



# *f*ILOLI<sup>®</sup>

Historic House and Garden



2020 ANNUAL REPORT





*"A beautiful setting  
that takes us away  
from the everyday.  
Gorgeous plantings.  
Incredible vistas. You  
will want to stay for a  
while."*

-Andrea Kehe

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

**Our Vision:** A time when all people honor nature, value unique experiences and appreciate beauty in everyday life.

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# A Message of Gratitude

We began 2020 at Filoli with great hope and excitement, but the year became something very different than expected. With a worldwide pandemic at our doorstep, we not only had to close Filoli during the magnificent spring display but also had to immediately reduce our operations in anticipation of changing needs. The “Pandemic Pivot” became our new dance, and we came up with creative ways to share Filoli with our visitors, members, donors, and friends. As we gradually began reopening, we leaned into our Strategic Plan to ensure everything we brought back was visitor-centric while safely following public health guidelines.

One of our first surprises of 2020 was the overwhelming support of our visitors and donors. Everyone was incredibly patient as we navigated the openings and closings, dutifully donned masks and secured reservations online, and even added much-needed donations to ticket purchases. In fact, our donors increased by 50% in 2020, allowing us to remain steadfast in our commitment to historic preservation by completing planned restoration projects in the House that enhance the visitor experience. Our goal in 2020 was for Filoli to be a place of respite and recovery, and we are so appreciative of the community response.

Also in 2020, Filoli was able to delve more deeply into the strategic pillar of diversity and inclusion. Having begun working on diversity and inclusion in 2019, Filoli was well positioned to ensure that we are a place that is welcoming to all. Our initiative was punctuated by the beautiful and symbolic work of artist Kristine Mays whose lyrical figurative sculptures (pictured on the cover) graced the gardens. Beyond that, Kristine added her voice to ours as we offered words of support and healing to our community.

Through your support, Filoli has emerged as a valuable community resource and a cultural oasis for the Bay Area. We hope to build from this place of strength with a renewed outlook as we create a vibrant future for all.

Sincerely,

A handwritten signature in blue ink that reads "Kara Newport". The signature is fluid and cursive.

Kara Newport  
Chief Executive Officer

# From Filoli's Board President

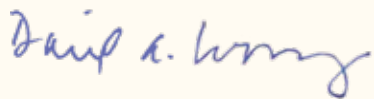
Filoli is truly one of the great treasures of the Bay Area, but we often hear it described as a “hidden gem.” One of my goals as President of the Board of Directors is to change that. For our Bay Area community and beyond, I would like to see Filoli become a household name.

One of the pillars of our current Strategic Plan, “Creating a Vibrant Future,” is visibility and branding. In our work to expand our audience, we first needed to learn who we were reaching and who was visiting Filoli. We partnered with Alexander Babbage and TruTrade to gain some insight into who was coming to Filoli, and you can see the results of that ongoing study on page 14. This invaluable information allows us to see where we have opportunities to expand our messaging, get the word out, and invite a broader audience.

Our Marketing team has also delved into the digital world and grown our social media presence. Filoli is so beautiful, it makes sense for us to share daily photos of the historic home and ever-changing gardens to entice new and repeat visitors to enjoy time in nature and have a respite from the stresses of the world. We also upped the game in all of our printed materials, including this annual report. We even tried something fun in 2020 as we were promoting *Holidays at Filoli* — we advertised on a billboard right on southbound 101 at Whipple Avenue. And we have some big surprises in the works in 2021 around Filoli's brand and look.

We are so grateful to you, our friends and donors, for sharing the word about Filoli. And we will continue to explore new ways for more people to enjoy this incredible treasure, ensuring that Filoli will be here for future generations.

Sincerely,



David A. Wollenberg  
Board President



***“2020 was a most unusual year with Filoli being closed for two months due to the pandemic. Thanks to a most versatile and creative staff, we were able to pivot from closed completely to reopening the Garden to record attendance. This never would have happened without a well-trained and committed staff. The Board truly appreciates their dedication.”***

— David Wollenberg

# Senior Staff



**Kara Newport**  
Chief Executive  
Officer



**Alex Fernandez**  
Chief Operating  
Officer



**Ayako Fukudome**  
Chief Financial  
Officer



**Susan O'Sullivan**  
Chief External  
Relations Officer



**Ryan Pasco**  
Chief Development  
Officer



**Julie Bly DeVere**  
Director of  
Museum Collections



**Erika Frank**  
Director of Education  
and Interpretation



**Bryan Garza**  
Director of  
Facilities



**Jason Hinkle**  
Director of Visitor  
Services



**Brittany Jones**  
Director of Events  
and Programs



**Michael Kline**  
Director of Retail  
Operations



**Jim Salyards**  
Director of  
Horticulture



**Priya Yadav**  
Director of  
Human Resources

# 2020 Board of Directors



**David Wollenberg**  
President



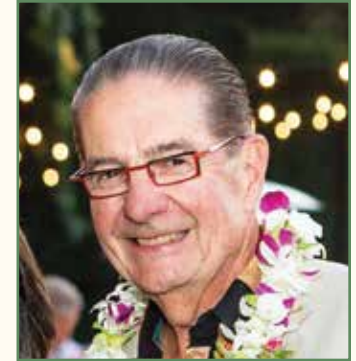
**Carolyn Daley**  
Past President



**Carol Moran**  
Vice President



**Don DeFever**  
Secretary



**Ron Peyton**  
Treasurer

**Donna Colson\***  
**Jaleh Daie**  
**Jeff Deaton\***  
**Robert Fountain**  
**Sapna Marfatia**

**Robert Nibbi**  
**Willem Racké**  
**Ana Roth**  
**Barbara Seipp**  
**Laura Simonds**

**Michael A. Smith**  
**Kathy Trafton\***  
**Brian Turner\***  
**David Wessel**  
**Mary White**

**Leslie Witt**  
**Jeff Yoder**  
**Nancy Young**  
**Alan Zafran**

**A special thank you to Donna Colson, Jeff Deaton, Kathy Trafton, and Brian Turner for their service on the Board of Directors. Filoli is pleased to welcome Tabitha Almquist (National Trust for Historic Preservation Representative), Joyce Hammel, and Margaret London to the Board of Directors in 2021.**

\*Term ended in 2020



# Pandemic Pivot



Filoli closed to the public in March 2020. During the closure, essential Horticulture and Facilities staff worked a rotating schedule to keep the gardens and property well maintained. We offered virtual tours of the Garden on social media led by Jim Salyards, Director of Horticulture, and launched a “Visit Virtually” page on our website to share Filoli’s beauty and stories remotely. Though we missed being able to share the beautiful spring blooms and magnificent tulip display in person, this season of spring seclusion inspired us to think of new ways to engage visitors with virtual programs that will continue even as the pandemic becomes history.

*“I appreciate how well Filoli adapted to operating and keeping people safe in a pandemic. Thanks so much to all the staff, volunteers and supporters for keeping this living gem of architectural and horticultural history thriving and open for others to enjoy!”*

— @hauntsandgardens





Photo by @52fromthebay, Instagram

*“These gardens are a real delight to enjoy. They will lift the heart and clear the mind.”*

— Barbara S.

*“Being able to visit Filoli this year was a blessing. Thank you to all who made it a safe place of respite. We look forward to spending more time there in the New Year.”*

— Melinda A.

*“With gratitude to Jim Salyards and the whole team for the daily Garden updates on social media. It’s really helped me stay sane during this crazy time and feel like I have a connection to one of my favourite places in the world. Thank you.”*

— Meghan B.



