

ANNUAL REPORT 2024



Wild Ones Natural Landscapers, Ltd.

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FOCUS AND VALUES



Respect is at the heart of Wild Ones. We have respect for each other, for nature and for the earth.



We're an **inclusive community**. Diverse voices and backgrounds make us stronger. That's why we welcome everyone to join us.



We provide **evidence-based information**, because the seeds of change spread most efficiently when grounded in data. We monitor and share the latest evidence-informed strategies.



We're **action and growth oriented**. Just dig in! We learn, grow, and share our knowledge.

VISION

Native plants & natural landscapes thriving in every community

MISSION

Wild Ones promotes native landscapes through education, advocacy, and collaborative action.



EDUCATION

We improve the environment through local chapters and hands-on education.

In 2024, Wild Ones advanced its educational mission, enhancing understanding and engagement with native plants and ecosystems through various programs and platforms. These numbers reflect more than growth - they reflect a movement that's opening its doors to more people and expanding its reach with intention and care.

Program Highlights

- Dedicated **over 24,800 volunteer hours** to organize educational activities, achieving an **107% increase in event attendance** from the previous year.
- Accessibility was a clear priority with **74% of events open to the public**, **31% designed with families in mind**, and a **fourfold increase in events offered in multiple languages**.
- Chapters organized **over 1,900 programs and activities** - ranging from workshops and garden tours to plant rescues and public lectures.

National Education Programs

- The Lorrie Otto Seeds for Education Grant program awarded **\$10,000 in funding to 23 youth-serving projects across 15 states**.
- The 37th volume of the *Wild Ones Journal* - with **39 original educational articles** - offered in-depth insights and practical resources on native plants and natural landscaping.
- Expanded digital outreach through the Wild Ones YouTube channel and blog - featuring webinars and "Meet the Designer" videos garnered **over 65,000 views**.



ADVOCACY

A healthy planet starts with native plants.

In 2024, Wild Ones chapters championed environmental advocacy at the HOA, city, and state levels. Their collective efforts shaped local legislation, improved HOA practices, and heightened public awareness of native landscaping. Advocacy matters now more than ever as communities confront biodiversity loss, climate change, and invasive species amid growing political division around environmental issues. **Wild Ones offers a different path forward: non-partisan, community-driven action.** Our members unite around native plants, transforming shared values into tangible local change. Knowing that effective advocacy begins at the grassroots, we are proud to share the following community-led successes.

Legislative Achievements

- **Twenty-seven chapters** reported engaging in lobbying and advocacy efforts at the HOA, city, and state levels.
- **Fifteen chapters** successfully shaped public policy, influenced local codes, and preserved natural spaces in their communities.

Community Engagement

- The **Arrowhead Chapter** partnered with Shoreview Natives to demonstrate how native plant installations enhance both aesthetics and ecological health.
- The **Dayton Area Chapter** teamed up with Native Ohio Plants Nursery and Deeply Rooted Landscapes to promote prairie restoration, tree planting, and sustainable garden design.
- The **Gibson Woods Chapter** collaborated with Possibility Place Nursery to underscore the importance of plant diversity in the marketplace.



📷 Patricia Dwyer

COLLABORATION

Connecting people and native plants for a healthy planet.

Education and advocacy are two halves of the same leaf, powering grassroots change and helping Wild Ones cultivate a future where native plants and natural landscapes flourish in every community. Yet no leaf grows alone: **collaboration is the stem that supports our chapters**, unites partners, and elevates our collective work. In 2024, this commitment to partnership and cooperative action dramatically expanded the reach and impact of our mission.

Strategic Partnerships

- Chapters collaborated with local nurseries, landscapers, and native plant advocates—contributing **over \$25,000 to advance initiatives** that align with our mission.
- Actively engaged with **over 1,000 mission-aligned organizations**.

Community Projects

- **356 new connections** with conservation, cultural and humanitarian organizations.
- Garden and restoration projects resulted in over **777,000 square feet of native plantings** and over **197,000 square feet of turf removed**.

Outreach and Engagement

- Collaborative efforts yielded a diverse slate of public garden projects, as chapters invested **more than 6,462 volunteer hours** and led **431 public outreach events** at farmers markets, festivals, fairs, home-and-garden shows, tours, and public libraries.



 Meredith Elinich

MILESTONES

Chapter Recognition

Ann Arbor Chapter was honored with the 2024 Excellence in Water Quality Award by the Washtenaw County Water Resources Commissioner's Office.

