

PlantAmnesty

2009 Annual Report

Mission Statement

To end the senseless torture and mutilation of trees and shrubs caused by mal-pruning (and other common forms of plant mismanagement)

Goals:

1. Raise Awareness of the Problem.
2. Provide Solutions (referral service, education, volunteer pruning and care), and ensure they are readily accessible to the public and green-industry professionals.
3. Engender Respect for Plants

We Affirm:

- That our organization is inclusive, tolerant, and based on grassroots collective action.
- That our educational materials are clear, current, and technically accurate.
- That we will maintain a sense of humor and goodwill while being outspoken on the issues.

Staff

General Manager/ Referral Service Coordinator/ Volunteer Coordinator	Laura Watson
Office Manager/ Events Coordinator	Joyce Lane

Officers and Board Members

President	Cass Turnbull
Vice President	Diedre Muns
Secretary	Rose Brittenham
Treasurer	Mike Ewanciw
Marianna Clark, Tracey Bernal, Nancy Cleland	

2009—What We Did

2009 was the year that saw the near collapse of the world economy, the subsequent very scary recession, the folding of the Seattle PI, a record 104° in Seattle, and PlantAmnesty's most productive year ever.

Goal 1: Raise Awareness of the Problem of Poor Plant Maintenance

Media Outreach

We had 22 media events, most of which just mentioned the good works of PlantAmnesty. Some media actually addressed problems of poor pruning directly: radio interview by KMUD in Humboldt County, *Golden Gardens Blog* (about shearing); article in the *Elma Daily World*; as guest host of the *Gardening with Ciscoe Show*; in the *NW Garden News*; in *Seattle Woman Magazine* (Cass was the cover girl!); and in the Green Heroes segment on KIRO TV. Media outreach, including PlantAmnesty information in blogs, reached an estimated 1,495,600 people (listeners, readers, and viewers).

Boothings

PlantAmnesty had a booth at eight events in 2009: the Northwest Flower and Garden Show, the Magnuson Park Fest, the Master Gardener Plant Sale, the West Seattle Garden Tour, the South Seattle Community College Plant Sale, Tilth's Harvest Fair, Molbaks' Fall Celebration, and the Arboretum's Japanese Garden Maple Viewing. We made an estimated 2,500 direct contacts at these boothings.



Heritage Tree Dedication

Advocacy

As a result of the Urban Forest Symposium, three new broad goals were identified and our Take-Action e-mail rewritten to reflect those new goals. The Take-Action feature on the

PlantAmnesty homepage resulted in 229 e-mails being sent to Seattle's Mayor and City Council members. Also, three direct e-mail calls to action encouraged members to attend public hearings on tree preservation and to save the Master Gardeners from the budget axe.

Letters of Concern

Our nasty-letter writer composed two letters of concern to offenders.



Dancing Horses at the Festival of Trees

Goal 2: Provide Solutions

The Gateway: our volunteer webmaster created a web-based gateway to businesses, government agencies, nonprofits, and organizations that are involved in Urban Forest Activities. This gateway is designed to help people connect with those who can help them with tree problems or those who offer opportunities to volunteer. Check out the Gateway on our website at www.plantamnesty.org/gateway.

EDUCATION

Educational Events

We gave 10 master pruner classes to 388 people, four hands-on workshops to 62 people, including a Renovation Workshop in 84 degree weather, a Japanese Garden Pruning Workshop during a day of 1½ inches of rain, and the first-ever Spanish-language landscape renovation workshop in perfect weather. We had four graduates of the Master Pruner Program—congratulations *Tracie Giles*, *Huu Mach*, *Sherry Kam*, and *Christy Nieto* who came all the way from Bellingham. We also co-sponsored a summer fruit tree pruning workshop with Lacia Lynne Bailey.

The magnificent Festival of Trees had 13 lectures, an education gauntlet at the Tree Adoption Agency, and live tree care demonstrations. 3,000 people attended.

The Urban Forest Symposium was an all-day event, attended by 125 people.

Educational Materials and Services Disseminated

- 300 Pruning DVDs
- 6,000 free pruning guides
- \$3,000 worth of how-to literature and books
- A zillion web-hits
- 622 answers on PlantAmnesty's telephone/e-mail pruning answerline

Original or Adapted Educational Articles, Shows, and Timely Garden E-Tips

- *Mulch, Parts One and Two*
- *Stop Shearing Shrubs* flyer in English and Spanish
- *Winter Damage* handout (created from e-tips sent to members during the cold winter: *Should I Bang My Bushes?* (to get the snow off); *Is My Frozen Plant Dead?*; *Pyramidalis Cow Licks from Snow Weight*; *Hebe Freeze Damage*; and *New Zealand Flax Damage*)
- E-tip sent to members: *How Many Must Die?* (of drought)
- E-tip sent to members: *Got Cold Fingers?*
- *How to Prune and Renovate the Overgrown Landscape* PowerPoint slideshow translated to Spanish by George Ortiz
- Spanish versions made of the *Benefits of Trees* and *Six Ways to Kill Your Tree*.

