



NORTH AMERICAN  
NATIVE PLANT SOCIETY

*Dedicated to the study,  
conservation, cultivation,  
and restoration  
of North America's  
native flora*

**Annual Report, November 15, 2014 – October 3, 2015**

**From the Directors:**

During this past year, as a new NANPS Director, I have found the warmth, knowledge and dedication of my fellow Board members infectious. Their commitment to NANPS' mission, reinforced by the active involvement of our members and contributions of our volunteers, has advanced the study, conservation, cultivation and restoration of our native flora.

This enthusiasm invites communication. Responding to this objective, NANPS has continued to forge important links with other organizations which share environmentally oriented mandates, such as, the ROM, the New England Botanical Club, The David Suzuki Foundation, the Ontario Field Naturalists and the Rouge Park/Parks Canada among others. Despite these links, although our social media presence has remained constant (Facebook), our membership is down slightly from last August. In response, we are updating contact information on our membership database and we have recently compiled a listing of nurseries, landscapers as well as college and university programs which specialize in 'native' plants. This information will be centralized as a database for a renewed promotional drive for membership and to enhance public awareness of NANPS. We are also actively committed to combining Speakers events with social opportunities and re-introducing Excursions in 2016 for our membership.

The Board has seeded several exciting initiatives this past year. We look forward to celebrating NANPS' 30th Anniversary year as these initiatives come to fruition.

We want to thank Pete Kelly for extending his service as executive director on a volunteer basis for the first part of 2015 when his help was so crucially needed.

*Bill Ford, Director*

Dear NANPS Members and Supporters,

The winter of 2014/2015 will be remembered by most North Americans as a harrowing experience. Intense cold, plentiful snow and harsh winds made the dark season an extended battle for flora and fauna, alike. With spring came a sense of relief and hope, and it was perhaps in this spirit that NANPS, in its 30<sup>th</sup> year of existence, brought forth a desire for renewal.

This fresh spirit translated into a dynamic and busy year in which 5 new board members, of which I am one, joined the NANPS' fold, bringing with them fresh ideas, skills and perspectives. Several new initiatives, which are outlined in this report, took hold in 2015, including collaborations with Rouge Park/Parks Canada, Business Improvement Associations and preparations for a NANPS Native Plant Accreditation program with Colleges and Universities. These new ventures, along with our successful plant sales, lectures and workshops, were bolstered by an active membership and invigorated volunteer base showing great enthusiasm for NANPS and the cause of Native Plants.

If this past year is a harbinger for what's to come, then NANPS's next 30 years stand to be bountiful, to say the least.

*Myles Mackenzie, Director*

**BOARD OF DIRECTORS**

The following individuals served on our volunteer board of directors between November 1, 2014 and October 3, 2015: Bill Ford, Miriam Henriques (secretary), Allison Howson, Janice Keil (treasurer), Alice Kong, Myles Mackenzie, Howard Meadd, Adam Mohamed (vice-president) and Harold Smith.

Board meetings were held on the following dates and in the following locations: December 15, 2014, January 26, March 23, May 11 and June 11, 2015 at the Big Carrot, Danforth Ave., Toronto, February 23, April 6, and Aug. 18, 2015 at Harold Smith's residence in Toronto and Sept. 21, 2015 at Colleen Cirillo's residence. Our annual board retreat and planning session was held July 11, 2015 at Karen Boniface's cottage which overlooks Presqu'le Bay in Brighton, Ontario. Karen is a former board member who very generously offered to host our meeting. Our annual general meeting was held at the Markham Civic Centre, November 15, 2014.

**Executive Director**

Peter Kelly continued as our Executive Director until June 2015. He was hired to help with planning, fund-raising and outreach and to complete many of the administrative tasks that are difficult to manage with a volunteer-run organization. Although his one year contract ended in the fall of 2014, he very generously agreed to continue his support of NANPS as a volunteer ED. He is now on to new adventures and will indeed be missed.

**New Honorary Director**

We were very pleased welcoming Margaret Atwood as our new honorary director. Margaret Atwood is the renowned author of many books, has received numerous awards and honours, and is a Companion of the Order of Canada. She is also an unflinching advocate for environmental issues.

