



THE  
PONDEROSA  
SOCIETY

## Our Mission:

To increase the understanding,  
appreciation, and conservation of plants  
and plant communities native to the  
Colorado Plateau.



# What is the Ponderosa Society?

The society is made up of dedicated community members who believe in the Arboretum's mission and want to see its legacy thrive into the future by providing reliable income.

## Why now?

The Arboretum at Flagstaff has been a special place in our community for over 40 years. It was the vision of our founder, Frances McAllister, to turn her 200-acre property into a public garden and educational site where we could come together to learn about high elevation gardening, native plant conservation, and wise stewardship of the Colorado Plateau. As a supporter of the Arb, you clearly share Frances's vision for the important work we do!

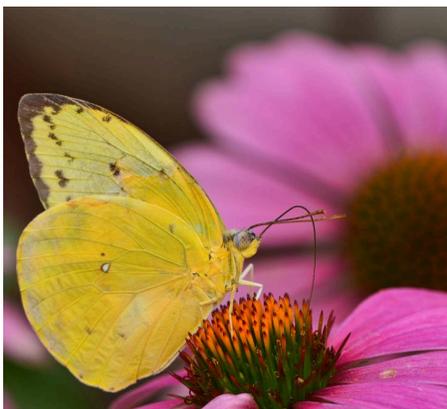
Through committed annual contributions, the Ponderosa Society ensures the Arboretum has a reoccurring foundation of funds for general operations in order to sustain and grow our staff, improve our experiential education programs, expand our conservation efforts, carry out regular event programming, and support garden and facility maintenance and renovations.

## How can you help?

By joining the Ponderosa Society annual giving circle, your pledge of \$5,000 per year ensures The Arboretum can thrive now and into the future. Your contribution can be made as a one-time donation each year or given in installments whereby you choose the frequency throughout the year.

## How can we thank you?

To celebrate your support, a private reception with the society's membership and the Arboretum leadership will be held each year. You will also receive all the benefits of the Arboretum's top tier level membership.



Our grounds sustain wildlife of the Colorado Plateau



Our conservation projects steward at-risk species



Our property is the best outdoor classroom for all ages

## Your Vital Gift Will

- Provide reliable operating funds that support all programs
- Help offset drastic insurance increases due to fire risk
- Build capacity to hire future fundraising and programmatic staff
- Allow us to start providing staff medical and retirement benefits
- Maintain competitive wages as the cost of living in Flagstaff continues to rise
- Aid in addressing deferred maintenance projects

## Recent Successes at The Arb

- Participated in a partnership to transfer Woody Mountain Rd. maintenance from US Forest Service to Coconino County Public Works
- Awarded a \$260k Forest Service Grant to provide additional road improvements
- Clean financials and streamlined operations
- Rebuilding original endowment (+10% over last 3 years)
- Dedicated and active Executive Director & Board of Directors
- Stabilized staff and growing volunteer program
- New website and marketing partner
- Development of Arb on-site Plant Nursery
- Youth and adult education programs expansion
- Enhanced visitor experiences including gift shop and interpretation
- Ongoing plant conservation projects
- Facilities and grounds improvements/clean up
- Expanding community awareness & engagement



Our native plant propagation is unique in Northern Arizona



Our youth education programs serve over 1,500 children annually



Our community comes together at the Arb for special events

## Your investment safeguards the Arboretum and sustains our top programs for our community.

- Conservation of rare and endangered plant species
- Botanical garden and nature center
- Youth and adult environmental education
- Native plant propagation for gardens and landscapes
- Compelling event space with spectacular views of the San Francisco Peaks



For more information or to  
join the Ponderosa Society  
please contact:

Board Member: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_