



2025 ANNUAL REPORT **THE PLANT INITIATIVE**

Building a Movement to
Increase Respect for Plants



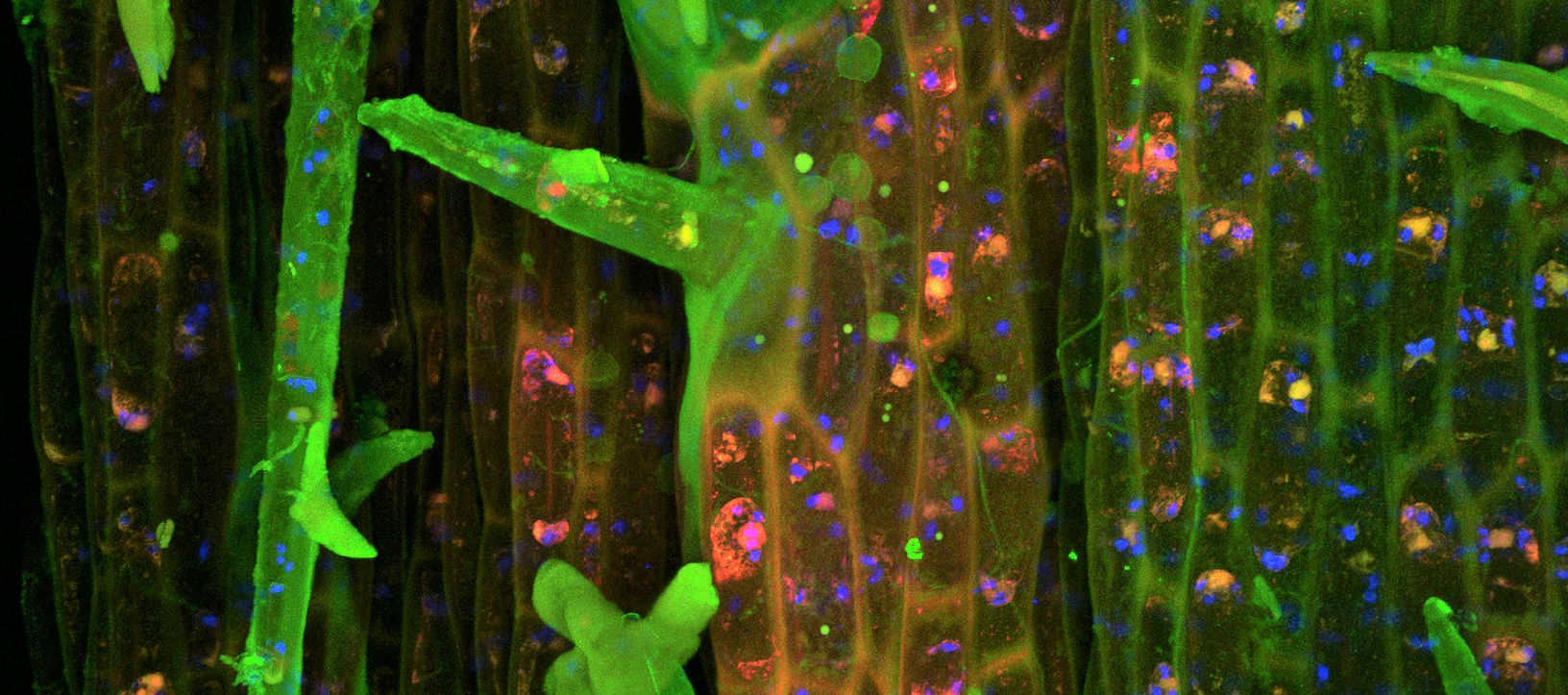
2025 ANNUAL REPORT **THE PLANT INITIATIVE**

2025 was a year of continued progress for The Plant Initiative! As described in this report, we hosted 7 free online events and a podcast, awarded 16 grants totaling \$8,000, sent out our monthly e-newsletter to over 5,500 subscribers, and further built our presence on social media.

We are encouraged that progress is being made toward our mission of building a movement to increase respect for plants through advocacy, collaboration and partnerships, and education and outreach. More people are starting to take the ways in which we relate to plants seriously and thoughtfully.

As an all-volunteer organization with no paid staff, we have done a lot with a modest budget. We greatly appreciate all of the support and interest you have shown over the past year and look forward to more progress in 2026!