**A QUICK SNAPSHOT OF NANPS VIA WEB-SITE, SOCIAL MEDIA AND MEMBERSHIP**

In the past year, NANPS demonstrated continued growth in key parameters including number of visits and visitors browsing our web-site however the percentage of monthly new web-site visitors remained constant at 81% in 2015 as in 2014. Membership declined 7% however Facebook and Twitter likes rose just 1%. This tells us some members are not renewing and NANPS is not reaching sufficient potential members. One way to do this is combining speakers' events with social get-togethers. Another is reintroducing excursions in 2016.

<b>Criteria</b>	<b>12 Month Period</b>	<b>12 Month Period</b>	<b>% Change</b>
<b>Website</b>	<b>Aug 31, 2014</b>	<b>Aug 31, 2015</b>	
Website Visitors	37993	40582	7%
Website Visits	51759	54653	6%
Avg.% of New Visitors	81%	81%	0%
<b>Social Media</b>	<b>September 8, 2015</b>	<b>As of September 20, 2015</b>	
Facebook Page Likes	1788	1804	1%

Twitter Followers	1150	1164	1%
LinkedIn Members	0	116	N/A
<b>Membership</b>	<b>Aug 31, 2014</b>	<b>Aug 31, 2015</b>	
Active Members	531	495	-7%

**PLANT SALES IN SPRING 2015**

Our traditional annual native plant sale at Markham Civic Centre was on Saturday, May 9, 2015. For the second consecutive year, this was supplemented by Toronto-based sales. The east end sale was at Artisans at Work, Danforth Ave. on May 16 & 17. The west end sale was at Christie Pits Park on Sunday May 24 in collaboration with the David Suzuki Foundation. As was done last year, the David Suzuki Foundation handed out milkweed plants as part of their “Got Milkweed!” campaign to raise public awareness about the decline of the monarch butterfly. Building on last year’s success, we increased the number of plants offered at the Toronto sales.



Markham Plant Sale

We were delighted welcoming these groups to our Markham plant sale: the David Suzuki Foundation’s Homegrown National Park, Ontario Land Trust Alliance, Ontario Nature, Pollination Guelph, The Society for Conservation Biology – Toronto Chapter, and TRCA’s Healthy Yards program. NANPS volunteers put together informative displays on Butterflies and Pollinators and Collecting and Cultivating from Seeds. The Forest Shop brought a wide selection of natural history, gardening and environmental books.



Christie Pits Plant Sale

The Markham plant sale produced approximately \$30,000 in revenue, the Christie Pits sale \$7,800 and Artisans at Work sale \$3,750. The profit for the three sales is estimated around \$16,000. Our ten-person plant sale committee, as well as returning and new volunteers at the sales put in many hours of time. Our growers supplied over 360 species and 5,300 plants found a home. We thank everyone, including our customers, who made the sales a success.

The above revenues are the primary source of funds for NANPS programs. They also spread the cultivation of native plants throughout the gardens of the Greater Toronto Area and educate people about native species and their cultivation.

**CERTIFICATION – A NEW INITIATIVE**

With information provided by other Board members, Bill Ford has been building databases on post-secondary horticultural programs, plant nurseries, landscapers, gardeners and other groups/constituencies focusing on native plants. The initial undertaking involved collating NANPS’ existing lists and then systematically researching and confirming current contact information. The purpose of these databases is to ensure readily available and updateable contact information for

announcements, polling opinion, marketing, politicking and soliciting potential memberships. For example, the updated databases have already been used successfully with positive feedback: 1) to publicize the availability of summer bursaries for Horticultural students at Ontario's Community Colleges and Universities; and 2) to announce our upcoming Annual Awards and a call for nominations from these groups. With the assistance of in the educational system, school teachers who are actively involved in native plant sustainability and ecology will be identified and added to the databases. Once these databases have been fully updated and consolidated, in cooperation/coordination with these constituencies, NANPS will then begin exploring the creation of an accreditation program in Native Plant expertise.

### SEED EXCHANGE AND SEEDY SATURDAY EVENTS

Fourteen generous donors collected and sent in seeds from 86 different native plant species to Seedex, our annual seed exchange program. NANPS volunteers spent considerable dedicated time cleaning, packaging and labeling seeds in preparation for the NANPS members' Seedex orders, community events, and the Seedy Saturday events across the Greater Toronto Area where NANPS hosted information tables:

- Scadding Court Community Centre, Toronto, March 14, 2015
- Evergreen Brickworks, Toronto, March 22, 2015
- Scarborough Seedy Saturday and Green Fair, March 28, 2015

Seeds were very much appreciated and a hot ticket item at various community events where NANPS also hosted information tables (e.g. Guelph Organic Conference, Canada Blooms).

