



2023 Impact Report UC Master Gardener Program of Sonoma County

Our Vision

UC Master Gardener Program of Sonoma County (UCMGSC) volunteers provide science-based information based upon local community needs. Our vision is to cultivate environmental stewardship one garden at a time. We educate home gardeners about how to:

- Incorporate sustainable food gardening and landscape practices.
- Cope with drought and improve water conservation.
- Address fire resilience.
- Adopt best practices in pest management.



Our vision is to cultivate environmental stewardship one garden at a time.

Educational Outreach

UCMGSC reaches the community in many different ways so people can learn how, when, and where they prefer. We have extensive video resources on our YouTube channel, an updated website and social media outreach via Facebook and Instagram.

We connect one-on-one with community members through our Information Desk online and at the UCCE Sonoma office, our presence at local Farmers Markets, workshops, lectures, and home visits through our nationally recognized Garden Sense program. Increasingly, our offerings are multilingual.



We have demonstration gardens located around Sonoma County that showcase best practices in sustainable landscaping and food production. UCMGSC also focuses on food security in partnership with several community gardens.

CONTACT

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“The Garden Sense consultants were not only helpful and educational but made the entire planning process fun. With their irrigation hints, my water bills last summer were the lowest ever!”

– Garden Sense client



\$534,068 Value of Donated Hours

17,832 Hours Donated

220 Active Volunteers



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BUILDING COMMUNITY

We build community by delivering and sharing information in an equitable and inclusive manner. Some of our exciting 2023 projects include:



Sebastopol Center for The Arts Demonstration Garden

Located in a landscape strip in front of the Center, the Demonstration Garden features a stunning mix of native drought-tolerant plants. A Sebastopol resident was so impressed by the transformation, she started up the Sebastopol Civic Gardeners. She is hoping to find volunteers who will adopt small plots of city-owned properties and maintain them after they've been planted with drought-tolerant native plants. "This new project was inspired by the Master Gardener Demonstration Garden at Sebastopol Center for the Arts," she posted on her Facebook page.

Left: During 2023, Sonoma County Master Gardener volunteers transformed a barren landscape strip into a Demonstration and Teaching Garden that attracts pollinators and praise from residents.

Los Guilicos Children's Garden

Supervisor Susan Gorin officially opened our Children's Garden on Sonoma County's Los Guilicos campus. At our 2023 fall Jamboree, we celebrated the many volunteers and donors who helped us restore the 1½ acre garden that was destroyed by the 2020 Glass Fire.

The site is now a garden and outdoor classroom for teaching youth about sustainable gardening practices. Restoring The Children's Garden is just Phase One in creating our Los Guilicos Demonstration and Teaching Garden.

Local businesses have donated nearly \$50,000 toward the garden's transformation and helping hands from local service clubs to help us achieve our vision. Work is underway for school field trips to the garden starting in spring 2024.



Top row: Fall 2023 Jamboree event. Bottom row: Herbs and vegetables harvested from The Children's Garden are provided to the nonprofit Valley of the Moon Children's Center.

300 Jamboree Attendees Enjoyed Educational and Craft Activities.



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Building Community ^{*} *continued from page 2*

Portable Container Garden Project

Many Sonoma County residents would love to grow their favorite vegetables year-round but face challenges such as rental restrictions, space limitations and the cost to install planters. We launched our Portable Container Garden Program in 2023 to address some of these challenges and give community members tools to grow their own food garden.

