



**HOMEGROWN**  
NATIONAL PARK®

# 2025 IMPACT REPORT

# WELCOMING NEW PEOPLE TO THE MOVEMENT

2025 reminded many of us that change—real, lasting change—starts close to home. In a year that felt uncertain in many ways, I saw people turning toward their communities and the natural world, looking for ways to make a difference right where they are. That’s where Homegrown National Park thrives.

After joining HNP in late 2024, this past year gave me a deeper understanding of what we do best: helping people take meaningful, local actions that adds up to national impact. In a recent survey, nearly one in five participants told us that the biggest result of engaging with Homegrown National Park was encouraging someone else to join the biodiversity movement. That’s a clear sign that this work is spreading beyond individual yards and into entire neighborhoods, schools, and communities.

Looking ahead to 2026, we’re focused on deepening that impact. We’ll grow the programs, partnerships, and campaigns that proved effective, and continue making it easier—and more rewarding—for people to join the movement.

This is about more than native plants. It’s about connection, resilience, and showing that small actions, taken together, can transform landscapes—and lives.

Thank you for being part of it.



Tim Snyder  
Executive Director  
Homegrown National Park



## TOGETHER, WE ARE NATURE’S BEST HOPE





## FROM INTENTION TO IMPACT

### *Restoring and Protecting Habitats where People Live*

This year, the shift from awareness to action showed up everywhere—from schoolyards to balconies to backyard corners. Thousands planted milkweed, goldenrod, and native grasses. They pulled out invasives, skipped the pesticides, and renewed their commitment with action.

A teacher in Chattanooga guided nearly 100 students through our 8-week school planting curriculum, showing what's possible when learning is grounded in place and purpose. In neighborhoods across the country, people embraced creative, hands-on ways to grow native habitat — from community seed exchanges to winter sowing projects, where gardeners used simple recycled containers to start native seedlings outdoors and let nature do the work.

Others led by example. In Indianapolis, Hannah Monroe transformed a conventional lawn into a thriving native habitat, sparking neighbor conversations and growing interest in biodiversity. Others helped people navigate the social side of change. Benjamin Vogt offered practical strategies to engage reluctant neighbors — reframing native planting not as a sacrifice, but as an upgrade. And thanks to collaborations with businesses like My Home Park, Garden for Wildlife, and Ecoplantia, over 25,000 native plants reached homes and communities that might not have had access otherwise.



## BY THE NUMBERS

<b>168,000+ ACRES</b> logged on the Biodiversity Map	<b>47,000+</b> individuals participating
<b>730+ ORGANIZATIONS</b> engaged on the Map	<b>25,000 NATIVE PLANTS</b> through business collaborations

# INSPIRING OTHERS

## Scaling What Works, Together

Impact multiplies when people feel connected — and this year, connection became our superpower. Our volunteers contributed more than 2,000 hours and didn't just support outreach; they helped build the infrastructure behind everything we do: tech, legal, communications, and outreach.

Meanwhile, our "How To Talk" series and Community Programs gave people the language and confidence to influence neighbors, challenge HOA norms, and advocate for native planting from the ground up. We leaned into storytelling with resources like the Caterpillar Campaign, helping individuals explain why these small actions matter—and how to bring others along.

We also made meaningful progress in bringing biodiversity education into schools. Our pilot HNP Schools Program

engaged 7 schools and more than 500 students, showing how hands-on habitat restoration can become part of everyday learning. In 2026, we're building on this foundation — expanding to new regions and developing the partnerships needed to make the program accessible to more communities.

Community-wide pilots, like our ongoing work with Sunbridge, a new development in Florida committed to 75% native plants in every landscape, showed how HOAs, developers, and schools can become engines of change—and models for others.

And the message is getting out. HNP was featured in 40+ regional and national news stories in 2025, helping to amplify individual stories and spark new interest in the movement.

