



2018 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

Office Manager

Volunteer & Event Coordinator

Dominic Barrera

Gloria Zobrist

Michelle Rau

2018 Officers and Board Members

President

Secretary

Treasurer

Jack Bautsch

Ken Tuomi

Mike Ewanciw

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

PO Box 15377, Seattle, WA 98115-0377
206-783-9813 • www.plantamnesty.org • info@plantamnesty.org

2018 - What We Did



PlantAmnesty's staff: (L-R) bookkeeper Mary Machala, office manager Gloria Zobrist, executive director Dominic Barrera, volunteer and event coordinator Michelle Rau

A New Era

2018 marked the beginning of a new era for PlantAmnesty under the direction of a new team of staff members. Dominic, Gloria, Michelle, and Mary have a shared goal of continuing Cass Turnbull's legacy by updating and defining organizational practices, modernizing our website and office tools, and expanding PlantAmnesty's services to new communities we had not previously reached. Our work in 2018 was guided by PlantAmnesty's long standing goals:

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

Event Boothing

Humorous posters of mutilated trees and shrubs catch attention at our display booth and get people thinking about pruning. This is also a great way to get the word out about our message and offerings and bring in new members and volunteers. This year we staffed booths at five community events in Greater Seattle; The Northwest Flower and Garden Show, Prune-a-Thon at Sky Nursery, Bellevue Botanical Garden, Highline Botanical Garden, and the West Seattle Garden Tour.

Urban Forest Symposium

For the tenth year, we partnered with the UW Botanic Garden to sponsor the Urban Forest Symposium, with the theme *Collective Action: Building Partnerships for a Healthy Urban Forest*. The Symposium was attended by 145 forestry professionals, nonprofit leaders, land managers, designers, program managers, municipal planners, volunteers, students, and advocates.

Earned Media

Our work this year earned us mentions from local media outlets large and small, including KNKX Radio, The Seattle Times, West Seattle Blog, White Center Now, and The Port Townsend Leader.

Speakers' Bureau

We continued the development of a Speakers Bureau to carry PlantAmnesty's message about good and bad pruning to garden clubs, student groups, and other audiences, an outreach mission that Cass had previously led. We added four spectacular new speakers to this rotation (George Lasch, Bill Wanless, Shawna Van Nimwegen, and Sarah Gregory).

Goal 2- Provide Solutions

Educational Events

We taught eight Master Pruner classes at Magnuson Park, twelve in partnership with the UW Botanic Garden, and three in South Seattle, with a total attendance of 796 students. We also taught eight hands-on pruning workshops to 141 students, one class in Spanish. Classes and workshops were supported by 837 hours of volunteer time. We graduated 24 new certified Master Pruners!



2018 Magnuson 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 to the London Plane trees at the Georgetown Playfield.

Website and Social Media

Our website has over 153,000 hits. PlantAmnesty YouTube videos had 458,267 viewings this year, making the total to date 1,741,289. We have also garnered 1,472 new YouTube subscribers (for a total of 4,839). 192 more Facebook likes in 2018 brings our following on that platform to total to 2,007. We also relaunched our Instagram account, which now has 397 followers.

Referral Service, Pruning Hotline, Adopt-A-Plant

PlantAmnesty's Good Gardener and Arborist Referral Service made 1,269 matches in 2018. We also answered 1,535 inquiries, many about pruning, and placed 146 ads on the Adopt-a-Plant list.

Goal 3- Engender Respect for Plants



Volunteers at work on the site of the Cass Turnbull Garden

Cass Turnbull Garden

504 volunteer hours went into clearing and planning the site of the future Cass Turnbull Garden on the Bullitt Family estate. We also gathered rescued and donated plants for the garden from around the city. We have been working with the Seattle Landmarks Preservation Board and Seattle Parks on permits and approvals for the garden and began a fundraising effort for garden-specific costs.

The Seattle Heritage Tree Program

In 2018 the Heritage Tree Committee evaluated 25 trees. Of those, 14 were accepted (seven deemed best in city, six deemed best in neighborhood) and 9 tree designations are pending. We also hosted a well-attended Heritage Tree Dedication for an English Elm in Ravenna.

Tree Mourning Event

As a part of the Tree Keepers Alliance of advocates, we staged a protest mourning condemned street trees in Wallingford. Attendees gave speeches and eulogies and held signs to garner the attention of rush-hour commuters in an action that ultimately helped save most of the 19 trees originally planned for removal.



Demonstrators at the Tree Mourning Event in Wallingford

Public Policy Advocacy

Throughout 2018, PlantAmnesty was actively engaged in advocacy as the Seattle City Council was crafting a new tree protection ordinance. We held regular meetings with Planning, Land Use, and Zoning Committee members, council staff, and organized and gave public testimony at council and committee hearings and Seattle Urban Forestry Commission meetings. PlantAmnesty joined forces with other advocates and tree-friendly organizations through the Tree Keepers Alliance and the Coalition for a Stronger Tree Ordinance.



