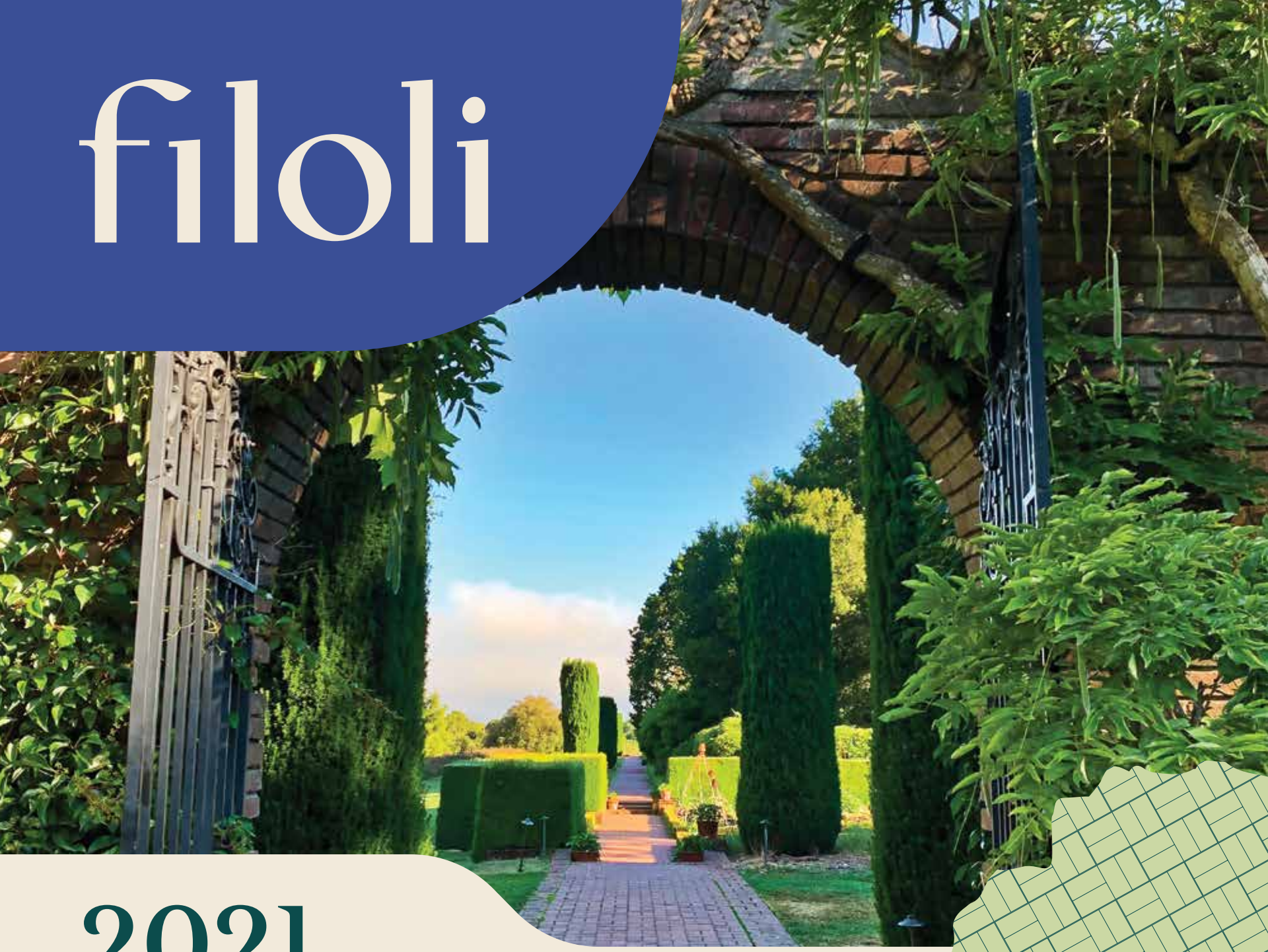
filoli

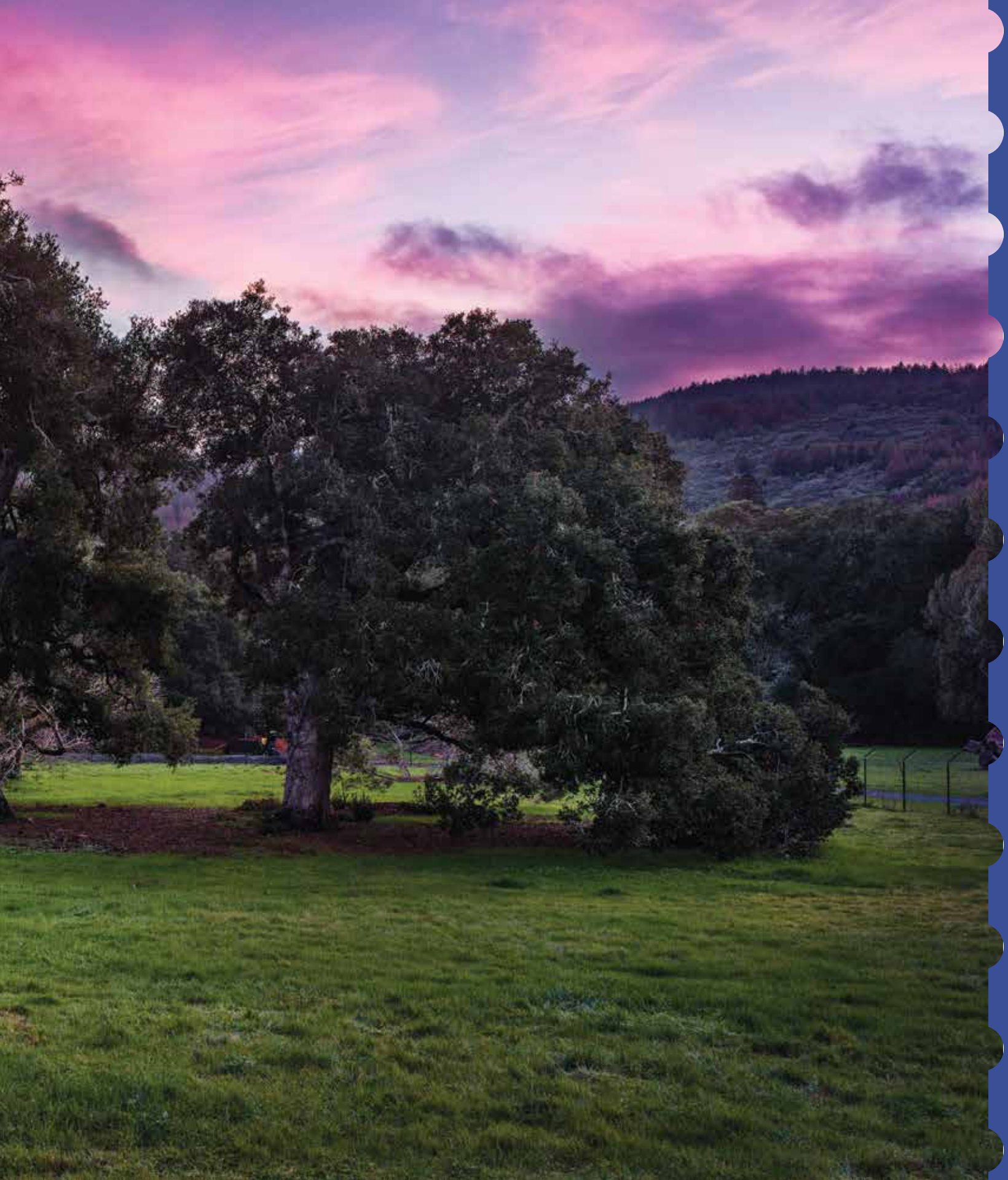


2021

Annual Report

Land Acknowledgement

We acknowledge that Filoli is located on the unceded ancestral homeland of the Ramaytush Ohlone people who are the original inhabitants of the San Francisco Peninsula.



Vibrant Landscape of the Bay Area

Our Mission

To connect our rich history with a vibrant future through beauty, nature, and shared stories.

"We continue moving forward to make Filoli the best version of itself. I look forward to having you "Meet me at Filoli!"

– Carol Moran
2022 Board President

Our Vision

We envision a time when al
value unique experiences, a
everyday life.

"My goal was to make Filoli a household word. This year, attendance doubled as new visitors brought fresh ideas."

- David Wollenberg
2021 Board President

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ll people honor nature,
and appreciate beauty in

"In 2021, we partnered with cultural organizations to bring new audiences to Filoli. Great things happen when people from diverse backgrounds work together."

