



PROTECTING THE FUTURE OF THE GARDENS BRISTLECONE PINE ENDOWMENT PROGRAM – LONGEVITY, RESILIENCE, BEAUTY

WHAT IS THE NEED?

Betty Ford Alpine Gardens has achieved its vision of being the premier alpine botanical garden in the world. With the new Education Center and expanded gardens and programs, Betty Ford's dreams for her garden have been realized. A successful capital campaign raised almost 4 million dollars and the annual operating budget has exceeded 1 million.

WHY NOW?

With the new Education Center the value of the educational programming, conservation work, the gardens and the plant collection itself has risen to such a threshold that it requires protection in perpetuity.

WHY SHOULD YOU GIVE?

Betty Ford Alpine Gardens has become one of Vail most loved and appreciated institutions. Whether valued for its beauty, its tranquility, its important plant collections, the educational opportunities, or its contributions to the natural environment it is now an integral part of the Vail community.

The Gardens is almost 30 years old. On TripAdvisor.com Betty Ford Alpine Gardens is rated #2 in Things to Do in Vail (after Vail Ski area) and in 2014 were listed one of the top 30 "Must-See Gardens" in the United States. Not only is the Garden one of the most loved places in Vail it is critical to Vail's summer economy, according to a survey conducted by the Vail Valley Foundation contributing 11 million annually to Vail's economy.

The future for the organization is bright. With more and more pressure on the environment the need to educate people about the importance of plants and our beautiful alpine areas is paramount. The Gardens is holding one of the most important collections of alpine flora in the world and is spearheading a national action plan to protect North America's alpine flora. This important work and this national treasure must be protected for the long term.

HOW MUCH IS NEEDED?

The Endowment Initiative outlines a goal of 3 million in endowment and reserve funds. Currently the Gardens has \$500,000 in permanently restricted endowment investments. A recent gift of \$1 million brings us half way to our goal. The funds are closely and professionally managed by the Board of Trustees and Merrill Lynch. A Board endowment distribution policy distributes funds from the endowment to operations at the rate of 4.5% annually. Planned gifts are a great way to support endowment. Please discuss with your financial advisor or call the Gardens.

We are pleased to announce a 2018 endowment matching challenge from two Board members. The Liebhaber Family Foundation and Bob and Helen Fritch have pledged \$450,000 to match any cash gift to the general endowment. Please consider helping us make the match.

HOW CAN I GET MORE INFORMATION?

For more information please contact Nicola Ripley, Executive Director at Nicola@bettyfordalpinegardens.org or 970-476-0103 ext. 6 or Development Director Liz Campbell liz@bettyfordalpinegardens.org or 970 476-0103 x 5.