

# PlantAmnesty

# 2013 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.
- our educational materials are clear, current, and technically accurate.
- we will maintain a sense of humor and goodwill while being outspoken on the issues.

## Staff

General Manager/  
Volunteer Coordinator

Laura Watson

Office Manager/  
Referral Service Coordinator

Margaret Metz-Holland

## Officers and Board Members

President

Vice President

Secretary

Treasurer

Cass Turnbull

Marianna Clark

Kristin Schultz

Charlotte Moss

Jack Bautsch  
Annette Freeman

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# 2013 - What We Did

The year 2013 will be remembered here as a year with a great summer and fall, by which we mean not much rain and superior autumn color. Also, it was a banner mushroom year. The spiders similarly excelled. Below is a breakdown of our many great accomplishments, all of which were made possible by members like you. Thank you.

So thanks!

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

### Media Outreach

PlantAmnesty had 19 media events reaching an estimated 892,000 readers/listeners/watchers. Aside from Ciscoe's column and shows, we aired the Spanish version of the Tree Care TV public service announcements and the Shear Madness radio public service announcements (PSAs), wrote letters, and published articles in *TCIA Magazine* for arborists and that appeared in Portland, Maine, and the United Kingdom.

### Display Booth

We staffed eight booths at various events, talking to an estimated 1,200 people with pruning questions and needs. Volunteers spent 175 hours doing so.

### Nasty Letters (actually, Letters of Concern)

We sent 2,600 letters. About half went to landscape companies and the other half went to property management companies. They explained why not to shear shrubs and referred recipients to education resources available to them. We sent three letters to the editor. The Tree Canopy Coalition (T2C2) sent an estimated 67 emails to the Seattle City Council asking that they pass the new Street Tree Ordinance, which has



*PlantAmnesty at Master Gardener Foundation Sale*

been proposed in one form or another for over TWENTY-FIVE YEARS! It passed this time, finally. The T2C2 sent another 40 emails complaining about lax enforcement of existing tree regulations.

## Goal 2: Provide Solutions

### Educational Events

We gave 78 talks, classes, and lectures on pruning to 4,789 people. Those people were located in Issaquah, Olympia, Hansville, Vancouver (Canada), Snohomish, Indianola, Port Ludlow, Auburn, Federal Way, Mt. Vernon, Mukilteo, Boston, and Carnation, as well as around the greater Seattle area. People came from far away to attend our Spanish Language Pruning Workshop and the Urban Forest Symposium too. They came from Kirkland, Issaquah, Des Moines, Montesano, Olympia, Friday Harbor, Puyallup, Bellevue, Island County, Kent, Whidbey Island, Tacoma, Sammamish, Renton, Everett, Edmonds, Auburn, Fife, Tukwila, Clyde Hill, Vancouver Washington, and Portland, Oregon.

## Goal 2: Provide Solutions

We provided a record seven hands-on pruning workshops, three in Spanish. We created mini-workshops and did three of those. We graduated 34 Master Pruners—from the PlantAmnesty classes at Magnuson Park, from the Center for Urban Horticulture Series, and from the Snohomish Master Gardener Series.



*Some of PlantAmnesty's 2013 Master Pruner Grads*

### Printed Word

PlantAmnesty published five original articles: Shear Madness, Exceptions to the Rules (Parts One and Two), Advice to the A-300 Committee, Rosemary Pruning, and Doug Fir Pruning (Part One) and Ladders. We gave away 5,000 Pruning Guides, many in Spanish. We sold \$960 worth of pruning literature.

## The Electronic Word

This year we logged 340,816 visits from 191,096 viewers on our website. We recorded four new PowerPoint shows: Rose Pruning, Vine Pruning, Tree Pruning in Spanish, and Renovation for an Overgrown Native Plant Garden. We also filmed 19 new short-subject pruning segments, each on one species, and posted them on the PlantAmnesty YouTube Channel. Our YouTube Channel has had 43,293 visits and has 185 subscribers. We also tweeted and facebooked, though it's hard to say if that improves pruning anywhere.

## Referral Service and Pruning Hotline

PlantAmnesty's Good Gardener and Arborist Referral Service made 942 matches in 2013. Staff members, Laura Watson and Margaret Metz-Holland, fielded another 414 inquiries, mostly about pruning but about eight were sad tree stories. The Adopt-a-Plant program posted 227 plant for new homes.

