

ANNUAL REPORT 2025



Wild Ones Natural Landscapers, Ltd.

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<https://wildones.org/>



FOCUS AND VALUES



Respect is at the heart of Wild Ones. We have respect for each other, for nature and for the earth.



We're an **inclusive community**. Diverse voices and backgrounds make us stronger. That's why we welcome everyone to join us.



We provide **evidence-based information**, because the seeds of change spread most efficiently when grounded in data. We monitor and share the latest evidence-informed strategies.



We're **action and growth oriented**. Just dig in! We learn, grow, and share our knowledge.

VISION

Native plants & natural landscapes thriving in every community

MISSION

Wild Ones promotes native landscapes through education, advocacy, and collaborative action.



EDUCATION

We improve the environment through local chapters and hands-on education.

In 2025, Wild Ones advanced its educational mission, enhancing understanding and engagement with native plants and ecosystems through various programs and platforms. These numbers reflect more than growth - they reflect a movement that's opening its doors to more people and expanding its reach with intention and care.

Program Highlights

- Dedicated more than **31,850 volunteer hours** to educational programming and community engagement throughout the year. Chapters hosted **2,367 events** reaching over **91,000 participants**, with **72% of programs open to the public**.
- Chapters organized presentations, workshops, hikes, tours, seed swaps, habitat projects, and plant giveaways, including **580 presentations** and **259 hands-on workshops**.

National Education Programs

- The Lorrie Otto Seeds for Education Grant program awarded nearly **\$10,000 to 20 youth-serving projects across 14 states**. The 38th volume of the *Wild Ones Journal* featured **47 original educational articles** on native plants and natural landscaping.
- Expanded digital outreach through national webinars and the Wild Ones YouTube channel reached new audiences nationwide. Wild Ones hosted **eight webinars in 2025**, generating more than **121,000 YouTube views**, adding over **4,000 subscribers**, and expanding our reach to over **1 million people**.



ADVOCACY

A healthy planet starts with native plants.

In 2025, Wild Ones chapters continued advancing native plant advocacy through community organizing, public testimony, and local policy engagement.

Legislative Achievements

- Chapters worked on nearly **60 policies** related to native plants, pollinator protection, and natural landscaping.
- Wild Ones National and the **Fox Valley Area** (WI) Chapter supported Wisconsin's bipartisan Pollinator Protection bill package.
- Fifteen chapters successfully influenced public policies and local ordinances in their communities.

Community Engagement

- **Twenty-three chapters** partnered with local organizations and coalitions to support advocacy initiatives.

Public Advocacy

- **Eighteen chapters** spoke at council or HOA meetings, and **13 chapters** met directly with decision-makers.
- The **West Cook** (IL) Chapter helped secure approval for native plant gardens in village parkways in Oak Park, Illinois.
- Chapters including **Dayton Area** (OH), **Charlotte Piedmont** (NC), **Chesapeake Bay** (MD), **St. Louis** (MO), and **Fox Valley Area** (WI) advocated for more native plant-friendly policies.



Theresa Granados

COLLABORATION

Connecting people and native plants for a healthy planet.

Wild Ones continues to grow through collaboration, recognizing that diverse voices, experiences, and partnerships strengthen our collective impact.

Strategic Partnerships

- Chapters reported more than **1,000 collaborations**, including **253 new partnerships in 2025**.

Community Projects

- Nearly **400 outreach events** generated an estimated **120,000 public engagements**, while more than **91,000 participants** attended Wild Ones chapter events and activities throughout the year.

Outreach and Engagement

- Chapters reported more than **31,850 volunteer planning hours** and **4,300 event volunteers**, while **24 chapters** contributed to community science projects, including iNaturalist, Pollinator Census, Frog Monitoring, and Monarch conservation efforts.

