



brightside
ST. LOUIS

SUMMER 2014 NEWSLETTER

CALLING ALL EMPLOYEES!



Get a group of your co-workers together to help make St. Louis better! You provide the energy and Brightside will identify a community service opportunity for you plus provide guidance, tools and refreshments for your volunteers.

Join the hundreds of corporate employees who have already joined with Brightside this year to make St. Louis a better place.

Helping plant trees or a butterfly garden in a local park or working with a neighborhood group to establish a community garden is a great team-building exercise. You recruit the volunteers from your company and Brightside will organize the volunteer event.

Volunteer events can be set up during the work week or on a weekend. This will depend on your company policy -- some companies offer volunteer opportunities during working hours for employees.

To discuss the possibility of setting up a volunteer opportunity for an employee team, call Brightside at 314-772-4646 or email Marylou@brightsidedstl.org.

Funding for this initiative has been provided by a grant through the Wells Fargo Environmental Solutions for Communities program from the National Fish and Wildlife Foundation.

Building Butterfly Gardens

Brightside's Demonstration Garden gained some well-deserved recognition on Earth Day when Mayor Francis Slay planted milkweed in our butterfly garden and announced a new City initiative, *Milkweeds for Monarchs: The St. Louis Butterfly Project*.

Recent reports of dwindling Monarch butterfly populations have spurred an outpouring of support for the beloved butterfly and people everywhere want to know how they can help preserve this iconic creature. Researchers have pointed to the loss of milkweed (the Monarch caterpillar's only food source) as the main cause of their decline.

Brightside has joined the effort to restore Monarch habitat and is offering educational resources to help St. Louisans become more knowledgeable about restoring habitat. In fact, the butterfly gardening workshops were the hottest topics at the recent Urban Gardening Symposium.

Brightside's Demonstration Garden is open at all times. If you come by during business hours please stop into the office and pick up information on butterfly gardening and learn about the St. Louis Monarch Mix.

To help community groups establish neighborhood butterfly gardens, we are encouraging Neighbors Naturescaping applicants to include milkweeds and nectar source plants into their project request.

Photo credit: Perry Eckhardt



GREAT STAFF

For the past 30 years, Gwen McFowland (*right*) has been helping St. Louisans clean up and beautify their neighborhoods as Brightside's program coordinator. She now has some help and is joined by new employee, Beth MacKenzie, Brightside's sustainability outreach and education coordinator. Brightside is honored to have them working together to make St. Louis cleaner, greener and better.

ST. LOUIS URBAN GARDENING SYMPOSIUM SUCCESS



Brightside recently hosted the first St. Louis Urban Gardening Symposium, a half-day event featuring ten educational workshops ranging from butterfly gardening to tree and lawn issues and everything in between. Attendees spent the morning in Brightside's Demo Garden learning from some of St. Louis' finest plant and tree experts.

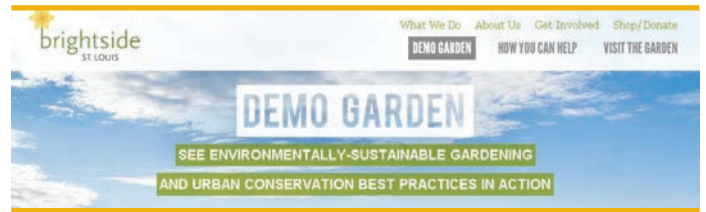
The Demo Garden served as a valuable learning tool which enabled participants to see native plants first-hand plus observe some of the wildlife that native gardens support. The workshops gave participants the knowledge they need to establish and care for their plants as well as to incorporate sustainable practices and features into their gardens at home and in their community.

Through Neighbors Naturescaping, each year Brightside helps community groups create or enhance public green spaces. The symposium attracted many interested community members who took advantage of the workshops to learn how to plan, plant and maintain their community gardens.

