

2024 & 2025 Annual Report

PARKS, PLACES & PEOPLE





Frederick Law Olmsted Jr.'s House, Palos Verdes Estates, CA. Photo courtesy of Victoria Vanhuss.

The years 2024 and 2025 marked a period of both momentum and transformation for the Olmsted Network. Across two years of change, our work laid the foundation for tackling today's challenges—building an expanded national reach; focusing on deeper, more intentional advocacy work; and continuing to champion the enduring relevance of Olmsted landscapes and principles. As we embark on a strategic planning initiative that will help us best serve the historic landscapes of North America, we reflect on the accomplishments of these crucial transitional years.

In 2024, we focused on growth, visibility, and public engagement through a robust mix of programs and partnerships. Major in-person initiatives included our annual conference in Newburgh and Poughkeepsie, NY—which explored landscapes and institutions connected to Downing Park, Vassar College, and the Hudson River State Hospital—as well as Pop-Up gatherings in Seattle, Buffalo/Niagara, and Staten Island. We also expanded our popular Conversations with Olmsted webinar series, continued our signature history programs, and participated in partner conferences nationwide. More than 200 people participated in our conference, while webinar attendance reached some of the highest levels in our history.

In 2025, we entered a significant transition period. Anne Neal “Dede” Petri, our longtime President & CEO, departed at the end of January and later joined the Olmsted Council. Caroline Cunningham stepped in as Interim President before Sue Breitkopf joined as President in May 2025. During this period of leadership and staffing transition, we focused on organizational restructuring and advocacy—and setting ourselves up for long-term success.

Despite reduced staffing and fewer public programs, we continued to expand our impact. The Network officially surpassed 100 partner organizations, increased 1:1 engagement with partners nationwide, and advanced advocacy efforts around threatened public landscapes. Pop-Up Atlanta and our Washington, DC conference emphasized partner skill-building and peer learning.

At the same time, we laid the groundwork for the future through the development of the Olmsted

Trail, a major digital initiative launched in 2026 that replaced OlmstedOnline and expanded access to the past, present, and future of 6,000+ Olmsted landscapes nationwide.

Together, 2024 and 2025 demonstrated the resilience of the Olmsted Network and the growing importance of national collaboration, advocacy, and public stewardship in protecting parks and landscapes for future generations. The effort we put in during this time is already making a difference—as focused advocacy and strengthened partner capacity set us on a path towards more meaningful impact for the green spaces we all depend on.



Meet Sue Breitkopf

Sue Breitkopf is a nonprofit leader with deep experience in organizational

management and a long-standing commitment to equity, community engagement, and public space as a driver of opportunity.

Her career has centered on building partnerships and programs that connect people to place—particularly in communities historically excluded from decision-making and investment. As President of the Olmsted Network, Sue brings a systems-oriented approach to leading mission-driven work that advances public parks and democratic spaces nationwide.



Mission in Action

White Stadium, Franklin Park,
Boston, MA. Photo courtesy of
Victoria Vanhuss.

Advocacy

Advocacy became an increasingly important part of the Olmsted Network's work during 2024 and 2025. Through public programs, coalition-building, letters of support, webinars, and direct partner engagement, we amplified efforts to protect historic landscapes and public parks across the country.

2024 Advocacy Highlights:

- Expanded voice around White Stadium in Boston's Franklin Park following proposals tied to stadium privatization and redevelopment.
- Supported efforts opposing budget cuts affecting New York City parks.
- Advocated for wetland protection in Chicago's Midway Plaisance.
- Continued engagement with preservation efforts in Buffalo, Rochester, Brooklyn, Boulder, and other landscapes.

2025 Advocacy Highlights:

- Advocated for less invasive development proposals nearby both Boston's Arnold Arboretum and Lake Wales's Bok Tower Gardens.
- Sponsored petitions and awareness campaigns connected to Downing Park and other threatened landscapes.
- Hosted advocacy webinars focused on Franklin Park, Jackson Park, and related public landscape issues.
- Increased 1:1 support and strategy conversations with partners nationwide.
- Published advocacy-related commentary and outreach, including Sue's letter to the editor in The New York Times.

By 2025, we had become not only a convener of preservation organizations but a more visible national voice for advocacy and stewardship.

Education & Public Programs

Education remained central to the Network's mission during both years. Through webinars, partner meetings, conferences, and public events, we connected supporters with the continuing relevance of Olmsted landscapes and principles—like public health, access, and ecology.

