

ALL HALLOWS GUILD

PRESIDENT'S REPORT 2013



In 2013 All Hallows Guild marks its 97th year of continuous service to benefit the grounds and gardens of the Washington National Cathedral Close. The Guild, stewards of the 59 acres of the close, from the famous Bishop's Garden, based on medieval design, to smaller memorial gardens in various quiet corners of the grounds to the five acres of the Olmsted Woods, work to keep the close a place that refreshes the spirits of those who visit, work and worship here.

To become a member or to make a contribution,
call (202) 537-2937 or visit
www.allhallowsguild.org

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Drawing by Dee Skillern

The Shadow House

The Guild's logo can be appropriately found in the Bishop's Garden. The "garden house" was designed by cathedral architect, Philip Frohman and built with stones from President Grover Cleveland's nearby summer home, Red Top. From the little house, there are eight views of the Garden.

The floral displays from 15 counties were spectacular again in the Nave and our 90 gift vendors provided a great array of wares to tempt the shoppers. "Old favorites" like our Puppet Show, White Elephant Sale and Premier Plant booth drew large crowds. Many said it was the largest Flower Mart ever. We hope that you will join us to celebrate Flower Mart's 75th year on May 2 and 3, 2014.

Gardens and Grounds. The re-dedication of the Bishop's Garden on October 9th was the culmination of a three-year project to revitalize the Garden. Much of the Garden Committee's effort during this period was devoted to this major effort, while not neglecting other areas of the grounds including the Olmsted Woods.

The initial impetus for the rejuvenation was the severe damage caused to ancient boxwoods by the heavy snows of two winters. As often happens, we realized we had a bigger task at hand. We reacquainted ourselves with the rich origins of the garden in the 1920s. Mrs. Florence Bratenahl, founder of the Guild in 1916, was asked by Bishop Satterlee to do something with the great piles of excavated dirt south of the cathedral construction site. Mrs. Bratenahl worked with Frederick Law Olmsted, Jr., designer of the plan of the close, to conceive the Bishop's Garden. As we studied their original garden designs, we knew we had to restore the original crisp geometry of the east-west axis.

We engaged the firm of Michael Vergason Landscape Architects LTD, with Michael Vergason and his colleague Melissa Gildea, whose plans restored the original layout and also created beautiful new garden rooms for the Washington Cathedral, its staff, its schools and visitors to enjoy. Bird Walks and Woods Walks continue to serve devotees who come to admire and be refreshed by our natural spaces. We hope that you will come and enjoy the changing seasons in this exquisite garden space and across the Close.

All of this required a tremendous amount of time and work by many devoted and talented people to whom the Guild is exceedingly grateful. Joe Luebke, the Director of Horticulture, and his staff assembled and directed a fine group of contractors. Joe's dedication to the project never wavered,

and his knowledge of plants and all things related to the Garden is noteworthy. He kept his good humor and persevered despite serious weather challenges. Cathedral Head Mason Joe Alonso and his team of stone masons, Andy Uhle and Sean Callahan, moved the statuary with extreme care for such beloved and fragile objects. We greatly appreciate their three-year dedication to this renovation, especially as they are confronted by overwhelming tasks of rebuilding the cathedral's stonework damage.

Donations and Memorial Gifts All Hallows Guild is grateful to our many supporters, especially those who chose to honor or remember loved ones with specific gifts for trees, plants and benches in the garden and on the grounds. A complete listing will be in the next annual report.

Tour and Tea Co-sponsored by All Hallows Guild and Cathedral Visitors Programs, Tour & Tea is a popular and successful event. Cathedral visitors enjoy a specialized tour and catered tea in the tower. All Hallows Guild is extremely grateful to the excellent tea coordinator, Melissa Isbister, and the year-round loyalty and time commitment of sixty-five volunteers and supervisors.

The Gift Shop in the Herb Cottage Our retail shop continues operating in the B-2 Bus Garage space and it is problematic. This location is not viable long term. Despite the excellent efforts of our manager, we are experiencing short falls in revenue for the second year in a row. Our best business days remain tea days and some weekends. Flower Mart sales at two locations, an above-ground booth, and the underground shop, offered welcome activity. All Hallows Guild is grateful to Cheryl Loewe, our manager, and the faithful employees, volunteers and committee members who have faced the challenges with dedication, innovation, resolve and humor. The Shop will again participate in the *Strathmore Museum Shop-Around*, the *St. Albans Christmas House Tour* and will remain open until 8 pm *Christmas Shopping Night*, December 12th on the close.

Task Force In January 2013, the PECF appointed a Task Force to assist the Guild in the effort to resolve our retail space difficulty. Led by Liz Hayes and Dick Schoenfeld, we have been exploring other potential retail locations for our gift shop on the close. Currently, we are examining the feasibility of a new structure. The Gift Shop in the Herb Cottage continues to operate in the B-2 Level of the

parking garage while we pursue this possibility.

Looking Ahead Internally, the Guild has embarked on short and long range planning. Precipitated by the loss of the Herb Cottage as our retail space, the Guild conducted a formal survey of programs and mission. Since December 2012, we have been refining and reviewing each of our activities and financial position to make the best use of our resources.