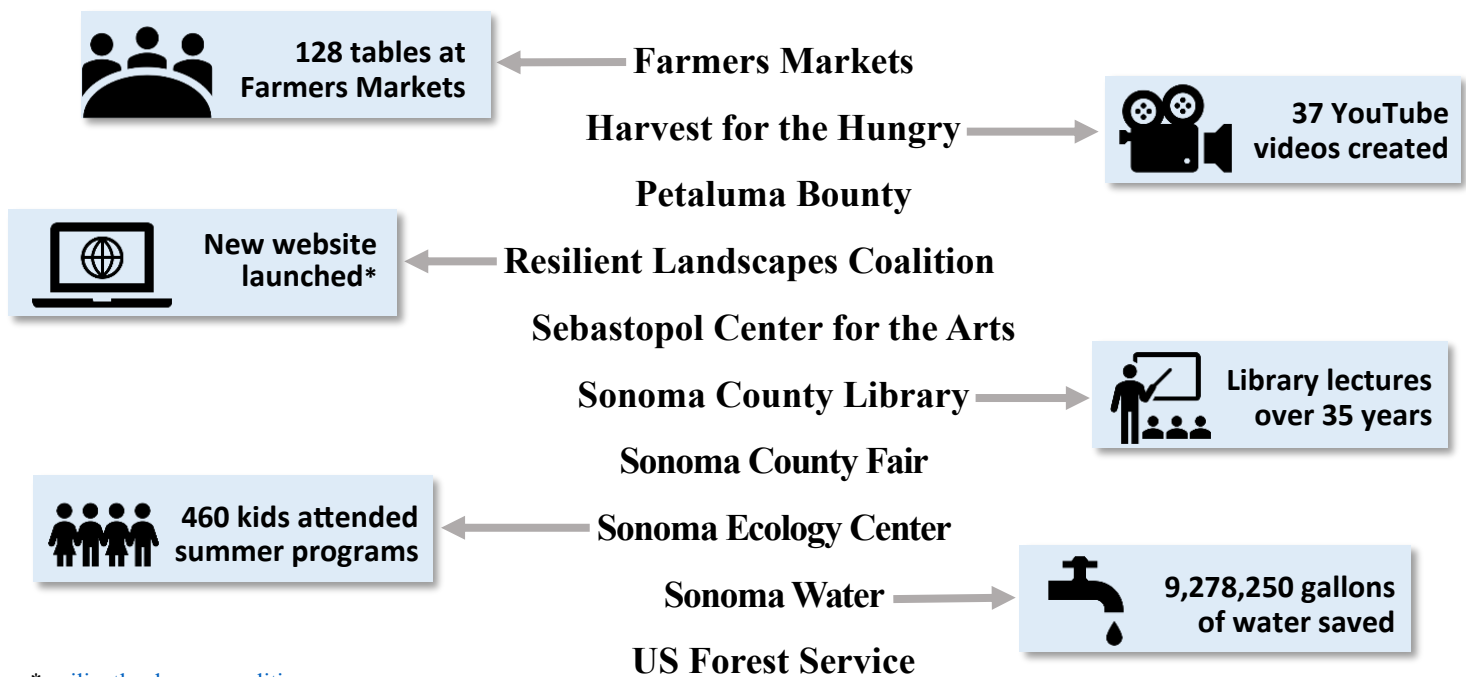
We worked with local community-based organizations to host two workshops in summer 2023. Participants were given a five-gallon bucket filled with rich soil and a selection of beautiful vegetable plants, herbs, and pollinator flowers to plant in their bucket. We partnered with Corazón Healdsburg, Farm to Pantry, and Farm to Fight Hunger to host an event in Healdsburg attended by 300 Latinx community members.

Right: A young gardener expresses joy about the tomato she planted during a May 2023 Portable Container Garden workshop held in Santa Rosa at Andy's Unity Park. Workshop participants went home with a free five-gallon bucket filled with soil and plants.



Local Partnerships

We deliver programs rooted in evidence-based research that address environmental challenges facing communities such as climate change, drought, and fire in partnership with other community-based organizations:

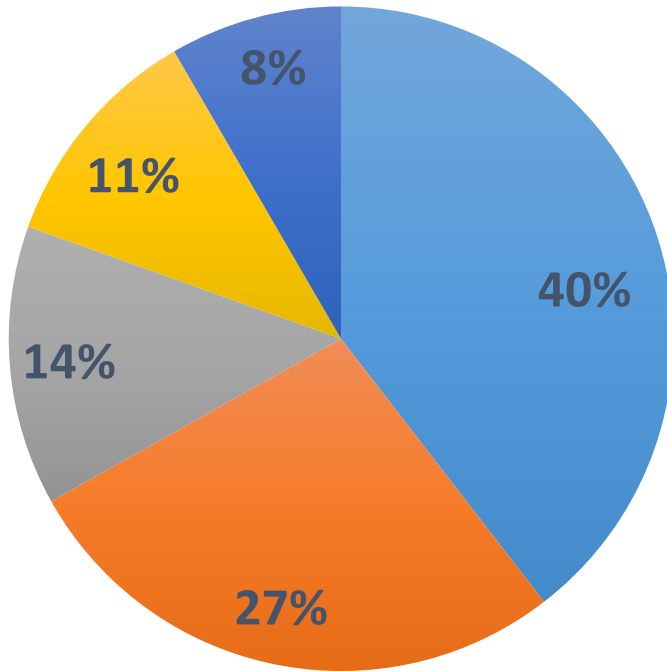


*resilientlandscapescoalition.org

Lifetime Water Savings from Sonoma Water & Garden Sense Partnership: 244+ million gallons



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Community Member Connections

- Demonstration Gardens – 3,107
- Farmers Markets – 2,147
- Lectures & Workshops – 1,070
- Garden Sense Programs – 876
- Information Desk – 658

Total Connections = **7,858**

Social Media & Newspapers

- Webpage visitors:
 - Users: **165,158**
 - Pageviews: **193,544**
- YouTube views: **47,000**
- YouTube subscribers: **1,200**
- Facebook followers: **4,900**
- Instagram followers: **2,100**
- “Advice to Grow By” columns in local newspapers:
 - *The Santa Rosa Press Democrat*: **28**
 - *La Prensa Sonoma*: **2**

Fundraising

- Individual donations: **\$24,996**
- Plant sales income: **\$15,197**
- Grant funding:
 - **Sonoma Water**—**\$50,000** over 2 ½ years to support our Garden Sense water conservation educational outreach program.
 - **United States Forest Service**—**\$32,000** annual funding in support of our Sudden Oak Death (SOD) citizen science program tracking the spread of SOD in Sonoma County.

