

Abingdon Square Conservancy

2014 Annual Report

# Growing Together

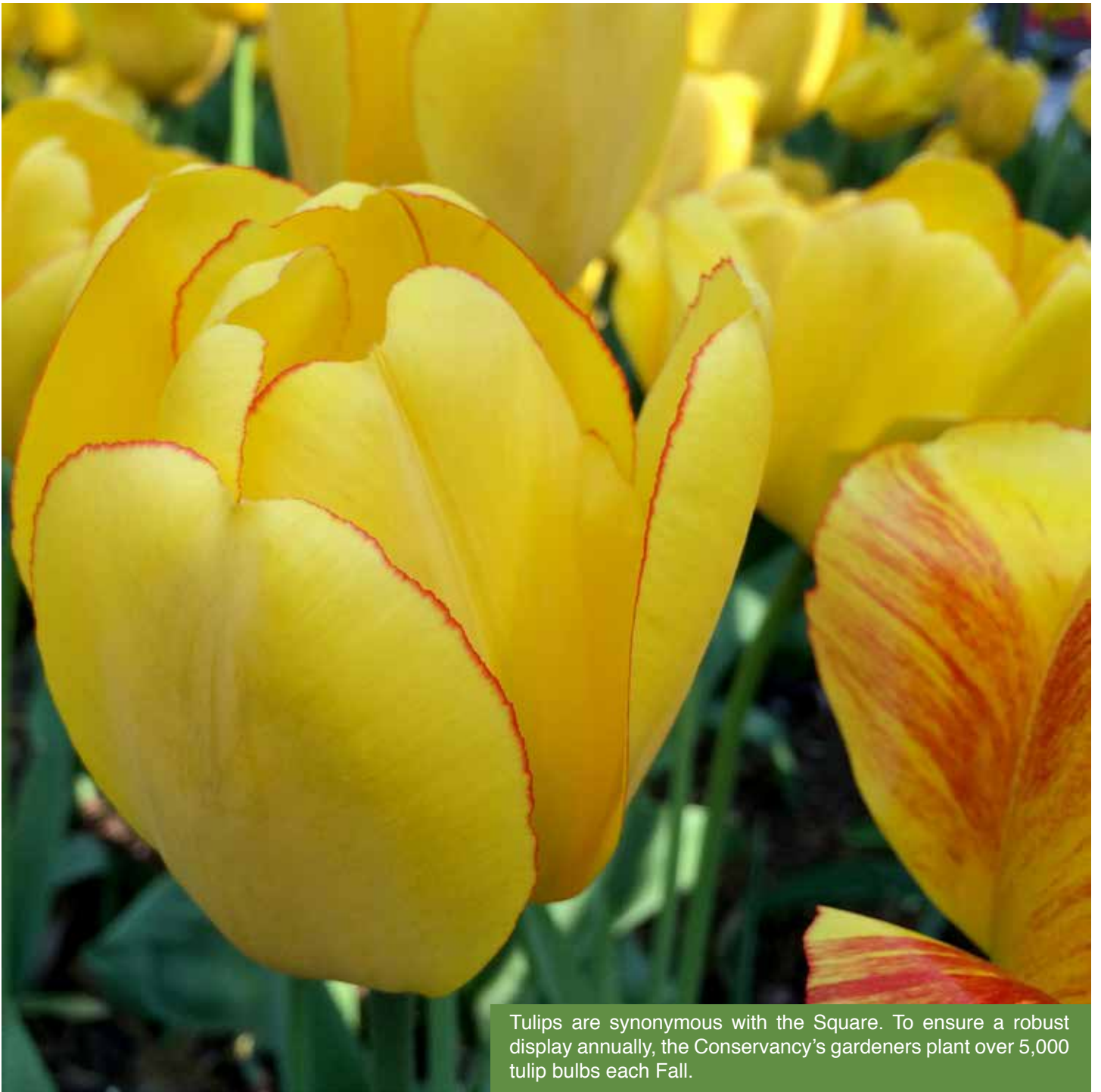




**Good Friends** Together

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Tulips are synonymous with the Square. To ensure a robust display annually, the Conservancy's gardeners plant over 5,000 tulip bulbs each Fall.

## Growing **Tulips**

# Stewardship

## Letter from the Chair, Board of Directors

Dear Neighbors:

From quiet moments of reflection to little ones laughing while climbing around the Doughboy, Abingdon Square offers a place for all of us to be part of something bigger.

In this report, we highlight the accomplishments of the prior year for Abingdon Square Conservancy, our plans for the Square's dynamic future and our financial performance. This report also recognizes the individuals, residential buildings, businesses, foundations and others whose support helps to keep your Square vibrant in all seasons.

We attribute the Conservancy's continuous growth since its re-start in 2012 to a willingness of the West Village community to embrace the Square and the Conservancy. We see the future of the Square as a place not just of relaxation, contemplation and enjoyment, but also as a place of service to the West Village community and the broader public. To help us keep your Square and your community going and growing, please consider making a contribution: every gift, regardless of the amount, makes a difference.

See you soon in your Square!

Sincerely,

A handwritten signature in black ink, appearing to read 'H. Todd Hittle', written in a cursive style.

H. Todd Hittle  
Chair  
Board of Directors



**Siblings** Together

# Stewardship

## Letter from the Manhattan Borough Parks Commissioner

The Department of Parks & Recreation is proud of the many improvements that have been made to downtown parks in recent years, including the very successful renovation of Abingdon Square Park. These parks enhance the quality of life for all the people who live, work and play in the area. We attribute this success, in part, to our partnerships with friends groups like the Abingdon Square Conservancy. We need and deeply appreciate the support provided by highly committed residents like those who volunteer and donate funds to help maintain and enhance Abingdon Square Park. Thank you for the important mission that you and your donors carry out. We look forward to our continued partnership.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Castro', with a long horizontal flourish extending to the right.

