

ANNUAL REPORT 2019

Green-Wood

GW
GREEN-WOOD

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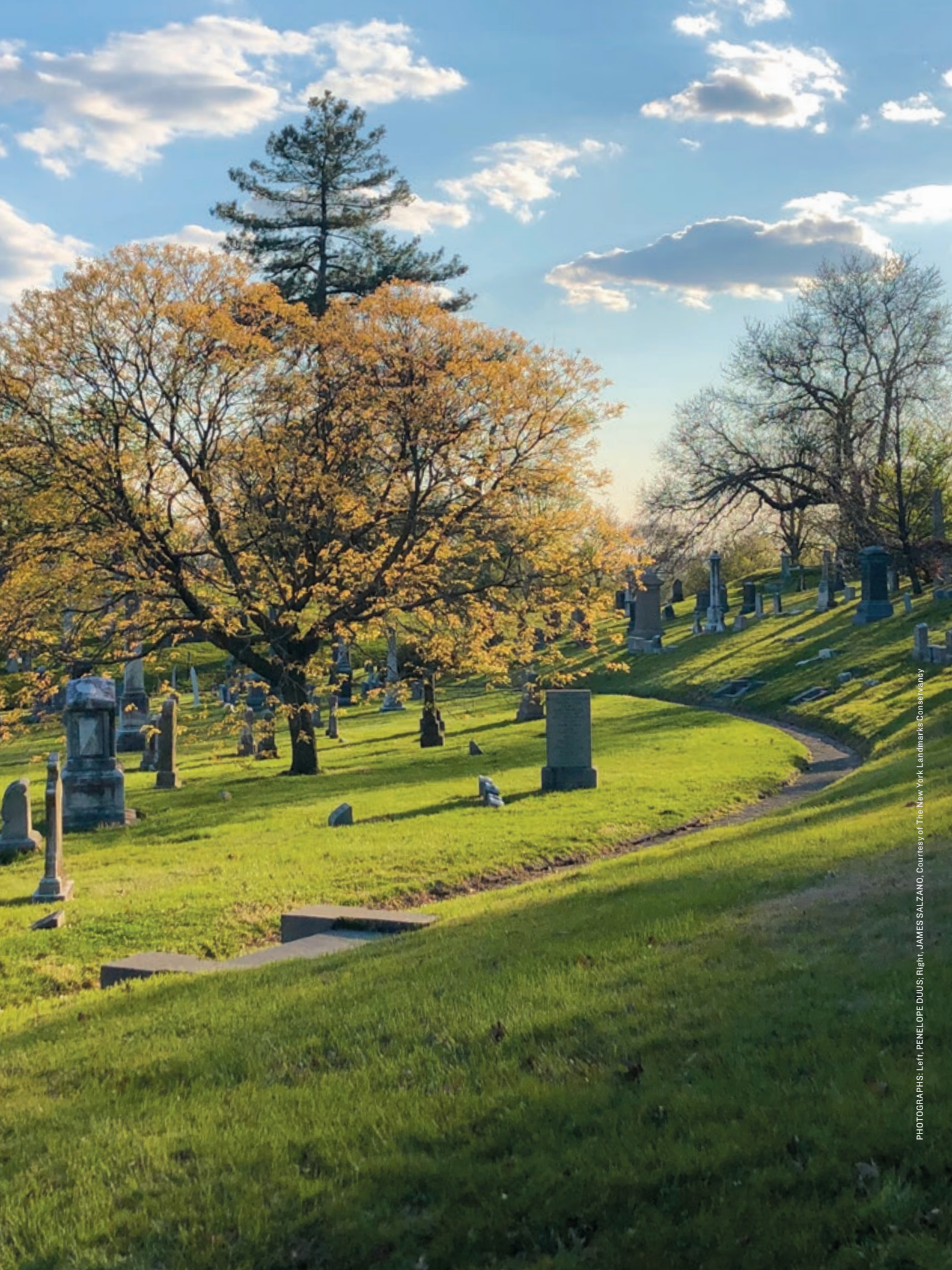
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Green-Wood is a living cemetery that brings people closer to the world as it is and was, by memorializing the dead and bringing to life the art, history, and natural beauty of New York City.

Established in 1838, The Green-Wood Cemetery, a National Historic Landmark, is recognized as one of the world's most beautiful cemeteries. As the permanent residence of over 570,000 individuals, Green-Wood's magnificent grounds, grand architecture, and world-class statuary have made it a destination for over 330,000 visitors annually, including national and international tourists, New Yorkers, and Brooklynites. At the same time, Green-Wood is also an outdoor museum, an arboretum, and a repository of history. Throughout the year, it offers innovative programs in arts and culture, nature and the environment, education, workforce development, restoration, and scholarly research.



PHOTOGRAPHS: Left, PENELOPE DUUS; Right, JAMES SALZANO. Courtesy of The New York Landmarks Conservancy

FROM THE PRESIDENT

Richard J. Moylan



“Excellence is not a destination; it is a continuous journey that never ends.”

This simple idea permeates every aspect of our operations at Green-Wood. From preservation and restoration projects, to public programming and events, and from our environmental stewardship to the compassionate services we provide grieving families, Green-Wood is committed to excellence and strives always to improve.

And nowhere is this more apparent than in our ongoing work preserving, rehabilitating, and beautifying our grounds and historic structures.

With an expected completion of summer 2020, the restoration of our Historic Chapel has moved steadily ahead as has work on the Weir Greenhouse—future home of Green-Wood’s much anticipated Education and Welcome Center. As New York City landmarks, the New York City Landmarks Preservation Commission has overseen the meticulous design and execution of these projects. Restoration plans are also underway for another New York City Landmark—the Fort Hamilton Gatehouse. The Gatehouse will undergo structural improvements, modernizations, and upgrades to make it accessible.

Locust Grove, our newest area for crypts and premium in-ground burial space, also underwent a spectacular beautification process that serves a very practical purpose. The installation of a new boardwalk winds through the beautiful landscape and bridges over wet lowlands providing a safe and dry walkway. Future improvements will include additional landscaping and the placement of at least one significant work of art.

