



**CONNECTING PEOPLE AND NATIVE
PLANTS FOR A HEALTHY PLANET**

LEARN MORE AT [WILDONES.ORG/](https://www.wildones.org/)



Our **mission** is to promote native landscapes through education, advocacy and collaborative action.

Our **vision** is native plants and natural landscapes thriving in every community!

SCALABLE, CREDIBLE, CONNECTED



SCALABLE LOCAL IMPACT

130+ volunteer-led chapters create place-based environmental change across 36 states.

NATIONALLY COORDINATED

Free programs like native garden designs and webinars offer accessible, evidence-based tools nationwide.

EDUCATION, ADVOCACY, ACTION

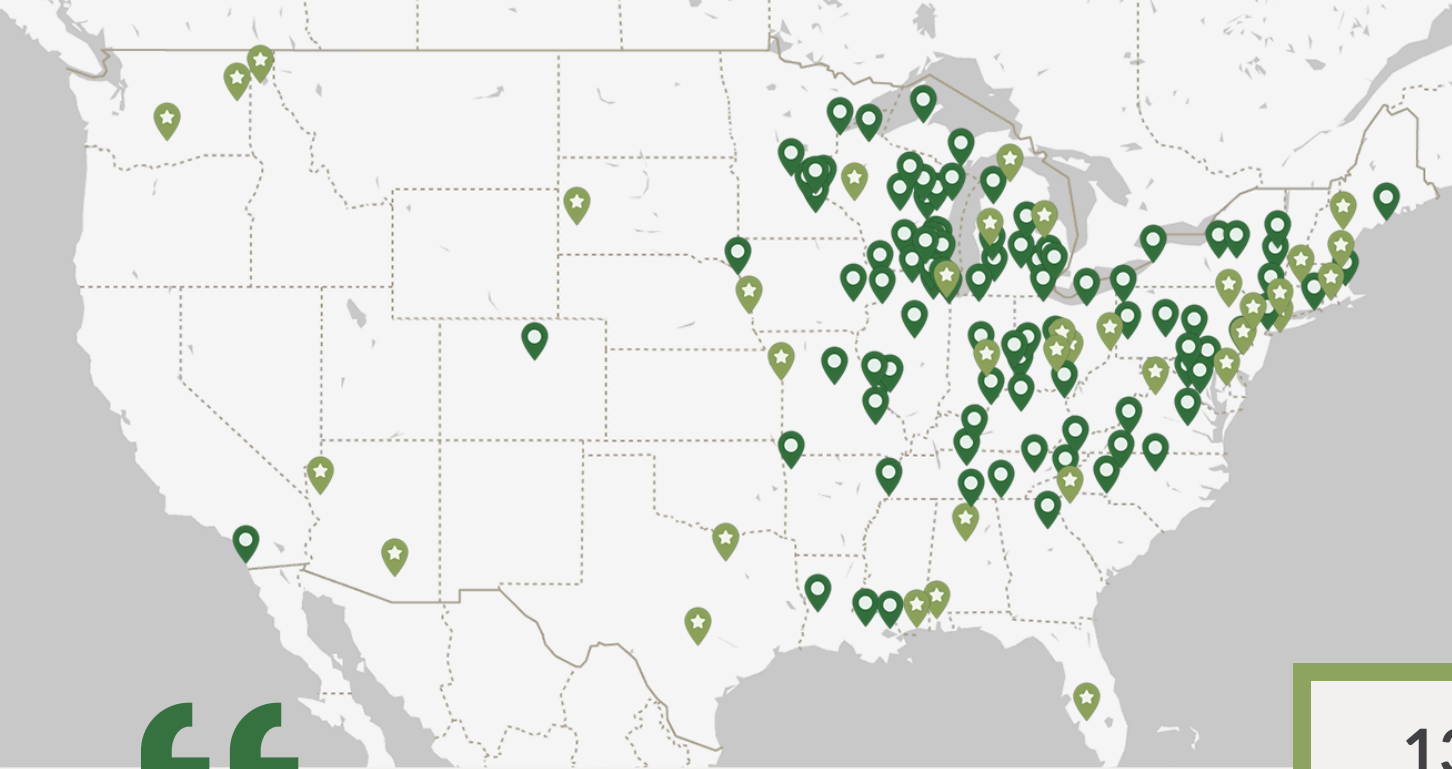
Wild Ones bridges public education, ecological stewardship, and civic engagement.