Wild Ones Proudly Supports:

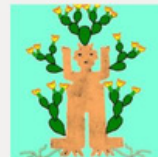
LESS LAWN
MORE LIFE



PLANT
Baby
PLANT

HOMEGROWN
NATIONAL PARK

quiet.
COMMUNITIES



MONARCH
JOINT VENTURE

NDAL
NEW DIRECTIONS IN THE AMERICAN LANDSCAPE
FOUNDED IN 1990 BY LARRY WEENER



POLLINATOR
PARTNERSHIP
Protect their lives. Preserve ours.

Bookshop.org

Nurture
Natives

My Home Park



◆ MILESTONES ◆

Chapter Recognition

The **Tennessee Valley** Chapter received continued support from the Lyndhurst Foundation for its volunteer-run Distinguished Lecture Series.

The **San Diego** (CA) Chapter received an American Society of Landscape Architects San Diego Community Grant supporting a native garden project.

The **Front Range** (CO) Chapter was named Collaborator of the Year by Lakewood Parks for its partnership in native plant advocacy and community programs.

Member Recognition

Chesapeake Bay (MD) Chapter member and Wild Ones Honorary Director **Esther Bonney** received national recognition in 2025 for her leadership in native plant advocacy and youth engagement.

Esther was selected as a Do Good Accelerator Fellow at the University of Maryland, named a 2026 4-H Youth in Action Award winner for her nonprofit Nurture Natives, and chosen to serve on the Aspen Institute's inaugural Youth Advisory Council.



Anniversaries

5 YEARS

Ozark, AR
Southern Kentucky, KY

10 YEARS

Big River Big Woods, MN
Smoky Mountains, TN

15 YEARS

Illinois Prairie, IL
North Oakland, MI

25 YEARS

Arrowhead, MN
Central Wisconsin, WI
Gibson Woods, IN
Mid-Missouri Chapter, MO

30 YEARS

Madison, WI



GRASSROOTS

A knowledgeable, hands-on, and supportive community

Wild Ones is a grassroots organization offering hands-on education through the work of local chapters. We are a growing movement of people passionate about native plants, ecological restoration, and building healthier communities through collaborative action.

Grassroots Community

- Over **935 members** served in leadership roles, coordinating the efforts of more than **4,300 volunteers** across **142 chapters in 36 states**.
- Wild Ones chapters fostered community connection through educational and social programming in 2025, with **28% of events designed to be family-friendly and many offering hybrid, multilingual, and accessibility-focused options for participants**.

Wild Ones Growth

- Wild Ones membership grew to **13,415 members in 2025** — a **13% increase** from the previous year.
- More than **4,476 new members** joined Wild Ones in 2025, including 416 members connected through Seedling Chapters.

Growing Nationwide

- States with the most growth include Wisconsin, Illinois, Michigan, Ohio, and Minnesota. Chapters with the most growth were **Front Range (CO)**, **St. Louis (MO)**, **Tennessee Valley**, **West Cook (IL)**, and **Fox Valley Area (WI)**.



IMPACT

Native plants & natural landscapes thriving in every community

This work results in visible, measurable change as communities restore habitat, expand access to native plants, and transform landscapes for people and wildlife.

Habitat Transformation

- Chapters supported **357 public native plant gardens and restoration projects** nationwide.
- More than **1 million square feet** of land was restored or converted from turf to native habitat.

Native Plants in the Ground

- Chapters provided labor, financial support, technical expertise, and nearly **13,000 native plants** to public habitat projects.
- More than **148,000 native plants** were distributed through plant sales and community share events.

