

President's Annual Report 2021



Dear Friends,

Since 1916, All Hallows Guild's mission has remained unchanged: to provide for the "care, preservation and beautification of the Cathedral Close," following the vision of Bishop Satterlee, first Bishop of Washington; Frederick Law Olmsted, Jr., Cathedral landscape architect; and Florence Bratenahl, Cathedral landscape designer from 1923-36 and driving force of the Guild since its earliest years. I have had the privilege of heading the Guild since July, 2020, joined by wonderful officers, committee members, and volunteers from the Guild and its friends.

What is new to report in FY 2021? How has the unique experience of the COVID pandemic affected us and our mission? In many ways the past year's difficult seasons have brought out our better, more generous nature.

We have gathered funds to keep the gardens and grounds open throughout, free to all seeking a haven of peace and refreshment. We have organized, re-organized and even cancelled plans for events such as Flower Mart 2020, Garden Day 2021, and Tea and Tour. Guild members, Cathedral staff, and dedicated supporters have volunteered countless hours to keeping our mission alive and thriving, even amidst personal stresses and challenges.

We have inspired one another and hopefully others to continue creating and maintaining these beautiful gardens and grounds for people of all ages to visit in person or online.

We have downsized and moved our office space to improve access for all and lower our costs. A program of grant applications under our new Philanthropy Committee has begun to see success from various foundations across the country. This initiative was part of our plan to offset the loss of our major fundraising events due to Covid concerns.

Cathedral and PECF entities have been valued partners, helping us reach our goals in myriad ways. We continue to support landscape design projects at the Close schools and around official buildings, to fund summer interns, and to support professional development for horticulture staff in appreciation of their dedication and potential.

We recognize, as we pass through the entrance gates, that we are seeing in the garden before us the external form of the internal garden within each of us. There is a reason we all feel so comfortable and find solace here. We are coming home to our best selves, our best spirit, in the garden.

Let's all gather strength to face 2022 and continue to provide and expand that garden peace for countless others.

Respectfully submitted,

Sarah Harkrader Brau, AHG President

Membership:

At almost 400 strong, we are grateful to our members whose roots run deep in this Cathedral Close and have been unwavering in the support of All Hallows Guild during the pandemic. Our members' support continued to provide the financial foundation for the care and beautification of the magnificent gardens and grounds and to keep them open year-round, free of charge, for all to enjoy.

In the coming year, with the reopening of the National Cathedral and the community around us, we hope our members will enjoy these benefits:

- Members (along with one guest) are not charged the Cathedral visitor admission fee.
- Members receive a discount at our Annual Greens Sale.
- Members receive an invitation to our Annual Meeting in November – with a guest lecturer and refreshments.
- Invitations and notifications to attend special events and dedication ceremonies are sent to members.
- Advanced notice of upcoming events and activities (some with a discount or free admission for Guild members) are sent via our monthly email newsletter.
- Members may receive a discount to attend events and activities hosted by organizations with similar interests.

This year, we offered two Fall membership events: an opportunity to attend a two-day Olmsted Forum hosted by the Albemarle Garden Club; and a presentation via Zoom Live on how to incorporate F. L. Olmsted's design principles into your own garden, by Leslie Harris from LHDesigns.

Committee Reports

Tour and Tea Program

Tour and Tea went on hiatus at the start of the pandemic when Dean Hollerith closed the Cathedral in response to the Bishop's order. With sadness, we report that there is currently no plan to restart it. We give enormous thanks to [Melissa Isbister](#), who for so many years was the cement that held our program together, along with our long-serving and stalwart volunteers.

Herb Cottage Gifts

All Hallows Guild has phased out its in-person retail operations, but selected popular items will be available at pop-up events.

Our Garden and Woods Docent Programs

We are proud of our docent program, which guides hundreds of people each year through the Bishop's Garden and the Olmsted Woods. After a hiatus, Bishop's Garden tours resumed this fall, with two tours held in September and October. Per current Covid restrictions in the garden, all participants are masked, and groups of 10 or more are split into smaller sections for social distancing purposes. In addition, visitors can now access a recorded tour by means of QR codes posted in the garden, and on our website, allhallowsguild.org.

Flower Mart

Flower Mart 2021 was cancelled due to the pandemic, but as we look ahead to 2022, we are filled with excitement to welcome back visitors to the grounds of the Washington National Cathedral to celebrate Flower Mart as we have done since 1939. Our historic carousel, children's rides and games, traditional offerings of Premier Plants, unique gifts, festival food, and an international floral exhibit will all return, and we earnestly hope to make this the biggest event we have ever had!