Volunteers & Volunteer Hours

- Active volunteers: **220**
- Volunteer hours: **17,832**
- Value of volunteer hours: (\$29.95/hour): **\$534,068**
- All-time volunteer hours: **441,500**
- All-time value of volunteer hours: **\$13,222,925**

Staff Support

- Half-time County-funded Program Coordinator
- Half-time County-funded Administrative Assistant

Garden Sense Program

- Clients: **263**
- All-time client visits: **1,852**

All-time Value of Volunteer Hours: \$13.2 million



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Your gifts help us grow
Thank You!



\$1,000+

- Anonymous (5)
- Hunter Industries Inc.
- Patriarca Wang Family Fund
- Petaluma Garden Club

\$500+

- Anonymous (3)
- Charles Demarais and Katherine Morgan Fund
- Diane Judd
- John Leutza
- Marcella Moloshco
- Kim Roberts
- Clio Tarazi

\$100+

- Anonymous (2)
- Lynn Ashmall
- Richard Auld
- Janet Bair
- Roger Bucholtz
- David Burnley
- John Burns
- Wanda Burzycki
- California Rare Fruit Growers Inc.
- Kathleen Conover
- Nancy Creveling
- Linda Davis-Reed

\$100+

- Christopher Downing
- Amy Dyer
- Mimi Enright
- Penelope Fink
- Kathleen Fitzgerald-Orr
- Deborah Meiswinkel
- Marilyn Murray
- Kimberly Nielsen-Glynn
- Oakmont Garden Club
- Petaluma Garden Club
- Vicki Petersen
- Sue Pintar
- Debbie Platt
- Bruce Robinson
- Susan Roth
- Jean Schlesinger
- Jude Sharp
- Michael Songster
- Laura Southworth
- Tami Stolte
- Lisa Taylor
- Beth Tudor
- Phyllis Turrill
- VISA Employee Matching Program
- Deborah Westrick
- Ellen Zaslansky

Under \$99

- Anonymous (7)
- Virginia Ashburn
- Cathy Barrett
- Sally Barton
- Neil Baxter
- Ellen Boulanger
- Sylvia Bray
- Heidi Burke
- Tim Coyne
- Janece Dagen
- DJ DeProspero
- Christopher Downing
- Clare Gallardo
- Bonnie Gold
- Michael Graves
- David Grossblat
- Elizabeth Haven
- Renee Hayes
- Julie Hébert
- Marybeth Hull
- Ramona Ingrassia
- Doreen Jansen
- Candice Johnson
- Rachel Kligerman
- Myron London
- Sue Lovelace
- April Lynch
- Mary Mariani

Under \$99

- Joan Martel
- Kathy Matonak
- Stephanie Miller
- Trisha Mount
- Lynn Mumaw
- Claudia Norby
- Judy Pike
- P. Doreen Proctor
- Mary Redwine
- Lois Rice
- Sharon Rossi
- Ellie Samuel
- Mary Savage
- Mike Scannell
- Ellen Scarr
- Luann Schend
- Laura Schnizler
- Suzie Shield
- Siegel Psychological Consulting Inc.
- Sonoma Mountain Garden Club
- Patricia Souza
- Wendy Stern
- Janet Thorp
- Elaine Walter
- Michael Wilson

For information about ways to support the UC Master Gardener Program of Sonoma County: sonomamg.ucanr.edu/About_Us/Donate/



In-kind donations

- CalFlora Nursery
- Cloverdale Nursery
- Dandi Hagler
- Emerisa Gardens
- Friedman's Home Improvement
- Friends of the Petaluma Library
- Gardenworks Inc.
- Grab and Grow
- Hunter Industries
- Image Tree Service
- Landcare
- Marin Landscape Supplies
- Oliver's Market
- Petaluma Seed Bank
- Redwood Empire Lumber
- Sam Cimino
- SiteOne
- Soils Plus
- Sonoma Water
- Sunrise Rotary Club
- WeAct
- Windsor Garden Club
- Wyatt Irrigation
- Xerces Society

Total Donors: 141

Total Cash and In-Kind Donations: \$40,917.71