and operations center that supports everything visitors know and love most about the Arboretum.



Center for Tree Science

Securing a Healthy Future for Trees

Despite the importance of trees in our lives and their many benefits to society, investment in tree science—including training opportunities for the next generation of tree scientists and practitioners—has waned.

Gifts to the campaign will launch the Center for Tree Science, an international consortium of leading tree experts who seek to secure a healthy future for trees. The Center will conduct collaborative research and advance practical solutions for protecting trees. The Center for Tree Science will firmly establish the Arboretum as the voice for trees in the 21st century.

Tree Conservation Programs

Local Roots, Global Reach

The Arboretum's conservation efforts extend from preserves, parks, and private yards in the Chicago region to trees and forests around the world. We lead the Chicago Region Trees Initiative, developing measurable goals and outcomes for building a healthier urban forest. We are also a leader in the Global Trees Campaign, working to protect rare and threatened species that will be lost to future generations without our help.

There is much work to be done. Your philanthropic support will help the Arboretum meet the growing demand for our conservation expertise and allow us to translate research findings into practical solutions to safeguard trees.



New Plant Development

Seeding a Greener, Healthier Future

Arboretum scientists are working to develop and share lasting solutions to devastating diseases and pests such as the emerald ash borer. We are breeding plants for improved urban tolerance and adaptability to climate change. Tree by tree, seedling by seedling, we are introducing plants that will thrive in landscapes now and well into the future. Arboretum tree experts have a successful track record in developing, breeding, and introducing outstanding new trees and shrubs to the marketplace.

The *Growing Brilliantly* campaign will help expand new plant development at The Morton Arboretum, creating trees and shrubs that are hardy, tolerant of urban growing conditions, and beautiful.





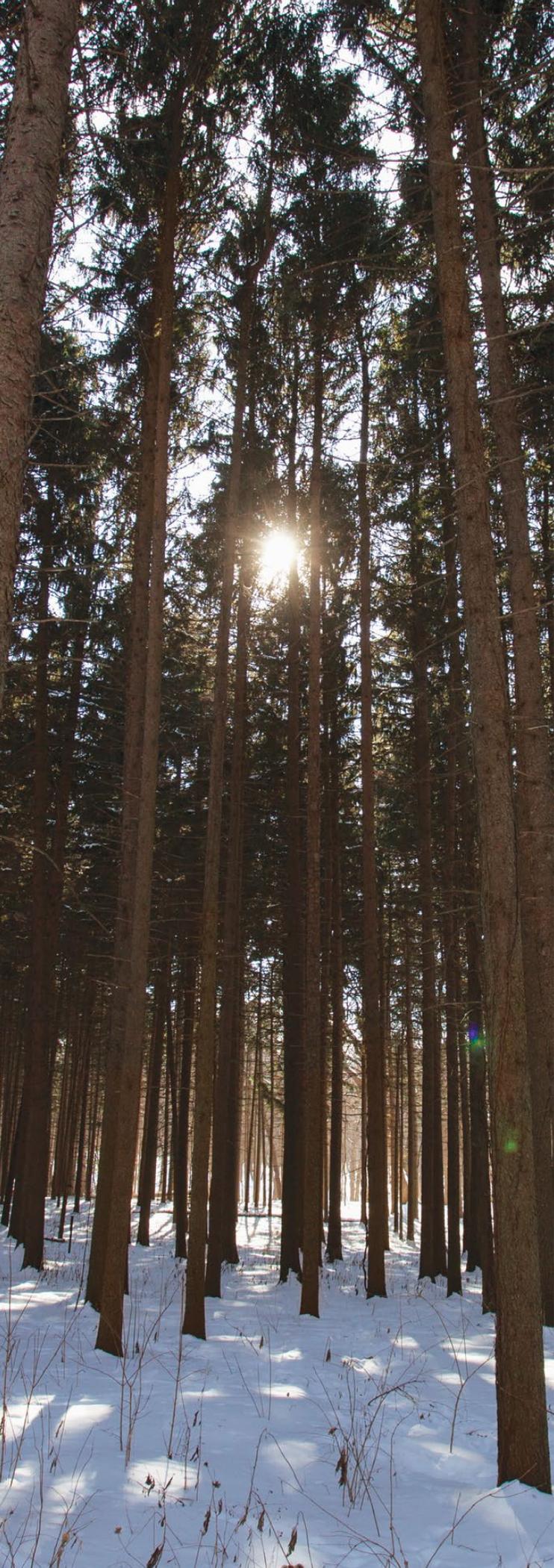
Children's Garden Enhancements

Investing in the Next Generation

The *Growing Brilliantly* campaign will enhance our popular Children's Garden, which reaches some 325,000 kids and their families each year. This cherished destination welcomes the young—and young at heart—to delight in the wonder of trees. Here we nurture the next generation of tree lovers and stewards of the earth.