Photo by @lydiadaniller, Instagram

## BOARD SPOTLIGHT



### JOYCE HAMMEL

I have been a longtime member and lover of this space. One visit I tried to count the various shades of green. It was an endless and enjoyable game. It occurred to me that even the insects and creatures of the Garden come for the variety of colors, smells, and sounds. It has made me so happy to serve on the DEAI Task Force and now Filoli’s Board of Directors. I see our job as stewards for the survival of the many different parts of the Garden — to prep and support the many different plants, people, and creatures of this place for generations to come.



# Family Field Trips and Filoli from Home

## Family Field Trips

Filoli began offering Family Field Trips in August. These 90-minute, staff-led explorations of the Garden and Nature Preserve provide households the unique opportunity to explore art and nature in a safe space, serving as a fun family outing or supplement to school curriculum. Field Trip offerings include Plein Air Art Exploration, Nature Hikes, and Patterns in the Garden. We proudly served 150 people through Family Field Trips in 2020.

## Filoli from Home

Filoli developed web-based resources to help our community find respite and beauty from home. Seasonal tours of the Garden and virtual lectures on YouTube proved popular. Informative staff blogs shared Filoli stories and offered a behind-the-scenes peek into the work of our staff throughout the year. Picturesque photos of the Garden on social media and downloadable desktop wallpapers offered much-needed moments of solace. We continue to offer “Filoli from Home” experiences as part of our commitment to equity and accessibility.





# Micro Weddings

In 2020, Filoli launched and hosted 13 “Micro Weddings.” Held in the beautifully restored High Place, this wedding package focuses on romantic simplicity as couples celebrate their special day in an intimate, socially distanced ceremony surrounded by loved ones. Couples whose wedding experience was impacted by the pandemic were given priority.

*“We were so lucky to be the first Micro Wedding at Filoli. It was truly a special day filled with memories that we will never forget. Everyone was so easy to work with, the grounds were absolutely stunning, and to top it off, they helped us plan it in less than a week!”*

— The Youngs

Jacque and TC's Micro Wedding  
Photo by Aaron Alvarado

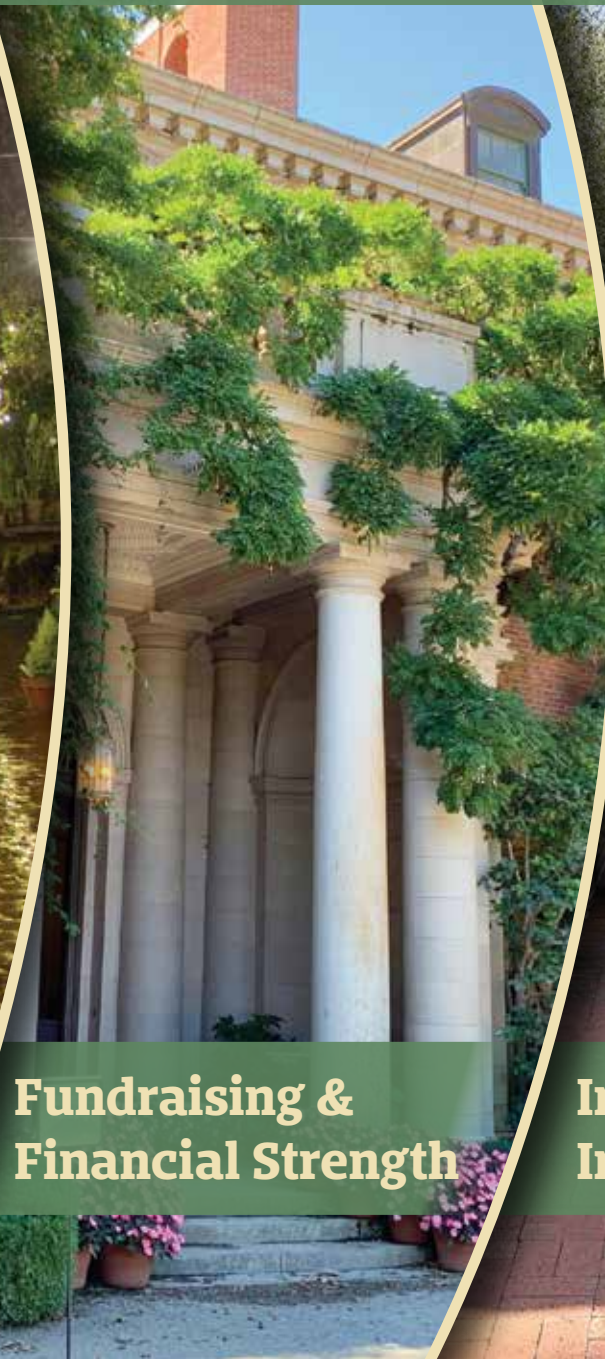




# GOALS



**People &  
Culture**



**Fundraising &  
Financial Strength**



**Infrastructure  
Investments**



**Visibility &  
Branding**





# Strategic Plan

## Cross Cutting Principles

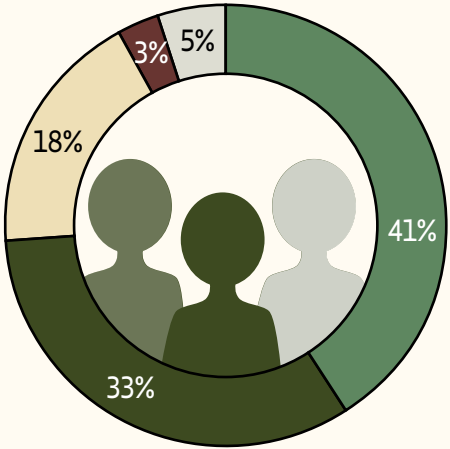
Filoli's Strategic Plan builds on a century of tradition and focuses on engagement of all kinds, embedding the following core principles into every pillar of the plan:

- ◆ **Diversity and Inclusivity:** Filoli is open to all and works tirelessly to create a place that welcomes and respects everyone.
- ◆ **Sustainability:** Filoli integrates sustainable environmental, operational, and financial practices to preserve the estate for generations to come.
- ◆ **Organizational Excellence:** Filoli achieves the highest standards and benchmarks in its industries and leads the nation with new programs, talent, and partnerships.

Engagement &  
Education

# Visitor Demographics

Data provided by TruTrade.  
TruTrade study and market  
analysis made possible by a  
generous anonymous donor.



Ethnic Makeup	
White	41%
Asian	33%
Hispanic	18%
Black	3%
Other	5%

*FILOLI*<sup>®</sup>  
Historic House and Garden



**46%** of visitors are between  
the ages of 18 and 44 years old.  
**30%** of visitors have children  
under 18 living at home.

**55%** of visitors come from  
outside the Bay Area.



**45%** of visitors come from beyond  
a 20-mile travel distance.



# Diversity, Equity, Accessibility, and Inclusion at Filoli

Since 2019, Filoli has participated in the American Alliance of Museum's Facing Change Initiative, a three-year program to provide the framework, training, and resources for museum boards to build diverse and inclusive cultures within their organizations that better reflect and serve their communities. We were one of 11 museums in the Bay Area and 51 nationwide selected for the inaugural cohort.

In 2020, Filoli formed a DEAI Task Force composed of Filoli board members, staff, and community representatives. The DEAI Task Force has crafted a strategic plan-aligned DEAI Board Policy and an Action Plan to be implemented by staff. We encourage you to read the policy and to learn more about our DEAI efforts at [www.filoli.org/about/diversity](http://www.filoli.org/about/diversity).



## 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.”

Filoli is a place of healing, reflection, and transformation, and we want to offer a safe place for conversation, contemplation, and solace. We are committed to enacting lasting change that becomes ingrained in the culture at Filoli.



