

October 2011

Greetings from your Western Colorado Botanical Gardens!

Our Mission Statement:

The Gardens connects visitors to the beauty of the Colorado River Basin and Plateau by providing opportunities for Education, Science, Conservation and Community Events.

We've all heard that money doesn't grow on trees...well, it does now! We've planted a 'Money Tree' and it is our theme for this year's Annual Appeal Fundraising Campaign. Our 'Money Tree' 'grows' with your donations...the more 'green' we receive from you, the more 'green' we'll have to 'pluck' from our 'Money Tree' to sustain us for another year...and it takes a lot of 'green' to maintain and grow the Botanical Gardens. Why? Because it takes over \$250,000 annually in operating expenses alone to welcome our visitors each day!

The Gardens is a private 501 (c) (3) non-profit organization, depending solely on donations, sponsorships, grants, admissions, memberships and facility rentals. We receive no federal, state or local government funding. Given the many quality services we provide to our community, it is our hope that you will see the value in supporting our efforts to keep the Gardens alive and growing by sending your generous donation today.

Through your support, we will make further strides with the development of a standards based education curriculum, science and conservation initiatives and community events. And let us not forget the Tropical Rainforest and Butterfly House (one of only 260 in the entire world!), Children's Castle and Secret Garden, Western Heritage Garden, the exquisite Cactus, Herb and Rose gardens, and numerous other attractions at the Gardens that are enjoyed by visitors from all over the world!

As an added benefit to our donors, we are an Enterprise Zone Contribution Project...meaning, any cash donations over \$50 are eligible for ***an additional 25% state tax credit in addition to your federal tax deduction***...it's a win/win opportunity!

(Please note when donating 'for the enhancement or expansion of the Western Colorado Botanical Gardens')

The founders of this organization were some of the pioneers who first broke ground in cleaning and beautifying the Colorado Riverfront in Grand Junction. It is our passion to keep their vision alive by driving the Botanical Gardens in the original direction of that movement...a movement that has a clear purpose and proven results! What was once a toxic junkyard is now a place of beauty that is an asset to the Grand Valley and all of Western Colorado. Please consider all of the benefits that result from joining us in keeping our 'Money Tree' growing by sending your donation today!

Simply go to wcbotanic.org to donate...or for more information call us at 970-245-3288.

With Sincere Gratitude,



Laura Stafford
Executive Director
Western Colorado Botanical Gardens