



2022 Annual Report

Photo: Aina Ferris,
St. Charles Area (MO) Chapter

“Healing the Earth,
one landscape at a time.”

Mission

Wild Ones: Native Plants, Natural Landscapes promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities.

Values

Our culture is built on...

- Respect
- Personalized Support
- Volunteer Appreciation
- All Members Being Valued
- Staying Fresh & Malleable

Vision for the Future

- Become the most widely recognized voice for native plants and the sustainable landscaping movement.
- Raise public awareness regarding the benefits that native plants offer.
- Convince the public that including native plants in home and public landscapes is aesthetically pleasing and healthier for our environment.
- See the use of native plants extend into an increasing number of areas where plants touch the soil.
- Join forces with others to preserve native plants and biodiversity from loss due to development and other forces, including displacement by non-native invasive plants.

From Our Leaders

Dear Wild Ones Members,

Our organization is filled with highly passionate people—like you—who are making a significant positive impact in local communities throughout our country. We are proud to celebrate our accomplishments advancing the native plant movement in 2022 through this report. We hope you are inspired by the impact we have made together as we we move forward with wild momentum into 2023, continuing to weave native plants and people into robust relationship for the benefit of all.



Jennifer Ainsworth

Jen Ainsworth
Executive Director



Loris Damerow

Loris Damerow
Board President

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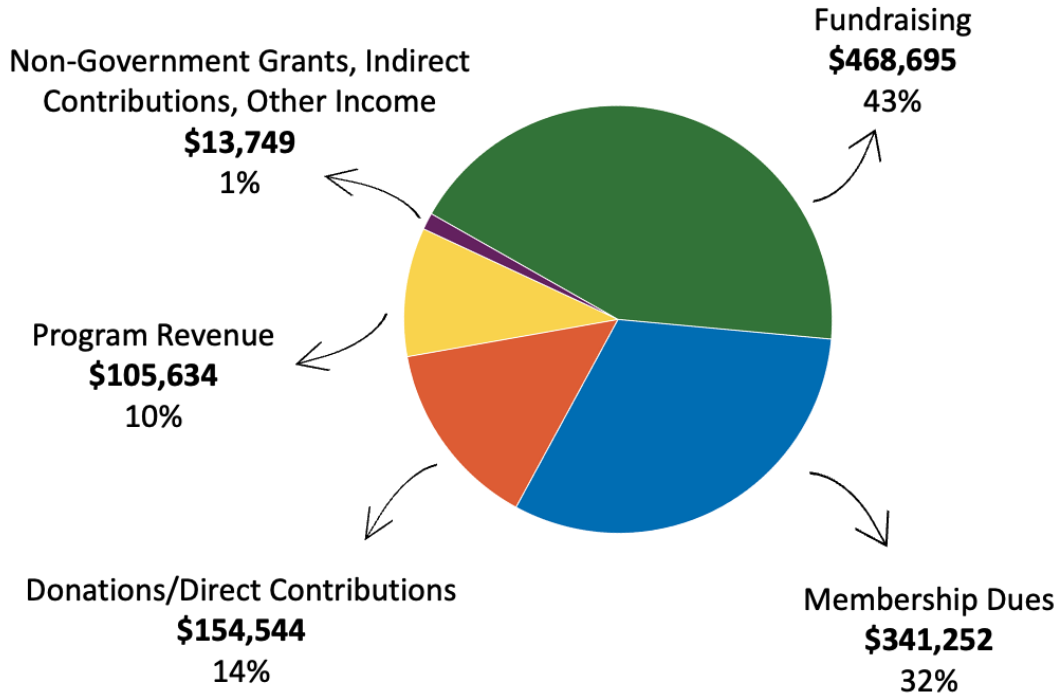
Wild Ones Natural Landscapers, Ltd.
2285 Butte des Morts Beach Road, Neenah, WI 54956
920-730-3986 | info@wildones.org | wildones.org