Communications for the Guild continues to expand – making better use of social and web media as well as various new forms of communication, such as an enhanced newsletter (full color) and “news-cards” to an expanded database list. Flower Mart is working to expand the use of the “square “ for electronic payments and the use of social media to promote the event. Our stewardship to the grounds will include the purchases of 5 large *Juniperus virginiana* ‘Idllyld’ to replace the loss of yews in the *Yew Walk*, Bishop’s Garden. They are due to be planted in the spring. The Upper Perennial Border, Bishop’s Garden, is badly in need of plant replacement. Members of the Garden Committee will be working with Joe Luebke on this project. We are also seeking advice and cost estimates from contractors and structural engineers on the extensive repairs needed for the Woodlands Bridge. More on all facets of our work in the Fall 2014 Annual Report.

Thank you to our donors and program supporters whose generosity sustains the gardens and grounds. Working collaboratively with the Cathedral, Beauvoir, National Cathedral and St. Albans Schools, All Hallows Guild is looking toward the future to improve and maintain this historic and heavily utilized property.

A handwritten signature in cursive script, reading "Debbie Page". The signature is written in dark ink on a white background.

Treasurer's Report FY 2012-13

FY 2012 All Hallows Guild funds given to the Cathedral/PECF:

Gift to Cathedral	35,000
General grounds/horticulture	99,462
Bishop's Garden	119,002
AHG membership dues and life members	9,460
FM Facilities bill, security, rentals	76,467

Total: \$339,391

Major Annual Fund Raisers:

- Tea & Tour (in partnership with Visitor Programs)
- Flower Mart
- Gift Shop in the Herb Cottage

Other Sources of All Hallows Guild Monies:

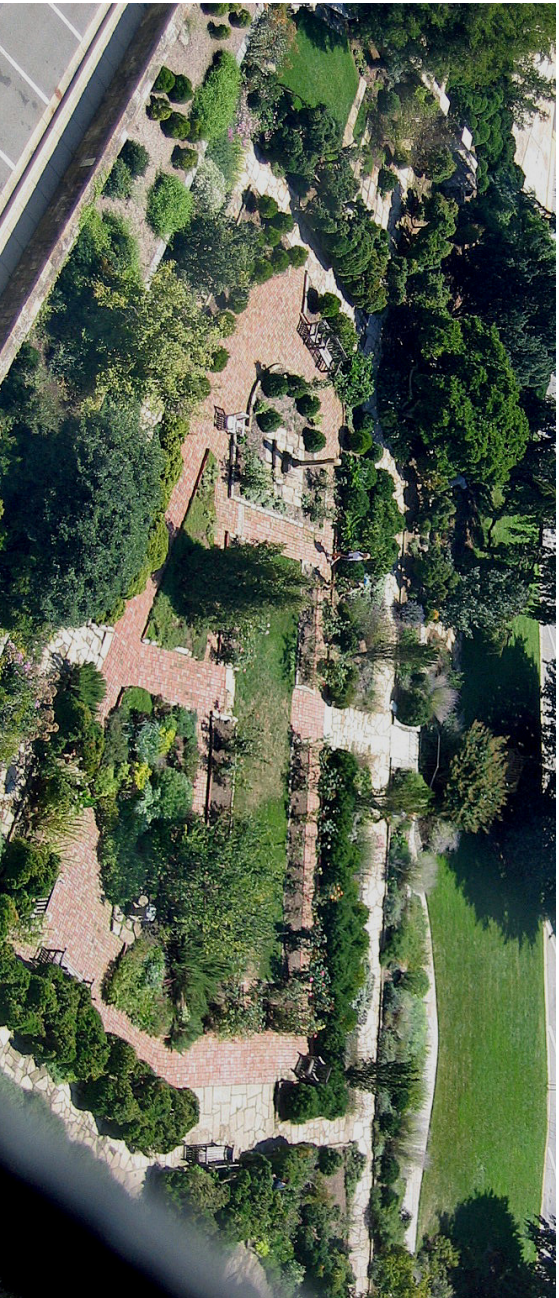
- Memorial & general contributions
- Special lecture and programs
- Bratenahl commemorative scarf
- Membership dues pass to the Cathedral, designated for grounds up-keep; life memberships pass directly to the Cathedral's garden and grounds endowment fund.

All Hallows Guild is a unique organization within the PECF. It is not a part of Shared Services but pays Shared Services bills on an ad hoc basis. AHG is primarily an all-volunteer organization that raises money for the care and beautification of the entire Cathedral Close. The Guild represents the green space. Throughout its 90-year history, AHG has allocated its resources to grounds/horticulture projects that go beyond general maintenance. Many of these projects have brought national recognition to the Washington National Cathedral grounds and gardens.

In the last 16 years, the Guild has spent over \$5.807 million dollars on the gardens, grounds, and woodlands and on contributions to the Foundation or Cathedral through AHG memberships, outright gifts and reimbursements to Facilities.

All Hallows Guild pays for: All flowers, bulbs, trees, shrubs, tree maintenance, storm damage to landscape, landscape architects, arborists, garden interns and staff education.

AHG does not pay for: Regular staff salaries, garden and turf maintenance, and hardscape (except in special projects like the Olmsted Woods or the 2013 Bishop's Garden Renewal).



Bishop's Garden Renovation 2013 Highlights

- The renovation moved the Wayside Cross back to its original place at the "heart of the Garden."
- Paths and walkways that had suffered disrepair and encroachment were re-aligned back to their original axis and repaired by expert stone masons.
- The Final Garden (Formerly referred to as the Memory Garden, northeast corner) has been restored to its original lines and new plantings installed. The final which fell from the Cathedral tower in the August 2011 earthquake is a focal point in this new garden room.
- The Prodigal Son has been moved to its own redesigned space a little removed from the Garden's center.