# Financials

Years ended December 31

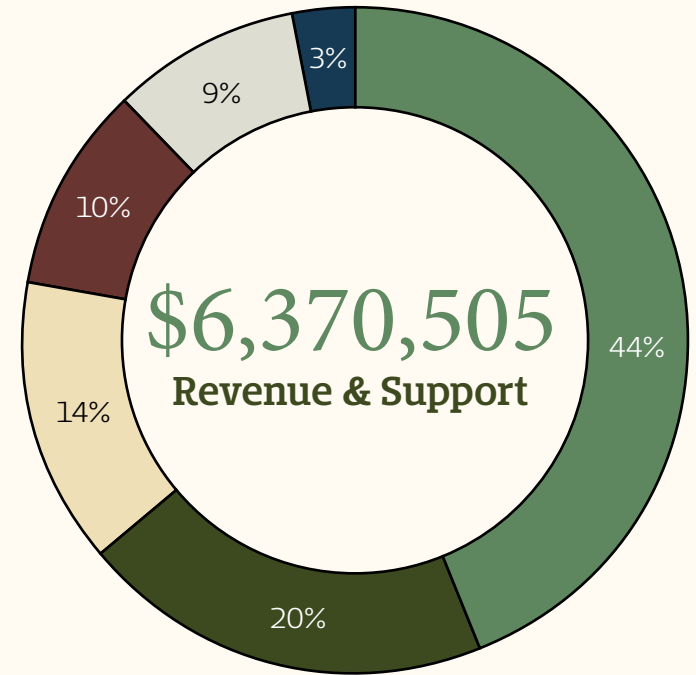
## Statement of Activities

Revenue & Support	2020	2019
Programs	\$2,769,672	\$4,939,612
Memberships	\$1,273,611	\$1,197,274
Contributions and Grants	\$894,326	\$993,170
Retail (net)	\$643,444	\$838,709
Income from Beneficial Trust Managed by National Trust for Historic Preservation	\$588,191	\$586,912
Other Income	\$201,261	\$124,294
<b>Total</b>	<b>\$6,370,505</b>	<b>\$8,679,971</b>

Expenses	2020	2019
Program Services	\$5,009,289	\$6,218,195
Management and General	\$1,062,052	\$1,234,867
Fundraising	\$529,906	\$698,270
<b>Total</b>	<b>\$6,601,247</b>	<b>\$8,151,332</b>

<b>Other Changes in Net Assets</b>	<b>\$1,350,141</b>	<b>\$1,486,415</b>
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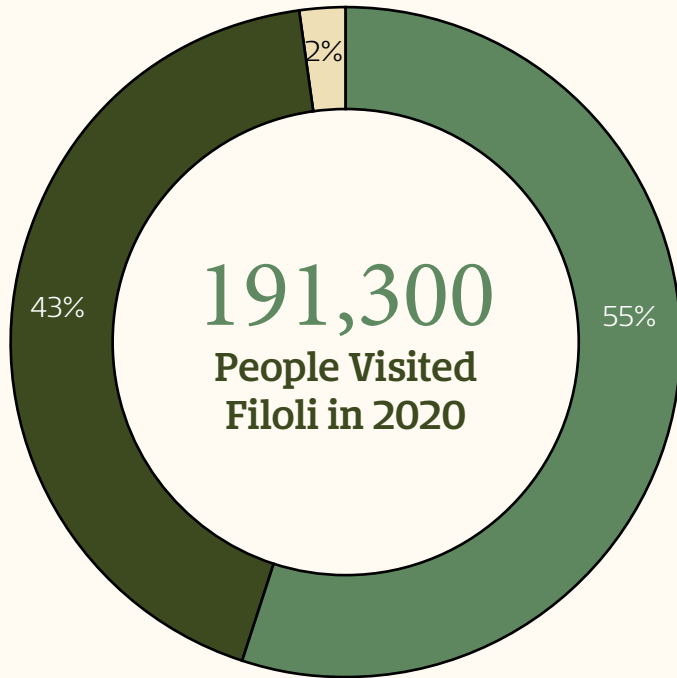
Programs	
Memberships	
Contributions and Grants	
Retail (net)	
Income from Beneficial Trust Managed by National Trust for Historic Preservation	
Other Income	



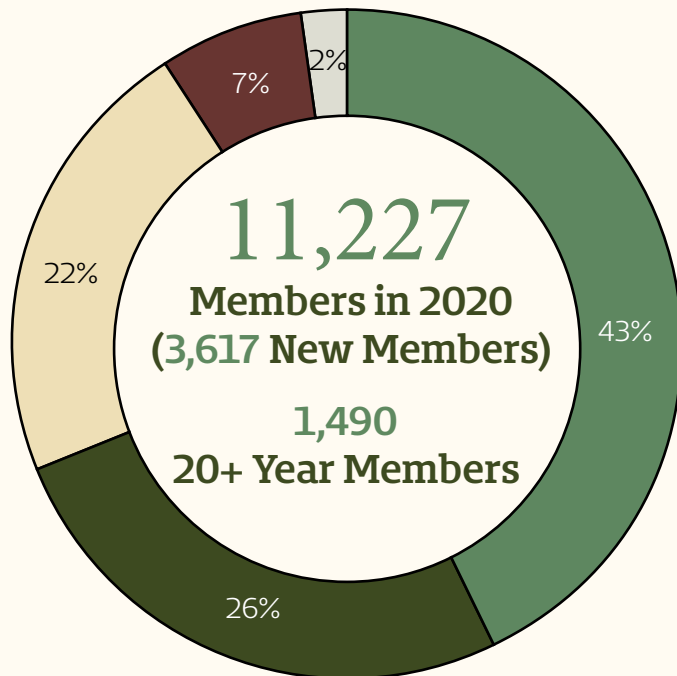
Program Services	
Management and General	
Fundraising	







- Non-Members
- Members
- Private Rentals, Events, and Education



- Senior Plus
- Individual Plus
- Household
- Household Plus
- Filoli Circle

### Statement of Financial Position

Assets	2020	2019
Cash and Cash Equivalents	\$3,929,409	\$2,215,939
Receivables (net of discount)	\$103,167	\$217,074
Prepaid Expenses	\$208,101	\$243,617
Inventory	\$284,105	\$233,384
Investments	\$11,958,576	\$11,897,592
Property and Equipment (net)	\$5,559,598	\$5,886,298
<b>Total Assets</b>	<b>\$22,042,956</b>	<b>\$20,693,904</b>

Liabilities and Net Assets	2020	2019
Total Liabilities	\$1,161,587	\$931,934
Net Assets	\$20,881,369	\$19,761,970
<b>Total Liabilities and Net Assets</b>	<b>\$22,042,956</b>	<b>\$20,693,904</b>

18  
Sponsors

105  
Attendees

\$50,200  
Raised for the Vegetable  
Garden Renovation



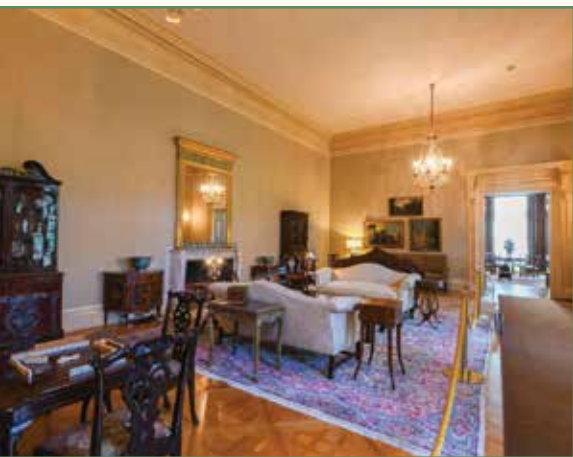
Filoli held a socially distanced Epicurean Picnic in lieu of a traditional gala. Tables were spaced throughout the Garden lawns in accordance with public health guidelines. Each table came with a self-serve mini picnic for households and social bubbles to enjoy privately. A special thank you to Filoli's Board of Directors and Development Committee, and Melon's Catering & Events for helping us create this safe outdoor dining experience.











