



2024 Annual Report To the Community

KINDNESS

RESPECT

COLLABORATION

2024 was a year focused on building a strong team of dedicated people who are passionate about our organizational mission:

“To financially support the Pierce County Master Gardeners through innovative fundraising and sound financial management, now and for the future.”

We recognize the need for a sustainable organization that will not only survive for generations but will allow the Master Gardeners to fulfill their mission of cultivating plants, people and communities for years to come.

Specifically, we worked to define our organization's identity by adopting a Mission Statement in 2023. This year we adopted a logo that represents our partnerships with the WSU Extension Pierce County Master Gardeners and our supportive community.



We then began our campaign to make ourselves known to the community and encourage their support by creating marketing materials, adding coordinated social media and sending quarterly emails to the community.

We focused on building on the need for Kindness, Respect and Collaboration amongst the Membership to accomplish joint goals and to create a welcoming environment.

We leaned into building our financial reserves to ensure our longevity by investing for maximum return and diversifying our funding efforts.

“Thanks to the hard work of the Master Garden Foundation of Pierce County Volunteers and the generosity of our supportive community, we were able to finance the WSU Ext Pierce County Master Gardener's many educational outreach efforts at no cost to the public!”

Katie Daniels, President
Master Gardener Foundation of Pierce County

Investing in the Community

Our purpose is to provide the funding necessary for the WSU Extension Pierce County Master Gardeners to provide science-based education to the community at no cost.

In 2024, we supported multiple educational outreach programs.

Ask A Master Gardener Clinic

Pierce County Extension Master Gardeners have two types of Clinics: An Office Clinic in the Tacoma office and Pop-Up Clinics out in the community.

The Office Clinics allows the community the ability to call or email us with their questions. Master Gardener Volunteers staff the Office Clinic to answer questions throughout the year.



In 2024, we held 246 Pop-Up Clinics across the county at local stores, fairs, farmers markets and other events.

To best serve the community with relevant resources, we invested in new tablets and Wi-Fi hotspots, allowing our Master Gardener Volunteers to demonstrate how to find relevant information via trustworthy websites.





Demonstration Gardens

On the north side of the WSU Puyallup Research and Extension Center, the



PUYALLUP DEMONSTRATION GARDEN

PHOTO BY CATLIN MAY

Master Gardeners have the use of approximately two acres. On this land there is a series of gardens managed by the Master Gardeners used to demonstrate proven, science-based gardening methods to the public. The garden is open on Tuesday and Saturday mornings during the gardening season. In the historical Victoria Room, we hold meetings, classes and social events.

The garden includes a vegetable and fruit area, a native shade area, a four-seasons garden and the “Great Plant Picks” garden. We partner with Pierce County Planning and Public Works to provide a composting demonstration area.

The Puyallup Demonstration Garden also has a wonderful Youth Program, which holds monthly activities, class tours, and other events. These volunteers also hold an interactive booth at the Spring Fair to engage curious young minds.

This year, we partnered with the City of Puyallup, an official “Bee City”, to install a “Bee Station” and hold a Pollinator Event during Pollinator Week in June. The public was invited for hours of fun and to see the unveiling of “Polly Nader”, our handmade bee nesting block.



PHOTO BY KAREN LARSON

Across the Narrows Bridge in Gig Harbor, we partner with PenMet Parks to offer our second demonstration garden. The Sehmel Homestead Park Demonstration Garden focuses on gardening in small spaces, raised beds and container

gardening. Here we hold classes for all ages, including a vibrant Youth Program.

To keep up with the changing needs of the community, this year a new Children's Garden replaced a knot garden.

Sehmel also boasts a Heritage Garden - a beautiful trail through the trees with historic rhododendrons from the original Sehmel Family homestead. QR codes can be found throughout the trail for information on plants and trees.

Both Demonstration Gardens also focus on various food growing techniques and donate all the food grown to nearby food banks.

Speakers Bureau

Our Master Gardeners love to teach about all things gardening. We teach classes at our Demonstration Gardens, at libraries, schools and gardening clubs. In 2024 Master Gardeners gave 50 presentations to 404 members of the public on topics ranging from Climate Change to Seed Saving.

Continuing Education for Master Gardeners

To educate the public on all the best and latest scientific information, our Master Gardeners participate in ongoing education through classes, workshops and conferences from industry experts.



