



PHIPPS

YEAR IN
REVIEW
2020



OUR MISSION

Phipps' Mission is to inspire and educate all with the beauty and importance of plants; to advance sustainability and promote human and environmental well-being through action and research; and to celebrate its historic glasshouse.



On behalf of the board of trustees and all of us at Phipps, we thank you for your continued support during one of the most challenging years Phipps has ever faced in its 128-year history. Thanks to you, we were able to care for our horticultural collection, maintain our magnificent glasshouse and make it through an extended closure without laying off a single employee.

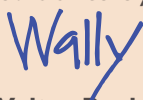
In these pages, we invite you to look back with us on the remarkable feats we accomplished thanks to your support. Our changing seasonal flower shows are one of the things that sets Phipps apart from other conservatories, and though the experience looked slightly different this year, we were still able to present **spectacular shows and exhibits**. In addition, our staff quickly adapted to changing circumstances and created safe ways to visit onsite and new ways for guests to engage with Phipps from the safety of their own home, be it through a **virtual video tour of Winter Flower Show** or the **enormously successful online education program**. Our virtual programming also expanded our reach to audiences across the nation and world.

Our commitment to demonstrating the innate connection between human and environmental health allowed the Exhibit Staging Center to be **among the first buildings to earn the new WELL Health-Safety certification**, and we look forward to pursuing full-campus certification in the year ahead. Our ongoing glasshouse restoration work also continued with a pane-by-pane replacement of our **Fern and Stove Rooms**, preserving one of our permanent plant collections as well as the home of future Butterfly Forest exhibits for years to come. This critical work will resume in 2021 with the restoration of our beloved **Frank Sarris Orchid Room**.

Though we couldn't gather in person this year, we kept the tradition of our annual fall celebration going through the successful **Perfect Pairings Virtual Gala**. We invite you to enjoy the video again as we look forward to being able to gather in person again one day.

As we reflect on a difficult year, we know we were able to make it out stronger than ever thanks in no small part to your support. Please accept our heartfelt thanks. We look forward to sharing another year of dazzling seasonal flower shows, engaging education programs and more in 2021.

Yours sincerely,



Walter Burlack

Chair, Board of Trustees



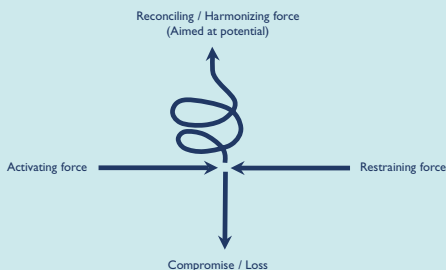
Richard V. Piacentini

President and CEO

Pandemic Response

PHIPPS USES REGENERATIVE THINKING TO ADAPT TO DIFFICULT CIRCUMSTANCES

When Phipps was forced to close in March, we adopted a regenerative approach to maintain productivity and keep all of our staff engaged. Rather than concede or compromise against the restraining force of the pandemic, we used the closure as an opportunity to reconcile the conflict and retool our organization. In doing so we were able to reach a higher potential by having staff focus on work that made our organization stronger and more resilient for the future. We did



Source: Carol Sanford / Diagram credit: 7 Group

not lay off or furlough any employees during the crisis; we were committed to keeping all of our staff employed and engaged.



Our staff were exceptional in responding to this crisis and maintaining our staff placed us in a better and stronger position when we reopened. We reopened on the first day that Allegheny County moved to the green phase with a comprehensive plan in place to ensure a safe and enjoyable experience for guests and staff. While we were closed, staff maintained productivity, working on designs for future shows, calling members, updating manuals and databases and more. Perhaps most remarkable was our quick transition to online education,

which has proven to be very successful and now reaches more people than it did when classes were held onsite.

A global pandemic has undoubtedly been challenging to work through, but because we took a regenerative approach to this issue and saw it as an opportunity to make our organization stronger, we emerged further ahead in many structural and operational areas than we were before the closure. This approach continues to serve us as we continue to work through this unprecedented time.

Budget Detail

REVENUE

Contributions

Operating Contributions, Grants and Fundraising Events	\$736,836
Net Assets Released	\$1,050,184
Membership Dues	\$1,389,092
Allegheny Regional Asset District (ARAD) Funding	\$2,627,043
Total Contributions	\$5,803,155
Program Service Revenue	\$4,791,263
Total Primary Revenue	\$10,594,418
Other Revenue	\$1,397,116
TOTAL REVENUE	\$11,991,534

REVENUE BREAKDOWN



- Operating Contributions, Grants and Fundraising Events (6.1%)
- Membership Dues (11.6%)
- Allegheny Regional Asset District (ARAD) Funding (21.9%)
- Net Assets Released (8.8%)
- Program Service Revenue (40%)
- Other Revenue (11.6%)

Over 87% of all contributions go to programs. Phipps is a proud recipient of Charity Navigator's Four Star rating for six consecutive years.