### SPEAKERS SERIES EVENTS FOR 2014 – 2015

#### The Barbara Fallis Memorial Lecture Series

1. **Using Native Plants for Landscaped Constructed Wetlands and Alternative Waste and Stormwater Treatment** with Phil James and Ken Rawlings  
February 17, 2015, Daniels Faculty of Architecture, Landscape & Design,  
University of Toronto, Ontario
2. **Reviving Rare Plants at The Riverwood Conservancy** with Nina Barabas  
March 19, 2015, Toronto Botanical Garden, Toronto, Ontario
3. **Flowers & Food: Growing Edible Native Plants** with Lorraine Johnson\*\*  
March 30, 2015, North York Central Library Auditorium, Toronto, ON

\*\*This talk was videotaped and will be available online thanks to the generous McLean Foundation.

### WORKSHOPS

**Healing Gardens Workshop** with Dan Bissonnette (Program Coordinator for the Naturalized Habitat Network) received 19 registrations (mostly from non-members), good feedback, as well as enough revenue to cover all related costs and still generate a margin of profit.

April 25, 2015, The Big Carrot, Danforth Ave., Toronto

**COMMUNITY EVENTS**

With very generous volunteer support, NANPS was able to have representation at the following community events to help promote the society, educate the public and to promote the use of native plants:

- **Guelph Organic Conference**  
January 31 to February 1, 2015  
University of Guelph, Guelph, Ontario
- **Get the Jump on Spring**  
February 21, 2015  
Toronto Botanical Garden, Toronto, Ontario
- **Canada Blooms**  
March 13 to March 17, 2015  
Direct Energy Centre, Toronto, Ontario
- **Go Wild - Grow Wild 2015 Expo**  
Premiere event for the Carolinian Canada Coalition (biodiversity)  
Saturday, April 18, 2015  
Western Fair Grounds, London, Ontario
- **Bees to Butterflies and Beyond**  
A Pollination Awareness event with interactive family activities,  
Saturday, June 20, 2015  
Not So Hollow Farm Native Plant Nursery, Mulmur, Ontario
- **Annual Homegrown Park Crawl**  
Part of a DSF Homegrown National Park Project featuring food, music and activities during the crawl along the former path of the Garrison Creek. September 27, 2015, Toronto, Ontario



**CONSERVATION PROPERTIES**

**Shining Tree Woods**

Shining Tree Woods, located in Norfolk County, Ontario, is an outstanding example of relatively undisturbed Carolinian forest. NANPS is looking at a management strategy for the property to help protect and expand the existing population of endangered cucumber trees, as well as deal with existing and incoming invasives. Under Species at Risk Ontario, NANPS has been invited by the federal Habitat Stewardship Program to apply for funding. The invitation was based on the comments forwarded by Peter Kelly on the proposed Action Plan for Cucumber Magnolia in Canada.



**Zinkan Island Cove**



Zinkan Island Cove in Bruce County is an outstanding example of undisturbed Lake Huron shoreline underlain with dolomite and limestone. It is also part of the Escarpment Biosphere Conservancy (EBC). Fortunately last year’s reported marijuana problem has been resolved. Bill McMartin from EBC was also able to connect with the adjoining neighbour and arrange the necessary clean up as part of their ongoing stewarding program.

**COLLABORATIONS AND PARTNERSHIPS**

**Danforth BIA Planters**

The Danforth Mosaic BIA approached NANPS for guidance in streetscaping with native plants, instead of annuals, to reduce long-term costs and improve the environment. Myles Mackenzie and Harold Smith played leading roles in selecting test planter locations and in recommending appropriate native plants, growers and landscape contractors.

**The David Suzuki Foundation (DSF)**

NANPS continued to have a successful collaborative relationship with the David Suzuki Foundation and their Homegrown National Park Project.

NANPS held its second native plant sale in Toronto’s Christie Pits Park alongside the Homegrown National Park’s Got Milkweed! Campaign as well as being part of the Homegrown Park Crawl events.

**Ontario Nature’s Nature Network**

NANPS as a member of The Ontario Nature Network, Lake Ontario North region had representatives at both the spring and fall regional meetings.