2022 Wild Ones Financial Report

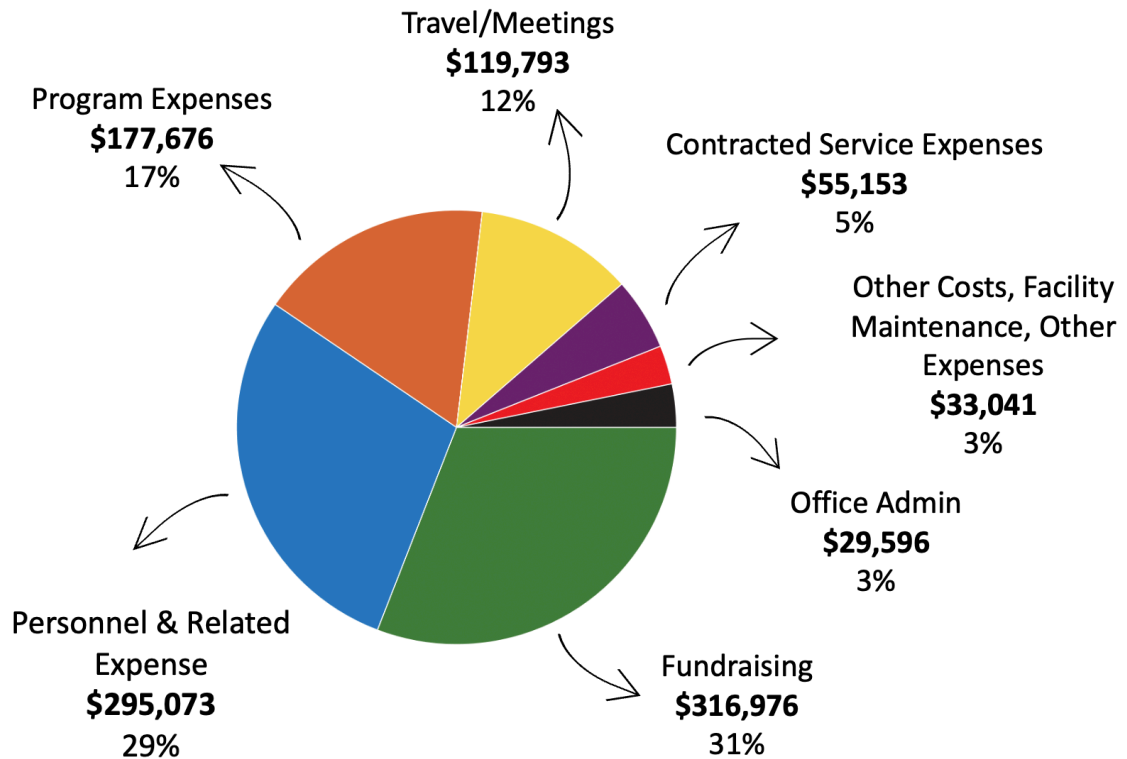
TOTAL REVENUE - \$1,089,280



Net Revenue
\$54,250

Net Assets
\$1,817,353

TOTAL EXPENSES - \$1,035,030



Expenses related to programming and Wild Ones meetings were our biggest expense accounting for 39% of all expenses, followed by payroll and contracted service expenses at 34%, fundraising at 31%, and the remaining amount for office/admin, facilities and misc. costs at 6%.



Photo: Loris Damerow
Ann Arbor (MI) Chapter

Grassroots Community

Wild Ones is a grassroots organization with a national reach offering localized knowledge through the work of our chapters. We are a movement of people who are passionate about our mission and inspire others to support landscaping with native plants.

This past year, **nearly 600 members volunteered in leadership roles** to coordinate over 1,800 volunteers who assisted with outreach, programming, fundraising, and community projects **across Wild Ones 107 chapters.**

These efforts have grown our community of members to nearly 8,000 individuals, businesses and affiliates across the U.S. and even a few in Canada!

