



**Help Save the Bees
Foundation
Impact Report
2025**

February 5, 2025

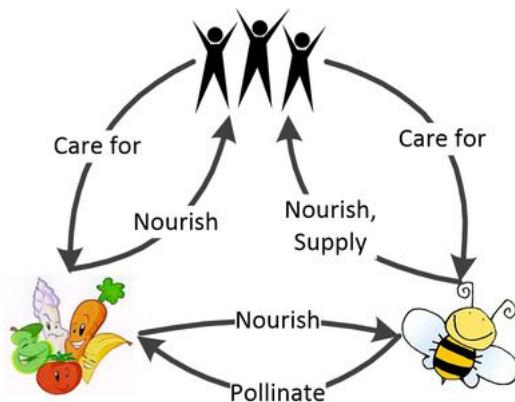
Our Mission

Help Save the Bees Foundation helps, inspires, and educates others about the fascinating nature of bees and pollinators, their vital importance to our planet and the human race, the challenges they face, and how we can help protect them.

We provide education, support for habitat conservation, and direct funding for individuals, organizations, and institutions who provide real world solutions to help protect bees and pollinators.

Our Vision

We envision a world where People, Bees and Produce live in a balanced and mutually harmonious relationship:



- Bees pollinate flowers and produce; and receive nourishment from nectar and pollen.
- People plant, cultivate and harvest produce, flowers and animal fodder; and the plants provide nourishment for humans.
- People care for bees and pollinators, using fewer pesticides and providing habitat and a healthy environment; and bees provide honey, beeswax and other hive products for human consumption.

Thanks to Our Donors

In 2025, our donors helped turn pollinator conservation into something people could see, experience, and share. With your support, Valley Wood gained 300+ native and pollinator-friendly plants and six new trail signs that quietly teach thousands of park visitors how small landscape choices can create big habitat change.

Our donors also made it possible for us to show up in the community—at events, tours, and schools—where families and students learn that helping pollinators isn't complicated; it's practical, local, and joyful. **Thank you** for fueling the kind of progress that keeps growing long after the day is done—because habitat persists, knowledge spreads, and inspired kids become the next generation of caretakers.

Help Save the Bees Foundation Board of Directors

President: Joseph Schmitt

Vice President: Tracy Girdwood

Secretary: Ray Hopper

Treasurer: Melinda Torvinen

Director: Laurie Weirton

Director: Barbara Fenne

Director: Kitty Gillette

Pillar 1 — Policy & Advocacy

Purpose: We support policies and public decisions that protect pollinators—then translate those “big picture” choices into practical actions people can take.

2025 Highlights

- **Civic engagement:** Participated in the (Nevada State) **AB 85 hearing** (2/26/25) to bring invertebrates under the purview of the NV Dept. of Wildlife. Also supported the following bills by mail campaigns: **AB 80** for soil health, **AB 405** addressing food insecurity in NV, and **SB 104** for school gardens.
- **Public education that shifts behavior:** Installed **six new trail signs at Valley Wood** (fully donor-funded) that promote **turfgrass alternatives** and better habitat practices—education that works every day, even when we’re not on site.
- **Visibility + credibility:** Continued showing up in community forums where pollinator issues intersect with land management, public awareness, and community norms.

2025 Metrics

- Policy/advocacy live engagements: **1** (AB 85 hearing); mail support: **3**
- Permanent public education improvements supporting best practices: **6 new trail signs**

Spotlight

Those six Valley Wood signs are quiet advocates. They help visitors re-think “normal” landscaping and see that habitat-friendly choices can be beautiful, practical, and achievable.

Looking Ahead to 2026

- Stay involved when decisions are being made—especially where pollinators, pesticides, and land practices overlap.
- Use more “always-on” advocacy tools: signage, tours, and easy-to-share resources that help residents act on what they learn.



HSBF Board at NV Legisture



New Trail Sign

Pillar 2 — Outreach & Community

Purpose: We meet people where they already gather—festivals, campuses, community events—so pollinator conservation feels approachable, fun, and doable.

