

2019 IMPACT REPORT

*Together, we're
making a difference.*

WE COULDN'T DO IT WITHOUT YOU.
Your support has helped us bring more gardening resources to our community through outreach programs, events, and an expanded online presence. Look inside to see what we have achieved together this year.

Minnesota State
**Horticultural
Society** 

YOUR SUPPORT AT WORK...

GARDEN-IN-A-BOX brings vegetable garden kits to underserved children, giving our youngest gardeners the chance to experience the benefits (and joy!) of gardening: affordable healthy food, outdoor activity, education and community building.



3,500

CHILDREN, AGES 2–18, GAINED
GARDENING EXPERIENCE

5,000

INDIVIDUALS SERVED

40,000

PEOPLE SERVED SINCE 2008

WHERE OUR GARDEN KITS GO

NORTHERN
MINNESOTA

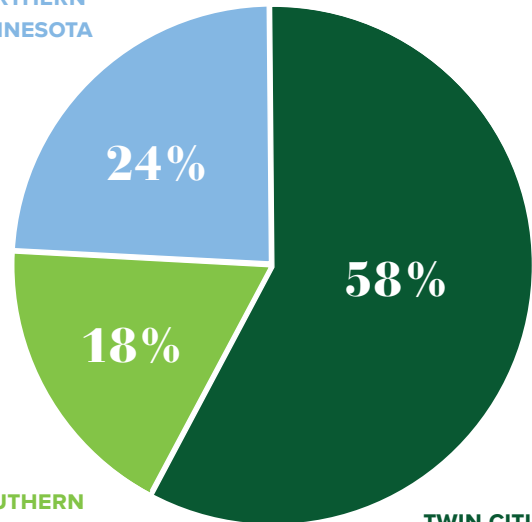
24%

18%

SOUTHERN
MINNESOTA

58%

TWIN CITIES



“

The garden provided a special place. It was a space of learning, it was a space to connect with nature, it was a space of meeting our physical needs, and it was a space to relax. We can't wait to work with Garden-in-a-Box again next year.”

— HEATHER, TEACHER AT HOSPITALITY
HOUSE FOR YOUTH DEVELOPMENT



MINNESOTA GREEN promotes grassroots efforts to cultivate public green spaces and create community. Seeds, plants and tools donated by generous nurseries, greenhouses and individuals beautify shared neighborhood gardens and help people grow fresh, healthy food.

90+

COMMUNITY PUBLIC SPACE GARDENS, COMMUNITY GARDENS, LOW-INCOME HOUSING DEVELOPMENTS, CORRECTIONAL FACILITIES FOR AT-RISK YOUTH, SENIOR LIVING FACILITIES, HOUSING FOR PERSONS WITH DISABILITIES, AND SCHOOLS BENEFITTED

“

The Minnesota Green program provided us with many unique and interesting plants for our attendees to enjoy. We look forward to what this program will bring to our garden next year!”

— SHELBYE, VISION LOSS RESOURCES



90,000

GARDENERS
SERVED SINCE 1988



3,000

GARDENERS
SERVED IN 2019










92

PARTICIPATING
GROUPS





IN 2019

Driven by our mission to build dynamic green communities and help gardeners grow and powered by your generous support, we cultivated more than 35,000 Minnesota gardeners through outreach and education in 2019. This year, we:

-  **DIVERTED MORE THAN \$100,000 IN PLANT MATERIALS** from compost piles to community gardens across the state through our Minnesota Green program.
-  **PROVIDED SEEDS, SOIL, PLANTS** and gardening containers for more than 3,500 underserved children through our Garden-in-a-Box program.
-  **DOUBLED OUR WEBINAR OFFERINGS**, bringing cold-climate gardening education to even more MSHS members in the Upper Midwest, Alaska and even Asia!
-  **ADDED 22 NEW DISCOUNT PARTNERS** to provide even more value to our members and their gardens.
-  **LAUNCHED DIGITAL MEMBERSHIP CARDS**, an eco-friendly option that lets more of your investment support valuable community programs.
-  **MINIMIZED CARBON FOOTPRINT** and furthered our commitment to being good stewards of the environment and MSHS resources by relocating to a smaller office.
-  **CONTINUED TO DELIVER** our award-winning Northern Gardener magazine to your doorstep!

IN 2020

Thank you for growing gardeners with us this year. As we look forward to 2020, we promise to:

-  **CULTIVATE OUR SIGNATURE OUTREACH PROGRAMS**, Garden-in-a-Box and Minnesota Green, which grew more gardeners this year than ever before.
-  **UPHOLD OUR COMMITMENT** to serve cold-climate gardeners of all ages and skill levels.
-  **BRING YOU RELIABLE GARDENING TIPS**, tricks and inspiration in *Northern Gardener* magazine.
-  **CONTINUE TO FOSTER VALUED PARTNERSHIPS** with incredible members, donors, advertisers, discount partners and supporters.