Paul Moss
Executive Director



Board members as of December 2025

Giovanni Aloï
Kate Brelje
Sue Fager
Walter Furness, Vice Chair
Mya Hummel
Craig Miller, Treasurer
Paul Moss, Chair & Executive Director
Laura Pustarfi, Secretary
Keith Williams

2025 Financial summary

Income

Income from grants and corporate giving \$1,500.00
Income from individual donors \$9,484.03
Investment income \$433.53
Total income \$11,417.56

Expenses

Advertising \$1,026.60
Bank charges and transaction fees \$96.05
Grants \$8,000.00
Internet and online services \$1,545.82
Minnesota Charitable Registration \$25.54
Post Office Box \$122.00
Postage and Mailing Services \$15.60
Printing \$195.00
Total expenses \$11,026.61

Assets

Total cash balance December 31, 2025 - \$17,367.12

2025 Donors

Names of Individual Donors

Individual names omitted in the
online version

Foundations

On Shore Foundation
The PAJWELL Foundation



2025 HIGHLIGHTS

- The Plant Initiative sponsored the following seven free online live programs in 2025. Registration for these events totaled over 5,000 and there have additionally been over 4,200 views of the recordings of the events on The Plant Initiative's YouTube channel as of June 2026.
 - *The Vegetal Turn: A Conversation with Marcello Di Paola* (January 30, 2025)
 - *Plants and the Unified Field: A Conversation with Pete Yeo* (March 18, 2025)
 - *Thinking with Plants and Fungi - A Conversation with Rachael Petersen* (May 29, 2025)
 - *Voices of Plants for a Better World* (June 20, 2025)
 - *The Wisdom of Trees: A Conversation with David Macauley and Laura Pustarfi* (July 23, 2025)
 - *Strangers at Home: Plant-Human Migrations: A Conversation with Yota Batsaki and Giovanni Aloï* (September 18, 2025)
 - *Revered Roots: Ancestral Teachings and Plant Wisdom: A Conversation with LoriAnn Bird* (December 2, 2025)
- The Plant Initiative sent out 12 informative and comprehensive monthly e-mail newsletters full of listings of events, resources, opportunities, and action items to over 5,500 subscribers.
- On August 19, 2025, a podcast was recorded of a conversation between Plant Initiative board member Sue Fager and author and plant advocate Kolibri terre Sonnenblume about his work on behalf of plants. The recording is posted on The Plant Initiative's YouTube channel.
- Our social media presence grew considerably. As of June 2026, we have over 4,100 followers on X, over 1,900 on Facebook, over 1,700 on Bluesky, and over 500 on Instagram.
- Nine talented members are serving on the board of directors as of December 31, 2025.
- We received the final portion of a generous bequest from the estate of Brenda Macdougall.
- The Initiative has partnered with Networking with Plants in the Anthropocene to support plant networking websites on Hylo and LinkedIn.

2025 HIGHLIGHTS

- The Plant Initiative awarded 16 grants of \$500 each in October 2025 to organizations working to increase respect for plants, encourage ethical behavior toward plants, and/or to support development of an effective movement toward these goals. Grants were provided to:

Aldo Leopold Foundation (Baraboo, WI) to purchase and plant an Eastern Redbud tree to be planted in a special ceremony in April 2026 as part of the Leopold Memorial Garden in Baraboo, Wisconsin, marking the spot where noted conservationist Aldo Leopold died fighting an escaped grass fire in 1948.

Center for Democratic and Environmental Rights (Spokane, WA) to support CDER's work in advancing the rights of small farmers to seeds and to recognize the right of the seeds themselves to be protected (and not corporatized, genetically engineered, or driven to extinction by being deemed illegal), with the grant focused on supporting CDER staff time and travel.

Center for Plant Conservation (Escondido, CA) to support the Center's work as part of Florida Plant Rescue which is seeking to preserve approximately 240 globally rare plants of Florida in genetically representative collections, with the grant used towards purchase of materials for ongoing curation research for rare and exceptional species that require special storage methods such as liquid nitrogen or tissue culture.

Dogwood Alliance (Asheville, NC) to expand the Alliance's grassroots advocacy efforts to protect the forests of the US South by strengthening volunteer and community outreach, including purchasing needed tabling supplies to help to more effectively engage the public at community fairs, educational events, and outreach opportunities.

