



# 2015 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)

### Our Goals:

- Raise awareness of the problem.
- Provide solutions (referral service, education, volunteer pruning and care), and ensure they are readily accessible to the public and green-industry professionals.
- 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 maintain a sense of humor and goodwill while being outspoken on the issues.

## Staff

General Manager/ Volunteer Coordinator

Katy Dittmer  
Pandora Touart

Office Manager/ Referral Service Coordinator

Margaret Metz

## Officers and Board Members

President  
Vice President  
Secretary  
Treasurer

Cass Turnbull  
Keith Dekker  
Annette Freeman  
Jack Bautsch

Angie Bradbury  
Laura Watson  
Christina Masters  
Mary Machala  
Deirdre Devlin

# 2015 - What We Did

The year 2015 will be remembered here as one with record-breaking summer heat and little water. PlantAmnesty had many accomplishments despite the weather, just like the year's tomatoes - made possible by the continuing support of our dedicated members, arborists, gardeners, and more to whom we owe our continuing gratitude.

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

### Media Outreach

PlantAmnesty reached an estimated 892,000 readers/listeners/watchers. Aside from being interviewed and quoted on Ciscoe's occasional radio show, Cass Turnbull was interviewed and quoted in CrossCut about the fate of Seattle trees.

### Display Booth

We staffed six booths at various events, talking to an estimated 1,000 people with pruning questions and needs. One hundred and nineteen volunteers spent 388 hours setting up and staffing booths. Boothing venues included Northwest Flower & Garden Show, Prune-a-thon at Sky Nursery, Washington Native Plant Society Fall Plant Sale, Master Gardener Spring Plant Sale, Green Gardeners Workshop, and the Seattle Tilth Harvest Fair.



*PlantAmnesty at Sky Prune-a-Thon*

## Goal 2- Provide Solutions

### Educational Events

We gave 43 talks to 2,009 people, and presented classes and four workshops on pruning to 998 students, including one in Spanish. These talks ranged from the Woodway town council and the National Conference of Federated Garden Clubs to East Sound on Orcas Island, and Bastyr, in places as far flung as White Center and Rochester NY.

Our erudite words were presented to Master Gardeners, professionals, city councils, recalcitrant planners, designers, homeowners, tree advocates, arborists, educators, garden clubbers, and more.

This year's events also included the Kubota Pine Prune, Fruit Tree Pruning Field day, and Arborist Arbor Day Volunteer Prune of trees at Rhody Ridge.

Cass Turnbull created a PowerPoint slide show of "No Place for Old Trees," which she presented for review to city officials, including city council aides, Parks Department planners, the Urban Forest Commission, and district council presidents.

The Urban Forest Symposium of 2015 was our 7<sup>th</sup> event cosponsored by the University of Washington's Botanical Gardens. Speakers like Dr. Kathy Wolf explored the research on how the Urban Forest can be valued and how it is incorporated into City budgets and programs. It also included information on effectively communicating those values to decision makers. Over 150 attendees from a wide variety of disciplines and locales from Puget Sound cities and towns, large and small.

Sponsors and supporters included City of Seattle's Office of Sustainability, Bartlett Tree Experts, Emerald Tree Service, Seattle Tree Preservation, West Seattle Garden Tour, Forterra, Renaissance Tree Care, the University of Washington, and Trees for Life.

PlantAmnesty co-hosted a special Seattle councilmember candidate's forum in September along with TreePAC and City Fruit. It was co-sponsored by Seattle Nature Alliance, Friends of Seattle's Olmstead Parks, Seattle Green Spaces Coalition, Nature Consortium, Solid Ground, and the Thornton Creek Alliance.

Attendees had an opportunity to question the candidates about density and development, funding and legislation, parks acquisition and maintenance, and comprehensive urban forest planning.

## Goal 2- Provide Solutions

We provided four hands-on pruning workshops, one in Spanish, educating a wide range of people about proper techniques and timing.

We graduated 25 Master Pruners—from the PlantAmnesty classes at Magnuson Park and the Center for Urban Horticulture Series - all of whom will carry on our mission.



