

PACIFIC HORTICULTURE

2021 ANNUAL REPORT



2021

Dear Friends,

In 2021, Pacific Horticulture turned to new media to bring our singular perspective to those who will inherit today's climate challenges. It is our intention to inspire the next generation of gardeners and plant professionals, as well as provide actionable, science-backed plant knowledge to garden and plant enthusiasts of any level.

Our 2021-2023 Strategic Goals call for swift growth of our network and membership base with an additional emphasis on supporting the future of climate resilient horticulture and gardening for residents and businesses in the Pacific region. Our strategic vision reflects a deep commitment to Diversity, Inclusion, Equity, and Accessibility. In 2021, we took significant steps to achieve these goals.

Pacific Horticulture's commitment to written content through high quality articles is unwavering. To tell optimistic stories that reflect this commitment, we sought out Pacific region innovators, scientists, and specialists who are making unique contributions to improve the way we garden.

Pacific Horticulture connects gardeners and community members to direct opportunities for enacting change. We hope you will join us in building a more diverse and resilient world of gardeners and horticulturists in which all generations play an important role.



Sarah Beck
Executive Director
Pacific Horticulture
December 2021

OUR MISSION IS TO ADVOCATE FOR THE GARDEN AND ITS POWER
TO ENRICH LIVES AND HEAL THE ENVIRONMENT.



Pacific Horticulture is a non-profit serving the whole Pacific region that provides science-based, climate resilient gardening solutions through new media, education, and community engagement.

Contents

Vision	3
Programs	4
Engagement	6
Impact	7
Leadership	8
Aspirations	9



Opening Doors

In keeping with our commitment to creating an inclusive, equity-based, community-focused organization, Acronyms and "Society" have been retired from common use.

[New Vision Video Story](#)

Diversity Statement

Pacific Horticulture is committed to creating an inclusive, equity-based, community-focused organization that is committed to the health and conservation of both human communities and the environment.

We recognize that including, collaborating with, and lifting up all voices in the Pacific Horticulture community requires a focused awareness, which will take time to achieve. By committing to be humble and persistent, Pacific Horticulture strives to inspire environmental stewardship and improve human health by the promotion and implementation of fair, equal, and power-balanced leadership practices.

We believe that a diverse blend of perspectives, ideas, and viewpoints are essential to building a resilient world dependent on the thoughtful cultivation of plants.

PROGRAMS

30

Optimistic Articles

9

Garden Futurist
Podcast Episodes

5

Live Virtual Events

8

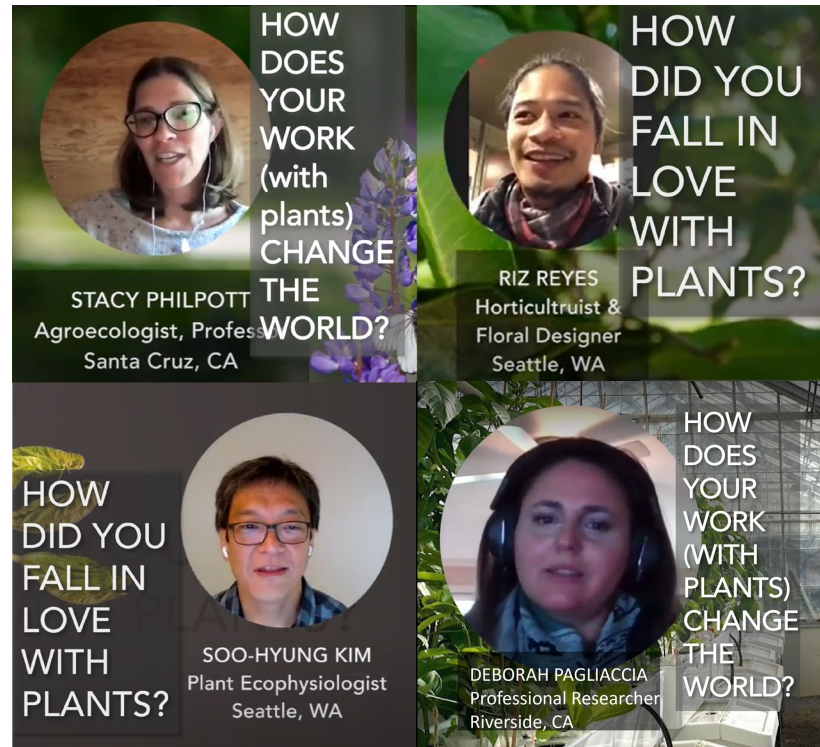
Short Videos
for the love of plants

2

Inspirational
Minidocumentaries

20

Education Campaign Partners



We delivered programming on topics including wildlife and habitat gardening, drought adapted plants, fire preparedness, native plants, supporting pollinator and beneficial insects, managing pests, community science, ecological gardening, innovations in research, transforming turf, and garden design in public gardens and private spaces.