Native Seeds and Community Access

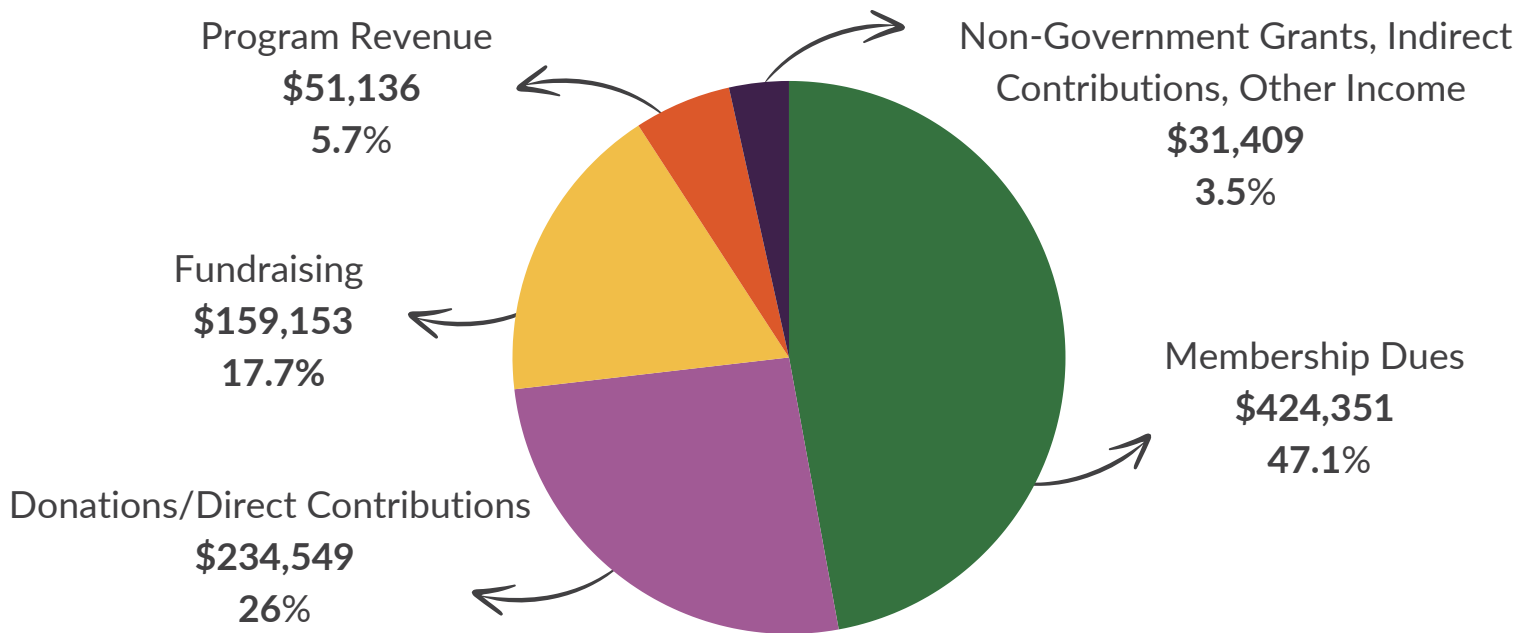
- Chapters hosted **71 native plant sales** and more than twice as many plant and seed share events, providing opportunities for free access to locally adapted species.
- **Thirty seven chapters** supported **seed libraries and seed banks** with native plant seeds and consultation.

