

GARDEN CLUB OF NEW HAVEN
ARCHIVAL MOMENT #10

A Snapshot of Finances Through the Years

Presented by Betsy Weber, 9 January 2023



**A Snapshot of Finances
Through The Years**



Over the past 98 years, the Garden Club of New Haven has had a spectacular record of growth both within the Club and in its generosity in serving the New Haven community. From the initial organizing luncheon in June 1925, the Club has undertaken important civic projects to beautify the City for the benefit of its residents, and to welcome visitors.

I've been asked to review some of the financial highlights over the years. Looking through some of the old Club records on file at the New Haven Historical Society has produced some interesting and entertaining history about the costs of both running the Club and making our contributions to the City.

Where Funding Comes From



Revenue sources also include income from our investments and endowment income

Operational expenses, programs (like our speakers), special projects, and dues to GCA and FGCCT (we are members of both), scholarship grants, and grants to local civic organizations



Where It Goes



Budget 1930-1931.

Bank Balance,	\$100.00
Program Committee,	300.00
Year Book,	55.00
Federation Dues ,	27.00
Visit to Gardens,	15.00
Civic Committee,	50.00
Preservation Committee,	25.00
Hospitality Committee,	25.00
Distribution Committee,	5.00
Postals (Monthly),	22.00
Secretary (Stamps, writing Paper etc.)	15.00
Treasurer,	15.00
Bulletin,	5.00
Chairs,	10.00
Publicity Committee,	25.00
Research,	25.00
Property Chairman,	10.00
	<hr/> 729.00

The oldest Budget I found is that of the year 1930-1931. It totaled \$729. which seems quite modest. In fact, adjusted for inflation, those \$729 dollars, would be about \$13,000 in today's dollars.

The Garden Club of New Haven

Your annual dues, \$5.00, for the Garden Club for the year ending June 1st. 19 are payable at the Annual Meeting, and must be paid before Sept. 1st, 19

Kindly Send Checks to: *Received payment*

Mrs. Fred Holcomb

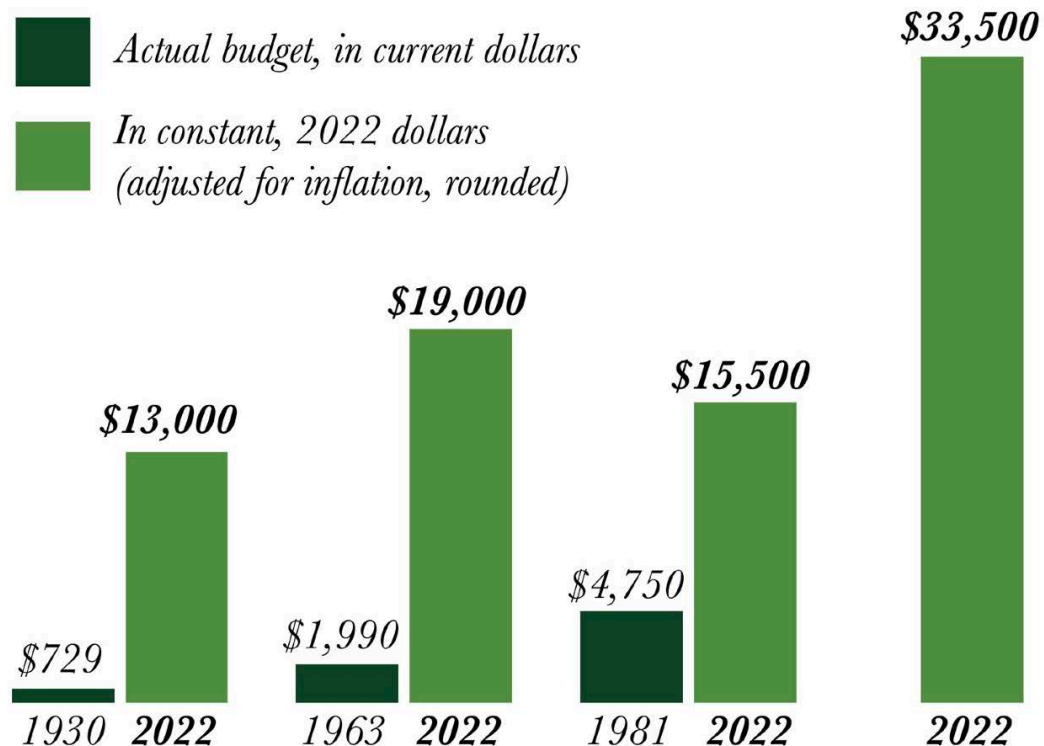
320 Willow St.

