





2024-2028 Strategic Plan

Our Commitment

Filoli's five-year strategic plan amplifies our fundamental cultural commitment to diversity, equity, and inclusion and ensures that diverse communities experience a deep connection to the beauty of this historic place.

Thanks to the generosity of our donors, we are expanding our reach, creating more inclusive experiences, and preserving Filoli as a welcoming space where everyone can gather, learn, and find inspiration for generations to come. Your commitment has enabled us to successfully complete the first year of our strategic plan, with many achievements highlighted in this report.



Core Pillars

Strengthen our connections by growing the number of people who feel welcomed, valued, and inspired by Filoli and by deepening the quality of our relationships with our community.

Welcomed 17% more guests than in 2023, marking a significant milestone in our continued growth and success.

Curate and expand unique experiences, stories, and programs for and with our guests.

Increased the number of public and ticketed event offerings by 134% in 2024, offering hundreds of new ways for guests to experience Filoli.

Steward our natural and built environment through sustainable practices, strategic site development, and land conservation.

Revitalized the Balustrade Garden, honoring its original design with a thoughtfully curated, sustainable plant palette that thrives with minimal water. At the same time, the historic Ballroom was meticulously restored to its original 1926 grandeur.



Establish Filoli as a national workplace of choice and a people-centered culture of integrity and equity.

Created the Uniquely Filoli customer service program to ensure staff are able to deliver consistent welcoming experiences.

Embrace our industry leadership role and shape best practices through ongoing innovation and advocacy.

Co-curated the Lamchin Interpretive Center with our Indigenous partners at the Association of Ramaytush Ohlone. The Center shares the story of the Lamchin tribe—the first people of this land—and connects us to the current work of the Ramaytush Ohlone at the intersection of ecology and equity.





January

Began repainting all 99 of the exterior doors and windows of the Filoli House, as well as the iron railings.

February

Launched a new Ballroom Concert Series.

March

Invited the public off the beaten path on new 90-minute *Discovering Filoli* daily tours.

2024 Haiku Contest First Place Winner

> spring gardens invite nature's eager arrivals your room is ready

> > -Mary Ingle-Steinberg

April

Planted a colorful new dahlia display in the Production Garden.

May

Honored Asian-American and Pacific Islander month with a bonsai exhibit, haiku poem contest, and curated items in Clock Tower Shop.



June

Activated the Natural Lands by opening the Spring Creek Trail to the public and introducing the Tack Room display, honoring Filoli's equestrian history.



July

Partnered with our community members at La Cocina and Pasifika Planting Group to plant Partner Plots in the Vegetable Garden.



August

Presented the Summer Stage Concert Series sponsored by U.S. Bank.



September

Hosted the annual Harvest Gala and raised \$254,000 from our generous donors to support Youth Programs in Nature.







November

Discovered a pair of gilded torchieres, some of Filoli's long-lost treasures, and returned them to their place of honor in the Reception Room.



Scan here to read about the torchieres and their journey back to Filoli!

December

Celebrated the magical season with Holidays at Filoli.



When completed in 1926, the Filoli Ballroom was the final flourish of the House. Letters and telegrams had been flying back and forth for two years between Agnes Bourn and artist Ernest Peixotto as they mused over the marble mantle, the crystal chandeliers, the perfect shade of green, and the monumental scenes of the Bourns' Irish estate at Muckross that Peixotto would paint for the walls. When their vision finally came to life, the Ballroom sparkled under the glow of electric candles - the light reflecting off crystal, gilt, and marble decor.

Nearly a hundred years later, the once-gleaming room was dingy, damaged, and covered in a fine layer of soot. The evidence of a century's worth of revelry! It was up to Filoli's Collections team to take on the estate's most significant restoration project to date.

After months of careful assessment, Filoli's Ballroom was a hive of activity during the summer of 2024 as conservators from Oakland's Preservation Arts worked from the floor to the ceiling. Such a major restoration would never have been possible without the generosity and passion of our donors.

"You have caught the most wonderful part of that wonderful bit of the world, the sky."

—Agnes, in a 1925 letter to Ernest Peixotto, admiring the freshly completed Muckross canvases



Did you know?

A surprising historic detail was hidden under the yellowed varnish of the baseboards.
Beneath the weathered layers, a signature was revealed. One of the original artists had left their mark, disguised within the veins of the faux marble!

Your support allowed us to:

- Repair the cracking plaster in the crown molding
- Refresh the walls with a new coat of their unique bluegreen paint
- Repair and restore the marble trompe-l'oeil baseboards
- Re-gild the 24-karat gold leaf trim
- Clean and restore the enormous Peixotto wall canvases
- Remove the soot and tarnish from the marble fireplace and its bronze accents

Filoli was shaped by Agnes's vision, and this ambitious preservation project honors her legacy by returning the Ballroom to its original splendor. Thanks to our donors, including a very generous donation from The Wollenberg Foundation, Filoli will continue to inspire future generations through the joy of music and gathering in this exquisite space. Under careful stewardship, the many resources invested in the Ballroom in 2024 will continue to have an impact for the next hundred years.