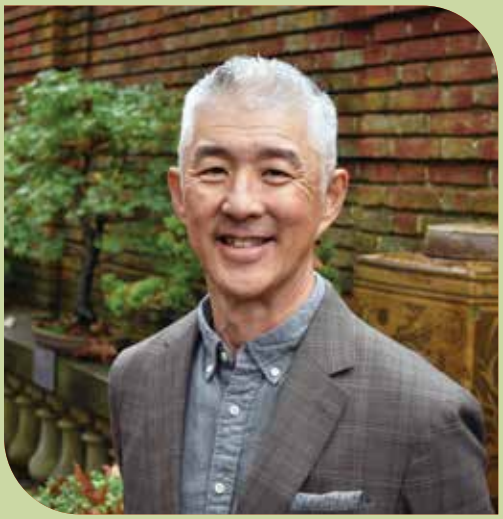
- Kara Newport
Filoli CEO

Leadership

Kara Newport
Chief Executive Officer

Alex Fernandez
Chief Operations Officer

Ayako Fukudome
Chief Financial Officer



Chris Hirano
Chief Development Officer

Brittany Jones
Chief Experience Officer

Susan O'Sullivan
Chief External Relations Officer

2021 BOARD OF DIRECTORS

David A. Wollenberg
President

Carolyn Daley
Past President

Carol Moran
Vice President

Mary White
Secretary

Ron Peyton
Treasurer

David Wessel
Collections Committee Chair

Tabitha Almquist
Jaleh Daie
Don DeFever
Robert Fountain
Joyce Hammel
Margaret London
Sapna Marfatia
Bob Nibbi
Willem Racké
Ana Roth
Barbara Seipp
Laura Simonds
Michael A. Smith
Leslie Witt
Nancy Young
Alan Zafran

2022 Incoming Board Members

Maryles Casto
Mani Ramasamy
Sydney Leung
Karyl Matsumoto

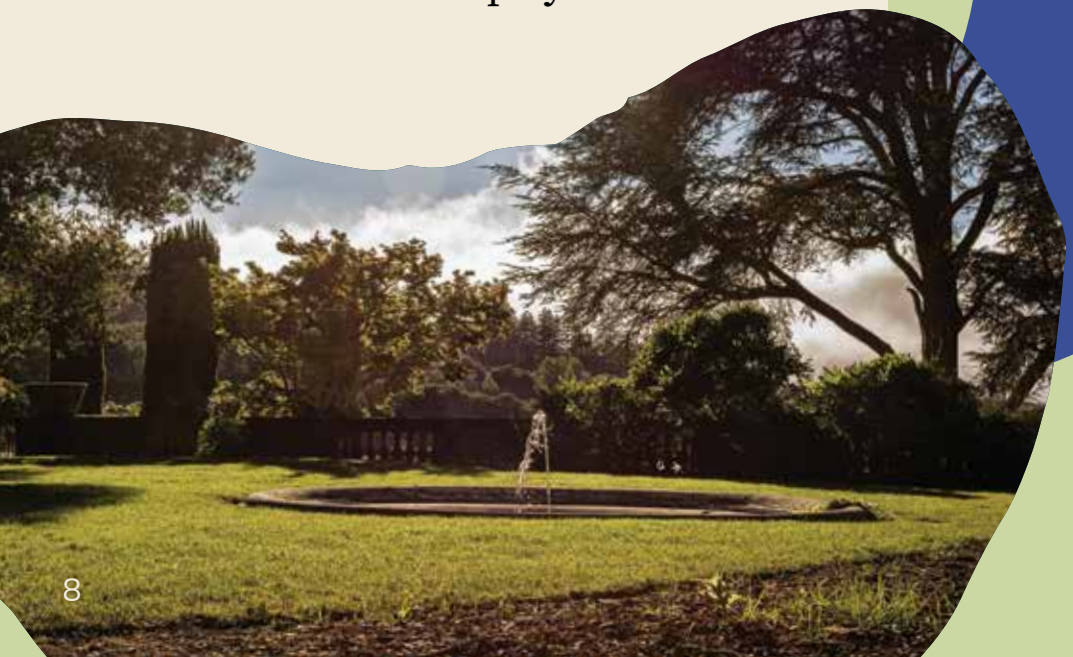
Strategic Plan Goals

PEOPLE & CULTURE

- Adopted living wage policy, raising minimum wage to $28
- Doubled minority representation on its Board