Through Neighbors Naturescaping, any community group in the city can submit a proposal to improve their neighborhood. Brightside reviews all applications and provides Missouri native plants and tools to approved projects.

Neighbors Naturescaping would not be possible without the generous support of our donors. We'd like to give special thanks to our wonderful friends for making these greening projects possible: **Employees Community Fund of Boeing St. Louis, Forest ReLeaf of Missouri, Peabody Energy, Philpott Family Foundation, Missouri Department of Conservation and the City of St. Louis.**

VIRTUAL VISIT



Thanks to the creative team at Wired Impact you can now visit Brightside's Demonstration Garden online.

Visit www.brightsidestl.org/what-we-do/demonstration-garden/ and see what's in bloom plus learn about things you can do at home and in your neighborhood to grow healthy trees, reduce storm water runoff and protect water quality.

After checking out the website, you will definitely want to visit in person and learn more.

Funding for this website upgrade was provided by the **Environmental Protection Agency Region 7** through the **Missouri Department of Natural Resources** under Section 319 of the Clean Water Act. Missouri Department of Natural Resources Subgrant G11-NPS-13.



Through a competitive process, Brightside was selected by Launch St. Louis to establish a young friends group. The goal of Young Friends of Brightside is to get people in their 20's and 30's involved in making St. Louis better. Launch has been outstanding in helping us create and grow our young friends group.

So far we have a strong and determined group of leaders who are anxious to help make a difference in our community. Now we need more young people to get involved. If you are or know someone in this age range and want to meet great people and help make a difference in St. Louis reach out to us www.brightsidestl.org/get-involved/young-friends/.

Please consider a donation to Brightside to support our cleaning and greening initiatives which help make St. Louis more thriving and vibrant.

RECYCLE YOUR HHW



What's HHW? Household Hazardous Waste and we all have it! HHW are old bottles of solvents and pesticides, cans of paint thinner, even an old gas can. None of these items should be dumped into the sewer system so please recycle them. Recycling HHW will help protect our rivers, streams and our drinking water.

St. Louis city and county are working together to recycle or properly dispose of HHW. To make an appointment contact www.hhwstl.org.

—BLITZ—

Several hundred community groups have already taken advantage of the revised Blitz format to clean up streets, alleys and vacant lots across the city.

Now, volunteers can borrow tools and get trash bags, sponsored by **Anheuser-Busch**, any time of year to clean up their neighborhood.

Don't delay, plan your neighborhood clean-up today.



GET YOUR SOIL TESTED

Are your plants losing their leaves? Do you have trouble growing grass? Are insects destroying your garden? Before you reach for a bottle of fix-it-quick, consider finding out what the true problem is by getting your soil tested.

Often, problems with our lawns, plants and trees begin with the soil. Soil pH and nutrient levels can affect a plant's health and unhealthy plants are susceptible to insects and diseases that can damage or kill the plant.

Before you spend a bunch of money on products that only treat the symptoms, invest in a soil test that can help pinpoint the cause of the problem. Drop off your soil sample at Brightside and we'll send it to the Soil Testing Lab at the University of Missouri. The horticulture specialists at UM-Extension will review your results and advise you on soil amendments and treatments to improve your plants' health. Depending on the soil test that you need, prices vary so please contact us for additional information.



Thanks to **Peabody Energy** for sponsoring Project Flower Shower. Through their generosity and thousands of Brightside volunteers, 250,000 flowers were planted this spring in honor of St. Louis' 250th birthday. Peabody Energy employees also planted flowers in a STL 250 design near our STL 250 cake.

Brightside was selected for a cake by popular vote and it is located in the triangular island opposite our Demonstration Garden. Brightside's cake was decorated by our friend and long-time volunteer, **George Grove**, who incorporated Brightside's signature daffodils and features from the Demo Garden into his design.

Be sure to stop by to see our cake and then stay and play in our garden!