Program Highlights

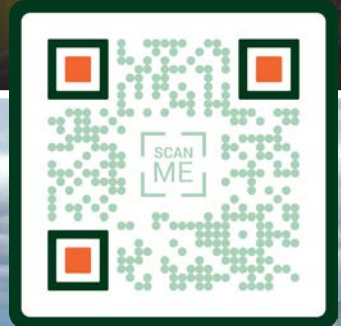
- *Conversations with Olmsted: ASLA at 125* attracted nearly 600 registrants
- *Conversations with Olmsted: Restoring Community Connections Through Highway Redesign* featured transportation planners and other design professionals

200+

conference participants
across all 2024
conference events

100+

100+ partners
in attendance at
2025 conference



Watch Now



Network Growth & Partnership

The Olmsted Network continued expanding its national reach during 2024 and 2025, growing from approximately 75 partner organizations in 2023 to more than 100 partners by 2025.

While earlier years emphasized larger monthly meetings, 2025 marked a shift toward deeper relationship-building through 1:1 partner support and targeted training opportunities. Partners increasingly turned to us for guidance related to advocacy, communications, and collaboration.

The organization also continued supporting the broader field through conference participation, sponsored events, and national partnerships, including:

American Society of Landscape Architects, '24 and '25

Atlanta Preservation Center's Phoenix Flies, '25

City Parks Alliance, '24

LABash, '24 and '25

Professional Grounds Management Society, '24



Big Head Fred at LABash.
UC Davis, CA. Photo courtesy of Annie Miyadi.



Attendees of the 2024 ASLA Conference visit the White House, Washington, DC. Photo courtesy of Victoria Vanhuss.

Digital Reach & Communication

Digital engagement remained strong throughout 2024 and 2025, even during periods of organizational transition and reduced staffing. Through advocacy campaigns, programming, and public-facing projects, we continued expanding our reach and strengthening engagement with audiences nationwide.

Email engagement consistently exceeded nonprofit industry benchmarks, while social media audiences continued growing in 2025.

Looking Ahead:

During this period, we also began work on the reimagined Olmsted Trail, a digital map launched in 2026 that provides access to the past, present, and future of 6,000+ Olmsted landscapes nationwide. This initiative builds off OlmstedOnline.



Explore the OLMSTED TRAIL!

Discover the past, present, and future of 6,000+ Olmsted jobs through historic plans and documents, photos and videos, virtual tours, contemporary stories, and more!



Members of ESPC and FPD with Anthony at the 2025 Awards Dinner. Photo courtesy of Victoria Vanhuss.

Community & Recognition

We also celebrated important achievements, while honoring members of the Olmsted community whose contributions shaped the field for decades.

Recognitions

Caroline Loughlin Volunteer Service Award:

2024: The Garden Club of Orange & Dutchess Counties and Newburgh Free Academy-West

2025: Betsy Shure Gross and Ann Satterthwaite

Olmsted Stewardship Award:

2024: Christian Zimmerman

2025: Anthony Oprisiu

President's Award:

2024: JoAnn Beck

2025: Voices of Keney Park, Franklin Park Defenders, and East Side Parkways Coalition

Certificate of Appreciation:

2024: Mary Page Michel, Henry Hester

Anne Neal "Dede" Petri, who stepped down as President & CEO in 2025, received The Garden Club of America's Distinguished Service Medal in 2024.

In Memoriam

Margaret Jean McKee, former board member and Olmsted family member

Ed Orser, key advocate for Friends of Maryland's Olmsted Parks & Landscapes

Ann Satterthwaite, early supporter and well-regarded city planner

Betsy Shure Gross, founding member and dedicated Olmsted advocate

Tally Sweet, key advocate for Atlanta's Olmsted Linear Park



2024 awardees (L-R): Mary Page Michel, Henry Hester, Daniella Bustillo, JoAnn Beck, The Garden Club of Orange & Dutchess Counties and Newburgh Free Academy-West, and Christian Zimmerman. Photo courtesy of Victoria Vanhuss.

Financial Summary

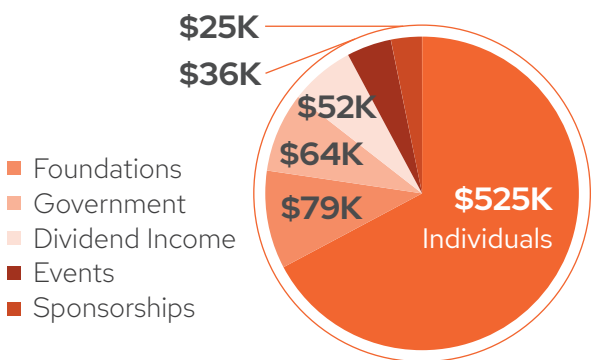
The years 2024 and 2025 represented two distinct chapters in the Olmsted Network’s financial story.