The offerings of The Green-Wood Historic Fund continued to expand and amaze our ever-growing audiences. More than 20,000 visitors took advantage of our unique cultural programming. The Historic

Fund's successes are too numerous to mention, but among the highlights were *A Night at Niblo's Garden*, a spectacular Victorian extravaganza; *Nightfall*, an unforgettable experience of ethereal sights and sounds; and *The Angel's Share*, our acclaimed—and always sold-out—concert series featuring opera and chamber music in the Cemetery's catacombs.

The Annual Memorial Day concert—our twenty-first—delighted concertgoers with performances of holiday and crowd favorites including the inspirational “Lift Every Voice and Sing” co-written by Green-Wood permanent resident James Weldon Johnson.

So much of what we accomplish is due to the vision and support of Green-Wood's Board of Trustees. At our 12th annual gala, we presented the DeWitt Clinton Award for Excellence to long-serving trustee and *The New York Times* food editor Sam Sifton. We also conferred the inaugural Barry Commoner Award for Environmental Leadership (named after a permanent resident) to BrightView, an important partner in our work to combat climate change, for their progressive thinking on environmental sustainability.

Our dedicated team will continue to strive for excellence as we work to expand and improve our role as a sanctuary for remembrance and commemoration; a leader in environmental stewardship; a center for culture, history, and education; and a welcoming respite from the concrete streets of New York City.

The summary financial statements of the Cemetery and our 501(c)3 The Green-Wood Historic Fund for 2019 appear in the “Numbers at a Glance” section. More detailed statements from which these were abstracted, together with certification of our Certified Public Accountants, were filed with the Division of Cemeteries of the Department of State of the State of New York on March 31, 2020.



FROM THE CHAIR

Peter W. Davidson



Green-Wood is unique among the world's cemeteries. Our rare combination of history, culture, art, and commitment to the environment sets us apart from all others. With this report, we are proud to show you how Green-Wood is combining its legacy as a historic burial ground with innovative new programs, developing our resources into opportunities to serve our families, our community, and the environment.

I have served as a Trustee since 2004 and was honored to take the helm as chairperson of the Cemetery and The Green-Wood Historic Fund, in December 2019. I draw my inspiration from those who served before me, especially C. Payson Coleman, Jr., the second longest serving chairperson (1997–2019) in Green-Wood's history. Payson oversaw a period of extraordinary growth.

During Payson's tenure, Hillside and Tranquility Community Mausoleums, designed by the world-class firm of PBDW Architects (Platt Byard Dovell White), were built. Green-Wood was recognized as a National Historic Landmark by the U.S. Department of the Interior and designated a Level III Arboretum. Programming in the arts, culture, and education flourished, and the number of people visiting Green-Wood annually eclipsed 330,000 in 2019.

Financially, Payson led the Cemetery's Investment Committee to achieve a stunning ten-fold increase in the size of our endowment. As a leader and partner to President Richard Moylan, Payson brought remarkable innovation and growth to Green-Wood. I am so pleased that he will continue to serve as a Trustee and valued colleague. On behalf of everyone here at Green-Wood, I extend our abiding gratitude to Payson Coleman.

Green-Wood is a pioneer among cemeteries and cultural institutions. I invite you to join us in continuing to imagine how this unique institution can serve our community.

Green-Wood's Strategic Plan 2020–2022

On September 19, 2019, Green-Wood's Board of Trustees adopted a comprehensive Strategic Plan as a way to direct the institution's goals for the three-year period from 2020 to 2022. The diligently researched plan represents the inseparable interests of The Green-Wood Cemetery and The Green-Wood Historic Fund, setting forth a combined mission, vision, and key objectives for Green-Wood as it looks toward the future.

In 2019, Green-Wood celebrated 181 years of operation. Spanning nearly two centuries, Green-Wood has never wavered from its founding principle: to serve as a space for connecting with nature, viewing art, and remembering the past. At the same time, Green-Wood is in the midst of a transformation into a vibrant and unique cultural destination. As you will see through the pages of this Report, Green-Wood has already taken steps to prepare for its future as a cultural institution. The adoption of a strategic plan enables us to build on this start with data-driven, action-oriented steps

In spring and summer 2019, Green-Wood engaged Plan A Advisors to facilitate the strategic planning process. Plan A worked with Green-Wood's board and staff to determine Green-Wood's strengths, deficits, and goals—and develop a tactical plan to address them. The steering committee was chaired by board member Peter W. Davidson, who was elected Chair of the Board of Trustees on December 11, 2019.

The plan that evolved charts a path to the future that builds on organizational strengths and ensures that growth adheres to the evolving needs of Green-Wood's many communities.

Mission

Green-Wood is a living cemetery that brings people closer to the world as it is and was, by memorializing the dead and bringing to life the art, history, and natural beauty of New York City.

Vision

Green-Wood seeks to be at once an operating cemetery and an essential cultural institution that showcases the art, history, and natural beauty of America's past, present and future, providing leadership in historic preservation, environmental stewardship, open-space programming, and education to a broad and ever-growing audience.

1 Sustainability & Stewardship

Steward Green-Wood's physical assets to ensure the long-term health of its monuments, landscape, flora, and fauna.

2 Financial Stability

Ensure Green-Wood's long-term financial security.

3 Public Engagement & Social Impact

Leverage Green-Wood's cultural, historical, and natural assets to expand and deepen its engagement with audiences and enhance its social and environmental impact.

4 Infrastructure

Strengthen Green-Wood's physical and institutional infrastructure to support a thriving organization that embodies both an active cemetery and a leading cultural institution.



Sustainability & Stewardship

“The urban grasslands at Green-Wood provide an ideal environment to study sustainable and ecological alternatives to the manicured lawn in an era of climate change.”

