



Thanks for your support!

From growing the next generation of gardeners to supporting hundreds of community gardens, here's a taste of all we accomplished together in 2024.

CULTIVATING COMMUNITY

Providing cost-free gardening access to a new generation



COMMUNITY OUTREACH

16,222 participants engaged

MSHS'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.

- 953 free garden kits (440 new) distributed to 12,712
- ✓ GIAB participants (145 organizations) growing food and flowers across MN
- ✓ 7,757 pounds of good grown by GIAB participants across 47 counties
- ✓ 214,930 plants and seed packets distributed through MG from 21 separate donations
- ✓ 175+ MG sites served
- ✓ 22,740 pounds of food grown in MG community gardens

"The gardens are available to low income community members and have helped educate and encourage them to garden in their own homes (and) provide people in the community with healthy food access."

—U of M SNAP ED

EDUCATION

4,000 live and on-demand class attendees served

In 2024, MSHS offered 37 classes—a mix of webinars and in-person workshops—serving thousands of gardeners of all ages and backgrounds. We continued collaborating with a long list of knowledgeable instructors to bring high-quality, in-depth educational programming, all laser-focused on cold-climate gardening..

“MSHS has served Minnesota gardeners for well over a century through good times and hard times. It is the number one resource for (cold-climate) gardeners and has been the major resource for us as we have gone from beginning to competent gardeners.”

—Anonymous, donor

ENHANCING RESOURCES

Helping new gardeners build on their passion



SUPPORTING THE HORT

A network of generous volunteers



VOLUNTEERS

2,000 volunteer hours logged

Our lean staff of five can't do this mountain of work alone. In 2024, 220 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.

“Supporting new gardeners, community gardens and giving gardens to increase food production and distribution, particularly in underserved communities, is an excellent way to combat food deserts and increase community relations!”

—Stephanie B.

MEMBERSHIP

“I love the magazine, that it’s Minnesota-specific, because we have our own gardening challenges. I am up north so zone 3 information is helpful.”



PAMELA J.
Bemidji, MN

9,712 members served in 2024

- ✔ 75% live in the Twin Cities metro area
- ✔ 15% live in Greater Minnesota
- ✔ 10% live outside of Minnesota

MEDIA OUTREACH

Half a million gardeners reached

NORTHERN GARDENER® MAGAZINE

Written and edited by northern gardening pros for gardeners of all skill levels in USDA Hardiness Zones 3, 4 and 5, this award-winning publication is the only one of its kind. From drool-worthy garden features to tips for gardening more sustainably, each seasonal issue (published quarterly) is packed full of northern gardening inspiration, DIY projects and current trends, all rooted in science and trusted experience.

- ✔ 13,200 readers (members + newsstand) across 3 countries, 39 states and 4 Canadian provinces

Key articles: **The Latest on (Ugh) Jumping Worms** featuring cutting edge current research and **identification tips** & **Foodscaping at the Arboretum** highlighting new initiatives for guests and how they can grow food Up North

NORTHERN GARDENER E-NEWS

Distributed twice a month to subscribers with the latest seasonal tips, community events and educational opportunities to keep growing year-round. ([Subscribe here](#))

- ✔ 26,650 subscribers with a 58% average open rate
- ✔ 24 editions emailed to 42 US states and 3 Canadian provinces

NORTHERN GARDENER ONLINE

Our website and Resource Hub provide free access to growing tips, an event calendar and maps of community gardens, while our social media presence continues to connect gardeners with quick nuggets of info.

- ✔ 14,000 followers across Meta, LinkedIn and Pinterest
- ✔ 270 social media posts with a total of 241,294 impressions, 12,952 link clicks and over 930 shares
- ✔ 493,775 organic website visitors, up over 24% from 2023

“The new issue of Northern Gardener inspired me to do some simple things - like amending the soil in springtime - that my Master Gardener friends do, but I have never done, have never thought to do myself. Your new editor and layout person are doing an outstanding job!”

—Pamela K., member