We will build on our investment in this dynamic outdoor classroom by expanding Wonder Pond so more children can splash their way to fun and adventure. We will enhance a nearby shelter, used for everything from programs to picnics, by adding a more accessible design and equipping it with lightning protection. And upgrades to the Children's Garden entrance will make it more visible and welcoming, setting the tone for a memorable, meaningful visit ahead.





Annual Support

Sustaining Our Mission Each and Every Day

The support of members and donors enables Arboretum staff to care for this special place—scientists to search for answers, and educators to share our knowledge and love of trees and nature. We grow brilliantly—together.

As a central component of the campaign, a focus on annual support highlights the importance of ongoing annual philanthropy to all aspects of our mission. Annual support allows The Morton Arboretum to maintain excellence in established programs and to increase impact in new areas that require our leadership and expertise. The Arboretum is a private, nonprofit institution, relying on the generous support of members and the public. Every year, every gift counts.

The Morton Arboretum by the Numbers

932,500

Annual visitors

39,250

Member households

427

Schools participating annually
in on-site education programs

27,500

Schoolchildren participating in field,
lab, and outreach programs

4,100

Kinds of trees and other plants
from around the world

100

Endangered plant species
in the living plant collection

194,000

Specimens for botanical study
in the herbarium

25

PhD scientists and researchers
advancing the study of trees

350

Employees at peak periods
of the year

1,275

Volunteers

270

Communities in the Chicago
area directly benefiting from
Arboretum expertise



Growing Brilliantly
Through Your Philanthropy

An Invitation from the Campaign Co-chairs

More than 90 years ago, Arboretum founder Joy Morton seeded his vision of establishing a world-class arboretum through his own generosity. He entrusted it to future generations to extend his legacy and carry forward the enduring spirit of philanthropy.

Today The Morton Arboretum leads the global effort to sustain a greener, healthier, and more beautiful world through extensive research and educational programs centered on trees, shrubs, and other woody plants. The Arboretum is the destination of some 930,000 annual visitors who explore 1,700 acres of gardens that are home to thousands of different species of trees and plants from around the world.

In our own communities, we recognize that maintaining the health of trees is inextricably linked to our quality of life. The Arboretum stands as guardian against many plant diseases and

invasive insects that can have a devastating effect on the trees that we cherish.

We ask for your generous support of *Growing Brilliantly*, our five-year, \$63 million campaign that will touch every aspect of what The Morton Arboretum does—as a Chicago-area treasure and destination, as a leader in conservation education, and as an internationally recognized institution for scientific research.

We invite you to learn more about our campaign and to consider a gift, while continuing your loyal support of annual giving.

Thank you for stepping forward as stewards of our remarkable and beloved Arboretum.

Amy Louis and Bob Fealy, Arboretum Trustees
Co-chairs, *Growing Brilliantly* campaign

Your generous philanthropy will be the gateway to a greener, healthier, and more beautiful world.

Investment Options and Ways to Give

Make a gift to the overall goals of the campaign or direct your support to one of the campaign's five key initiatives.

Make an outright cash gift now or fulfill your pledge over a period of up to five years. We also welcome gifts of appreciated securities.

Support the campaign through a planned or deferred gift. In this way you can support The Morton Arboretum, while meeting your own financial and estate planning goals.

Many significant naming opportunities exist across all priority areas. We would be honored to discuss them with you.

Growing Brilliantly
The Campaign for The Morton Arboretum

A New South Farm	\$20.2 million
Center for Tree Science	\$ 6.8 million
Tree Conservation Programs	\$ 3 million
New Plant Development	\$ 2 million
Children's Garden Enhancements	\$ 1.3 million
Annual Support (five-year period)	\$30 million
Total	\$63 million



Be a champion of trees.



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