📷 Ed Buchs

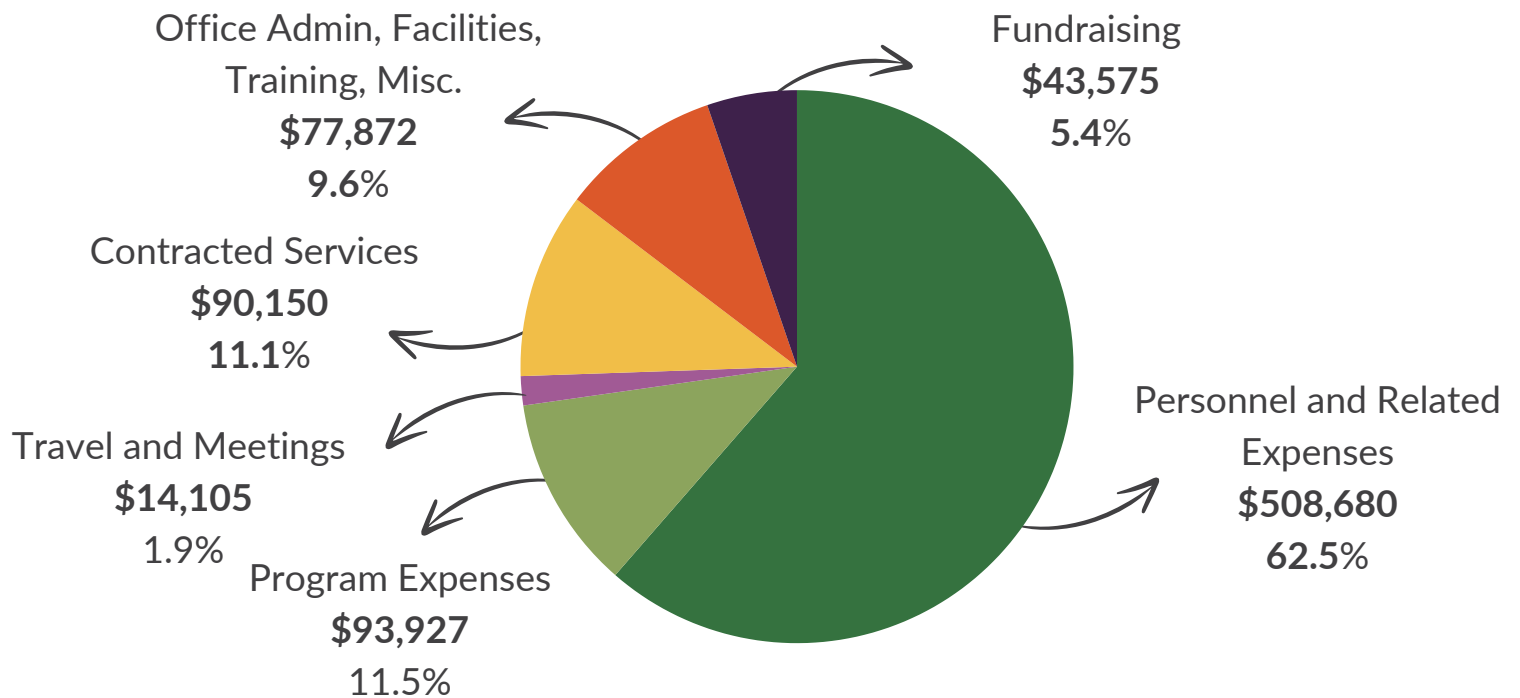


FINANCIAL REPORT

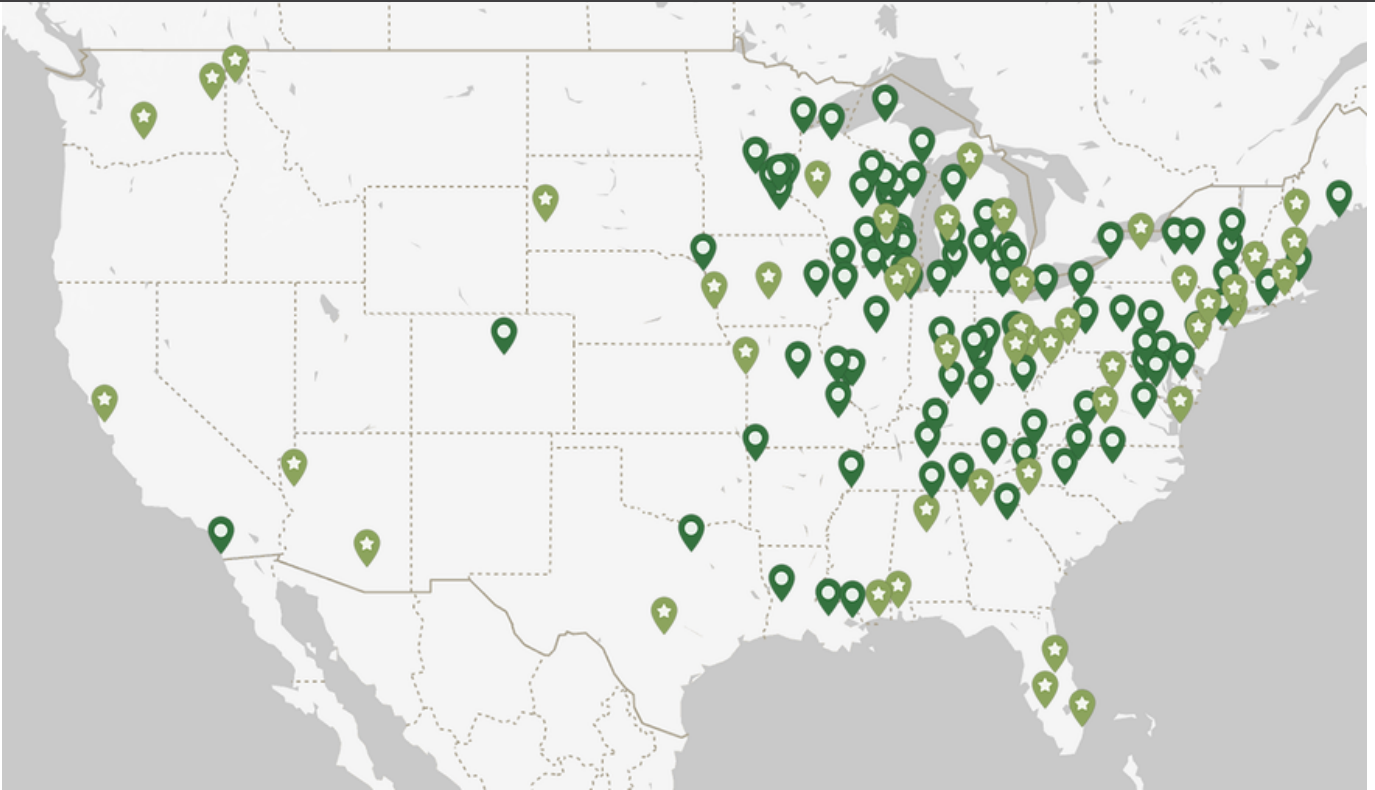
REVENUE \$



EXPENSES \$



CHAPTERS



2025 BY THE NUMBERS

98 Chapters

15 Seedlings launched

935 Chapter Leaders

CHAPTERS THAT CHARTERED

- Cedar Rapids Iowa City
- Delmarva (MD) (2026)
- DFW (TX)
- Greater Frederick Maryland
- Roanoke Region (VA)
- Southern Adirondacks (NY)



SPECIAL THANKS

Annual Appeal

We are grateful for the Wild Ones members and chapters that stepped up to support the 2025 Annual Appeal. Over **1500 individuals** donated to help reach our **\$100,000 goal**. A special thank you to these **17 chapters**:

Big River Big Woods (MN)
Central Wisconsin
Columbus (OH)
Gibson Woods (IN)
Greater DuPage (IL)
Illinois Prairie

Keweenaw (WI)
Lexington (KY)
Loess Hills (IA)
Menomonee River Area (WI)
Red Cedar (MI)
River City-Grand Rapids Area (MI)

Rock River Valley (IL)
South Central Pennsylvania
Southern Kentucky
Tennessee Valley
West Cook (IL)

Wild Ones Journal Sponsors

We extend our deepest gratitude to *Wild Ones Journal* sponsors whose support enables the continued delivery of vital information to our community. Their contributions ensure that our members and supporters receive high-quality, evidence-based resources that empower them to create healthier, more resilient natural landscapes.

Wild Ones Nonprofit Allies in Action

Wild Ones proudly collaborates with nonprofit organizations that share our vision of native plants and natural landscapes thriving in every community. These alliances amplify our ability to educate and inspire, encouraging communities to adopt sustainable native landscaping practices. Together, we are cultivating a network committed to preserving biodiversity, supporting conservation, and championing environmental stewardship.