BUILT TO GROW

National staff support, resources, and operational tools allow for efficient expansion.

MISSION ALIGNED

Our work addresses biodiversity loss, youth engagement, and climate resilience.



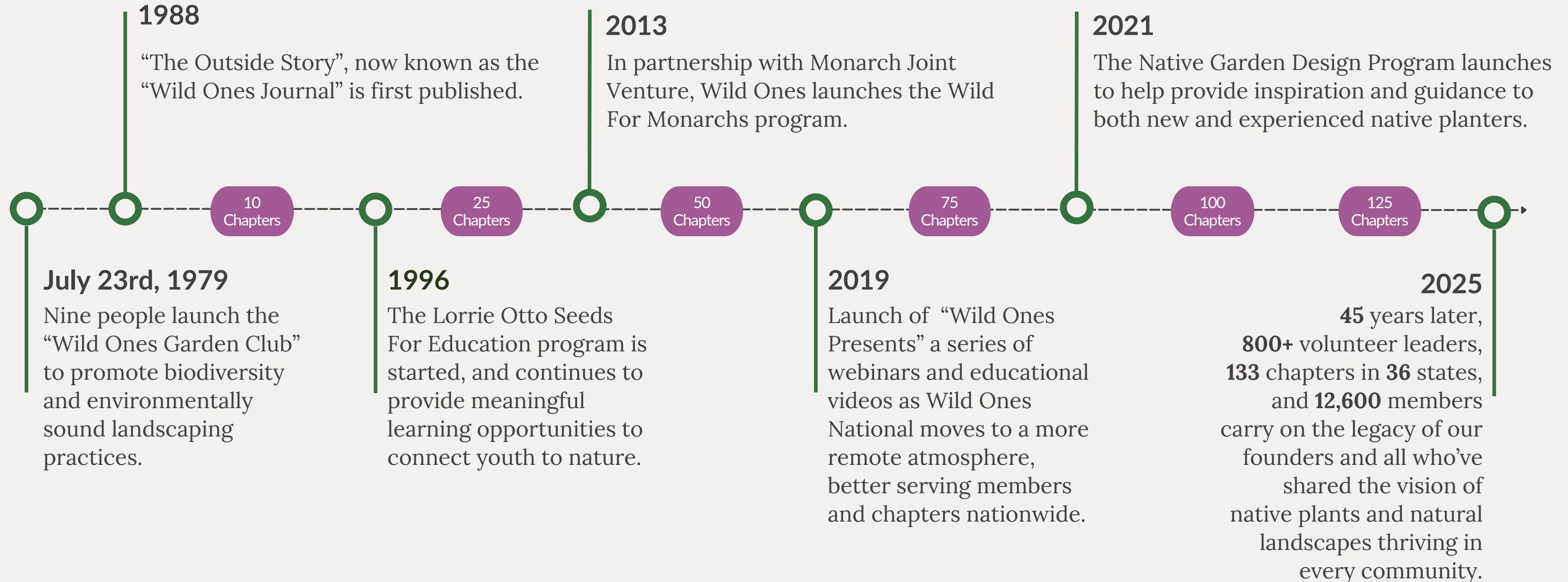
**130+ CHAPTERS
ACROSS 36 STATES**

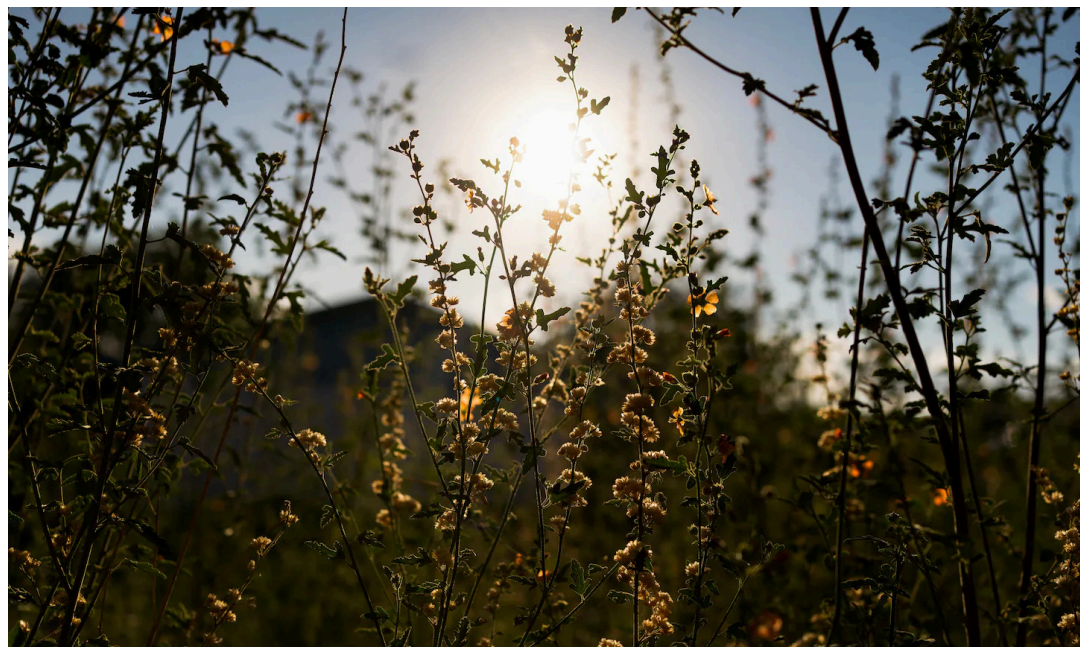
SFE Grant Recipient, Virginia

One of the best parts about this grant is that it has connected us to the local Wild Ones chapter and fantastic members who have already been very encouraging and supportive of our efforts. We're eager to work together with them. Never doubt that a small group of thoughtful citizens can change the world. Indeed, it is the only thing that ever has.



WILD ONES MILESTONES





The Washington Post

HOME & GARDEN

The Lawyer Who Fights For
People's Right to Grow 'Weeds'

The Washington Post featured
Rosanne Plante's inspiring
journey from enforcing weed
laws to championing native
landscaping rights.

MEDIA MENTIONS

The *New York Times* spotlighted the
Wild Ones **Native Garden Design
Program** for breaking down barriers
to native gardening nationwide.



The New York Times

IN THE GARDEN

Native Landscapes Can Be Hard to
Plant. But Help Is Here.



THE WALL STREET JOURNAL.

REAL ESTATE

Chemically Crafted Lawns Are Harming
the Hamptons. Alternatives Have Been a
Tough Sell.

Publications such as *The Wall Street
Journal* have quoted Wild Ones, and
100+ local newspapers, radio, and TV
stations have featured Wild Ones
Chapters in the last year.

ALLIES IN ACTION

