



The Herb Society of America, Inc.

Essential Facts

Reporting Period: April 1, 2015-March 31, 2016

FY16 MEMBERSHIP – 2,339			FY15 – 2,253
New Members-335 <ul style="list-style-type: none"> Units 193 New Members Members at Large 142 new members Business Members 15 	<ul style="list-style-type: none"> 1,783 Unit Members 556 Member at Large 46 Business Members 	Unit members increase-48 Members at Large increase-38	<ul style="list-style-type: none"> Unit Members-1,735 New Unit Members-191 Members at Large-518 New Members at Large-159 Business Members-39 New Business Members-10
UNITS	FY16 Total 45		FY15 Total 45
New Units	0		0
Disbanded Units	0		0
Members joined units	193		191
EDUCATION	FY16		FY15
Volunteer Hours Reported	40,636 (19 Units reported)		27,522 (27 Units reported)
<i>The Herbarist</i>	Themed edition-The Gardens of HSA Total Authors-14 Total Advertisers-24 Advertising Total-\$5,400 Mailing Date-12/01/15		Total Authors-9 Total Advertisers-17 Advertising Total-\$3,825 Mailing Date-11/10/14
Essential Guides Sold	39-Savory		10-Artemisia
HSA Staff Presentations	25		20

EDUCATIONAL CONFERENCE			
Educational Conference & Annual Meeting of Members Williamsburg, Virginia May 8 & 9, 2015			Educational Conference & Annual Meeting of Members Concord, CA June 22-24, 2014
263 attendees 7 paid vendors Pre-Conference tours were coordinated by unit and Colonial Williamsburg			172 attendees (158 registered) 5 paid vendors
GRANTS FY16			FY15
Grant for Educators	Jose Marti Freshman Academy -\$750 Youth Opportunities Unlimited-(YOU)-\$500 Medota Mental Health Institute-\$2,160	Total Awarded since inception (2000) \$26,054.50	\$2,065.00 Award to Herban Garden in Wakefield, NC and \$2,413 Award to The Arboretum at Flagstaff
Research Grant	Delini K. Samarasinghe University of West Virginia "Understanding the effects of salt stress on Artemisinin biosynthesis and the genetic regulation of this pathway"-\$5,000	\$5,000 Total Awarded since inception ('70)- \$134,459.40	Growth of herbs on a green roof; effect of media components on physical characteristics, moisture retention and nutrient uptake and growth of basil, rosemary, oregano, mint and sage. Micheal Olszewski, Temple University
Samull Classroom Grant	118 outdoor applications and 77 indoor applications received	Total Awarded since inception-2010 20 indoor 19 outdoor-\$4,000	76 applications received 4 indoor and 5 outdoor grants awarded
WEBINARS FY16			FY15
11 Webinars hosted 460 attendees			4 Webinars hosted 164 attendees
DEVELOPMENT FY16			FY15
Annual Appeal	\$35,053.66 311 Contributors Range \$10-\$5,000 48%=\$50 or less 52%=over \$50 Average gift=\$113		\$30,752.29 217 Contributors Range of gifts \$5-\$2,500 43%=\$50 or less 57%=\$50 Average gift=\$142
Unrestricted Gifts	\$11,588 37 contributions Range of gifts \$20-\$2,000 10-Member at Large renewals \$313=average gift		\$30,069.43 45 contributions Range of gifts \$15-\$10,000 23-Member at Large renewals \$456=average gift
Memorials/Honorariums	\$505 10 contributions Range of gifts \$25-\$100 \$50=average gift		\$1,540 15 Contributions Range of gifts \$25-\$100 \$100=average gift

Contributions from Units	\$20,100 3-Annual Appeal 3-In Memory or In Honor 15-designated 17-Total		\$26,222.50 5-Annual Appeal 3-In Memory or Honor 16-Designated 24-Total
Herbal Pathway-Bricks	\$950		\$2,250
Multiple Donors	50		41
CONTRIBUTIONS/AFFILIATE REBATES/ROYALITIES FY16			FY15
National Herb Garden	\$34,144.74	35 for 35 Campaign	\$26,560.64
LSU-Essential Guide	\$116.74	Total to-date \$10,092	\$69.05
Good Shop & Good Search combined	0	Total to-date \$563.13	
iGive		Total to-date \$91.11	\$2.19
Amazon.com/Now Amazon SMILE		Total to-date \$3,348.97	\$93.61
LIBRARY FY16			FY15
Friends of the Library	37 members 11 Lifetime Members		2 members 11 Lifetime Members
Visitors to Headquarters Library	315		283
Online Catalog search	510		446
WEBSITE AND SOCIAL MEDIA FY16			FY15
Number of visits	122,769 72% New Visits		106,684 70% New Visits
Top three topics	Starting Herbs from Seeds Definition of an Herb Beginners Guide to Herbs		Starting Herbs from Seeds Definition of an Herb Profiles and Guides
Facebook followers	13,821		6,862
Twitter followers	290		
Pinterest	587		
HSA Blog Followers	37	Readership Increase to a high of 634 March 2016	