Frank Rossi, PhD

Associate Professor of Horticulture at the College of Agriculture and Life Sciences, Cornell University

Green-Wood is a place of many assets: 478 acres of landscape; 575,074 permanent residents (and counting); more than 100,000 monuments; unparalleled biodiversity; and more than 3,000 cubic feet of archival records. Maintaining the integrity of Green-Wood’s built environment and monuments, as well as its natural environment, and preserving them for the future is a key priority of the institution. To fulfill this objective Green-Wood is implementing guidelines for design, preservation, environmental research, and landscaping practices.





THOUGHTFUL LANDSCAPE MANAGEMENT

Adopting a Living Collection Policy

On December 11, 2019, Green-Wood adopted its first-ever Living Collection Policy—the purpose of which is to guide the development and management of Green-Wood’s collection of woody plants. “It’s a framework for adding different species to our collection as well as managing the current Collection,” explained Scot Medbury, chair of the Historic Landscape Committee and trustee. Like a museum’s collection policy, this document defines the identity and priorities of Green-Wood’s arboretum. The document outlines Green-Wood’s arboretum mission, the Collection’s scope and purpose, and the policies that govern it. The policy is essential to pursue additional federal and state grants.

RETHINKING URBAN GRASSLANDS

A Research Initiative in Partnership with Cornell University

Green-Wood’s landscape faces many challenges as a result of climate change. Concerns about the rapid expansion of invasive grass species and greenhouse gasses emitted by lawnmowers led to a collaboration between Green-Wood and the College of Agriculture and Life Sciences at Cornell University. The partnership kicked-off in 2017 and has focused on developing data-driven and climate-sensitive strategies for grassland preservation and restoration. Data collection was the main focus in 2019.

The project is led by Dr. Frank Rossi, an associate professor of horticulture at Cornell University, along with Green-Wood’s horticulture staff. The ultimate goal is to establish a more climate-resilient landscape through the use of environmentally sustainable landscape practices.

The outcomes of this study along with the management guidelines it provides may serve as a model for other cemeteries, parks, and greenspaces in cities across the country that are facing similar challenges.





ADVANCED CARE FOR TREES AND MONUMENTS

Purchase of an Omme Lift

The Historic Landscape Committee, chaired by Scot Medbury, recommended the purchase of an Omme Lift to further Green-Wood's goal of protecting and preserving its Living Collection. The lift reaches a height of 90 feet and is designed to traverse soft, muddy, and hilly terrain without significant damage to the lawn. The lift allows our in-house horticulture staff to inspect, prune, and remove large or harder to reach trees that are further from the road. As an added bonus, the lift also provides much-needed access required by the Restoration team to inspect and repair mausoleums and large monuments, like obelisks.





PROTECTING AND PRESERVING THE LIVING COLLECTION

Supporting Green-Wood's Arboretum

Green-Wood is an accredited Level III Arboretum, the second highest level in the world, and home to over 7,500 trees representing more than 690 species and cultivars. Preserving and supporting the health of this urban forest is of critical importance. Green-Wood's Horticulture staff has worked diligently to remove invasive species, such as tree-of-heaven and Norway maple, plant new trees where others have been lost, and implement landscape management practices that augment wildlife habitat and reduce greenhouse gas emissions.

In 2019, Green-Wood planted 407 trees to replace those lost in recent years to disease and storms. Among the species planted were oaks, hickories, tupelos, elm cultivars resistant to Dutch elm disease, and pawpaws.

Initiatives to preserve Green-Wood's over 300 veteran trees (many of which are over a century old) have been underway since 2016. These trees require special care that reduces risk with minimal intervention, all the while supporting the tree's natural aging processes. Preserving Green-Wood's veteran trees safeguards its historic character, reduces its climate impact, and supports New York City's biodiversity.



“Supporting species biodiversity at Green-Wood is key to the health and endurance of our landscape—now and into the future.”

Sara Evans

Manager of Horticultural Operations

SUPPORTING NEW YORK BATS

Providing Nesting Habitat

Green-Wood’s two-year wildlife survey, completed in fall 2018, indicated the presence of five bat species: eastern red bat, big brown bat, little brown bat, hoary bat, and silver-haired bat. Because the little brown bat population is threatened by habitat loss and a disease called white nose syndrome, Green-Wood erected three bat roost boxes, near Crescent and Sylvan Waters, in an effort to support the species.

Bats play an important role in maintaining healthy ecosystems. They promote biodiversity by pollinating plants and dispersing seeds, and feed on insects that would cause damage if not controlled.



PLANT AND WOOD BORING INSECT INTERACTIONS

A Collaboration with the U.S. Forest Service

Since 2015, Green-Wood has partnered with the United States Forest Service (USFS) to survey the insects that live in the wood of the Cemetery's trees. The ongoing survey aims to document the species of wood-boring insects present at Green-Wood as well as new host-plant-insect relationships.

In spring 2019, the collaboration led to the discovery of an entirely new beetle species. USFS scientists Michael Bohne and Marc DiGirolomo analyzed the traits of a wood-boring insect that was found feeding on a European beech tree—and determined it to be distinctive from any known species in its genus, *Agrilis*. It is still being studied to determine whether the species is invasive.

The USFS initiative is just one way in which Green-Wood aims to safeguard and understand the ecology of New York's urban forests. It has also partnered with the New York State Department of Environmental Conservation to scout for oak wilt-carrying bark beetles, as well as the United States Department of Agriculture Animal and Plant Health Inspection Service to scout for potential invasive insects.



Financial Stability

As Green-Wood looks toward the future, it must prepare financially for changes to come. To avoid unsustainable operating deficits, Green-Wood aims to proactively develop new business lines and grow existing sources of earned revenue, increase its fundraising infrastructure and yield, and optimize its endowment.



GROWING CONTRIBUTED REVENUE

Diversifying Funding Sources

A diverse set of funding sources is essential to any not-for-profit organization. Over the years, Green-Wood has been honored to enjoy the support from local, state, and federal government for its programming. A core group of foundations have also made critical grants toward education, preservation, and general operation. Green-Wood is tremendously grateful to its current funders and looks forward to these continued partnerships. Further, Green-Wood is committed to expanding its contributions by individuals by working closely with its donors on key opportunities for growth. Partnering with the corporate community, particularly with its initiatives in the arts and climate change research, is also an important focus for building additional support for Green-Wood's future.



