

National Garden Clubs, Inc. 2023-2024 Annual Report



Paving the Way to Success



PAVING THE WAY TO SUCCESS

National Garden Clubs, Inc.
2023-2024 Annual Report



MESSAGE FROM THE PRESIDENT

BRENDA MOORE, 2023-25 PRESIDENT

Greetings from National Garden Clubs, the largest volunteer gardening organization in the world.

I am often asked about garden clubs, or I ask someone if they are interested in joining a club. People often answer they don't want to join a garden club because they don't know anything about gardening. I will explain to them that is the very reason to join a garden club!

When I joined a garden club, around 1994, I knew nothing about gardening. I took advantage of what was offered by NGC. I've learned much about gardening and environmental issues.

National Garden Clubs offers so many resources. I encourage you to take advantage of them.

This is the second and final year of my administration. It has been an honor to serve the members of National Garden Clubs.



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NGC – By the Numbers

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8 Regions

51 State Clubs
(Includes National Capital Area)

5,000 Member Clubs

24 Youth Clubs

138,976 Members

10,778 Honorary Life Members

195 International Affiliates

PROGRAMS

Blue/Gold Star Memorial Markers

3,639 Blue Star Memorials

254 Gold Star Memorials

1 Memorial Abroad

3,894 Total

Flower Show School

1,268 Judges

Environmental School

604 Consultants

Landscape Design School

934 Consultants

Gardening School

784 Consultants

GRANTS & SCHOLARSHIPS

PLANT AMERICA Grants

385 Recipients

\$390,210 Awarded

Scholarships

1,590 Recipients

\$5,326,800 Awarded

PERMANENT HOME & ENDOWMENT (PH&E)

NGC's HQ is on 6.2 Acres of Property

HQ is located in St. Louis, MO and neighbors the Missouri Botanical Garden and Tower Grove Park.

HQ is managed by the PH&E Director and 5 Trustees.



History, Mission, & HQ

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**National Garden Clubs, Inc.
Headquarters Entrance**



**National Garden Clubs, Inc.
Headquarters Building at Night**

HISTORY OF NATIONAL GARDEN CLUBS

The first garden club meeting took place in Athens, GA in 1891. Visit our [History and Mission page](#) to learn more about the formation of NGC and its headquarters located in St. Louis, MO.

The basic objectives on which NGC was formed are still relevant today: knowledge and networking among members across the nation to have one powerful voice.

MISSION STATEMENT

National Garden Clubs, Inc. provides education, resources, and national networking opportunities for its members to promote the love of gardening, floral design, and civic and environmental responsibility.



LEADERSHIP FOR LONG-TERM SUCCESS

NGC was first organized to coordinate activities for state clubs and other clubs outside of the U.S. As mentioned in our mission statement, NGC aims to provide members with education, resources and networking.

NGC's mission is fulfilled through 3 major programs:

1. Gardening promotion and membership
2. Gardening education and the "Schools"
3. *The National Gardener* magazine and other publications.

NGC operations are carried out by a staff of 6 employees at its headquarters. The NGC federation consists of eight regions across the U.S.; these regions can then be broken down further to 51 state garden clubs, and then to district clubs within each state, and then finally the local garden clubs. Various meetings, events, and mission-related activities take place at each level of this garden club structure.

OFFICERS AND DIRECTORS

NGC's governing body consists of a board of directors. This board consists of elected officers: president, vice-president-elect, third vice president, parliamentarian, historian, a corresponding and a recording secretary, a PH&E director and trustees, 8 regional directors and 51 state presidents. There are also typically several committee chairmen and its members.

2023-2025 OFFICERS

PresidentBrenda Moore
1st VPDonna Donnelly
2nd VPGerianne Holzman
3rd VPSusan Miner

2025-2027 OFFICERS

PresidentDonna Donnelly
1st VP.....Gerianne Holzman
2nd VPSuzy Andrego
3rd VPSusan Miner



Leadership (Cont.)

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FOSTERING THE CULTURE OF INCLUSIVITY

NGC and the Board of Directors are committed to incorporating the values of diversity, equity and inclusion in the governance and operations of this corporation.

PRESIDENTS PROJECTS

Brenda Moore is NGC's 48th president. The theme for her 2023-2025 administration is "**GO GREEN - PLANT AMERICA**".

President Brenda Moore has made many accomplishments during her time with NGC, she has written children's books and has established multiple programs, projects, and more. The main focus on these projects is helping the environment and helping others, both people and wildlife.

One of the bigger project during Moore's presidency is "**PLANT AMERICA - Feed America**", a campaign aimed to help feed the hungry across America. The project will encourage every NGC member to participate in one of several ways to help fight food insecurity. Over 250 donations have been sent in to food pantries from individuals and garden clubs since this project began.

