



Save Georgia's Hemlocks

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Annual Report for Fiscal 2010

Dear Friends of Save Georgia's Hemlocks:

We are pleased to present our 2010 Annual Report. The year was an extremely productive one in which clear goals and careful planning led to significant accomplishments and laid a solid foundation for future progress in the battle to save the hemlocks – thanks to the amazing dedication, hard work, and support of our Board Members and Officers, Facilitators, members, and hundreds of other volunteers. The hemlocks raise their branches in gratitude!

Developing Clear Vision

The year began with a review and refinement of our mission, vision, and goals to ensure clarity of purpose and provide a solid foundation for planning our programs to serve all of north Georgia where the hemlock woolly adelgid (HWA) is a serious threat.

Mission: Save Georgia's Hemlocks is a 100% volunteer non-profit organization of concerned citizens dedicated to saving endangered hemlocks through education and charitable service.

Vision: Through our efforts of preservation, conservation and restoration, there will be a healthy population of hemlocks in Georgia for future generations.

Goals: Our goals are to:

- **Educate** – Enhance public awareness of the hemlock woolly adelgid crisis, current practical options, and emerging control technologies;
- **Enable** – Ensure easy access to hemlock information, advice regarding economical solutions and direct assistance to property owners; and
- **Encourage** – Establish understanding of the aesthetic, economic and environmental reasons for property owners to take timely and effective action to save their hemlocks.

Achieving Vital Goals

The level of awareness about our threatened hemlocks and the community momentum to save them greatly increased in 2010. Thanks to the efforts of so many wonderful people all over north Georgia who spread the word, took care of their own trees, helped their neighbors, and shared much appreciated financial support, we were able to:

- Expand the Hemlock Help Program into 9 counties,
- Present the hemlock message to 1,500 people,
- Increase our trained facilitators to 73 volunteers, and
- Provide direct help through the Hemlock Help Line and charitable service projects to 800 individuals and groups working to save their hemlocks.

A wonderfully fun and educational year-end highlight was our first annual Hemlock Camp Meeting – “a gathering of kindred spirits to celebrate and preserve the magnificent hemlock” – held at beautiful Anderson Creek Retreat in Ellijay. A full report and photos are on our web site.

Exercising Careful Stewardship

Our application for 501(c)3 nonprofit status with the IRS was approved early in the year. And despite the continued difficulties in the economy, Save Georgia's Hemlocks was the beneficiary of astounding generosity from members and other individuals as well as other nonprofits – more than double the level of the previous year. Through careful use of these resources, we were able to devote 84% of our spending to educational programs such as Hemlock Help Clinics, Facilitator training, and other presentations and to charitable service efforts such as hemlock treatment and hemlock planting projects. We are very grateful to all those who have supported our work.

Planning for the Future

This coming year is likely to be a “tipping point” year for the hemlocks in many Georgia counties. With the rapid spread of the HWA and severe budget cuts facing our public land managers, the trees are in increased danger, and private property owners will be an important key to their very survival. Here are the highlights of our 2011 strategic plan.

- More counties to be served
- More Hemlock Help Clinics and other education
- More volunteer facilitators to be trained
- More services, including hemlock treatment and planting projects and other charitable service initiatives
- More outreach to community and youth groups
- More volunteer opportunities to help

Call to Action

If hemlocks are near and dear to your heart, please join SGH and experience the rewards of sharing your talents and time in support of this vital cause.

With sincere thanks, The Board of Save Georgia's Hemlocks

Snapshot of Accomplishments

as of November 30, 2010*

- Received final approval of 501(c)(3) nonprofit status from IRS
- Added Murray and Lumpkin Counties to Hemlock Help Program, bringing the total to 9 Georgia counties served
- Conducted 14 Hemlock Help Clinics with 205 attendees and gave 15 other presentations with 1,261 attendees/contacts
- Presented Hemlock Lessons (with tree plantings) for 3 schools or children's groups including 75 students and 7 teachers
- Held 7 Volunteer Facilitator Training Workshops, gaining 44 new GA Facilitators and 14 new TN/NC Facilitators, bringing the total Facilitator network to 73
- Led 5 Neighborhood Hemlock Help Planning Workshops with 29 attendees
- Provided 2 Mentoring Workshops for out-of-state organizations with 16 participants
- Participated in 6 Volunteer Hemlock Help projects by special request with 23 participants and approximately 25 Volunteer Hemlock Help projects by Facilitator initiative with 16 participants who contributed 270 hours treating 1500+ trees on 375 private property parcels – all on a totally charitable basis
- Held our first annual Hemlock Camp Meeting with 113 attendees and participants, including 14 exhibitors/presenters, 15 students volunteers, and 8 organizing volunteers contributing 257 hours
- Handled 893 calls on Hemlock Help Line and helped over 400 individuals or groups take action to save their hemlocks
- Published 18 articles
- Gave 6 radio/TV/newspaper interviews
- Logged over 2,200 volunteer hours by Board members, Facilitators, and other volunteers
- Achieved a use-of-resources ratio of 84% for education and charitable service programs and 16% for administrative expenses for FY 2010. Cumulative ratio for FY 2009-2010 is 85% for education and charitable service, 15% for administrative expenses.

