



2020 Annual Report

PlantAmnesty's Mission

Providing Education, Resources and Advocacy to Prevent Mal-Pruning and Preserve Urban Greenspace

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 George Lasch
Office Manager Penny Webb, Marybeth Hillard (Nov. 30)
Programs Manager Doreen Gillespie

2020 Officers and Board Members

President Jack Bautsch
Secretary Ken Tuomi
Treasurer Mike Ewanciw

Jessica Dixon-Horton, Kathy Holzer, Connie Hutchison, Nancy Short

Incoming Board Members for 2021

Shannon Grina, Robin Parsons, Devon Watkins, Gonzalo Yepes

2020-What We Did

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 a booth at The Northwest Flower and Garden Festival.

Goal 2- Provide Solutions

Educational Events

We taught one Certified Pruner class at Magnuson Park before moving online. Attendance for the in-person class was 72. We also had one in-person Meeting of Like Minds with about 70 people. Total attendance for online classes and webinars for 2020: 299 students. We held 3 Meetings of Like Minds online with a total attendance of 153. Classes and webinars were supported by 332 hours of volunteer time. We graduated 13 new Certified Pruners!

Website and Social Media

In May 2020, we launched a powerful new website. It is helping track donation and membership data and providing valuable services to our members as well as accessible outreach to the larger community.

PlantAmnesty YouTube videos had 611k viewings this year, for a watch time of 33k hours. We have also garnered 819 new YouTube subscribers (for a total of 3019). We have over 3,000 unique Facebook followers for 2020 with our page reaching up to 9,000 views last year. Our Instagram account now has 1,061 followers and our Twitter account has 303 followers.

Referral Service

PlantAmnesty's Good Gardener and Arborist Referral Service made 1,160 matches in 2020.

Goal 3- Engender Respect for Plants

Cass Turnbull Garden

Thanks to the efforts of our tireless volunteers, progress continues on the garden that PlantAmnesty is creating in honor of our founder, Cass Turnbull. Volunteers put in a whopping 2909 hours in the garden this year.

Having suspended monthly work parties in March and April because of COVID, we resumed them in May with virus-protection protocols in place. They continued monthly

through the end of the year, with particularly intense activity in August and December.

In August Giovanni Anichini operated heavy equipment to carve out the garden overlook, the Cass Court, a contemplative space in the garden's NW corner, and the upper and middle sections of the ADA path.

In December, work parties increased from monthly to weekly, with work focusing on the lowest section of the ADA path and on stone walls to support the garden overlook and the upper sections of the ADA path. These periods of intense work were needed in order to prepare these areas for the work that the UW Landscape Architecture students, under the leadership of international-recognized professor Daniel Winterbottom, will do between January and March 2021.



Mary & Andrew Tuttle work in in the garden on Sunday, Dec 6 2020

The Seattle Heritage Tree Program

In 2020 the Heritage Tree Committee evaluated 17 trees. Of those, 7 were accepted (four deemed best in city, three deemed best in neighborhood). Seven trees are pending.

Public Policy Advocacy

2020 started on a hopeful note with two new city Council members - Dan Strauss and Alex Pederson - promising to advance work on the updated tree ordinance. Two well attended Land Use and Neighborhood Council meetings with a focus on the tree ordinance were held by early February 2020. Unfortunately, work on the tree ordinance stalled as the Pandemic took hold and then again as the city scrambled to respond to the movement for social justice.

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.

Membership Benefits, Awards, and Volunteerism

Over 818 members received discounts on events and classes, read our interesting quarterly newsletters, took advantage of the plants listed on our Adopt-a-Plant list, and accessed our extensive Cyberlibrary of pruning literature as well as PlantAmnesty pruning videos on our YouTube channel.

PlantAmnesty was supported by 115 volunteers in 2020 who put in a total of 4,412 hours in 2020. At the virtual holiday party, we recognized some of those who gave in Herculean ways:

Award Winning Members

Friend of Cass Garden Award: Mary Wallon & Giovanni Anichini

Volunteer of the Year: Shondell Kelley

Friend of PlantAmnesty Award: Cynthia Creasey

2020 Financial Report Overview

Total Income	\$177,172
Total Expense (est.)	\$153,900
Net Income	\$ 23,272

Top Income Sources

Donations from members like you	\$26,189
Foundations	\$31,709
Grants (SBA/PPP (Loan--forgiveness pending)	\$15,488
Corporate Giving (Tribes)	\$16,000
Dues from members like you	\$21,865
Education/Outreach	\$24,137
Referral Service	\$10,888

Top Five Expenses

Wages & Payroll	\$82,381
Program Expenses incl. rentals, supplies	\$17,882
Contract Services	\$27,680
Printing/Copying/Postage	\$ 5,629
Insurance	\$ 1,683

Top donors

Estate of Barbara Bonjour:	\$24,486
Cynthia Creasy & John McCoy:	\$5,060
Geoffrey McGrath (Don Arborist Wk Day)	\$4,000
Margaret Bullitt:	\$1,000