FUNDRAISING & FINANCIAL STRENGTH

- Doubled attendance
- Increased revenue by 75% and membership by 60%



INFRASTRUCTURE INVESTMENTS

- Completed House floor restoration
- Implemented new water conservation and sustainability practices

VISIBILITY & BRANDING

- Partnered with Chen Design Associates to create a fresh brand
- Welcomed more diverse audiences and over 1.4M website visits

LEARNING & ENGAGEMENT

- Piloted a new preschool partner program
- Developed new interpretations and narratives reflecting the property's diverse history beyond the Bourns and Roths

Organizational Excellence

AAM ACCREDITATION

The American Alliance of Museums accredited Filoli, making it one of 77 recognized museums in California. Accreditation marks a museum's commitment to high standards and continued improvement.

FACING CHANGE

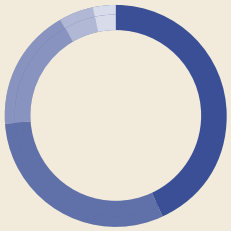
The American Alliance of Museums selected Filoli to participate in "Facing Change," a national initiative to increase racial and ethnic diversity on museum boards. As a result, Filoli doubled minority representation on its Board.

Visitor

45.6%
of visitors traveled over 20 miles to visit Filoli

Demographics

Ethnic Makeup



42.6%
Caucasian/ White

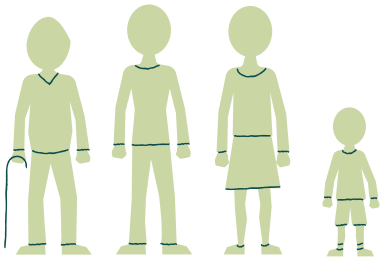
31.0%
Asian

17.9%
Hispanic/ Latinx

5.1%
Other

3.3%
Black

45.5%
of visitors are between the ages of 18 and 44 years old



31.2%
of visitors have children under 18 years

FINANCIALS

STATEMENT OF FINANCIAL POSITION

Years ended December 31

Assets	2021	2020
Cash and Cash Equivalents	$7,187,049	$3,929,409
Receivables (net of discount)	$104,394	$103,167
Prepaid Expenses	$286,201	$208,101
Inventory	$170,803	$284,105
Investments	$12,686,940	$11,958,576
Property and Equipment (net)	$5,101,043	$5,559,598
Total Assets	**25,536,430**	**22,042,956**

Liabilities and Net Assets	2021	2020
Total Liabilities	$1,753,295	$1,161,587
Total Net Assets	$23,783,135	$20,881,369
Total Liabilities and Net Assets	$25,536,430	$22,042,956

STATEMENT OF ACTIVITIES

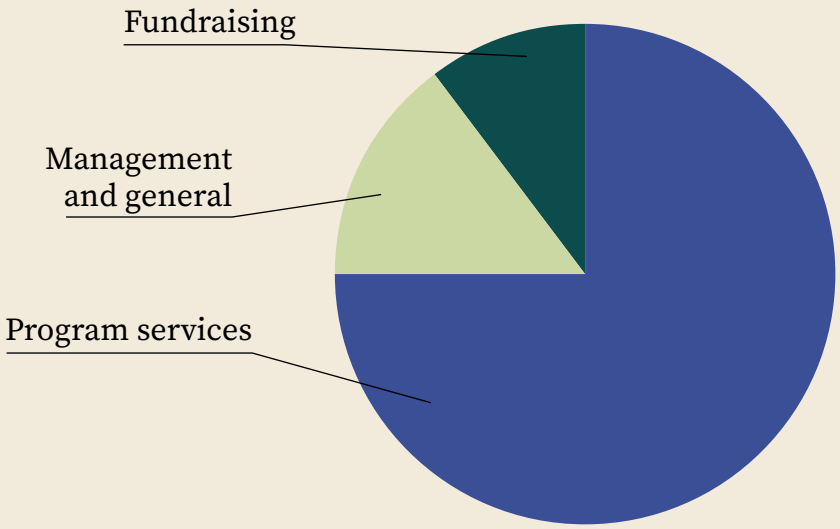
Years ended December 31

Revenue and Support	2021	2020
Programs	$5,967,945	$2,769,672
Memberships	$1,845,321	$1,273,611
Contributions and grants	$1,289,065	$894,326
Retail gift shop sales (net)	$1,249,528	$643,444
NTHP Endowment	$603,981	$588,191
Other income	$163,848	$201,261
Total	**$11,119,688**	**$6,370,505**

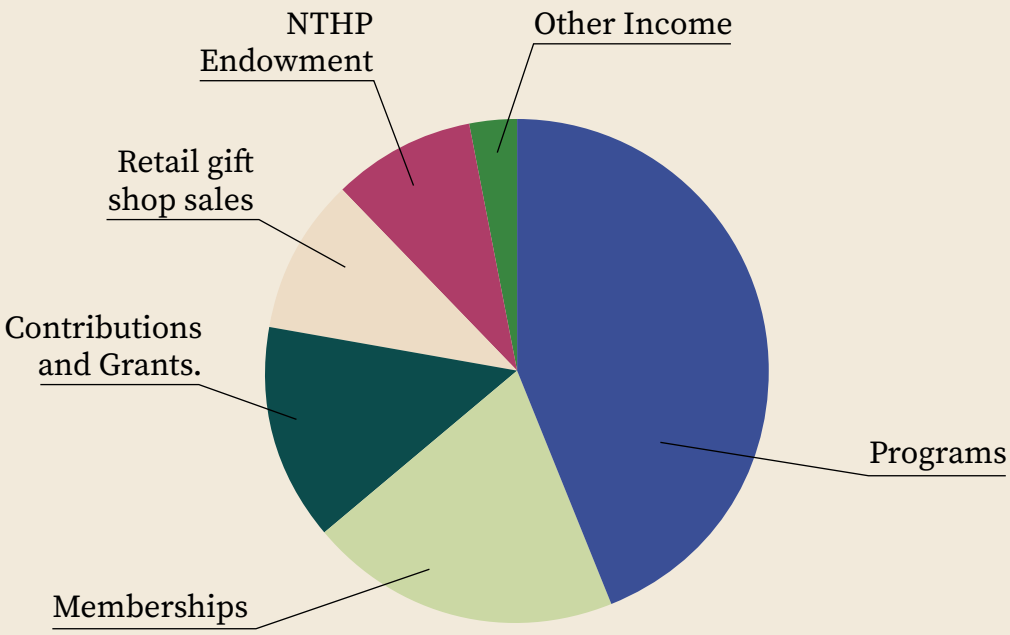
Expenses	2021	2020
Program services	$6,776,731	$5,009,289
Management and general	$1,314,532	$1,062,052
Fundraising	$922,217	$529,906
Total	**$9,013,480**	**$6,601,247**
Other Changes in Net Assets	**$795,558**	**$1,350,141**

