



Living Our Values



Living Our Values

As we prepare our Annual Report for 2019, we find ourselves in the midst of a world-wide pandemic. Though this publication is a celebration of the terrific year we had in 2019, we would be remiss not to recognize our current moment. Our doors are presently closed, although we are working diligently to plan a content-rich and safe re-opening of our facilities. Our grounds have remained open and have received many guests who need the respite of being in nature.

Before we were familiar with the term COVID-19, we had decided to organize the 2019 Annual Report around Minnetrista's organizational values. Now, after the onset of the pandemic, this theme feels incredibly fitting. The stories in the report illustrate how, in 2019, we were able to live our values as we created shared experiences, connected people, and catalyzed community engagement. Today, those values are equally important though they may challenge us in new and different ways. Perhaps the one value that has risen above the rest in these times is **Adaptability**. We are seeing our values highlighted against the backdrop of these challenging times, and the choices we are making now are resulting in new, exciting stories which will be shared in 2020's Annual Report.

Now, let's celebrate the success of 2019! We were so excited to open the *Oakhurst Experience* and see this beautiful home come alive. Watching families interact together with the many new exhibit elements has been so gratifying. Another amazing program that benefited many families in our community was – and is – the Pop-up Garden project created and managed by our Horticulture team. This project ties in so many elements of who we are at Minnetrista – gardening, food preservation, working together; and when you add our Farmers Market and the IU Health Nutritional Program, it makes a nice package.

The impact Minnetrista has on our regional community would be incredibly diminished without the support of you – our donors and volunteers. It is not an exaggeration to say that your generosity makes our varied programs and initiatives possible. So thank you, thank you for believing in us as we live the values that allow us to serve our community. We really can't do it without you — and that's the truth!

Be Well,

Betty Brewer

Betty Brewer
President & CEO

Katherine White

Kathy White
Chair, Board of Trustees



Minnetrista Stories

Minnetrista's programming had a tremendous impact on our community in 2019. The following pages take a look at just some of the fun and touching moments we celebrated. These stories were chosen specifically for how they illustrate the way Minnetrista seeks to live our five organizational values in every experience we present: Family & Relationships, Adaptability, Learning, Entrepreneurship, and Stewardship.

As we reflect on these stories, we are mindful that none of this would have been possible without you, our incredible community of donors. Your support makes every smile, every educational moment, and every connection at Minnetrista possible.



Family and Relationships

The importance of family and relationships influences everything we do. It is our intention that every decision we make, every initiative we pursue, and every program we plan helps build the relationships that make this community a special place. Minnetrista has, from its founding, considered itself a gathering place, a place for families and friends to celebrate and strengthen their relationships.

Natalie Young, *Daily Experience Coordinator, Minnetrista*, shared this story— just one of many ways that families enjoyed our campus in 2019:

“I remember a time in 2019 when I was in Betty’s Cabin and a young couple came in with their toddler. As I was talking with them, they explained that they had just come from a parenting class. I watched them get down on the floor and play with their child, immediately transported to a world of play and imagination. Watching them, it was apparent that this time in Betty’s Cabin was a time for them to relax and unwind while simultaneously being a space for them to practice what they had just learned in their parenting class.”





adaptability

"We love the Backyard Garden! My friends and I love to bring our grandchildren for playdates. We pack lunches and have fun at the koi pond, with the chalkboard, and with all the garden toys." – **Cindy Winkle**, *Minnetrista Patron, Winchester*

It is our pleasure to make a community space like the Backyard Garden available for free to families. It's a space for children to discover flowers and to interact directly with nature. It's a place for young minds to stretch as they play and puzzle with all the exciting interactives available.

In 2019, with the help of everyone who supports the mission of Minnetrista, we updated the Backyard Garden. We fabricated the new "Mud Kitchen," added extra plantings and new pea gravel, as well as cycling in new garden tools and toys. We also repaired a number of well-loved and worn pieces throughout the garden. We know how important free spaces like the Backyard Garden are and we want this space to continue adapting to the needs of the community and to continually offer new surprises for the families and children who enjoy it!



Learning

Learning is central to so much of what we do at Minnetrista. And nowhere is this more apparent than in our thriving School Tour program! We offer a wide variety of multi-disciplinary school tours for grades Pre-K through 8. These programs are active and engaging, while content-rich to meet state educational standards. In 2019, we hosted 116 school tour programs for 3,647 East Central Indiana students!

“Longfellow Kindergarten loves going to Minnetrista each school year to learn, discover, and explore. Minnetrista does an exemplary job of providing our students an opportunity to take our lessons we learned in class and bring them to life in an effective and exciting way. I still hear from past students in our school that tell me that their favorite memory from Kindergarten was their experience at Minnetrista. Thank you for providing real-world and outdoor experiences for our students to practice the skills they’ve learned in class; they feel important, special, empowered and prepared to take on new challenges.” – **Elizabeth Jarvi**, *Kindergarten Teacher, Longfellow Elementary School*

Entrepreneurship

As an institution built around a rich history, we want to continually ask what that history brings to bear on our present circumstance. Every department at Minnetrista invests time and energy into dreaming up new initiatives, re-tooling legacy programs, and committing themselves to a spirit of entrepreneurship as we assess the pressing needs of our community. The Pop-up Garden program is a great example of one way we've seen this entrepreneurship pay off!