William T. Castro  
Manhattan Borough Commissioner  
New York City Department of Parks & Recreation



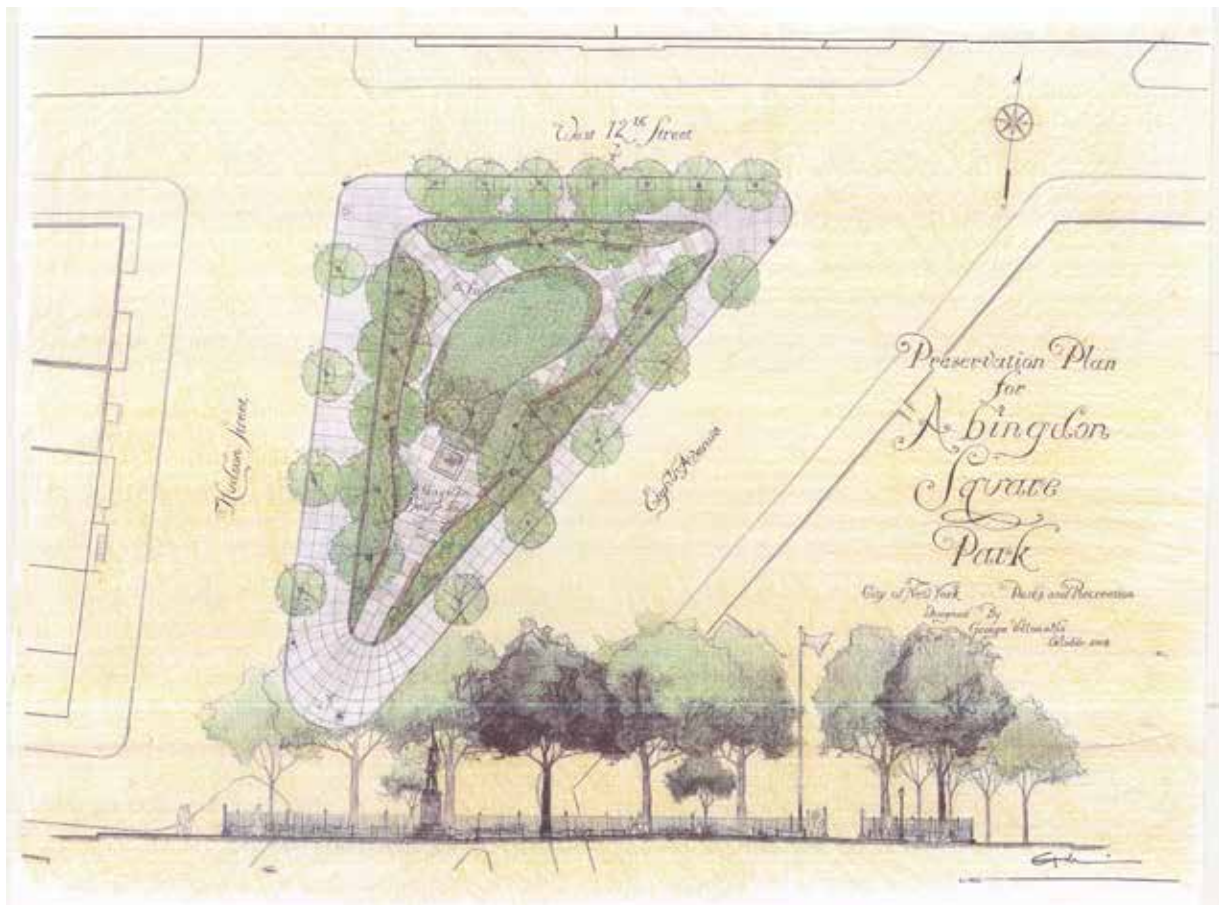
A small tree with low branches that blossoms in April or early May. Birds feast on the fruit that ripens in September to October.

## Growing a Dogwood Tree



# Mission

The mission of Abingdon Square Conservancy is to work together with the West Village community to maintain and enhance Abingdon Square as a scenic and historic landmark, creating one of the most well planned and well maintained small urban parks in the world. The Conservancy aspires to secure the financial future of the Square for future generations and contribute to the economic well being of the West Village, while upholding its core values of stewardship, community building, diversity and excellence. Within the Square, the Conservancy seeks to promote the passive use and quiet enjoyment of the park for all.





**Your Horticultural Team** Together

# Growing Solid Roots: Increased Care and Maintenance

## **Planting & Gardening**

In 2014, as part of our efforts to make the Square more beautiful and welcoming in all seasons, the Conservancy embarked upon a multi-year project to increase the variety, density and health of the plantings. The following horticultural tasks were completed in 2014:

- East and West beds were redesigned in the spring (North bed delayed until 2015 due to budget constraints); mature evergreens and flowering shrubs were planted, including boxwoods, yews, pieris and azaleas;
- Hundreds of flowering summer annuals were installed in the center island, and new shrubs and perennials planted in the perimeter beds;
- Much-needed pruning was done of all understory and London Plane trees;
- Compost, soil and fertilizer were added to all beds spring and fall;
- Ongoing tending to plants was performed: weeding, deadheading, pruning and replacement;
- Over 9,600 spring bulbs were planted in October, including tulips, windflowers, crocus, chionodoxa, galanthus and allium; and
- Eight yards of mulch was distributed to tuck in the bulbs for the winter.

## **Groundskeeping & Maintenance**

We are also focused on cleanliness and improved overall maintenance of the Square. The Conservancy employs a part-time groundskeeper. In addition to the City's trash collection, the groundskeeper and his crew haul out garbage and sweep in the Square 1-2 times daily during "high season" from April 1 to November 30, and provide other maintenance as needed, including:

- Sweeping paths and clearing trash from the gardens;
- Hosing down the bluestone paths weekly;
- Emptying NYC trash baskets outside the Square;
- Ongoing repair and maintenance of the irrigation system;
- Repainting the post and chains around the garden beds and lawn; and
- Clearing fall leaves from the paths and gardens.



# Tulip display

April 2014



Abington Square Conservancy  
Second Annual  
**Tulip Gala**

April 30, 2014



8<sup>th</sup> Annual  
**Pumpkin Patch**

October 31, 2014



**Holiday Tree Lighting Ceremony**

December 5, 2014



# Enriching Our Community





The pink blossoms of the azalea are one of the Square's most sensational features. They delight all and make any transplants from the South feel more at home.

# Growing **Azaleas**

# Planting the Seeds for a Successful Future

In 2014, the Conservancy took a number of important steps in the effort to develop the Square into a shared and permanent neighborhood trust.

The Conservancy:

## **Established a Reserve Fund**

In 2014, the Conservancy established a reserve fund, which is critically important for the success, and perhaps even the survival, of the Conservancy. The monies in the reserve fund, which are currently \$15,000, have been set aside for 1) use in the event of a financial emergency such as an unforeseen interruption of cash flow or 2) for specific projects and improvements in the future. When thinking about the value of the reserve fund, it is useful to consider various undesirable or unpredictable situations. What if a significant contributor ceases support? What if the Square suddenly requires a major infrastructure investment such as a new irrigation system? In each of these scenarios, the immediate impact is mitigated by having a “rainy day” fund. The fundraising goal for 2015 includes adding an additional \$40,000 to the Conservancy’s reserve fund.

