



## Annual Report for Fiscal 2012

Dear Friends of Save Georgia's Hemlocks:

2012 was a year of major accomplishments for us in several vital areas – increased public's awareness of the hemlock problem and available solutions, enhanced scope of services we are able to provide, additional counties served, and strengthened partnerships with public agencies and other nonprofit organizations. We also experienced meaningful growth in our human resources (members, Facilitators and other active volunteers) and our financial resources, including a very generous and totally unexpected award from the Cox Foundation. In presenting our 2012 Annual Report, we want to express deep gratitude to our Board Members and Officers and everyone whose dedication, hard work, and support have made such a difference this past year and invite your continued interest and involvement in 2013 as we work together to save our endangered hemlocks.

**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 solutions, 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.

### Growing Community Awareness

Awareness precedes action. As the hemlock woolly adelgid infestation continued to spread across north Georgia, finally reaching as far west as Cloudland Canyon in Dade County, it became increasingly urgent to raise awareness of the crisis.

Our outreach focused on bringing the hemlock message to communities through a variety of channels:

- Hemlock Help Clinics and presentations to property owner associations and other community groups
- Hemlock Lessons for elementary and middle school students with take-home materials for their families
- Information booths at local fairs and festivals
- Quarterly *Hemlock Happenings* newsletters
- Frequent articles published newspapers and magazines throughout the southeastern hemlock range

### Expanding Service Capabilities

Awareness also creates a demand for action. Committed to keeping pace with the westward march of the HWA infestation, SGH added three new counties to our Hemlock Help Program in 2012 – Murray, Whitfield, and Dawson – bringing the total to 12 counties served. Each rollout began with a Hemlock Help Clinic and Facilitator Training Workshop, followed by ongoing support for Facilitators, volunteers, and property owners.

We also expanded the scope of services we can provide, undertaking several large-scale service initiatives such as:

- **Working for Communities** – Bob Pledger and his Rabun County team spearheaded a seriously challenging project to save many of the very large, very sick hemlocks around Lake Rabun. The job took several days on treacherous terrain; in some cases the trees were accessible only from pontoon boats!
- **Helping the Georgia Forestry Commission** – Through the generosity of friend and expert machinist Klaus Dern of Ellijay, SGH facilitated the repair of soil injectors the GFC makes available to the public to treat their own hemlocks.
- **Saving Trees in the National Forest** – Through a long-sought agreement with the U. S. Forest Service, SGH Facilitators and other volunteers served as extra boots on the ground to help save hemlocks in designated Hemlock Conservation Areas of the Chattahoochee National Forest. In all, 86 volunteers treated or retreated about 600 trees on 4 full-day projects.



- **Reaching Out to Others Near and Far** – Our hemlock helping efforts didn't stop at the Georgia border. In 2012 the Hemlock Help Line handled over 1,100 inquiries, and while most were from Georgia, some came from as far away as Massachusetts, Michigan, California, and even Canada. Also as time permitted, we mentored or assisted groups in two states as they worked to implement local hemlock help capabilities for private property owners.

## Increasing our Human Resources

Members are the life blood of Save Georgia's Hemlocks, providing steady financial support, helping us make key connections with their communities, sharing their time and special talents, and helping spread the hemlock message to others. In 2012 we gained more than 100 new members, many of whom have already become active volunteers.

Facilitators are the key project coordinators and service providers in our organization, making on-site visits to help property owners assess and address HWA infestations, participating in charitable hemlock treatment projects on public and private lands, gathering information about local conditions and needs, disseminating new information to their communities, and serving as hemlock ambassadors. In 2012, we conducted 5 Facilitator Workshops and trained 33 new Facilitators, bringing the total to 112 in Georgia and 17 in Tennessee, North Carolina, and Alabama.



Of parallel importance with the contributions of individuals, organizational partnerships have significantly strengthened our capacity for service. As we have come to know more conservation and recreational

groups with a keen interest in preserving the health and beauty of our forests and waterways and have formed solid relationships with key state and federal agencies with responsibilities in these areas, we've learned how much more can be accomplished through joint efforts. We are grateful to have such good friends and active partners as the Benton MacKaye Trail Association, Trout Unlimited, Master Gardeners, Master Naturalists, Go Outdoors USA, and the Boy Scouts of America who have contributed their time, energy, and labor on many projects.