Many thanks to our generous donors and sponsors who have sustained us during the unprecedented time we faced together so the gardens and grounds could remain open to the public and serve as a Haven of Peace! While we ardently hope that everyone can join us in person on May 6-7, 2022, as we celebrate the return of Flower Mart, a final decision will be made by February 1, 2022, should another spike necessitate a closure for public safety.



Philanthropy Committee

This new committee, an initiative of our current president, was formed to research and submit applications for grants from foundations and other funding sources, in order to offset the loss of revenue due to the cancellation of our major fundraising events during the pandemic. These efforts are already bearing fruit. AHG was awarded a major grant this summer, and several more proposals have been submitted.

Communications

The communications team continues to make updates and improvements to our website, allowing us to reach a large audience in a time when that has been especially necessary. Our website now includes a full narrated online garden tour, with interactive maps that lead to individual web pages for 17 areas of the Cathedral Close and 14 areas of the Bishop's Garden. The Bishop's Garden pages include video content as well as photos and text. Signage located near Shadow House and in the Olmsted Woods includes QR codes linked to the online tours. This allows garden visitors to access them easily with their mobile devices.

Our eNewsletter is now being received by 3000 people. We continue to send hard-copy mailings, with full-color brochures, twice yearly. The fall membership mailing and the spring Flower Mart mailing are sent to approximately 1600 addresses. Reducing the amount of material that we print and mail allows us to be better stewards of the environment and our finances.

All Hallows Guild has a growing presence on social media. We maintain Facebook pages for All Hallows Guild and for Flower Mart. We also have accounts on Instagram, Twitter, and YouTube. We also maintain a blog on our website that features our programs and garden projects.

Memorial Gifts, 2021

A Sweet Gum tree, *Liquidambar styraciflua* 'Hapdell' also known as Happidaze, was planted west of the café in memory of Marcia Johnson, donated by Caroline Cameron and Cathedral Quilters.

A Redbud Rising Sun, *Cercis canadensis*, was planted west of the café. The tree was donated by Caroline Preston in celebration of her parents, Mr. & Mrs. Preston's 50th wedding anniversary.

We continued to repair and refurbish benches in a planned rotation, and have been working on mapping the benches all over the Cathedral close.

Treasurer's Report FY 2021

All Hallows Guild (AHG) raises money for the care and beautification of the gardens and grounds of the entire Cathedral Close. AHG pays for flowers, bulbs, trees, shrubs, tree maintenance, storm damage remediation, landscape architects, arborists, garden interns, staff education, and stonework that is an integral part of the gardens and woods design. Throughout its 104-year history, AHG has allocated its resources to projects that have brought national recognition to the Washington National Cathedral grounds and gardens.

In FY2021, the AHG, like everyone, continued to experience the impacts the COVID-19 pandemic. For the second year in a row, the Guild was forced to cancel Flower Mart, our largest fund raiser, and to continue the suspension of Tea and Tour, another significant revenue source. The loss of more than \$130,000 in expected revenue again resulted in a substantial budget shortfall for the fiscal year. Fortunately, members and supporters were generous and we received more than double the expected income from contributions.

In direct response to COVID, we incurred several expenses to bring AHG Board and Executive Committee meetings on-line, to create an on-line garden tour and pod-cast, and to hold the 2021 Annual Meeting both in person and virtually. In addition, we have invested about \$5000 in one-time expenses to reduce our operating costs by consolidating our space to a smaller office and moving to a more cost-effective database. It is expected that these changes will realize savings of about \$12,000 per year.

Overall, our financial position remains strong and we ended the year with approximately \$500,000 in available resources and \$2.1 M in investments that have held their value. These resources, along with continuing membership and contributions, will allow us to continue to fund our core gardens and ground mission through 2022.

FY21 Budget Summary

Total Income	\$86,289
Total Operating Expenses	\$241,714
Available Resources as of 6/30/2021	\$514,480
Total Investments as of 6/30/2021	\$2,075,656

Highlights of FY21 Significant Investments

Woodlands Bridge Removal	\$41,000
Tree Maintenance	\$69,931
Plants/Bulbs throughout the Close	\$23,423
Interns	\$17,565
Contribution the Horticulture Budget	\$28,235
Virtual resources for COVID response	\$1,589
Administrative (website, database, part-time admin, mailings)	\$56,815

All Hallows Guild Annual Meeting November 1st, 2021, 9 am, Washington National Cathedral Nave, and virtually