Community Growth

Last year, Wild Ones **welcomed more than 3,200 new members** and our **base increased by 1,685 members (26.8%).**

~40% of members are new to Wild Ones.

States with the most growth include Wisconsin, Illinois, Michigan, Pennsylvania and Tennessee.

Chapters with the most growth are Front Range (CO), St. Louis (MO) and Western Pennsylvania Area (PA).

Twenty chapters attracted more than 50 new members, and three chapters invited over a hundred new members into their communities.

While we have worked throughout the year to connect our Partners-At-Large with new chapters that have taken root, our PAL's are growing in number, which bodes well for planting seedling chapters in new regions in the future.



Photo: Becki Wells,
Quad Cities (IL) Chapter



National Reach, Local Impact

Wild Ones promotes our organization, educates and raises awareness through outreach and collaboration with others to connect with every community in the U.S.

Wild Ones structure, with a national office and local chapters provides consistent infrastructure to operate and maintain the organization.

In this model, both chapters and the national office are responsible for outreach, programs, advocacy and partnerships.

Wild Ones national efforts help cast a wide net to invite new members, chapters and partnerships, and chapters deliver regionally relevant resources and peer support to their members and local communities.

Working together amplifies our voices and strengthens Wild Ones recognition as the nation's primary advocate and resource in the native plant movement.

Outreach & Networking

Chapter members volunteered over **4,800 hours in 2022** coordinating and staffing tables at farmers' markets, Earth Day and Arbor Day events, monarch and pollinator festivals, county and state fairs, music, art and craft festivals, green and sustainable living fairs, garden tours, home and garden shows, public libraries and Master Gardener, Master Naturalist and Audubon events.

In 2022, **Wild Ones collaborated with 160 mission-aligned pollinator-focused organizations** to strengthen the native plant movement, and several chapters forged new relationships with organizations outside of the environmental sphere, expanding our reach and impact and connecting Wild Ones mission to cultural and humanitarian concerns.

By forging such relationships, chapters are strengthening the relevance of our mission and Wild Ones contribution to local communities.



Public Garden Projects & Community Support

Native garden projects embody Wild Ones mission to promote and plant native plants and cultivate environmentally sound landscape stewardship.

In 2022, Wild Ones provided financial support, muscle, expertise and **over 6,000 native plants to 180 public native plant gardens** and restoration projects. Volunteers removed over **77,000 square feet of turf** and transformed **more than 300,000 square feet to native plant habitat gardens**.

In addition to their abundant support to public projects, **chapters donated or granted over \$45,000 to community and mission-aligned organizations**.



Photo: Becki Wells, Quad Cities (IL) Chapter

Publicity

There were **75 instances of media/press coverage** in 2022. The number of **chapters featured went up 47% and the number of stories went up 168% over 2021**. Media segments relayed member experiences, highlighted Wild Ones mission and promoted projects, programs, events and awards.

Native Plant & Seed Sales & Shares



Photo: Ruth Oldenburg, River City-Grand Rapids Area (MI) Chapter

Availability and access to a diverse selection of native plants continues to improve. Wild Ones offers many opportunities for communities to acquire native plants.

Over **116,000 native plants found homes through 105 sales and share opportunities**, and over **\$130,000 dollars was raised** to put towards chapter mission delivery efforts.

Many chapters propagated native plants, and prioritized growing milkweed, the larval host plant of the threatened monarch butterfly. **Chapters reported collecting over 32 pounds of milkweed seeds and growing over 3,200 milkweed plugs**.

Advocacy

In 2022, **15 chapters reported lobbying and advocacy activities at HOA, city and state levels**. 9 chapters successfully influenced public policies/codes/ordinances/HOA rules in alignment with Wild Ones mission.

Wild Ones supported the senate resolution to designate April as National Native Plant Month in 2022 and is a Cooperator of the Plant Conservation Alliance.