New Haven, Ct.

For the first few years, Membership Dues in the Club were \$5.00 pp, or around \$87.00 in today's inflation-adjusted dollars.

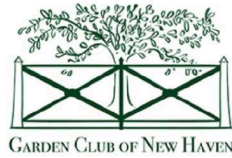
Dues were slowly raised over the next few decades and by 1964, our 40th anniversary, dues still accounted for most of the Club income. The overall Budget in the '60s was around \$1990, again about \$20,000 in today's dollars. Dues were raised \$2.00 in 1965 from \$18 to \$20 because the Garden Club of America, of which we were now a Member club, raised their annual *per capita* dues from \$8.00 to \$10.00.

Garden Club Operating Budgets

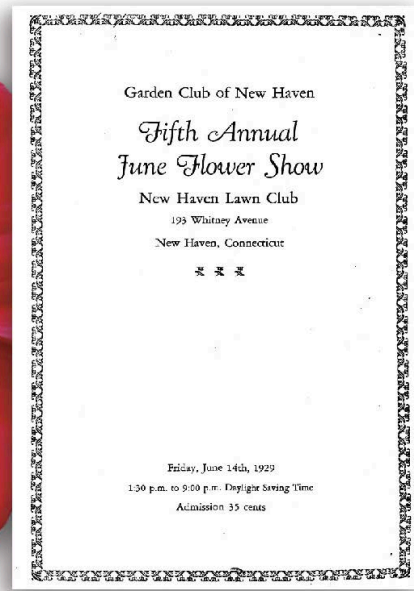


Our current operating budget alone is now \$33,500. In addition, the Club has established several other project-based budgets in support of certain specific activities: a **Civic** budget to finance projects to benefit the Greater New Haven Community; a **Scholarship** budget to support students that “create and promote knowledge of gardening, preservation of natural resources or civic horticultural work”; and a budget for **Project Trees** in the mid 80’s. More on that project later.

More recently, a Centennial Fund, named the **Fund for the Future**, has been established. This fund will generate annual scholarships primarily for students in the State of CT –students whose research is in alignment with the mission of the Garden Club, such as careers in Horticulture, Forestry, and Environmental Science. Our goal for that fund is \$100,000 to be invested and managed in perpetuity by the Community Foundation.



Now let's look at some of the income-producing projects that the Club has held.



To support the Club's activities over the years, various fund raisers were held, the majority of which were annual flower shows. In 1927 and 1929, admission to the flower shows was 25 cents (\$4.50).

The price of admission in 1939 was raised to 50 cents (\$11.00).

Flower shows were suspended during the War years except for the Victory Garden Show in 1943 which showcased vegetables, fruit, and other produce. The entrance fee to that show was a 25 cent War Stamp, purchased at the door.

1943




1943

VICTORY GARDEN PRODUCTS
SHOW

(Flowers, Fruit, Vegetables, Preserved Foods)