## **Became a Stand-alone Nonprofit**

In June 2014, the Conservancy obtained recognition from the IRS as a 501(c)(3) charity. Nonprofit status is essential to robust fundraising and eventually, a permanent endowment. (Previously, the Conservancy had been fiscally-sponsored by Open Space Institute.) In October 2014, The Conservancy began operations as a stand-alone entity.

## **Formed the Advisory Board**

To help continue the Conservancy’s development and assure its longevity, in February 2014, under the leadership of Virginia Davies and Willard Taylor, the Conservancy established the Advisory Board. Comprised of individuals who have made a significant commitment to meeting the Conservancy’s mission of restoring, managing and enhancing the park, the Advisory Board’s goals include developing a robust annual fund, establishing a permanent endowment and engaging in community relations.

In a small nonprofit organization like the Conservancy that has one part-time, paid staff member, members of the Conservancy’s governing board take on almost all governance, management and day-to-day operational tasks. This hands-on governance model deters many individuals who wish to support the Square in a less time-intensive way from serving on the Conservancy’s governing board. A separate Advisory Board was created to integrate these critical neighbors and other friends of the Square into the work of the Conservancy and expedite its essential fundraising mission.



**Neighborhood Kids** Together



# Planting the Seeds for a Successful Future

## **Strengthened Its Residential Building Donor Program with The Abingdon**

In July 2014, the board of The Abingdon, the condominium that was formerly the West Village Nursing Home and overlooks the Square, voted to join the Conservancy's Residential Building Donor Program.

## **Elected a New Chair**

In September 2014, the organization successfully executed a leadership transition. Rotating the role of the chair will help to ensure that the organization will have greater durability and vitality. The Conservancy seeks to engage committed citizens who will be ready to step into its leadership roles and maintain an organization that is "built to last."

## **Hired a Pro Bono General Counsel**

In March 2014, the Conservancy retained Collin Glidewell as its General Counsel on a pro bono basis. Collin is the first general counsel in the history of the Conservancy. A general counsel is part of the essential infrastructure necessary to support a stand-alone nonprofit organization. The key responsibilities of the role include knowledge of nonprofit corporate law and governance, compliance with tax exemption, contracts, fundraising law, municipal law and government relations. Collin was instrumental in successfully shepherding the adjudication of the Conservancy's status as a nonprofit public charity to a successful conclusion.

## **Hired a Part-Time Administrator**

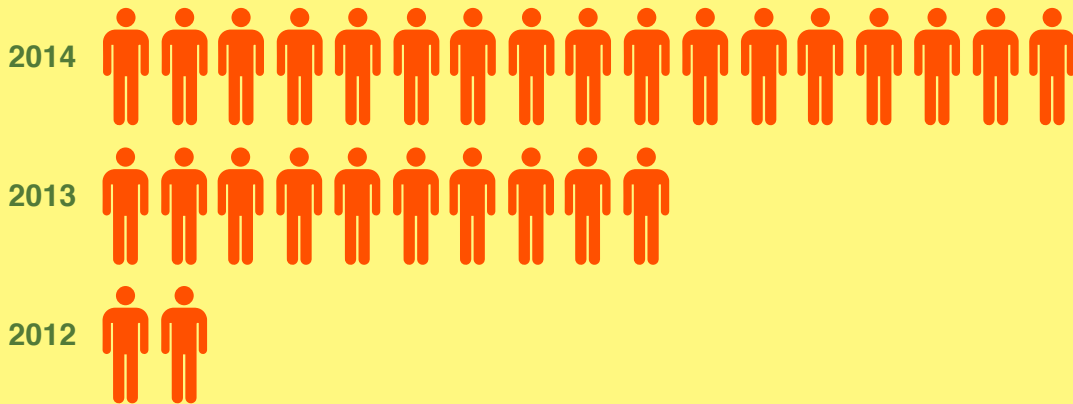
In October 2014, the Conservancy hired a part-time, paid administrator to organize and manage the business functions of the Conservancy, duties which were formerly handled by our fiscal sponsor. The position requires 5 to 10 hours per month, except in March and April when the planning, preparation and execution of the Conservancy's annual community fundraiser takes place. The administrator's responsibilities include bookkeeping and financial reporting; administrative tasks such as maintenance of the Conservancy's CRM database, donor correspondence, planning and execution of events and follow-up, and the coordination of direct mail campaigns. Our administrator Sue Russon has helped enormously to professionalize the organization.



Japanese maples are known for their finely cut red-purple leaves that turn deep crimson in the fall.

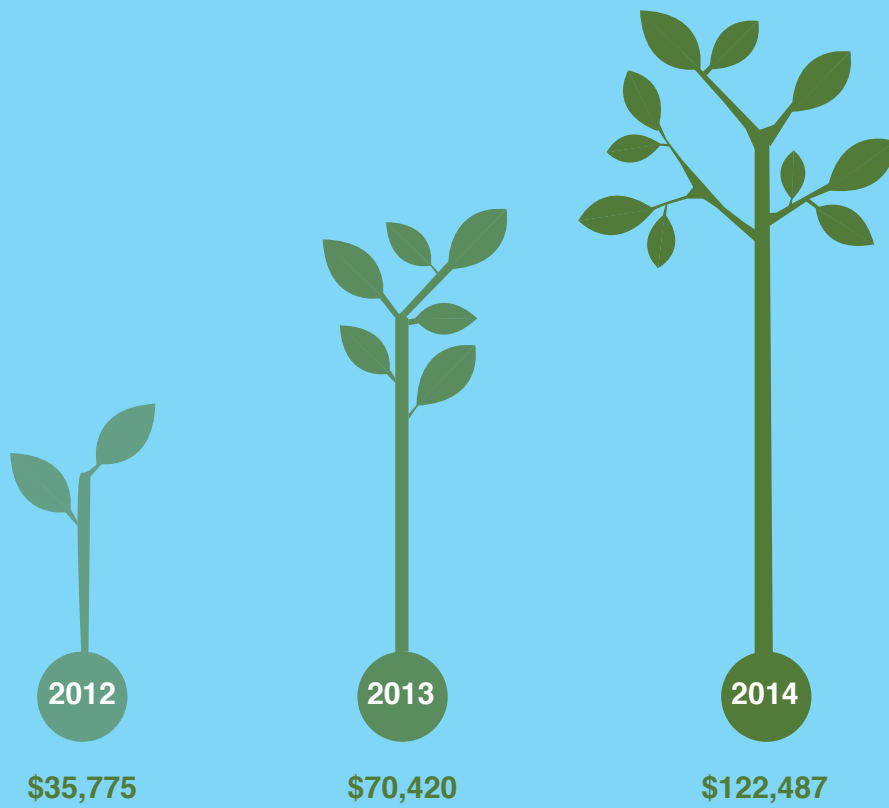
## Growing **a Japanese Maple**

## Number of Individual Donors



Number of Donors (  = 10 People)