**Drawing Room, 2018**



**Mezzotints Hung, 2019**



**Wallcovering Reinstallation, 2020**

# The Drawing Room Redrawn

Few rooms in the House have undergone as many significant changes as the Drawing Room. Enjoyed by Agnes Bourn as a music room and space for after-dinner conversations with friends, it never quite reflected its former glory in the years following Filoli's public opening in 1977.

Inspired by historic photos and letters from the Roth and Bourn eras, we began making improvements to the room in 2019, including floor refinishing and reintroducing furnishings and decorative touches found in the room's original design. Following the grand reveal of the mezzotint collection in July 2019, only one final element was needed to fully restore the room's grandeur.

In October 2020, the return of buttery, light-yellow fabric wallcoverings and woven gimp trim completed the project. Visitors can now fully appreciate the Drawing Room's spectacle while touring the home.

This restoration was made possible entirely through donor support. A very special thank you to Brad Parberry, the Filoli volunteers, and Board President David Wollenberg, who matched volunteer contributions with a generous gift.









# Planting Seeds in the Vegetable Garden



Photo courtesy of KOPTEVISION



The historic Vegetable Garden once served as a source of produce for the Bourn and Roth families and the local community. For the past 40 years, this area has been closed to the public and cared for by staff as a cooperative garden with small yields of crops each week for personal use. Inspired by a desire to expand the visitor experience and better serve our community, we have embarked on an exciting new project to renovate the Vegetable Garden and open it for public access.

The Vegetable Garden will celebrate the diverse cultures that have tended to these lands and be a place to reflect on one's own relationship with food and gardens. It will be open daily and also serve as a production site for decorative plants, fruits, vegetables, and herbs. Planned activities include classes, special events, and expanded storytelling through public programs.

Leadership support from C. Preston Butcher, in honor of Carolyn Fulgham Butcher, and donors to our 2020 Fund-A-Need have made it possible to break ground in summer 2021. Fundraising for the Vegetable Garden will continue over the next year.



**\$340,000**  
**Raised as of April 2021**

## **Thank You to Our Generous Donors**

As of April 2021

### **Leadership Support**

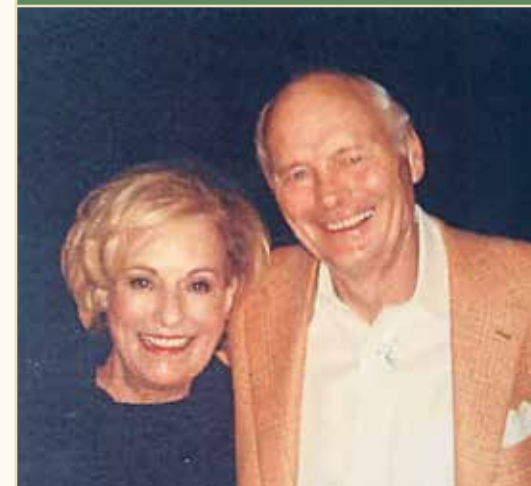
**In Honor of**

**Carolyn Fulgham Butcher**

Brian & Jenifer Beswick  
Patricia & Jim Brady  
Kelly & Tom Broderick  
Melissa Buron & Stephen Stock  
Julie & Dennis Carlson  
Donna & Eric Colson  
Jacqueline Courtright  
Patti Crisafi & Marshall Burgamy  
Carolyn & C. J. Daley  
Kathryn N. DeWitt  
David & Elizabeth Doolin  
Ruth Ann Groves  
Betsy & Stephen Hawley  
Hillsborough Garden Club  
LeAnn Katayama  
Leslie & Charles King  
Michael & Annalisa King  
Christine & Jeff Krolik

Pat Lawrence  
Suzanne Legallet  
Janice & Steve Meisel  
Carol & Rich Moran  
Kara Newport & Verne Deason  
Bob & Meg Nibbi  
Ron & Barb Peyton  
Barbara & Thomas Proulx  
Mike Reed  
Mr. Adam S. Robinson  
John Schmid & Ann O'Brien Keighran  
Laura & Richard Simonds  
Marla Stark & Doug Collom  
Leslie Witt & Ian Smith  
David A. Wollenberg  
Woodside-Atherton Garden Club  
Alan & Judy Zafran

## **DONOR SPOTLIGHT**



### **PRESTON BUTCHER AND CAROLYN FULGHAM BUTCHER**

Filoli has received a leadership gift in honor of Carolyn Fulgham Butcher to support the Vegetable Garden. It will impact each phase of the project and enable Filoli to achieve strategic objectives in the space at the highest level. Preston Butcher, who approached Board President David Wollenberg in late 2020, shared with us that the gift was a surprise Christmas present for Carolyn to commemorate her long-term dedication to Filoli through her volunteerism and service on the Board of Directors in the 1980s.

## DONOR SPOTLIGHT



### GREG AND SUE MELLBERG

Sue and I have enjoyed being volunteers at Filoli for over 10 years. With the challenges of this past year, we felt this was a good time to help support Filoli even more in its mission as a wonderful community treasure. As an architect, I especially enjoy the beautiful and historic architecture of the House. The restoration of the Gentlemen's Lounge will be a great improvement and help us share even more stories of its past.

## The Gentlemen's Lounge



The former Trophy Room, home of Lurline Roth's collection of prized show horse trophies, was originally intended and decorated as a Gentlemen's Lounge. William Bourn II, Filoli's first owner and a skilled gambler, was known to invite close friends and business associates to play high-stakes games of chance like pool and poker.

In 2020, we began introducing original design elements to return the room to its traditionally masculine appearance, serving as a contrast to the Drawing Room. The floors were restained to match their historic dark oak finish, a period-appropriate pool table was returned to the center of the room, and a fully playable felt-topped poker table was added to enhance the visitor experience. We also reinterpreted the room to tell regional stories of William Bourn's business interests and other stories that affected the development and construction of the mid-Peninsula region and the Filoli estate, such as the California Gold Rush, the Empire Gold Mine, and the 1906 earthquake and fire.

We have successfully completed fundraising for the Gentlemen's Lounge. The remaining work includes wallcovering installation and artwork acquisitions. The restoration is scheduled for completion in summer 2021.





# Site Master Plan

Filoli is working with Nelson Byrd Woltz Landscape Architects (NBW) and Architectural Resources Group (ARG) to develop a Site Master Plan that will guide infrastructure and capital improvements over the next 25 years. The improvements will enhance visitor amenities and the public's understanding and enjoyment of this historic site.

In February 2020, we commenced the planning process through two workshops held at Filoli focused on history, culture, historic preservation, and ecology and health. Due to the pandemic, three additional workshops were postponed along with planned site visits with NBW and ARG staff.

Using feedback from the first two workshops and archival materials provided by Filoli, drafts of two core documents were received in the summer of 2020 that will be incorporated into the final plan—a Cultural Landscape Report and a Natural Resources Management Plan. Workshops are set to resume in September 2021 with completion of the final Site Master Plan scheduled for 2022.

A very special thank you to Sand Hill Foundation for supporting our Site Master Plan work in 2020 with a generous grant.



