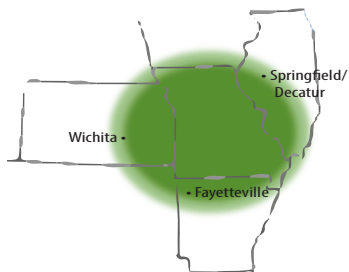




# GROW NATIVE!

## 2016 Fact Sheet

### Who We Are & What We Do



We serve Missouri, eastern Kansas, southern Illinois, and northern Arkansas.

**Affiliation:** Grow Native! is a native plant education and marketing program of the Missouri Prairie Foundation, a 501 (c)(3) private, non-profit organization that operates for the benefit of the general public.

**Mission:** to increase the demand for and supply of native plants in the lower Midwest. Grow Native! helps protect and restore biodiversity by increasing awareness of native plants and their effective use in urban, suburban, and rural altered landscapes and the built environment via collaboration with consumers, private industry, non-profit organizations, and government agencies.

**Leadership Representation:** More than 20 individuals volunteer to serve on the Grow Native! Committee, a standing committee of the Missouri Prairie Foundation, from the fields including:

- ◆ Conservation
- ◆ Agriculture
- ◆ Natural Resources
- ◆ Botanical Institutions
- ◆ Transportation
- ◆ Horticulture and Allied Industries
- ◆ Educators
- ◆ Municipal Government



Grow Native! plant tags educate consumers and help native plant growers and sellers sell plants.

### Income and Expenditures:

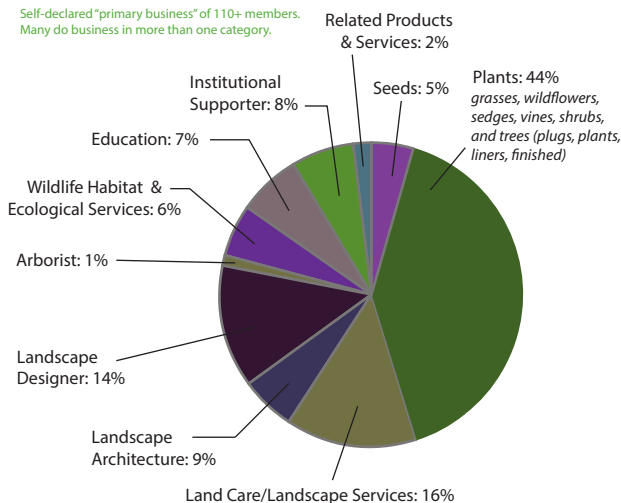
The Missouri Prairie Foundation maintains an annual Grow Native! budget that is restricted to Grow Native! program operations. Grow Native! is not taxpayer subsidized. In 2016, total income and expenditures



are projected at just under \$60,000. Revenue sources include professional memberships and sponsorships and educational programming. Revenues are expended for membership services and administration, education programming, outreach, and marketing.

### Professional Membership:

Self-declared "primary business" of 110+ members. Many do business in more than one category.



### Grow Native! Education and Outreach Activities:

- ◆ Annual Professional Member Conference (November), seminars, and workshops
- ◆ Exhibits at professional and public events
- ◆ Collaborative education support for alliance organizations
- ◆ Printed materials, plant tags, monthly articles, and website
- ◆ Speakers' and writers' bureau
- ◆ Missouri Invasive Exotic Plant Species Task Force (MIEPSTF)
- ◆ Demonstration native gardens supported and/or maintained at George Owen Nature Park, Independence, MO; Missouri State Fairgrounds; Moreau Heights Elementary School, Jefferson City