



The Herb Society of America, Inc.

Essential Facts

Reporting Period: April 1, 2014– March 31, 2015

FY15- Membership – 2,253			FY14- Membership-2,206
New Members-350 Units <ul style="list-style-type: none"> 191 new members joined Members at large <ul style="list-style-type: none"> 159 new members joined Business Members <ul style="list-style-type: none"> 10 new joined 	Total-2,253 1,735 Unit members 518 Members at Large 39 Business Members	Unit members total increase 61 Members at large total increase 33	<ul style="list-style-type: none"> Unit Members- 1,674 New Unit Members- 193 Members at Large- 532 New Members at Large-126 Business Members- 43 New Business members-13
Units FY15- 46			FY14 Units-46
New Units	0		New Units Indiana-Westmoreland 1
Disbanded Units	0		Disbanded Units Sangre de Cristo 1
Members joined units	191		Members joined units 193
Education FY15			FY14
Volunteer Hours Reported	27,522	27 units reported	8,264 (27 units reported)
<i>The Herbarist</i>	Total Authors – 9 with one revision Total Advertisers –17 Advertising \$3,825 Mailing Date – 11/10/14		Total Authors-8 Total Advertising-19 Advertising \$4,250 Mailing Date-12/30/13
Essential Guides Sold	10 Artemisia		165 Elderberry
PowerPoints Sold			10

Presentations Given	20		15
Educational Conference & Annual Meeting of Members Concord, CA June 22-24, 2014			Educational Conference & Annual Meeting of Members St. Louis, MO June 20 -22, 2013
	172-attended 5-vendors	<ul style="list-style-type: none"> • 158-registered • 14-speakers 4-paid vendors 	<ul style="list-style-type: none"> • 182 (152 registered) 14 speaker registrations • 8 vendors 5 paid vendors
Contributions/Affiliate Rebates/Royalties FY15			FY14
National Herb Garden	\$26,560.64		\$15,909.79
LSU – Essential Guide	\$69.05	(\$9,975.24 total to-date)	\$332.82
Good Shop & Good Search combined in	\$0	(\$285.64 total to-date)	\$8.15
Good Search	\$0	\$.01 per search (total to- date \$277.49)	\$14.03
iGive			\$2.19 (\$91.11 total to-date)
Amazon.com	\$93.61	(\$3,348.97 total to-date)	\$330.67
Development FY15			FY14
Annual Appeal	\$30,752.29 217 Contributions Range of gifts \$5-\$2,500 43% \$50 or less 57% over \$50 \$142 average gift \$7,061		\$23,121.76 145 Contributors Range of gifts \$10-\$2,500 34%=\$50 or less 36%=over \$50 \$156 average gift
Lunaria			
Unrestricted Gifts	\$30,069.43 45 contributions Range of gifts \$15-\$10,000 23 =member at large renewals \$456=avg. gift	Not including \$10K gift	\$48,269.37 49 contributions Range of gifts \$15-1,000 23=member at large renewals \$264=avg. gift
Memorials/Honorariums	\$1,540 15 contributors Range of gifts \$25-100 \$100=avg. gifts		\$4,245 35 contributors Range of gifts \$25-500 \$120=avg. gift

Contributions from Units	\$26,222.50 5=annual appeal 3=memory or honor 16=designated 24=total (duplicate donations)		\$24,222.50 5=annual appeal 6=memory or honor of 11=designated 22=total
Herbal Pathways-bricks	\$2,250		\$2,250
Multiple Donors	41	individuals who donated more than once	70 Individuals who donated more than once
Grants	FY15		FY14
Grant for Educators	Students will research herbs, design and install a garden, cultivate and harvest the herbs and prepare and preserve the herbs. Over 150 will cultivate the gardens each year and a diverse student population of 2,900 will ultimately observe and experience the garden. This is a sustainable project that will cover numerous Agricultural Education course objectives. In addition, student will incorporate writing and 21 st century skills by authoring a bi-weekly blog about the garden. Education Department at The Arboretum at Flagstaff, Arizona. To augment our existing herb garden and use this area to expand our public education programming around herbs by adding more native, heirloom and traditional herb and vegetable varieties of the Colorado Plateau.	\$2,065.00 Award to Herban Garden in Wakefield, NC and \$2,413 Award to The Arboretum at Flagstaff Total Awarded since inception (2000) \$22,644.50	The Outdoor Classroom Organic Gardening and Composting, in Slidell, Louisiana focused on herb and veggie gardens to teach horticultural skills, natural sciences, advanced mathematics, language arts, technology, social studies, health and consumer sciences, philanthropy and entrepreneurship. Poplar Height Living History Farm in Butler, Missouri award to expand awareness of herbs, their historical usage and value in today's lifestyles.
Research Grant	\$5,000 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	\$5,000 Total Awarded since inception ('70)- \$129,459.40	"Investigating Angiotensin 1-7 Enhancement by <i>Hibiscus sabariffa</i> as a novel Therapeutic Strategy for the treatment of Pulmonary Hypertension" Chasity Bradford and Willard Collier Tuskegee University"
Samull Classroom Grant	76 applications received-awarded 4 indoor and 5 outdoor		26 applications received-awarded 5 indoor and 4 outdoor (3-6 th grade classrooms
Library	FY15		FY14
Friends of the Library	2 11 life time members		40 11 lifetime members prior to 4/1/10
Total Contributions	\$15		\$15
Visitors to Headquarters	283		240

Online catalog search	446		569
Web site	FY15		FY14
Number of visits	108,684 70% new visits		106,316 75% new visits
Top 3 Topics	Starting Herbs from Seeds, Definition of an Herb and Profiles and Guides		Starting Herbs from Seeds, Profiles and Guides and Beginners Herb Garden
Facebook	FY15		FY14
Followers	6,862		5,533