NURTURE
NATIVES



MONARCH
JOINT VENTURE

HOME GROWN
NATIONAL PARK



LIFETIME MEMBERS

Nan & Neil Adams, Charlotte Adelman & Bernard Schwartz, Janet & John Allen, Carol Andrews, Patricia Anderson, Patricia Armstrong, Ben Bartelt, Premisri Barton, Lisa Beckwith, Larry Bell, Carol Biesemeyer, Sharon Bloomgarden, Meribeth Bolt, Susan & Darrell Borger, Marie Bosch, Ellen Bosman, Carolyn Braun, Kathy Daniel & David Braun, Michael Brondino, Kathy Carter, Marilyn Case, Ann Chin, Pat Clancy, Ruth Ann Cloonan, Frances Collins, Catherine Coates, Ann Curry & Judy Neipp, Venkat & Rama Davarapalli, Peggy Dankert, Pamela Deerwood & John Arthur, Carol Delheimer, Rose & David Drain, Patricia Duke, Amara Edin, Christina Finken, Susan Forbes, Stephen Ford, Brittani Furlong, Jaima Galfi, Janet Gebler, Denise & Fritz Gehring, Phillip & Betty Georgeau, Paul Gessler, Kate Gill, Lynn Gilles, Kate Gillogly, Katherine Gould-Martin, Randal Graham, Ernie Green, Alicia Ploetz-Griebenow & Brian Griebenow, Richard Griffiths, Derek & Amanda Hackbarth, Lena Hall & Erin Thurman, Steven Hall & Keiko Kojima, Janice Hand & Rick Sanders, Barbara Hanley, Peggy Rose, William Hastings, Katrina Hayes, Tamara Hayter, Laura Heden, Diane Keeney & Coleman Harwell II, Jim Hewitt, Patsy Hirsch, Elizabeth Hiser, Kevin Holdmann & Lenae Weichel, Pam Holy & Ingrid Verhulst, Phil Houser & Marcia Rossi, Elaine Hutchcroft, Lin Jennewine & Todd Huffman, Jess Isenberg, Joy Jacobs, Alexandra Elise Juriga, Sara Kampf, Cornelia Kase, Sybilla Kase, Sue & Bob Kinde, Margaret Knight & Amy Kinoshian, Tracey & David Koenig, Kathleen Kojis, Terri Koontz, John & Kaye Kreutzfeldt, Duane Kurapka, Adele Kush, William & Nellie Lannin, Celia Larsen, Kent & Kathy Lawrence, Lisa Lemza, Janaan Lewis, Dick & Tink Linhart, Susan Loewy, Kay MacNeil, Barb & Mike Madden, Richard & Diane Madlon-Kay, Christy Malmsten, Tracy & Doug Marconnet, Evan Martin, Karen Matz & John Skowronski, Anne McDonald, Catherine & Todd McKenzie, Mary Meinhardt, Eileen & Seamus Metress, Kathleen Michels, Jessica Miller, Beth Mitchell, David Mitchell, Jack & Pamela Muirhead, Janet Nardolillo, Gretchen Neering, Linda Nishioka, Mariette & Dave Nowak, Sandra Nussbaum, Bonnie O'Leske, Mike & Sylvia O'Brien, Betty Jo Page, Lydia Pan, Kei & Susan Pang, Eugenia Parker, Frances Peebles, Elaine Pesavento, Andrew Pfisterer, Mandy & Ken Ploch, Carrie Post, James Poznak & Susan Messer, Jennie Rabinowitz, Bret & Jina Rappaport, Randy Reddemann & Bill Davidson, Anna Reilly, Karen Retzer, Jane Reuber, Annette Robertson, Nancy Roggers, Laurie Rosenthal, Ted Ross, Diane Scher, Lisa Scribner & Dean Doering, Michelle Serreyn, Bettegail Shively, Freda Sharp, Robin Siegel, Neil Sikora, Janet Silverman, Jane Slade, Guy Smith, Sherrie & Bill Snyder, Janis Solomon, Brook Soltvedt, Nicole Sova, Mary Spires, Jyoti Srikishan, Larry Stacey, Barb Stanek, Lisabeth Stanley, Catherine Starck, Don Story, Ruth Stump, Fran Tatum, Laura Taft, Beth Terrell, Glenn Teschendorf & Mary Anne Derheimer, Mary & John Thiesing, Laurel Toussaint, Tori Trauscht, Karin Trenkenschu, Margaret Tuten, Steven Ulrich, Peter & Colleen Vachuska, Julia Vanatta, Roger & Lynn Van Vreede, Cheryl Vargas, Namrata Varty, Bruce VanEnkevort, Kayla Velo, Sarah Vradenburg, Robin Wall Kimmerer, Jenny Wanasek, Karen Wedde, Jean & Tom Weedman, Diana Wege, Sally Wencel, Dave & Joan Wendling, John White, Rich & Liz Whitney, Stephen Windsor, Barb Wolter, Susan Wright, Thomas Valli, Don & Benia Zouras