EXPENSES

Program Expenses	\$11,936,346
Administrative Expenses	\$1,029,745
Fundraising Expenses	\$698,427
TOTAL FUNCTIONAL EXPENSES	\$13,664,518
Deficit for the Year	(\$1,672,984)

EXPENSES BREAKDOWN



- Program (87.4%)
- Administrative (7.5%)
- Fundraising (5.1%)

Due to the pandemic, operating revenues were down \$5.1 million (-31%) compared to the previous year. A top priority was to keep staff safe and employed and to maintain our collections and facilities. We implemented broad expense reductions without laying off staff to adjust to this drop in revenue. We used reserve funds to cover our losses, and our expectation is that a PPP loan and other COVID-related grants will help make up this funding.





172

NEW PLANT
ACQUISITIONS FOR
PERMANENT
COLLECTION

5,681

PLANTS IN
SUMMER FLOWER
SHOW



73

CHRYSTANTHEMUM
CULTIVARS
IN FALL
FLOWER SHOW

1,835

POINSETTIAS
IN WINTER
FLOWER SHOW



Horticultural Excellence

SEASONAL FLOWER SHOWS PROVIDE RELIEF IN UNCERTAIN TIMES

Phipps started off 2020 strong with delightfully imaginative displays in **Orchid and Tropical Bonsai Show: Out of This World**.

Featuring a topiary planet in Palm Court, a rocket made of orchids in the Sunken Garden and stellar bonsai specimens in the Serpentine Room, this show transported guests through our galaxy of gardens.



Unfortunately, Phipps was forced to close during the installation of Spring Flower Show. However, due to dedicated staff efforts, the Conservatory was able to reopen safely on the first day that the governor's orders allowed us to do so. **Summer Flower Show: Back in Bloom** was designed to give guests a calm stroll through glasshouse rooms overflowing with lush greenery and fragrant blooms that provided peace at a time when it was needed more than ever. The show featured a fountain dripping with plants in Palm Court, a whimsical hose fountain in the Victoria Room pond and a serene pond in the South Conservatory.



Poems about nature accompanied displays of thousands of chrysanthemums in a dazzling array of colors, shapes and sizes at **Fall Flower Show: The Poetry of Nature**. Trickling fountains, topiary cranes and a tranquil waterfall added to the serene experience as mums painted the glasshouse in vibrant autumnal hues.

The comforts of home were brought to life in signature Phipps fashion at **Winter Flower Show: Home for the Holidays**. Beautiful, enchanting blooms greeted guests as they wandered through room after room of seasonal splendor. Show highlights included a carousel floating on the Victoria Room pond, a cozy cabin amidst a forest of snow colored plants in the East Room, and a living room scene in the Sunken Garden featuring furniture brought to life with plant materials.



5,500TH

HOUSEHOLD
CONVERTED TO
GREEN ENERGY
WHILE VISITING

300TH

BACKYARD
VEGETABLE
GARDEN INSTALLED
IN UNDERSERVED
COMMUNITIES



OVER
18,000

MEMBER
HOUSEHOLDS

159,364

VISITORS



Sustainable Leadership

PHIPPS' SUSTAINABILITY EFFORTS RECOGNIZED THROUGH NEW CERTIFICATION AND AWARDS



Phipps is proud to announce that the **Exhibit Staging Center (ESC)** is among the first buildings to achieve the new WELL Health-Safety Rating from the International WELL Building Institute™. This certification is a milestone achievement in Phipps' continued commitment to supporting human and environmental health.

The new WELL Health-Safety Rating adapts the principles of WELL for facility operations and management, and was designed as a response to preparing spaces for re-entry in a post-COVID-19 environment. The ESC was able to meet the standard by demonstrating support for such key operational items as cleaning and sanitization procedures, health service resources, air and water quality management, and stakeholder engagement and communication. Efforts are underway to pursue the certification for Phipps' entire campus.



The important work that Phipps is doing to advance sustainability was also recognized this year with several awards, including the Sustainability Excellence Award, Programming Category (American Alliance of Museums), the Governor's Award for Environmental Excellence (Pennsylvania Department of Environmental Protection), the 2020 Gold Award, Project Leadership Awards (Construction Owners Association of America) and more. To see a full list of awards Phipps has achieved, visit phippsconservatory.org/Awards.

