



Save Georgia's Hemlocks

Helping north Georgians save their Hemlocks for the lowest possible cost

Annual Report for Fiscal 2009

January 17, 2010

Hello Friends of Save Georgia's Hemlocks!

We are pleased to present our first Annual Report. What a busy and exciting year 2009 turned out to be, with the level of awareness about our threatened hemlocks rising to an all-time high and so many wonderful people coming forward to join the battle to save them! The hemlocks raise their branches in thanks!

Bold Beginnings

When we began our efforts in July 2009 as a tiny group of concerned citizens, we set a large goal – to serve all of north Georgia wherever the hemlock woolly adelgid is a serious threat. Our established objectives for the Hemlock Help for Homeowners Program were to:

- **Educate** – Enhance public awareness of the hemlock woolly adelgid problem and the available controls;
- **Enable** – Ensure easy access to information, advice, low-cost solutions, and direct assistance for homeowners without significantly increasing the customer service load on local public agencies; and
- **Encourage** – Establish a clear understanding of the aesthetic, economic, and environmental reasons for homeowners to take timely and effective action to save their hemlocks.

Steady Growth through Action

Since then, we've gathered a talented Board and been joined by over 700 hemlock friends and partner organizations from all over north Georgia who are spreading the word, taking care of their own trees and helping their neighbors do the same, and providing invaluable support in the forms of money, time, energy, expertise, and encouragement. The Hemlock Help for Homeowners program has been implemented in 7 counties, and the Hemlock Help Line plus our 16 trained Facilitators have helped over 400 homeowners and groups working to save their hemlocks.

Responsible Financial Management

Based on a commitment to excellence and best practices for nonprofits and a tremendous respect for the generosity of our supporters in these challenging times, we have managed our resources very carefully. We finished the 2009 fiscal year with a respectable record of 10.39% for administrative expenses and 89.61% for educational and charitable program spending. As we have no paid officers or staff, most the administrative overhead was for start-up fees for required state and federal registrations. Our application for 501(c)3 nonprofit status with the IRS has been submitted and should be approved soon.

Proactive Plans for the Future

The next two years are likely to be the “tipping point” years for the hemlocks in Georgia, and there is much to do! With the adelgid's prolific reproduction rate and the limited financial and manpower resources facing our public land managers, the hemlocks are at a major disadvantage, and private property owners will be an important key to their very survival. Here are the highlights of our 2010 plans.

- **3 More Counties** this spring
- **More Clinics** in each new/established county
- **More Presentations** to concerned groups
- **More Facilitator Training** in each county
- **More Services**, including customized neighborhood hemlock help planning and sapling planting
- **More Volunteer Opportunities** for residents and non-residents alike

To achieve these vital tasks for 2010, we need more folks to help spread the word, more Facilitators and other volunteers, and more support. If hemlocks are near and dear to your heart, please join Save Georgia's Hemlocks. With sincere thanks,

Donna Shearer and the Board of Save Georgia's Hemlocks

Snapshot of Accomplishments

as of November 30, 2009*

- Implemented Hemlock Help program in 7 north Georgia counties in first 9 weeks of operation
- Launched web site in first week of operation
- Conducted or facilitated 11 Hemlock Help Clinics in 6 counties with 322 attendees
- Gave 2 additional presentations to 300 adults from all over the southeast
- Gave 2 educational presentations to 50 middle school and 25 high school kids and their teachers
- Conducted 2 Facilitator Training programs with 17 trainees from 4 Georgia counties plus Tennessee
- Handled almost 400 calls on Hemlock Help Line
- Helped over 400 homeowners and groups working to save their Hemlocks
- Treated two properties on a totally charitable basis (free labor and chemicals) because of financial need
- Published 7 articles in 13 north Georgia newspapers, newsletters, and magazines
- Conducted 4 radio interviews
- Logged over 900 volunteer hours, including Board and Facilitator hours
- Gained 26 partner organizations and 700 hemlock friends
- Assembled a talented Board of Directors, completed incorporation with GA Secretary of State's Office, and filed application for tax-exempt status with the IRS
- Achieved a use-of-resources ratio of 90% for educational and charitable program activities combined and 10% for administrative overhead (primarily initial fees for county, state, and federal filings)

