



# 2016 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

Pandora Touart

Office Manager/ Referral Service Coordinator

Margaret Metz

## 2016 Officers and Board Members

President  
Vice President  
Secretary  
Treasurer

Cass Turnbull  
Anna Moore  
Annette Freeman  
Jack Bautsch

Suzan Gallup  
Laura Watson  
Christina Masters

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# 2016 - What We Did

2016 was marked by our collaboration with several other groups to care for, protect and defend the Urban Forest. We co-sponsored events and shared work with Washington Association of Landscape Professionals, the UW Botanic Gardens, Seattle Green Spaces Coalition, and TreePAC.

Our regular PlantAmnesty work continued without interruption: education - classes, lectures, symposium, and workshops; membership events and benefits—the cyber library, MOLMs, Adopt-a-Plant, BINGO and Tour. We helped people get whatever they need to do right by their plants - videos, literature, referrals, answers on-line and over the phone.

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

### Display Booth

Our humorous posters of mutilated trees and shrubs catch people's attention at our display booth and get them thinking about pruning. This year we staffed 5 booths at various events, talking to an estimated 1,200 people with pruning questions and needs. One hundred and nineteen volunteers spent 388 hours setting up and staffing booths. The venues included Northwest Flower & Garden Show, Prune-a-Thon at Sky Nursery, the Master Gardener Spring Plant Sale and Tilth's Harvest Fair.

### (Letters of Concern)

PlantAmnesty sent out one letter of concern to the Urban Forestry Commission regarding overly heavy utility line clearance pruning by Seattle City Light.

Our sister organization, TreePAC, additionally wrote letters of concern. One was about the University of Washington's request to be exempted from Seattle's Tree Preservation laws, such as they are. Also a letter was sent to express concern over the expansion of a building in Volunteer Park and one that asked a council member to do a 'build out' study of Seattle. Such a study would tell us how much public and private open space would be left to host trees once the city has been fully developed according to current and proposed land use codes.

## Goal 2- Provide Solutions

### Educational Events

We gave 49 talks, classes, lectures, and lessons on pruning to approximately 1,950 students, including two in Spanish. Talks ranged geographically from Gibson in British Columbia, to Ellensburg in Eastern Washington.

We taught 11 Master Pruner classes at Magnuson Park and 12 at the Center for Urban Horticulture. We provided four hands-on pruning workshops, one of which was taught in Spanish. The Spanish workshop generated so much interest that George Ortiz taught a second workshop for a large, minority-owned landscaping company in October.

We graduated 28 Master Pruners—from the PlantAmnesty classes at Magnuson Park and from the Center for Urban Horticulture series.



2016 Master Pruner graduate, Ira Ford

The May *Urban Forest Symposium* was our 8<sup>th</sup> event co-sponsored by the University of Washington Botanic Gardens. The theme, *The Urban Forest in the Face of Increasing Density*, was well received and topics were well communicated by our expert speakers who came from Canada, the Southeast, and from in-city. The audience of 165 people represented a wide diversity of professions and avocations and came from many places both large and small in Pugetropolis.

## No Place for Old Trees

Over the past decade scientific studies have quantified the utilitarian/environmental/social values of the urban forest. Yet there has been no corresponding uptick in municipal support for Urban Forestry. A yearlong study produced *No Place for Old Trees*, which examines the causes and raises awareness of the problem. Work product included a two-part video on YouTube (PlantAmnesty channel), a series of *No Place for Old Trees* articles, and numerous presentations to decision-makers in Seattle. It was made possible by a grant from the Washington State Department of Natural Resources, Urban and Community Forestry Division and funded by the USDA Forest Service.

## Printed Word

In 2016, PlantAmnesty published 10 original articles, including Parts 2-4 of *No Place for Old Trees*; Nature Corner: *Owls*, *Bumble Bees*, *Crows*, and *Ranching Ants and Callus Bees*; *The Matter of the Ladder*; and *Gardening Coast to Coast*. We gave away 2,500 Pruning Guides, many in Spanish, and sold \$698 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). The number of subscribers and the number of views on PlantAmnesty's YouTube Channel have both more than doubled - up 60% over last year! As of December 1, 2016, we have had an astounding 885,587 views (including 1,644 to our Spanish videos) from 2,253 subscribers! We are closing in on a MILLION visits! The Digi-Wranglers Committee worked diligently to increase our social media presence. Our active and frequently changing Facebook page has 1,379 Facebook likes. Twitter is getting some action as well with 187 followers.

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

PlantAmnesty's Good Gardener and Arborist Referral Service made 2,074 matches in 2016, and we answered many inquiries, mostly about pruning. We noted a steady increase in *sad tree stories* that have accompanied the building boom in Seattle and region.