30 gallons of paint to refresh the walls

1,465 hours of labor by Preservation Arts conservators

3,274. linear feet of 24-karat gold leaf trim

A Walk Through Time on Filoli's Natural Lands

Humans have inhabited the place that we now call Filoli for millennia. Long before it passed through Spanish, then Mexican, then American hands, it was home to the Lamchin village of Ssupichom. The Lamchin, an independent tribe of the Ramaytush Ohlone, lived here alongside the same flora and fauna that grow, slither, crawl, hunt, and bed down on Filoli's Natural Lands today. And the Ramaytush Ohlone are also still present. Though colonization devastated the native populations of California, Ramaytush Ohlone people still live and work in their San Francisco Bay Area homeland.

Filoli partners with the Association of Ramaytush Ohlone (ARO) to co-steward the 654 acres of land entrusted to our care. In 2024, through the generous support of our donors

and grants from the National
Trust for Historic Preservation,
Filoli and the ARO co-curated
the Lamchin Interpretive Center.
Together, Filoli and the ARO
transformed the three rooms of
Filoli's former Nature Center into
a journey through time, telling
the story of the Lamchin tribe
as they lived interconnected
with the plants, animals, and
waterways of this area.

The indoor space was opened up to let in the view of the new native garden planted alongside the impressive California flannelbush that bursts into yellow blooms each spring. Inside, visitors of all ages are greeted with the sights and sounds of the Ramaytush Ohlone story, from the time before Filoli through the present day and looking toward the future as our Indigenous partners continue to care for

nature and for the people who live in their ancestral homeland.

Just one mile from the Filoli House, the Lamchin Interpretive Center is tucked into a clearing where oak woodlands meet a grove of redwoods. Steps away is the trailhead to the new Spring Creek Trail. This half-mile loop was opened alongside the new Interpretive Center in June 2024. The trail winds along the creek bed, climbing and descending through the cool, fern-covered redwood understory. Ian Walsh, Filoli's Natural Lands Manager, spent the first half of 2024 working with partners at Santa Cruz Mountains Trail Stewardship to repair, reroute, and regrade old trails and rebuild a washed-out bridge over Spring Creek. Thanks to support from the Maxwell/ Hanrahan Foundation and our generous donors, Filoli finished the first major trail project of many more to come. The result is a peaceful walk under majestic redwoods, where visitors can see and feel how the story of the Ramaytush Ohlone continues in the forest around us.

Did you know?

The native plant garden at the Lamchin Interpretive Center includes Rosa californica—California's native rose! The rose hips are used by the Ohlone people to make a delicious and healthy tea.

- 1.5 miles of trails are currently open to the public
 - $6\,$ distinct ecosystems thrive at Filoli
 - 8 types of significant native plants are showcased in the Lamchin Interpretive Center's native garden

"Thanks for opening up the beautiful trail. It is a treasure... It has forest, water, sunshine, shade, birds, winds, and some friendly hikers, just a wonderful combination. You feel the spirit of land and nature."

- A visitor to the Spring Creek Trail

Filoli by the Numbers

Total Attendance

2021

380,618

2022

404,163

2023

416,912

2024

487,937

1,723

43,770

adult learning experiences

public event visits

2,800

varieties of plants in the collection

118,500

bulbs purchased

1,505

pounds of produce donated



Filoli members are the heart of our mission, playing a crucial role in preserving the historic House and Garden while ensuring the Natural Lands remain open for all to explore. Member support safeguards the past, enriches the present, and secures the future of this cherished landscape.

Become a member today!











Agnes and William Bourn were world travelers with a love for new discoveries. The gardens they installed at Filoli throughout the 1920s, influenced by famed designers Bruce Porter and Isabella Worn, highlighted their collector's aesthetic. The original plantings along the House's Balustrade border showcased a vibrant Mediterranean palette featuring interesting plants from the Panama Pacific International Exposition, Muckross, and the Bourns' world tours. Over the next century, plants faded and were replaced and the garden beds gradually lost their focus and vibrancy. The renovation of the Wollenberg Terrace and the

new entrance sequence in 2023 presented the opportunity to renovate the Balustrade garden beds with a focus on preservation and sustainability.

In early 2024, as the winter rains steadily nourished Filoli's soil, a year of project planning came to fruition. The new design removed water-loving plants but retained well-established historic specimens and drought-tolerant plants. For further water savings, the spray irrigation system was converted to a more efficient drip system. Finally, the new vision—or should we say, the old vision—began to take shape. Hundreds of new plants, carefully

selected for their light and water requirements, historic significance, and beauty were installed along the Balustrade.