Wild Ones proudly partners with growing list of national and regional nonprofit organizations that share our vision of native plants and natural landscapes thriving in every community. These collaborations strengthen our collective impact and advance shared goals in education, conservation, and climate resilience.



As we look ahead to 2026, we're **building the strength** and flexibility needed to support our **expanding network**, reach new communities, and respond to the **growing demand** for native landscaping solutions.



PARTNERING WITH WILD ONES EQUALS

ECOLOGICAL
RESPONSIBILITY

+

HEALTHIER
PLANET FOR ALL



We're **empowering the next generation** through **youth-focused initiatives** that foster lifelong advocacy.

At the core: **climate education** and the role of native plants in building **resilient communities**.

WILD ONES IS GROWING — AND WE'RE INVITING YOU TO GROW WITH US!

Your support fuels lasting change for people, for the planet, and for the future we all share. Showcase your brand on Wild Ones' trusted channels while supporting a meaningful cause that empowers people to create real-world environmental impact.



- Established in **1979**, and continuously growing since.
- **135+** chapters in **36** states, with strong local reach.
- Over **12,600** actively engaged members, and over **60,000** contacts on our mailing list.
- Our email member open rate more than twice the industry average, typically over **75%**!
- Over **1,300** businesses and organizations are members, sponsors, or partners with wild ones.
- Over **150,000** unique visitors to the Wild Ones website in 2024
- More than **45,000** social media followers on National channels

STRENGTHENING OUR FOUNDATION TO GROW OUR IMPACT



Why Wild Ones? Why Now?