Another project that the president created is a "**Wildlife Habitat Certification Program**" and a "**Pollinator Garden Certification Program**" to encourage others to make changes to their gardens in order to better support wildlife. Nearly 300 Wildlife Habitat and 500 Pollinator Garden applications have been submitted since the program kicked off in September 2023.





PLANT AMERICA & NGC Grants

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PLANT AMERICA COMMUNITY PROJECT GRANTS

PLANT AMERICA grants help enhance public areas and community gardens across the country. These grants have been awarded to NGC's garden clubs since 2017. More than 250 grants have been awarded, totaling more than \$225,000. Grants are awarded in amounts up to \$2,000.

In addition to PLANT AMERICA grants, NGC offers other grant programs. Visit the links at the bottom of the page to learn more!



PLANT AMERICA began in 2017 under the leadership of former NGC President Nancy Hargroves. NGC's focus on community centered projects and efforts brings life to PLANT AMERICA.

PLANT AMERICA Month was initiated by former NGC President Mary Warshauer in April of 2021.

PLANT AMERICA MONTH incorporates the celebration of Arbor Day (the last Friday of April) and Earth Day (April 22).

[Native Plants and Wildflower Grants](#)

[AMES Tools Grants](#)

[Espoma Grants](#)

[Natural Disaster Grants](#)

[Youth Pollinator Gardens Grants](#)





The Path of Success

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The Path of Success is NGC's latest project and it's taking place at NGC's Headquarters in St. Louis, MO!

The Path of Success is an ongoing project to build a walking path at HQ to honor and showcase the history and mission of National Garden Clubs, Inc. This will also allow visitors to enjoy the 6.2 acres of beautifully landscaped grounds that the property has to offer.



HOW TO PARTICIPATE

Garden clubs, individuals, businesses, and anyone can “make their mark” by purchasing a paver to go on the path! Bricks are available to purchase through our website and can be customized with text. Even if you don't plan on stopping by to see the path in person, you can still view it on our website (photos will be updated periodically as we continue to add bricks to the path).



NGC will be collecting orders for the foreseeable future, but please be aware that there is limited space on the path, so it is recommended to order soon.

Follow our [Facebook](#) and [Instagram](#) pages for the most up-to-date information!



Continued Programs

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PLANT-A-TREE



Formerly known as "Penny Pines", Plant-A-Tree is part of a nationwide reforestation effort. NGC and the USDA Forest Service are proud to have formed an alliance in sustaining our national and urban forests through this reforestation/forest education program.

BLUE AND GOLD STAR MEMORIAL MARKERS



The 1st Gold Star Memorial Marker located outside of the U.S. is in France, in the first town liberated during the historic D-Day invasion.

The Blue Star Program

honors those that serve in the U.S. Armed Services. NGC adopted this program and began a Highway system that covers 1000's of miles across the Country.



The Gold Star program works with Gold Star Families to provide support to those who have lost a loved one while serving in the U.S. Armed Forces. Their mission is to offer honor, hope, and healing through remembrance of our fallen heroes.

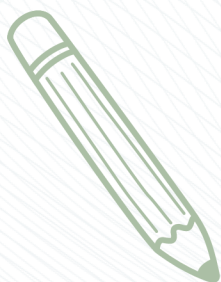


Continued Programs

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SCHOLARSHIPS

NGC's college scholarship program offers financial aid to students majoring in fields of study relating to horticulture and the environment. Learn more about the application process by visiting our scholarships page.



NGC SCHOOLS

NGC's schools provide education on the topics of environment, gardening, landscape design, and floral design. View the pages below to learn more.



FLOWER SHOW SCHOOL

LANDSCAPE DESIGN SCHOOL

GARDENING SCHOOL

ENVIRONMENTAL SCHOOL

INTERNATIONAL AFFILIATES

Affiliate NGC members from Mexico, Central and South America strongly partake in the academic opportunities offered by NGC. The International Activities Committee (COMAAI) offers the four NGC Schools, based on a continuing education system.



NGC recognizes the valuable work and performance of our members, clubs, and organizations throughout the year. The number of award categories that can be applied for are 35 adult awards and 10 youth award.

NGC appreciates their accomplishments in making our world a better place.



AWARD OF EXCELLENCE

The Award of Excellence is the highest award presented to a Non-NGC member and is sponsored by a State Garden Club organization. It may be awarded to an individual, organization, or institution that has made a significant contribution toward the advancement of the goals and purposes of NGC

A Region or State Garden Club may apply for the Award of Excellence for its distinguished work on a coordinated activity or project (*in accordance with NGC's goals and objectives*).