Earth Law Center (Durango, CO) to support the Center's work on the rights of plants and plant personhood, with the grant specifically helping to cover travel expenses for Center staff to engage with communities in the Peruvian Amazon to advance the interconnected rights of stingless bees and pollinated plants as an ecological unit.

Global Alliance for the Rights of Nature (San Francisco, CA) to support plant-centered storytelling and education in GARN's participation at the COP30 UN Climate Change Conference in Belém, Brazil in November 2025, including designing and printing educational materials, supporting translation and dissemination costs, and contributing toward GARN's Indigenous Council programming.

Kerulos Center for Nonviolence (Jacksonville, OR) to create a free 10 - 12 minute overview video and marketing/outreach which describes the Center's online course *Waking to the Tree: Science and Practices to Deepen Understanding and Connection with Plants* which aims to introduce learners to plant sentience and consciousness through science and mindfulness meditation and to help participants to develop a personal ethos and connection with plants.

2025 HIGHLIGHTS

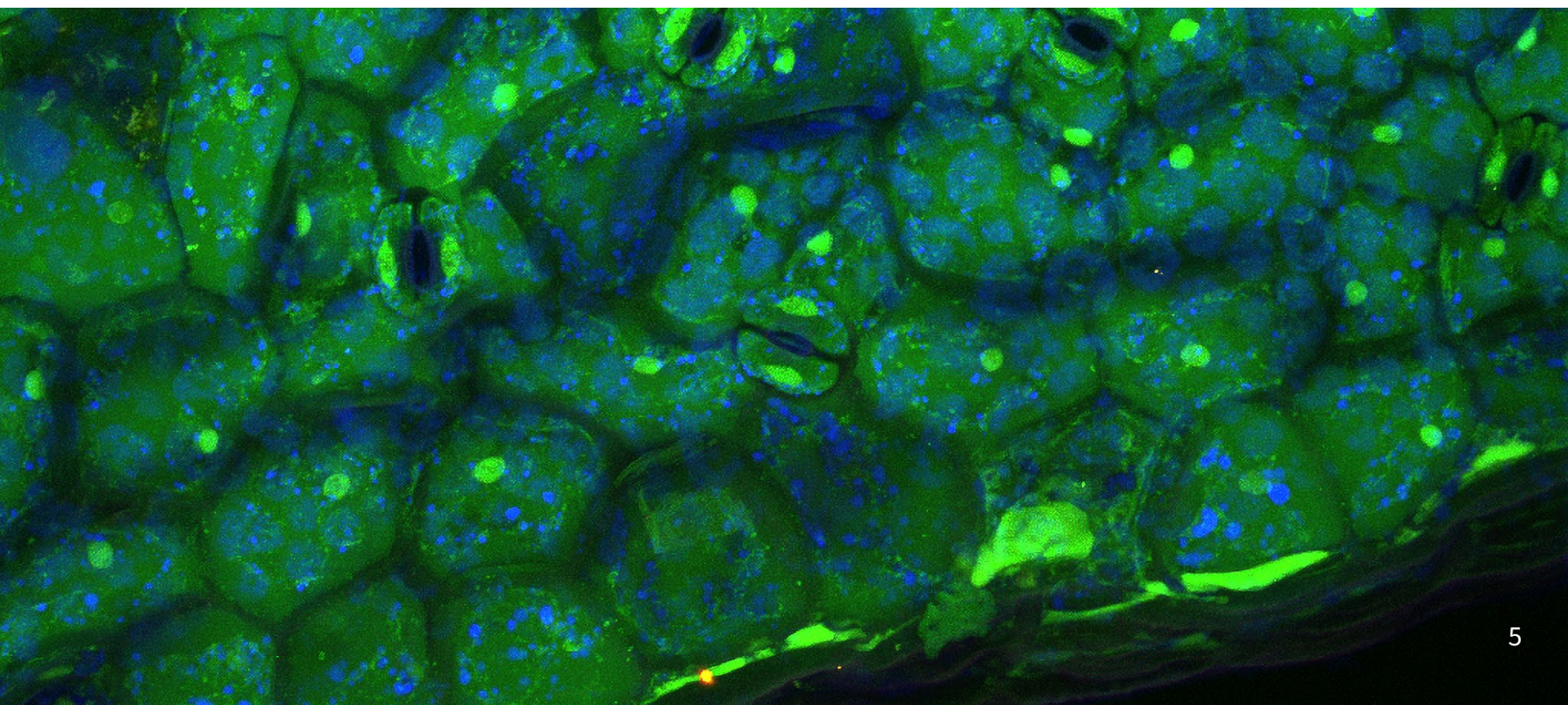
LYRA (Liberty, SC) to print and mail 30 gift copies of the book *Entosophy: The Wisdom of Trees* to selected individuals, schools, and organizations, and to purchase sound equipment such as an amplifier and microphone to facilitate clear communication at workshops, festivals, classes and other venues where the stories, songs, and medicine of Tulip Poplar and its fellow Green Beings are shared.