Dayton Area Chapter was recognized by the Wright Memorial Public Library for their help with the installation of a native garden.

Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants

Special Event Highlight

On March 19, 2024, Wild Ones co-hosted a special program featuring ecologist and bestselling author **Robin Wall Kimmerer**. The event, *Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants*, garnered **over 400 in-person attendees** and **over 2,700 individuals joined via live stream**. This event was made possible through the collaboration of **Wild Ones**, the **UW Oshkosh Sustainability Institute**, the **Inter-Tribal Student Council**, the **Indigenous Studies Program**, and the **Wild Ones Fox Valley Area Chapter**.

Anniversaries

5 YEARS

Keweenaw, MI
Northwoods Gateway, WI
St. Charles Area, MO
Nation's Capital Region, MD

10 YEARS

Prairie Edge, MN

15 YEARS

Greater Kane County, IL

20 YEARS

Habitat Gardening in
Central New York, NY
Wolf River, WI

25 YEARS

Kalamazoo Area, MI

30 YEARS

Rock River Valley, IL
Fox Valley Area, WI
Columbus, OH

45 YEARS

Milwaukee-North, WI



GRASSROOTS

A knowledgeable, hands-on, and supportive community.

Wild Ones is a grassroots organization offering hands-on education through the work of our local chapters. We are a movement of people who are passionate about our mission and inspire others to improve the environment with native plants.

Grassroots Community

- Over **790 members served in leadership roles**, coordinating the efforts of **2,400 volunteers** across **129 chapters**.
- Chapters increased outreach activities with **85% participating in public events** and **connecting with nearly 300,000 people**.

Wild Ones Growth

- Welcomed more than **4,950 new members** — including **over 400** who **joined through emerging seedling chapters**.
- Membership **grew by 25%** to over 12,043 individuals, businesses, and affiliates in 2024 - we are now **over 12,000 members strong!**

Youth Engagement Initiatives

- Chapters collaborated with over **35 youth organizations** to educate and involve young people in native plant initiatives.

States with the most growth include Wisconsin, Michigan, Illinois, New York, and Ohio

Chapters with the most growth are Front Range (CO), Western Pennsylvania Area (PA), Greater Cleveland (OH), St. Louis (MO), and West Cook (IL)



IMPACT

Native plants & natural landscapes thriving in every community.

Native habitat projects embody Wild Ones mission. In 2024, chapters supported **over 320 public native plant gardens and habitat projects.**

Habitat Transformation

- **Nearly 777,000 square feet turned into native plant habitats and 197,000 square feet of turf removed.**
- Chapters propagated **over 7,500 milkweed (*Asclepias* spp.) plugs** and collected **over 23 lbs. of milkweed seeds** to support monarch populations.