2025 Highlights

Booth education events:

- **Earth Day at TMCC (4/17/25)**
- **World Bee Day Sale at Patagonia (5/24/25)**
- **Bowers Mansion Bluegrass Festival (8/23/25)**
- **Milk and Honey Festival (9/7/25)**
- **NV Sage Waldorf Craft Faire (11/22/25)**



Community engagement:

Bee Booth at Bowers

- Sponsored the **NV State Beekeepers Conference (2/20 – 2/22/25)**
- Helped organize and produce the **NV Bee & Garden Conference (3/20 – 3/22/25)**
- Provided panel members for Landscape Architects' **Bee Movie Night (4/23/25)**
- Supported the **Reno Area Pollinator Garden Tour (6/22/25)**

2025 Metrics

- Booth events delivered: **5**
- Community tours/events supported: **4+**
- Conferences supported: **2**

Spotlight

Outreach works best when it ends with a next step. In 2025, we focused on practical takeaways—simple actions that families, gardeners, and students can actually implement.



Table Event at TMCC Earth Day

Looking Ahead to 2026

- Strengthen “pathways” from outreach → volunteer signups → habitat projects → donor support.
- Expand community events strategically, focusing on the venues that reach the most families and convert interest into action.

Pillar 3 — Land & Soil Restoration

Purpose: We create real, visible habitat in public spaces—places where pollinators thrive and the community can learn by seeing and doing.

2025 Highlights

- Added **300+ native and pollinator-friendly plants** at **Valley Wood Park Wildlife Gardens**.
- Hosted **3 cleanups** and **3 public tours** at Valley Wood Park Wildlife Gardens—pairing hands-on stewardship with free community learning.
- Installed **six donor-funded trail signs** that teach turfgrass alternatives and habitat-friendly practices.

2025 Metrics

- Native/pollinator plants installed: **300+**
- Cleanups completed: **3**
- Public tours hosted: **4**
- New interpretive signs: **6**

Spotlight

Valley Wood Park Wildlife Garden is becoming a living classroom—one where visitors can see pollinator habitat working in real time and leave with ideas to replicate at home, at schools, and in neighborhoods.



*Red Hot Pokers
at Valley Wood*

Looking Ahead to 2026

- Continue expanding plantings with an emphasis on **season-long bloom** and long-term survivability.
- Keep building community ownership by pairing every major workday with a tour and simple “how-to” education.



*Valley Wood Gardens
Pollinator Meadow*

Pillar 4 — Lasting Digital Impact

Purpose: We extend our reach beyond single-day events by capturing stories, sharing resources, and building a digital presence that keeps teaching year-round.

2025 Highlights

- Promoted and documented major programs and events—especially those that translate well into “shareable impact” (youth education, habitat restoration, and community outreach).
- Used donor-funded wins (like Valley Wood signage and plantings) to show the public what support makes possible.
- Continued building a consistent message: pollinator conservation is local, practical, and something everyone can help with.

2025 Metrics

- Online reach: **40k impressions**
- Website visitors: **3,000 users**
- Social media / email subscriber growth: **442 (22%)**
- QR scans / link clicks: **600+**

*Butterfly Milkweed
at Valley Wood*



Spotlight

A single photo—kids learning with wonder, or a before/after garden transformation—can educate thousands more people than those who were physically present. Digital storytelling turns one day of impact into a year of influence.

Looking Ahead to 2026

- Build a simple content rhythm: **one story + one action step** each month tied to a Pillar.
- Make “next steps” effortless: connect posts to signups, tours, volunteer days, and giving.



In Classroom with American Honey Queen

Pillar 5 — Economic Sustainability

Purpose: Healthy programs require healthy funding. We work to build steady support so restoration and education aren't one-time wins—they're sustained progress.

2025 Highlights

- Produced **World Bee Day Celebration @ Idlewild Park, Reno (5/20/25)** and established a repeatable model we plan to run again on **5/20/2026**.
- Supported and sponsored aligned partners and efforts, including:
 - **Nevada State Beekeepers Conference @ Yerington, NV (2/20 – 2/22/25)**
 - **Bees4Vets**, teaching beekeeping to veterans and first responders as therapy for PTSD and Traumatic Brain Injury.
- Participated in additional mission-aligned special events:
 - **KTMB Raise the River Fundraiser (8/21/25)**
 - **Great Basin Institute Fundraiser Gala (10/3/25)**
 - **Jim Trowbridge Memorial 5K Race (10/11/25)**