*The fiscal year for Save Georgia's Hemlocks is December 1 to November 30.

Details of Accomplishments

Date	Activity
Dec. 18	Hemlock Help Clinic for Nelson Ace Farm & Garden staff and customers in Blairsville.
Dec. 28	Live interview with WNGA 105.1 FM Radio in Helen
Jan. 12	New service offered – Assistance to property owner associations to develop customized Neighborhood Hemlock Help Plans. Neighborhood Hemlock Help Planning meeting with Buckhorn Estates POA Board of Directors in Ellijay.
Jan. 17	Annual Meeting of Save Georgia’s Hemlocks in Dahlonega.
Jan. 28	SGH presentation to Clarkesville Garden Club.
Feb. 2	Hemlock Help Clinic in Atlanta, sponsored by Atlanta Whitewater Club.
Feb. 6	Hemlock Help Clinic and Facilitator Training in Tellico Plains, TN, sponsored by Benton MacKaye Trail Association.
Feb 16	Neighborhood Hemlock Help Planning meeting with project leader for River’s Edge POA in Ellijay.
Feb 24	Nonprofit Board Training Seminar by UGA Terry School of Business in Athens.
Feb. 28	New service offered – Began mentoring groups in Tennessee to develop their own Hemlock Help program.
Mar. 9	SGH Hemlock Lesson with junior gardeners and hemlock sapling planting by students from Clarkesville Elementary School.
Mar. 10 - 12	Orientation and planning meetings with 3 new Board members.
Mar. 18	Hemlock Help Clinic in Hiawassee, sponsored by Towns County Extension Service.
Mar. 21	Facilitator Training in Ellijay, sponsored by Buckhorn Estates.
Mar. 24	Mentoring Workshop for Tennessee groups in Chattanooga.
Mar. 25	Live interview on WNGM Radio in Hiawassee.
Mar. 27	Hemlock Help Clinic for Copper Ridge Homeowners Association in Dahlonega.
Mar. 27	Neighborhood Hemlock Help Planning meeting with Northwest Unitarian Universalist Church, Atlanta for a hemlock conservation and youth outreach project.
Apr. 1	Hemlock Help Clinic in Clayton.
Apr. 10	Hemlock Help Clinic and Facilitator Training for Tennessee groups and individuals in Chattanooga. Sponsored by Benton MacKaye Trail Association, Chattanooga Nature Center, Reflection Riding, and Lookout Mountain Conservancy. Also mentored representatives from 4 organizations.
Apr. 10	SGH presentation to Buckhorn Estates POA in Ellijay
Apr. 13	SGH Volunteer Project (treating hemlocks) for property owner in Mount Airy.
Apr. 16	Hemlock Help Clinic and Neighborhood Hemlock Help Project Planning meeting for Carters Lake and Flint Timber Company in Murray/Gilmer Counties.
Apr. 17	Hemlock Help Clinic and Neighborhood Hemlock Help Planning meeting for Anderson Creek Retreat in Ellijay.
Apr. 18	Quarterly Board Meeting in Ellijay.
Apr. 20	Hemlock Help Clinic in Blue Ridge, co-sponsored by Trout Unlimited Blue Ridge Chapter and Fannin County Extension Service.
May 13	SGH presentation by Tom to Gilmer County Chamber of Commerce in Ellijay
May 15	Hemlock Help Clinic in Chatsworth.
May 16	SGH presentation at Mountain Flower Fine Arts Festival and Garden Expo in Dahlonega.
May 21	SGH Hemlock Lesson for 7th grade Life Science classes at North Habersham Middle School and hemlock sapling planting on campus.
May 27	SGH Volunteer Project (hemlock treatment) for property owner in Dahlonega.
May 30	SGH information booth at Lake Rabun Association meeting in Rabun County.

