



# 2024 ANNUAL REPORT THE PLANT INITIATIVE

2024 was another year of growth for The Plant Initiative! As described in this report, we hosted 7 free online events, 2 podcasts, awarded 13 grants totaling \$6,500, sent out our monthly e-newsletter to over 3,400 subscribers, and further built our presence on social media.

We believe 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 2025!

Paul Moss
Executive Director



# BOARD MEMBERS AS OF DECEMBER 2024

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

# 2024 FINANCIAL SUMMARY

#### Income

Income from grants & corporate giving \$2,553.73 Income from individual donors \$16,725.00 Total income \$19,278.73

#### **Expenses**

Advertising \$910.23

Bank charges and transaction fees \$44.73

Grants \$6,500.00

Internet and online services \$1,452.69

Minnesota Charitable Registration \$25.54

Post Office Box \$116.00

Postage and Mailing Services \$14.60

Printing \$170.00

Total expenses \$9,233.79

#### **Assets**

Total cash balance December 31, 2024 - \$16,976.17

### **2024 DONORS**

#### **Names of Individual Donors**

Individual names omitted for online version

# **Foundations & Corporate Donors**

On Shore Foundation
The PAJWELL Foundation
Transformation Key LLC
Whole Systems Foundation



 The Plant Initiative sponsored seven free online live programs in 2024. Registration for these live events totaled over 3,400 and there have been an additional over 3,200 views of the event recordings posted on The Plant Initiative's YouTube channel as of April 2025.

Plant Intelligence, Rights & Ethics - A conversation with Alessandra Viola (January 31, 2024)

Back to the Future: Gift logic and sacred responsibilities to our plant kin - A conversation with Keith Williams (April 9, 2024)

Conversing with Leaves: plants, politics and more-than-human witnessing - A conversation with Uriel Orlow (May 14, 2024)

Rewilding & the Art of Plant Whispering - A conversation with Rachel Corby (July 24, 2024)

A Call to Council - A conversation with Maria Thereza Alves & Giovanni Aloi (September 11, 2024)

Microcosms: Sharing the Inner Lives of Plants - A conversation with Steven F. White & Jill Pflugheber (October 22, 2024)

The Seed Keeper - A conversation with Diane Wilson (November 20, 2024)

• 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 3,400 subscribers.

- We recorded two podcast episodes which are posted on The Plant Initiative's
  YouTube channel. On March 29, 2024, board member Sue Fager had a conversation
  with Grant Wilson of Earth Law Center. On December 13, 2024 she interviewed Gay
  Bradshaw of the Kerulos Center for Nonviolence.
- Our social media presence grew considerably. As of April 2025, we have over 3,900 followers on X, over 1,000 on Facebook, and over 300 on Instagram. We started a new site on Bluesky in 2024 and now have over 500 followers there.
- Eight talented members are serving on the board of directors as of December 31,
   2024
- Our income rose considerably due to support from foundations, individuals, and the first 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 sites on Hylo and LinkedIn.
- The Plant Initiative awarded 13 grants of \$500 each in October 2024 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:

Center for Biological Diversity (Tucson, AZ) to support the Center's legal and other efforts to protect the Alaskan glacier buttercup, found only in the Kigluaik Mountains on the Seward Peninsula in Western Alaska, which is imperiled by climate change and rapidly warming Arctic climate as well as by potential mining activities and other threats.

Center for Democratic and Environmental Rights (Spokane, WA) to support the Center's staff time and travel to advance and enforce the rights of manoomin (wild rice), which has been recognized in tribal law by the White Earth Band of Chippewa in Minnesota.

**The Cultural Conservancy** (San Francisco, CA) to support the Conservancy's Native Foodways Program, in partnership with Intertribal community, including purchasing California ethnobotanical seeds and plant starts for ecological restoration in their land base, as well as to purchase additional heirloom seeds, fruit tree starts, and seeds for winter crop planting.

**Dogwood Alliance** (Asheville, NC) to support the Alliance's forest advocacy activities, which seek to protect the forests of the US South and to work in partnership with frontline communities to develop economic alternatives that work with and for the Southern forests.



**Earth Law Center** (Durango, CO) to support the Center in developing a policy report and blog on the concept of plants as kin and family members, as well as other innovative and ecocentric protections, and exploring legal and cultural frameworks worldwide, with the grant supporting staff time and design costs for this work.

Global Alliance for the Rights of Nature (San Francisco, CA) to support GARN's work to advance the "Declaration of the Rights of the Amazon", including developing and distributing educational materials to be shared with GARN's members and allies that highlight the importance of recognizing the Amazon as a subject of rights.

**Institute of Relational Being** (Los Angeles, CA) to support initiatives that are focused on enhancing appreciation for plant life through community engagement events and materials for educational workshops, to help cultivate a deeper respect for plants within that community.

**The Land Institute** (Salina, KS) to support the Institute's sustainable agriculture work, including expanding and accelerating perennial grain research, building networks and helping to develop perennial grain supply chains and markets.



**Native Seeds/SEARCH** (Tucson, AZ) to support their mission of conserving and sharing the seeds of the people of the desert Southwest and Mexico by establishing a new dedicated rainwater harvesting basin for dry-farm crop seed production on their Conservation Farm that will also serve as a crucial habitat for beneficial insects and pollinators.

**Old-Growth Forest Network** (Easton, MD) to help support the purchase of an ArcGIS Online subscription to help the organization to increase its mapping capabilities in order to fill a gap in the nationwide accounting of remaining old-growth forests and lands that are set aside for protection as well as to help create educational materials for visitors to their website.

**Re:wild** (Austin, TX) to advance the recovery of Ekman's Magnolia, a Critically Endangered tree endemic to the biodiversity-rich Tiburon Peninsula of Southwest Haiti, through working to conserve its habitat and propagating these rare trees in field nurseries for reforestation, in collaboration with the Haiti National Trust.

**Seacology** (Berkeley, CA) in support of Seacology's seagrass project in Las Calderas, Dominican Republic, where seagrass faces threats such as sedimentation, runoff, and coastal development, with the project supporting community patrols, educational workshops, signage, stakeholder engagement, and strengthening ecotourism in collaboration with local partners.

**WildEarth Guardians** (Santa Fe, NM) to support implementation of a communications and outreach plan to highlight the need to protect the Joshua Tree which is facing threats from climate change, including a digital communications campaign which will help to build extensive support in Southern California around this issue.

We are grateful to both <u>Betsey Crawford of The Soul of the Earth</u> and to photo-based artist <u>Sara Angelucci</u> for generously allowing us to use their wonderful photographs in this report.

Cover Page: Common Milkweed (Asclepias syriaca) Ontario, Canada by Sara Angelucci

Page 1 photo: Blue crown Passionflower (Passiflora caerulea), Thyme-leaved Sandwort (Arenaria serpyllifolia) Montottone, Italy by Sara Angelucci

Page 2 photo: Checker Bloom (Sidalcea malvifolia) Golden Gate National Recreation Area, Mill Valley, California by Betsey Crawford

Page 3 photo: Douglas iris (Iris douglasiana) Ring Mountain, Tiburon, California by Betsey Crawford

Page 5 photo: Cardinal flower (Lobelia cardinalis), Mint (Mentha), Joe Pye Weed (Eutrochium purpureum), Ontario, Canada by Sara Angelucci

Page 6 photo: Fairy Bells (Disporum thrachycarpum) Cougar Bay, Idaho by Betsey Crawford

Page 7 photo: Wild Geranium (Geranium erianthum) Wynn Nature Center, Homer, Alaska by Betsey Crawford

Design Donated by Mya Hummel

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