EXPANDING MEMORIALIZATION OPTIONS

Developing New Opportunities for Interment

As land for traditional burial at Green-Wood diminishes, the Cemetery continues to seek ways to use existing land to create additional options for interment. Projects currently in the early stages of research and development will provide several options for disposition, including green burials, inurnment in niches, and the scattering of cremated bodies.

“Winter Walk” (pictured left), a winding boardwalk over a rain garden, was constructed near the Locust Grove section of the Cemetery. Designed by award-winning landscape architect Julie Moir Messervy, it leads to a scattering garden. The goal of this space is to create an evocative and memorable place where cremated bodies can be scattered or interred.

Cedar Dell, a circular area in the heart of the Cemetery (above), is being investigated for the memorialization opportunities it may present. A large portion of this land was purchased back by Green-Wood from the Reformed Dutch Church of Brooklyn, to whom it was sold in the 1800s. Still in the concept phase, the plan will encompass opportunities for green burial, traditional burial, and the scattering or burial of cremated bodies. It is being designed by Nelson Byrd Woltz Landscape Architects.

Green-Wood is also investigating a redesign of the area along Fourth Avenue near the Sunset Park Entrance, known as Rosewood. The plan will provide space for the disposition of cremated bodies, both in niches and with scattering gardens. Commemoration opportunities will be present along the fence line.

Green-Wood has also entered into the research phase to redesign the area around Dell Water. The goals of this project are to carefully renovate the area in a way that supports wildlife and enhances the appearance and stability of the pond, as well as to create expanded pathways that will provide opportunities for green burial and scatter gardens. Phyto Studios is designing and overseeing this project.

Public Engagement & Social Impact

In recent years, Green-Wood has experienced unparalleled audience growth, welcoming 332,446 visitors in 2019. This has been driven in part by innovative programs in art, history, and nature drawing eager new audiences, as well as by an openness to casual visitors exploring its landscape and seeking respite from the city. As Green-Wood strengthens its reputation as a cultural institution, it will continue to hone its portfolio of programs, enhance the overall visitor experience, and engage thoughtfully with its neighboring communities.





“This installation is a thrilling opportunity to engage our neighbours, through art, in timely conversations about the very real struggles that impact communities here and across the country”

Harry Weil

Director of Public Programs and Special Projects

CEMETERY AS CLASSROOM

Green-Wood Expands its Education Department

In 2019, Green-Wood revitalized and expanded its school programs. A generous three-year grant of \$150,000 from the Institute for Museum and Library Services enabled Green-Wood to hire a new director of education in March 2019, Rachel Walman, as well as a team of part-time educators, to expand and deepen Green-Wood’s offerings to New York City students. A generous and critical grant of \$300,000 from the Booth Ferris Foundation will further support this expansion.

Green-Wood’s education team has created a menu of pre-K-12 school programs tied to school curricula for history, art, and science, utilizing primary source materials from Green-Wood’s own archives and historical collections. In addition to field trips, Green-Wood now offers pre- and post-visit lessons to support the learning experience. And now, for the first time, teachers are able to book school programs online.

LIVING INSIDE SANCTUARY (FEBRUARY–APRIL 2019)

Engaging the Community Through Art

In February 2019, in partnership with BRIC, a leading arts and media institution based in Downtown Brooklyn, twelve banners were installed along Green-Wood’s Sunset Park Entrance. The banners featured photographs from documentary photographer Cinthya Santos Briones’ series *Living Inside Sanctuary*, which takes an intimate look at the lives of undocumented migrants who have found security in America. The installation was presented as part of the BRIC Biennial: Volume III, South Brooklyn Edition.



JAMES SCOTT
&
JULIA E. SCOTT



I AM FERTILE GROUND (FALL 2019)

A Site-specific Installation

In fall of 2019, Green-Wood presented a site-specific exhibition of sculptures by acclaimed artist Janine Antoni. The sculptures, resembling religious icons, capture the power of physical gestures.

Exhibited in the Catacombs, one of the Cemetery's oldest structures, *I am fertile ground* enabled visitors to engage with a space that is rarely open to the public. The exhibition was curated by Director of Public Programs and Special Projects Harry Weil and funded in part by the National Endowment for the Arts.

My waters rest, 2019,
Mixed media gilded with
24 karat gold leaf

Installation view of *I am fertile ground*
in the Catacombs at The Green-Wood
Cemetery, Brooklyn, NY
(September–November 2019)



GRAVEYARD SHIFT

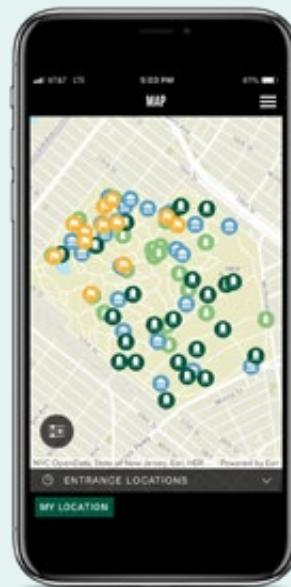
A Dance and Music Collaboration
with Pioneer Works

In summer 2019 Green-Wood partnered with Pioneer Works, a non-profit cultural center located in the Red Hook neighborhood of Brooklyn, for a site-specific performance series in Cedar Dell called *Graveyard Shift*. In July, the inaugural performance featured experimental guitarist Yonatan Gat and the Eastern Medicine Singers, an Algonquin drum ensemble. In August, performance artist Kim Brandt presented *Untitled (Green-Wood)* in which performers responded to the circular landscape of Cedar Dell. The series will continue in 2020.