2024 reflected the sustained momentum of the organization’s 200th anniversary of Frederick Law Olmsted’s birth – a multi-year celebration and fundraising campaign that had galvanized donor engagement since 2022. Revenue was broadly diversified. Expenses were anchored by a strong program and professional infrastructure, with total spending reflecting an active year of convenings and initiatives.

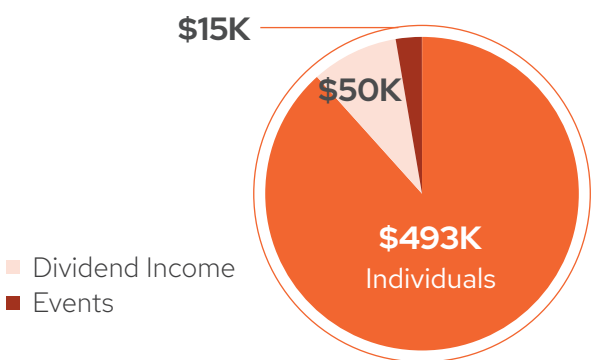
2025 was a year of transition. The organization navigated a leadership change—from Dede Petri to an interim president, followed by the arrival of Sue Breitkopf as President in May. Revenue narrowed considerably, accompanying the organizational pause that often comes with leadership transition. Operational costs increased, reflecting the infrastructure investments made to support new leadership and prepare for the next chapter.

Together, these two years set the foundation for the strategic planning process launched in late 2025—one that will shape the Olmsted Network’s direction and ambitions for the years ahead.

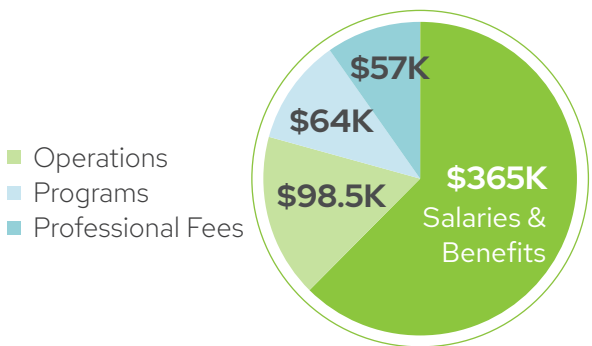
Revenue – 2024



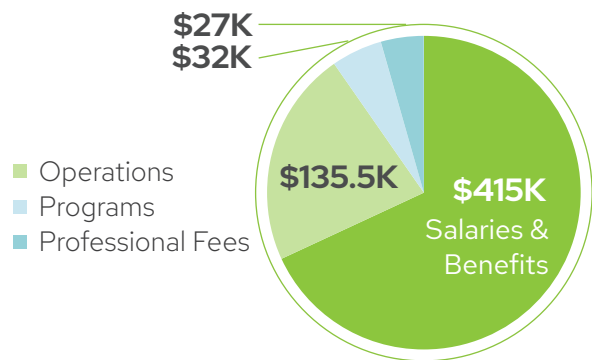
Revenue – 2025



Expenses – 2024



Expenses – 2025



Donors Over \$500

2024

The Achelis and Bodman Foundation
Charlton and Eleanor Ames
John Angell Robbins
ASLA New Jersey
Janet Atkins
Baltimore Community Foundation
Bartlett Tree Experts
Marcia Baylin
JoAnn Beck
Bill Bell
Dr. Eugenie and Robert Birch
The Blue Garden
Peter Carlino
Tiffany Carroll
Ray Chambers
Jane & Russell Chapman
Jeff Cook
Mary Cranston
Stephanie Crockatt
Christy Edstrom O'Hara
Daniel W. Eggers
Sarah Freeman
The Garden Club of Orange and Dutchess Counties
Stephen & Margaret Gill Family Foundation
Marjorie Greville
Dana Hagenah
Esley Hamilton
Brad and Carolyn Jacobos
Carl and Carolyn Jacobs
Robert Wood Johnson Foundation
Kohler Co.
Peter and Constance Latson
Lucy Lawliss
Arleyn Levee
Steven Livengood
Philip Loughlin
Douglas & Sherrey Luetjen
Susan Masino
Elizabeth J. Meyer
Jacqui Michel
Midwest Affordable Housing Corporation
Keith Morgan
Rosemarie Murane