Audit in process. Complete in May 2022.

Expenses

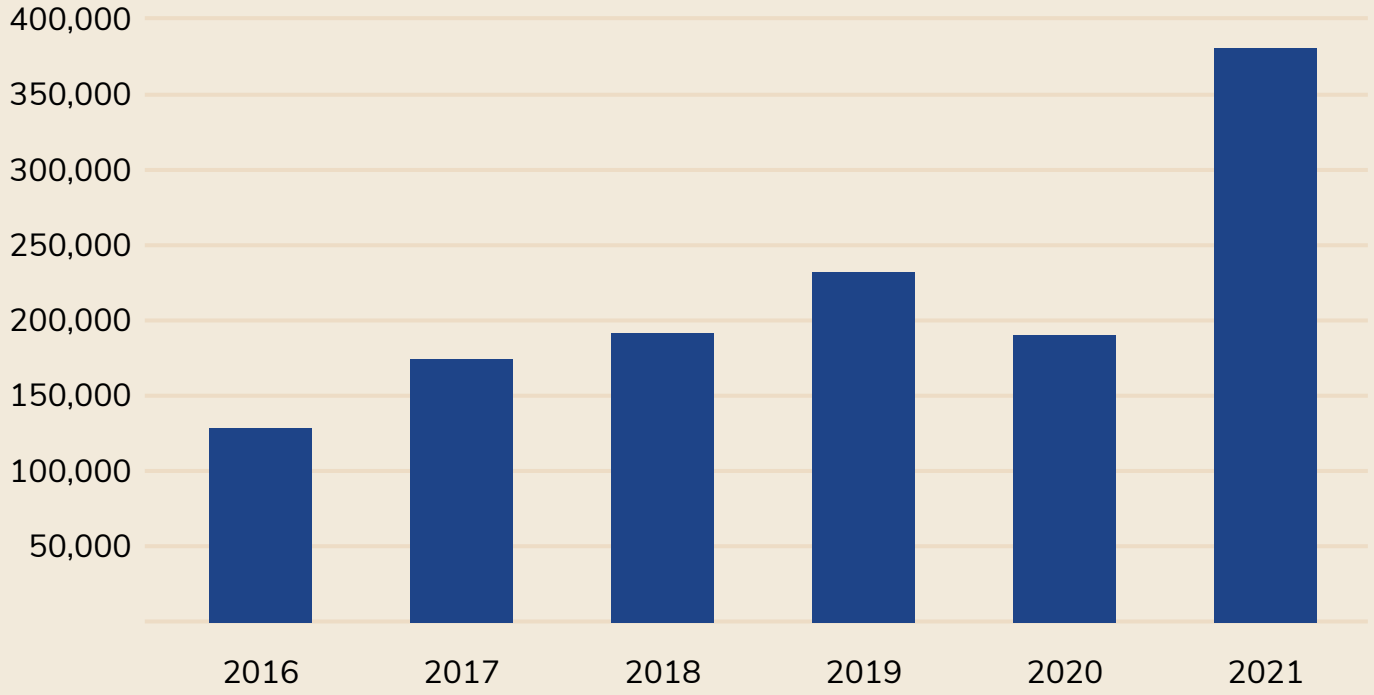


Revenue and Support

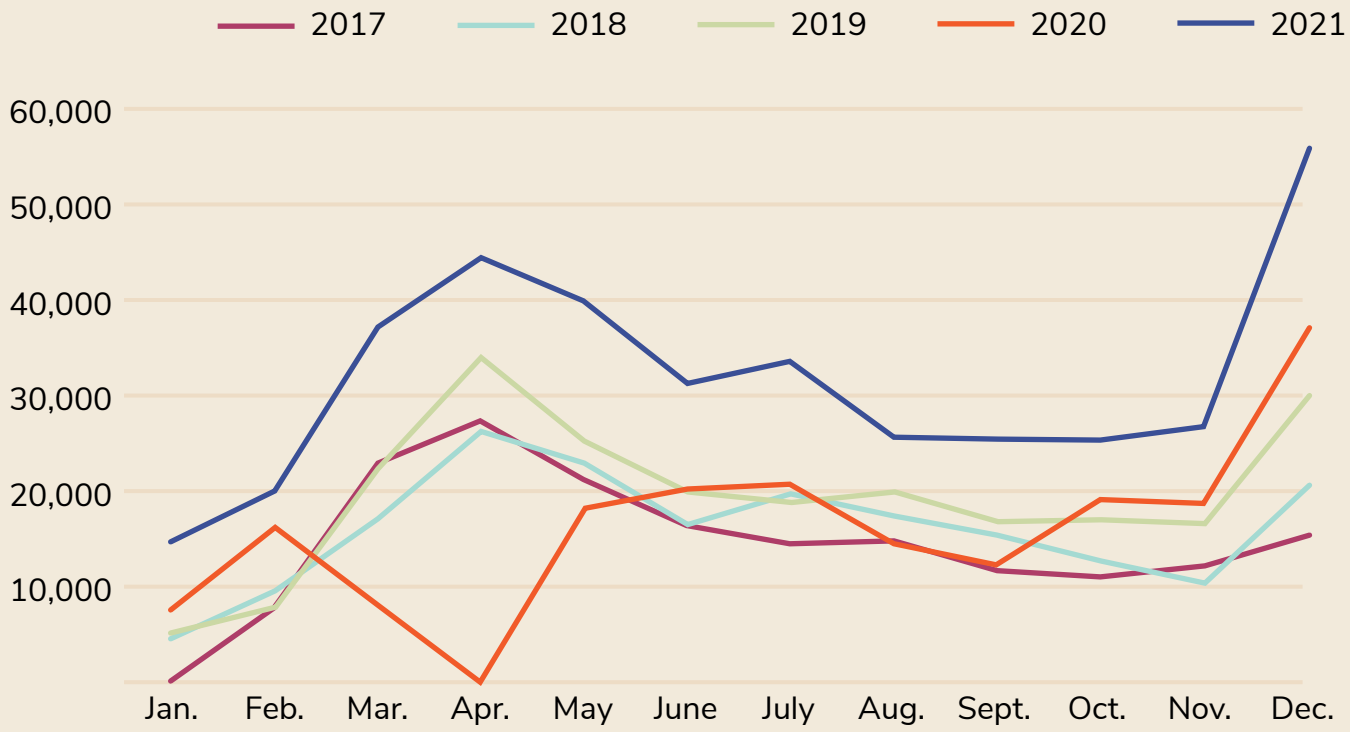


VISITATION

Annual

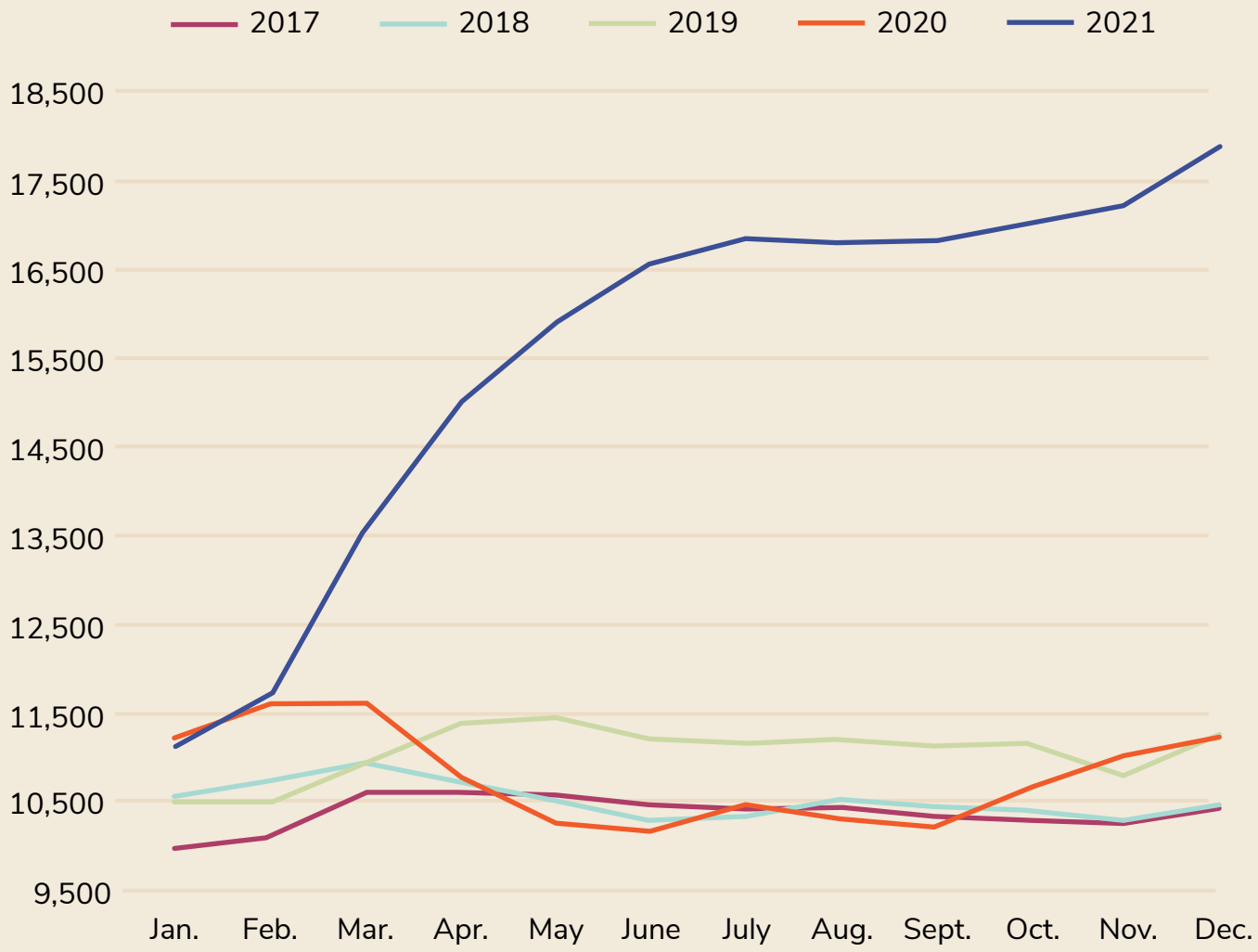


Monthly



MEMBERSHIP

Monthly



NATIONAL BENCHMARKING

The American Public Gardens Association collects information on all members to show ideal fundraising, attendance, and staffing levels. Filoli is on the way to becoming a Top 20 Public Garden in the United States.

ESTD 1917

filoli

Holidays at filoli

filoli

BRAND

Chen Design Associates created a brand to match Filoli's historic past and inclusive, modern sensibility. The new stemkey logo symbolizes growth, with buds and leaves coming forth from the main "F" stem. It communicates the idea that something new is emerging from history, giving access to all that Filoli offers. The new brand highlights our goal to ensure Filoli is accessible to all visitors hoping to find inspiration in every season.

Diversity & Inclusivity

DEAI STATEMENT

Filoli is dedicated to nurturing and growing diversity, equity, accessibility, and inclusion in all that we do. Our core mission is to connect our rich history with a vibrant future through beauty, nature, and shared stories. We strive to create a sanctuary for healing and building connections for all people. We are open to all and work tirelessly and collaboratively to create a place that welcomes and respects everyone. We strive to live our credo authentically to fight for a just cause, love your fellow man, live a good life.