Dominic Barrera testifies on the draft tree protection ordinance at a Seattle City Council hearing

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 Tree Walks through iconic neighborhoods in and around Seattle, Tree Hugger Bingo, Plant Geek Trivia, and more.

Sponsorships contributed to our bottom line as well. Seattle's Office of Sustainability and Environment, King County Parks, The Nature Conservancy, and the West Seattle Garden Tour sponsored the 2018 Urban Forest Symposium, helping cover our costs to put on the event and provide scholarships for attendees.

Membership Benefits, Awards, and Volunteerism

Nearly 800 members received discounts on events and classes, read our interesting quarterly newsletters, took advantage of the 146 plants listed on our Adopt-a-Plant list, and accessed our extensive Cyberlibrary of pruning literature as well as 106 PlantAmnesty pruning videos on our YouTube channel (15 new videos added in 2018). 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 3,400 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: Gail Fullerton

Founder's Award: Cynthia Creasey, Bill Wanless

Friend of the Tree Award: John Hushagen

Founder of the Cass Turnbull Garden: Jack Bautsch

Friend of the Cass Turnbull Garden: Rich Appleton

2018 Financial Report

Overview

Total Income	\$165,626
Total Expense.....	\$148,266
Net Income.....	\$ 14,838

Top Five Income Sources

Donations from members like you.....	\$45,609
Foundations and Grants	\$39,180
Dues from members like you.....	\$23,833
Education/Outreach.....	\$22,583
Special Events	\$ 8,077

Top Five Expenses

Wages & Payroll	\$74,474
Program Expenses	\$14,552
Classroom & Equipment Rental	\$11,829
Program Supplies.....	\$11,764
Printing/Copying	\$6,292

2018 Major Donors

AC Kennedy, Inc.
Anderson, Denise
Anderson, Janice
Andrew, Phoebe
Anonymous
Appleton, Richard & Marcia
Arndt, Larry
Asmervig, Barbara
AW Pottery
Bautsch, Jack
Bernal, Tracey
Bollen, Constance
Bond, Oliver & Florence
Bonjour, Barbara
Borda, Rosalie
Borte, Thomas
Branch, Ghaska
Broadview Garden Club
Bullitt, Margaret
Carnwath, Ellen
Chan, Becky
City People's
Clark, Marianna
Cohen, Tina
Cook, Susan
Cottage Lake Gardens
Creasey, Cynthia
Curtis, Anne
Dahlen, Debra
Davis, Cynthia
Davis, Jim
Dennis, Scott & Katherine
Detore, Katherine
Devlin, Deirdre
Diehl, Jacob T.
Downing, James
Endsley, Janet & Michael
Erickson, Ann
Ewanciw, Mike
Falconer, Birte

Fancy Fronds
Far Reaches Farm
Fickeisen, Margaret P
Fleur de Lis Garden Ornaments
Fullerton, Gail
Gehrmann, Conrad & Jody
Gregory, George
Griesel, Judy
Happy Little Trees, LLC.
Harper, Phyllis
Heller, Lindsey
Hemenway, Elise
Hepp, Helen
Herkert, Mark
Hessner, William
Highline Botanical Garden
Huso, Janine
Ito, Melanie
Jacobi, J. J.
Kent Hill East Nursery
Kirkwood, John & Heather
Knudsen, Constance
Kraus, Dan
Lepape, Marilyn
Linnea, Ann
McLean, Allison
McLeod, Scott
Mischo, Iare
Morse, Patricia
Mustelier, Christine
National Association of Letter
Carriers, Seattle Branch 79
Nicol, Susan
Nordstrom
NW Nurseries
Petula Plants
Pinyuh, Susanna
Poe, Connie & Bobby
Price, Michael
Proctor, Ellen Belle

Reese, Dorothy
Rhododendron Species Botanical
Garden
Ringer, Ruth D
Robinwood Nursery
Root, Kahlia
Rosenberg, Susan
Schneider, John & Jean
Schroeter, Margaret
Seattle Foundation
Seattle Garden Club
Short, Nancy
Siebe, Carolyn
Sky Nursery
Smith, Judy
South Seattle College
Stewart, Rebecca
Storey, Patrick
Storey, Robert E.
Sullivan, Kathleen
Swanson's Nursery
T&L Nursery
Tate, Rochelle
Terrell, Mr. & Mrs. James
The Laura Emerson Chandler Fund
Thompson, Brad
Thompson, Jennifer
Trojanoski, Pamela
Urban Earth
UW Medicine
Walter, Jeanne
Washington Park Arboretum UW
Botanic Gardens
Watson, Austin & Mary
Wells-Medina Nursery
West Seattle Nursery
Williams, Kendra
Wittenbrock, Paul & Kathryn
Wood, Karen
Zehren, John