LEADERSHIP

From humble beginnings in 1977, our organization has grown nationwide, inspired by luminaries like Lorrie Otto and Doug Tallamy. With over a hundred chapters nationwide, we're fostering habitats for pollinators and promoting biodiversity. As we move into a new year, Wild Ones achieved a milestone, welcoming over 13,000 members dedicated to preserving our planet through native plant advocacy. Together, we sow seeds of environmental stewardship, nurturing a greener tomorrow, one native plant at a time.



BOARD OF DIRECTORS

Hilary Robertson Collado, President, National Board of Directors
2025-27 | Nation's Capital Region (MI)

Tracey Koenig - Vice President
2025-27 | Fox Valley Area (WI)

Loris Damerow, Past President
2020-27 | Ann Arbor Area (MI)

Jeremy Rappaport - Secretary
2024-26 | Milwaukee-North (WI)

Hunter Sagely - Treasurer
2025 | Ozark (MO)

Peter Dargatz
2025 | Menomonee River Area (WI)

Kristine Faxon - Treasurer
2026-29 | Front Range (CO)

Ken Foster
2022-26 | Mid-Hudson Valley (NY)

Devin Colbert
2026-2029 | Greater Baltimore (MD)

Holly Latteman
2021-27 | Columbus (OH)

Meg Delaney
2023-2027 | Ann Arbor Area (MI)

Ahdra Young
2026-29 | Columbus (OH)

Amanda Glassco
2025-27 | Greater Baltimore (MD)

Stanley Anton
2025-2027 | Southeastern Pennsylvania (PA)

OUTGOING DIRECTORS

David Palmer | Greater Indianapolis (IN)

Carolyn Miller | Red Cedar (MI)

HONORARY DIRECTORS

Neil Diboll | Lifetime | Central Wisconsin (WI)

Doug Tallamy | Lifetime | Partner-at-Large

Larry Weaner | 2022-2025 | Partner-at-Large

Robin Wall Kimmerer | 2026-2029 | Partner-at-Large

Esther Bonney | 2026-2029 | Chesapeake Bay (MD)

Nancy Lawson | 2026-2029 | Greater Baltimore (MD)



