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ANNUAL REPORT

Pollinator Partnership



**POLLINATOR
PARTNERSHIP**

Protect their lives. Preserve ours.

Dear Friends,

For nearly three decades Pollinator Partnership has worked to bring people together with the goal of supporting all pollinators. Our work highlights diversity, connectedness, and community through our many partnerships and programs.

Pollinator populations themselves rely on habitat connectivity and exist in harmony with other wildlife. We can learn a lot from these small creatures about how to conduct ourselves as stewards of this planet.

Not only do pollinators support our ecosystems, economy, and agriculture but they also contribute incredible cultural significance to a diversity of communities. Pollinators appear in sacred passages and are cherished in art globally. I believe people can find peace and connection through our love and appreciation for pollinators.

We hope you will join us in supporting pollinators and connecting people throughout the world so that we may stand united for pollinators. Thank you for your partnership.

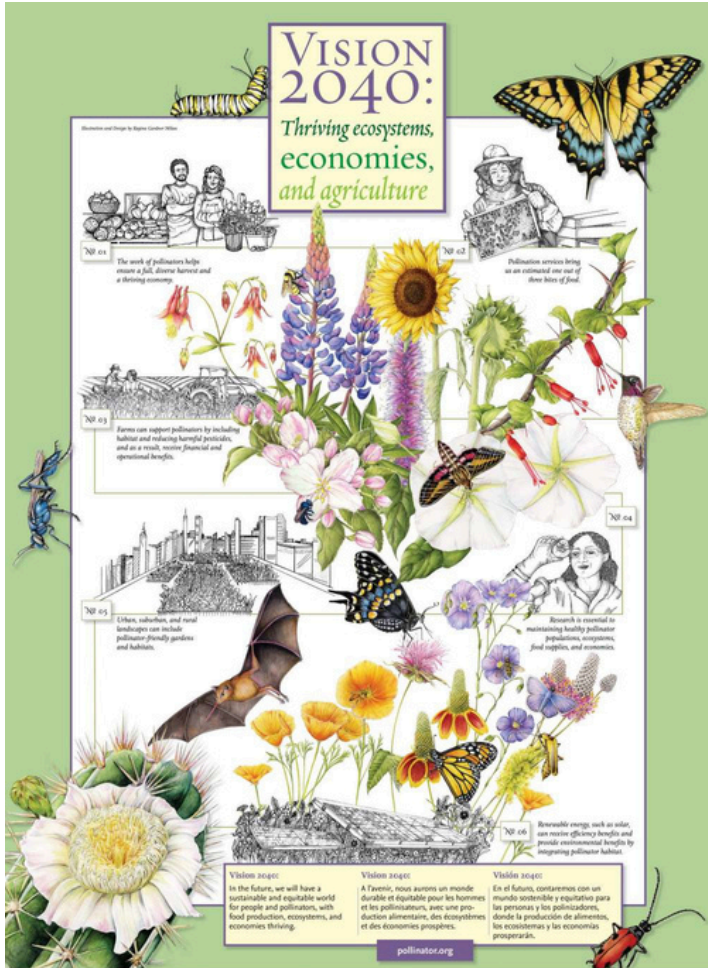
Kelly Bills

Kelly Bills
Executive Director



“In the face of much division throughout the world, pollinators have the potential to bring us all together.”

This year's theme: Vision 2040



Envisioning a future where pollinators not only survive, but thrive.

The Vision 2040: Thriving Ecosystems, Economies, and Agriculture poster is our vision of a collective future where humans and pollinators will be equitably thriving by 2040. The poster visualizes a diverse harvest and thriving harvest as a foundational economic sector for the global economy with pollinators being central to that future. Pollinators are deeply intertwined with the wellbeing of our food systems, and are responsible for one out of three bites of food that we consume. Since they are so central to our food systems, it's vital that farms take steps to ensure the future preservation of pollinators which can be done in a variety of ways that are beneficial to both pollinators and growers.