Educational Programs



Photo: Nation's Capital Region (MD) Chapter

In 2022, **volunteers dedicated over 14,000 hours to organize 925 programs** and activities to engage members and the public.

Over **34,000 attendees participated in these events**; chapters estimated over 17,000 attendees were Wild Ones members and over 16,000 were potential members.

Experts presented on topics like soil biology and soil mapping, rain gardens and stormwater management, invasive species, native fauna, seed saving and sowing, native garden design and stewardship, and species-specific talks.

Wild Ones hosts guided walks through natural areas and tours of public and private gardens to discover how native plants grow in both natural and cultivated conditions.

Wild Ones **awarded \$9,800 dollars in funding to 24 youth-serving organizations across 19 states.**

Wild Ones **published Volume 35 of the Wild Ones Journal, containing 52 educational articles** covering portraits of member gardens to Seeds for Education stories, to the Wild Ones' Native Gardens Designs program and the growth in numbers of seedling chapters, and so much more.

Wild Ones Native Garden Designs program **developed 11 additional native garden designs** in Arizona, Louisiana, Michigan, New Jersey, New Mexico, Oregon, Pennsylvania, South Carolina, Washington state and Washington, DC, and published and distributed 15,000 of each "Creating Your Own Native Garden Design" and "Climate Resilient Landscaping" booklets to chapters for tabling and outreach events.

Wild Ones **hosted 6 webinars** featuring public gardens across the nation, native plant genetic diversity, how to handle "weed ordinance" violations, and how native plants can help remove toxins from soil, air and water.