Generous donor support allowed Filoli's Horticulture team to bring the Bourns' original vision for the Garden back to life. Thanks to our supporters, this reinvigorated garden space showcases new and interesting plants better suited to our local climate. In looking to the past, we have created a beautiful garden that will carry us sustainably into the future.

During the renovation, we installed:

15

360

522

new trees perennial groundcovers

new shrubs 86,770

gallons of water will be saved annually thanks to the new design 7,000

square feet were included in the project area

Did you know?

In the 1920s, African bulbs were making their way around the world. With a similar Mediterranean climate, Agnes would have wanted those interesting plants in her garden. To honor her legacy, the Giant Sea Squill was selected for the Balustrade. The thick green leaves lend a lush tropical vibe to the Balustrade in the summer and give way to towering six-foot curling spikes of white flowers in the fall, adding unmistakable artistry and whimsy to the Garden.





Partner Plots

Filoli's Vegetable Garden is a space where the community comes together to share stories, connect through food, and celebrate diverse Bay Area food traditions.

Filoli's Partner Plots program invites local community groups to utilize the Garden as a gathering space and a shared resource to cultivate culturally significant foods. In 2024, Filoli partnered with La Cocina, an innovative social enterprise running an incubator for food businesses, and Pasifika Planting Group, a collective of Pacific Islanders living in the Bay Area.

Our partnership with these community members brings new perspectives and stories to the Vegetable Garden. "I just planted a taro plant here, and I feel very connected to my family and the land back in Palau."

-Palauan member Windsor Taro

Public Programs

In 2024 Filoli launched an inspiring new program of guided hikes and tours—inviting the community to connect more deeply with our mission through immersive experiences that explore art, nature, and history.

Service Learning

Filoli's Service Learning program provides a free learning experience on a variety of topics, such as horticulture and garden 662

people participated with nearly **2,500** hours of service in 2024

tips and tricks, combined with an opportunity to volunteer to support Filoli.

Youth Programs in Nature

Filoli partners with under-resourced schools and community groups to meet the growing need for accessible nature education in the Bay Area. In 2024, 1,700 preschoolers and teens came to Filoli for three immersive visits across fall, winter, and spring to connect with nature and claim their place of belonging in the outdoors. Participants are also given family memberships so they can share Filoli with their families any time. Filoli's free and deeply engaging field trips are in high demand, and donor support helps us to nurture ongoing partnerships while expanding to reach new audiences.

Youth Program Participants

2023

1,275

2024

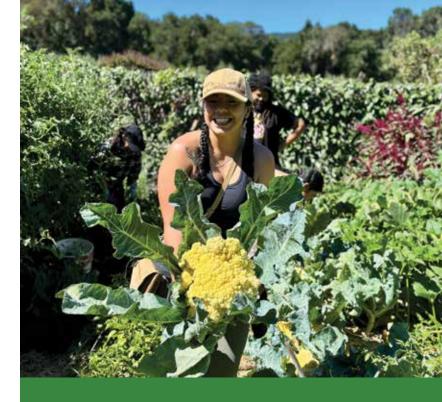
1,700

17

5,500

total partner organizations

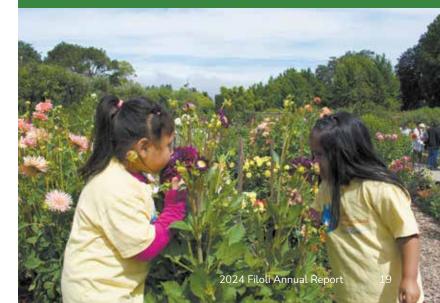
total visits to Filoli



Do you wish you could be at Filoli right now? Our new *Morning in the Garden* podcast takes listeners on an immersive audio journey through Filoli's storied landscape. Hear from our expert horticulturists as they share their passions and offer insider tips.



Check out the latest episodes and submit your own questions for Filoli's horticulturists here.









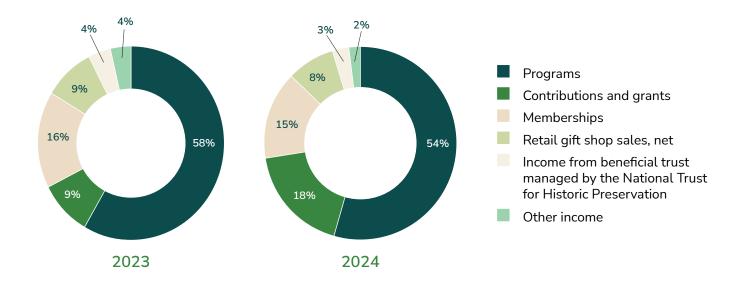
Statement of Financial Position Year ended December 31.