National Philanthropic Trust
Bronwyn Nichols Lodato
Harry Edwin Olmsted
The Oregon Community Foundation
Thomas M. Paine
Dede Petri
Charles & Margaret Reiser Cooney
Genny Ryan
Ann Satterthwaite
Philip Schultz
Wendy Shattuck
Betsy Shure Gross
The Speedwell Foundation
Charles Sullivan
Michael Vergason
Wisconsin Preservation Fund

2025

Eleanor Ames	Steven Livengood
Anonymous	Katherine Loughlin
Janet Atkins	Philip Loughlin
Bartlett Tree Experts	Louisville Olmsted Parks
Bill Bell	Conservancy
Suzanne Bishop	Douglas & Sherrey Luetjen
The Blue Garden	Jacqui Michel
Tiffany Carroll	Bronwyn Nichols Lodato
Central Park Conservancy	Thomas M. Paine
RoAnn Costin	PGAV Destinations
Rolf Diamant	Pittsburgh History &
Judy Dobbs	Landmarks Foundation
Katherine Eggers-Comeau	Charles & Margaret Reiser
Sarah Freeman	Cooney
Stephen & Margaret Gill	Sasaki
Family Foundation	Philip Schultz
Marjorie Greville	Alida Silverman
Gary Gross	The Speedwell Foundation
Esley Hamilton	Charles Sullivan
Randall K.C. Kau	Tom Toles
Lucy Lawliss	
Arleyn Levee	

Board & Staff

2024 Board

Philip Schultz, *Board Chair*
Douglas Luetjen, *Vice Chair*
Stephanie Crockatt, *Secretary*
William Bell, *Treasurer*
Mark Buscaino
Ray Chambers
Mary Caraciollo
Bronwyn Nichols-Lodato
Steven Livengood
Spencer Tunnell
Wyman Winston

2025 Board

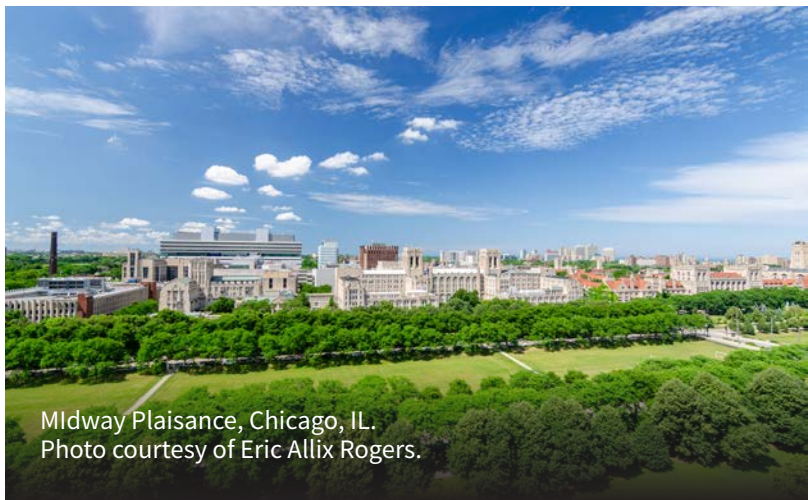
Philip Schultz, *Co-Chair*
William Bell, *Co-Chair & Treasurer*
Douglas Luetjen, *Vice Chair*
Stephanie Crockatt, *Secretary*
Janet Atkins
Mark Buscaino
Ray Chambers
Marjorie Greville
Salmaan Khan
Steven Livengood
Bronwyn Nichols Lodato
Spencer Tunnell
Wyman Winston

2024 Staff

Dede Petri, *President & CEO*
Victoria Vanhuss, *Director of Communications & Outreach*
Leslie Jacobs, *Office Manager*
Mark Roessler, *Communications Specialist*
Madelaine Momot, *OlmstedOnline Content Manager*

2025 Staff

Sue Breitkopf, *President*
Victoria Vanhuss, *Sr. Director of Programs & Partnerships*
Ella Menees, *Logistics & Engagement Manager*
Madelaine Momot, *Olmsted Trail Content Manager*



Midway Plaisance, Chicago, IL.
Photo courtesy of Eric Allix Rogers.

