

LETTER FROM THE CEO

Dear Friends of Powell Gardens,

Each year at Powell Gardens offers a moment to pause, reflect, and look ahead with renewed purpose. As I think back on 2025, I am most struck not by milestones alone, but by the people who continue to shape this place, our members, volunteers, staff, and supporters who believe deeply in the power of gardens to inspire, teach, and bring communities together.

Throughout the year, the Gardens continued to evolve in both beauty and spirit. New plantings, seasonal displays, and thoughtful care across the landscape reflected the dedication of a team committed to creating spaces that invite wonder and discovery. Signature festivals and exhibitions welcomed guests from across the region, while everyday moments, a quiet walk, a shared conversation, a child experiencing nature for the first time, reminded us why Powell Gardens holds such meaning for so many.

At the heart of our work is a simple belief: gardens are places where people reconnect with nature, with one another, and with themselves. Through expanded educational offerings and hands-on learning opportunities, we continue to nurture curiosity and stewardship in visitors of all ages. Initiatives like the Midwest Center for Regenerative Agriculture reflect our growing commitment to exploring how gardens can model care for the land while inspiring future generations.

None of this would be possible without you. Your generosity sustains our collections, supports access to learning, and ensures that Powell Gardens remains a place where beauty and inspiration are shared widely. From longtime supporters who have walked beside the Gardens for decades to new friends just beginning their journey with us, you carry forward a legacy rooted in the Powell family's vision for a garden grounded in community and care.

As this report goes to print, we are also preparing for an exciting new chapter. Powell Gardens has begun expanding its reach through the addition of Colonial Gardens in Blue Springs, Missouri, a beloved regional destination that will grow alongside us as part of the Powell Gardens family. This next step allows us to share plants, knowledge, and experiences with even more communities while remaining guided by the same values that have shaped Powell Gardens since its founding.

Looking ahead, I am filled with optimism. Together, we are cultivating more than gardens. We are nurturing places where people feel connected to the living world and to one another. Thank you for being part of this journey and for helping ensure that Powell Gardens continues to flourish for generations to come.

See you in the Gardens!



Cody Jolliff
CEO



GROWTH & IMPACT

105,327 Total Visitors

101,931 Program & Education Participants



\$1.51 MILLION
Program Revenue



\$1,756,039
Total contributed revenue



\$203,195 net revenue
Honorable Mention in
Independent Magazine's
Top Kansas City Events



103 A
Under Rege
Agriculture R



23%
increase
in direct
contributions

1,650 TREES

Planted
Through
MCRA
Initiatives



New Initiative

HEIRLOOM MEMORIAL PROGRAM

Allows donors to create lasting memorial gifts. Supports legacy giving and estate planning.



*"We loved the venue,
all of our guests loved it,
and the day-of support
was fantastic!"*

- Private Events Customer



4,652

Membership Households

PRIVATE EVENTS

- **158** private events hosted
- **\$736,273** total event revenue
- New Service Launch:
Day-of event coordination
 - 20 clients served
 - \$24,000 additional revenue



ACRES

Regenerative
Ecosystem Restoration



MEMBERSHIP

Powell Gardens achieved over
4,650 membership households.

30% of visitors held Powell
Gardens' memberships.

57% member retention



DEVELOPMENT HIGHLIGHTS

- Doubled grant funding from last year
- Partnered with Boulevard Brewing Company
- Received a KFC Foundation grant for a custom glass beehive
- Funded Visitor Center upgrades, including Terrace Room flooring and an eaves project



PROGRAMS & EDUCATION

- **105,327** total visitors in 2025
- **101,931** program and education participants
- **\$1,512,359** net program revenue
- **\$508,481** food, beverage, and retail revenue

Education Growth

- **10.9%** increase in K-12 education revenue
- Expanded field trips and group tours
- Launched Summer Art Camp
- Added guided and self-guided field trips

HORTICULTURE

Garden Enhancements

- **125,000** flower bulbs donated by Stuifbergen Bulb Co for future displays
- Expanded Carnivorous Plant Collection
- Propagated **40+** hardy and tropical waterlilies
- Planted new fig trees from the existing collection

Landscape Improvements

- Restoration work in Ona's Prairie
- Continued management of the remnant prairie ecosystem
- Major progress restoring the Island Garden

Visitor Experiences

- Expanded Native Butterfly House during Festival of Butterflies
- New themed garden displays for seasonal festivals

Recognition

- Two American Orchid Society awards for orchids in the Powell Gardens collection

MARKETING

Powell Gardens shares what makes Kansas City's botanical garden special every day across social media and email platforms.