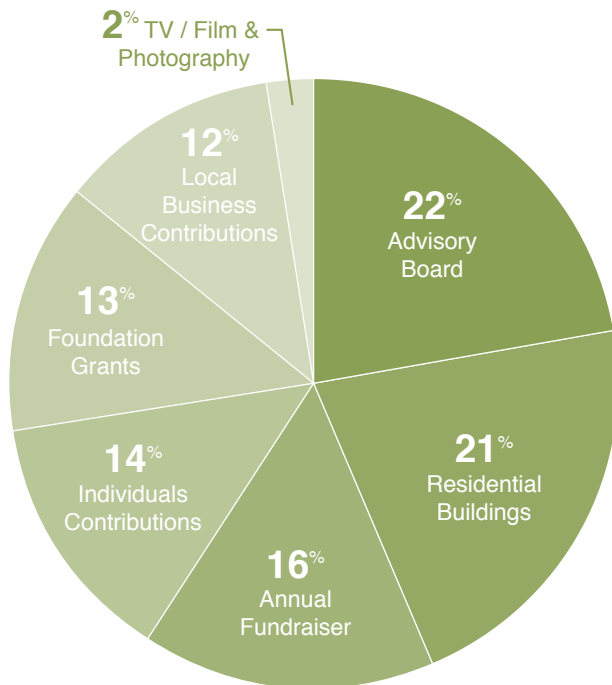
## Total Funds Raised



BY  
THE  
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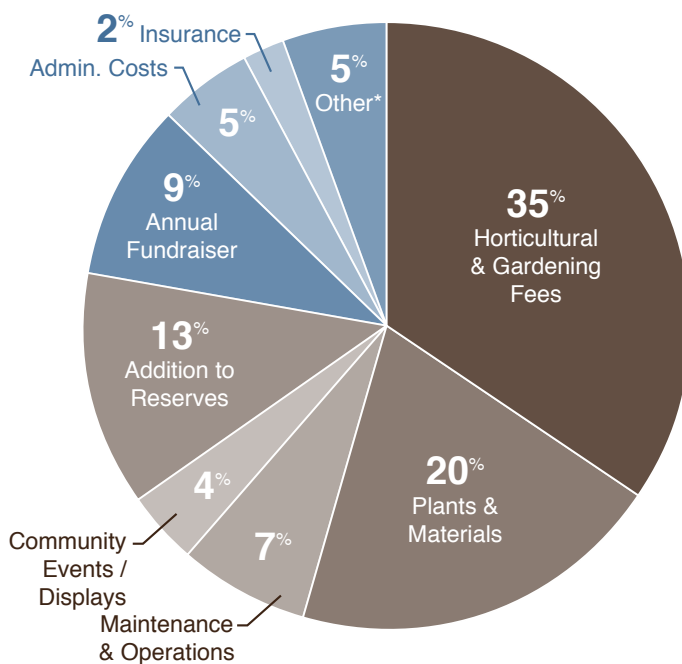
# Financials

## 2014 Financial Report



### Revenues

Advisory Board	27,500
Residential Buildings	26,050
Annual Fundraiser	19,061
Individual Contributions	16,526
Foundation Grants	16,000
Local Business Contributions	14,400
TV / Film & Photography	2,950
<b>Total Revenues</b>	<b>122,487</b>



Other\* - Development, Technology and Other Expenses.

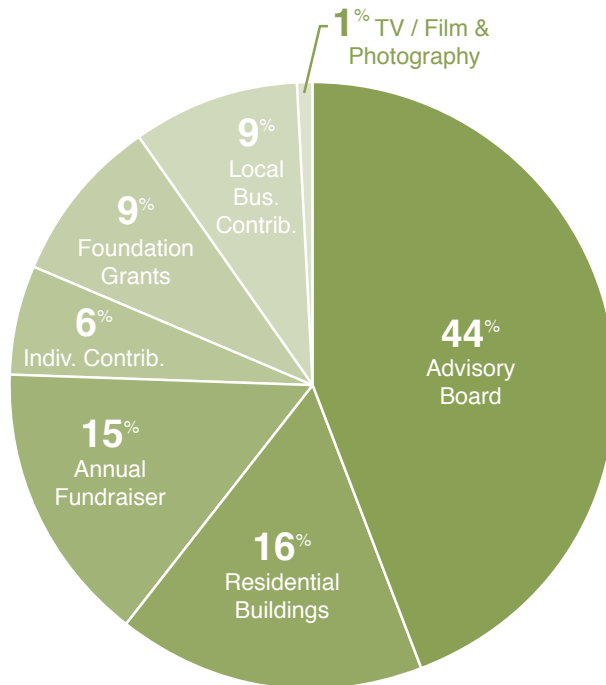
Denotes direct mission costs: Square gardening, maintenance and community activities.

### Expenses

Horticultural & Gardening Fees	41,100
Plants & Materials	23,817
Maintenance & Operations	8,000
Community Events / Displays	4,758
Addition to Reserves	15,000
Annual Fundraiser	11,141
Admin. Costs	6,006
Insurance	2,566
Other*	6,390
<b>Total Expenses</b>	<b>118,778</b>

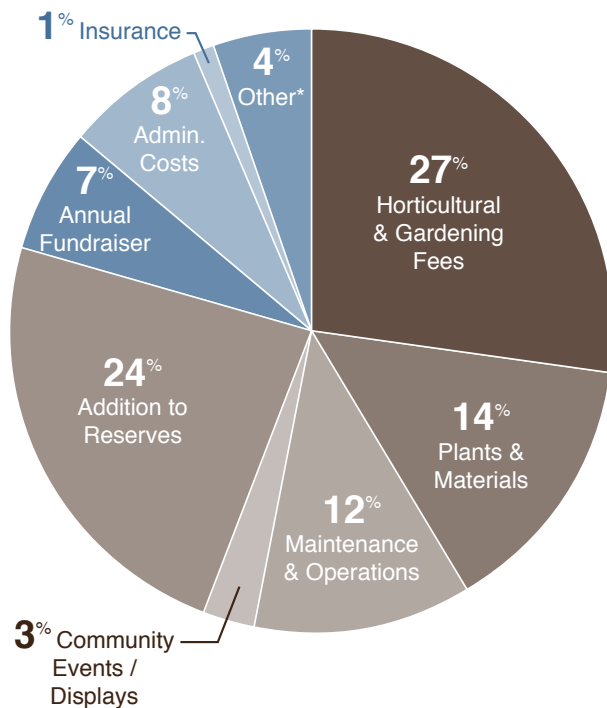
# Financials

## Estimated 2015 Revenues and Expenses



### Revenues

Advisory Board	75,000
Residential Buildings	27,800
Annual Fundraiser	25,000
Individual Contributions	10,000
Foundation Grants	15,000
Local Business Contributions	15,000
TV / Film & Photography	1,200
<b>Total Revenues</b>	<b>169,000</b>

