
POLLINATOR PARTNERSHIP

2025
IMPACT
REPORT

**POLLINATOR
PARTNERSHIP**

Protect their lives. Preserve ours.

POLLINATOR.ORG

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Pollinator Partnership’s mission is to promote the health of pollinators, critical to food and ecosystems, through conservation, education, and research.

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Pollinators are essential to our ecosystems, our food systems, and our shared future.

At Pollinator Partnership (P2), our goal is to protect these vital species through science-based conservation, education, and collaboration. Last year, thanks to the dedication of our partners and supporters, we expanded pollinator habitat, advanced research, and empowered communities to take meaningful action in the face of biodiversity loss and a changing climate.

This impact report highlights what we have accomplished together and the measurable difference your support makes. As challenges grow, so does our collective resolve. Thank you for standing with us to ensure a world where pollinators and people can thrive.



Kelly Bills
Executive Director



Pollinators do far more than move pollen. They weave together the ecological, cultural, and agricultural systems that sustain life.

Last year’s Pollinator Poster theme, Pollinators Weave Connections, invites us to recognize the intricate networks shaped by bees, butterflies, bats, birds, and other pollinating species. Their movements link plants across landscapes, support global food systems, and anchor the cultural traditions and lifeways of communities across North America and beyond.

Pollinator Partnership’s 2025 Impact Report celebrates these connections and the many ways our programs strengthened them last year. Our work addressed pollinator issues in a three-pronged approach: conservation, education, and research, and we continue to weave the threads that support healthier ecosystems, resilient agricultural systems, and empowered communities.





CONSERVATION

786,896 acres

pollinator habitat enhanced to date



4,369 habitat acres

added to
Bee Friendly Farming
in 2025



43,087 plant plugs

grown in 2025 for
pollinator habitat projects



585 gardens

added to
Bee Friendly Gardening
in 2025

“I have witnessed the amazing community of people who uplift and support each other in the spirit of their common goals of maintaining habitats for pollinators to thrive in. I am very excited to continue learning and growing within this program!”

—Hailey Saxton, Bee Friendly Gardening Member



Project Wingspan: Golden State



Project Wingspan: Golden State (PWGS) established a new seed collection and amplification program in California this year. Funded by the National Fish and Wildlife Foundation, in collaboration with local Resource Conservation Districts, volunteers, land management organizations, and native plant and seed producers, PWGS is working to amplify seed from 12 native plant species and grow more than 10,000 plug plants. While early on in its development, this program is quickly expanding its impact on the supply of native plant materials throughout California.



“Local seed collection connects people to place and sustains the landscapes we call home. Thanks to Pollinator Partnership, our office was able to volunteer and contribute to this important work.”