# Museum Object Collection Plan



The Museum Object Collection Plan serves as a guide for Filoli's curatorial and interpretation staff in the long-term development, refinement, and care of Filoli's permanent collection so it best reflects our mission and vision. Subcollections within Filoli's Museum Object Collection include:

- ◆ Original furnishings and decorative objects
- ◆ Family portraiture
- ◆ Fine art connected to the Bourns' Art Circle
- ◆ Historic garden objects
- ◆ Porcelain and ceramic objects
- ◆ Mezzotints
- ◆ Botanical art and florilegia

Under the Museum Object Collection Plan, we prioritize new acquisitions and retention using the following criteria:

- ◆ Assessment of historic significance
- ◆ Connection to Filoli, including peoples, places, or events from Filoli's past
- ◆ Condition and object integrity
- ◆ Potential for interpretive use
- ◆ Relationship to our current collection and other state or regional collections





# Acquisition Highlights



Antique Baroque-Style High-Back Chairs  
(Donated by Vena Tambellini)



Gentlemen's Lounge Pool Table (Donated by Brad Parberry)



Soft-Paste Porcelain Statues (Donated by the Coonan Family)

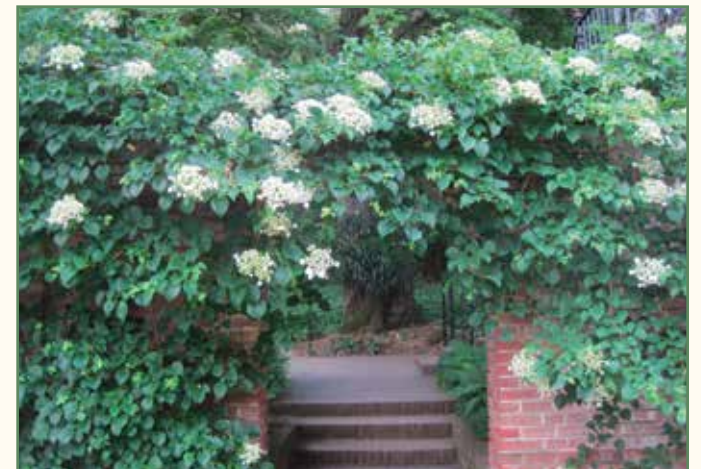


# Living Collections Plan

Filoli's Living Collections Plan codifies our ongoing efforts to ensure thoughtful planning of the Garden to preserve its historic character while developing sustainable practices for the next 100 years. It sets standards for conservation, accessions, inventory management, garden mapping, and recordkeeping.

## The Living Collections

Filoli's Living Collections encompass a diverse variety of plants on the property, including historic and general collections. The Historic Living Collections demonstrate the vision of the estate's founding families and designers as well as trends and advances in horticulture during the estate's occupancy. A number of plants are also grown for display, flower arranging material, interpretation and education, and evaluation. These more temporary collections advance our goal to promote horticulture and garden education.





## STAFF SPOTLIGHT



### JOHN CHAU, PLANT RECORDS SPECIALIST

I started at the end of 2020 as the Plant Records Specialist at Filoli, a new role to manage and maintain data on the extensive plant collections in the gardens and greenhouses. It is a pleasure to work in such an idyllic setting, seeing the diverse forms and functions plants can take, and making the beautiful and historically significant collections more accessible to colleagues and visitors.

The Living Collections are cared for by the Horticulture department, which comprises three teams: Formal Garden, Production, and Plant Collections. The horticulture staff works diligently each day to manage and maintain our plant collections. Regular activities include temperature checks, Garden walkthroughs, tree care and preventive maintenance, and monitoring of the propagation Greenhouses and irrigation systems.

## Special Plant Collections at Filoli

- ◆ Camellias
- ◆ Daffodils
- ◆ Fruit trees
- ◆ Historic hedges
- ◆ Historic trees (examples: native oaks, Camperdown elm, olives)
- ◆ Irish yews
- ◆ Ivy
- ◆ Magnolias
- ◆ Roses
- ◆ Orchids
- ◆ Wisteria
- ◆ Tropical plants



## WEBSITE REDESIGN

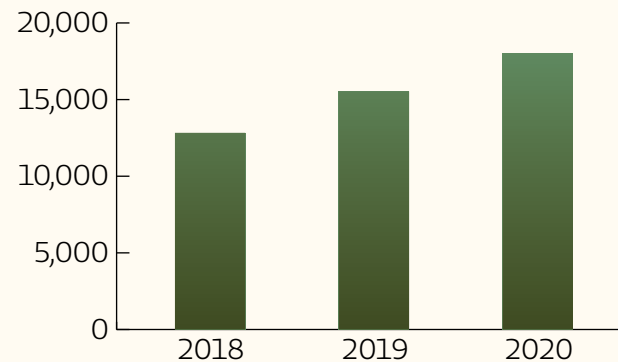


Digital Media Specialist, Dani Hielscher, working hard on Filoli's beautiful new website!

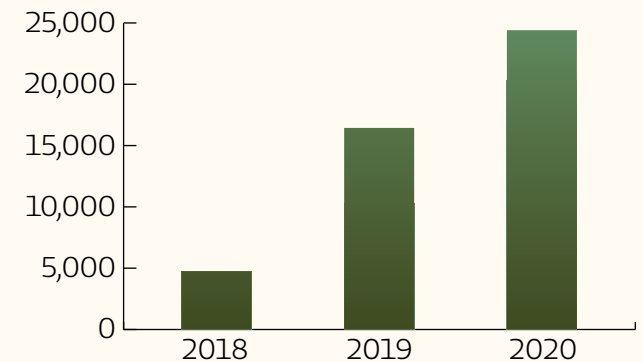
The Filoli website relaunched with a new design in November 2020. Input from visitors, members, donors, and volunteers was instrumental in creating a clean, streamlined design that both informs and inspires. The new site features beautiful photos of the gardens and estate, and seeks to educate the public about all there is to see and do at Filoli as they plan a visit or as they enjoy Filoli from home.

# Making Filoli a Household Name

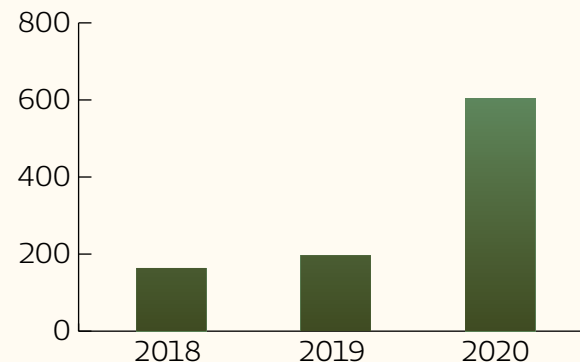
## Facebook Followers



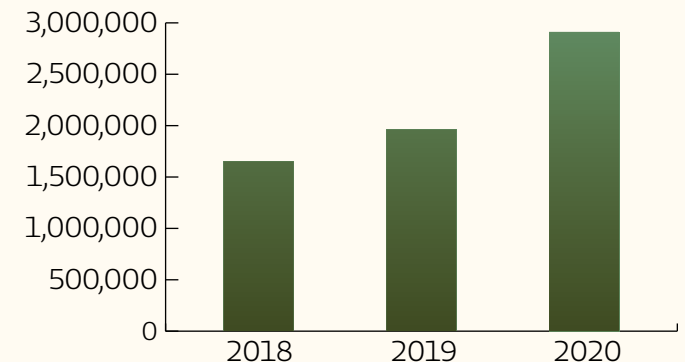
## Instagram Followers



## YouTube Subscribers



## Website Views





## MSA Best Visual Merchandising Award

Filoli's Clock Tower Shop won its second Best Visual Merchandising Award from the Museum Store Association in August 2020. This award recognizes excellence in visual merchandising by an institution. Nominations are evaluated based on creative use of resources, collaboration, and how well the display extends the museum experience.