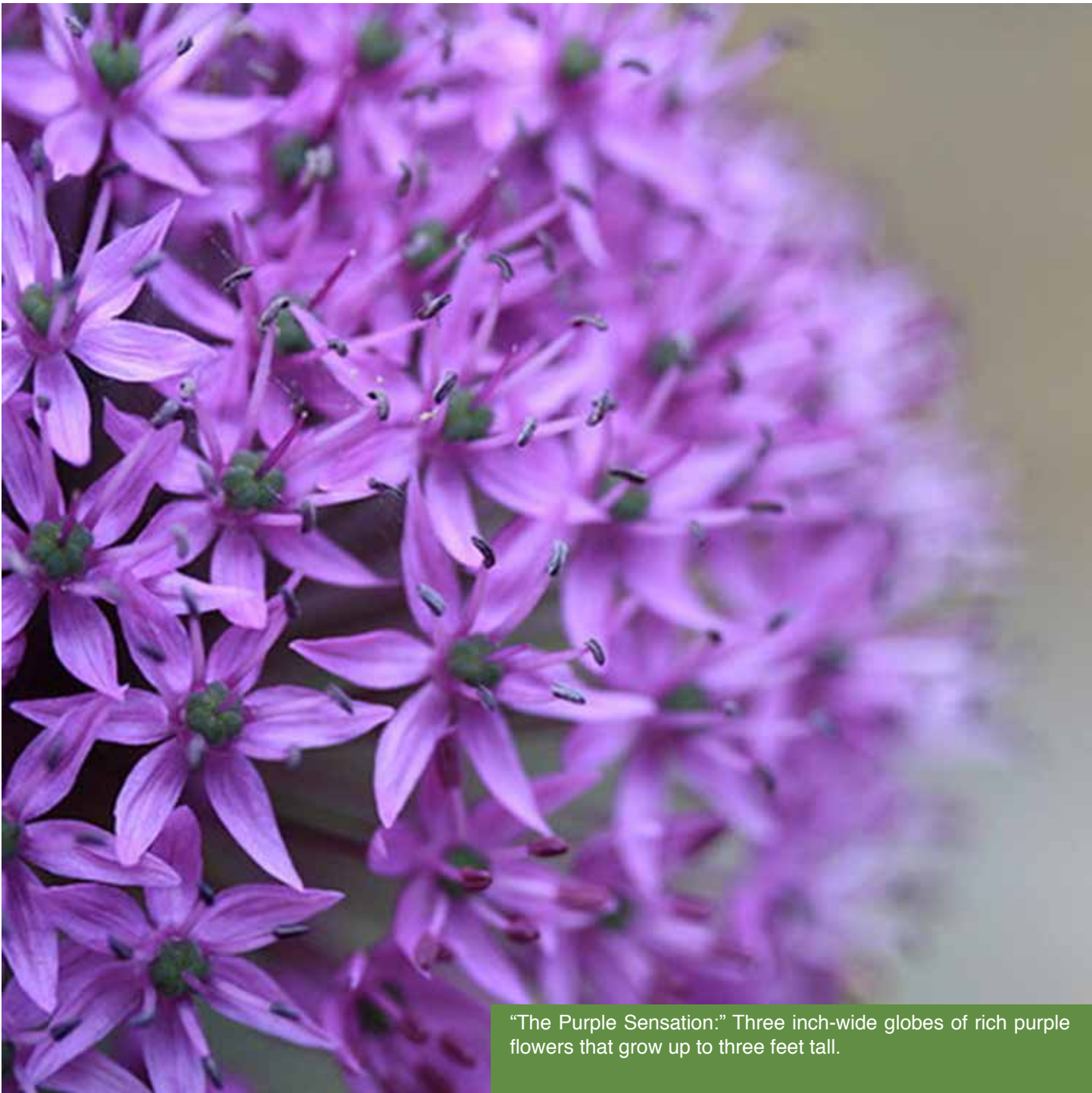


Other\* - Development, Technology and Other Expenses.

Denotes direct mission costs: Square gardening, maintenance and community activities.

### Expenses

Horticultural & Gardening Fees	46,000
Plants & Materials	24,000
Maintenance & Operations	20,000
Community Events / Displays	4,500
Addition to Reserves	40,000
Annual Fundraiser	11,000
Admin. Costs	12,880
Insurance	1,800
Other*	8,776
<b>Total Expenses</b>	<b>168,956</b>



“The Purple Sensation:” Three inch-wide globes of rich purple flowers that grow up to three feet tall.

# Growing Allium

# 2014 Support

## Advisory Board

The Advisory Board, which was formed in February 2014 under the leadership of Virginia Davies and Willard Taylor, is comprised of individuals who have made a significant commitment to support the Conservancy's mission of restoring, managing and enhancing the park. The Advisory Board's mission includes maintaining a robust annual fund, establishing a permanent endowment and engaging in community relations.