Mandaamin Institute (Elkhorn, WI) to support the Institute's work to re-find a more collaborative and productive kinship with maize based on working together in partnership, with the grant helping to cover costs associated with the Institute's field day held in September 2025 near Elkhorn, Wisconsin showing farmers and others how the Institute works with, lives with, and thinks about corn.

Native Seeds/SEARCH (Tucson, AZ) to seed Native Seeds/SEARCH's Conservation Farm's rainwater harvesting basins with a mix of native grasses and wildflowers which will help to transform the basins into vibrant, self-sustaining ecosystems to support NS/S's dry-farmed seed crops and the broader desert environment.

Old-Growth Forest Network (Easton, MD) to help offset the cost of the Network's ArcGIS Online subscription which allows for layering internal forest data with public forest maturity data to create maps that guide fieldwork and highlight where old growth is most likely to be found, as well as to help with the development of the Network's first interactive StoryMap being launched in late 2025.

Organization of Nature Evolutionaries (Danby, VT) to support the production and outreach of ONE's free annual webinar, "Can Plants Save the Planet?", a live public program held each December which brings together visionary herbalists, plant lovers, and Earth advocates to explore the question: what role do plants play in healing our planet - and ourselves?



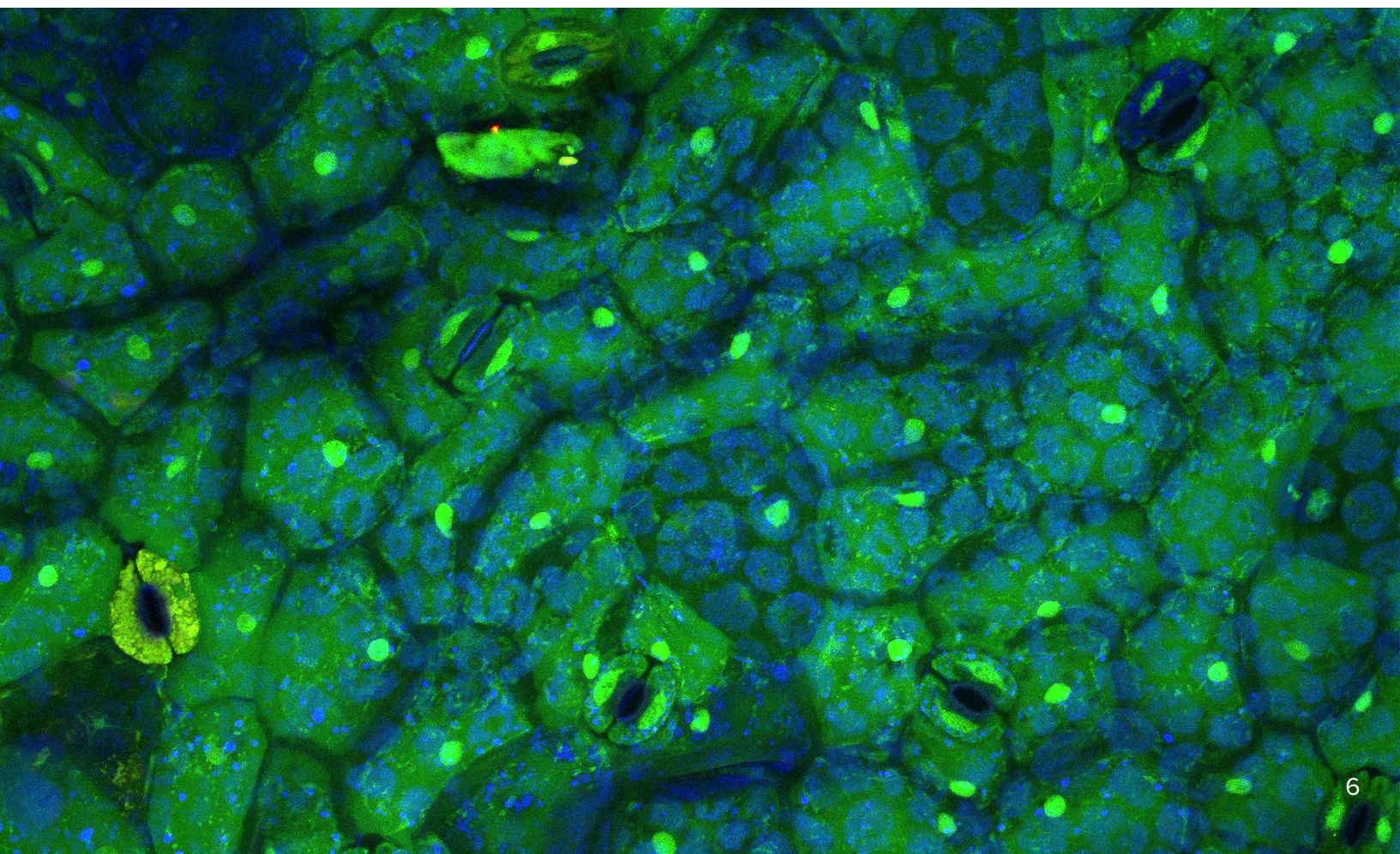
2025 HIGHLIGHTS

Seacology (Berkeley, CA) in support of a project to help protect seagrass in Croatia from increasing threats of destruction, with project activities including increasing public awareness through workshops, teaching children, informative signage, mapping seagrass meadows, developing educational materials, and other public outreach.

TreeSpirit Project (Petaluma, CA) to produce a music video about the problem of destruction of wild forests being conducted under the guise of forest management and wildfire reduction by public agencies and others.