Financial Report

as of November 30, 2009*

Income	Educational Program Spending	Charitable Service Program Spending	Administrative Expense	Total Expenses	Balance
\$2,973.83	\$1,494.02	\$345.90	\$213.35	\$2,053.27	\$920.56
	72.76%	16.85%	10.39%		

*The fiscal year for Save Georgia's Hemlocks is December 1 to November 30. Financial details are available upon request.

Details of Accomplishments

Accomplished

as of November 30, 2009

Date	Activity
June 5, 2009	Interview with WCHM 1490 AM Radio in Clarkesville about the plight of the Hemlocks and the Hemlock Help for Homeowners program
June 30	Interview with Sky 104.5 FM Radio in Clayton about the plight of the Hemlocks and the Hemlock Help for Homeowners program
July 1	Launch of Hemlock Help program – first rollout in Rabun County
July 2	Launch of Save Georgia's Hemlocks web site
July 4	Hemlock Help Clinic for Spruce Creek Homeowners Association in Lakemont, Rabun County – 65 attendees
July 6	Launch of Save Georgia's Hemlocks web site
July 11	Hemlock Help Clinic in Clayton, Rabun County, sponsored by County Extension Office, free and open to the public – 39 attendees
July 13	Follow-up interview with Sky 104.5 FM Radio about program rollout, progress to date, and plans for future – Clayton
July 14	Rollout of Hemlock Help program in Habersham County
August 8	Hemlock Help Clinic in Clarkesville, Habersham County, sponsored by Soque River Watershed Association, free and open to the public – 27 attendees
August 13	Rollout of Hemlock Help program in Towns and White Counties
August 19	Radio interview with WNGA 105.1 FM radio about growth of program, participation by the public, and upcoming events – Helen
August 29	Hemlock Help Clinic in Cleveland, White County, sponsored by White County Farmers Exchange, free and open to the public – 8 attendees
September 2	Rollout of Hemlock Help program in Union, Fannin, and Gilmer Counties
September 6	Hemlock Help Clinic for Lake Rabun Homeowners Association in Lakemont, Rabun County – 40 attendees
September 19	Hemlock Help Clinic for Goose Island Homeowners Association in Cherry Log, Gilmer County (conducted by Ralph Heller) – 12 attendees
September 26	Hemlock Help Clinic and Facilitator Training for Benton MacKaye Trail Association and invited guests in Cherry Log, Gilmer County – 65 attendees, 13 Facilitators
September 29	Facilitator Training for Lake Rabun Association in Lakemont, Rabun County – 4 Facilitators
October 15	Hemlock Help Clinic in Hiawassee, Towns County, sponsored by County Extension Service, free and open to the public – 13 attendees
October 17	Hemlock Help Clinic in Ellijay, Gilmer County, sponsored by Pearson Pond Llama Ranch, free and open to the public – 10 attendees. Filmed by ETC3 TV.
October 28	Hemlock Help Clinic in Blue Ridge, Fannin County, sponsored by Trout Unlimited Blue Ridge Chapter, free and open to the public – 17 attendees
November 4	Presentation in Young Harris, Towns County, to 25 students of environmental science class and club from Chestatee High School (Gainesville).
November 7&8	Presentation to 300 attendees of HemlockFest as part of Hemlock Information Panel, specifically to address what homeowners can do to save Hemlocks on their own property. Open to the public, Hfest tickets required.
November 8	Quarterly Board Meeting – review and signing of organizing documents, election of officers, review of current financial condition and accomplishments to date, and discussion of goals, objectives, and future projects. Open to all interested parties.
November 18	Launch of Save Georgia's Hemlocks cause page on Facebook. 40 members by Nov. 30.