Native Plants in the Ground

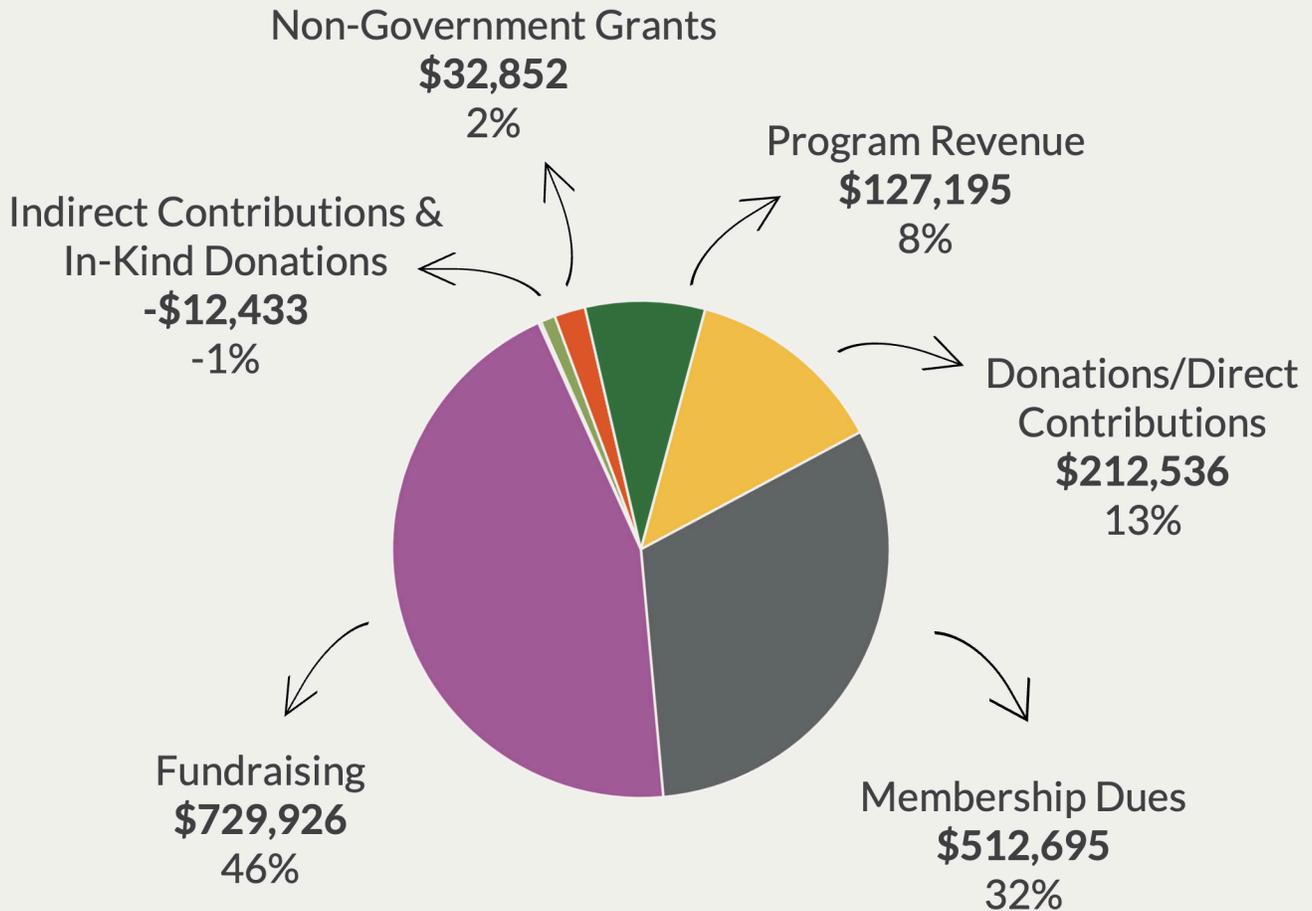
- **Almost 12,000 native plants were donated** by chapters to public projects.
- Chapters **distributed more than 167,000 native plants** through native seed and plant sales, shares, and exchanges, significantly contributing to the supply of plants for projects across Wild Ones' reach.

Wild Ones' support for seed libraries is growing! The Southern Kentucky Chapter supplied native plant seeds to three seed libraries in Warren County, while the Chesapeake Bay Maryland Chapter supported seed libraries across St. Mary's County and helped launch a seed library at the College of Southern Maryland's La Plata Campus.