- **11.4** million reach
- **10.9%** audience growth
- **14,569** new followers/subscribers

*"I enjoy the scenic
beautiful wildlife
landscapes. I also enjoy
clean and aesthetically pleasing
facilities and friendly staff."*

– Powell Gardens



MIDWEST CENTER FOR REGENERATIVE AGRICULTURE

- **103** acres under restoration
- **1,650** trees planted
- **8-acre** prescribed burn supporting prairie restoration
- **400** participants in workshops and classes
- **250** volunteer hours supporting regenerative agriculture work

REGIONAL ENGAGEMENT

- KC Farm Fest
- Regenerative Food Systems Investment Forum
- Missouri Master Naturalists presentations
- Kansas City Centurions leadership program

RESEARCH & PARTNERSHIPS

- Soil carbon monitoring with Grassroots Carbon
- Awarded USDA SARE grant for direct tree seeding research

WORKFORCE DEVELOPMENT

- First regenerative agriculture apprentice completed a 12-month training program
- Training included soil health, grazing management, restoration seeding, and poultry production

“We love Powell Gardens! We like seeing the beautiful plants, the landscape, and the new animals.”

– Powell Gardens Member

FOLLOWER INCREASE BY PLATFORM

f +3,035
✉ +1,085
📷 +2,151
🎵 +3,189

TOP PERFORMING CAMPAIGNS

- Every Festival of Lights Chapel Concert Series
- Jurassic Garden video content
- Waterlily Weigh Off
- #HortReport social media series

MEDIA HIGHLIGHTS

- Sunday Night Football broadcast featuring Festival of Lights
- Better Homes & Gardens interview with Phil Bishop
- American Public Garden Association Waterlily Weigh Off coverage
- Regional television coverage

VOLUNTEER

Powell Gardens relies on the time and talent of volunteers working in coordination with our dedicated staff.

In 2025, more than **6,278 hours** were dedicated to Powell Gardens' main events, with 175 active volunteers.

Volunteers made an impact of approximately **\$210,250** through their service.

*enic and
life and
enjoy the
pleasing
y staff.”*

ardens Member

HONOR ROLL

Powell Gardens, Kansas City's botanical garden, thanks the following who contributed to the Gardens in 2025. Your support honors our mission to be an experience that embraces the Midwest spirit of place and inspires an appreciation for the importance of plants in our lives. We look forward to continuing the Gardens' positive impact on our communities alongside dedicated supporters like you.

If you note an error or omission, please accept our sincere apologies and inform us at 816.697.2600 or development@powellgardens.org so that we may correct our records.

100,000 & ABOVE

- Powell Family Foundation

50,000-99,999

- Everygy
- Institute of Museum and Library Services (IMLS)
- Matthew Zell Family Foundation
- Natalie Halpin

25,000-49,999

- Change Happens Foundation
- Dennis and Annette Young
- Hebenstreit Family Foundation
- Louetta M. Cowden Foundation
- Muriel McBrien Kauffman Family Foundation
- Rosemary A. Banta

10,000-24,999

- Estelle S & Robert A Long Ellis Foundation
- Anita and David Hartwig
- Arvin Gottlieb Charitable Foundation
- Chris and Kathryn Jones
- Country Club Bank
- Ellen and Michael Merriman
- Enid and Crosby Kemper Foundation
- Frederick and Louise Hartwig Family Fund
- Marlese and Robert Gourley
- Mr. and Mrs. Nicholas K. Powell
- Pogo Pass
- R.C. Kemper Jr Charitable Trust
- Ruth Finet Rinehart
- Schreiber Charitable Trust
- The Mader Foundation
- Thomas & Sally Wood Family Foundation
- University of Minnesota

5,000-9,999

- Arie and Ida Crown Memorial
- BlueScope Foundation
- Boulevard Brewing Company
- Byron and Susan Shutz
- Chris and Emily Hawkins/Hawkins Design Build
- David and Cynthia Frensley
- Ellen and Brian Fairchild
- Ellen and Irvine Hockaday
- Ford and Diane Brent
- George Terbovich Designs Inc
- Hague Quality Water of Kansas City
- Halls
- J.B. Reynolds Foundation
- Jean and Don Wagner
- Jeanie and Robert Latz
- Kathryn and Perry Atha
- Kristopher Dabner
- Liz and Greg Maday
- Mary and Alan Atterbury
- Michael and Marlys Haverty
- Nell Hills
- Peter and Cappy Powell
- Russell Stover Chocolates
- Susan Ambler Spencer
- Susan and John Pierson
- The Greensman
- The James P. Pace Foundation
- The Massman Foundation
- The Scotts Miracle-Gro Company
- The Westport Garden Club of KC
- Tom and Ann Isenberg
- Virginia Miller
- Walnut Ridge Land Trust III, LTD
- Wendy and George Powell
- Wendy and Grant Burcham