## Filoli on Wheel of Fortune®

Filoli has been the location for many films and TV series over the years. In May 2020, Filoli was a featured segment on Wheel Of Fortune® on ABC. The segment, which was filmed in 2019, featured Pat and Vanna in our lovely Garden.

## New Directions in Garden Tourism

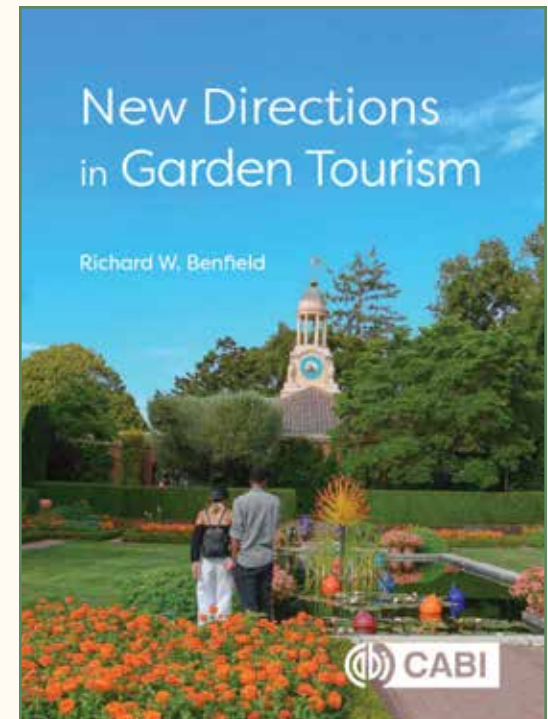
Filoli was featured on the cover of *New Directions in Garden Tourism* by Richard W. Benfield.

## 2020 Innovation in Hospitality Award

Filoli CEO Kara Newport was honored by the San Mateo County/Silicon Valley Convention and Visitors Bureau with the 2020 Innovation in Hospitality Award. This annual award recognizes leaders in the hospitality and tourism industry who have made substantial, innovative contributions to their organizations through the introduction of new ideas and methods. As Filoli continues to grow, we are committed to serving the public as a welcoming cultural center for all who come here for respite, relaxation, and recreation.

*“Filoli is well on its way to becoming an internationally known destination, recognized for its leadership in sustainability and its dedication to diversity in its board, staff, volunteers, and visitors.”*

— John Hutar, President and CEO, San Mateo County/Silicon Valley Convention and Visitors Bureau



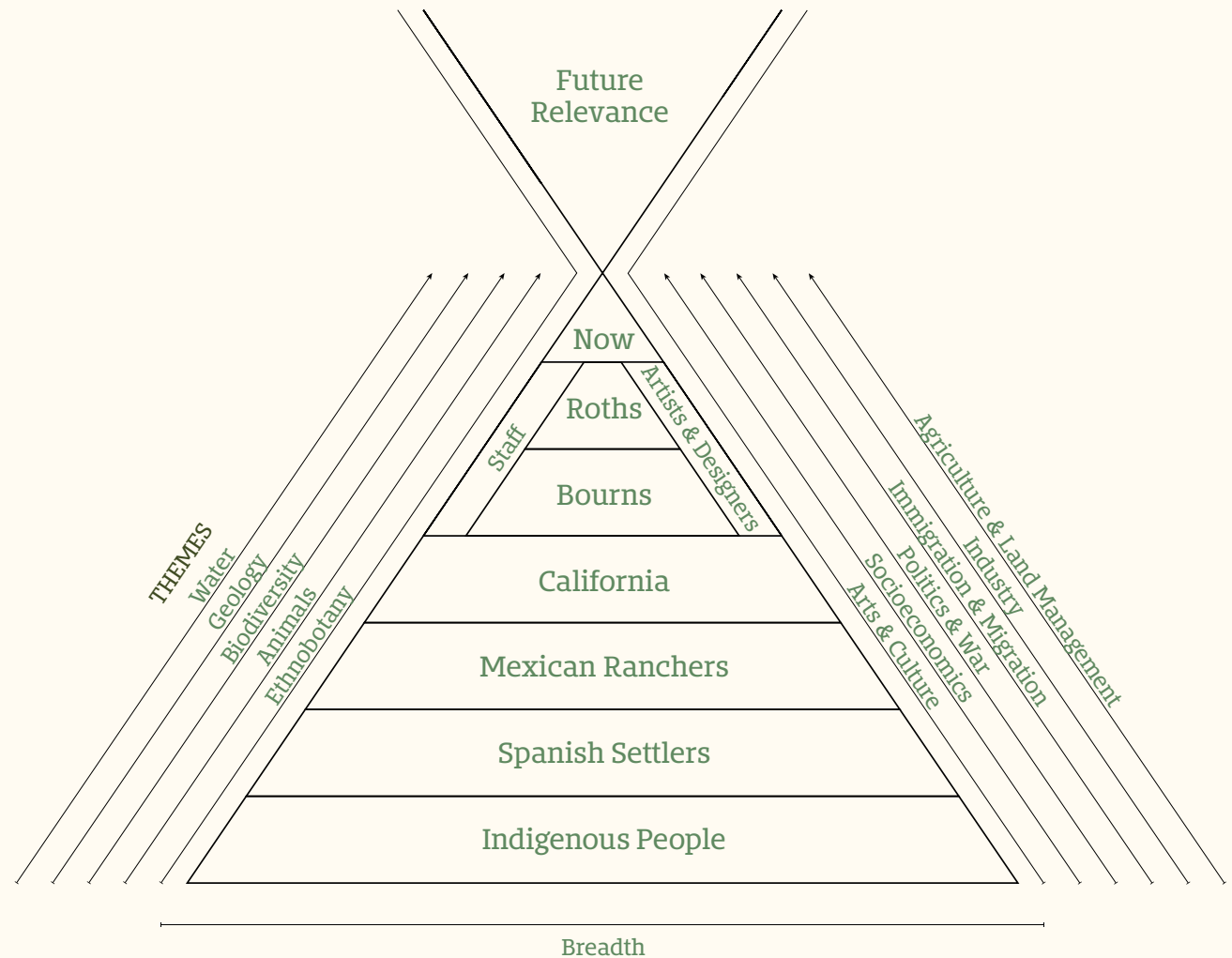


# Connecting Our Rich History with a Vibrant Future

## New Interpretive Vision

Filoli developed a new Interpretive Plan in 2020 that serves as a visitor engagement blueprint for the organization. Our new interpretive vision is visitor-centric and reflects our commitment to:

- ◆ Expand stories to pre-Bourn and Roth eras
- ◆ Provide historical context to the development and care of the estate
- ◆ Tell complete and authentic stories that acknowledge exclusion
- ◆ Offer opportunities for visitors to participate and share stories
- ◆ Deliver relevant and diverse programming and exhibitions





## Water at Filoli

Filoli is situated in the San Mateo Creek watershed. As the population boomed in the mid-1800s, a political battle for water began. Crystal Springs Reservoir was built, followed by water being routed from Hetch Hetchy. William Bourn added multiple wells and water tanks to sustain the Formal Garden. Water needs increased as the Roths added a swimming pool and plant collections. Recognizing the need to conserve water — the new California gold — Filoli is committed to reducing water use in the Garden. Future conservation and restoration efforts in the natural areas will focus on creeks and ponds and how they support Filoli's ecosystems.