Guest Speaker: Dede Petri, Head, National Association of Olmsted Parks

Dede Petri is no stranger to All Hallows Guild and the Cathedral Close. From 1998-2005, she was chair or co-chair of the Garden Committee and then President of the Guild from 2004-2006. She launched and served as Chair of the Olmsted Woods Restoration, a decade long \$3 million-project that revitalized the five-acre woodland at the south of the Cathedral Grounds and realized the vision of Olmsted Jr. for a woodland path and amphitheater. The Woods remain a special focus of AHG. Over the last thirty years, Dede has been an innovator and leader in the nonprofit community. She was General Counsel of the National Endowment for the Humanities, founder and president of the American Council of Trustees and Alumni, the 42nd president of The Garden Club of America, and now serves as president and CEO of the National Association for Olmsted Parks, the managing partner of the Bicentennial celebration. NAOOP is the only national organization dedicated to advancing the legacy and principles of Frederick Law Olmsted.

Topic: "Celebrating 200 Years of the Olmsted Legacy: From the Capitol to the Cathedral"

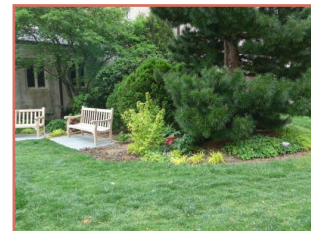
Dede's talk will discuss the upcoming national celebration, Olmsted 200, marking the bicentennial in 2022 of the birth of Frederick Law Olmsted. She will explore significant Olmsted contributions to the landscape design of the nation's capital, with a particular focus on Frederick Law Olmsted Jr., son of the famed founder of American landscape architecture, who helped design the grounds of the Washington National Cathedral.

Parking free for Guild attendees in Cathedral garage

Garden Committee Annual Report 2021

All Hallows Guild is pleased to collaborate with all the institutions on the Cathedral Close to improve the various landscapes in these 57 acres.

Church House — A deep trench was excavated in the front garden to install gas lines serving Church House and the Cathedral. Rather than just covering the filled trench with sod, the Horticulture staff saw an opportunity to redesign the entire front garden. The Guild funded a portion of the new landscape, which includes redbuds, sweet gums, and ninebark trees, tall boxwood to screen the gas connection, cherry laurel, and azaleas, and a variety of perennials to bloom during three seasons.

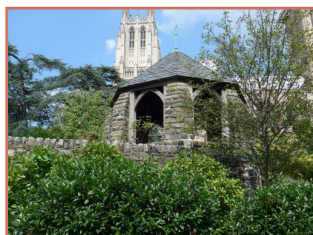


Memorial benches continue in a rotation of cleaning and repair, and they serve as important spots for rest and contemplation in our gardens.



National Cathedral School Curran Courtyard — The courtyard is now a welcoming space for people and pollinators alike. The circular cinder path has been replaced with casual stepping stone paths, and plantings featuring the school colors of purple and gold are thriving after a spring installation. Wrought iron tuteurs holding climbing vines and a rose arbor with peachy pink blooms soften the look of the brick buildings and invite pollinators.

The Woodland Bridge had been a hazard since 2012 when it was hit by tree limbs blown by *derecho* winds. The bridge was demolished in March. All Hallows Guild financed the removal by a skilled corps of arborists and climbers who were able to complete their work without using heavy equipment to damage the fragile ecology of the Olmsted Woods. (Pictured at right, the site with only the footings remaining.)



The Shadow House, the beloved and popular garden house in the Bishop's Lawn, has seen extensive use during this pandemic as a meeting spot and shelter. With continuing heavy use of the gardens by people needing safer outdoor spaces and spiritual solace in this troubled time, we are aware of the need to conserve this small treasure. Built with stones from Grover Cleveland's nearby summer home, the building is solid but the exposed wooden Gothic arches and benches are deteriorating. We are investigating woodworking choices.

Interns — The Guild was pleased to sponsor **three college undergraduates** as summer interns who exchange their young enthusiasm and muscle for education both from our staff and from tour exchanges with other area gardens.



The Olmsted Woods is at the top of our agenda for tree study and erosion control with water mitigation measures. This five-acre urban treasure is an important refuge for wildlife, birds, and the many humans (and their dogs) who enjoy daily walks on the paths in a peaceful oasis. Thanks to the diligence of a cadre of faithful volunteers working weekly, much English ivy has been removed to allow charming native wildflowers to emerge and thrive.



Respectfully submitted,

Carol Kelleher,
Garden Committee Chair