2,500-4,999

- Advantage Fire Protection Systems Inc
- Alison and Eric Jager
- Allie and Tim Sifers
- Anne Riker and David Powell
- Ashley and Joe Pindell
- Atterbury Family Foundation
- Bill and Maureen Berkley
- Britney "Moxie" Collums
- Carol Sanford
- Dennis Boatright and Becky Sandring
- Dody Gates Everist and Brian Everist
- Donna Barnes
- Doug and Yvette Kinney
- Dr. John Mitchell
- FCI Advisors
- Hunt Midwest
- Husch Blackwell LLP
- ICON Event Group
- Kerry Adam
- Kirstin and Matt Salzman
- Laura Powell
- Laura Welch

- Lucy and Fred Coulson
- Lyn Lakin
- Marino Martinez and Ana Iriarte
- Michael and Jan McGraw
- Mindy Sosland
- Mr. and Mrs. Jim Hebenstreit
- Nancy Creasy
- Paul and Katy Schofer
- Paul and Lynn Douthat
- R.A. Long Foundation
- Renewal by Andersen
- Richard Triggs and Bill Jennings
- Ronald White
- Russell and Carol Atha
- Sally and Bob West
- Susan and Charles Spaulding
- Susan and Rod Kelley
- West Bottoms Plant Co

1,000-2,499

- Aimee Mayhew
- Alan and Lorraine Miller
- Alexa Thomas
- Amy Murphy
- Anne and Daniel Durrie
- Barbara Nelson
- Betty and David Boyd
- Bill Malouche
- Bob and Elizabeth Berkebile
- Bridging The Gap
- Bruce and Rebecca Monke
- Carl and Jean Chinnery
- Carl Manning and Dana Fields
- Charles and Lisa Schellhorn
- Christina and Harry Miller
- Cindy and Marty Cavanah
- Clyde and Katie Wendel
- Debbie and Robert Phillips
- Debra and Allen Parmet
- Dennis and Nancy Johnson
- Dennis Marker and Susan Lordi Marker
- Diana and Brian Griffiths
- Diana and Joseph Eisenach
- Donald Hall
- Donna Byars
- Dr. Douglas and Dana Nelson
- Dr. Robert Graham and Dr. Jane Henney
- Duane Nelson
- Epic Electric
- G. Kenneth and Ann Baum Philanthropic Fund
- George and Babs Morris
- Girl Scout Troop 2969
- Guy and Mary Swanson
- H2B Architects
- Henry and Julianne Bauermeister
- HG Facilities
- Industrial Surplus.com, LLC
- Jacquelin and Dwight Whitaker
- Jan and Mark Zuke

- Jay and Cindy Longbottom
- Jewish Community Foundation of KC
- John and Sandie Valentine
- John and Wendy Marvin
- Julie Taylor
- Karen and Larry Dunn
- Kathryn and Kirkland Gates
- Linda and Steve Lyle
- Lynne and Peter Brown
- Major Painting
- Margaret and Stephen Novak
- Maria Timberlake
- Marilew and Chris Fournier
- Mary and John O'Connor
- Mary Ann and Bob Cox
- Mary Elizabeth and Mike Weigand
- Mary Lou and Tom Brous
- Meyer Brothers Building Company
- Michael and Cathy Schultz
- Michele Stowers
- Mike and Julie Kirk
- Miller Nichols Charitable Foundation
- Monarch Watch
- Oliver Electric Construction, Inc
- Randy Spalding Excavating Inc
- Randy Stranghoener and Patricia Dubbert
- Raymond James and Associates, Inc
- Robert and Debora Hamerly
- Rudolph and Marlene R. Dichtl
- Salley's Propane, Inc.
- Sally and Duncan McEntyre
- Sandy Johnson

- Sara and Bill Morgan
- Scott and Rhonda Burnett
- Sharon and Joe Ramsey
- Shelley and Evan Howe
- Stacy and William Pratt
- Tara and Cody Jolliff
- The McDonnell Foundation, Inc.
- Thomas and Stephanie Scott
- Tom Watson and Dorothy Cohen
- Tom's Town Distilling Company, LLC
- USC Technologies
- Wayne and Melanie Thompson



PLANNED GIVING

Powell Gardens offers a variety of ways to make an impact, including wills, bequests, IRA charitable rollovers, charitable remainder unitrusts, estate planning, and the Heirloom Society. For more information, contact the Development team, development@powellgardens.org

* Heirloom Society

The Heirloom Society celebrates donors who have included Powell Gardens in their estate plans, ensuring a lasting legacy through planned gifts such as bequests, trusts, and other deferred contributions.





POWELL
GARDENS
KANSAS CITY'S
BOTANICAL GARDEN

Powell Gardens
1609 NW US Highway 50
Kingsville, MO 64061



POWELL GARDENS
2025 ANNUAL REPORT