Filoli's 150,000 gallon domestic water tank at full capacity



Filoli's water reservoir is located on the Nature Preserve



*Perfect Love* by Deborah Shea

## *Breathtaking Blooms* by Deborah Shea



Bay Area artist Deborah Shea painted personality and effervescence into the flowers of Filoli's Garden, transforming pure pigments of pastel powder into vibrant plant portraits. Shea's exhibition brought big, bright colors to the Visitor Center from March to September.

*"I am inspired by the natural world. I love to capture all the beauty in florals — exploring the abstract shapes, finding the path of light, creating transparency, and building the luminous color of the flower centers and petals. Pastels have been my favorite medium since I was very young. Their wonderful, vibrant colors are my joy to share with others."*

— Deborah Shea

Deborah Shea was born into a family of artists and grew up in San Francisco. She received a Bachelor of Arts in Studio Art and Design at the University of California, Davis where she studied with Wayne Thiebaud and Roland Peterson.



# Rich Soil by Kristine Mays

*“Shadow, silhouette, the rustling of trees, breeze on your face, sunshine warming your skin — evidence that you are not alone.”*

— Kristine Mays

The *Rich Soil* sculpture exhibition by Kristine Mays graced the Garden from May to November, bringing new perspectives and conversations to our site. Ms. Mays, a Black female artist from San Francisco, drew inspiration for *Rich Soil* from the physical movement in Alvin Ailey’s dance composition “Revelation.” The exhibit consisted of 15 life-size sculptures of garments shaped in the human form. Each garment was made from thousands of pieces of wire hooked and looped together, embodying themes of resilience and perseverance—the need to push forward and thrive.

The body of work honored the ancestors, those both remembered and forgotten, and spoke to identity—to questions of who we are, what we can do with our lives, and what impact our lives have on the world. These messages only increased in relevance and resonance as the country reckoned with COVID-19 and renewed calls for systemic change in the face of racial injustice.

Following its well-received premiere at Filoli, *Rich Soil* is now a travelling exhibition and will be featured in Washington, DC at Hillwood Estate, Museums & Gardens from June 2021 to January 2022.



Rich Soil Photos by Jeff Bartee











## STAFF SPOTLIGHT



### RYAN G. PASCO, CHIEF DEVELOPMENT OFFICER

My family moved to California from near Dayton, Ohio in 2019. I've been in nonprofit fundraising for 12 years, mostly in museums and arts organizations, so I was really excited when I discovered the job posting to work for a historic house and public garden in Woodside. I'll never forget my first experience onsite: *Holidays at Filoli*, at night, and with my family! I am so thankful for this opportunity to work for such a special organization and with such amazing co-workers.

# Holidays AT FILOLI®

## Our most successful *Holidays to date!*

*Holidays at Filoli* brought bright cheer and calm celebration in 2020. From late November to early January, we were open every day from 10am to 8pm and welcomed a record-breaking 51,000 seasonal visitors. Guests enjoyed expanded Garden Lights in new areas, including the Woodland Garden and Northwest Lawn Terraces. The sounds of delighted children and parents filled the air during Santa Days, and fire pits on the Woodland Garden Court served as a place to relax with one of Filoli's delicious signature libations, coffee, or hot chocolate from the Holiday Bar.



Photo by Jeff Bartee





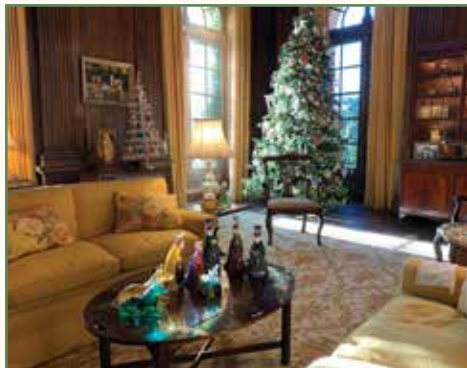
Photo Courtesy of KOPTEVISION



Photo by Jennifer Gomez



Photo by Jennifer Gomez







# Building a Culture of Philanthropy

Filoli deeply appreciates our wonderful community of supporters, whose gifts in 2020 were essential to remaining open and available as a place of respite, rejuvenation, and recreation in the midst of challenging and uncertain times. Contributions to the Annual Fund, Filoli Circle, special projects, and fundraising events are represented in the listings below. Donors are recognized by total giving in these categories based on donations received between January 1, 2020, and December 31, 2020. Please contact us at [development@filoli.org](mailto:development@filoli.org) with any questions.

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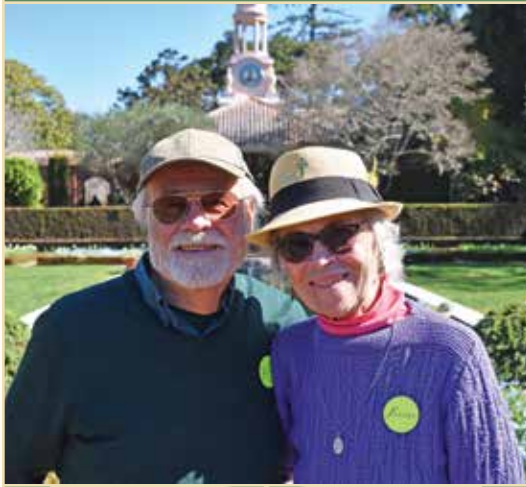
## DONOR SPOTLIGHT



### DON AND MARY SAVANT

Volunteering in the Filoli Nature Education Program has been one of the most rewarding experiences of a lifetime. I've grown to really admire Mrs. Roth for her generosity in making her gift of Filoli "to be preserved forever for your enjoyment." And now more than ever Filoli is being enjoyed by an increasingly diverse group of visitors of all ages and backgrounds. Filoli is alive and thriving — a true gem of the Bay Area and of California.

## MEMBER SPOTLIGHT



### SHERRY EASTWOOD-FALLS AND DUNCAN FALLS

A peaceful calm comes over me when Duncan and I visit. It's just lovely. Filoli is good for the young, good for the elderly, and good for all ages. Duncan and I always look forward to the seasonal flowers. We love Filoli so much.

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***“Whenever I am at Filoli  
 I feel like I have entered  
 an alternate Bay Area  
 universe, one where  
 time slows down, where  
 people stop to talk to  
 each other, and where  
 you literally stop to smell  
 the flowers.”***

**— Theresa**

***“A must see: the house  
and the gardens are  
beautiful! I love my visits  
each time, whatever the  
season or the weather. It is  
interesting to understand  
the life of the people  
who lived there. Always  
a pleasure to return to  
Filoli.”***

**— Nadia Rouis**

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## FILOLI CIRCLE SPOTLIGHT



### JUSTIN CHUNG AND LILY FU

We discovered Filoli while looking for hiking trails on Google Maps. We decided to check it out and fell in love with the idyllic setting and lovingly maintained estate. Touched that this special place had been made available for the public to enjoy, we became members to help Filoli persist in its mission of helping all people honor nature and appreciate beauty in everyday life. During the pandemic, it's been a welcome escape for our little family. Thank you to all who have made this possible!