## Free Pruning

Our goal is that good pruning not be just for the rich and able-bodied, but for all. In May, volunteer arborists and volunteer board members pruned trees and shrubs located on the grounds of Rosehedge. Rosehedge is a nonprofit assisted living facility for those with HIV/AIDS. PlantAmnesty also supplied seven productive and determined volunteer gardeners to clean-up and prune Marta's overgrown garden.



*Erik Matteo of The Tree Stewards*

## Goal 3: Engender Respect for Plants

All our activities work to engender respect for plants and appreciation for their contribution to us and the ecology. But some activities do so more than others.

## The Seattle Heritage Tree Program

In 2013 the Heritage Tree Committee evaluated 24 trees. Of that, 20 were accepted - 13 were deemed Best in Neighborhood, six were deemed Best in City,

and one was ordained a Heritage Tree Collection. We hosted a fine Heritage Tree Dedication of a Bigleaf Maple in Wallingford. PlantAmnesty was also named in a conservation easement to protect a magnificent Black Walnut in Mt. Vernon, Washington.

## Other

## Funding



*Costume Contest Contestants at Tree Hugger Bingo*

Most of our funding comes from membership dues and donations from members, including the GiveBIG Fund Drive in May, the Arborist Donated Work Day in December, and the Annual Appeal (i.e., The Begging Letter) in December. We also earned money from our fabulous events: Bingo, the Garden Tour, the Sky Nursery Prune-a-thon, and the Urban Forest Symposium. We also received funds from our generous sponsors: Davey Tree Expert Company, Lake and Co Real Estate, Northwest Arborvitae, Rock Solid Landscaping, SBI Management Services—taking the lead with thousands of dollars in webwork, Seattle Tree Preservation, Steubers, SvR Design Company, Thundering Oak, Trees for Life, and Windermere Real Estate. Seattle's Office of Sustainability and the Environment, the West Seattle Garden Tour, and the Washington State Department of Natural Resources & the USDA Forest Service provided grants to PlantAmnesty.

## Membership Benefits, Awards, and Volunteerism

Our happy members enjoyed the camaraderie and benefits of being a part of PlantAmnesty. They received discounts on events and classes, attended our six fabulous Meetings of Like Minds, and listened to speakers of interest for free. Our members, numbering over 1,200, availed themselves of the 224 adopt-a-plant listings. Those folks who do not live in the immediate area still benefited with access to our super-secret Cyberlibrary and enjoyed reading our emails of interest and the funny and informative, world famous PlantAmnesty Newsletter.

Mostly, they were heartened that work is being done, and change is being made "to end the senseless torture and mutilation of trees and shrubs caused by mal-pruning"—which is proof that it can be done. Be assured that other people in other places have taken up the cause.

## 2013 Major Donors

Nicholas Abbott & Alison  
Milne  
*AC Kennedy*  
Denise Anderson  
Phoebe Andrew  
Deborah L. Andrews  
Tracey Bernal  
Kim Bishop  
Constance Bollen  
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Becky Brauer  
Ronald Brightman  
Don Brooks  
Bill & Julie Buck  
Ellen Carnwath  
Laura Chandler  
Marianna Clark  
Tina Cohen  
Nathan Copeland  
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*Custom Tree Service*  
Peggy Curtis  
Deidre Devlin  
Linda Eggiman

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Patrick Storey  
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Claudia Tidball  
Warren Wilkins  
*Withey Price Landscape  
& Design*  
*Urban Forestry Services*  
Jane Urner  
Linda Vane  
*West Seattle Garden  
Tour*  
Sharon Yonashiro

## 2013 Financial Report

Gross Profit .....	\$145,828
Total Expense .....	<u>\$150,458</u>
Net Income .....	\$ -4,630

### Top Five Income Sources

Donations from members like you .....	\$38,111
Dues from members like you .....	\$31,111
Education/Outreach .....	\$30,445
Foundations and Grants .....	\$25,701
Referral Service Fees .....	\$13,284

### Top Five Expenses

Payroll (two part-time staff)	\$46,409
Contract work (newsletter design, accountant, website, and teachers)	\$39,648
Printing and copying services (newsletter, educational literature, flyers, posters, etc.)	\$14,616
Rentals (Office/Storage, CUH, Equipment)	\$10,640
Postage	\$7,950