PHOTOGRAPHS: Left, WALTER WLODARCZYK; Right, GREEN-WOOD

“In becoming both the context and backdrop for the *Graveyard Shift* performances, Green-Wood upends conventional ideas about how visitors can engage with and in a cemetery.”

Bethany Tabor
Curator, Pioneer Works



GREEN-WOOD AT YOUR FINGERTIPS

New Free Mobile
App Unveiled

In September, 2019, Green-Wood unveiled its free mobile app as a companion for those exploring the Cemetery.

The app guides users through Green-Wood’s greatest assets in art, history, and nature, from the stories of notable monuments and permanent residents to the trees of its arboretum. An interactive map helps visitors navigate the landscape and locate nearby features. It is available for free download in both English and Spanish.



BRIDGE TO CRAFTS CAREERS

Training the Next Generation of Masonry Restoration Professionals

In 2019, Green-Wood welcomed the second class of the Bridge to Crafts Careers Program, presented in partnership with Opportunities for a Better Tomorrow, a social services and workforce development organization in Sunset Park. The program provides hands-on training in masonry restoration for young job seekers.

Participants in the program learn the basics of restoration and preservation, including stone cleaning, repair, and re-pointing, utilizing the historic mausoleums on the grounds at Green-Wood. They are instructed by Green-Wood's restoration department and a master craftsmen from Local 1 Union of Bricklayers and Allied Craftworkers with support from the International Masonry Institute.

The 2019 cohort was comprised of students aged 18–27 from across New York City. They restored the Egyptian Revival mausoleum of the Bryce family, located near Sylvan Water. Their efforts revitalized the long overlooked architectural gem, preserving it for years to come.

Funding for Bridge to Crafts Careers comes from the World Monuments Fund, the NYS Regional Economic Development Council, the Achelis & Bodman Foundation, the McWhelan Fund, and others.



CAREERS IN TECHNICAL EDUCATION EXTERNSHIP PROGRAM

High School Interns in Restoration and Preservation

Every summer, Green-Wood's restoration staff welcomes a team of high school interns as a host site of the Careers in Technical Education Externship program offered by the New York City Department of Education. The initiative is presented in collaboration with World Monument Fund's Bridge to Craft Careers program.

In 2019, Green-Wood hosted seven students from Williamsburg High School for Architecture and Design, Stephen T. Mather Building Arts & Craftsmanship High School, and the Urban Assembly School for Green Careers. The interns learned the basics of monument cleaning, resetting, and repair on the grounds—helping to rehabilitate early areas of the Cemetery in need of attention.

The students also embarked on a service trip to the Old Gravesend Cemetery in South Brooklyn, where they had the opportunity to clean and reset monuments in a cemetery dating back to 1643. The trip was an opportunity for Green-Wood to make an impact outside its gates, advocating for cemetery preservation across New York City.



NIGHTFALL

An Immersive Moonlit Experience

In October 2019, Green-Wood presented the second annual Nightfall. The event allowed visitors to step through the Gothic Arch at dusk to experience ethereal sights and sounds across Green-Wood's grounds. Guided by candles and moonlight, participants wandered along the Cemetery's winding paths, encountering musicians, performers, moving images, and storytellers. The 2019 theme—*Lovesick*—celebrated the pleasures and pains of romance, and the impermanence of all the things that we hold dear. The creative team for Nightfall includes Bindlestiff Family Cirkus, Death of Classical, Morbid Anatomy, The Moth, Pioneer Works, Rooftop Films, and Green-Wood's public programming team.

Infrastructure

Green-Wood is unique in that it embodies both an active cemetery and an emerging cultural institution. Green-Wood strives to ensure that its staffing, governance, and systems not only reflect the best practices of both cemeteries and cultural institutions, but that they are holistically integrated to mutually reinforce one another as they work toward a shared mission.

ROBUST LEADERSHIP

Expanding Green-Wood's Staff

As Green-Wood's dynamic programs—in the arts, education, nature and the environment, job training, preservation, history, and archival research—grow in size and scope, they will require key additions to staff. Green-Wood's Board of Trustees and officers are working hand-in-hand to hire strategically for its future. Perhaps most critically, Green-Wood is expanding its capacity in fundraising, including the creation of a Development Committee of the Board. Chaired by long-time trustee Carla P. Shen, the Committee oversees and participates in fulfilling Green-Wood's fundraising plan with particular focus on the role of the board in achieving goals. Finding ways to connect donors with opportunities to make a difference and effect real change is the goal of the advancement team. Green-Wood seeks to partner with enlightened funders and donors who share its vision for this unique and dynamic cultural institution.





GREEN-WOOD WELCOMES A NEW BOARD CHAIR

Peter W. Davidson

On December 11, 2019, Peter W. Davidson was elected as the new Chair of Green-Wood’s Board of Trustees. A trustee since 2004, Davidson is the CEO of Aligned Climate Capital LLC, an investment group focused exclusively on clean energy, efficient transportation, green real estate and sustainable natural resources. Davidson serves as chair of the J.M. Kaplan Fund, his family foundation, which champions social, environmental, and cultural causes through inventive grant-making. Davidson was appointed by President Barack Obama to serve as executive director of the Loan Programs Office at the U.S. Department of Energy.

GREEN-WOOD’S NEWEST TRUSTEES

Esteemed additions to the Board

Green-Wood welcomed two new trustees in 2019: Kathy Kermian-Leicht and Rudy Wynter.

Kermian-Leicht enjoyed an impressive 13-year career at Christie’s Auction House in New York, where she was a member of the executive committee and advanced to several senior executive positions, eventually becoming senior vice president and deputy managing director for the Americas. She resides in Brooklyn Heights.

Wynter, a resident of Cobble Hill, is president and chief operating officer of Wholesale Networks and US Capital Delivery at National Grid. A twenty-five-year veteran of the utility company, he is dedicated to National Grid’s commitment to a clean energy future.