Assets	2024	2023
Cash and cash equivalents	\$4,611,803	\$7,252,899
Board-designated cash reserve	\$5,885,329	\$3,869,830
Receivables, net of discount	\$284,457	\$233,314
Contributions receivable	\$2,121,702	_
Prepaids expenses and other assets	\$1,009,904	\$553,617
Inventory	\$577,510	\$359,468
Investments	\$726,942	\$538,640
Board-designated investments	\$7,388,034	\$8,122,880
Property and equipment, net	\$8,628,705	\$7,555,215
Total Assets	\$31,234,386	\$28,485,863
Liabilities and Net Assets		
Total Liabilities	\$3,784,153	\$3,142,416
Total Net Assets	\$27,450,233	\$25,343,447
Total Liabilities and Net Assets	\$31,234,386	\$28,485,863

Statement of Activities Year ended December 31.

Revenue and Support	2024	2023
Contributions and grants	\$4,015,578	\$1,529,450
Memberships	\$3,298,856	\$2,706,551
Programs	\$12,155,347	\$9,742,070
Retail gift shop sales, net	\$1,790,592	\$1,482,955
Income from beneficial trust managed by NTHP	\$666,902	\$631,141
Other income	\$388,162	\$601,126
Total Revenue and Support	\$22,315,437	\$16,693,293
· ·		
Expenses	2024	2023
Program services	\$14,865,050	\$11,362,169
Management and general	\$4,181,714	\$2,532,801
Fundraising	\$1,833,775	\$1,743,090
Total Expenses	\$20,880,539	\$15,638,060
Other Changes in Net Assets	\$671,888	\$1,010,675
Change in Net Assets	\$2,106,786	\$2,065,908

2023-2024 Revenue & Support





Scan here to view our independent auditor's report and our current 990.



Our Gratitude to These 2024 **Donors**

Filoli's community of supporters keeps Filoli open and accessible for guests to find beauty and inspiration in every season. We appreciate every gift of support, from donations to our Annual Fund to our generous Filoli Circle members. Space constraints allow us to list only gifts above \$1,000.

Scan the QR code to view our full 2024 donor list.



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\$50,000 & Above

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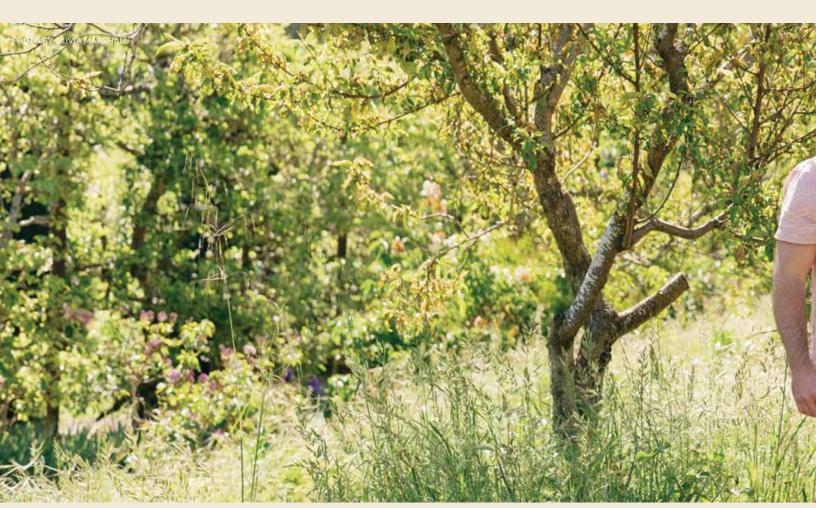


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Mission, Vision, and Values

Mission

To connect our rich history with a vibrant future through beauty, nature, and shared stories.

Vision

A time when all people honor nature, value unique experiences, and appreciate beauty in everyday life.

Core Values

Filoli's values are rooted in Integrity: we are accountable for our work, actions, and impact on our visitors, community, and environment.

Inclusive: Remove barriers to participation, enjoyment, and belonging and seek unique viewpoints that broaden our perspective

Welcoming: Serve as gracious hosts and provide exceptional engaging experiences in every interaction

Innovative: Inspire our audiences by leading boldly, courageously, and creatively, adapting to changing needs and expectations

Collaborative: Connect people, community, and place through respectful dialogue, interactive participation, and meaningful action

Stewards: Embody an enduring commitment to preserve Filoli's rich history and implement sustainable practices for the future













Since 1975, the community has turned to Filoli as a place of tranquility, discovery, and floral delight. As we enter our 50th year, we extend our deepest gratitude to all who have joined us on this journey, embracing our mission to connect our rich history with a vibrant future through beauty, nature, and shared stories.

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