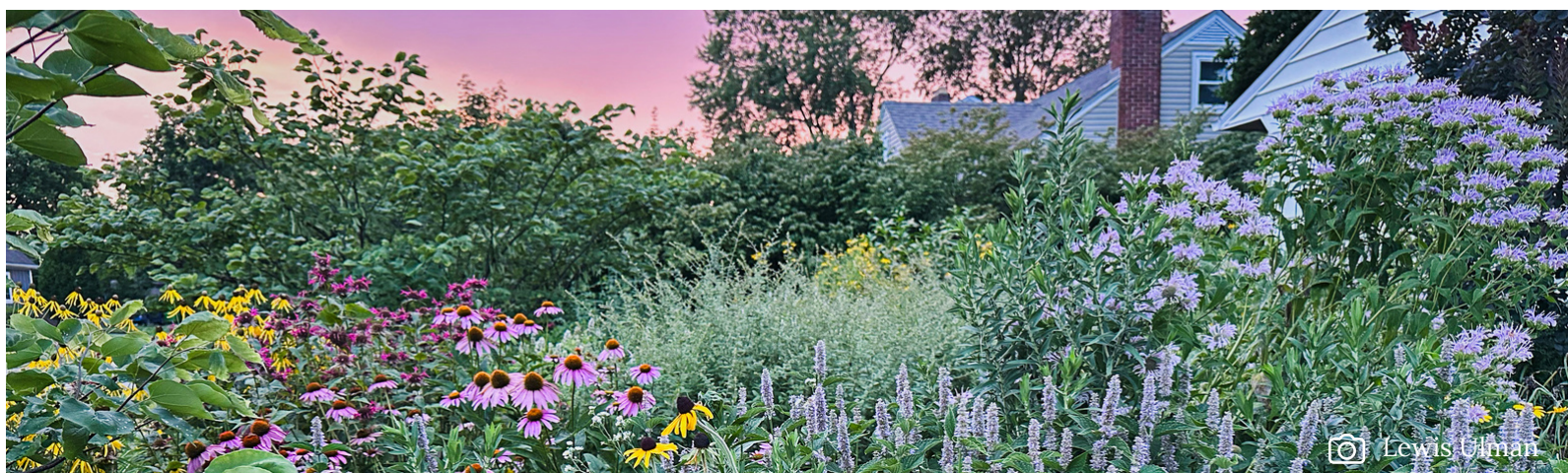
NATIONAL STAFF

Wild Ones' team tirelessly supports our mission, and each staff member has shown unwavering commitment to our cause throughout the past year. From managing organizational infrastructure to providing chapter and member services, marketing, outreach, and educational programming, our staff ensures the smooth operation of the organization. As we celebrate the year's accomplishments, we are inspired to carry this momentum into 2026 and continue expanding environmental stewardship nationwide.



Jen Ainsworth, Executive Director
(WI) - 2020

- **Melissa De Hoyos** | Marketing & Communications Manager | (TX) - 2025
- **Rachel Jaschob** | Executive Assistant | (WI) - 2020
- **David Kryzaniak** | IT Manager | (WI) - 2022
- **Josh Nelson** | Development Director | (IL) - 2023
- **Debbie Nowak** | Chapter Liaison | (WI) - 2024
- **Lisa Olsen** | Chapter Liaison | (CO) - 2021
- **Sara Rassing** | Education & Program Manager | (IL) - 2023
- **Deanna Sharp** | Marketing Coordinator | (WI) - 2023



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SUMMARY

In 2025, Wild Ones continued advancing its mission through education, advocacy, habitat restoration, and community action. Chapters and volunteers organized more than 2,300 events reaching over 91,000 participants, while nearly 400 outreach events generated an estimated 120,000 public engagements nationwide. Volunteers also contributed more than 31,000 hours supporting programs, workshops, tours, and restoration efforts that connected people to native plants and ecological stewardship.

Collaborative efforts supported 357 public habitat projects, distributed more than 148,000 native plants through sales and shares, and helped restore or convert more than one million square feet of land to native landscaping. Membership grew to more than 13,400 individuals, businesses, and affiliates across 142 chapters and seedlings in 36 states — reflecting the growth of a passionate, hands-on community working to restore biodiversity and strengthen local ecosystems.

Every garden planted, habitat restored, and conversation shared helps create healthier ecosystems, stronger communities, and a future where native plants and natural landscapes thrive in every community.

What Next?

As 2026 progresses, Wild Ones will focus on growth and expanding initiatives in education, advocacy, and collaboration to further our mission.

- Expand partnerships and sponsorships
- Increase fundraising and membership
- Expand habitat impact
- Broaden distribution of native plant material
- Develop new promotional and educational content
- Advance advocacy efforts
- Strengthen organizational financial stability
- Deepen member and chapter engagement



📷 Patrick Higgins