Award of Excellence

On Arbor Day, Brightside St. Louis received the Missouri Arbor Award of Excellence. The award is presented annually by the **Missouri Department of Conservation** and the **Missouri Community Forestry Council** for improving Missouri communities.



VOLUNTEERS MAKE ST. LOUIS A BETTER PLACE

Brightside relies on thousands of volunteers each year – from those who serve as leaders in their neighborhood to those who work with us through individual, company and school community service initiatives. While we can't name the thousands of volunteers who help make St. Louis a better place, we can highlight the groups that have been helping.

Alpha Phi Alpha Inc.

Ambassador Athletics Community

Anheuser-Busch

Bausch & Lomb Global Day of Caring

Benton Park Neighborhood Assn

Benton Park West Neighborhood Assn

Block Units: 1432; 1024, 1681E, 126, 127, 1435, 1017, 1261, 713, 198B, 1706, 1133, 305, 430, 291, 900, 1244CD

BMO Harris Bank

Botanical Heights

Brake Landscaping

Buder Neighborhood

Carmax.com

Carondelet Community Betterment

Casper College

Catholic HEART Work Camp

Clifton Heights Neighborhood Assn

College Bound

Community Renewal & Development

Compton Hill Reservoir Square

Concerned Citizens United Neighborhood

Cook Ave NA

Crane Circle

Delta Sigma Theta Sorority

DePauw University Alumni

DeSmet High School

Epworth

Ernst & Young

Fairgrounds Park

Family Ties

Federation of Block Units

Flora Conservancy

Forest Park Forever

Forest Park Southeast

Fresh Starts Community Garden

Friday Morning Gardening Group

Friends of Abner Place

Friends of Hamilton Village

Fullerton's Westminster Pl Assn

Gateway Science Academy

Girl Scouts

Golden Paradise Church

Gorilla 76

Grand Center

Gravois Park Neighborhood Association

Greater STL Fed of Houses

Greater Ville

Gurney Garden Club; 4200 Wyoming

Habitat for Humanity Botanical Heights

Hamilton Heights

Harvest Church

Heger Court Community Assn

Helping Hand

Heritage House

Hip Hop Saves

Holly Hills Improvement Assn

Holy Cross Church

Kensington Redevelopment

Kingsbury Square Assn

Kingsway East & West

Laclede Pl N.A.

Lafayette Square Beautification Committee

LaSalle Park

Launch St. Louis

Lindenwood Area

Senior Ministry

Lindenwood Park NA

Lindenwood Univ. Alpha Phi Omega

Loyola Academy

Lynhaven Block Unit

Macy's

Mallinckrodt Academy

McKinley Heights

Missouri Department of Conservation

Missouri Master Naturalists, Great Rivers Chapter

Missouri Master Naturalists, Confluence Chapter

Mark Twain Community Resource

Mission Continues

Monsanto

Mt. Pleasant Neighborhood Assn

St. Louis Hills

Neighborhood Stabilization Team

Mullanphy School

Nance School

Near Southside Employment Coalition

New City School

Newports Heights N.A.

Northland Place Assn

Northside Neighborhood Assn

Nottingham CAJT

O'Fallon Community Assn

Old North St. Louis

Paraquad

Partnership for Downtown St. Louis

Peabody Energy

Penrose

P.O.W.E.R.

Purina Pet Care Pride Day

Riverview W. Florissant Dev. Corp

Scout Troop 185

Shaw Neighborhood Imp. Assn

Skinker DeBaliviere Comm Council

Solae

Soulard Restoration Group

Beautification Comm.