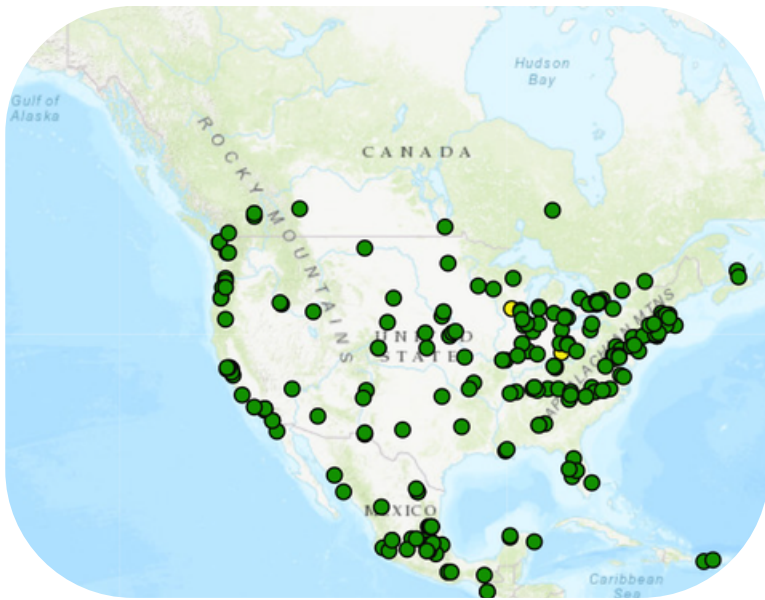
-Virginia, Seed Collection Volunteer



EDUCATION

593,256 people

engaged through our programs



Pollinator Week 2025 Map of Activities



“ Everyone’s enthusiasm was infectious and I’m excited to use what I learned to better execute the efforts I was already taking on behalf of pollinators and the overall ecosystem on my farm. ”

–Brooke, Certified Pollinator Steward



6,100 pollinator observations during the Pollinator Week Bioblitz



238 Pollinator Week events registered on the Activity Map



8 awards given to inspiring pollinator advocates

Pollinator Steward Certification



The Pollinator Steward Certification (PSC) program has trained thousands of people to enhance their knowledge and apply what they've learned in practical and effective ways through habitat creation and outreach. PSC has created a network of ambassadors and community leaders, making positive change across the world for wildlife and biodiversity.



1,000+ participated in PSC across the globe in 2025



1,200+ fully Certified Pollinator Stewards



14 trainees named **Star Stewards** for their exceptional efforts

Conservation Partners Program



The Conservation Partners Program, made possible by funding from the National Fish and Wildlife Foundation, ran from 2022 – 2025 and enabled P2 Partner Biologists to work with the Natural Resources Conservation Service to expand pollinator conservation support for farmers and landowners in Indiana and Ohio. The program produced 10 Working for Wildlife videos explaining Farm Bill conservation practices and six Habitat Hero videos highlighting farmers implementing pollinator habitat.



RESEARCH

\$179,098 dollars



towards research and monitoring



Specialty Crop Multi-State (SCMS) Blueberry P.E.S.T. Tool

In 2025, Pollinator Partnership developed the SCMS Blueberry PEST Tool to help growers and land managers have increased confidence that the plants they select to create habitat for pollinators and other beneficial insects will reduce the likelihood of increased pest problems. This project was funded by the California Department of Food and Agriculture.



Monarch Wings Across California: Almonds

Through funding from the National Fish and Wildlife Foundation, Monarch Wings Across California: Almonds concluded its two-year initiative in 2025 supporting California almond growers in expanding on-farm pollinator habitat. Through direct technical assistance and monitoring, the program helped increase habitat for monarch butterflies and other pollinators while gaining a better understanding of species needs.



Conservation Reserve Program

Pollinator Partnership was selected by the USDA Farm Service Agency to create a social science research program investigating USDA Conservation Reserve Program (CRP) farmer adoption in the Midwest. In 2025, P2 began gathering information about barriers and motivations for participation in the CRP including financial incentives, administration, and logistics.

NAPPC Celebrates its 25 Anniversary



For 25 years, the North American Pollinator Protection Campaign (NAPPC), has united stakeholders across sectors in a collaborative partnership advancing pollinator health across North America. Through the collective efforts of 180+ organizations and its active Task Forces, NAPPC has been a leader in guiding policy and turning cutting-edge science into into real, on-the-ground progress for pollinators.