*PlantAmnesty's 2015 Master Pruner Graduates*

### New Solutions

PlantAmnesty provided some novel events and solutions in 2015, including holding the first ever Garden Tool Swap Meet held at a MOLM. Further, we worked to create digital flash cards with site and pruning requirements that were posted to the website.

Additionally, PlantAmnesty volunteers along with some from PlantScapes NW converted a sheared landscape at Bridgehaven Condominiums to a sustainable landscape. The entire process was filmed in order to be available for landscapers and other owners.

As part of the project, we also developed a Homeowners Association Model Contract Language document that includes guidelines for best landscape management practices. This is now available on the website, under *4 Don'ts/Don't Shear* tabs.

Rich Ellison created two new, excellent tee-shirts for the organization, both with tree leaf designs of native and common North West trees.

### Printed Word

In 2015, PlantAmnesty published ten original articles, including *How to Find—and Keep—a Good Landscape Gardener*, *Spiders from the Garden of Cass Turnbull*, *The Year of Density*, *A Plant Addict's Secret*, *Clematis Pruning in Summer*, *Sawzall*, *My Best Nest*, *Extreme Transplanting*, as well as Part One and Two of *No Place for Old Trees*. One additional garden topic article was written about *Occasional Tools*.

We gave away 6,000 Pruning Guides, many in Spanish and sold \$1,134 worth of pruning literature.

### The Electronic Word

We now have nearly 140,000 hits on our website. The four top-ranking areas of the website are: Classes & Workshops (20,435), Adopt-a-Plant (18,827), Pruning Literature (18,689), and Referral Service (18,144). These are tallied from the time it went live.

We created and posted 89 pruning video segments on our YouTube Channel. The number of subscribers and the number of views on PlantAmnesty's YouTube Channel have both more than doubled since last year! As of the end of December 2015, we have had a whopping 520,042 visits (including 1,330 to our Spanish videos) from 1,335 subscribers! That's more than HALF A MILLION visits!

We formed a new committee, the Digi-Wranglers, to increase our social media presence. The committee has done well--we now have an active and interesting Facebook page with nearly 1,000 Facebook likes. And we've been tweeting, too.

### Referral Service and Pruning Hotline Adopt-A-Plant

PlantAmnesty's Good Gardener and Arborist Referral Service made 1,120 matches in 2015. Staff members, Katy Dittmer and Margaret Metz, fielded another 659 inquiries, mostly about pruning but heard a few sad tree stories.

### Free Pruning

Arbor Day pruning took place in Snohomish County this year.



*A Dedicated Pruning Assessment at Rhody Ridge.*

Five tree care companies donated a day of pruning services at Rhody Ridge. Six arborists stayed after work to drink beer, talk shop, and meet Fir Butler, the octogenarian owner, whose trees were pruned. Butler and her husband developed a nearly 12-acre arboretum, which is near Mill Creek, over the last 50 plus years. The property began life as logged-off acreage and after years of their care was deeded to Snohomish County for a park



## Goal 3- Engender Respect for Plants

All our activities work to engender respect for plants and appreciation for their contribution to our ecology.

### The Seattle Heritage Tree Program

In 2015 the Heritage Tree Committee evaluated 21 trees. Of that, 14 were accepted—five were deemed best in neighborhood, six best in city, and three notable. The website of Seattle’s Department of Transportation (SDOT) has an up-to-date GIS map that shows Seattle Heritage Trees (see Street Tree Inventory on the SDOT page.

### Other

### Funding



*Happy Winners at Tree Hugger Bingo*

Most of our funding comes from membership dues and donations from members, including the GiveBIG Fund Drive in May (netting about \$12,000), the Arborist Donated Work Day in December and the Annual Appeal (i.e., The Begging Letter) in December; many *thank you’s* to our dedicated members for their support each year. We also earned money from our fabulous annual events: Bingo, the Garden Tour, and the Sky Nursery Prune-a-thon.

We also received funds from our unstinting sponsors: The Seattle Garden Club, Seattle Tree Preservation, Fair Weather Gardening, and Christy Monahan.

Grants to support our work were provided by City of Seattle’s Office of Sustainability and the Environment, the Washington State Department of Natural Resources & the City of Kirkland. PlantAmnesty is fortunate to have the support of the following foundations: Schwab Charitable Foundation, Lucky Seven Foundation, Fidelity Charitable Match, the Seattle Foundation, and the Kofler Fund.