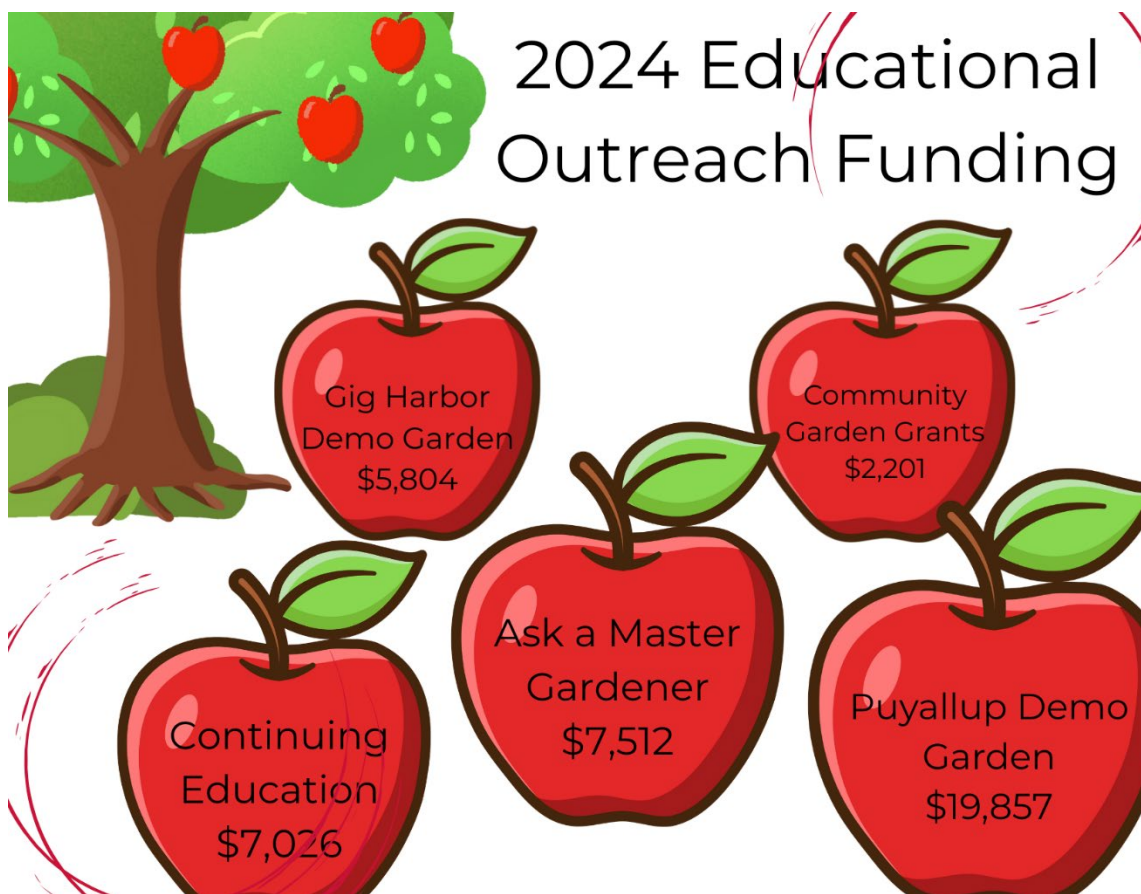
A CONTINUING EDUCATION CLASS FOR MASTER GARDENERS

PHOTO BY COLIN BAUMGARTNER



Sharon Ballard Community Garden Grants and Mentorship

Many of our Master Gardeners have a heart for Community Gardens. Each year The Master Gardener Foundation of Pierce County offers five grants worth up to \$500 each to any community garden in Pierce County. The application process begins in February, with grants being awarded in May. In addition to financial assistance, each granted garden gets at least one Master Gardener Mentor to help them through their chosen projects and beyond.



Funding Resources

Most of our funding is generated from the Annual Plant Sale, held on the last Saturday and Sunday of April on the WSU Puyallup Research and Extension Center main campus. This year we brought in almost \$100,00 gross income.

The plants we sell come from a variety of sources.

- Master Gardeners and community members donate plants from their gardens. These plants are repotted at our “Potting Up Parties” and cared for by the Master Gardeners until the sale.
- We are famous for our wide variety of healthy tomato plants, which we grow from seed at the Puyallup Demonstration Garden’s Hoop House and nurtured by Master Gardeners until the sale.
- Many beautiful and unusual plants come from the Propagation Group, which works from Fall to May.
- A group of Master Gardeners grow vegetables from seed in their home greenhouses and bring them to the sale.
- And some plants are purchased from local wholesale growers.



