



2017 Annual Report

PlantAmnesty's Mission

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; and
- we maintain a sense of humor and goodwill while being outspoken on the issues.

Staff

Executive Director	Dominic Barerra
General Manager/ Volunteer Coordinator	Heidi Mair
Office Manager/ Referral Service Coordinator	Margaret Metz

2017 Officers and Board Members

President	Cass Turnbull, Jack Bautsch
Vice President	Jack Bautsch
Secretary	Ken Tuomi
Treasurer	Mike Ewanciw

Tracey Bernal, Marianna Clark, Ira Ford,
Christina Masters, George Ortiz, Laura Watson

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2017 - What We Did



Cass Turnbull, Founder and Long-Time President
1951 - 2017

2017, PlantAmnesty's 30th year, will forever be remembered as the year that PlantAmnesty tragically lost its Founder and President, Cass Turnbull. As we were grieving, Board members, staff, and volunteers worked together to keep PlantAmnesty going without our leader's guidance. With everyone's help, we did it!

In a moving celebration on March 25th, we honored Cass's passing. The celebration featured an arborists' salute and tributes from George Ortiz, Anna Moore, Dan Hinkley, Cass' Cowgirl Friends, and the Holly-Dazed Singers.



12-Saw Arborist Salute to Cass at Her Memorial Service

We dedicated two trees in Cass's honor: a young Deodar Cedar at the Kubota Garden and a Giant Sequoia at the Arboretum at South Seattle College.

We have also hired an all-new staff for a new year and a new era: Executive Director, Dominic Barrera; Office Manager, Gloria Zobrist, and Volunteer and Event Coordinator Michelle Rau.

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

Display Booths

Humorous posters of mutilated trees and shrubs catch attention at our display booth and get people thinking about pruning. This year we staffed four booths at various events in Greater Seattle.

Urban Forest Symposium

For the ninth year, we partnered with the UW Botanic Garden to sponsor the Urban Forest Symposium, with the theme *Equity and the Urban Forest*. The Symposium was attended by 140 arborists, land managers, designers, program managers, municipal planners, volunteers, students, and advocates.

Speakers' Bureau

We began to assemble a Speakers Bureau to carry PlantAmnesty's message about good and bad pruning to the garden clubs, student groups, and other audiences that Cass traditionally addressed. We also trained many new teachers to take on some of the Master Pruner Classes formerly taught by Cass.

Videos

We finished editing *The Bridgehaven Video* that documents the conversion of a previously sheared landscape into one with natural-looking, healthy plants. We will also translate it, as well as several short pruning videos, into Spanish.

Goal 2- Provide Solutions

Educational Events

We taught 10 Master Pruner classes at Magnuson Park and 12 in partnership with the UW Botanic Garden, with a total attendance of 850 students. We also taught nine hands-on pruning workshops to 115 students, one in Spanish. Classes and workshops were supported by 965 hours of volunteer time. We graduated 18 new certified Master Pruners!



A Few of the 2017 Magnusson Park Master Pruner Graduates.

Free-Pruning Events

PlantAmnesty provided free pruning for two nonprofit organizations: the Highline-SeaTac Botanical Garden and the Washington Federation of Garden Clubs. To celebrate Arbor Day, our arborists provided thousands of dollars of free pruning in the arboretum at South Seattle College.

Website and Social Media

Our website has over 153,000 hits. PlantAmnesty YouTube videos had 357,000 viewings this year, making the total to date 1,260,587! We have also garnered 999 new YouTube subscribers (for a total of 3,290) and 418 more Facebook likes than a year ago, raising the total to 1,815.

Printed Word

In 2017, PlantAmnesty published 21 original articles. We gave away 5,000 Pruning Guides, many in Spanish, and sold 450 pieces of pruning literature.

Referral Service, Pruning Hotline, Adopt-A-Plant

PlantAmnesty's Good Gardener and Arborist Referral Service made over 1,300 matches in 2017. We also answered 700 inquiries, many about pruning, and placed nearly 200 ads on the Adopt-a-Plant list.

Goal 3- Engender Respect for Plants

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

Cass Turnbull Garden

The Bullitt Family generously donated a portion of their property on Capital Hill for a Cass Turnbull Garden. Eventually, the property will become a Seattle City Park. Hundreds of volunteer hours have gone into clearing the site and planning the garden, which we hope will be a fitting tribute to Cass, a place to gather for fun and for classes, and a garden that demonstrates respect for plants.



Volunteers Working at Site of Cass Turnbull Garden.

The Seattle Heritage Tree Program

In 2017 the Heritage Tree Committee evaluated 18 trees. Of those, 15 were accepted—eight deemed best in city, six best in neighborhood, and one notable. We also hosted a Heritage Tree Dedication for a Giant Sequoia in Madrona.

Other

Funding

Most of our funding comes from dues and donations from our devoted members via GiveBIG, the Arborist Donated Work Day, and the Annual Appeal.

We also earned money from events: the Sky Nursery Prune-a-Thon, the Urban Forest Symposium, the new Tree Walks in iconic neighborhoods around Seattle, and our 30th Anniversary Gala with Ciscoe Morris and Lynda Mapes of the *Seattle Times*. We also held a successful garden cleanup fundraiser.