PHOTOGRAPHS: Far left: ART PRESSON; Left: Courtesy of Peter W. Davidson; Center, Courtesy of Kathy Kermian-Leicht; Right, Courtesy of Rudy Wynter

**THE YEAR
IN REVIEW**

2019

CEMETERY SERVICES

1,228

Burials, bringing total interments since Cemetery inception to 575,074

3,333

Cremations performed, a 2% decrease from 2018

126

Entombments in community mausoleums versus 133 in 2018

68

New Perpetual Care accounts deposited by lot owners, bringing the total to 13,599, a 3% increase from 2018

613

Lots, single graves, urn sites, niches, and crypts purchased, a 13% increase over 2018



DÍA DE LOS MUERTOS 🌿

In 2019 Green-Wood offered a family-oriented program celebrating Día de los Muertos (Day of the Dead).



PUBLIC PROGRAMS 🌿

Green-Wood's most popular programs returned, including *A Night at Niblo's Garden*, a Victorian extravaganza set along Crescent Water. Other programs included the annual Memorial Day Concert, the *Angel's Share* series of concerts in the Catacombs, movie screenings by Rooftop Films, and a storytelling event hosted by The Moth.



DEATH EDUCATION 🌿

Green-Wood continued to offer free community programs in Death Education, such as the popular Death Cafe, led by Green-Wood's Death Educator Amy Cunningham.



GOODBYE TO TRUSTEE SCOT MEDBURY 🌿

A Green-Wood trustee since 2008, Scot Medbury stepped down from the board in December. As the president and CEO of the Brooklyn Botanic Garden, he championed Green-Wood's landscape, enabling arboretum accreditation and the Living Collections Policy. Medbury will become executive director at Quarryhill Botanical Garden in Glen Ellen, California. He will be missed.



RETIREMENTS 🌿

Green-Wood's corporate secretary since 1998, Jane Cuccurullo retired in May 2019. Cuccurullo worked tirelessly in helping to launch the Historic Fund in 1999, writing grants, organizing book signings, planning tours—all while performing the important work facilitating burials. She served Green-Wood for a total of 34 years.

Steven Estroff, Manager of Education and Outreach, retired after 15 years at Green-Wood. His pioneering efforts in developing school programs laid important groundwork for Green-Wood's future in education.

They will be missed.

HORTI-CULTURE & WILDLIFE

407

Trees planted

63

Tree species added to the Living Collection

43

Acres restored to managed meadow

40

Trees adopted

217

Total trees removed

68

Wild bee species surveyed

CHAPEL RESTORATION 🌿

The restoration of Green-Wood's 1913 Historic Chapel made great headway. The project—which includes masonry restoration, cleaning, and repair as well as stained glass restoration—is set to be completed in 2020. The project was laid out through consultation with Walter B. Melvin Architects and stained glass specialist Julie Sloan.



AN EXTRAORDINARY LEGACY 🌿

After serving as Chairman of the Board of Trustees for twenty-two years, C. Payson Coleman, Jr. has stepped down from the role, but will remain an active board member. Elected to the board in 1980, Coleman acknowledged that Green-Wood is embarking on a challenging program for its future and places confidence in Peter W. Davidson.

RESTORATION & PRESERVATION

64

Monuments repaired

248

Monuments reset

4

Bronzes waxed and preserved

68

Monuments unearthed by high school interns

168

Monuments reset by high school interns

4

Mausoleums restored

VISITORS & ENGAGEMENT

332,446

Visitors to the grounds

245

Public programs

20,000+

Program attendees

549

Downloads of the Green-Wood app

330,000

Website visitors

23,984

Social media followers on Instagram, Facebook, and Twitter



EVENFALL 🌿

The 12th annual gala to benefit The Green-Wood Historic Fund was held on September 12, 2019, bringing together old and new friends for a unique experience—Evenfall.

The New York Times food editor and Green-Wood trustee, Sam Sifton, was honored with the DeWitt Clinton Award for Excellence. The Urban Grasslands Institute landscaping partner, BrightView, was conferred the inaugural Barry Commoner Award for Environmental Leadership. For the first time, the evening concluded with a post-dinner spectacle, with performances staged on the colorfully lit grounds of Clinton Dell.



MORBID ANATOMY 🌿

Green-Wood hosted two exhibitions curated by Morbid Anatomy, Brooklyn purveyors of art, death, and culture—as well as the Morbid Anatomy Library, in the Fort Hamilton Gatehouse. Both were met with rave reviews.

ARCHIVES & GENEALOGY

475

Cubic feet of archival records processed

325

Archival maps, drawings, and diagrams encapsulated and preserved

13

Interns and volunteers helped to process Green-Wood's archives

679

Greenealogy inquiries

255

Greenealogy orders fulfilled

1,795

Hours contributed by volunteers and interns



BIOBLITZ 🌿

On September 7, 2019, Green-Wood hosted over 300 Macaulay Honors College students for a biological survey known as BioBlitz. With world-renowned scientists, they identified Green-Wood's plants and wildlife using the mobile app iNaturalist, contributing knowledge about New York City biodiversity.