Dr. Virginia Davies, Chair

J. Goodwin Bland

Susan Boland

Natane Boudreau

Ginevra Caltagirone

Kelly Granat

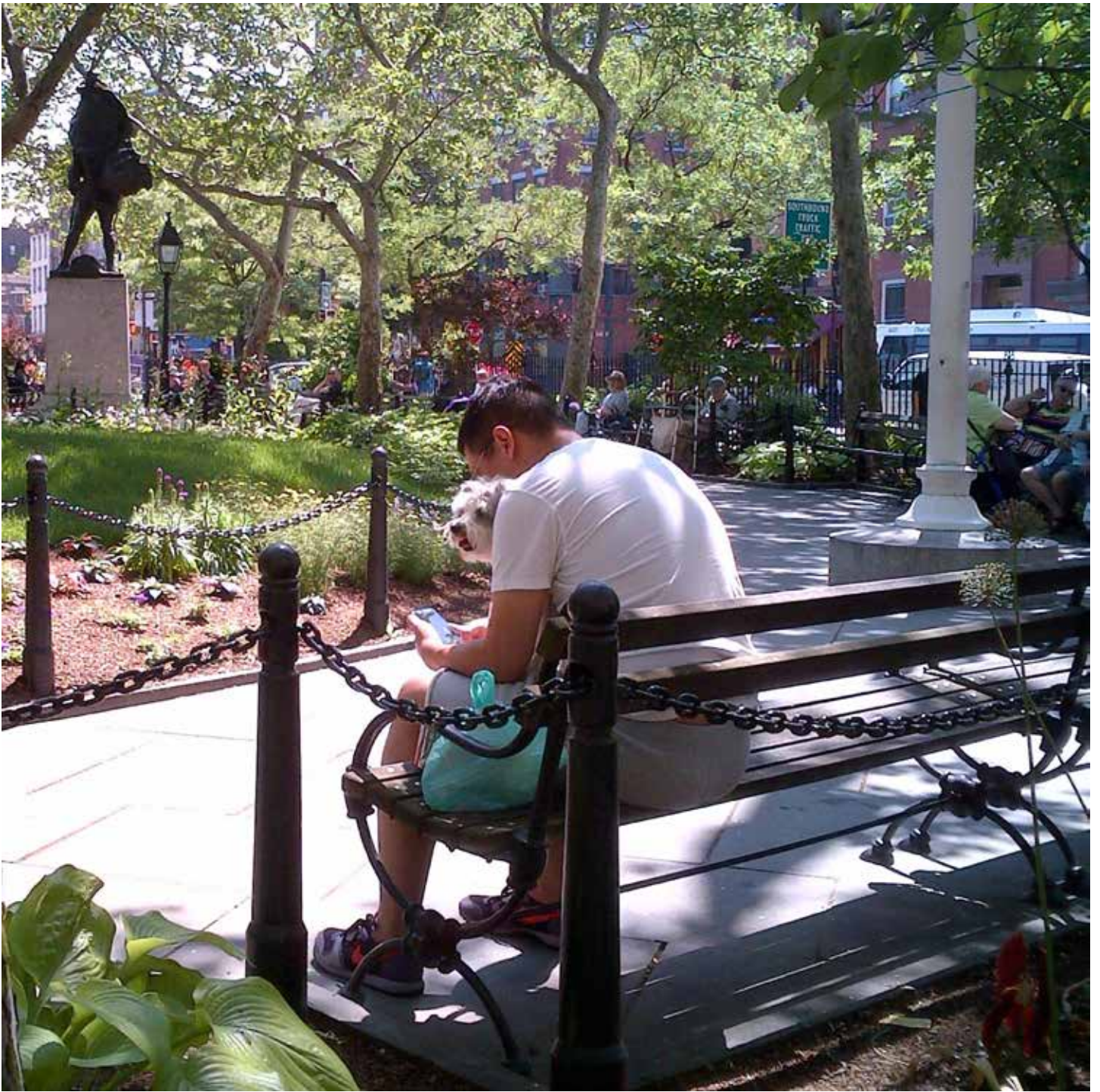
Michael Katovitz

Brooke Garber Neidich

Daniel M. Neidich

Herb Sambol

Willard Taylor



**Doggie and His Master** Together



# 2014 Support

## Adopt-A-Bed Donors

The Conservancy wishes to recognize the generous commitment of the following individuals and couples. They adopted one of the Square's ten flowerbeds for part or all of the three growing seasons.

### **Three Growing Seasons**

Susan Boland and Kelly Granat

Rich Lo and Joe Mayock

### **Two Growing Seasons**

Stephen Foster and Russell Saray - in honor of George and Joan Saray

### **One Growing Season**

Anonymous

Lynne and Larry Block

Kate Bostock

Samuel Deutsch and Alexander Lopez

Madeline Dowling

Amy and Roberto Finzi

David Lapham and Clark Mitchell

Barbara Lorber

Jeff and Cynthia Penney

Herb Sambol

Lois Teich

Amita Rodman Viram Foundation

# 2014 Support

## *Corporate / Small Business*

Café Cluny  
Cereli Inc.  
Grove Pharmacy  
Manley's Wines & Spirits  
Marc Jacobs  
Greenwich Studios  
Spyros Food Mart  
Teich Design

## *Residential*

75 Bank Street Cooperative  
299 W. 12th Street Condo.  
302 W. 12th Street Condo.  
320 W. 12th Street

## *TV / Film and Photography*

BCB Prod., Five Points Prod.,  
@radical.media, Tandem Prod.,  
Turner North Center Prod.

## *Community*

Perry Street Block Association

## *Foundations*

Greenacre Found.  
The Overbrook Found.  
Amita Rodman Viram Found.

## *Individual*

Anonymous  
Abbey Adams  
Clifford Adams  
Richita Anderson  
Humberto Arango | Richard Brode  
Kirsti Bambridge  
Deirdre Barry  
Curtis Bashaw  
Pamela Bayly  
Jonathon Bell  
Ben Bengtsson  
Bruce Berger  
Peter Bingenheimer

J. Goodwin Bland | Michael Katovitz  
Keith Bland | Michael Thomas  
Lynne & Larry Block  
Peter Boffa | Jose Antonio Barral  
Susan Boland | Kelly Granat  
Joe Boone  
Travis Borquez  
Kate Bostock-Stefferman  
Natane Boudreau  
Carol Bouton  
Sara Brandston  
Jeanne Buckman | Clarkson Logan  
Veronica Bulgari  
Ginevra Caltagirone  
Jason Caloras  
Irene Campus  
Philip Cavanaugh  
Robert Chisholm & Lars Larsson  
Joanne Collier  
Norma Cote  
John Dantzer  
Virginia Davies | Willard Taylor  
Elizabeth Dee  
Kathleen deFlaun  
Sammy Deutsch  
Speed Dillon  
Madeline Dowling  
Jenny du Pont  
Karen Eckhoff  
Joan Ellis  
Ronald Elvena  
Amy & Roberto Finzi  
Nian Fish  
Jeff Fitts | Molly Meloy  
Martin Fitzpatrick  
Stephen Foster | Russell Saray  
Nancy Friedman  
Alba Gallo  
Colin Gardner | Erika Faust  
Chris Garvin  
Sarah Gelb  
Deborah Glick  
Collin Glidewell

