

ANNUAL REPORT 2024

Message from the Treasurer

The year 2024 was a strong year for Native Plant Trust finances amidst ongoing improvements in our infrastructure and staffing. The organization's net assets grew by \$1.06 million to \$19.8 million, of which endowment investments constituted \$10.4 million. The organization's operating expenses increased by \$676,000, supported by an operational revenue increase of \$1.12 million over 2023, resulting in a virtually balanced budget.

Native Plant Trust also made important investments in Garden in the Woods in 2024. Visitors to the Garden were able to shop in an expanded retail plant area, access a new public Wi-Fi system, and hike the new and improved Hop Brook bridge and boardwalks. We made an important addition to our leadership team as well, adding expertise in finance, operations, and human resources with a new director of Finance and Operations.

Looking forward, Native Plant Trust is set to continue to pursue an ambitious vision of its role in plant conservation and the promotion of healthy, biologically diverse landscapes. To this end, a number of initiatives are in store to heighten the profile of the organization in several dimensions. Guided by a new strategic plan that will be released in 2026, and by the donor support that has sustained this organization for 125 years, we will continue to invest in new expert staff, programmatic and operational improvements that enhance our impact, and capital infrastructure that supports our programs and growth in our visibility and reach.

The mission has never been more relevant to the times, and we are looking to members, donors, and supporters to make these ambitious plans a reality. I would like to thank our excellent and hard-working staff, our dedicated board members and you, our generous supporters, for making 2024 a resounding success.

Sincerely,
SUSAN SCHADLER
Treasurer

Fiscal Year 2024 Operating Results

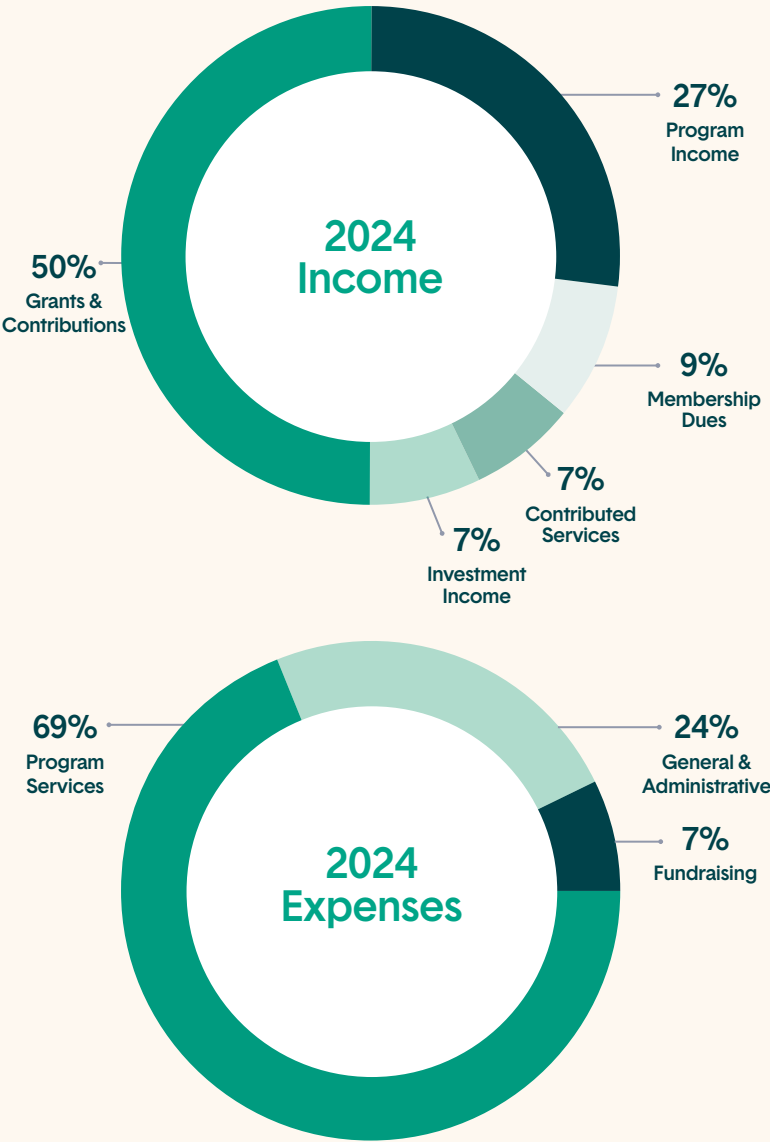
INCOME	
Grants and Contributions	\$2,563,696
Program Income	\$1,386,478
Membership Dues	\$482,003
Contributed Services	\$371,118
Investment Income	\$329,319
TOTAL INCOME	\$5,132,614