Photo by Drew Altizer Photography

Carolyn & CJ Daley at the Epicurean Picnic

Eldon & Barbara Robinson  
 Ana Roth & David Shearer  
 Grace Sanchez  
 Lila & Ronald Schmidt  
 Rebecca Schuett & Craig Benson  
 Anita Seipp  
 Barb & Win Seipp  
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 Leslie Witt & Ian Smith  
 Maureen Wolfe & Debbie Hawkins  
 David A. Wollenberg  
 Steffani Woo  
 Kingsley & Lansing Wood  
 Jeff Yoder  
 Nancy & Tom Young  
 Alan & Judy Zafran  
 Caroline Zlotnick

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Roy & Mark Chambers-Bray  
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 Oliver McComas, Jr.  
 David A. Wollenberg

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 Moran Manor Vineyards  
 Paula LeDuc Fine Catering & Events  
 Red Car Wine  
 Scheid Family Wines  
 See's Candies  
 Taste Catering

## VEGETABLE GARDEN RENOVATION

### Leadership Support

Provided by  
 C. Preston Butcher  
 In Honor of  
 Carolyn Fulgham Butcher

## Contributors as of April 2021

Brian & Jenifer Beswick  
 Patricia & Jim Brady  
 Kelly & Tom Broderick  
 Melissa Buron & Stephen Stock  
 Julie & Dennis Carlson  
 Donna & Eric Colson  
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Patti Crisafi & Marshall Burgamy  
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 Ruth Ann Groves  
 Betsy & Stephen Hawley  
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 Woodside-Atherton Garden Club  
 Alan & Judy Zafran

## **GENTLEMEN'S LOUNGE RENOVATION 2020-2021**

Architectural Resources Group  
*Assessment of Historic Finishes*  
 Donna & Eric Colson  
*Chandelier Restoration*  
*Period Poker Table*  
 National Trust for Historic Preservation  
*Chandelier Restoration*  
 Brad Parberry  
*Period Pool Table*  
*Artistic Pieces*  
 Willem Racké Studio  
*Redrawing the Wallpaper*  
*Assisting with Wood Finishes*

David A. Wollenberg  
*Matching Gift in Honor of Filoli  
 Volunteers*

## **Project Contributors**

Alicia Bellinger  
 Marcie & Jim Bertram  
 Liza Bizzarro  
 Gail Block  
 Connie & Mark Bowles  
 Linda Caprini  
 Unice Chang & Harvey Fong  
 Cris Crawford  
 Catherine Davis  
 Don & Nancy DeFever  
 Kay Diesner  
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 Janet Filippi  
 Cynthia & Noel Fitzgibbon  
 Carol & Don Hardesty  
 Betsy & Stephen Hawley  
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 B. Jean Kosh  
 Naomi & Bennett Kuhn  
 Martha Larwood  
 Janet McDonald  
 Greg & Sue Mellberg  
 Maureen Morley & Robert Perkins  
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 Cynthia Nourse  
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 Susanne M. Seebauer  
 Nancy Shannon  
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 Carol Surrell  
 Taube Foundation for Jewish Life &  
 Culture  
 Ann & Steven Terwilliger  
 The Oshay Family Foundation  
 Lisa Thompson  
 Marilyn Travis  
 Trudi Tuban  
 Nancy Wilke

## **DRAWING ROOM RENOVATION 2019-2021**

John Alger  
 Claudia Argyres  
 Margie Baker  
 Marcie & Jim Bertram  
 Liza Bizzarro  
 Gail Block  
 Joan Bowersock  
 Connie & Mark Bowles  
 Elaine Burns  
 Marilyn Byington  
 Carolyn & C. J. Daley  
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 Joan Jordan  
 Chris Keller  
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 Naomi & Bennett Kuhn  
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 Suzanne Legallet  
 Janet McDonald  
 Diana McDonough  
 Donna L. Mollenhauer  
 Susan Monahan  
 Maureen Morley & Robert Perkins  
 National Trust for Historic Preservation  
 Patricia & Mark Nottingham  
 Cynthia Nourse  
 Terri Osborne  
 Nancy Palmer  
 Brad Parberry



Photo by Jeff Bartee

Carl & Janet Martin at the Holidays Opening Night

Marilyn Reed  
Renette Robillard  
Phyllis Scaduto  
Susanne M. Seebauer  
Carol & Rand Selig  
Nancy Shannon  
Laura & Richard Simonds  
Sara Spang & David Bar-Gadda  
Carol Surrell  
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Trudi Tuban  
Diane & Michael Wasson  
Nancy Wilke  
Elaine Wismer  
Mr. David A. Wollenberg  
Jane Wong  
Laurence & Lisa Wuerstle

## YOUTH PROGRAMS

Sue Bishop  
Donna & Eric Colson  
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Matthew Greenberg  
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Beatrice Undorte  
David A. Wollenberg

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Jaleh Daie & Roger Wyse  
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Grace Mitchell  
Moran Manor Vineyards  
Maureen Morley & Robert Perkins  
Kara Newport & Verne Deason  
Lisa & Nishad Pai  
Ginger Silverman  
Paula Skinner  
Bonnie Stevenson  
Wesley Thompson  
Heidi Werder

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Denise & John Bates  
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Sara & Cliff Friedlander  
Kathy Gillis  
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PanAmerican Seed  
Brad Parberry  
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Christine Soenksen  
Studio Shop Gallery  
Vena Tambellini  
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Wells Fargo  
William & Flora Hewlett Foundation





Photo by Olivia Richards





# Ways to Give

## Annual Fund

The Annual Fund makes the entire Filoli experience possible! From the daily care and maintenance of the grounds and our collections to public programs and events that inspire visitors every season, these gifts support our greatest needs.

## Filoli Circle

The Filoli Circle represents a deep connection and level of engagement in our mission and programs. Circle members enjoy exclusive benefits, like concierge services, special seasonal events, extra discounts, and additional premium benefits. Filoli Circle memberships are 100% tax-deductible. Join or upgrade your membership at any time during the year to access more of what Filoli has to offer!

## Vegetable Garden

Filoli has been a continuously productive agricultural estate for over 100 years. The Vegetable Garden will be a space to share new stories of these lands, celebrate diverse cultures, and reflect on one's own relationship with foods and gardens. Gifts will support physical improvements, landscaping, and program development as we open this historic Garden area to the public.

## Special Projects

Special projects at Filoli provide many opportunities for you to meet your philanthropic goals. From horticulture and groundskeeping to preservation and sustainability to visitor access and infrastructure to youth education programs, all special projects support our commitment to serve as a community resource. To learn more about current projects and ways to make an impact at Filoli, please contact our Development office.





## Gala in the Garden

Enjoy the formal Garden in a more intimate setting with a delicious dinner, cocktails, and entertainment. Gala in the Garden is Filoli's annual fundraising event and special opportunity to support our mission through the Fund-A-Need. A portion of every table sponsorship and ticket is a tax-deductible donation to Filoli's general fund.

## Legacy Society

Follow in the footsteps of the Bourn and Roth families to ensure that the historic estate is preserved and relevant for the next century. Planned gifts provide immediate donor benefits while leaving a lasting personal legacy that ensures Filoli's vibrant future. Legacy Society members receive special recognition and engagement opportunities.

## Corporate Partnerships

Corporate partnerships at Filoli offer your company the opportunity to market your brand, advance corporate citizenship goals, and support this Bay Area treasure and the communities who come here for education and enjoyment. Seasonal, event, and in-kind opportunities are available!

## In-Kind Contributions to Filoli's Museum Collection

Filoli's collections document the history of the estate, the land, and the surrounding area, offering our visitors a tangible way to connect the past and future. In-kind contributions and gifts of funds enhance our storytelling and exhibitions, and ensure that our holdings reflect Filoli's continuing mission and vision.



*filoli*®  
Historic House and Garden



86 Cañada Road, Woodside, CA 94062  
650-364-8300 | [www.filoli.org](http://www.filoli.org) | [info@filoli.org](mailto:info@filoli.org)



*A Site of the*  
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