

2021 ANNUAL REPORT
THE PLANT INITIATIVE



BUILDING A MOVEMENT TO INCREASE RESPECT FOR PLANTS

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2021 was the first full year of The Plant Initiative! We have made some real progress toward our mission of building a movement to increase respect for plants through advocacy, collaboration and partnerships, and education and outreach. We feel encouraged about what has been accomplished in our first year as outlined in this annual report, particularly since we are an all-volunteer organization with no paid staff. We greatly appreciate all of the support and interest you have shown over the past year and look forward to more progress in 2022!

Since The Plant Initiative started in November 2020, the organization has really grown! Since that time:

- Seven talented members joined the board of directors as of December 31, 2021
- We received 501(c)(3) nonprofit status from the IRS in May
- The Plant Initiative was a lead sponsor and organizer of the online *Toward a New Way of Being with Plants* conference held in June 2021, with over 30 speakers which attracted over 1,600 registrants. The conference presentations have been posted on YouTube and continue to attract additional viewers.

Board members as of December 2021

Paul Moss

Chair & Executive Director

Craig Miller

Vice Chair & Treasurer

Laura Pustarfi

Secretary

Walter Furness

Britt Gangeness

August Stolba

Lora Wedge



- We awarded a total of \$3,000 in grants to 6 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 of \$500 each were provided to:
 - *Center for Biological Diversity* (Tucson, AZ) to support the Center's legal advocacy and monitoring efforts to save the endangered Tiehm's Buckwheat, a rare flowering plant that only exists across a few acres of rocky soil in Nevada, with most of its remaining population facing imminent threat from a mining company.
 - *Center for Democratic and Environmental Rights* (Spokane, WA) to support creation of a training workshop to be held in early 2022 on the White Earth Rights of Manoomin law (recognizing Manoomin [wild rice] as possessing legal rights) and the associated recent court case, with the workshop focused on tribal attorneys as well as tribal members and their elected leaders.
 - *Dogwood Alliance* (Asheville, NC) to produce 4 episodes of Woods & Wilds: The Podcast, in collaboration with a Black, female-led media group, highlighting the deep connection to forests and nature we all share as a birthright, with stories focusing on times when people were inspired, healed, transformed, or even saved, by forests and nature; a portion of the grant funds will also be applied to online education to improve editing skills.
 - *Earth Law Center* (Boulder, CO) to host a roundtable with politicians in El Salvador (and other Latin American countries, as appropriate) on how to implement the legal rights of forests through specific standards as well as through the appointment of legal guardians to represent the rights and interests of forests.
 - *Old-Growth Forest Network* (Easton, MD) to cover printing costs for a poster that will provide information on the steps involved to save old-growth forests, to be distributed broadly in 2022 to all of Old-Growth Forest Network's 5,000+ supporters and to others who request it.
 - *WildEarth Guardians* (Santa Fe, NM) to support a social media campaign to raise awareness and mobilize people about the plight of the Joshua tree, generating more visibility on the issue, by going toward hiring of a social media contractor with extensive expertise on social media platforms to lead this effort.

2021 Financial summary

Income

Income from individual donors

\$7,184.53

Total income

\$7,184.53

Expenses

Grants

\$3,000.00

Conference sponsorship

\$825.00

Bank charges

\$30.69

Post Office Box

\$112.65

Internet and online services

\$300.15

Minnesota Charitable Registration

\$25.62

Total expenses

\$4,294.11

Assets

Total cash balance 12/31/21

\$3,377.31



- The Initiative hosted an online conversation on December 15, 2021 with the editors of *The Mind of Plants* that attracted 285 registrants. A video recording has been posted on The Plant Initiative's YouTube channel to make it available for individual viewers.
- Our Twitter page now has over 1,000 followers and our Facebook page continues to grow
- We have sent out informative monthly e-mail newsletters starting in July, with over 500 now on the subscription list
- The Initiative has been collaborating with the Consortium of Environmental Philosophers and others internationally to create a broader network of those working for a future that is more respectful of plants
- We raised over \$7,000 from over 20 contributors
- The Initiative was selected to receive the author's proceeds from Ken Brown's *Call to Purpose* book for a year

The Plant Initiative
P.O. Box 10803
White Bear Lake, MN 55110
www.plantinitiative.org
info@plantinitiative.org



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