Maxine Glorsky  
Katerina Gluzberg  
Marion Green  
Trudy Grove  
Jamie Ralph Hamilton  
Sherry Hancock  
Robert Hand  
Cecile Hart  
Zoe Haydock  
William M. Heinzen  
H. Todd Hittle  
Nadia Hoffmann  
Mike & Sally Hogan  
Irene Hom  
Adam Jachimowski  
Jana Jevnikar  
Paige Jordan  
John Keenen  
Alexander Kelloff  
Patricia Ann Kelly  
Sarah Kim-Choi  
Allen Kleinman  
Lorna Koch  
Peter Kostmayer  
David Lapham | Clark Mitchell  
Sarah Lazin  
Walter Lee  
Fernando Leon  
Jeanne Libby  
Jill Liebman  
Barbara Lorber  
Janice K. Lunde  
Barbara Maco  
Ruth Mandel  
Helen Marcos  
Mary Lou Margel  
Jacquelyn Markarian  
Eric Mason  
Bruce Mastalinski  
William Matts  
Anne Mayock  
Joe Mayock | Rich Lo  
Allison McGowan

# 2014 Support

Michelle McMahon  
Barbara Meyers  
Paul Michaud  
Ted Mineau  
Dusty Mortimer-Maddox  
Adair Mueller  
Francis Naughton  
Dan & Brooke Neidich  
Cindy Niedoroda  
Diana Pardue  
Jeffrey & Cynthia Penney  
Catherine Perrone  
Ariel Peters  
Sophie Pullan  
Maxine Rapoport  
Carol Rheuban  
Kiran Rijhsinghani  
Eileen Robert  
Barbara Roberts  
Jayn Rosenfeld  
Norman Rosenfeld  
Joe Saccoccio  
Dafna Salomon  
John Salvato  
Herb Sambol  
Irene Sanchez  
Eric Sanford  
Saundra Santiago  
Daniel Schindler  
Lauren McKeever Schlesinger  
Katherine Schoonover  
Michele Schwartz  
Steven Schwartz  
Paula Beth Schwartzberg  
Frank Schwarzer  
John Shaka | Matthew O'Grady  
Daphne Shirley  
Helene Silver  
Kenneth Smith  
Russell W. Smith  
John Solum  
Joanne Spina  
Nancy Stearns

Lillian Stein  
Mark R. Stein  
Taylor Stevenson  
Jane Stouffer  
Richard Strassman  
Henry Strouss  
Vicki Sufian  
Kathryn Sullivan  
Lisa Taylor Swee  
Eiseley Tauginas  
Lois Teich  
Philip Thompson  
Thanh Tran  
Roger Ullman  
Viarengo Family  
Mick & Christine Walsdorf  
Sam Wathen  
Jane Weissman  
Jessica Weitzman  
Christine Weston  
Alexandra White  
Rehana Wijenayake  
Albert Wilking  
Annie Yanovsky  
Elaine Young  
Harriet Zimmer

## In Kind Gifts and Services

*Candles*  
Kerin & Mark Reyes, Diptyque

*Chocolates*  
Chris Taylor, Anthony Cirone,  
Li-Lac Chocolates

*Development Consulting*  
Barbara Lorber

*Food and Beverage*  
Maud & Philippe Bonsignour,  
Bakehouse  
Imperial Vintner

Nicolas Cervera & Guadalupe  
Elizalde, Môle  
Michael & Jason Brunetti,  
Anthony Abenante,  
Pizzeria Brunetti

*Identity & Graphic Design*  
Bank Street Creative

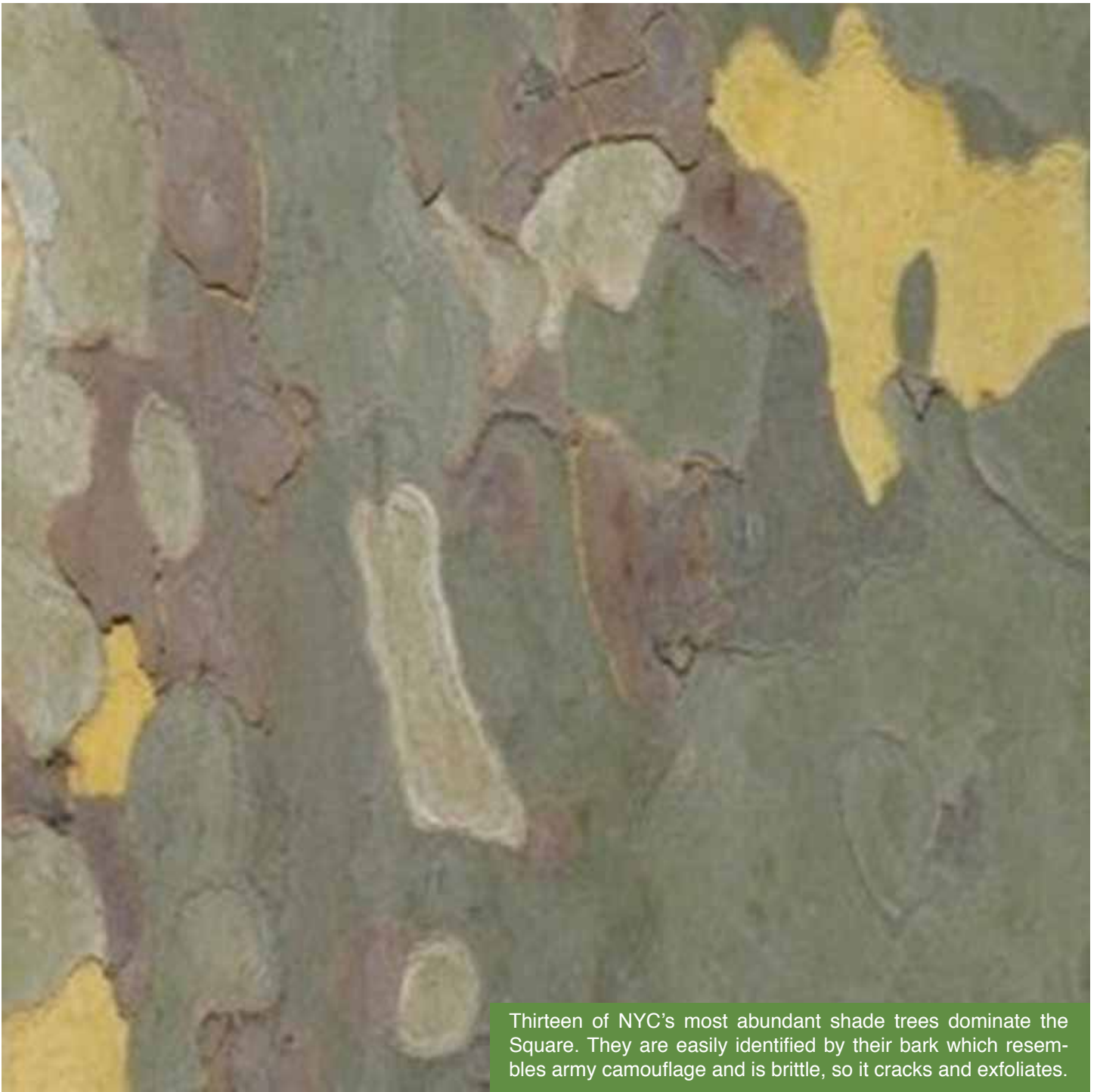
*Mailbox*  
Katherine DeFlaun,  
Manhattan Mailboxes