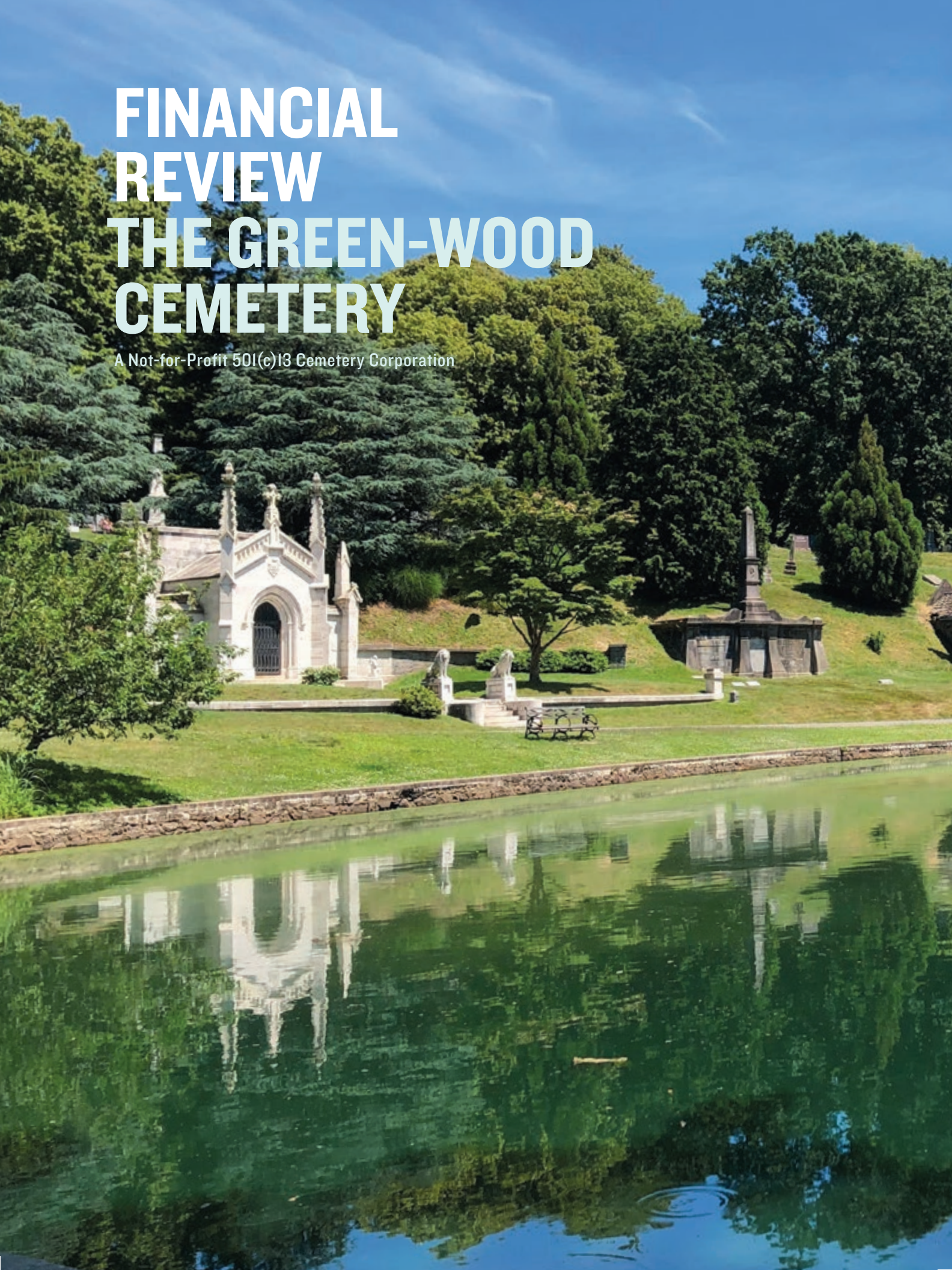


TIFFANY & CO. GRAVESTONES IDENTIFIED 🌿

Green-Wood Historian Jeffrey I. Richman and volunteer Jim Lambert identified sixty monuments at Green-Wood designed by the studio of permanent resident Louis Comfort Tiffany (1848–1933), with the help of a 1995 Master's thesis by Eileen Wilson Coffman.

FINANCIAL REVIEW THE GREEN-WOOD CEMETERY

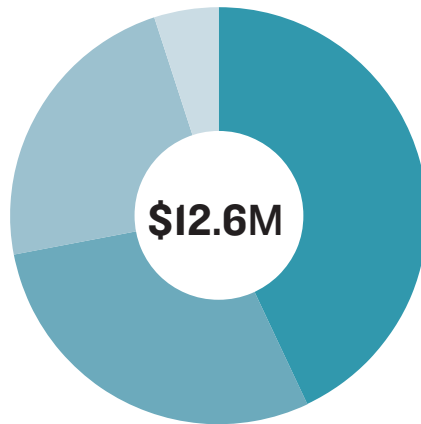
A Not-for-Profit 501(c)13 Cemetery Corporation



The Cemetery continues to provide dignified and courteous service to families as it has for the past 181 years.

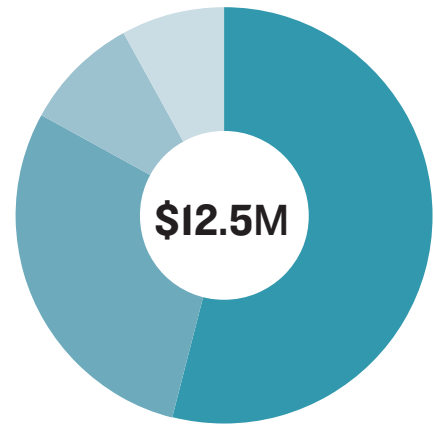
REVENUE

2018



■ Net Sales	43%
■ Service Fees	29%
■ Contributions*	23%
■ Special events	5%

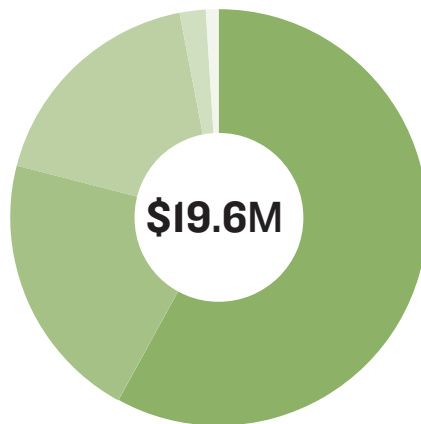
2019



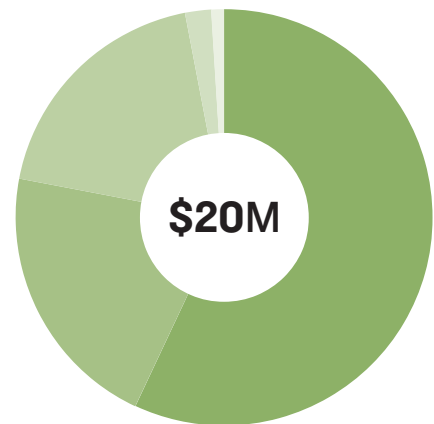
■ Net Sales	54%
■ Service Fees	29%
■ Contributions	9%
■ Special events	8%

*Increase in 2018 contributions due to the New York City Economic Development Corporation reimbursement for the Weir Greenhouse renovations.

