

LETTER FROM THE CEO

Dear Friends of Powell Gardens,

As we reflect on the past year, it is clear that Powell Gardens, Kansas City's botanical garden is in the midst of an exciting transformation. This metamorphosis builds upon our rich history while securing a sustainable future. Our commitment to stewardship, education, and innovation has guided us to make strategic investments in our resources, ensuring that Powell Gardens remains a leader in horticulture, conservation, and regenerative agriculture.

A key component of our vision is the thoughtful utilization of our 970-acre property, reinforcing our role as an educational institution on the prairie. Through the Midwest Center for Regenerative Agriculture (MCRA) at Powell Gardens, we are actively restoring the land, implementing sustainable farming practices, and providing hands-on learning experiences that teach the next generation how to grow food in harmony with nature. These efforts align with our mission to conserve and celebrate the natural beauty of the Midwest while demonstrating the vital connection between plants, people, and the planet.

Equally important to our sustainability is the strength of our financial planning and development efforts. This year, we have built a robust development department to cultivate meaningful philanthropic partnerships. We also introduced Fleur-ette, an immersive fundraising luncheon that celebrates the splendor of nature and our mission's impact. These initiatives, along with careful financial management, ensure that Powell Gardens continues to thrive for generations to come.

As we move forward, we do so with gratitude for our supporters, staff, and community. Together, we are shaping a resilient future for Powell Gardens, one that honors our past while embracing the possibilities ahead.

We invite you to be a part of this future. Your support is essential in helping us continue our mission of conservation, education, and sustainable stewardship. A gift to Powell Gardens today is an investment in a thriving, resilient landscape that will inspire and educate generations to come.

Give today and grow the future with us. Visit powellgardens.org/donate or contact our Development team (development@powellgardens.org) to learn more about how you can make a lasting impact.

See you in the Gardens!



Cody Jolliff
CEO



MEMBERSHIP & PROGRAMS

Powell Gardens achieved over **4,600** membership households.

Almost **27%** of visitors held Powell Gardens' memberships.

\$478,439.87

in net sales for food, beverage, and retail

PERENNIAL LOUNGE

Partnership with featured artist Kate Clements



Launched Fleur-ette, a new fundraising luncheon recognized by *The Independent*



Country Club Bank

DARK FOREST

Launched Fire Feast during Dark Forest with \$44,416 in additional revenue, which increased overall Dark Forest revenue by 6%



Certified by the National Audubon Society's Conservation Ranching program

MCRA

Launched Midwest Center for Regenerative Agriculture at Powell Gardens with key partners



Successfully introduced cows, and pigs, to the grassland management acreage surrounding botanical garden






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



**MATTHEW ZELL
FAMILY FOUNDATION**

*Received \$250,000 in funding
with a potential matching gift
for an additional \$500,000*



*Produced sheep,
to help restore
mosaic in the
surrounding the
garden*

PRIVATE EVENTS

Powell Gardens serves as a destination for many of life's milestones. In 2024, the Private Events department won Best of Weddings and Couple's Choice Award from The Knot. Private Events launched a day-of coordinating service, which is on track to increase revenue at no additional cost. Also in 2024, Powell Gardens was nominated by Wed KC for Best Venue.



DEVELOPMENT HIGHLIGHTS

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



EDUCATION

- **85%** increase in K-12 revenue compared to 2023
- Launched art classes for adults and youth
- Partnership with YMCA to bring summer camps to Powell Gardens

HORTICULTURE

- Partnership with Missouri Prairie Foundation to help maintain and improve Ona's Prairie
- Perennial Garden renovations
- Spore propagation of 50 varieties from the hardy fern collection
- Iris collection was pruned and thinned in preparation for amazing blooms
- Expansion of carnivorous plant collection



MARKETING

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

- **3.6** million reach
- **47,906** new followers/subscribers

f **4.9%**
Facebook



e-bl

*"I enjoy the scenic
beautiful wildl
landscapes. I also en
clean and aesthetically pl
facilities and friendly*

– Powell Gard

SUCCESSSES

- Launched Gardening **101** video series
- Leveraged existing partnerships for **52** additional earned media pieces
- Nearly **30** blog posts published announcing official re-launch of our blog
- Increased social media reach by **60%**

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

– Powell Gardens Member

FOLLOWER INCREASE BY PLATFORM

57%
Fast subscribers



5.2%
Instagram

70%
TikTok

VOLUNTEER

Powell Gardens relies on the time and talent of volunteers working in coordination with our dedicated staff. In 2024, more than **774 hours** were dedicated to Powell Gardens' main events.

Volunteers made an impact of approximately **\$24,580** for the latter events.

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ife and
joy the
easing
staff."*

dens Member

HONOR ROLL

Powell Gardens, Kansas City's botanical garden, thanks the following who contributed to the Gardens in 2024. 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

- Matthew Zell Family Foundation
- Powell Family Foundation
- Rosemary Banta*
- The Sally Ann Firestone Foundation*

50,000-99,999

- Evergy
- USDA Missouri Natural Resources Conservation Service (NRCS)

25,000-49,999

- Country Club Bank
- Dolores A. Coleman Legacy Fund*
- Muriel McBrien Kauffman Family Foundation
- Ruth Finet Rinehart
- Wendy and George Powell

15,000-24,999

- Dennis and Annette Young
- Ellen and Michael Merriman
- Frederick and Louise Hartwig Family Fund, Anita and David Hartwig
- Husch Blackwell LLP
- Melvin L. Tacke Trust
- Patterson Family Foundation
- Renewal by Andersen
- The Mader Foundation