PROGRAMS



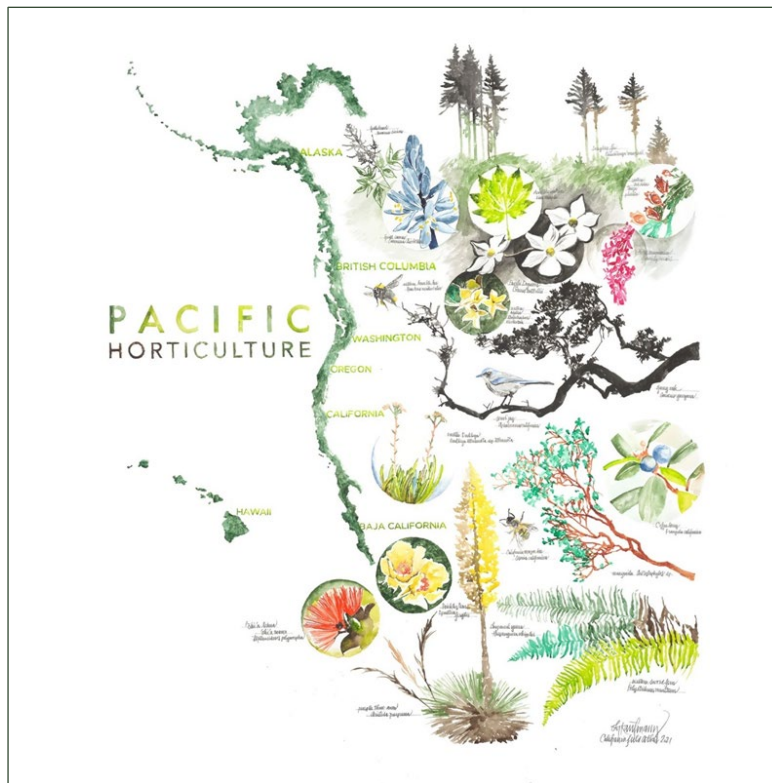
Landscapes of Change
Documenting stories of climate resilience in horticulture, landscape design, restoration, and applications of research.



Garden Futurist Podcast
Innovative thinkers contributing to a climate-resilient future through the power of gardens.



Pacific Plant People
Interviews with Pacific region industry leaders offering plant selection advice directly to gardeners.



Fundraising

139%

Met End of Year Campaign Goal

146

Individual Campaign donations

100%

Board & Staff made annual gifts

New Benefits

were made available for all member types, including access to programming, tour, event, and book discounts, member network directory and Community Discussion Group access with 3 new topics: Plant profiles and recommendations, Reducing water use/climate-appropriate gardening techniques, ID (Identification) Lab.

New Membership Types

now include Small Business Membership for Industry Leaders and accessible pricing for students, those in career transitions, and financially limited households.

IMPACT



500,000

people visited
pacifichorticulture.org

15,000

people engaged on our social
platforms

386

people became members for the
first time

12,047

people read monthly newsletters

16

K-12 Educators
used our content in their
classrooms

LEADERSHIP



Welcoming to our Board of Directors:

(Clockwise from upper left)

Frédérique Lavoipierre, Sebastopol, CA
Adriana López-Villalobos, Vancouver, BC
Nan Serman, Encinitas, CA
Katie Hopper, Walla Walla, WA



Welcoming
Executive Director
Sarah Beck

New Committee

Strategic Engagement & Inclusion

This committee helps to create and implement organizational strategies designed to facilitate success with marketing and communication efforts including social media, strategic partnerships, and efforts and policies related to increasing institutional inclusion, diversity, equity, and accessibility.



Nothing can substitute for gathering in a garden. To this end, Pacific Horticulture is creating an exciting new schedule of in-person opportunities to come together in our region so our community can connect, learn, and be inspired.

New Topics in 2022

Urban garden ecology; plants in human culture including indigenous knowledge, civic spaces, and public gardens; engaging children and multigenerational gardening; mental health benefits; integrating food plants; houseplants; design for small spaces; and more on soil, trees, and watersheds.



PACIFIC HORTICULTURE

We accomplished a lot in 2021
and we are just getting started.

Please join us for what is to come.

Pacific Horticulture
P.O. Box 5995
Berkeley, CA 94705
(510) 849-1627
office@pacifichorticulture.org