*Pumpkins*  
D'Agostino's

*Webmasters*  
James Carson  
Bank Street Creative

## Volunteers and Friends

Brian Arujo  
Elizabeth Atwood  
Kirsti Bambridge  
Barry Benepe  
William M. Heinzen  
John Keenen  
Tom Leahy  
Rich Lo  
Barbara Lorber  
Maura Lout  
Audrey Lowder  
Laura Luciano  
Ralph Musolino  
Arthur Rosner  
John Rumely  
Varun Sharma  
Steve Simon  
Jane Stouffer  
Lynn Tellefsen  
George Vellonakis  
Ellen Wallach  
Lee Zimmerman



Thirteen of NYC's most abundant shade trees dominate the Square. They are easily identified by their bark which resembles army camouflage and is brittle, so it cracks and exfoliates.

## Growing **London Plane Trees**

# Board of Directors

## ***Chairman***

H. Todd Hittle  
Chief Operating Officer/Chief Financial Officer  
American Association of Advertising Agencies

## ***Vice Chairman***

Bruce Mastalinski  
Senior Vice President & Chief Compliance Officer  
Lighthouse Guild International

## ***Immediate Past Chairman and Treasurer***

Joseph R. Mayock

## ***Secretary***

Jeffrey Fitts  
Research Scholar, Civil and Environmental Engineering  
Princeton University

## ***General Counsel***

Collin Glidewell  
Manager of Contracts, Clinical Trials Office,  
Columbia University Medical Center

## ***Directors***

Jeanne Bucknam  
Associate Broker, Sotheby's International Realty

Adair Mueller  
Account Executive, Sales Solutions, LinkedIn

Russell Saray

John Solum  
Faculty, Vassar College



**Neighbors** Together

# How You Can Help Your Square

## **Become a Member**

Go to [abingdonsquare.org](http://abingdonsquare.org). Click on the orange “Donate” button on the upper right side of the home page.

## **Adopt-A-Bed**

Go to [abingdonsquare.org](http://abingdonsquare.org). Click on the “Adopt-A-Bed” button on the upper right side of the home page.

## **Matching Gifts**

Please ask if your employer has a matching gift program and enclose the form with your donation.

## **Stock Gifts**

The Conservancy accepts gifts of securities. For more information, please email us at [info@abingdonsquare.org](mailto:info@abingdonsquare.org).

## **Planned Giving**

Including the Conservancy in your estate planning extends your support into the future. Please email us at [info@abingdonsquare.org](mailto:info@abingdonsquare.org) for information about making a bequest.

## **Contact Us**

[info@abingdonsquare.org](mailto:info@abingdonsquare.org)

Abingdon Square Conservancy, 302A West 12th Street, #113, New York, NY 10014

## **Stay Connected with Us**

Go to [abingdonsquare.org](http://abingdonsquare.org). Click on “Join Mailing List” on upper right side of the home page;

Friend us on Facebook: Abingdon Square Conservancy

Join our LinkedIn group: Abingdon Square Conservancy

Follow us at Twitter: @Abingdon\_Square

Follow us on Instagram: @Abingdon\_Square





# A Rich History

## 1744

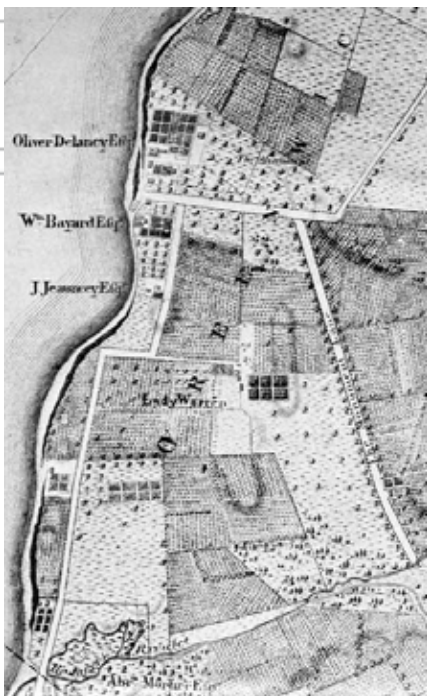
Sir Peter Warren, a vice-admiral in the British Navy, purchases a 300-acre farm known as Greenwich, extending along the Hudson River from what is now Christopher Street north to around West 21st Street and east to around what is now Broadway. His eldest daughter Charlotte marries Willoughby Bertie, the Fourth Earl of Abingdon, and a share of the Warren estate, which includes the land that will come to be known as Abingdon Square, is part of her dowry.

## 1794

The City Council changes the designation of streets and places with British names in order to reflect American independence. Nonetheless, the name Abingdon Square is preserved, because the Earl of Abingdon and his wife had sympathized with the American patriots and he had argued in Parliament against British policy in the colonies.

## 1831

The Common Council resolves that the ground called Abingdon Square should be enclosed as a public park and appropriates \$3,000 for the expense.



# A Rich History

## 1836

The City acquires the parcel and encloses it with a cast iron fence that remains to this day.

## 1886

Central Park architect Calvert Vaux and Samuel Parsons, Jr. execute the Square's first formal landscape design, which is based on the picturesque English style garden.

## 1921

Ten thousand spectators gather in and around the Square to hear former and future Governor Alfred E. Smith dedicate the Abingdon Doughboy, in memory of local men who fought in World War I.



# A Rich History

## 2000

Lee Zimmerman, Chris Garvin and Robert Cole found Abingdon Square Conservancy.

## 2004

The Square re-opens after a year-long renovation.

## 2012

Abingdon Square Conservancy forms its first board of directors and files its application with the IRS to secure status as a non-profit public charity exempt from federal income tax.