## Free Pruning

Our goal is that good pruning not be for the rich or able-bodied alone. On a very hot day in May, five tree care companies that are PlantAmnesty referral service members pruned the trees in the South Seattle College Arboretum. Like public trees everywhere, the arboretum trees had suffered from years of budget cuts, accumulating deadwood and crowding nearby specimen plantings. The hardworking, indefatigable crew worked the trees with their skill and trained eyes. College staff and administrators were exceedingly grateful to Grun Tree Stewards, Legendary Tree, Major Tree Services, Seattle Tree Preservation, and Symbiosis Tree.

## 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 2016 the Heritage Tree Committee evaluated 18 trees. Of those, 10 were accepted and 3 were deemed best in neighborhood. Seattle's Department of Transportation (SDOT)'s [GIS map](#) shows Seattle Heritage Trees.

A lovely, big western red cedar Heritage Tree in the Roosevelt area was dedicated in May, and another tree was covered in the Queen Anne Magnolia newspaper.



A Heritage Tree Dedication

## Tree and Land Preservation

PlantAmnesty joined *Seattle Greenspaces Coalition* and *TreePAC* in their efforts to preserve the Urban Forest. As a result numerous articles appeared that used PlantAmnesty for quotes, background material, and topics to explore. Subjects included the illegal topping of over an acre of trees in West Seattle done for a view, the ever-present need for a tree preservation ordinance, the reduced habitat for trees in Seattle caused by the building boom, and the need to preserve surplus, city-owned land for green space. And as a result of *that*, Myers Parcels, which is 22 acres of undeveloped land in Southwest Seattle--made of wooded hillsides, flat grasslands and wetlands--was kept from being sold for development.

Those articles appeared in *The Seattle Times*, *The Seattle Weekly*, *Crosscut*, *The Stranger*, *The West Seattle Blog*, and *Investigates Northwest*.

## Other

### Funding

Most of our funding comes from dues and donations from our devoted members, including the GiveBIG Fund Drive in May, the Arborist Donated Work Day in November, and the Annual Appeal (i.e., The Begging Letter) in December.

We also earned money from our fabulous events: the Sky Nursery Prune-a-thon, Outing to Orting, the Urban Forest Symposium, and last but not least - Bingo! In addition PlantAmnesty held a very successful (Fun)draiser garden cleanup, which brought in welcome funds.

Sponsorships kept us in the black too. Steuber's, who sponsored the Master Pruner series, for example, and the slew of nurseries who donated to Bingo. Many generous tree service companies sponsored the Urban Forest Symposium as did Seattle's Office of Sustainability and the Environment, the Seattle Parks Department, and the West Seattle Garden Tour. A big boost came from an organization that shall not be named. They gave us an operations grant, which is the very best sort of grant to get. We also, again, thank the Washington State Department of Natural Resources Urban and Community Forestry Division & the USDA Forest Service who provided a major grant to PlantAmnesty in 2016.

## 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* where they enjoyed hearing about a wide range of topics, at no charge. In July, members took a bus tour, the Outing to Orting, to see several off-the-beaten-track display gardens and purchase cool plants.

Throughout the year PlantAmnesty volunteers worked tirelessly to organize, staff, teach, set-up, tear-down, feed, and help out at our numerous classes and events. All together volunteers put in over 1,700 hours of work. We are ever so grateful to have their support-- which makes everything we do possible.

Our members, numbering over 900, availed themselves of the adopt-a-plant listings of 221 plants looking for new homes. Those folks who do not live in the immediate area still benefited with access to both our super-secret Cyberlibrary and the 82 video entries on YouTube. They also 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.



2016 Tree-Hugger Bingo

## 2016 Major Donors

Bill Ames	Marica Dawson	Pam Judge	Margaret Schroeter
Denise Anderson	Lisa Dekker	A.C. Kennedy, Inc.	Kristin Schultz
Phoebe Andrew	Deirdre Devlin	Melissa Knapp	Peter Shalit
Deborah Andrews	Linda Eggiman	Constance Knudsen	Cliff Shettler
Jim & Ann Barborinas	Jeanne & Mickey Eisenberg	Jan Kramer	Judy Shigo Smith
Jack Bautsch	Daniel Ely	Andy Major	Ladd Smith
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William & Joanne Bender	Ann Erickson	Mary LaMar	Margaret Staeheli
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Susan Brooke Miller	George Greagory	Susan Nicol	Robert Story
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Cynthia Creasey	John Hushagen	Dorothy Reese	Sharon Yonashiro
Anne Curtis	Janine Huso	Kahlia Root	Carol Zabilsk
Jean Daniels	J.J. Jacobi	Linda Ruiz	

## 2016 Financial Report

Gross Profit.....	\$157,731.50
Total Expense.....	<u>\$142,027.94</u>
Net Income.....	\$ 15,873.77

### Top Five Income Sources

Donations from members like you .....	\$38,005
Dues from members like you.....	\$26,534
Education/Outreach.....	\$16,736
Foundations and Grants.....	\$42,687
Referral Service Fees.....	\$10,886

### Top Five Expenses

Payroll.....	\$44,583
Contractors.....	\$39,681
Printing and Copying.....	\$6,851
Rentals.....	\$6,405
Postage.....	\$5,932