FINANCIAL REPORT

REVENUE \$1,602,771

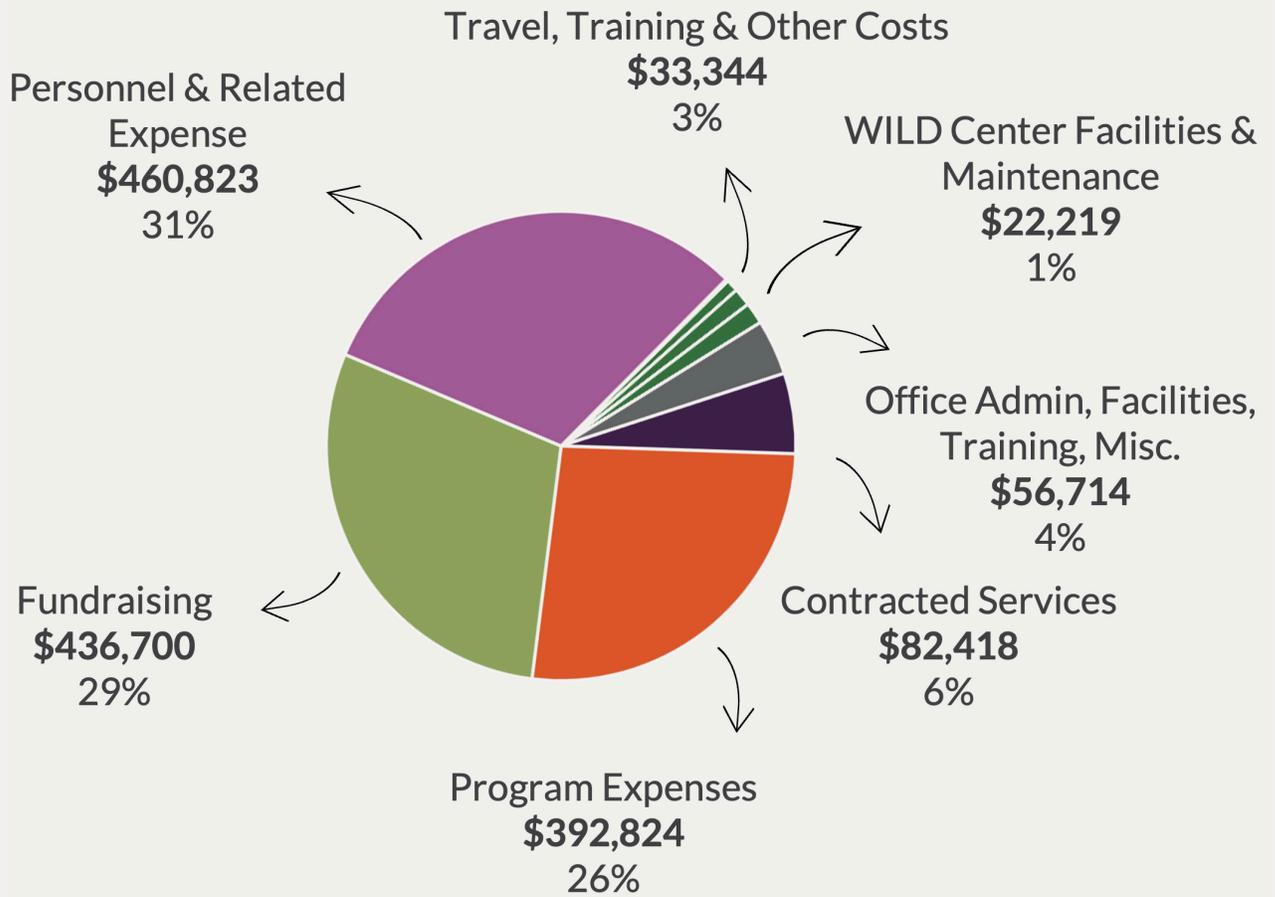


Ray Silva



FINANCIAL REPORT

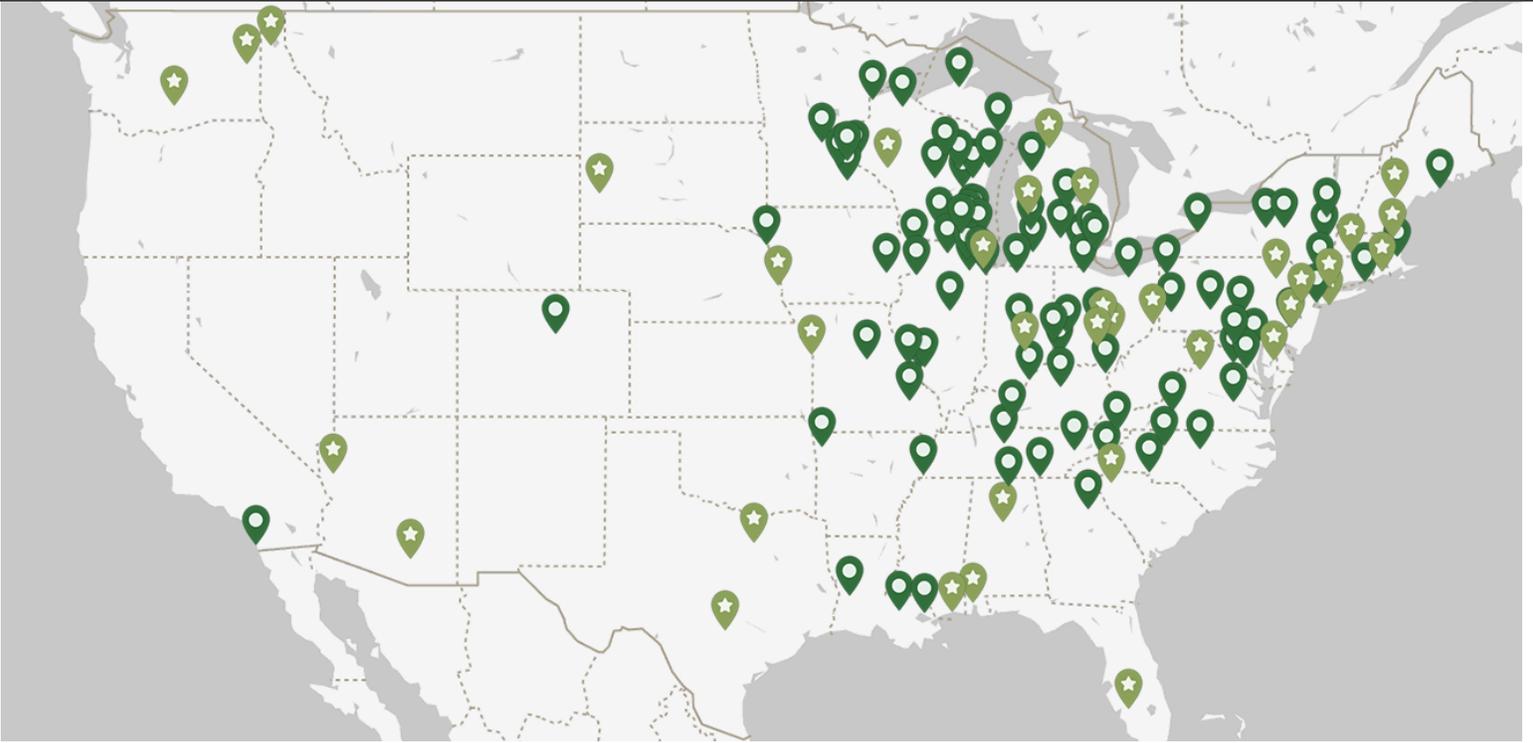
EXPENSES \$1,485,041



📷 Celia Bourgetel



CHAPTERS



2024 BY THE NUMBERS

95 Chapters

16 Seedlings launched

3 States added

797 Chapter Leaders

CHAPTERS THAT CHARTERED

Greater Indianapolis, IN

North Alabama, AL

Mid-Hudson Valley, NY

Wayne County Michigan, MI

Southwest Illinois, IL

NoVA, VA

Miami Valley, OH

Kyova Tri-State, KY

Western New York, NY

Roanoke Region, VA (NEW)

Greater Frederick Maryland, MD (NEW)

Southern Adirondacks, NY (NEW)



SPECIAL THANKS

Annual Appeal

We are grateful for the Wild Ones members and chapters who championed the 2024 Annual Appeal. Contributions from more than 1,500 individuals enabled us to meet our \$75,000 goal. A special thank you to these 22 chapters:

Central Wisconsin
Fox Valley Area
Front Range
Gibson Woods
Habitat Gardening
Illinois Prairie
Keweenaw

Lexington
Loess Hills
Menomonee River Area
Milwaukee North
Mountain Laurel
Nations Capital Region
Ozark
Prairie Edge

Red Cedar
Rock River Valley
South Bend
Southern Kentucky
West Cook
Western Pennsylvania
Youngstown Area

Wild Ones Journal Sponsors

We extend our deepest gratitude to *Wild Ones Journal* sponsors whose support enables the continued delivery of vital information to our community. Their contributions ensure that our members and supporters receive high-quality, evidence-based resources that empowers them to create healthier, more resilient natural landscapes.

Wild Ones Nonprofit Allies in Action

Wild Ones proudly collaborates with nonprofit organizations that share our vision of native plants and natural landscapes thriving in every community. These alliances amplify our ability to educate and inspire, encouraging communities to adopt sustainable native landscaping practices. Together, we are cultivating a network committed to preserving biodiversity, supporting conservation, and championing environmental stewardship.