If a region applies, then each state in that region must participate.





THE NATIONAL GARDENER

The flagship publication of National Garden Clubs, *The National Gardener* (TNG) appears quarterly. This magazine highlights articles of interest to environmentalists, landscapers, floral designers, and anyone with a passion for learning and gardening. The TNG aims to provide our readers with leadership advice, seasonal recipes, gardening tips, and more!

BOOKS FOR YOUNG READERS



[Click here to view all of the children's books and activities. All of the activity books are completely free to use.](#)

THE NGC BLOG

Posts are submitted by members and cover a range of topics from gardening tips to environmental concerns.

ONLINE STORE

In addition to the publications above, NGC offers books on floral design, textbooks for NGC schools, the yearly Vision of Beauty calendar, and more!

See our [Publications Page](#) or [Online Store](#) to browse the catalog.



Youth Contests & Activities

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ENGAGING THE YOUTH

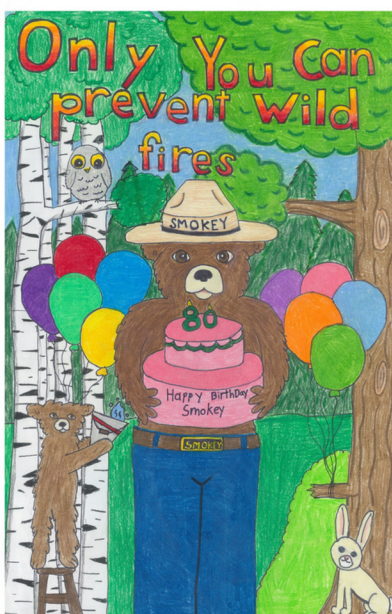
To educate our youth, and to nurture a sense of world stewardship in the next generation of gardeners, NGC has developed numerous projects for children and young adults. Participation in youth programs is sponsored by local, state, and regional garden clubs, as well as internationally.

Through these programs, clubs aim to encourage young citizens to be responsible and capable with greater dignity, integrity, respect and knowledge of their environment. Visit the links below to learn more about some of these programs offered.

YOUTH CONTESTS

SMOKEY BEAR & WOODSY OWL POSTER CONTEST*

**This contest is hosted by
the USDA Forest Service*



3rd Grade Winner

[Click here to view the 2023-2024 Smokey Bear/Woodsy Owl Poster Contest Winners](#)

SCULPTURE CONTEST



POETRY CONTEST

[Click here to view the 2023-2024 Poetry Contest Winners](#)





2022-2023 AUDIT REPORT

Fiscal Year: June 1, 2023 — May 31, 2024

Financial statements for the year ending on May 31, 2024 were audited by Conner Ash, an independent CPA firm. They gave NGC an unqualified opinion, otherwise known as a clean report, which states that NGC's financial statements were presented fairly, in all material respects for the year (ending May 31, 2024). The independent auditor's report can be viewed on the NGC website [here](#).

2024 STATEMENT OF FINANCIAL POSITION

ASSETS

CASH	123,720
INVENTORIES	159,168
INVESTMENTS	22,355,039
PROPERTY AND EQUIPMENT - NET	2,251,801
OTHER	29,142
INTANGIBLES ASSETS - NET	128,924

TOTAL ASSETS	25,047,771
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LIABILITIES

ACCOUNTS PAYABLE	5,549
ACCRUED LIABILITIES	102,862

TOTAL LIABILITIES	111,411
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NET ASSETS

WITHOUT DONOR RESTRICTIONS	21,340,849
WITH DONOR RESTRICTIONS	3,595,511

TOTAL LIABILITIES AND NET ASSETS	25,047,771
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2024 STATEMENT OF ACTIVITIES

SUPPORT AND REVENUE

MEMBER DUES	155,651
PROGRAMS	425,319
MEETINGS	110,875
CONTRIBUTIONS	193,110
OTHER	2,165
INVESTMENT RETURNS	3,017,895

TOTAL OPERATING REVENUE 3,905,015

EXPENSES

PROGRAM SERVICES:

BLUE STAR MEMORIALS	235,685
CONFERENCES AND MEETINGS	114,244
SCHOLARSHIPS AND GRANTS	326,722
BUILDING AND GROUNDS MAINT	346,172
MEMBER SERVICES	117,580
OTHER	350,151

SUPPORTING SERVICES

MANAGEMENT AND GENERAL	512,209
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TOTAL EXPENSES 2,002,763