The Pop-up Garden program distributes self-contained gardening bundles to food insecure families at the beginning of the planting season. The containers are then picked up at the end of the season to be re-used the following year. The program started in 2017 with 11 gardens distributed. The program has grown quickly in subsequent years, with 43 Pop-up Gardens distributed in 2019 with the help of our partners at the Whitely Food Pantry and the Second Harvest Food Bank. The goal of the program is to promote gardening, beautification, and food security.

"Food insecurity and food deserts are growing across the country and our community is battling these same issues. It became overwhelmingly apparent to me in 2017 when the grocery stores across town began to close, making the situation worse. I have always believed if a person has success in growing their first garden they end up hooked for life—the humble tomato plant is, for so many gardeners, the catalyst to their gardening journey. We employed some outside of the box thinking to try and get folks involved with minimal effort and maximum success, and the result was our Pop-up Gardens initiative.

The best part of this program is watching how much people enjoy it and want to be a part of it. One community member praised the program, telling me it was their "first time having a garden of any kind"—they had already harvested about 30 cherry tomatoes! We've had great support from volunteers, and every year the initiative has changed and grown. I can't wait to see where it goes from here."

– **James Edwards**, *Horticulture Manager, Minnetrista*



Stewardship

The concept of stewardship at Minnetrista has far-reaching implications, informing our approach to the management of our finances, the allocation of our time, care for our gardens and natural areas, and the care taken with some of our most precious assets. We have been entrusted with a vibrant and storied history; stewardship of this history involves a complex balance of maintenance and restoration while preserving a commitment to our historical inheritance.

This was powerfully illustrated by the creation of the *Oakhurst Experience*, our newest permanent exhibit which celebrated its grand opening in Spring 2019. From new furnishings to exciting new exhibit components, the home of George, Frances, and Betty Ball sprang to life with this new immersive exhibit inside the Oakhurst home, the largest artifact in the Minnetrista Heritage Collection. To get the house ready for new visitors, many “behind the scenes” projects were completed – including extensive repairs to the home’s walls, ceilings, and floors.

“As a legacy and collecting organization, stewardship is an important institutional value. Whether it is the land our buildings sit upon, the legacy of the Ball family, or the artifacts donated to our collection, Minnetrista is entrusted with many valuable resources. As a responsible steward we care for, preserve and protect these assets for the future – ensuring that those who come after us can continue to carry on the legacy.”

– **Jessica D. Jenkins**, *Director of Collections, Minnetrista*



Twenty-Nineteen

The Year in Numbers



83,015 – Total Visitation for 2019



3,371 – Attendees to Minnetrista Theatre Preserves programming

This is nearly double the number from 2018!



1,482 – Family Adventure Day Attendees



50 – Individuals that Donated Items to the Minnetrista Heritage Collection



3,627 – Attendees at Faeries, Sprites, & Lights

This was a record high attendance for this popular event!



743 – Members to Minnetrista



59 – Schools served through the School Tour Program

A Look Back at Our 2019 Exhibits

Oakhurst Experience – Permanent

This permanent exhibit, newly opened in spring of 2019, celebrates this beautiful home and the legacy and stories of George and Frances Ball, and their daughter Betty.

Wicked Plants – January 19 – May 19

This family friendly exhibit took visitors through a ramshackle Victorian era home where they explored dangerous and even downright deadly plants. It also inspired a our first ever Murder Mystery Dinner!

29th Annual Minnetrista Juried Art Show & Sale – February 22 – April 28

Our 29th annual celebration of professional and avocational artists from throughout Indiana showcased awe-inspiring works in diverse mediums and on a great variety of themes.

Amazing Pollinators – June 22 – September 2

Minnetrستا was proud to host the national premier of *Amazing Pollinators!* Visitors to this exhibit had the chance to explore the importance of pollinators like bats, bees, and butterflies through a variety of maze-based challenges.

Open Space: Art About the Land – August 31 – October 6

This annual art competition and exhibition in partnership with Red-Tail Land Conservancy showcased artwork by Indiana artists inspired by the beauty of the land and natural spaces.

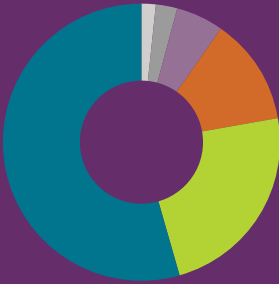
Hoosier Innovation – October 5, 2019 – February 16, 2020

An original experience conceived and created by the talented Minnetrستا team, this exhibit celebrated innovation in East Central Indiana following the gas boom, with a specific focus on the iconic Hoosier Cabinet.

2019

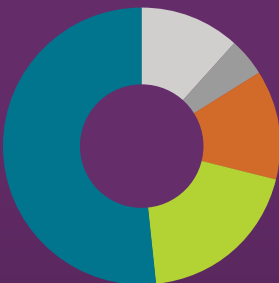
adding it all up

Operating Revenue



\$2,530,000	Ball Brothers Foundation
\$1,050,000	George and Frances Ball Foundation
\$568,336	Earned Revenue
\$259,235	Contributed Revenue
\$131,113	Endowment & Project Income
\$164,325	Funds Released from Restrictions
\$4,703,009	TOTAL

Operating Expenses



\$2,611,658	Programs
\$812,572	Facilities & Grounds
\$561,707	Administration
\$147,340	Development
\$523,315	Sales
\$4,656,592	TOTAL

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Minnetrista acknowledges the generous support we received from our donors during 2019. Your commitment to our mission makes what we do possible!

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