



Thanks for your support!

From growing the next generation of northern gardeners to supporting hundreds of community gardens, keep reading for a taste of all we accomplished together in 2023.

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
- ✓ 27% live in Greater Minnesota
- ✓ 13% live outside of 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

GROWING REACH

Connecting with gardeners far and wide



CULTIVATING COMMUNITY

Growing the next generation of gardeners



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 how to 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

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

GROWING REACH

Connecting gardeners across the Upper Midwest



SUPPORTING THE HORT

A network of generous volunteers



VOLUNTEERS

2,000 volunteer hours logged

Our lean staff of six can't do this mountain of work alone. In 2023, 240 generous volunteers donated time and skills in the board room, on committees and 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