Thriving Ecosystems, Economies, and Agriculture

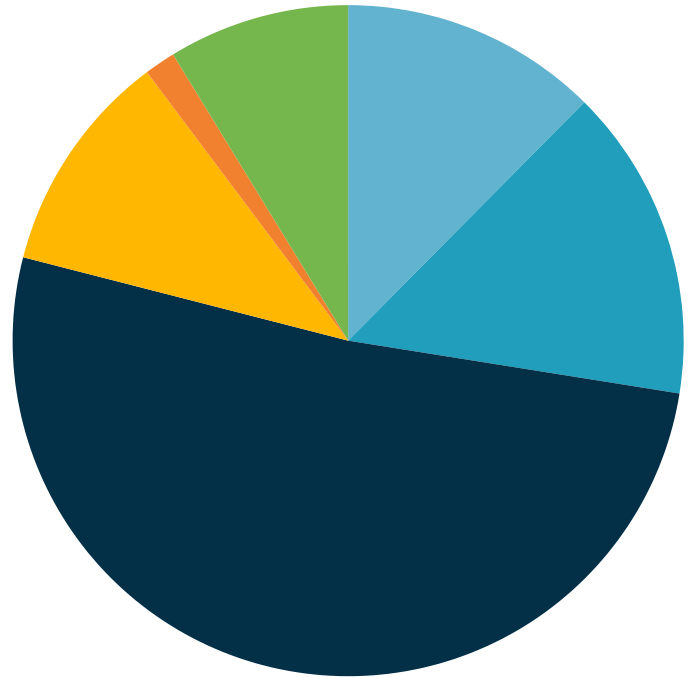
Our poster also acknowledges that Farmlands are not the only space where pollinator habitat can be incorporated to benefit pollinators and humans. Clean renewable energy such as solar and wind can also assist in developing land for the infrastructure of renewable energy, rights of way, and other utility habitats can be used as space for pollinator habitat. Creating green urban and suburban habitats can be possible through research and conservation efforts in combination with local education efforts for communities to live in harmony with pollinator species.



Pollinator Partnership by the Numbers

Where Our Money Comes From

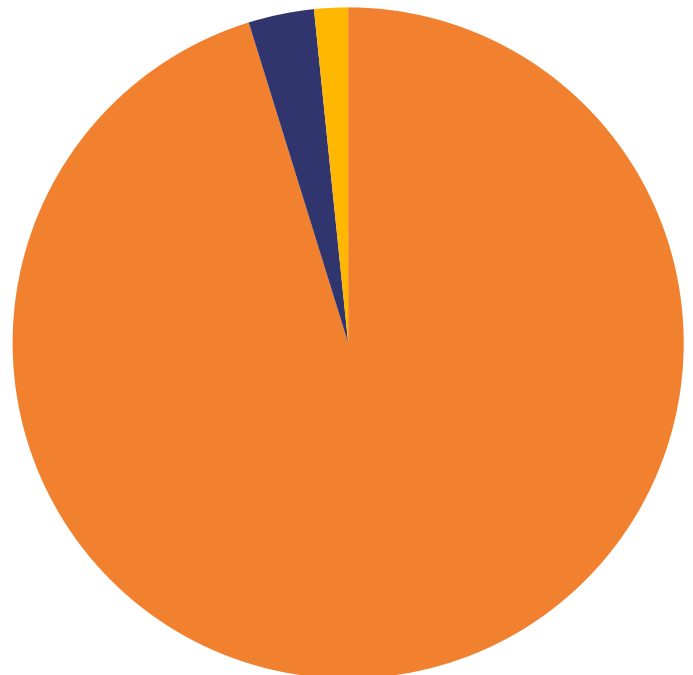
- Individual Donations- 12%
- Foundation Grants- 15%
- Corporate Grants- 52%
- Contract Income- 11%
- Program Membership- 1%
- Government Grants- 9%



Thanks to our supporters, our revenue grew to \$2,474,077, allowing us to make a huge impact for pollinators!

Where Our Money Goes

- Programs- 95%
- Administration- 3%
- Fundraising- 2%



Pollinator Partnership by the Numbers

172,221

Acres of Habitat Enhanced



\$2,232,437+

Dollars in Programs

\$342,065+

Dollars in Active Research



216,389+

People Engaged

Program Highlights

Bee Friendly Farming

Pollinator Partnership's Bee Friendly Farming (BFF) program has grown substantially over the past four years. We now have more than 358,000 acres of certified farmland and more than 153,500 habitat acres managed through the program. With 793 farms registered in the program across more than 20 commodities produced by Bee Friendly Farmers, BFF now inhabits 24 US states and four CAN provinces. The BFF program continues to grow and evolve to address the needs of pollinators and farmers. Last year we added a third-party verification option to the program, working to bring certified products to market and to increase the impact of BFF Certification. This certification is now accepted by Walmart for their fresh produce vendors. Since it was introduced in late 2023, BFF's third party verifier, Where Food Comes From, has verified more than 30,000 acres. 2024 saw the first Bee Friendly Farming third-party verified products to consumers, with Silk Canada and Roots Potato Chips.



