

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



THANK YOU TO OUR 2025 SUPPORTERS



YOUR SUPPORT MADE THIS POSSIBLE

\$1,025,000
raised in 2025

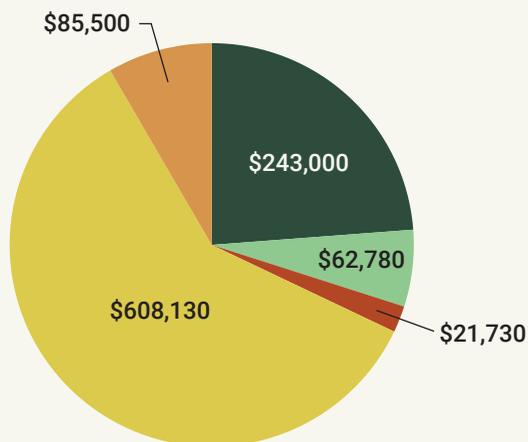
8,800
donations

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

[GET ON THE MAP](#)

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HOMEGROWN
NATIONAL PARK®

2025 IMPACT REPORT



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

168,000+ ACRES
logged on the
Biodiversity Map

47,000+
individuals participating

730+ ORGANIZATIONS
engaged on the Map

25,000 NATIVE PLANTS
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

SUPPORTERS

OVER \$20,000

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\$10,000 to \$19,999

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Stephanie Wright
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OVER \$20,000

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\$10,000 to \$19,999

Native Flora Seeds
Columbia Land Conservancy
Community Foundation of
Western Massachusetts

\$5,000 to \$9,999

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

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70|30 Design Studio
KnitStars
Swamp Yankee Earthcare
The Wilderness Center
Midwest Groundcovers LLC
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\$500 to \$999

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 Humelim
Redbud Native Plant Nursery &
TEND landscape architects
Gardens by Demetra
Akene
Native Plants Unlimited
Delaware Life Insurance Co.
Act for Alexandria
Monterey Native Plants
Working Group
Johnson & Johnson
The Garden Club of Frederick
Evergreen Garden Club
Native Plants Nursery OKC
Wildflower Native Plant Nursery
Flower to the People