The April 11, 2015 meeting, hosted by the Willow Beach Field Naturalists at the Alderville First Nation Black Oak Savanna Ecology Centre, had a great turn out with 57 naturalists from 18 clubs/groups. It was a great opportunity for networking and to hear what other organizations are focused on.

This year’s fall meeting will be on Saturday, October 31 at the McMichael Art Gallery in Kleinburg. The Mycological Society of Toronto (MST) will be hosting.

Again this year, NANPS sponsored a youth participant for the Ontario Nature 2015 Youth Summit for Biodiversity and Environmental Leadership.

**The Big Carrot Connection**

NANPS began a partnership last year with The Big Carrot Natural Food Market on Danforth Avenue in Toronto which has both a community room and an impressive green roof and community space. As part of the partnership, NANPS was able to use The Big Carrot’s community room free of charge for some of its board meetings as well as host their spring *Healing Gardens Workshop*.

**CONFERENCES**

**Latornell Conference**

Alliston Ontario, Nov. 18-20, 2014

This was the first time that NANPS attended this conference. It provided a great opportunity for learning, networking and exposing NANPS to a variety of stakeholders in the conservation field. Topics discussed by various experts included health changes in a forest environment vs. a built environment, green roof initiatives, collaborating with people with different worldviews, marketing, mentoring, conservation of our natural heritage, ecosystem services and biodiversity offsetting, as well as engaging the media around climate change.

Janice Keil was very appreciative that through a generous grant from Latornell, she was able to participate for the entire 3-day event.

**New England Botanical Club (NEBC) 120th Anniversary Conference**

June 5 -7, 2015, Smith College in Northampton, Massachusetts.



Thanks to the invitation from Dr. Elizabeth Farnsworth of NEBC/Harvard, Janice Keil, Miriam Henriques and Harold Smith attended the NEBC's anniversary conference. They received a warm welcome from the organizing committee who were absolutely delighted with a Canadian representation.

There were 21 workshops with topics including wild blueberry cultivation, the interaction between invasive non-native honeysuckle and black tick

larvae, digitizing herbariums, springtime canopy competition, and the dangers of invasive False Brome, now in Ontario. Nature and sustainability, of course, figured predominantly in the weekend proceedings, whether it was wandering the impressive 1880's Frederick Olmsted designed campus of Smith College with its phenomenal array of large native trees or exploring the 190+ acres William Cullen Bryant Homestead with its an old growth forest. Overall, it was an amazing opportunity to network and reflect on our solidarity towards common goals.



**NANPS AWARDS**

At our annual general meeting on November 15, 2014, NANPS presented awards to the following individuals and organizations to recognize their contributions to the conservation, cultivation, restoration and study of native plants and native plant habitat:

**2014 NANPS Founders Conservation Award:**

To *Mesa Community College - Red Mountain Campus, Arizona*, for their preservation of the Sonoran Desert habitat within the College landscape and providing an invaluable link to the natural heritage and flora with which to inspire and educate.

**NANPS Garden Awards:**

To *Alan Bell, Toronto, Ontario*, for his creation of an urban oasis for native plants, pollinators and birds. (Urban Restoration)

To *Paul Foster, Toronto, Ontario*, for his creation of an oasis for native plants that showcase an alternative to lawns and concrete in a busy urban environment. (Urban Alternatives)

To *Angelique-Marie Mori, Hamilton, Ontario* for her restoration of the natural ecology within her property, providing a suburban oasis for local native flora and fauna. (Suburban Restoration)



Angelique-Marie Mori

**Volunteers of the Year Awards:**

To *Vivienne Denton* for her generous contributions to Seedex, including the sharing of her expertise in the Blazing Star newsletter.

To *Rolf Struthers* for his dedication to maintaining the NANPS membership database as well as volunteering annually at the NANPS plant sale.

**FUNDING APPLICATION UPDATES**

The McLean Foundation grant received last year provided funding for a video speakers series in 2015 of two native plant talks. The Lorraine Johnson presentation on Growing Edible Native Plants was the first to be taped. As editing has been finished, it will be made available to other native plant societies and enthusiasts from a link on our web site.