Community donation programs like Amazon Smile and Kroger’s Community Giving plan contributed to our coffers, with D.A. Davidson and Steubers Distributing also supporting our work with generous corporate donations this year.

### Membership Benefits, Awards, and Volunteerism

Our jovial members enjoyed the camaraderie and benefits of being a part of PlantAmnesty. They received discounts on events and classes, attended our six educational entertaining Meetings of Like Minds (MOLMs), and listened to speakers of interest for free. The evening with Dan Hinkley was packed to the walls! Members also attended the summer Dunn Garden Soiree as well as Bingo night (dressed to WIN!). Our members, numbering over 900, availed themselves of the adopt-a-plant listings of 177 plants looking for new homes.

Those folks who do not live in the immediate area still benefited with access to our super-secret Cyberlibrary and enjoyed reading emails of interest and the funny, informative, world famous PlantAmnesty newsletter.

Several members imbued with holiday spirit worked with Cass to donate, decorate, and deliver a tree to the Interbay homeless encampment to spread a little cheer before Christmas.

Mostly, members 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”—as PlantAmnesty proves it can be done correctly. 

## 2015 Major Donors

Kimberly Berry	Judy Griesel	Joanne Bender	David Brunelle
Lorine Brakken	Christine Hansen	Ellen Carnwath	Susan Cook
Cynthia Creasey	Janine Huso	Suzan Gallup	Jack Bautsch
Janet & Michael Endsley	J J Jacobi	Constance Knudsen	Thomas Mcdonald
Jan Kramer	Melissa Knapp	Susi Pinyuh	Claudia Tidball
Jeanne & Mickey Eisenberg	Constance Knudsen	Kahlia Root	Lynn Bergelin
Constance Bollen	Christine Mustelier	Barbara O'steen	Janj Mikus
Mary Ann, Thomas Kofler	Sue Nicol	Deborah Andrews	William Ames
Linda Eggiman	Leonard O'connor	Glen Withey, Charles Price	Marianna Clark
Judith Platt	Kathleen Petty	Barbara Asmervig	Nathan Copeland
Monique Elfman	Connie Poe	Kristin Schultz	Janet & Michael Endsley
Alan Lamp	Jeff Rahlmann	Gretchen Stengel	Jody & Conrad Gehrmann
Alan & Marian Kohn	Dorothy Reese	Jan Stirling	Janine Huso
Eric Gale	Linda Ruiz	Robert Story	Avis Jobrack
Denise Anderson	Millie Russell	Carol Zabilski	Christy Monahan
Tracy Bernal	Sandy Shettler	Ann Erickson	Connie Poe
Barbara Bonjour	Patty Snyder	George Gregory	Jeanne Walter
David Brunelle	Kathleen Sullivan	Christine Hansen	Warren Wilkins
Nathan Copeland	John Wott	Eileen Morris	Mary Bicknell
Cynthia Creasey	John Zehren	Leonard O'connor	Margaret & Frank Fickeisen
Deidre Devlin	Linda Vane	Judy R. Shigo Smith	Jim Bautsch
Linda Eggiman	Marianna Clark	A. C. Kennedy	Keith Dekker
Monique Elfman	Nancy Bowen-Pope	Denise Anderson	Marilyn Lepape
Ann Erickson	Seattle Garden Club	Judy Griesel	
Nancy Fasoldt	Ethel Mccoskey-Story	Constance Bollen	
Suzan Gallup	Phoebe Andrew	Barbara Bonjour	

## 2015 Financial Report

Gross Profit .....	\$139,859
Total Expense.....	<u>\$145,870</u>
Net Income .....	\$ -6,011

### Top Five Income Sources

Donations from members like you .....	\$34,727
Dues from members like you .....	\$24,816
Education/Outreach.....	\$25,712
Foundations and Grants .....	\$25,193
Referral Service Fees .....	\$12,809

### Top Five Expenses

Payroll.....	\$46,417
Contractors.....	\$42,864
Printing and Copying.....	\$13,183
Rentals.....	\$14,344
Postage.....	\$5,013