2020 SUSTAINABILITY BY THE NUMBERS

1,645,395

KWH ELECTRICITY
PRODUCED ON-SITE OR
BY PURCHASING RENEW-
ABLE ENERGY CREDITS

3,513,538

GALLONS OF
STORMWATER
CAPTURED ON-SITE

974,972

POUNDS OF WASTE
COMPOSTED



4,441

ADULT EDUCATION
CLASS REGISTRANTS

271

ADULT EDUCATION
CLASSES



2,568

VIRTUAL
STORY TIME
LISTENERS



956

CHILDREN
IN SCIENCE
EDUCATION
PROGRAMS



Preservation and Access

ACCESSIBILITY FOR ALL

2020 was a year of new milestones for community access at Phipps. Despite the pandemic, Phipps' Homegrown Edible Garden program was able to continue to install raised bed vegetable gardens at homes in underserved communities. Phipps also enrolled in the Museums for All, increasing access through greatly reduced general admission with presentation of an electronic benefit transfer (EBT) card.

STOVE AND FERN ROOMS RESTORED FOR THE FUTURE



As part of its ongoing plan to restore each display room in the original 1893 glasshouse, Phipps undertook the restoration of the Stove Room and Fern Room this summer. The project team replaced hundreds of panes of glass with new laminated safety glass, replaced aging wooden ribbing with new extruded aluminum and added architectural

lighting that will preserve the room for decades to come.

COMING IN 2021: ORCHID ROOM RESTORATION

This summer, our glasshouse restoration work continues with the refurbishment of the Orchid Room. The pane-by-pane replacement will protect some of our most beloved and prestigious permanent collections, including our nationally renowned Barbara Tisherman Slipper Orchid Collection.

You can help us make these critical restoration efforts and be a permanent part of Phipps history by sponsoring a pane of glass in Palm Court. Visit phipps.conservatory.org/Restore for details.



Celebrating Success

PERFECT PAIRINGS VIRTUAL GALA BRINGS MUSIC, TREATS AND FALL FLOWER SHOW TO HOMES

Though we couldn't hold our annual fall celebration in person, we were pleased to bring a bit of the magic into your homes with the **Perfect Pairings Virtual Gala**. Attendees received a Pairings Box that included wine, desserts and other special treats to enjoy while watching a video that featured messages from

Phipps staff and performances by local artists recorded in the lush display rooms of Fall Flower Show: The Poetry of Nature.

Performers included The Buckle Downs, Chamber Orchestra of Pittsburgh, Pittsburgh Opera, The Living Street, Boilermaker Jazz Band, Noel Quintana and Sound of Elegance Harpist.



Watch the Perfect Pairings video now at
phipps.conservatory.org/PerfectPairingsVideo

Excitement Ahead

INCREDIBLE NEW FLOWER SHOWS AND VIRTUAL SYMPOSIA AWAIT

As we continue to adapt to changing circumstances, an exciting lineup of new seasonal flower shows and online programming are in store for 2021.



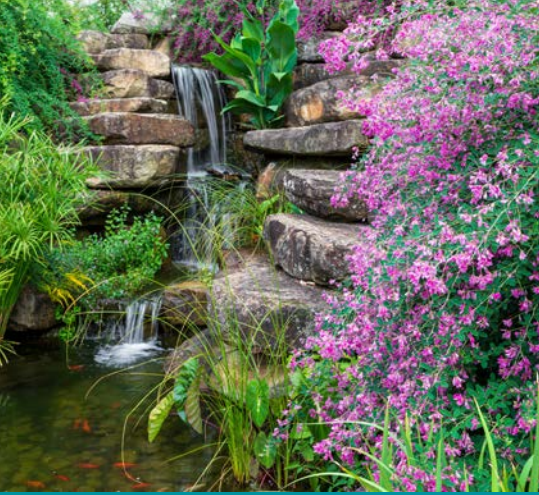
Starting Sat., March 13, don't miss a spectacular show creating color from above! In **Spring Flower Show: Canopy of Color**, Phipps' signature displays will delight not only in beds below, but baskets and designs above, creating a world of color to be explored.

On April 5 – 7, the second annual **Nature of Place** symposium, "Wild Childhood," will bring experts together virtually to delve into how biophilia impacts the most precious and vulnerable among us: children. These virtual talks will explore not only the deep importance of how children significantly benefit from time in nature, but also how some children are deprived of this experience due to a variety of factors such as racial injustice and disability exclusion.



This summer, prepare for an all new show of massive proportions unlike anything displayed at Phipps before. **Summer Flower Show: The Hidden Life of Trolls** will take guests on a magical journey to encounter one-of-a-kind trolls brought to life with plants and

interactive, animatronic elements. Inspired by the mythological creatures found in folklore and pop culture, The Hidden Life of Trolls will delight both the young and the young at heart with incredible, immersive displays and larger-than-life characters that are uniquely Phipps. The show opens Sat., May 1 and promises to be a troll-rific treat!



“Gives you hope that there is still beauty in the world!” – Diana



“The familiarity of the Conservatory warms the heart!” – David



“The safest we have felt in a public space!” – Joanne



“Thank you for your concern for people’s wellness!” – Kelly



“A safe place to find peace.
I’m incredibly thankful!”
– Bill



“The flowers were
enchanted and so
colorful!” – Helene





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