of the
GARDEN CLUB OF NEW HAVEN



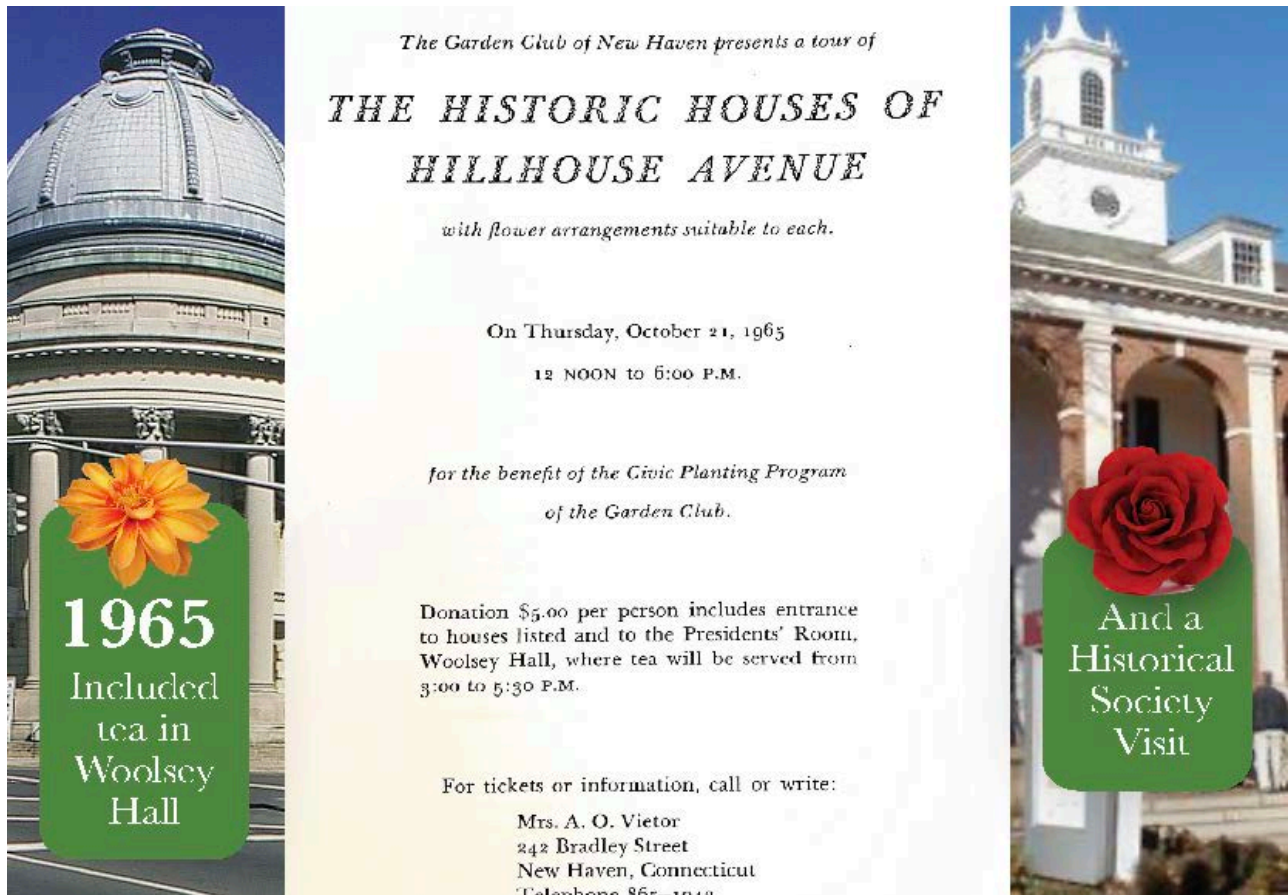
TUESDAY, SEPTEMBER 28, 1943
Open to the public 1:00 p. m. until 8:00 p. m.

At the
Connecticut Agricultural Experiment Station
123 Huntington Street (Whitney Avenue trolley)

Admission
The purchase of a twenty-five cent
War Stamp at the door

During the war years in the 1940s, the Club focused almost exclusively on helping community groups to build Victory Gardens throughout the City and to making products (garments mostly) for our troops.

The Annual Garden Club Flower Shows were reinstated in 1949.



The Garden Club of New Haven presents a tour of

**THE HISTORIC HOUSES OF
HILLHOUSE AVENUE**

with flower arrangements suitable to each.

On Thursday, October 21, 1965
12 NOON TO 6:00 P.M.

*for the benefit of the Civic Planting Program
of the Garden Club.*

Donation \$5.00 per person includes entrance
to houses listed and to the Presidents' Room,
Woolsey Hall, where tea will be served from
3:00 to 5:30 P.M.

For tickets or information, call or write:
Mrs. A. O. Vietor
242 Bradley Street
New Haven, Connecticut
Telephone 865-1010

Other Club fundraisers included a 1965 tour of historic homes on Hillhouse Avenue, and a tour of the Masters' homes on the Yale campus in 1968.