EXPENSES



■ Payroll	58%
■ General Admin	21%
■ Maintenance	18%
■ Crematory	2%
■ Mausoleum	1%



■ Payroll	57%
■ General Admin	21%
■ Maintenance	19%
■ Crematory	2%
■ Mausoleum	1%

For a copy of The Green-Wood Cemetery's financial statement for the year ended 2019, please visit our website.

FINANCIAL REVIEW THE GREEN-WOOD HISTORIC FUND

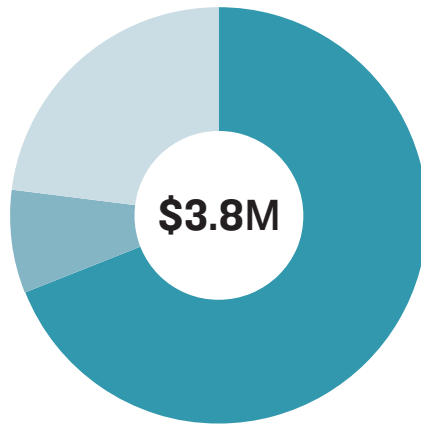
A Not-for-Profit 501(c)(3) Organization



The Green-Wood Historic Fund, launched in 1997, is among New York City's major cultural and community institutions. Its success depends on a variety of revenue streams, including those featured below.

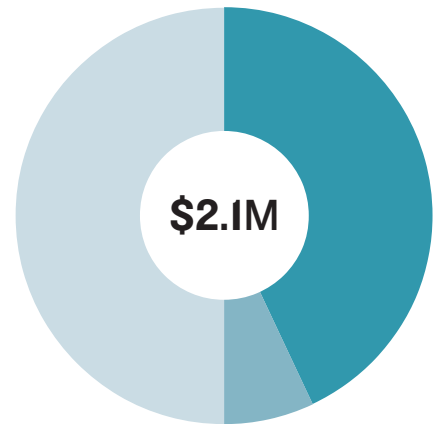
REVENUE

2018



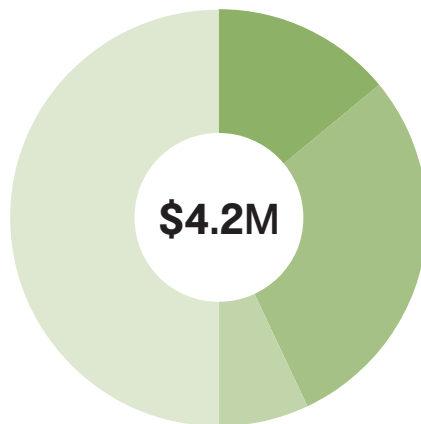
■ Contributions	69%*
■ GWC Support	8%
■ Programs/Other	23%

2019

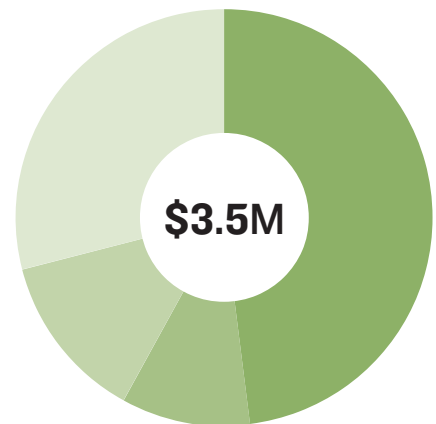


■ Contributions	43%
■ GWC Support	7%
■ Programs/Other	50%

EXPENSES



■ Programs	14%
■ Administration	29%
■ Fundraising	7%
■ Capital	50%



■ Programs	48%
■ Administration	10%
■ Fundraising	13%
■ Capital	29%

*Includes \$1M in capital grants from NYC for restoration of the Weir Greenhouse.

For a copy of The Green-Wood Historic Fund's financial statement for the year ended 2019, please visit our website.



**DONORS TO
THE GREEN-WOOD
HISTORIC FUND**

The Green-Wood Historic Fund gratefully acknowledges the support of the individuals, corporations, foundations, and government agencies listed here. We also appreciate the commitment of the thousands of members and other donors, too numerous to list here, who ensure our ability to fulfill our mission.



\$10,000+

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\$2,500+

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 Archigrafika
 Architectural Research Office
 BrightView
 Industry City
 Onorati Construction Co., Inc.
 Plan A Advisors
 Regan Agency, Inc.
 Remote Managed Services, LLC
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UP TO \$2,500

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Institute of Museum and
 Library Services
 New York City Department of
 Cultural Affairs
 New York State Parks, Recreation
 and Historic Preservation
 New York State Council for the Arts

*Gifts above listed were made during
 fiscal year 2019.*

*For more information on
 how to support The Green-Wood
 Historic Fund, please contact
 Vice President of Development
 and Programming Lisa Alpert at
lisa_alpert@green-wood.com*

PROGRAM PARTNERS

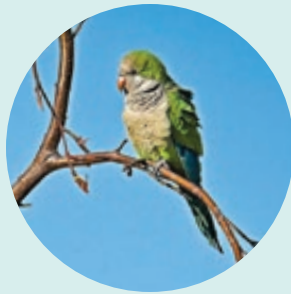
Green-Wood is grateful to have had the opportunity to collaborate with the following local, state, and national organizations for programs and initiatives in 2019.

Bindlestiff Family Cirkus
 BRIC
 Cornell University, College of
 Agriculture and Life Sciences
 Death of Classical (Unison Media)
 International Masonry Institute
 Morbid Anatomy
 The Moth
 New York City Department of
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United States Department of
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