2025 Metrics

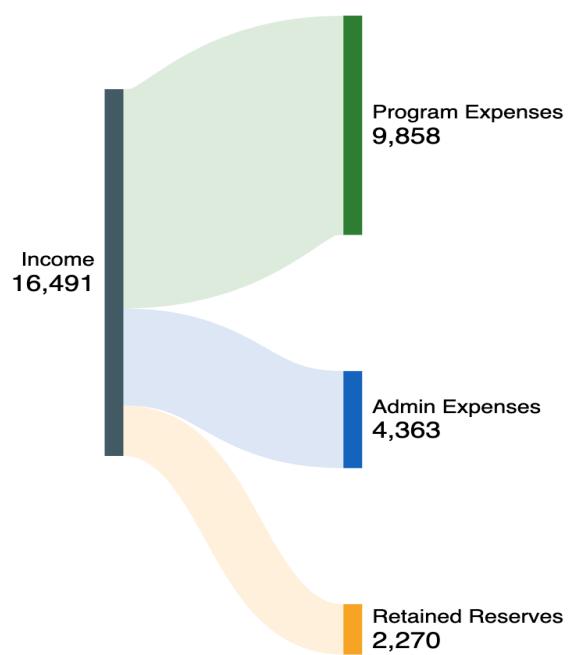
- Sponsorships supported: **2**
- Major annual event produced: **1** (World Bee Day Celebration)
- Special events supported: **2**
- Percentage of income toward programs: **60%**

Spotlight

World Bee Day is more than a celebration—it's a community anchor. It brings partners together, attracts families, builds awareness, and creates a natural opportunity to invite people into ongoing support.

Looking Ahead to 2026

- Convert event success into year-round sustainability (recurring donors, sponsorship tiers, and stronger stewardship).
- Strengthen “impact stories” so funders and sponsors can see exactly what their support accomplishes.



Pillar 6 — Network Expansion

Purpose: We grow impact by growing relationships—schools, youth programs, partners, and volunteers—so pollinator conservation becomes a shared community effort.

2025 Highlights

Kids & Bees and youth outreach:

- ABF Kids & Bees Event @ Reno Peppermill (1/11/25): **350+ kids and adults**
- Tahoe Expeditionary Academy @ Rancho San Rafael Park (5/12/25): **25 kids**
- Great Basin Institute @ Galena Creek Visitor Center (6/19/25): **25 kids**
- Urban Roots @ Urban Roots Teaching Farm: (6/27/25): **100 kids**
- Great Basin Outdoor School @ River School Farm (7/10/25): **30 kids**

Presentations and expanded reach:

- Unitarian Universalists of N. Nevada (5/25/25): **10 adults**
- Sage Ridge High School (6/3/25): **60 high school students + 7 adults**
- American Honey Queen presentations: **4 schools, 530 kids** reached

2025 Metrics

- Youth reached (listed Kids & Bees site visits, excluding ABF event): **180 kids**
- ABF Kids & Bees reach: **350+ kids and adults**
- Honey Queen school visits: **4 schools, 530 kids**
- Additional presentations: **2 (Sage Ridge School, Unitarian Church)**

Spotlight

This is where momentum compounds. When kids learn about pollinators, they bring that curiosity home. When schools partner with us once, they tend to invite us back. Networks turn one presentation into a sustained ripple effect.

Looking Ahead to 2026

- Formalize repeat partners and build an annual outreach calendar with schools and youth programs.
- Grow volunteer capacity so we can say “yes” to more invitations without overextending the same few people.

Help Save the Bees Foundation — 2025 Impact Snapshot

Policy & Public Advocacy

- **1 live legislative engagement** (AB 85 hearing – invertebrate protection)
- **3 policy actions supported** via mail campaigns (soil health, food security, school gardens)
- **6 public education installations** reinforcing policy-aligned behavior change

Education, Outreach & Youth Engagement

- **180 youth educated** through hands-on Kids & Bees site visits
- **350+ kids & adults engaged** at ABF Kids & Bees community event
- **530 students educated** through American Honey Queen school visits (4 schools)
- **5 public booth events + 4 community tours supported**

Habitat & Land Stewardship

- **300+ native & pollinator plants installed** at Valley Wood Park Wildlife Gardens
- **6 permanent interpretive trail signs** educating visitors on habitat-friendly practices
- **3 habitat cleanups + 4 public tours** pairing stewardship with learning

Lasting Digital Impact

- **40,000 online impressions**
- **3,000 website visitors**
- **442 new subscribers** across email + social (**22% growth**)
- **600+ QR scans / link clicks** driving real-world engagement



Economic Sustainability

- **60% of income directed to programs**
- **1 major annual event produced** (World Bee Day, now repeatable)
- **2 sponsorships + 2 mission-aligned events supported**

Network Expansion

- **Schools, nonprofits, faith groups, and youth programs activated**
- **Repeat invitations increasing** across education partners