2020 Donors

Michaelene Adams	Kelly Fischbach	J Monette MacPherson	Sally Stroud
Patricia Allen	Janice & Alan Flesher	Tevis Mahoney	Kathleen Sullivan
Amber Allison	Annette Freeman	Lisa Marahrens	Jean Sullivan
Richard Appleton	Gail Fullerton	Lynn Marek	V.P. Sybert
Barbara Asmervig	Odalys & Isabelle Garcia	Nancy Marsh	Linda Tarte
Christa Barke	Sharon Gerhard	John Martyn	Constance Teece
Jack Bautsch	Tracie Giles	Levecke Mas	Cynthia Tencick
Linda Becker	Doreen Gillespie	Samuel McDonald	Jinny Tesik
Mary Bennett	Marjorie Gillespy	Geoffrey McGrath	Toby Thaler
Chris & Erienne Berg	Maura Glynn-Thami	Sheila McKinnon	Penny Thayer
Tracey Bernal	Julia Gold	Sue McStravic	Dennis & Shari Thompkins
John Berti	George Gregory	Erin Moore	Sharon Tighe
Bonita Biery	Marilyn Gregory	Aleta C Mueller	Pandora Touart
Emily Bishton	Julie Hale	Linda Mui	Robert Turner
Cristine Blair	Heidi Hansen	Irene Murakami	Gudrun Utz
June BlueSpruce	JoAnn Hanson	Christine Mustelier	Shawna Van Nimwegen
Marie Bolster	Lee Harrison-Smith	Linda R Newman	Paula VanHaagen
Sandra Bowman	Sue Hartman	Penelope Nichols	Holly Shull Vogel
Ghaska Branch	Alan Haywood	Susan Nicol	Carolyn Wallace
Karen Brantman	Valerie Heer	Nordstrom Employee Giving	Mary Wallon
Rose Brittenham	Lora M Hein	Leonard O'Connor	Jeanne Walter
Broadview Garden Club	Lindsey Heller	Barbara O'Steen	Walts Organic
Brooke Wanless Gardens	Elise Hemenway	James Orcutt	Bill Wanless
Donald Brooks	Jody Hendrickson	Janet Orlando	Laura Watson
Barbara Buchan	Helen E Hepp	Laura Pappas	Rebecca Watson
Margaret Bulitt	Im Hoisington	Susan Parker	Charles Watson
Jacque & Jeff Burgard	Jean-Tina Hokanson	Penguin Gardens	Nicola Whaley
Barbara Burrill	Harvey Holt	Kathleen Petty	Andy Whipple
Colleen Calkins	Kathy Holzer	Christina Pfeiffer	Warren Wilkins
Andrea Campbell	Mark Home	Cil Pierce	Scott Williams
Ellen Carnwath	Julianne Hungar	Connie Poe	Kendra Williams
Becky Chan	Susan Hunt	Rodney Pond	Ruth Alice Williams
Mae Chin	Janine Huso	Ellen Proctor	Sharon Wilson
Peter Churgel	Constance Hutchison	Sashi Raghupathy	Valerie Winslow
Marianna Clark	Constance & John Hutchison	Jeff Rahlmann	Amy Wolfe
Tina Cohen	Jo Iaciofano	Michelle Ramsden	Roslyn Woodle
Susan Cook	Linda Ishii	Erin Ramsden	Carol Zabilski
Peggy Cooper	Rick Israel	Sheryl Ramstad	John Zehren
Catherine Crain	Melanie Ito	Michelle Rau	Kurt Zirkelbach
Darcy Crane	JJ Jacobi	Dorothy Reese	
Cynthia Creasey & John McCoy	Elizabeth Jarvis	Reingard Rieger	
Toni Cross	Kaleidoscope Inc	Susan & Allen Rosenberg	
John Frederick Curtis	Ian Keck	Dan Rosenfeld	
Anne Curtis	Roger Kelem	Emily Ross	
Peggy Curtis	Sheryl Kelly	Leslie Savina	
Susan Daggett	George (Chip) Kennaugh	Tia Scarce	
Jennifer Daves	Sallie Kessey	Margaret Schroeter	
Laurel Davis	David Kimmett	Joan Scott	
James Davis	Dana Knickerbocker	William Scroggs	
Danita Day	Dan (Champion Tree) Kraus	Seattle Arboricultural Assoc	
Keith Dekker	Sandra Lacey-Baker	Nancy Short	
Sheila Delacruz	Wendy Lagozzino	Kathleen Sisson	
Richard Ellison	Gabriel Lavalle	Judy Smith	
Richard Lee Ellison	Deborah Lee	Susanna Smith	
Janet Endsley	Marilyn Lepape	Patty Snyder	
Ann Erickson	Rachel Levine	Janet Sorby	
Dennis Essa	Janet Lewinsohn	Alison Stamey	
Deci Evans	Izzie Lewis	Rebecca Stewart	
Mike Ewanciw	Anne Loustau	Eileen Stonebraker	
Erin Fairley	Carol Lumb	Patrick (Grun Tree) Storey	
Ferrell & Sanders	Dakota Lupton	Richard Story	
	Mary Machala	Zachary Stratton	