The *Helen McCrea Peacock Foundation* awarded NANPS \$8000 last year to purchase a community native plant restoration and rescue trailer. The trailer is now complete and stocked with all the items necessary for plantings and rescues. It is available for NANPS activities, as well as to other community groups doing similar activities. Peter Kelly successfully arranged with TRCA to store the trailer at their Black Creek Pioneer Village parking lot.



**A Grow Grant application with Ontario Trillium Foundation (new):**

Alison Howson spearheaded and submitted a Grow Grant application this fall with the Ontario Trillium Foundation. The application focuses on funding (including staff time) to organize workshops both in and around the GTA, creating networking sessions in regional areas where we might grow our membership and profile, along with excursions, garden tours and communications support. We hope to hear back around December.

**FINANCES**

Jeffrey Milgram, our accountant from Milgram & Milgram, is now in his 2<sup>nd</sup> year with NANPS, preparing annual audited financial statements. Auditing provides transparency and credibility, especially for potential funding applications that are being considered. Naomi Milgram began work as the bookkeeper for our organization earlier this year.

**Financial Summary:** (refer to Milgram and Milgram’s audited financial statements provided separately for notes and explanations)

<b>STATEMENT OF FINANCIAL POSITION in \$</b>	<b>2014</b>	<b>2013</b>
<b>ASSETS</b>		
<b>Current</b>		
Cash and equivalents	19,799	51,576
Accounts receivable	120	0
Government rebate receivable	3,420	4,242
Prepaid expenses	2,131	1,811
	<u>25,470</u>	<u>57,629</u>
<b>Long Term</b>		
Investment	40,080	12,031
<b>Property</b>	75,325	75,325
	<u>140,875</u>	<u>144,985</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current</b>	4,555	5,922
<b>NET ASSETS</b>		
Unrestricted net assets	136,320	139,063
	<u>140,875</u>	<u>144,985</u>
<b>STATEMENT OF CHANGES IN NET ASSETS in \$</b>		
	<b>2014</b>	<b>2013</b>
Balance, beginning of year	139,063	149,969
Excess of expenses over revenues	-2,743	-10,906
Balance, end of year	<u>136,320</u>	<u>139,063</u>

<b>STATEMENT OF OPERATIONS in \$</b>	<b>2014</b>	<b>2013</b>
<b>REVENUE</b>		
Donations	15,703	2,256
Membership	10,618	13,404
	<u>26,321</u>	<u>15,660</u>
Interest and other:		
Fundraising	385	1,923
Interest	423	426
Other	376	0
	<u>27,505</u>	<u>18,009</u>
Earned revenue:		
Sales	37,687	36,880
Less: Cost of goods sold	<u>20,584</u>	<u>29,912</u>
Gross profit margin	<u>17,103</u>	<u>6,968</u>
	<u>44,608</u>	<u>24,977</u>
<b>EXPENSES</b>		
Advertising and promotion	2,160	0
Computer expense	2,462	2,096
Insurance	1,342	1,092
Office and general	5,334	2,606
Printing and mailing	3,991	6,879
Professional fees	10,078	9,469
Projects	21,695	11,932
Property taxes	289	1,809
	<u>47,351</u>	<u>35,883</u>
<b>EXCESS OF EXP. OVER REVENUE</b>	<b>-2,743</b>	<b>-10,906</b>

<b>STATEMENT OF CHANGES IN CASH FLOWS in \$</b>	<b>2014</b>	<b>2013</b>
<b>FUNDS PROVIDED BY:</b>		
Operating Activities		
Excess of exp. over revenue	-2,743	-10,906
Accounts receivable	702	-1,799
Accounts payable	-1,367	4,122
Prepays	-320	-1,811
<b>NET FUNDS USED BY OPERATING ACTIVITIES</b>	<b>-3,728</b>	<b>-10,394</b>
<b>INVESTING ACTIVITIES</b>		
Long-term investments	-28,049	-31
<b>DECREASE IN CASH</b>	<b>-31,777</b>	<b>-10,425</b>
<b>CASH AND CASH EQUIVALENTS, beginning of year</b>	<b>51,576</b>	<b>62,001</b>
<b>CASH AND CASH EQUIVALENTS, end of year</b>	<b>19,799</b>	<b>51,576</b>



**THANK YOU**

NANPS would like to thank the many volunteers who dedicate their free time to serve on committees and support us at our plant sales, projects and events, and thank you also to our members who keep these initiatives going with their memberships and donations. It wouldn't be possible without you!