LIFETIME MEMBERS

Nan & Neil Adams, Charlotte Adelman & Bernard Schwartz, Janet & John Allen,
Carol Andrews, Patricia Armstrong, Patricia Anderson, Ben Bartelt, Premisri Barton,
Lisa Beckwith, Larry Bell, Carol Biesemeyer, Sharon Bloomgarden, Meribeth Bolt,
Susan & Darrell Borger, Marie Bosch, Ellen Bosman, Carolyn Braun, Michael Brondino, Kathy Carter,
Marilyn Case, Pat Clancy, Ann Chin, Frances Collins, Ruth Ann Cloonan, Catherine Coates,
Ann Curry & Judy Neipp, Kathy Daniel & David Braun, Peggy Dankert, Venkat & Rama Davarapalli,
Pamela Deerwood & John Arthur, Carol Delheimer, Rose & David Drain, Patricia Duke, Amara Edin,
Christina Finken, Susan Forbes, Stephen Ford, Brittani Furlong, Jaima Galfi, Janet Gebler,
Denise & Fritz Gehring, Randal Graham, Phillip & Betty Georgeau, Paul Gessler, Kate Gill, Lynn Gilles,
Kate Gillogly, Katherine Gould-Martin, Ernie Green, Richard Griffiths, Derek & Amanda Hackbarth,
Lena Hall & Erin Thurman, Steven Hall & Keiko Kojima, Janice Hand & Rick Sanders, Barbara Hanley,
Peggy & Greg Hanson, William Hastings, Katrina Hayes, Tamara Hayter,
Laura Hedien, Jim Hewitt, Patsy Hirsch, Elizabeth Hiser, Kevin Holdmann & Lenae Weichel,
Pam Holy & Ingrid Verhulst, Phil Houser & Marcia Rossi, Elaine Hutchcroft, Jess Isenberg, Joy Jacobs,
Lin Jennewine & Todd Huffman, Alexandra Elise Juriga, Sara Kampf, Sybilla Kase, Cornelia Kase,
Diane Keeney & Coleman Harwell II, Sue & Bob Kinde, Margaret Knight & Amy Kinosian,
Tracey & David Koenig, Kathleen Kojis, Terri Koontz, John & Kaye Kreutzfeldt, Duane Kurapka,
Adele Kush, William & Nellie Lannin, Kent & Kathy Lawrence, Lisa Lemza, Janaan Lewis,
Dick & Tink Linhart, Susan Loewy, Kim Lowman Vollmer & John Vollmer, Celia Larsen, Kay MacNeil,
Barb & Mike Madden, Richard & Diane Madlon-Kay, Christy Malmsten, Tracy & Doug Marconnet,
Evan Martin, Karen Matz & John Skowronski, Anne McDonald, Catherine & Todd McKenzie,
Mary Meinhardt, Eileen & Seamus Metress, Kathleen Michels, Jessica Miller, Beth Mitchell,
David Mitchell, Jack & Pamela Muirhead, Janet Nardolillo, Gretchen Neering, Linda Nishioka,
Mariette & Dave Nowak, Sandra Nussbaum, Mike & Sylvia O'Brien, Bonnie O'Leske, Betty Jo Page,
Lydia Pan, Kei & Susan Pang, Eugenia Parker, Frances Peebles, Elaine Pesavento, Andrew Pfisterer,
Mandy & Ken Ploch, Alicia Ploetz-Griebenow & Brian Griebenow, Carrie Post,
James Poznak & Susan Messer, Jennie Rabinowitz, Bret & Jina Rappaport,
Randy Reddemann & Bill Davidson, Anna Reilly, Karen Retzer, Jane Reuber, Annette Robertson,
Nancy Roggers, Laurie Rosenthal, Ted Ross, Diane Scher, Lisa Scribner & Dean Doering,
Michelle Serreyn, Bettegail Shively, Freda Sharp, Robin Siegel, Neil Sikora, Janet Silverman, Jane Slade,
Guy Smith, Sherrie & Bill Snyder, Janis Solomon, Brook Soltvedt, Nicole Sova, Mary Spires, Larry Stacey,
Barb Stanek, Lisabeth Stanley, Catherine Starck, Beth Terrell, Don Story, Ruth Stump, Jyoti Srikishan,
Fran Tatum, Laura Taft, Glenn Teschendorf & Mary Anne Derheimer, Mary & John Thiesing,
Laurel Toussaint, Tori Trauscht, Karin Trenkenschu, Margaret Tuten, Steven Ulrich,
Peter & Colleen Vachuska, Thomas Valli, Roger & Lynn Van Vreede, Julia Vanatta,
Cheryl Vargas, Bruce VanEnkevort, Namrata Varty, Kayla Velo, Sarah Vradenburg, Robin Wall Kimmerer,
Jenny Wanasek, Wedde, Jean & Tom Weedman, Diana Wege, Sally Wencel, Dave & Joan Wendling,
Rich & Liz Whitney, John, White, Stephen Windsor, Barb Wolter, Susan Wright, Don & Benia Zouras



LEADERSHIP

From humble beginnings in 1977, our organization has grown nationwide, inspired by leaders like Lorrie Otto and Doug Tallamy. With 95 chapters across 36 states and 16 new seedling chapters, we're fostering habitats for pollinators and promoting biodiversity. As we move into a new year, Wild Ones achieved a milestone, welcoming over 12,000 members dedicated to preserving our planet through native plant advocacy. Together, we sow seeds of environmental stewardship, nurturing a greener tomorrow, one native plant at a time.