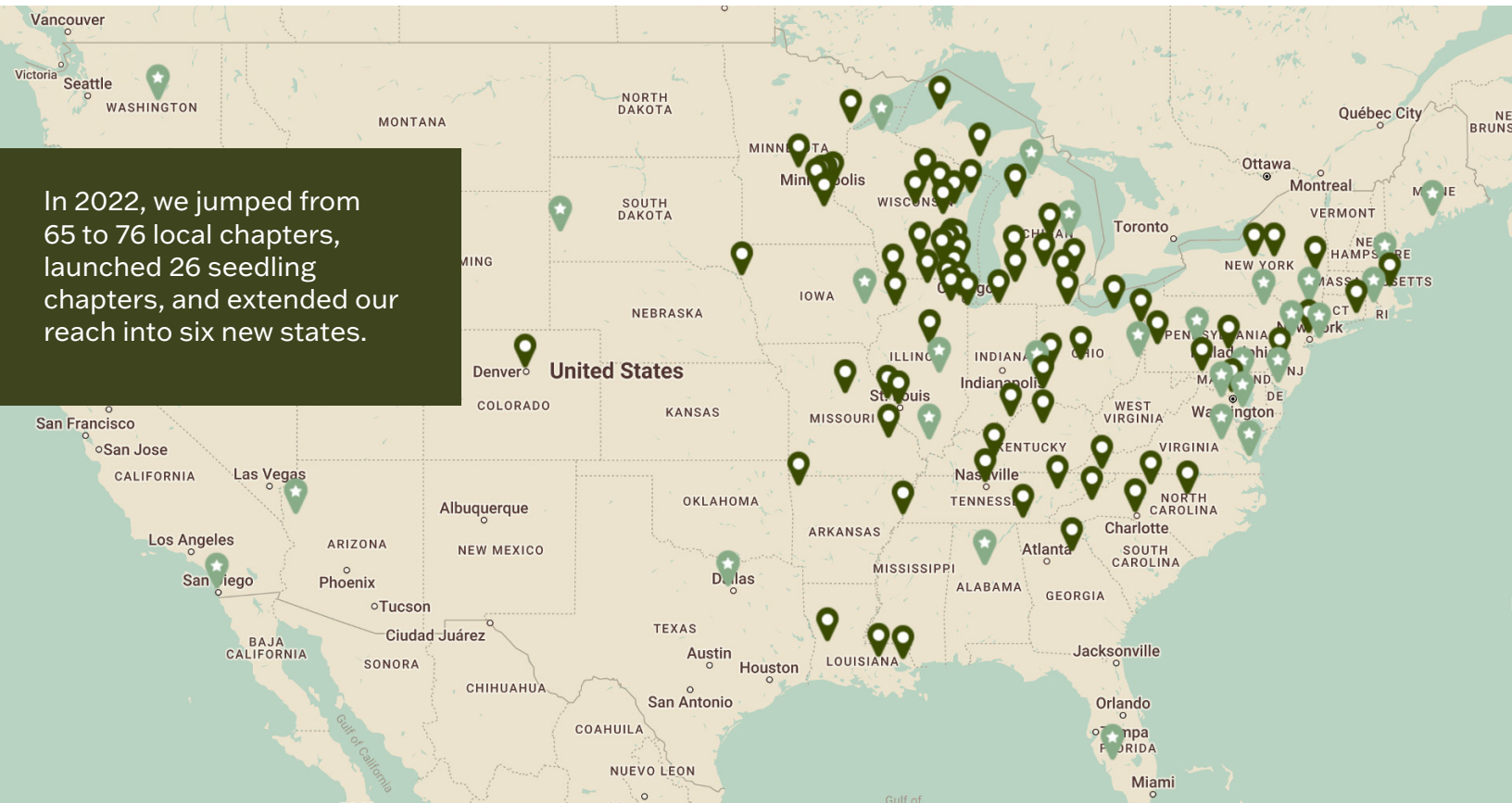


Photo: Renee Benage
St. Louis (MO) Chapter

Chapter Growth



In 2022, we jumped from 65 to 76 local chapters, launched 26 seedling chapters, and extended our reach into six new states.



Wild Ones Chapters that Supported the 2022 Annual Appeal

Columbus (OH)
 Gibson Woods (IN)
 Illinois Prairie (IL)
 Kettle Moraine (WI)
 Keweenaw (MI)
 Lexington (KY)
 Loess Hills (IA)
 Prairie Edge (MN)
 Red Cedar (MI)
 River City-Grand Rapids Area (MI)
 Rock River Valley (IL)
 SE MN Prairie Partners (MN)
 Tennessee Valley (TN)
 Twin Cities (MN)
 West Cook (IL)
 Western Pennsylvania (PA)
 Youngstown Area (OH)

New Seedlings

**Denotes seedlings that also chartered in 2022.*

+Denotes new state.

*Carolina Triangle (NC)
 Cedar Rapids-Iowa City Area (IA)
 *Central North Carolina (NC)
 *Charlotte Piedmont (NC)
 Chequamegon Bay (WI)
 +Columbia Basin (WA)
 +DFW (TX)
 Essex County MA Lowlands (MA)
 Greater Baltimore (MD)
 *Greater Baton Rouge (LA)
 +Greater Richmond Virginia (VA)
 Green Thumb (MI)
 Long Island (NY)
 *+New Jersey Gateway (NJ)
 +New Jersey Skylands (NJ)
 Northeastern Pennsylvania (PA)
 +Northwest Arizona (AZ)

+NoVA (VA)
 Pennsylvania Ridge & Valley (PA)
 Pontchartrain Basin (LA)
 *South Central Pennsylvania (PA)
 +Southeastern Chesapeake (VA)
 Southern Illinois (IL)
 +Southern New Jersey (NJ)
 +Southwest Florida (FL)
 +Virginia Southern Peninsula (VA)

Chapters that Chartered

Appalachian Highlands (TN)
 Carolina Triangle (NC)
 Central North Carolina (NC)
 Charlotte Piedmont (NC)
 Georgia Piedmont (GA)
 Greater Baton Rouge (LA)
 New Jersey Gateway (NJ)
 Quad Cities (IA)
 South Central Pennsylvania (PA)
 Western Gulf Plain (LA)
 Youngstown Area (OH)

2022 Individual Donors - \$100+



Wild Ones depends on the generous support of our members and friends like you to further our mission.

