

The
Marigold Mile
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ANNUAL REPORT 2022

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**.

2022 Year in Review

Flowers

2022 was a year of trying new things for The Marigold Mile. Like so many other businesses and non-profits we had to deal with supply issues and rising costs. One way The Marigold Mile overcame these issues was to experiment with a different planting pattern. In the past, when the marigolds were planted, they were staggered which doubled the number of marigolds needed to plant the whole Mile. When we found out we would have less marigolds available in 2022, it was decided to just plant a single row of flowers on a portion of the Mile to extend the reach of the marigolds. We were extremely happy to see that a passerby wouldn't be able to tell a difference between the sections that had double the amount of flowers compared to the single row. This allows us to have more flexibility in how we plant in the future.

Expansion

The Marigold Mile was pleased to be able to continue to maintain 2021's expansion projects (Wisconsin Veterans Village, Reid Golf Course, Dairy Queen on South Oneida Street, etc.) and to add an additional space with the new Pickle Ball Courts at Telulah Park that opened in Appleton in 2022.



Volunteer Opportunities

In 2022, The Marigold Mile became involved with the Volunteer Fox Cities organization that pairs non-profits that are in need of volunteers with individuals and corporations that are looking for volunteer opportunities. The Marigold Mile participated in multiple activities with Volunteer Fox Cities in 2022:

- **Volunteer Connection Book**

The Marigold Mile added their information into the printed book and online guide. The book gives individuals and corporations an idea of local non-profits looking for help. Through the book we had a few inquiries, including a group from Kimberly-Clark.

- **Give Back Bus**

The Marigold Mile was able to use the Give Back Bus for an August event to host Baker Tilly which was looking to volunteer their time supporting the Fox Valley.



- **VolunteerFEST**

Hosted at Waverly Beach, local non-profits had a table to showcase their volunteer opportunities to individuals looking for a chance to volunteer in the Fox Valley in a relaxed environment.

Supporters

The Marigold Mile is grateful to our many donors, both individual and corporate. With their support and generosity The Mile is able to maintain our presence on South Oneida Street and beyond. Their donations help us with purchasing, planting, and maintaining the marigolds throughout the growing season.

The Marigold Mile was honored to receive a generous donation from Community First Credit Union (CFCU) to help kick start our 2022 funding campaign. Throughout the years CFCU has been a great supporter of The Mile offering volunteer time and financial donations. We look forward to continuing our joint efforts to make South Oneida Street the prettiest street in Appleton.

In 2022, The Marigold Mile had their last matching grant year with Mary Beth Nienhaus. Back in 2018, Mary Beth offered to grant The Marigold Mile with \$50,000 within a five-year timespan to help get The Mile back up and planting after the South Oneida Street road closure. Every year The Marigold Mile set a goal to raise \$10,000 through corporate and individual donations. The Marigold Mile Board would like to thank Mary Beth for her support over the last five years. Through her generosity The Mile will be able to continue to plant along South Oneida Street and continue to expand for years to come.



“I have been blessed with a great life, lots of community support, and many friends from all walks of life. I am always looking for ways to give back to my community.”

- Mary Beth Nienhaus

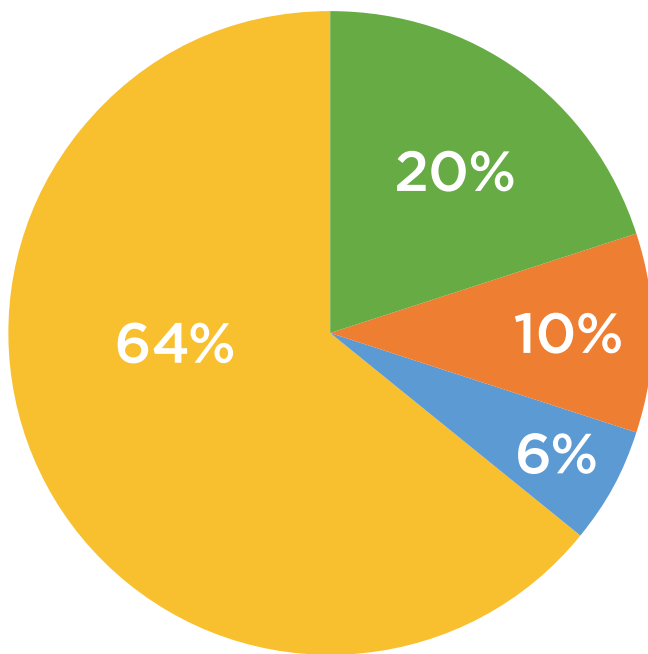


Financials

Financial Snapshot

In the calendar year of 2022, The Marigold Mile had total public support and donations of \$25,446 and operating expenses of \$8,254. Besides the annual flower expenses, in 2022, we upgraded and purchased more tools. Having more modern drills with plenty of trowels and kneeling pads, we were able to host larger groups that came from our partnership with Volunteer Fox Cities.

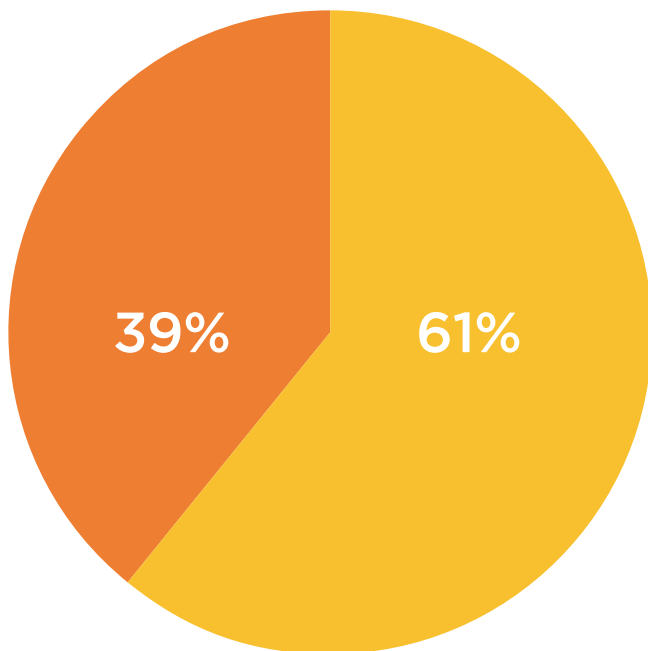
64% of donations go directly to the expenses associated with planting The Marigold Mile.



2022 Annual Marigold Mile Expenses

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

*Board Members are a non-paid position.



2022 Annual Donations

- Individual Donations
- Matching Grant - Mary Beth Nienhaus