South Bevo Mill

Southampton Neighborhood Assn

Southern Methodist University

Southwest Garden Neighborhood Assn

St. Augustine Catholic Church

St. Louis College of Pharmacy

Cares Day

St. Louis Dream Center

St. Louis Master Gardeners

SLU A Capellas

SLU Alpha Delta Gamma Fraternity

SLU Alpha Phi Omega Service Fraternity

SLU Crew

SLU Hindu Students Community

SLU Make a Difference Day

SLU MBC Multi-Cultural Council

SLU Muslim Student Assn

SLU PT Student Council

SLU School of Law

SLU Service Leadership

SLU Showers of Service

SLU Transformations

SNUK

Students Today Leaders Forever

The Journey Continues

Thomas Jefferson School

Thornby Place Assn

Tiffany Community Assn

Tilles Park NA

Top Ladies of Distinction

Tower Grove East Neighborhood Assn

Tower Grove Heights

Urban Mission Experience

U.S. Bank

United Way – STL Volunteers

University of Missouri – Extension

VP Community Service Initiative

Vianney High School

Walbridge Community Education

Washington Pl Imp. Assn

Washington University's Alpha Phi Omega Service Fraternity

Washington University's Beta Theta Pi

Waterman Community Assn

Wells Fargo Advisors

West End Community Assn

Westminster Tri-Block Assn

Whitfield School

Windsor Place

Woerner Elementary

Women of College Hill

World Changers

Young Friends of Brightside St. Louis

Youth & Family Center

Zone Enterprises



Contact Brightside and learn how to get your group on this list!

GRAFFITI



So far this year Brightside's graffiti eradication teams have removed graffiti from over 2,000 vandalized homes, businesses and public spaces at no cost to the property owner. Property owners and neighbors love the work that Brightside is doing to protect neighborhoods and property values.

If you see graffiti, report it to the Citizens Service Bureau at 314-622-4800. Let's work together to make St. Louis a cleaner, greener place to live.

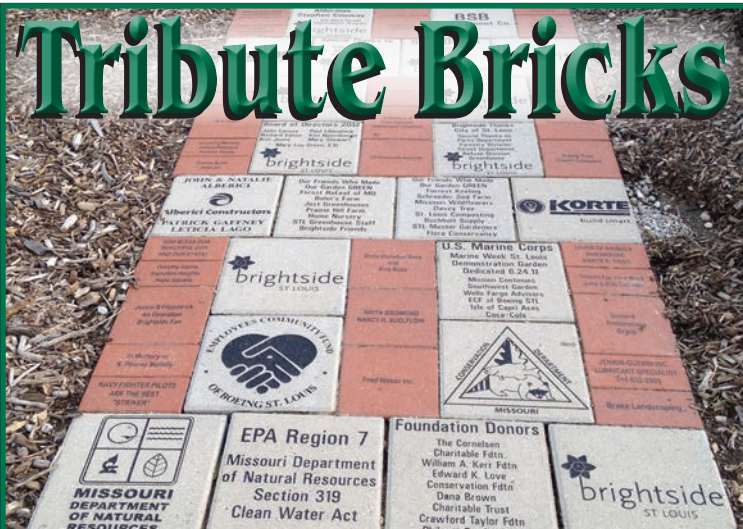
A DAY OF GIVING

On May 6th St. Louisans celebrated Give STL Day by showing their support for the nonprofit organizations that make our community better. Brightside received donations from many generous friends and we are sincerely grateful for all of the support we received on Give STL Day. In just one day, Brightside raised over \$3,215 and St. Louisans gave a total of \$1,108,815 to nonprofits throughout the metro area.

Thank you to all of the Give STL Day donors and to the Greater Saint Louis Community Foundation for making Give STL Day possible. We're looking forward to next year!

giveSTLday WHAT CAN WE DO IN A DAY?

Tribute Bricks



Become a part of Brightside's Demonstration Garden forever – give the gift of a tribute brick in honor of or in memory of a loved one. Show your support for Brightside with a brick featuring you or your family's name or even your company logo.

We offer four different levels of tribute bricks.