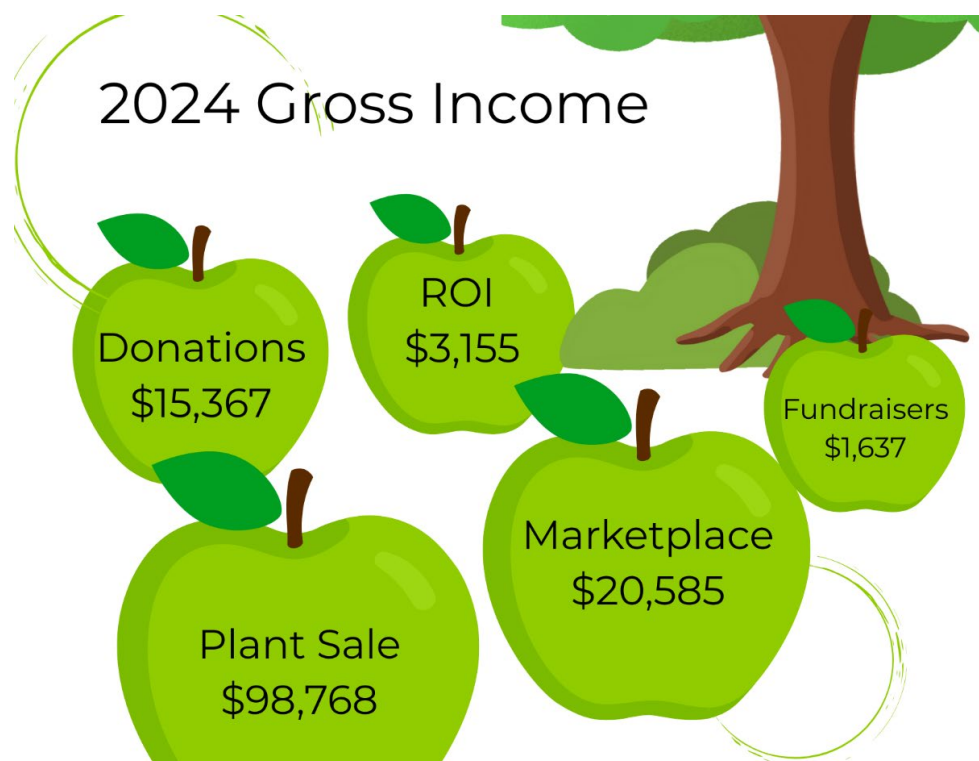
In addition to plants, we also have vendors that share their profits with us. In 2024 our vendors included the Dahlia Society, Iris Society, Blue Frog Nursery and the Gallucci Learning Garden.

Our second largest fundraiser is our Marketplace, which is a pop-up store that sells gardening books and Master Gardener logo gear. Marketplace is open at the Plant Sale and other public events to sell a large variety of gardening books to the public.

Master Gardener logos can only be worn by Master Gardeners, so Logo Gear is sold at Master Gardener-only events.

This year we began looking into diversifying our income streams. Although the results were small compared to the Annual Plant Sale, we found a few ways to earn “free money”, meaning that we put little to no resources into the effort.

- We renewed our Rewards Program partnership with Fred Meyer.
- We invested our reserve funds in higher interest rate CDs, earning over \$3,000 in interest income.
- At the Annual Plant Sale, cashiers asked customers if they would like to add a few dollars to the total bill as a donation to the Foundation. This brought in \$2,000 in donations.
- We held an online bulb sale through FlowerPower.com earning \$1,500.
- We also participated in the Giving Tuesday campaign, held a raffle and sold gently used donated gardening books.



Statement of Financial Position
As of December 31, 2024

Current Assets

Bank Accounts

12 - 17 Month CD (9426) - 2 30,472.42

12 - 17 Month CD (9624) - 2 30,472.42

Business Interest Checking (1355) - 2 8,283.53

Business Money Market (4300) - 2 104,584.41

TOTAL ASSETS 173,812.78

LIABILITIES AND EQUITY

Liabilities 0.00

Opening balance equity 135,377.87

Retained Earnings 2,321.45

Net Revenue 36,113.46

TOTAL LIABILITIES AND EQUITY 173,812.78

2024 Statement of Activity

Revenue	TOTAL
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Contributed income	15,366.81
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Interest received	3,155.05
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Marketing Fundraiser	1,637.00
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Marketplace	20,585.24
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Plant Sales	98,768.14
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GROSS PROFIT	\$139,512.24
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Venue Rental	2,395.00
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Total Expenditures	\$103,398.78
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NET REVENUE	\$36,113.46
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**2024 Board of
Directors**

Katie Daniels,
President

Kim Mace, Vice
President

Mindy Kensler,
Secretary

Phyllis Tellari,
Treasurer

Deb Blount

Deb Bronken

Guy Bengston

Irene Fujii

Karen Larson

Jan Lewis





2024

WSU Extension Pierce County Master Gardener Program

BY THE NUMBERS

362 VOLUNTEERS

30,490 VOLUNTEER HOURS

\$1,228,117 ECONOMIC VALUE*

*based on Independent Sector "Value of Volunteer Time" in WA State.

Educational Contact
with Pierce County

10,233 2,343
ADULTS YOUTH



Questions
answered about:



591



199



39



1,620



253



195



606



886



1,920



1,199

"ASK A MASTER GARDENER" PLANT ANSWER CLINIC



246

CLINICS

1,289

VOLUNTEER
HOURS

7,760

CLIENTS

7,508

QUESTIONS
ANSWERED



50
PUBLIC
PRESENTATIONS

404
ATTENDEES



1,826 POUNDS OF
PRODUCE DONATED

Puyallup Demo Garden: 790 lbs
Glg Harbor Demo Garden: 416 lbs
Community Gardens: 620 lbs



12

YOUTH
GARDEN
WORKSHOPS

21

SCHOOL
WORKSHOPS &
GARDEN TOURS



WSU EXTENSION
Pierce County

*WSU Extension programs and employment are available to all
without discrimination. Evidence of noncompliance may be
reported through your local WSU Extension office.*



Pierce County
Human Services