Karl Ackermann	Penny Fulton	Susan Neesemann
Alex Allen	Carol Gagliardi	Sandra & James Niks
Sharon Andrews	Linda Gary	Ann Nore
Linda Marie Andrews	Louise Giddings	Suzanne Oberhauser
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Marney Bruce & John Middleton	Joy Jacobs	Ted Ross
Kathryn Bultman	Lin Jennewine & Todd Huffman	Pat Ryan
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Lucy Chargot	Carol Kopolow	Judith Specht
Ann Cicarella	Gordon Korthals	Nancy Steinke
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Molly Clark	Michael & Linda Kriel	Thomas Stram
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Venkat & Rama Davarapalli	Sandy Lentz	Harriet Wahoske
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Stephen Ford	Mary Miller	Joan Ziskind
Jared Foster	Roger Miller & Mary Zweber	Zia Zybko
Ken Foster	Lisa Nelson	

Thank you to the hundreds of additional donors who supported Wild Ones in 2022!

Lifetime Members



*Denotes member working toward Lifetime status.

Nan & Neil Adams	Elizabeth Hiser	Griebenow
Charlotte Adelman & Bernard Schwartz	Kevin Holdmann & Lenae Weichel	James Poznak & Susan Messer
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*Ben Bartelt	Elaine Hutchcroft	Jane Reuber
Premisri Barton	*Jess Isenberg	Martha Rice
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Larry Bell	Lin Jennewine & Todd Huffman	Nancy Roggers
Carol Biesemeyer	Sara Kampf	Laurie Rosenthal
Sharon Bloomgarden	Sybilla Kase	Ted Ross
Meribeth Bolt	Cornelia Kase	*Diane Scher
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*Peggy Dankert	Kent & Kathy Lawrence	Brook Soltvedt
Venkat & Rama Davarapalli	*Lisa Lemza	*Mary Spires
Pamela Deerwood & John Arthur	Janaan Lewis	Larry Stacey
Carol Delheimer	Dick & Tink Linhart	Barb Stanek
*Sasha Deveaux	Kay MacNeil	Lisabeth Stanley
Rodman Doll	Barb & Mike Madden	Don Story
Rose & David Drain	Richard & Diane Madlon-Kay	*Ruth Stump
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*Amara Edin	Tracy & Doug Marconnet	Glenn Teschendorf & Mary Anne Derheimer
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Brittani Furlong	Mary Meinhardt	Karin Trenkenschu
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Janet Gebler	Kathleen Michels	Steven Ulrich
Denise & Fritz Gehring	Jessica Miller	Peter & Colleen Vachuska
c & Betty Georgeau	Jack & Pamela Muirhead	Roger & Lynn Van Vreede
Paul Gessler	Janet Nardolillo	Julia Vanatta
Kate Gill	Gretchen Neering	Bruce VanEnkevort
Lynn Gilles	Linda Nishioka	Namrata Varty
Katherine Gould-Martin	Mariette & Dave Nowak	Kayla Velo
*Ernie Green	Sandra Nussbaum	Kim & John Vollmer
Richard Griffiths	Mike & Sylvia O'Brien	Dr Karen Wedde
*Derek & Amanda Hackbarth	Bonnie O'Leske	Jean & Tom Weedman
Steven Hall & Keiko Kojima	Betty Jo Page	Sally Wencel
Janice Hand & Rick Sanders	Lydia Pan	Dave & Joan Wendling
Peggy & Greg Hanson	Eugenia Parker	Stephen Windsor
William Hastings	Frances Peebles	*Barb Wolter
Katrina Hayes	Elaine Pesavento	Susan Wright
Tamara Hayter	Andrew Pfisterer	Don & Benia Zouras
Laura Hedien	Mandy & Ken Ploch	
Patsy Hirsch	Alicia Ploetz-Griebenow & Brian	

Thank you for your lasting commitment to Wild Ones and the native plant movement!