10,000-14,999

- Arvin Gottlieb Charitable Foundation
- Emily Bartlett and Sara Stewart
- Estelle S. and Robert A. Long Ellis Foundation
- Ford and Diane Brent
- Julie Harris
- Kentucky Fried Chicken Foundation, Inc.
- Nicholas Kuehn Powell Family Foundation
- Paul and Katy Schofer
- Pogo Pass
- R.C. Kemper, Jr Charitable Trust and Foundation
- Thomas and Sally Wood Family Foundation
- Tom and Muffet Harmon

5,000-9,999

- Alan and Mary Atterbury
- American Orchid Society
- Anne Riker and David Powell
- BlueScope Foundation
- Byron Shutz Fund for the Nature and Hiking Trail at Powell Gardens
- David and Cynthia Frensley
- Donna Barnes
- Dr. Robert Graham and Dr. Jane Henney
- Ellen and Brian Fairchild
- George Terbovich Designs Inc
- Hague Quality Water of Kansas City
- Hawkins Design Build, Chris and Emily Hawkins
- J.B. Reynolds Foundation
- Kauffman Foundation Matching Gifts Program
- Kristopher Dabner, The Greensman
- Lucy and Fred Coulson
- Mark and Kandi McCasland Family
- Mary Ann and Nicholas Powell
- Michael and Marlys Haverty
- Nancy and Robert Walrafen
- Nancy Creasy Charitable Fund
- Perry and Kathryn Atha
- Peter and Barbara Gattermeir
- The David B Lichtenstein Foundation
- The Stolzer Family Foundation, Ellen and Dan Bolen
- Tom and Ann Isenberg
- Virginia Miller
- Wendy and Grant Burcham

2,500-4,999

- Allie and Tim Sifers
- Ashley and Joe Pindell
- Carol Sanford
- Community Foundation of the Ozarks
- Dody Gates Everist and Brian Everist
- Francis Family Foundation
- Gary and Ann Barnes
- George and Wendy Powell Fund of the Kuehn Foundation
- Irvine and Ellen Hockaday
- Jan and Michael McGraw

- Janie Grant
- Jeanie and Robert Latz
- Katie Gusewelle
- Kirstin and Matt Salzman
- Lockton Companies
- Lucy Mayor
- Marino Martinez and Ana Iriarte
- Maureen and William Berkley, Tension Envelope Foundation
- Missouri Conservation Heritage Foundation
- R.A. Long Foundation
- Ralph L. Smith Illumination Fund, Paul and Lynn Douthat
- Rebecca and Bruce Monke
- Richard Triggs and Bill Jennings
- Salley's Propane
- Sally and Duncan McEntyre
- Sally and Robert West
- Susan Ambler Spencer and Bill Griffith
- Susan and Charles Spaulding
- Susan and Rod Kelley
- Susan Pierson
- Westport Garden Club

1,000-2,499

- American Century Investments Foundation
- Amy and Shannon Eckhoff
- Anne and Daniel Durrie
- Atha Family Foundation
- Barnett and Shirley Helzberg
- Betty and David Boyd
- Bill Malouche
- Bobi and Leo Hallak
- Boulevard Brewing Company
- Bradley Cox and Sandra Langsford Cox
- Carl and Jean Chinnery
- Carl Manning and Dana Fields
- CharterUP
- Cherie and John Miles
- Christopher Spitzmiller, Inc.
- Cody and Tara Jolliff
- Commerce Bancshares Foundation
- Connie Waldrop and Robert Waldrop II
- Dayton and Gayle Runkle
- Debbie and Robert Phillips
- Debra and Allen Parmet
- Dennis Boatright and Becky Sandring
- Dianne Swann
- Donna Byars
- Douglas and Dana Nelson
- Duane Nelson
- G. Kenneth and Ann Baum Philanthropic Fund
- Gina Kaiser and David Gale
- Gloria and Conrad Moody
- Guy and Mary Swanson
- Henry and Julie Bauermeister
- Hermes Landscaping

- Industrial Surplus.com, LLC
- James and Ann Houx
- Jay and Cindy Longbottom
- Jewish Community Foundation of Greater Kansas City
- John and Wendy Marvin
- John Mitchell
- Julia and Sven Sykes
- Julie Taylor
- Kathryn and Christopher Weesner
- Kathryn Gates
- Kay and John Callison
- Kirk Carpenter
- Larry and Marcia Hawk
- Laura Welch Foundation
- Linda and Steve Lyle
- Lindsey Smith
- Lisa and Charles Schellhorn
- Liz Uhlmann and Paul Uhlmann III
- Lynne and Peter Brown
- Maria Timberlake
- Mark and Jan Zuke
- Marlese Lowe Gourley and Robert Gourley
- Mary Elizabeth and Mike Weigand
- Mary Lou and Tom Brous
- McDonnell Foundation, Tom and Jean McDonnell
- Michael and Julia Kirk
- Miller Nichols Charitable Foundation
- Post Coffee Roasting Company
- Robert and Debora Hamerly
- Russell and Carol Atha
- Sara and Bill Morgan
- Schreiber Foods Inc.
- Scott and Rhonda Burnett
- Sharon and Joe Ramsey
- Susan Lordi Marker and Dennis Marker
- Tom's Town Distilling Co.
- Valentine Family Foundation

*** 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
2024 ANNUAL REPORT