PARTNERSHIPS

- On Indigenous Peoples' Day, Filoli celebrated the creativity of the Bay Area's contemporary Indigenous cultures. Community members shared their poetry, artwork, history, and food.

EVENTS

- Visitors enjoyed a Rainbow Walk on the Estate Trail, a floral takeover by Nigella, and a soundscape on the Garden House Lawn during Filoli's annual Pride celebration.
- Celebrations at Filoli spotlight cultural holidays from our diverse community.

LIVING WAGE

- Filoli's Board of Directors approved a new compensation structure based on MIT's Living Wage calculator, raising the minimum hourly salary from $19 to $28.

USER-GENERATED CONTENT

- Filoli engaged visitors to share their experiences on social media and help populate our website and materials with first-hand Filoli images and stories.

YOUTH PROGRAMS

- Filoli launched a preschool program with the Chinatown Community Children's Center and Peninsula Family Service introducing students to the natural lands and environmental education.

EXHIBITS

- *Stories of Resilience* featured stories of the individuals and identity groups who overcame injustices or were historically excluded from performing at or working at Filoli.

Sustainability

MASTER PLAN

To remain a vibrant sanctuary for the next hundred years, Filoli is creating a Master Plan to strategize for growth, improve infrastructure, expand narratives, and integrate climate resilience and sustainability into all practices. Professional partners include Nelson Byrd Woltz and Architectural Resources Group. Filoli plans to finalize the Master Plan in fall 2022.

CLIMATE RESILIENCE PRACTICES

Filoli fostered its own climate resilience by adapting land management, plant selection, and irrigation practices to meet the moment. Brush-clearing projects protect Filoli and its neighbors from wildfires. In the Garden, we revamped Filoli's historic plant palette to reduce turf and increase drought-tolerant plants. A new drip irrigation system and updated spray nozzles reduce water use by 30 percent and decrease plant disease.

FRUITFUL GARDEN

Filoli's *Fruitful Garden* exhibit highlighted the gifts of edible, medicinal, and pollinator plants. "Edible Garden" showcased the relationship between beauty and utility, with sweet potatoes growing alongside dahlias. All produce went to local nonprofit Village Harvest. Pollinator-friendly plants in the summer garden highlighted the important relationship between plants and pollinators. Filoli's "Medicinal Garden" covered ancient and modern uses of plants for healing.

Preservation Projects

FLOOR REFINISHING

We used the House closure during the COVID-19 pandemic to complete the projects we couldn't do while open to the public. In March, we refinished key thoroughfares of the House to match the original flooring color.

NEW ACQUISITIONS

This bronze Ikebana suiban, sold at auction when Lurline Roth gave Filoli to the National Trust in 1975, returned to Filoli in 2021. After a visitor learned the piece in her collection had once called Filoli home, she decided to donate the vessel.

GENTLEMEN'S LOUNGE

The Gentlemen's Lounge project transformed the trophy room into the masculine games room of the Bourn Era. Donations like the pool table and card table return the room to the period. The donation of a Tiffany lamp means even the lighting is similar to what Mr. Bourn experienced.

Events

HOLIDAYS AT FILOLI

Holidays at Filoli welcomed a record-breaking 76,000 visitors. Installations included a Yew Tree Rainbow and a river of lights.

GALA IN THE GARDEN

Supporters enjoyed the Filoli Garden at the 2021 annual Gala and raised funds for the Ballroom Terrace project.

SUMMER NIGHTS

Visitors strolled the Garden and watched the sun set during Filoli's Summer Nights.

ORCHARD DAYS

We opened the Gentleman's Orchard during the fall so Filoli visitors could explore the rows of apple trees and grapevines while learning about food production, listening to live music, and meeting with local artists.

Filoli Donors

Filoli's community of supporters keeps Filoli open and accessible for sanctuary and inspiration. 2021 was a record year for donations, listed below. Please contact development@filoli.org with any questions.

Filoli Circle Members

$50,000 AND ABOVE

Carolyn & C. Preston Butcher
Oliver P. McComas, Jr. Charitable Remainder Unitrust
David A. Wollenberg

$10,000 - $49,999

Anonymous
Architectural Resources Group
Susan & Riley P. Bechtel
State of California
Maryles Casto
Donna & Eric Colson
Carolyn & C. J. Daley
Don & Nancy DeFever
Staffan & Margareta Encrantz
Mary & Gary George
Kathleen & Philip Gust
Gifts In memory of Peggy Hinman
Jacque & John Jarve
Kathy Kissick
Sydney Leung & Mark Barrenechea
Margaret & Craig London
Michael Inden Living Trust
Brad Parberry
Barb & Ron Peyton
Christine Suppes
The Capital Group Companies Charitable Foundation
David & Mikyong Wessel
Mary & Kevin White
Leslie Witt & Ian Smith
Alan & Judy Zafran

$5,000 - $9,999

Anonymous
Irene & Alan Adler
Jenifer & Brian Beswick
Tina Caratan
Julie & Dennis Carlson
A. Crawford Cooley
Carol Duffield
Robert Fountain
Ruth Ann Groves
Hillsborough Garden Club
Melanie & Kurt Hoefer
Hood & Strong LLP
Tammy & Tom Kiely
Ann N. Lowry & John A. Perez
Carol & Richard Moran
Tashia & John Morgridge
Bob & Meg Nibbi
Nibbi Brothers General Contractors
Paula W. Little Revocable Trust
Alan & Georgia Rittenberg
Phillip & Colleen Saglimbeni
Seiler LLP
Barb & Win Seipp
Laura & Richard Simonds
Carol & Ned Spieker
Tosa Foundation
Natalie & Robert Trahan
White Law LLC
Gayla & Walt Wood