Wild Ones Chapters

*Denotes Seedling

Ann Arbor (MI)
Appalachian Highlands (TN)
Arrowhead (MN)
Big River Big Woods (MN)
*Black Hills (SD)
Blue Ridge (WV)
Capital Region NY (NY)
Carolina Triangle (NC)
*Cedar Rapids-Iowa City Area (IA)
*Central Alabama (AL)
*Central Illinois (IL)
Central North Carolina (NC)
Central Upper Peninsula (MI)
Central Wisconsin (WI)
Charlotte Piedmont (NC)
*Chequamegon Bay (WI)
*Chesapeake Bay Western Shore (MD)
*Columbia Basin (WA)
Columbus (OH)
Dayton Area (OH)
*DFW (TX)
Door Peninsula (WI)
*Essex County MA Lowlands (MA)
Fox Valley Area (WI)
Front Range (CO)
Georgia Piedmont (GA)
Gibson Woods (IN)
Grand Traverse (MI)
*Greater Baltimore (MD)
Greater Baton Rouge (LA)

Greater Cincinnati (OH)
Greater Cleveland (OH)
Greater DuPage (IL)
Greater Kane County (IL)
*Greater Richmond Virginia (VA)
Green Bay (WI)
*Green Thumb (MI)
Habitat Gardening in Central NY (NY)
Illinois Prairie (IL)
Jo Daviess County (IL)
Kalamazoo Area (MI)
Kettle Moraine (WI)
Keweenaw (MI)
Lake-To-Prairie (IL)
Lexington (KY)
Loess Hills (IA)
*Long Island (NY)
Louisville (KY)
Madison (WI)
Menomonee River Area (WI)
*Miami Valley (OH)
*Mid-Hudson Valley (NY)
Mid-Missouri (MO)
Mid-Mitten (MI)
Mid-South (TN)
*Midcoast Maine (ME)
Middle Tennessee (TN)
Milwaukee-North (WI)
Milwaukee-Southwest-Wehr (WI)
Mohawk Valley (NY)

Mountain Laurel (CT)
Nation's Capital Region (MD)
New Jersey Gateway (NJ)
*New Jersey Skylands (NJ)
North Oakland (MI)
*Northeastern Pennsylvania (PA)
*Northwest Arizona (AZ)
*Northwest Lower Michigan (MI)
Northwoods Gateway (WI)
*NoVA (VA)
Oak Openings Region (OH)
Ozark (AR)
*Pennsylvania Ridge & Valley (PA)
Pontchartrain Basin (LA)
Prairie Edge (MN)
Quad Cities (IA)
Red Cedar (MI)
*Rhode Island (RI)
River City-Grand Rapids Area (MI)
Rock River Valley (IL)
Root River Area (WI)
*San Diego (CA)
SE MN Prairie Partners (MN)
Smoky Mountains (TN)
SoKY (KY)
South Bend (IN)
South Central Pennsylvania (PA)
South Shore MA (MA)
Southeast Missouri (MO)
Southeastern Pennsylvania (PA)
*Southern Illinois (IL)
*Southern New Jersey (NJ)
*Southwest Florida (FL)
St. Charles Area (MO)
St. Cloud (MN)
St. Croix Oak Savanna (MN)
St. Louis (MO)
Tennessee Valley (TN)
Twin Cities (MN)
*Upper Ohio Valley (WV)
*Virginia Southern Peninsula (VA)
West Cook (IL)
Western Gulf Plain (LA)
Western North Carolina (NC)
Western Pennsylvania Area (PA)
Wolf River (WI)
Youngstown Area (OH)



Wild Ones Proudly Supports