Blossom	\$1,000	12" x 12" paver	Engraved with your name, tribute* or one-color logo
Bud	\$500	12" x 12" paver	Engraved with your name or tribute*
Sprout	\$250	8" x 8" paver	Engraved with your name or tribute*
Seed	\$125	4" x 8" paver	Engraved with your name or tribute*

* Each brick can be engraved with up to 3 lines of text with a maximum of 20 characters per line.



Sit and relax in our Demo Garden using one of these beautiful new Plainwell benches. They are perfect for enjoying your lunch, reading a book or just taking in the sights of the garden.

Thanks to **Landscape Forms** for generously donating one of the benches. Funding for the other two benches were provided by the EPA Region 7 through the MO DNR under Section 319 of the Clean Water

Sincere Thanks to Our Generous Contributors

Our sincere thanks to all who recognize the importance of our work by contributing to Brightside. We are honored to have the support of these businesses, individuals and foundations. You enable us to make St. Louis a cleaner, greener, more beautiful place to live, work, learn and grow.

BRIGHTSIDE BENEFACTORS

GOLD

City of St. Louis & Community Development Administration

Robert J. Trulaske, Jr. Family Foundation

EPA Region 7 through Missouri Department of Natural Resources

Anheuser-Busch

Missouri Department of Conservation

Employees Community Fund of Boeing St. Louis

Philpott Family Foundation

SILVER

The Clifford Willard Gaylord Fdn
BMO Harris Bank

Emerson

Forest ReLeaf of Missouri

BRONZE

Peabody Energy

Alberici Constructors

The Grainger Foundation

Robert H. & Katherine P. Harper Charitable Fund

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John Caruso

IN HONOR OF MATT HOLLAND

Umission, LLC

IN HONOR OF OUR WEDDING ANNIVERSARY

Lori Singleton & Lesley Chaney

Thank You!

Please consider a donation to Brightside to support our cleaning and greening initiatives which help make St. Louis more thriving and vibrant. You can donate using the enclosed envelope or donate through our website www.brightsidestl.org. Donating online is safe and easy with PayPal. Just click on the Donate tab on our home page, select your donation amount and add it to your cart.

Thank You!

Your generous gift can help Brightside continue to make a difference by enhancing the quality of life in our neighborhoods, fostering civic pride and strengthening our sense of community. Donate today to help keep our momentum moving forward.

☐ \$2,500 ☐ \$1,500 ☐ \$1,000 ☐ \$300 ☐ \$100 ☐ \$50 ☐ \$25

Help us improve the services we provide. Tell us why you support Brightside.

What suggestions do you have for improving the services that Brightside provides?

Please tell us about your relationship with Brightside -- mark all that apply:

☐ Brightside donor ☐ Brightside neighborhood volunteer ☐ Flower planting volunteer
☐ Brightside removed graffiti from my property ☐ Other: _____

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

☐ My check, made payable to Brightside St. Louis, is enclosed.

☐ Please charge my: ☐ MasterCard ☐ Visa

☐ My company's matching gift form is enclosed

Name on card: _____

Card# _____ Exp: _____

YOUR GIFT TO BRIGHTSIDE MAKES A DIFFERENCE...

\$2,500 Sponsors an educational workshop in our Demo Garden and Learning Center.

\$1,500 Funds a Neighbors Naturescaping garden.

\$1,000 Removes graffiti from 10 vandalized homes.

\$300 Secures four trees for a neighborhood garden.

\$100 Provides supplies for a volunteer work day in the Gardens at Lake Louie.

\$50 Buys two tools for a neighborhood project.

