

The
Marigold Mile
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ANNUAL REPORT 2021

Mission

The Marigold Mile, Inc. is a charitable organization working towards **beautifying** the Fox Cities with the planting of thousands of **marigold flowers** along its streets, while providing **community service** opportunities to **volunteers**.

2021 Year in Review

Looking back on what The Marigold Mile accomplished in 2021, it is truly exciting and inspiring to be a part of something so simple yet so profound. As with many non-profits the pandemic has been a struggle with individuals and corporations having to make tough decisions on charitable giving. But with every passing storm cloud comes a ray of sunshine. The Marigold Mile has seen a record number of volunteers for the second year in a row and we were able to finish planting South Oneida Street in a record time again of three weeks.

Expansion

The generous time given to The Marigold Mile from volunteers allows them to expand to other areas of Fox Cities and spread the joy and beauty a simple flower can bring. Areas of expansion in 2021 were:

- Wisconsin Veterans Village
- Memorial Wall on Water Street
- RiverTyme Bistro
- Reid Golf Course
- Dairy Queen on South Oneida Street and Calumet Street
- Corner of Prospect Avenue and South Oneida Street

Promotion

The Marigold Mile increased their street presence by extending their sign on the corner of South Oneida Street and Olde Oneida Street. You can now see the sign as you enter and exit The Marigold Mile, and we expanded our planting bed to fully surround the sign with marigolds.



With the pandemic, The Marigold Mile board had to reimagine our normal fundraising activities. Typically, we hosted an in-person Gala in February to celebrate the accomplishments of the previous year's planting. In 2021, The Marigold Mile hosted their first ever virtual auction in May. It was a fun and entertaining event, emceed by our very own Alderperson, Kristin Alfheim of District 11. While we missed the in-person interaction the virtual auction was a success.



The Marigold Mile also teamed up with local business owner, George of Tandem Wine to host a Mimosa and Marigold event in mid-September.



Ascension St. Elizabeth Hospital and Medxcel are strong supporters of The Marigold Mile. With the closing of the Fox Valley Nursery, Medxcel allowed The Marigold Mile to setup a staging area in a corner of their parking lot for flower delivery and planting along South Oneida Street.

Riverview Gardens and The Marigold Mile have teamed up to help in the soil preparation of the Mile. Every spring we need to prep the soil after the snow has melted to get the curbs ready for planting. With the help of Riverview Gardens' volunteers and biosolids fertilizer, The Marigold Mile volunteers can plant the flowers earlier than before and with more ease as the dirt has been prepped in advance for them.

Supporters

The Marigold Mile is honored to have a major supporter and dedicated volunteer in Mary Beth Nienhaus. For the past 4 years Mary Beth has pledged up to \$10,000 per year in matched donations to The Marigold Mile. Mary Beth is our biggest champion in seeing our community project grow beyond just South Oneida Street and helped facilitate the Reid Golf Course and Wisconsin Veterans Village expansions.

The Marigold Mile also has a corporate supporter in Community First Credit Union (CFCU). CFCU has supported The Marigold Mile in the past through generous donations and volunteer time. With CFCU's donations in 2021, The Marigold Mile was able to meet our \$10,000 matching goal as well as kick start our funding campaign for 2022. We are so grateful to have CFCU as a supporter for the Mile.



To our many individual donors, your generosity allows for The Marigold Mile to maintain our presence on South Oneida Street but also to spread the joy to other locations. Your donations provide the purchasing, planting, and upkeep of the marigolds throughout their growing season. Without you, the planting wouldn't be possible.

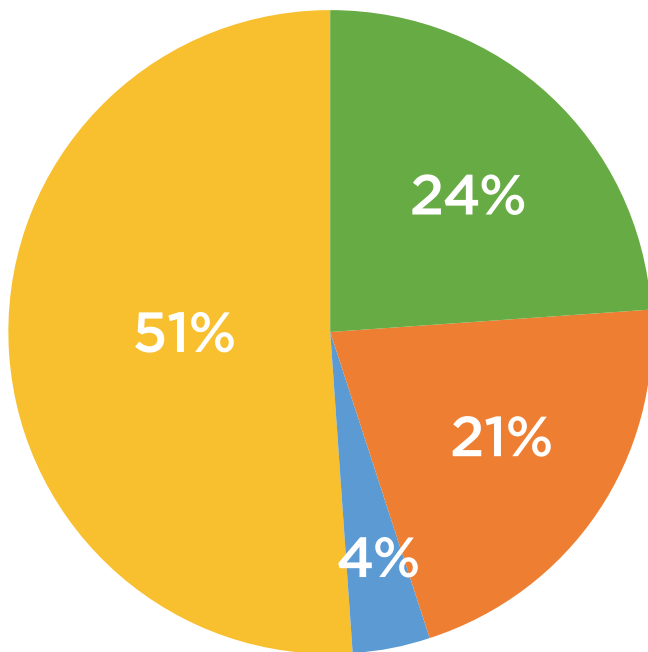


Financials

Financial Snapshot

In the calendar year of 2021, The Marigold Mile had total public support and donations of \$20,104 and operating expenses of \$11,108. In 2021, The Marigold Mile had a one-time expense of increasing their signage which impacted the administrative costs in 2021.

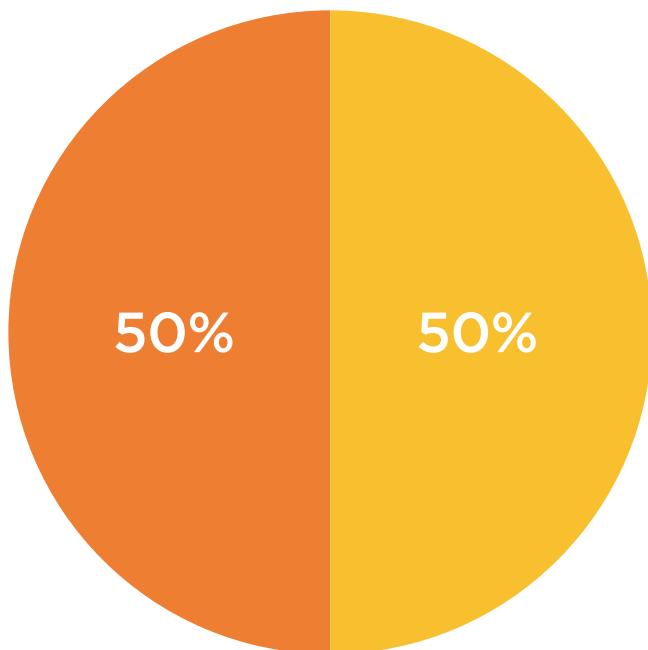
51% of donations go directly to the expenses associated with planting The Marigold Mile.



2021 Annual Marigold Mile Expenses

- Administrative*
- Events/Promotions
- Charitable Donations
- Marigold Mile Planting

*Board Members are a non-paid position.



2021 Annual Donations

- Individual Donations
- Matching Grant - Mary Beth Nienhaus