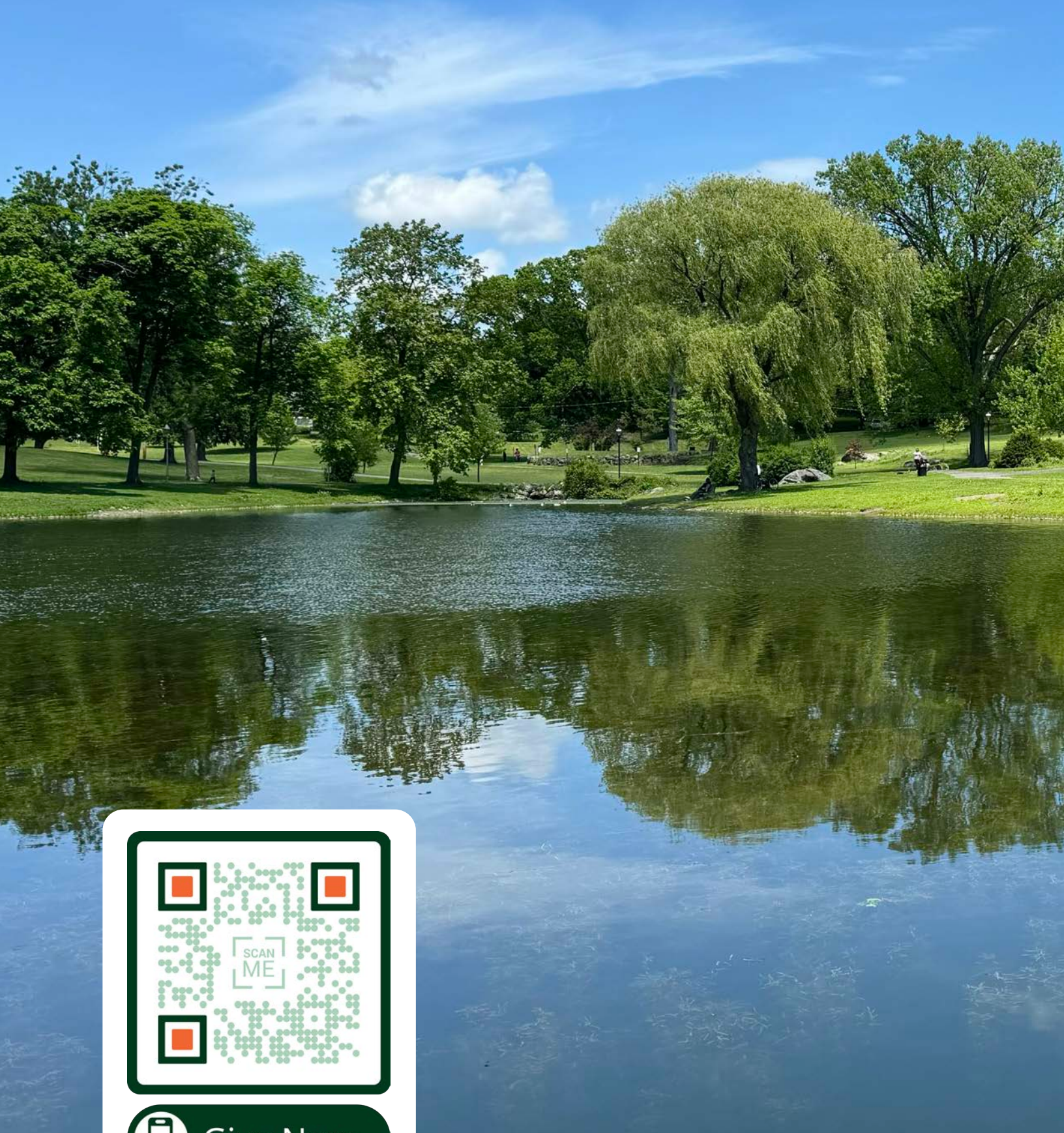


Looking Ahead

As the Olmsted Network moves into 2026, the organization is focused on strengthening capacity, expanding partner engagement, and increasing public access to Olmsted landscapes through new digital tools and collaborations.

Leaders from across our community are working to imagine what a stronger, more connected, and more equitable national movement for Olmsted parks can be with a bold new strategic plan. Throughout 2026, this process will enable us to both honor our 40+ year legacy and respond to the needs of today's public landscapes.

With the launch of the Olmsted Trail, a growing staff, continued national partnerships, and growing demand for preservation advocacy, the Olmsted Network is poised for a new phase of impact and visibility in the years ahead.



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