BOARD OF DIRECTORS

Loris Damerow, President of the National Board of Directors
2020-27 | Ann Arbor Area (MI)

Tracey Koenig - Vice President
2025-27 | Fox Valley Area (WI)

Jeremy Rappaport - Secretary
2024-26 | Milwaukee-North (WI)

Hunter Sagely - Treasurer
2025-27 | Ozark (MO)

Holly Latteman
2021-27 | Columbus (OH)

Carolyn Miller
2023-26 | Red Cedar (MI)

Ken Foster
2022-26 | Mid-Hudson Valley (NY)

Meg Delaney
2023-27 | Ann Arbor Area (MI)

David Palmer
2024-27 | Greater Indianapolis (IN)

Peter Dargatz
2025-27 | Menomonee River Area (WI)

Hilary Robertson Collado
2025-27 | Nation's Capital Region (DC)

OUTGOING DIRECTORS

Eric Fuselier | Ozark (AR)
Dave Neu | Lake-to-Prairie (IL)

Rita Ulrich | Twin Cities (MN)
Pam Todd | West Cook (IL)

Carl Bahneman | Menomonee River Area (WI)

HONORARY DIRECTORS

Neil Diboll | Lifetime | Central Wisconsin (WI)

Doug Tallamy | Lifetime | Partner-at-Large

Larry Weaner | 2022-2025 | Partner-at-Large



NATIONAL STAFF

Wild Ones' dedicated staff has demonstrated unwavering commitment to our mission throughout 2024. From maintaining organizational infrastructure to delivering chapter and member services, marketing, outreach, and educational programs, our staff ensures the smooth operation of the organization. As we celebrate the year's accomplishments, we are inspired to carry this momentum into 2025 and continue expanding environmental stewardship nationwide.



Jen Ainsworth, Executive Director
(WI) - 2020

Rachel Jaschob | Executive Assistant | (WI) - 2020

David Kryzaniak | IT Manager | (WI) - 2022

Lisa Olsen | Chapter Liaison | (CO) - 2021

Josh Nelson | Development Director | (IL) - 2023

Sara Rassing | Education & Program Coordinator | (IL) - 2023

Deanna Sharp | Admin & Marketing Assistant | (WI) - 2023

Debbie Nowak | Chapter Liaison | (WI) - 2024

Melissa De Hoyos | Marketing & Communications Manager | (TX) - 2025



 Jill Trochlell Ziehr



SUMMARY

In 2024, Wild Ones advanced its mission through robust education, advocacy, and community engagement. Supported by more than 24,800 volunteer hours, attendance at our educational events surged by 107%. Collaborative efforts forged over 350 new partnerships, supplied nearly 12,000 donated native plants for habitat-restoration projects, and distributed more than 167,000 additional plants and seeds through sales and sharing events. Membership surpassed 12,000, reflecting a growing commitment to environmental stewardship. These efforts demonstrate who we are: a welcoming, hands-on, mission-driven community where education and collaborations powers change.

Guided by dedicated chapters and volunteers, Wild Ones made significant strides toward our vision of native plants and natural landscapes thriving in every community. Every action, every voice, and every choice in support of Wild Ones strengthens our mission. Wild Ones is more than an organization; it is a movement toward healthier landscapes, stronger communities, and a future where beauty and nature coexist just outside our doors.

What Next?

Wild Ones looks forward to 2025, focusing on growth and expanding initiatives in education, advocacy, and collaboration to further our mission.

- Growth in partnerships and sponsorships
- Increase in fundraising and membership
- Expansion of habitat impact
- Raise distribution of native plant material
- New promotional & educational content
- Enhanced advocacy efforts
- Growth in organizational financial stability
- Strengthen member and chapter engagement



Keith Donaldson

