



MEMBERSHIP

**“I’m giving several family members subscriptions to *Northern Gardener*—I’m so impressed with its quality and relevance for MN gardeners.”**

**BONNIE B.**  
*Alexandria, MN*

9,724 members served in 2023, up 9% from 2022.

- ✔ 60% live in the Twin Cities metro area
- ✔ 13% live outside of Minnesota
- ✔ 27% in Greater Minnesota

EDUCATION

**2,352 class attendees served**

In 2023, we offered 36 classes—a mix of webinars and in-person workshops—serving thousands of gardeners of all ages and backgrounds. We continued to collaborate with a long list of knowledgeable instructors to bring high-quality, in-depth educational programming, all laser focused on cold-climate gardening.

**“MSHS is the best resource for those of us trying to make the most of our short gardening season. For northern gardeners by northern gardeners.”**

—Georgia, member



COMMUNITY OUTREACH

**13,698 participants engaged**

The Hort Society’s two signature community outreach programs—Minnesota Green (MG) and Garden-in-a-Box (GIAB)—served a growing number of gardeners of all ages and skill levels.

- ✔ 901 free garden kits distributed to 6,048 GIAB participants learning grow food and flowers across MN
- ✔ 7,650 MG participants tended community gardens and produced local harvest for neighbors and food shelves

**“Participants ate more veggies, improved mental wellness and some even decided to participate in a Farmer’s Market pilot, a market-share box program.”**

—Midway Villa

**CULTIVATING COMMUNITY**  
**Growing the next generation of gardeners**



MEDIA OUTREACH

**110,00+ gardeners reached**

Up nearly 12% from last year, increasing engagement stems from views, clicks, likes and learning through a wide variety of print and digital channels:

- ✔ Northern Gardener® magazine
- ✔ Blog
- ✔ Bimonthly e-news
- ✔ Resource Hub
- ✔ Website
- ✔ Social media

**“If MSHS publishes it, I read it for the best, locally sourced gardening info.”**

—Alta Mae, member



VOLUNTEERS

**2,000 volunteer hours logged**

Our lean staff of five can’t do this mountain of work alone. In 2023, 240 generous volunteers donated time and skills in the board room, on committees, as office support, plant deliverers, seed sorters, gardeners, educators, bloggers, moderators and event support. Their logged hours are quantifiable, but the value? Priceless.

**“I’ve connected with so many gardeners in this area by volunteering for MSHS, and I want to support gardening programs—especially for kids!”**

—Malinda, member

**SUPPORTING THE HORT**  
**A network of generous volunteers**