June 5	Hemlock Help Clinic in Dahlonega, sponsored by Georgia Mountains Master Gardeners and C&W Ace Hardware, followed by Hotdogs for Hemlocks information booth at Ace Hardware in Dahlonega. SGH Volunteer Project for city/county in Dahlonega, Lumpkin County – Planting of 4 hemlock saplings at Yahoola Reservoir Pavilion as a joint gift to Lumpkin County and City of Dahlonega from SGH and Yahoola Trails Conservancy
June 7	SGH training session for staff of C&W Ace Hardware in Dahlonega.
June 11	SGH Facilitator Training for Peaceful Valley community in Cleveland.
June 19	SGH information booth at Lake Burton Civic Association meeting in Rabun County.
June 24	SGH Volunteer Project (hemlock treatment) for property owner in Blue Ridge.
June 25	SGH Volunteer Project (hemlock planting) for property owner in Suches.
June 30	Live interview with WNGA Radio in Helen.
July 4	Hemlocks on the Square – SGH information booth at the 4th of July Celebration in Dahlonega.
July 6	SGH Hemlock Lesson for kids at Smithgall Woods EcoCamp in Helen.
July 10	Quarterly Board & Members Meeting and one-year anniversary celebration in Dahlonega.
July 17	SGH presentation to Lake Seed Homeowners Association in Rabun County.
July 18	SGH presentation and tree dedication for Northwest Unitarian Universalist Church in Sandy Springs.
July 22	Attended IRS seminar for nonprofits by NorthStar NonProfit Institute in Gainesville.
Aug. 5	SGH presentation of proposal to Lumpkin County Board of Commissioners to save hemlocks on county property.
Aug. 5	Live interview with WNGA 105.1 FM Radio in Helen.
Aug. 14	SGH Hemlock Help Clinic at Smithgall Woods Visitors Center in Helen.
Aug. 17-19	Attended 5th HWA Symposium in Asheville, N. C.
Aug. 28	SGH Facilitator Training for Fannin and Gilmer Counties held in Ellijay.
Sep. 2	SGH presentation to Blue Ridge Area Environment Action (BRAEA) meeting in Blue Ridge.
Sep. 3	Newspaper interview with Times-Courier, Gilmer County.
Sep. 18	Distributed Hemlock Help brochures in Blue Ridge Wildlife & Arts Festival.
Sep. 25	Short SGH presentation to Mountain Conservation Trust of Georgia at their annual meeting.
Oct. 2	SGH Facilitator Training held at the Lake Rabun Pavilion in Lakemont.
Oct. 9 & 10	SGH booth at Gilmer Apple Festival in Ellijay.
Oct. 15	SGH Volunteer Project – sapling planting along Chestatee River.
Oct. 28	SGH Hemlock Help Clinic “Save the Hemlocks on Your Property” sponsored by Feed Fannin.
Oct. 30	SGH First Annual Hemlock Camp Meeting held at Anderson Creek Retreat in Ellijay.
Nov 7	SGH Facilitator Training for candidates from all counties.
Nov. 23	Interview in preparation for Windstream TV special on hemlock crisis to be aired in spring 2011.

Financial Report

Income & Expense Fiscal 2010

Dec. 1, 2009 – Nov. 30, 2010

Income	Educational Spending	Charitable Service & Program Spending	Administrative Expense	Total Expenses	Cash on Hand
\$13,489.24	\$5,362.50	\$2,282.93	\$1,447.71	\$9,093.14	\$5,314.66
	58.97%	25.11%	15.92%		

Income & Expense Fiscal 2009

July 1, 2009 – Nov. 30, 2009

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

Cumulative Income & Expense

July 1, 2009 – Nov. 30, 2010

Income	Educational Spending	Charitable Service & Program Spending	Administrative Expense	Total Expenses
\$16,463.07	\$6,856.52	\$2,628.83	\$1,661.06	\$11,146.41
	61.51%	23.58%	14.90%	

Contributions/Funding by Source in Fiscal Year 2010

Amount	Percent	Sources
\$9,655.18	71.58%	Donations from individuals
\$1,500.00	11.12%	Funding from foundations
\$879.61	6.52%	Membership contributions
\$731.45	5.42%	Gifts in kind
\$723.00	5.36%	Donations from other nonprofit organizations
\$13,489.24	100%	TOTAL

Cumulative Contributions/Funding by Source in Fiscal Years 2009 - 2010

Amount	Percent	Sources
\$12,529.01	76.11%	Donations from individuals
\$1,500.00	9.11%	Funding from foundations
\$879.61	5.34%	Membership contributions
\$731.45	4.44%	Gifts in kind
\$823.00	5.00%	Donations from other nonprofit organizations
\$16,463.07	100%	TOTAL

Expenditures by Category in Fiscal Year 2010

Amount	Percent	Categories
\$1,235.80	13.59%	Education – Hemlock Help Clinics
\$1,087.51	11.96%	Education – Facilitator Training
\$3,039.19	33.42%	Education – Other
\$2,282.93	25.11%	Charitable Services and Programs
\$1,447.71	15.92%	Administrative
\$9,093.14	100%	TOTAL

Cumulative Expenditures by Category in Fiscal Years 2009 - 2010

Amount	Percent	Categories
\$2,244.96	20.14%	Education – Hemlock Help Clinics
\$1,173.37	10.53%	Education – Facilitator Training
\$3,438.19	30.85%	Education – Other
\$2,628.83	23.58%	Charitable Services and Programs
\$1,661.10	14.90%	Administrative
\$11,146.41	100%	TOTAL