Bee Friendly Gardening

Pollinator Partnership's Bee Friendly Gardening program empowers individuals to create pollinator-friendly spaces with expert guidance and resources. By transforming landscapes into safe havens for bees and other pollinators, we support biodiversity and ecosystem health. As of November 2024, we have 884 members and 501 registered Bee Friendly Gardens, many proudly displaying the P2 BFG sign. Members can access exclusive benefits through our password-protected webpage, including new 2024 badges that encourage further action for pollinators. Our growing network includes 204 members on the BFG Facebook page, 47 on the BFG iNaturalist project, and partnerships with six sponsors and seven official supporters. Join us in making a difference for a greener, more pollinator-friendly world.



Program Highlights

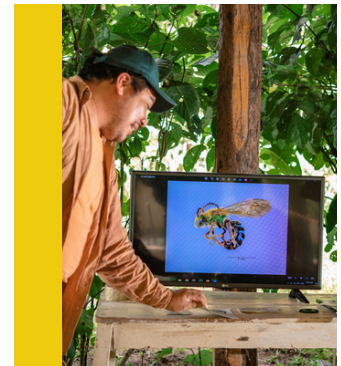
North American Pollinator Protection Campaign

The North American Protection Campaign (NAPPC) managed by Pollinator Partnership, is a unique coalition of more than 170 diverse members from government, conservation, research, and business- all working to find common ground to support pollinators and better connect people to conservation. This year's NAPPC Conference was held at the National Museum of the American Indian in Washington, DC, allowing the opportunity for our attendees to understand the need to decolonize conservation as central to our efforts and learn ways that businesses can contribute to sustainable agricultural, urban habitat restoration, and monarch conservation efforts across the continent.



Pollinator Steward Certification

More than 1,000 individuals registered this past year, and more than 450 have completed full certification, demonstrating leadership in pollinator conservation. Our highly anticipated 2025 training will aim to feature expert speakers, the latest pollinator research, and will provide participants with the information needed to become powerful pollinator protectors.



Project Wingspan

In 2024, Project Wingspan partnered with Prairie Moon Nursery and Minnesota Native Landscapes to enhance pollinator habitat across the Midwest by collecting native seeds and growing plants. Expanding into Iowa and continuing work in Illinois, Indiana, and Ohio, the program's volunteers, including 132 newly certified individuals, collected more than 300 pounds of seed from 47 unique species and produced 13,000 plant plugs for habitat enhancement on 3,250 acres. Additionally, trained Native Seed Stewards gathered rare native seeds for regional land management partners, while technical workshops in multiple states engaged agricultural stakeholders in Pollinator Partnership's Pollinator Stewardship Certification program, promoting sustainable practices for pollinator conservation.



How To Get Involved

- 1 Become a **Bee Friendly Gardening** member and gain access to our BFG Member webpage, with priority for free seeds, gardening resources, educational campaigns, webinars, and videos to help you grow pollinator-friendly spaces.
- 2 Register for **Pollinator Steward Certification** to get the scientific know-how to to a real difference for pollinators. This seven-module course is ideal for home gardeners, land managers (small and large), farmers, and anyone that wants to do more for pollinators.
- 3 Participate in **Pollinator Week**, June 16–22, 2025, in support of pollinator health that was initiated and is managed by Pollinator Partnership. It is a time to raise awareness for pollinators and spread the word about what we can do to protect them.
- 4 Use our new **Find Your Roots tool** to select the right plants for your habitat project. This tool allows users to filter pollinator-attracting plants that are native to your region. What's even better, our tool also allows you to filter plants based on your color, soil, sun, and plant type preferences! Let your space benefit you and pollinators.
- 5 Join our **Pollinator Action Team** to keep up to date on more ways to stay involved. Our monthly newsletter is sent directly to your inbox containing our most important announcements, pollinator resources, and opportunities.



@pollinatorpartnership



Pollinator Partnership
Official



Pollinator Partnership

Follow us on social
media!



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Pollinator Partnership Store

We are thrilled to announce our store on Bonfire.com! Show your support for pollinator health by wearing your favorite pollinator! This exclusive Pollinator Partnership merchandise line features artwork by former Pollinator Week poster artist Fiorella Ikeue. Order yours today to support pollinator conservation and help raise awareness about their health and well-being. Available in youth and baby sizes!

Our Future Flies with Pollinators



Ruby-throated hummingbird



Two-form bumble bee



Eastern tiger swallowtail



Pollinator Partnership Store

Lesser long-nosed bat



Golden sweat bee



Future Flies with Pollinators Onesie



Locust borer beetle



Future Flies with Pollinators Mug



Shop our store!



Thank you for supporting our work!

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