## BY THE NUMBERS

**2,000+**  
volunteer hours  
donated

**7 SCHOOLS AND  
OVER 500 STUDENTS**  
engaged in our first year

**FEATURED IN 40+**  
regional and national  
news stories

## LOOKING FORWARD

### **Rooted in Community. Growing Nationally.**

In 2026, we're building on what worked and responding to what's needed. We'll roll out enhanced map features to help people track their journey from intention to action. We'll expand our presence in schools, equip nurseries to better promote native plants, and launch new community-led pilots modeled after what we learned in places like Sunbridge.

And through new campaigns—like the ongoing Extraordinary Caterpillar Campaign—we'll continue helping people understand that restoring habitat isn't abstract. It's urgent. It's joyful. And it's something each of us can do.



# THANK YOU TO OUR 2025 SUPPORTERS

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Marshall Soto  
Catherine Volic  
Diane Whalen  
Gregg Woolston  
Stephanie Wright  
Richard Yow

## ORGANIZATIONS

### OVER \$20,000

Cell Signaling Technology (CST)

### \$10,000 to \$19,999

Native Flora Seeds  
Columbia Land Conservancy  
Community Foundation of Western Massachusetts  
William Penn Foundation  
Special Gifts Program  
Garden for Wildlife  
Bonfire Funds, Inc.  
The Norman J Fisher & Doris Fisher Foundation

### \$2,500 to \$4,999

Green Jay Landscaping  
Ecoplantia  
Backyard Bounty  
The Jones Family Foundation

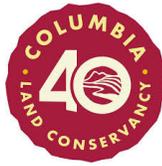
### \$1,000 to \$2,499

Meadow Pro  
The John and Mary Pritchard Fund of the Philadelphia Foundation  
American Beauties  
Main Line Unitarian Church  
Selah Charitable Trust  
70|30 Design Studio  
KnitStars  
Swamp Yankee Earthcare  
The Wilderness Center  
Midwest Groundcovers LLC  
Michigan Garden Clubs  
Native Plant Society of Texas  
Tree of Life Services  
Northern Holler  
My Home Park  
Heart of Illinois Community Foundation  
Northwest Connecticut Community Foundation, Inc.

### \$250 to \$499

Izel Plants LLC  
Native Gardens of Blue Hill  
Keystone Permaculture  
Vortex Optics  
Studio Humelint  
Redbud Native Plant Nursery & TEND landscape architects  
Gardens by Demetra  
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Native Plants Unlimited  
Delaware Life Insurance Co.  
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Johnson & Johnson  
The Garden Club of Frederick  
Evergreen Garden Club  
Native Plants Nursery OKC  
Wildflower Native Plant Nursery  
Flower to the People

# THANK YOU TO OUR 2025 SUPPORTERS



## YOUR SUPPORT MADE THIS POSSIBLE

**\$1,025,000**  
raised in 2025

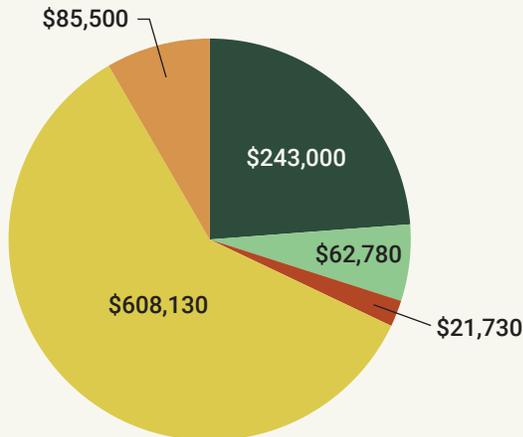
**8,800**  
donations

**3,500 NEW DONORS**  
joined the movement

**45% OF 2024 DONORS**  
gave again



## WHERE IT CAME FROM



- Keystone Supporters \$243,000
- Commercial Partnerships \$62,780
- Merchandise \$21,730
- Individual Donations \$608,130
- Grants \$85,500

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