Sponsorships contributed to our bottom line as well. Stueber's helped sponsor the Master Pruner classes, and several tree service companies joined with Seattle's Office of Sustainability and Environment to sponsor scholarships for the Urban Forest Symposium. Seventy-five nurseries, organizations, and individuals generously donated items for the silent and live auctions at the 30th Anniversary Gala. A big boost came from an operational grant from an anonymous donor.

Membership Benefits, Awards, and Volunteerism

Nearly 800 members received discounts on events and classes, read our interesting quarterly newsletters, took advantage of the 200 plants listed on our Adopt-a-Plant list, and accessed our extensive Cyberlibrary of pruning literature as well as over 80 PlantAmnesty pruning videos on our YouTube channel. Members enjoyed five *Meetings of Like Minds* where they heard speakers on a wide range of topics and attended our extravagant and fun holiday party.

Nearly 300 volunteers contributed an unprecedented 7,000 hours of work throughout the year to organize, staff, teach, set-up, tear-down, feed, and help out at our numerous classes and events. At the holiday party we recognized some of those who gave in Herculean ways:

Award Winning Members

Volunteer of the Year: Susie Clark

PlantActivist: Anna Moore, Andy Whipple

Tree Defender: Dana Harper, Ken Tuomi

Founder's Award: Jack Bautsch, Marianna Clark, John Turnbull

Special Recognition Award: Laura Watson

We were heartened that, in spite of the loss of Cass, we banded together to continue the work "to end the senseless torture and mutilation of trees and shrubs caused by mal-pruning."

2017 Major Donors

C.Kennedy Inc.	First Light Farm	PCC Markets
Allsop, Fe	Fluent Tree Professionals	Pedersen, Deborah & Bruce Cowan
Anderson, Denise	Freeman, Annette	Petty, Kathleen
Anderson, Jan	Fullerton, Gail	Pinyuh, George
aw pottery	Gallup, Suzan	Ravenna Gardens
Ballard Mill Works	Glassquest Studio	Renaissance Tree Care
Barkley Sound Bags	Grain Bin Inn	Reyes, Riz
Bautsch, Jack	Griesel, Judy and Grant Harken	Root, Kahlia
Beckstead, Elisabeth	Grun Tree Care/Patrick Storey	Ross, Emily
Bernal, Tracey	Harper, Phyllis	Sanders, Betty
Bicknell, Mary	Hitchin, Randall	Schroeter, M.
Blair, Barbara	Huso, Janine	Seattle Tree Preservation
Bobbit, Van	In Harmony Services	Shalit, Peter
Bollen, Constance	Ito, Melanie	Shigo & Trees Assoc
Bond, Florence & Oliver	Jacobsen, Arthur Lee	Short, Nancy and Linda Keeney
Bonjour, Barbara	Judge, Pamela	Skydive Chelan
Broadview Garden Club	Judy Nagel Artworks	Sky Nursery
brooke/wanless gardens	Kaleidoscope, Inc.	South Seattle College
Bullitt, Ashley	Kennaugh, George (Chip)	Stengel, Gretchen
Bullitt, Margaret	Kohn, Jacob	Steuber Distributing Co
Camper, Kenneth	Knudsen, Constance	Stirling, Janet
Carnwath, Ellen	Kruckeberg Botanical Garden	Sullivan, Jean
Canopy Climbers	Lagunitas Brewing Company	Swansons Nursery
Champion	Lake Washington Rowing Club	The Bullitt Family
Chateau Ste. Michelle	LaVie Photography	The Tree Stewards LLC
Christianson Nursery Ltd	Left Foot Boogie	T&L Nurseries
City People's	Lepape, Marilyn	Urban Earth Nursery
Clark, Marianna	Linnea, Ann	Van Wyk, Raxan
Cook, Susan	Machala, Mary	Walter, Jeanne
Creasey, Cynthia & John McCoy	Mair, Heidi	Wanerstrand, Ingela
Crockett, Patricia	Matthey, Tessa & Peter Durkee	Watson, Laura
Curtis, Anne	McInnis, Susan	Wells Medina Nursery
Downing, Susan & James	Morgan, Nancy & Robert	West Seattle Nursery
Dunn Gardens	Morris, Ciscoc	Whipple, Andy
Endsley, Janet & Michael	New Renaissance Cakes	White, Nancy
Erickson, Ann & Wayne	Northwest Nurseries	William Wanless
Ewanciw, Mike	Out on a Limb	Zabilski, Carol

2017 Financial Report

Total Income	\$167,669
Total Expense.....	\$134,514
Net Income	\$ 32,255

Top Five Income Sources

Donations from members like you	\$59,272
Foundations and Grants.....	\$34,042
Dues from members like you.....	\$26,824
Education/Outreach	\$20,662
Special Events	\$ 7,751

Top Five Expenses

Wages & Payroll.....	\$48,699
Program Expenses.....	\$23,431
Contract Instructors.....	\$ 7,305
Printing and Copying.....	\$ 7,243
Rentals.....	\$ 6,712