United Plant Savers (Rutland, OH) to support UPS's work to protect native medicinal plants, fungi, and their habitats while ensuring renewable populations for future generations, with the grant used to purchase a 12' x 60' shade cloth to expand United Plant Savers' nursey and propagation capacity for shade loving woodland medicinal species and to help complete a new agroforestry site currently in development.

WildEarth Guardians (Santa Fe, NM) to support efforts to encourage public participation in decision-making regarding protecting the increasingly threatened Joshua Tree in California's Mojave Desert, with the grant supporting educational materials, outreach, and communications.



Acknowledgments

We are grateful to Steven F. White and Jill Pflugheber for generously allowing us to use in this report their wonderful images of plants from their web site [Microcosms: A Homage to Sacred Plants of the Americas](#), [Microcosms: Sacred Plants of the Americas](#) book from Papadakis Publisher (2025), and [Sacred Plants of the Americas](#) book from Princeton University Press (2026).

These images were generated using confocal microscopy, also known as confocal laser scanning microscopy, which is a specialized optical imaging technique that provides contact-free, non-destructive measurements of three-dimensional objects.

Ipomoea tricolor (Front cover), *Psychotria viridis* (Page 2) and *Bursera Fagaroides* (Page 5 and 6) scanned at St. Lawrence University's Microscopy and Imagery Center, from *Microcosms: Sacred Plants of the Americas* (Papadakis Publisher) and *Sacred Plants of the Americas* (Princeton University Press), used with the permission of Jill Pflugheber and Steven F. White, © 2026.

Diplopterys longialata (Page 1), © Alan Rockefeller from *Microcosms: Sacred Plants of the Americas* (Papadakis Publisher) and *Sacred Plants of the Americas* (Princeton University Press)

Desfontainia spinosa (Page 3), © Antoniya Kadiyska/Shutterstock from *Microcosms: Sacred Plants of the Americas* (Papadakis Publisher) and *Sacred Plants of the Americas* (Princeton University Press)

Thank you also to Plant Initiative board member Walter Furness for sharing his photograph (Page 7) of Desert Gold (*Geraea canescens*) which was taken in Death Valley National Park in California, March 2026 during this year's "superbloom."

Design Donated by Mya Hummel

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