



Annual Support  
Sustaining Our Mission  
Each and Every Day



**GROWING  
BRILLIANTLY**

The Campaign for The Morton Arboretum



# Annual Support Sustaining Our Mission Each and Every Day

Every year, more than 39,000 members and friends express their belief in The Morton Arboretum—and its future—through their annual gifts. Their generosity powers all aspects of the Arboretum's mission, supporting the care of our grounds and the impact of science and education.

Indeed, we grow brilliantly, together.

As a central component of the *Growing Brilliantly* campaign, annual support highlights the importance of philanthropy in all that we do. The Arboretum is a privately funded nonprofit organization. We continue to exist—and thrive—because of the support and foresight of members and donors.

The vote of confidence cast every year by our donors has convinced us that we can achieve the ambitious goal of securing \$30 million in gifts to the annual fund over a five-year period. Collectively, these gifts of all sizes represent nearly half of the campaign goal.

Annual giving does make a difference, touching everything we do—and further establishing the Arboretum as a leading nonprofit organization in the Chicago area.



## The Impact of Your Philanthropy

Your support of annual giving at The Morton Arboretum will advance every aspect of our mission:

**Education**, including workshops for 35,000 adults and children each year.

**Research**, notably 25 PhD scientists and research associates who study urban soil, tree root systems, and forest ecology to keep trees healthy locally and globally.

**Conservation**, the practical application of our research to protect and preserve tree species at the Arboretum and worldwide.

**Programs**, offering free help with home gardens and landscapes to the public through the Plant Clinic, as well as outreach to 270 communities in the Chicago region through the Community Trees program.



Darrell Jackson, President and  
CEO, Seaway Bank & Trust Co.  
Chairman of the Board of  
Trustees, The Morton Arboretum

**Every Day,  
Every Year**

*What does The Morton Arboretum mean to you?*

Our family grew up here. My children are now 21 and 18, but whenever I see a baby carriage, I think of my wife, Valencia, making the rounds of the Arboretum with babies in tow. We have warm feelings for the Arboretum and visit often as a family.

*How do you see the Arboretum now that you are Chairman of the Board of Trustees?*

This is a place of great talent and fresh energy with a mission that is addressing many key issues facing our planet and our communities. I tell people all the time: 'If you want tangible results and lasting impact with your charitable dollars, check out The Morton Arboretum.'

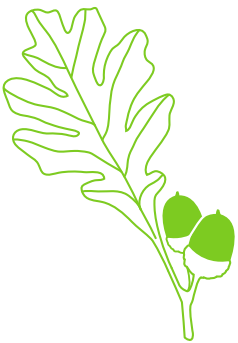
*The Arboretum needs to raise \$30 million over the next five years for operating support. What's your message about the importance of such support?*

We can't ease up on annual giving! The day-to-day work of the Arboretum depends on a robust stream of funding for all of its programs, from tree science to the Children's Garden. We are open to the public 365 days a year—each and every day showcases the effects of charitable giving.

# Please Join Us

*Growing Brilliantly: The Campaign for The Morton Arboretum* will advance key initiatives as the Arboretum continues to grow in size, influence, and impact.

We invite your generous leadership gift, even as you continue your loyal support of Annual Giving over the course of the campaign. Both commitments are critical to the Arboretum's ongoing vitality.



**Darrell Jackson**, Chairman of the Board of Trustees, says that planting trees plays an important role in rebuilding communities. His favorite tree is the **oak** because it is strong and deeply rooted.

*Growing Brilliantly*  
*The Campaign for The Morton Arboretum*

A New South Farm	\$20.2 million
Center for Tree Science	\$ 6.8 million
Tree Conservation Programs	\$ 3 million
New Plant Development	\$ 2 million
Children's Garden Enhancements	\$ 1.3 million
<b>Annual Support (five-year period)</b>	<b>\$30 million</b>
<b>Total</b>	<b>\$63 million</b>



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