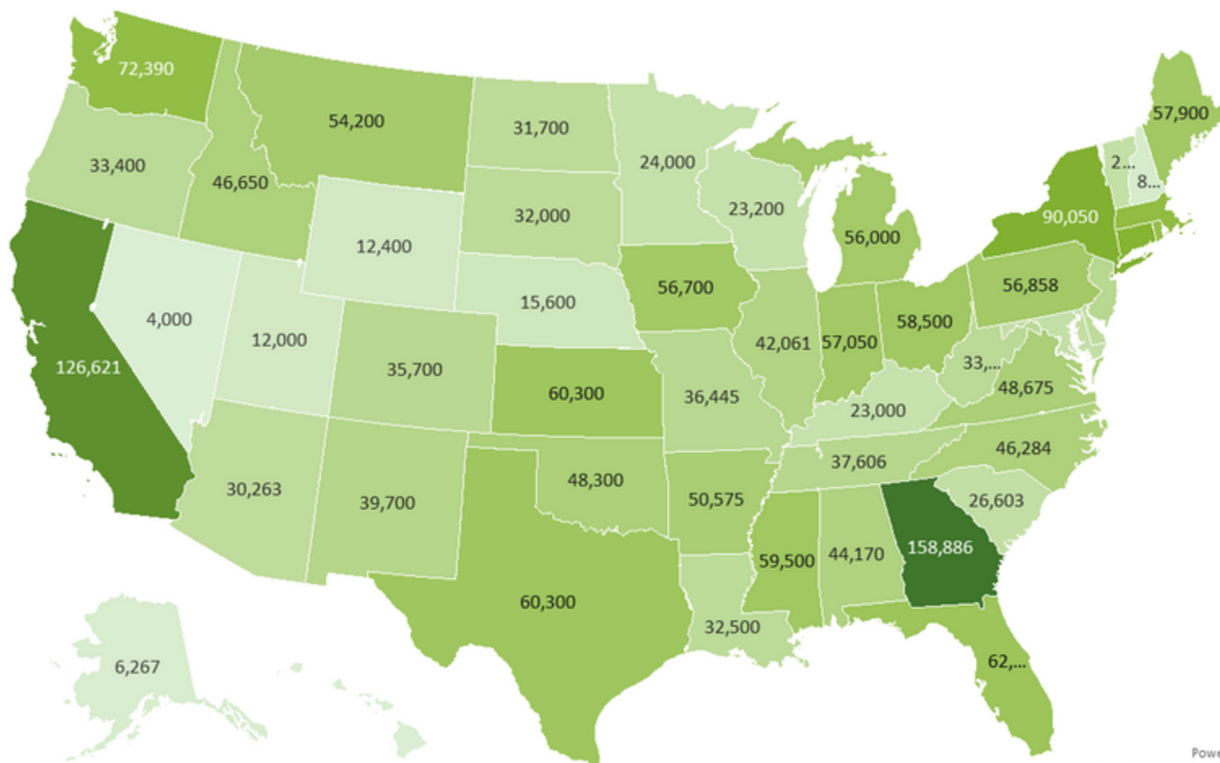
INCREASE IN NET ASSETS 1,902,252



GRANTS AND SCHOLARSHIPS BY STATE

ALABAMA	44,170	MONTANA	54,200
ALASKA	6,267	NEBRASKA	15,600
ARIZONA	30,263	NEVADA	4,000
ARKANSAS	50,575	N. HAMPSHIRE	8,250
CALIFORNIA	126,621	NEW JERSEY	36,300
COLORADO	35,700	NEW MEXICO	39,700
CONNECTICUT	85,769	NEW YORK	90,050
DELAWARE	31,300	N. CAROLINA	46,284
FLORIDA	62,881	N. DAKOTA	31,700
GEORGIA	158,886	OHIO	58,500
HAWAII	4,000	OKLAHOMA	48,300
IDAHO	46,650	OREGON	33,400
ILLINOIS	42,061	PENNSYLVANIA	56,858
INDIANA	57,050	RHODE ISLAND	70,000
IOWA	56,700	S. CAROLINA	26,603
KANSAS	60,300	S. DAKOTA	32,000
KENTUCKY	23,000	TENNESSEE	37,606
LOUISIANA	32,500	TEXAS	60,300
MAINE	57,900	UTAH	12,000
MARYLAND	25,841	VERMONT	25,700
MASS.	74,100	VIRGINIA	48,675
MICHIGAN	56,000	WASHINGTON	72,390
MINNESOTA	24,000	W. VIRGINIA	33,197
MISSISSIPPI	59,500	WISCONSIN	23,200
MISSOURI	36,445	WYOMING	12,400

Grants & Scholarships
2012 - 2024



National Garden Clubs, Inc.

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