$1,000 - $4,999

Anonymous
Arleen Agricola & George Kellner
Leslie Airola-Murveit & Hy Murveit
Tabitha Almquist & Kristopher Simpson
Paul Althouse
John Crossman & Miyako Ito
Margie Baker
Denise & John Bates
Ellen Beasley & Kevin Baker
Belinda A Berry
Amy & Carter Bick
Norman & Laurel Book
Michele & Aimee Bosschart
Berenice & Lawrence Brackett
Margaret Bradshaw
Eric & Elise Brand
Kelly & Tom Broderick
David Buergler & Rona Sandler
Katrina Bulankov
John & Carol Bulkeley
Katherine & Bob Burke
Shawn & Brook Byers
Marilyn Byington
Letetia & Jim Callinan
Lesley & Brad Canfield
Julia Cherry
Joanna Clark & Mark Hoose
James Coker
Connie & Bob Lurie Philanthropic Fund
Linda & Robert Connors
Gene & Trish Cook
Daniel & Linda Cooperman
Jaleh Daie & Roger Wyse
Max Daneri & Malgorzata Markowska
Leonore Daschbach
Dale Djerassi & Alexandra MacDowell
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Bill & Nyna Dolby
Nancy & Stephen Drapkin
Dana & Andy Eckert
John Ellis
Judi Ender & Anne Down
Sharon Erickson
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Rod Ferguson
Eleanor Ferrari
Irene & Mark Figari
Jeanne & Frank Fischer
Betsy & Jim Fisher
Gayle Flanagan
Ceseli & Hugh Foster
Louis Frizzell & Patricia Shiffman
Diane & John Furlan
Frank Galli & Lisa Querimit
Frank Galli, Jr.
Allison & Stephen Garcia
Betsy Gates
Karen & Ned Gilhuly
Erin Gleason
Nancy Goebner
Meredith Goldsmith & Rebecca Goldsmith Freedman
Lennie & Peter Gotcher
Matthew Greenberg & Frengiz Surty
Tracey Grown & Martin Haeberli
Alicia Gutierrez & Philip Martin
Tien Ha
Joanne & Arthur Hall
Joyce & Alan Hammel
Mr. & Mrs. Scott Haskins
Connie Hawkins
Betsy & Stephen Hawley
Barbara & Bill Heil
Chuck & Kit Henderson
Derek & Susan Hine
Harvey Hinman
Debbie & Bob Hirth
Mary & John Hockridge
Weije Huang & Peijen Hsu
Elizabeth & Zachary Hulsey
Lori & Deke Hunter
Brendan Ittelson & Sarah Torney
Jason Family Foundation
Jeff Jiao & Dora Duan
Natalie & John Joyce
Lisa Karson
Lisa Keith
Albert Ko & Ann Miura-Ko
Nikita Kozlovski & Tatyana Volfovskaya
Isa & Michael Kravitz
Joan Lane
Sanny Lau & Tate Zheng
Suzanne Legallet
Bren & Lawrence Leisure
Heather Lerner & Jay Alexander
Lucy Lewis & Kevin Monaghan
Sandra Lipkowitz
Kody & Nora Lizana
Yazmin Llamas-Morales & Liggia Rodriguez
Merrill Magowan
Linda & Mike Markkula
Janet & Carl Martin
Fritz & Beverly Maytag
Craig McCartney & Joan Zuckerman
John & Cynthia McClenahan
Jonathan Means & Cherie Sandoval

Tony & Linda Meier
Janice & Steve Meisel
Greg & Sue Mellberg
Melly Metcalf
Lisa Miao & Wing Wong
Ronald Mickelsen
Terry Miller
Sheri Moody
Suna & Kevin Mullins
Gib & Susan Myers
Susan & John Myers
Julie & George Newhall
Melissa & Erik Olson
Marilyn Orr
Robert Perkins & Maureen Morley
Caryl & Roland Petersen
W. Jeffers & Mary Pickard
James & Cherye Pierce
Kirk & Margarita Pohl
Adda Quinn
Amy Quirk & Michael Lehmann
Vidya Rao & Jayakar Nayak
Matthew & JoAnn Reidy
Mrs. Robert Reniers & Mrs. Robert Ziebarth
Dr. Condoleezza Rice
Richard Ridgeway & Milan Petkovic
Pamela & Richard Rigg
Sofe Ring
Jeanie Ritchie
Jennifer Roberts
Ana Roth & David Shearer
Roxmorr International, Inc. (Half Moon Bay Nursery)
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Don & Mary Savant
Elizabeth Schenk
Tom Schmutz & Amy Larson
Gretchen Schraeder & Bakir Begovic
Michael & Leslie Schroeder
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Meryl & Robert Selig
Alissa & Gary Shipper
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Charlot & Dennis Singleton
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Sue & Peter Stern
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Janice Stewart & Ben Stewart
Katie & John Storey
Don & Linda Sue Strand
The Studio Shop
Angelika & Alen Sultan
Susan & James Sweeney
Lorraine Tan
Kathleen & Scott Tandy
Yi Tang & Zhuo Tao
The Oshay Family Foundation
Katharine S. Thompson
Marilyn Tinderholt
Lisa Tough
Trudi Tuban
Michael Tufo & Katie Brodie
Micaela Van Zwoll & John Green
Marianne & Frank Walters
Christine Williams
John R. Williams
Andrew & LeAnna Wollenberg
Woodside-Atherton Garden Club
Sophia Yen & Steve Ko
James & Sally Young
Catherine & Stephen Zelencik
Susan Zellerbach-Sarver