EXPENSES / PROGRAM SERVICES	
Horticulture	\$1,142,098
Conservation & Sanctuaries	\$772,416
Retail Shops	\$654,968
Member Services	\$506,775
Education	\$476,668
Total Program Services	\$3,552,925

EXPENSES / SUPPORT SERVICES	
General & Administrative	\$1,250,222
Fundraising	\$329,894
Total Support Services	\$1,580,116

TOTAL OPERATING EXPENSES	\$5,133,041*
OPERATING SURPLUS (DEFICIT)	(\$427)

* Includes \$268,118 in depreciation



A complete copy of the audited financial statements is available on our website or upon request by emailing development@NativePlantTrust.org.



Sanctuary volunteers convene at Annie Sturgis native plant sanctuary in Vassalboro, Maine for trail maintenance and invasive species management with Ecological Programs Coordinator Erik Sechler. © Native Plant Trust

VOLUNTEER CONTRIBUTIONS

In all of our work, Native Plant Trust could not accomplish what we do each year without the assistance of volunteers. These numbers tell that story.

220 VOLUNTEERS | 9,169 HOURS

GARDEN IN THE WOODS
13 volunteers
339 hours

NASAMI FARM NURSERY
19 volunteers
517 hours

GARDEN SHOPS
30 volunteers
250 hours

PUBLIC PROGRAMS
19 volunteers
517 hours

PHILANTHROPY
1 volunteer
27 hours

SANCTUARIES
11 volunteers
160 total hours

PLANT CONSERVATION
127 volunteers
7,520 hours

Herbarium staff and volunteers prepared thousands of specimens for digitization.



Collecting seeds at Nasami Farm. © Native Plant Trust

CONSERVATION

Native Plant Trust leads our region's conservation community in protecting and restoring rare plants and keeping common plants common. We bank the seeds of rare plants, restore populations of at-risk species, and monitor rare plant populations in every county in New England.

SEED BANK ADDITIONS
38 rare species

SEED COLLECTIONS
41 collections
41 unique locations within the six New England states

376 RARE PLANT SURVEYS COMPLETED



HORTICULTURE

Garden in the Woods displays native plants in a naturalistic design intended to inspire visitors and instill appreciation for the varied plants of our region. At Nasami Farm nursery, we grow plants for the Garden, for our Garden Shops, and for restoration in the wild, many from sustainably harvested wild seed.

NASAMI FARM
278 total seed collections
204 from wild or ecotypic sources (73%)
74 from Garden in the Woods sources (26%)
50,685 genetically unique, common native plants grown from seed
8,808 plants grown for Native Plant Trust direct sales

RESTORATION ACCELERATOR™
Seed produced from increase plots in 2024:
8 lbs. of seed from 5 common species

GARDEN IN THE WOODS
84 SPECIES ADDED TO PLANT COLLECTIONS

2,703 plants grown at Nasami Farm
Plants on display
141 plant families
1,033 species



The Shop at Garden in the Woods © Ngoc Minh Ngo

OUTREACH

Our website-based tools—Go Botany and Garden Plant Finder—augment a broad slate of in-person and online courses. Visitors to Garden in the Woods and our Garden Shops learn about plants from interpretive signs and staff members.

19,494 GARDEN IN THE WOODS VISITORS (17% INCREASE OVER 2023)



Bee balm (Monarda)

GARDEN IN THE WOODS
110 tours
GARDEN SHOPS
GARDEN IN THE WOODS & NASAMI FARM
106,265 native plants sold (3% increase over 2023)

PUBLIC PROGRAMS
141 classes and events (50 online courses)
2,564 registrants
1,041 members enrolled

WEBSITE
WWW.NATIVEPLANTTRUST.ORG
179K visitors (84% increase over 2023)
GO BOTANY
1.3M unique visitors (76% increase over 2023)



Director of Horticulture Uli Lorimer shares garden tips with visitors at Garden in the Woods. Native Plant Trust programs and events draw people to locations throughout New England. © Melissa Blackall