FREE PRUNING

The fabulous arborists of PlantAmnesty pruned the historic blue atlas cedar planted in 1932 by the students of Coleman School, which is now the African-American Heritage Museum. The tree was later dedicated in honor of the veterans of WWII. This Arbor Day event was attended by a man present at that dedication. Arborists also pruned several trees at the adjacent Jimi Hendrix Park. The event was filmed by the Seattle Channel, as was the Festival of Trees.

SPEAKERS FOR CLASSES

PlantAmnesty teachers spoke at 34 classes, lectures, and lessons, mostly at garden clubs, master gardener gatherings, and nurseries. We also reached folks at the Elma Home and Garden Show, the Mountain View Cemetery grounds crew, BC Parks and the Kwatlan horticulture students, Seattle Audubon, and the Mothers and Others group in Bellevue. And we spoke in Fairbanks and Juneau, Alaska, and Palo Alto and Eureka, California.

The Festival of Trees included 13 classes to 400 citizens and the Urban Forest Symposium reached 125 policy makers, tree advocates, and representatives of government agencies and green industry professions, including landscape designers, landscape architects, and nonprofit people. Total direct contacts were 3,310 people.

GOOD GARDENER/ARBORIST REFERRAL SERVICE

We made 1,333 matches between people wanting tree or garden work or consultations and PlantAmnesty Referral Service gardeners and arborists.

Goal 3: Engender Respect for Plants

The Heritage Tree Committee reviewed 11 nominations for Heritage Tree Status. Seven trees were designated as Heritage Trees. A Heritage Tree Dedication, attended by 50 people, was held in Seattle's Central District in honor of Tom Samuelson's enormous pear tree, voted Best in City. People were also taught the value of trees at the Festival of Trees and the Urban Forest Symposium.

Membership Benefits and Volunteer and Fundraising Activities

- We hosted six MOLMs (Meeting of Like Minds), with great food and topics of interest. We published three interesting and amusing newsletters. Our volunteers filled 560 volunteer job slots at 34 events clocking 2,047 hours. These figures do not include the hours put in by volunteers on committees and at board meetings, the web master, or unpaid Cass hours.
- Plant adoptions—271 unwanted plants found new homes.

Other Events and Volunteer Activities Not Listed

- BINGO—go-bingo.
- Arborist work day—Arborist raised almost \$6,500 for the Arbor Day Fund.
- Paperless version of the newsletter is now an option.
- We got a major award from the International Society of Arboriculture (ISA).

Fundraising

Aside from the above events and individual donations, we posted record amount from grants and in-kind contributions: ISA—Pacific Northwest Chapter, Department of Neighborhoods, City of Seattle Parks Department, the Office of Sustainability and the Environment, the Washington State Department of Natural Resources, and the West Seattle Garden Tour Committee. Several grants and donations were anonymous.



The Bingo Bee, Ciscoe Morris, and Father Weed

2009 Major Donors

Alaskan Motel, Westport
 Phoebe Andrew
 Anonymous
 Barbara Asmervig
 AW Pottery
 Walter S. Barrows Sr., PhD
 Len Braarud
 Lorine Brakken
 Rose Brittenham
 Rodger Brown
 David Brunelle
 Barbara Chilcote
 City People's
 Marianna Clark
 Tina Cohen
 Cynthia Creasey
 Cultus Bay Nursery, Whidbey Island
 C.O.& Nell C. Dahl
 Edmonds Community College
 Monique Elfman

Janet & Michael Endsley
 Ann Erickson
 Kurt Fickeisen
 Mary Jean Gilman
 Kerstin Gleim
 Judy Griesel
 Jim & Cathy Gunstone
 Julie Hale
 Chris Hansen
 Mark Harman
 Phyllis Harper
 Mark Herkert
 John Hushagen
 Sherry Kam
 Connie Knudsen
 Alan Lamp
 Bryce Landrud
 Greg Lukens
 Andy Major
 Eric Matteo

Molbaks Nursery
 Eileen Morris
 Susan Moseley
 Diedre Muns
 Christine Mustelier
 Katherine M. Nelson
 Lisbet Nilson
 George Pinyuh
 Linda Ruiz
 Gar Russo
 Janet Salsbury
 Sandy Shettler
 Judy R. Shigo Smith
 Sky Nursery
 Leonard & Margaret Sorenson
 Susan Stoller
 Patrick Storey
 Paul Thompson
 Claudia Tidball
 Jim Urban

2009 Financial Report

Gross Profit	\$131,823
Total Expense	<u>\$127,496</u>
Net Income	\$4,327

Top Five Income Sources

Donations from members like you	\$29,615
Dues from members like you	\$23,567
Grants	\$21,500
Organizations, Foundations, Corporations	\$15,100
Referral Service Fees.....	\$11,453

Top Five Expenses

Payroll (two part-time staff)	\$38,197
Contract work: newsletter design, accountant, web-site, Master Pruner Series teachers, Festival of Trees (FOT) teachers; FOT other; speakers' bureau Talks	\$35,206
Printing and copying services: newsletter, educational literature, FOT flyers, posters, etc....	\$13,677
Program Supplies	\$9,574
Rentals: offices, storage, classes, membership meetings, Bingo, FOT stuff.....	\$7,961



2009 Master Pruner Graduates