Wild Ones is creating a movement of native planters growing healthier landscapes. As Wild Ones grows, so does the demand for stronger infrastructure, smarter systems, and dedicated support to empower chapters, serve members, and continue to grow.

To create lasting change, we need:

- Modern tools that lighten the load for volunteers
- Staff capacity to support programs and expansion
- Agile systems to seize new opportunities quickly

**Your support strengthens the roots of everything we do.
It powers our mission, our people, and our reach.**



STRENGTHENING OUR FOUNDATION TO GROW OUR IMPACT



Upgraded Digital Infrastructure

Our updated website and member management system has resulted in a 300% increase in website engagement over the last four years, and our email list growing to over 60,000 contacts

Chapter Leader Support

800+ volunteer leaders are supported with new training and tools

Modernized Financial Tools

100% of chapters now use streamlined financial tools, reducing admin time and improving accountability

Expanded Staff Capacity

Since 2021, national staff has doubled to support chapters and expand national programs

Consistent Membership Dues

Thanks to donors, dues have not increased for over five years

\$10,000

Covers rising costs of essential technology and infrastructure for daily operations

\$25,000

Supports operations + software to streamline workflows and provide expanded resources

\$50,000

Funds the above + additional staff to support growth and expand services

EMPOWERING THE NEXT GENERATION



Today's youth are tomorrow's conservation leaders.

Wild Ones is expanding efforts to equip young people with the **knowledge, confidence, and hands-on experiences** needed to champion native plants and shape the future.

From classrooms to community gardens, our programs:

- Connect youth to nature
- Foster environmental leadership
- Spark lifelong stewardship

With your support, we're growing a movement that will last for generations.

EMPOWERING THE NEXT GENERATION



Lorrie Otto Seeds for Education Grants

363 grants awarded since 1997 → \$125,262 invested
3,600+ students reached since 2022
20 new school and youth gardens each year

Chapter Youth Program Support

Hands-on bee conservation education launched in 2024 with **Crown Bees** for use in classrooms, libraries, and nature centers

Free Books Initiative

With support from **Bookshop.org**, we're distributing pollinator-themed books to schools and libraries nationwide

Youth Leadership Partnership

Our partnership with the youth-led nonprofit **Nurture Natives**, expands youth-to-youth mentorship and advocacy nationally

Chapter Family Events:

With tools from Wild Ones National, Chapters are creating more family friendly programs

\$10,000

Funds one year of Seeds for Education grants (20 gardens)

\$25,000

Doubles the SFE grants awarded + develops one new youth outreach kit for chapters

\$50,000

Grows the above and funds a part-time Youth Program Coordinator to expand reach

CLIMATE ACTION THROUGH NATIVE PLANTS



Our planet is at a tipping point

Dwindling biodiversity is a threat to the foundation of life on earth. Native plants help protect and restore biodiversity, improve air and water quality and provide wildlife with necessary food and shelter.

Through education and advocacy, Wild Ones:

- Elevates native landscaping as a climate response
- Equips communities with practical tools for action
- Mobilizes chapters to lead change at the local level

Your support advances climate literacy and action, rooted in place-based restoration.



CLIMATE ACTION THROUGH NATIVE PLANTS



Climate-Resilient Landscaping Guide

Distributed by chapters nationwide to support grassroots climate education and local engagement

Webinars & Video Content

Bringing expert guidance to thousands nationwide with 40,000+ views in the past year alone

Local Advocacy & Action

Chapters advocate for sustainable land use policies and install native gardens to create visible, scalable climate solutions

Science-Based Storytelling

Wild Ones blog and Journal deliver timely, trusted content that empowers individual and collective action

Thousands of Native Habitats Created

Across the country chapters are planting native gardens that demonstrate the beauty and benefits of native plants

\$10,000

Funds 2 high-profile webinar speakers + 30,000 educational brochures

\$25,000

Adds a full-color educational magazine sent to 12,600+ members

\$50,000

Supports all of the above + a year of *Wild Ones Journal* production with expert contributions

FUEL THE MOVEMENT, FUND THE FUTURE

Connect with us to explore how we can grow together!

Contact our Development Director, Josh Nelson, directly at jnelson@wildones.org or (630) 332-5430

To learn more about our mission and impact, visit wildones.org