$500 - $999

Anonymous
Karen & Thomas Abbott
Elizabeth Adams & Andrew Kibbey
Aileen Agricola
Christopher Alafi & Birgitte Hovmoller
Diane & Shawn Alexander
Julie & Rocky Allen
Ty Amell & Nicole DeMartini
Jeanne & Jack Anderson
Ruthann Aull
Joan Baez
Edward & Sharon Barbari
Rebecca & Andrew Barfknecht
Joan & Ed Barisone
Christine & Scott Bastian
Sarah Battaglia & Matthew Train
Cathryn & Joseph Baylock
Craig Benson & Rebecca Schuett
Mahesh & Leticia Bhatia
Marlene Bollhoffer
Brian Bonner & J. Ashley Ferry
Roberta Brokaw
Victor & Jill Buathier
Rev. Grant Bushee & Ms. Jean Bushee
Margaret Carlson
Sally Carlson
Karen & Flynn Carson
Patricia & Fred Carter
Mary Catlin
Patti & George Cavender
Lauretta Cesario
Gordon B. Chamberlain
Martha & Paul Chamberlain
Ruth Chan & Sandy Chau
Mee Lun & Robert Chau
Margaret & Vivian Chen
Shannon Chi
Andrew Child & Sally Hereford
Ruby Choi & Alexandra Lok
Lolita & Connie Chuang
Jonathan Claybaugh & Alicia Herlehy
Jeffrey Clayton & Meg McNamara
Annie Cleveland
Glenn Cochran & William Kirby
Pamela Conner & Priscilla Guarjardo
Nancy & Harry Cook
Janet Cooley
Deborah & James Coonan
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Margaret Craw & Shawn Blau
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Shari Flick
Harvey Fong & Unice Chang
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Sharon & Joel Friedman
Gregory Garrity & Suzon Senesi
Tom & Cindy Gherini
Ingrid Gillette & Michelle Romasanta
Cassidy & Cole Glass
James & Kathleen Goldsmith
Joanne & Jon Goldstein
Joseph & Honmai Goodman
Brian & Linda Grasberger
Fred & Maggie Grauer
Amy Greever & Laura Richardson
Kathy Grogan
Jill Hanekamp & Magdalene Zier
Carol & Don Hardesty
Carolyn Harnish & Gretchen Mair
Patricia Hart
Jim Hartnett & Rosanne Foust
Mr. & Mrs. Joseph Hendren
Catherine & David Hengehold
David Hogye & Diane Craddock
Leonard & Louiselle Holmes
Khristine & Gordon Holterman
Charlene Hsu-Winges & Jerry Winges
Martha Huettl
Alyson & Jim Illich
Homi Irani & Anna Yonemura
Joyce & Alexis Iwasaki
Beth Izmirian

VEGETABLE GARDEN

The Vegetable Garden is slated to open June 2022. Donations supported the renovation of the berry cage, plant beds, and upgrades to irrigation, electrical, and lighting systems.

Kim James
Kathy & Bob Jaunich
Maryellie & Rupert Johnson
Sheryl Johnson
Nancy Jorgensen
Kevin & Natalie Kelly
Margie King & David Noel
Sven Kjaersgaard
Norman Koepernik
Allan & Gabia Konce
Ann Kough & John Kennedy
Toni & Stephen Krajcar
Christine Krolik
Richard Kunnath
William B & Sarah Lammersen
Peter & Diane Lawrence
Amie Lee & Tony Duong
Matthew & Monica Levine
Alexandria & James Lewis
Lih-Chin Lii
Hazel Louie
Shannon Lyons & Nicholas Pack
Varun Madan & Juhi Singh
Margaret Madding
Bridget & Brian Madigan
Marcie Maffei
Leonore Marsullo
Shirley Matteson
Gail & Paul McCabe
Kirsten & Timothy McCarthy
Bill & JoAnne McCreery
Peggy & Rod McMahan
David & Shana Middler
Shauna Mika & Rick Callison
Paul Morgan & Vicky Yu
Betsy Morgenthaler
Kimberlie Moutoux & John O'Brien
Sabrina Moyle
Carol Mueller & Robert Schultz
Clare Murphy & Barbara Lawson
Glenda Murray
Radha & Parvathi Narayan
Cecile Neuebaumer
Janan New
Rosetta Newhall
Kara Newport & Verne Deason
Mimi & Cathy Niemiller
Olive & Eoin O'Driscoll
Denise O'Leary
Ann & Jim Olstad
Alexis Papilion & Thor van Lingen
Joan & Andrew Peceimer
Kristina & John Philpott
Beverly Pope
Karen & Tom Quaglia
Karen Quong
Karin Rankin
Sarah & Doug Rivers
Richard Paterson
Paul & P G Salisbury
Grace Sanchez
Linda & Steve Sanchez
Ronald & Lila Schmidt
Barbara & David Schneider
Gloria Schulz
Lawrence & Pamela Schwab
Katherine Scott & Anne Marie Nelligan
Paige Scott & Marlo Sarmiento
Samantha Seaward & Andrew Hsu
Lori & John Seed
Carol & Rand Selig
Deborah Settle & Emily Critchfield
Martha & Kirsten Sheridan
Cailean & Robert Sherman
Sue Siegel & Robert Reed
Dr. J. H. Silveira, M.D.
Cyrena & S. Stoney Simons
Mary & James Smith
Denise & Mike Souza
Larry & Rene Springfield
Mary Anne Stergion & Gina Schmidt
Edward & Pamela Taft
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Catherine Tierney
Diane Tingue
Kit Tobin
Tom Toschi & Claudia Scott
Dawn & Eric Vitiello
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Vladimir Weinstein & Tatjana Sarvan-Weinstein
Joseph & Julie Welsh
Kit & William Welsh
Brenda & Drew Westcott
Anne Westerfield
Nancy Wilke
Christopher & Emily Wirowek
Maureen Wolfe & Debbie Hawkins
Steffani Woo
Lansing & Kingsley Wood
Shuhui Xu & Sherman Ting

Nancy Young
Caroline Zlotnick

$250 - $499

Fred Alvarez & Muffie McLellan
Julia & Anastas
Elizabeth Anathan
Angie Andrade
Barbara Beattie
Robert Benson & Mitzi Wortman
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SPECIAL PROJECTS

Repaving the **Ballroom Terrace** makes it more accessible and opens it for events. Reopening the **Vegetable Garden** creates a hands-on learning space for visitors. To match its original state, the **Dining Room** needs renovation, with updates including silk restoration, art acquisition, and infrastructure modernization.

LEGACY SOCIETY

The Legacy Society preserves and enhances the Filoli estate for the next century. Donors receive immediate benefits from planned gifts and leave a gift investing in Filoli's future.

ANNUAL FUND

The Annual Fund makes the Filoli experience possible. From the daily care and maintenance of Filoli's grounds and collections to public programs and events, these gifts support Filoli's greatest needs.

FILOLI CIRCLE

Circle membership represents strong engagement with Filoli's mission, vision, and programs. Benefits include concierge services, access to special events, and extra discounts. Memberships are 100% tax deductible.

GALA IN THE GARDEN

Join us for cocktails, dinner, and entertainment in Filoli's formal Garden. The annual Gala is an opportunity to invest in Filoli's mission. A portion of every table sponsorship and ticket is a tax-deductible donation to Filoli.

Filoli was named for William Bowers Bourn's credo:

Fight for a just cause
Love your fellow man
Live a good life

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