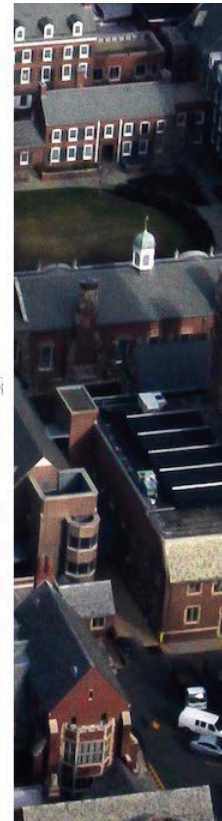
Club members contributed flower arrangements appropriate for each home on the tours. The success of the House Tour merited an entry in Club minutes which stated that success of that tour "generated general applause from the floor".



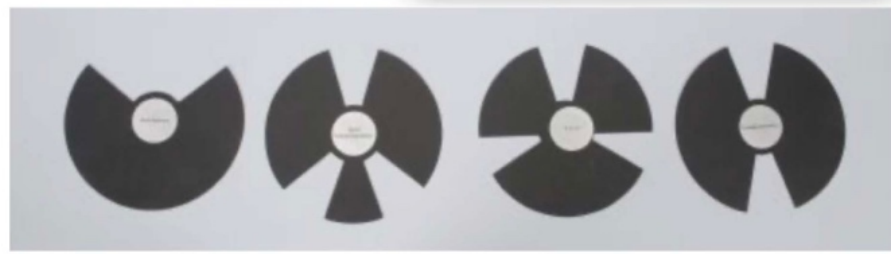
Open House Day
 The Garden Club of New Haven
 October 17, 1968

The Garden Club of New Haven presents a tour of
**THE MASTERS' HOUSES OF
 THE RESIDENTIAL COLLEGES
 OF YALE UNIVERSITY**
*with flower arrangements suitable to each, and
 a special exhibition in the Sterling Memorial Library on*
**THE GRAPHIC ART OF
 BOTANICAL ILLUSTRATION**
 and A BOUTIQUE SALE
 for the benefit of the Civic Planting Program
 of the Garden Club

Thursday, October 17, 1968 10:30 to 4:30 p.m.



**1939
 Gardner's
 Color Wheel**



One of the more interesting early fundraisers was that of a **Gardener's Color Wheel**. The wheel was created and sold for \$5.00 beginning in 1939. I could not determine how much was raised from this project, but it was sold for several years. Also, a Club calendar was created in 1929 as a fundraiser, but I could find no copy in the archives, nor a record of how much they charged or how much they raised.



Project Trees, begun in 1984 on our 60th anniversary, supports the planting and care of trees and shrubs in the City. In support of Project Trees, the Club raised \$100,000 community-wide over several years, with the excess funds invested and managed at the Community Foundation. Annual distributions from this Fund support the planting and maintenance of trees and shrubs on the Green as well as other green projects throughout the City.



In 2013 a second project to plant and maintain trees was financed by a grant of \$30,000 from the Founders Fund of the Garden Club of America. I am calling this project the **Founders Fund Tree Project** to differentiate it from the Club's earlier Project Trees in the 1980s.



In 1965 to raise funds The Ways and Means Committee proposed a geranium project for civic programs. "With splendid cooperation, we were able to sell 1,775 geraniums for approx. \$1500 (c. \$1.20 per plant) with a net profit of \$350 (\$3365)."

Another fun report from the 1960s included an appeal from a Mrs. Pierson for some Members to enter the 1965 NY Flower Show. She offered to head the Committee and proposed that they stay in NY at the Cosmo Club, estimated cost: \$15.00 per person (\$142 in today's \$) The cost of a ticket to the NY Show that year was \$2.00 (\$18.40)



Let not mine enemy,
With whom I have striven,
Enter my Garden
Lest he be forgiven.

Author Unknown



This short poem appears in a number of places in our archives. The earliest version was in a talk by Mrs. Louis L. Davis, or Betsie Davis given to the Westbrook Garden Club, date unknown, but Betsie Davis was one of the earliest members of the Club, and our president between 1929-1931. It also appears in several flower show programs.

This, then is a snapshot of some of the rich material in the Club's Archives about many aspects of our Club and its activities over the years.

As we approach our 100th Year in 2024-2025, the Club will focus its fund-raising efforts in support of the "**Fund for the Future**" to celebrate our Centennial year and beyond with the awarding of scholarship funds in the name of the Garden Club.