\$84,554 awarded to pollinator research grants



Imperiled Bumble Bee Conservation



Butterfly and Moth Conservation



Honey Bee Health

P2 By the Numbers

3.4M

Total revenue



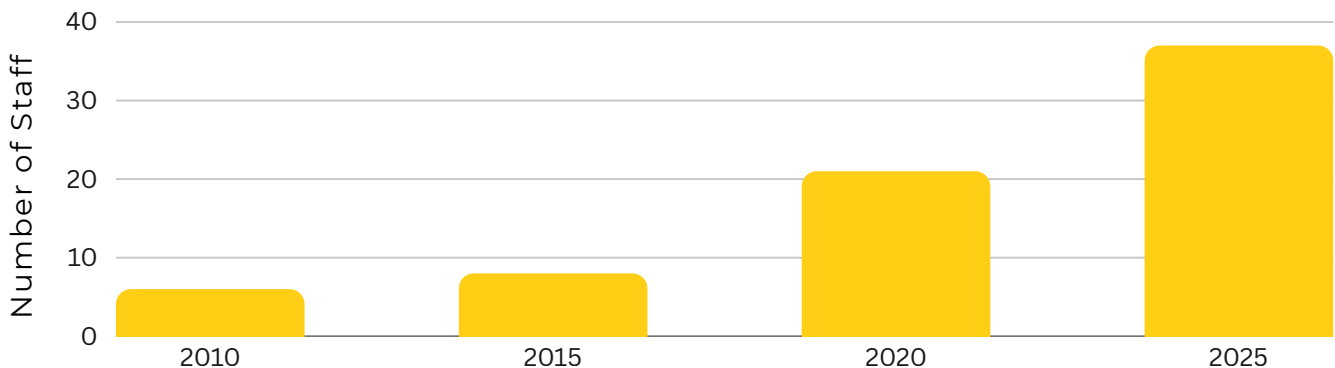
89%

Of all funds went directly to programs

\$721,506

Allocated to habitat enhancement

Organization Growth since 1997



How to get Involved



Bee Friendly Gardening

Become a Bee Friendly Gardening (BFG) member and gain access to our BFG Member webpage, with priority access to free seeds, gardening resources, educational campaigns, webinars, and videos to help you grow pollinator-friendly spaces.



Pollinator Steward Certification

Register for Pollinator Steward Certification to get the scientific know-how to make a real difference for pollinators. This seven-module course is ideal for home gardeners, land managers, farmers, and anyone that wants to do more for pollinators.



Pollinator Week

Participate in Pollinator Week taking place June 22 -28, 2026. It is a time to raise awareness for pollinators and spread the word about what we can do to protect them.



Consulting

Contact us to find out how we can help meet your pollinator conservation goals. We offer sector-specific expertise in pollinator conservation and education, at competitive rates. We work with the agricultural, corporate, educational, energy, and transportation sectors.



Bee Friendly Farming

Join Bee Friendly Farming (BFF). BFF helps farmers incorporate affordable, simple, science-based guidelines, such as offering nutrition and habitats for bees, and Integrated Pest Management strategies.



Social Media

Follow us on Social Media:

-  Pollinator Partnership Official
-  @pollinatorpartnership
-  Pollinator Partnership
-  @pollinatororg

A group of approximately 15 people are posing for a photo in a forest. They are standing on a ground covered with brown leaves. In the background, several very tall, slender trees with thick trunks reach towards the sky. The overall scene is dimly lit, suggesting an overcast day or a shaded forest.

WHO WE ARE

Pollinator Partnership Staff

Kelly Bills, California
Executive Director

Lora Morandin, PhD, British Columbia
Associate Director

Amber Barnes, Ohio
Co-Director of Agricultural Programs

Gina Bartleson, Iowa
Project Wingspan Iowa State Coordinator

Dawn Boeck, Arizona
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Andy Grinstead, Indiana
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Pollinator Partnership Staff

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Indiana Partner Biologist

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Midwest Agricultural Coordinator

Cody Wilson, Kentucky
Agricultural Manager

Sara Wittenberg, Arkansas
Bee Friendly Gardening Manager

Vicki Wojcik, PhD, Ontario
Director of Science and Research



Board of Directors



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Vice Chair
Temple, Texas



Lucky Williams
San Leandro, California



Terry Witzel
Hillsborough, California

2025 IMPACT REPORT

The background of the entire page is a close-up photograph of two monarch butterflies. One butterfly is positioned in the upper half, and the other is in the lower half. They are both perched on clusters of small, vibrant pink flowers. The butterflies' wings are a mix of bright yellow and black, with a distinctive pattern of black veins and spots. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting.

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