\$25 Provides four Missouri native plants for a community garden



brightside
ST. LOUIS



Blooming Soon! Order Form

___ Lot(s) Carlton Daffodils @ \$16/lot _____
 Lot = 50 Bulbs

___ Lot(s) Hybrid Darwin Tulips Mixed-Colors @ \$16/lot _____
 Lot = 50 Bulbs

___ Lot(s) 'Purple Sensation' Allium @ \$9/lot _____
 Lot = 12 Bulbs

___ Lot(s) Stella d'Oro Daylilies @ \$20/lot _____
 Lot = 12 Plants

Order Total _____

___ Donation to Brightside St. Louis _____

SHIPPING INFORMATION

If you choose to have your order shipped please add shipping charges to order total

Shipping charges based on order total:

Up to \$20 – add \$9 _____

\$21-40 – add \$14 _____

\$41-60 – add \$16 _____

Over \$60 – add \$18 _____

Total Bulbs & Plants _____

Shipping Charge _____

Donation _____

Total Amount Due _____

Brightside St. Louis requests that all orders be received by September 20, 2014

All prepaid orders will be available for pick up at the Greenhouse in beautiful Forest Park, October 10-11

Friday,

October 10 - 11am - 6pm

Saturday,

October 11 - 9am - 1pm

Orders not picked up during this time will be considered a donation and planted on public property

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

☐ My check, made payable to Brightside St. Louis, is enclosed.

☐ Please charge my: ☐ MasterCard ☐ Visa

Name on card: _____

Card# _____ Exp: _____

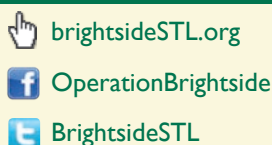
Signature _____



Operation Brightside
4646 Shenandoah Avenue
St. Louis, Missouri 63110-3424

Non Profit Org.
U.S. Postage
PAID
St. Louis, Missouri
Permit No. 3627

Stay Connected with Brightside!



Everybody loves the beautiful blooms of Springtime in St. Louis! Golden yellow daffodils and brightly-colored tulips make any garden more beautiful. Plus, now you can add color into summer with 'Purple Sensation' alliums and the longest-blooming daylily, 'Stella d'Oro.'

Brightside flowers can brighten your garden and make St. Louis neighborhoods more livable and downtown more vibrant as proceeds support Brightside's cleaning and greening initiatives.

Order today for your gardens plus get some for your family and friends – Brightside flowers make great gifts!!

You can order securely online at www.brightsidestl.org and pay through PayPal or call Brightside at 314-772-4646 or mail in your payment with the order form on the reverse side.

Orders will be available for pick up at the Forest Park Greenhouse on Friday, October 10 from 11:00 a.m. to 6:00 p.m. and Saturday, October 11 from 9:00 a.m. to 1:00 p.m.

Blooming Soon!



Carlton Daffodils

Fragrant, yellow large cup heralds the return of springtime in St. Louis. As seen on St. Louis highways, our daffodils are particularly striking when planted in abundance.

Will grow 16" tall.
Plant 6-8" deep and 6-8" apart in full sun or light shade.

Bulb size: 14-16 cm.
Bloom: March-April.
Lot: 50 bulbs only \$16



Hybrid Darwin Tulips

Mix of brightly colored Darwin Hybrid tulips including: Parade, Golden Parade, Ollioules, Van Eyk, Big Chief and American Dream.

Will grow 18-24" tall.
Plant 6-8" deep and 6-8" apart in full sun or light shade.

Bulb size: 11-12 cm.
Bloom: April-May
Lot: 50 bulbs only \$16



Purple Sensation Allium

The earliest of the large-flowered alliums, 'Purple Sensation' with its 4-5" violet globes and thick, bare stems will become a focal point in your garden. Great cut flower, too. Rabbit, squirrel and deer resistant.

Will grow 20-30" tall. Plant 5-6" deep and apart in full sun.

Bulb size: 12+ cm.
Bloom: Late April-May
Lot: 12 bulbs only \$9



Stella d'Oro Daylilies

Stella d'Oro, the longest blooming daylily, produces masses of yellow ruffled flowers in May and throughout the growing season.

Will grow 15-18" tall.
Plant crown 2" below the ground 18-24" apart.

Plant size: I
Bloom: May – October
Lot: 12 plants only \$20

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