## Using Our Financial Resources Wisely

Finally, while much of our work is accomplished through volunteer efforts, there's no escaping the reality that monetary resources are essential for certain aspects of our mission, such as printing educational materials, purchasing chemicals for hemlock treatment projects, providing training for volunteers, and giving direct assistance to property owners in financial need. During 2012 we received donations of \$5,630 from new and renewing members, a grant of \$1,500 from the Lake Rabun Association to be used for projects benefiting Rabun County, and \$7,403 in other gifts.

And in November, Chairman Donna Shearer was honored with the 2012 Cox Conserves Heroes Award, which carried with it a \$10,000 grant to Save Georgia's Hemlocks (received in December) to be used for continuing and expanding our hemlock saving efforts.



In accepting the award Shearer said, *"On behalf of everyone in Save Georgia's Hemlocks, the people we serve, the hemlocks themselves, and all that depends on them, I want to thank the Cox Conserves Heroes program, Channel 2 WSB-TV, and the Trust for Public Lands for the faith you have shown in us and for the opportunity you've given us to grow in service to this great community."*

## Facing the Future

As the hemlock crisis continues to worsen, increased vigilance and timely action will be vital. Please join SGH and experience the rewards of sharing your time, talents, energy, and other resources to save the endangered hemlocks.

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



## Snapshot of Capabilities and Activities

- 12 Georgia counties served by Hemlock Help Program
- 112 Volunteer Facilitators in Georgia and 17 in TN, AL, and NC
- Hemlock Help Line available 7 days a week with 1,136 calls handled
- 3 Hemlock Help Clinics with 32 attendees
- 5 Facilitator Training Workshops for 33 new Facilitators
- 11 SGH presentations to POAs and other community groups with 860 attendees
- 15 SGH Hemlock Lessons presented to 432 elementary and middle school students
- 7 community festivals with 877 contacts
- 48 Facilitator visits to inspect hemlocks and advise property owners on saving their trees
- 18 charitable hemlock treatment projects, including 4 projects in USFS hemlock conservation areas of national forest
- 3 hemlock sapling potting projects and 1 charitable hemlock planting project
- 4 Hemlock Happenings newsletters published
- 27 newspaper/magazine articles published by or about SGH
- 41 hemlock saplings donated for awareness-raising, 20 saplings donated for reforestation project, 772 seedlings donated to school children, 67 saplings adopted for landscape planting, 175 saplings potted for future adoption
- 3,671 volunteer hours logged

## Activity Detail

Date	Activity
12/3/11	Donation of 12 hemlock saplings for awareness-raising in downtown Dahlonega
12/13/11	Article “Volunteers work to save 160 hemlocks” published in <i>The News Observer</i>
12/15/11	Article “Teams treat infested hemlocks on Benton MacKaye Trail” published in the <i>Times-Courier</i>
12/13/11	Facilitator visit to property in Fannin County
12/17/11	Facilitator visit to property in Fannin County
12/18/11	Article “Scout leads effort to save hemlocks” published in the <i>Forsyth County News</i>
12/19/11	4 saplings adopted for landscape planting in Dawsonville.
12/22/11	Article “Boy Scouts save hemlocks at Foxfire museum” published in <i>The Clayton Tribune</i>
12/23/11	Facilitator visit to property in Gilmer County
12/28/11	Article “Boy Scouts answer the call of service at Foxfire” published in the <i>Cherokee Tribune</i>
12/28/11	Article “Group provides hemlock help to locals” published in <i>The Dahlonega Nugget</i>
1/2/12	Published winter <i>Hemlock Happenings</i> newsletter
1/11/12	Facilitator visit to property in Gilmer County
1/14/12	SGH presentation to Soque Wilderness POA (20 attendees)
1/19/12	Facilitator visit to property in Fannin County
2/11/12	SGH Facilitator training in Dahlonega (4 new Facilitators)
2/16/12	Facilitator visit to property in Gilmer County
2/18/12	SGH Facilitator training in Dahlonega (6 new Facilitators)
2/18/12	Charitable hemlock treatment project for 2 properties in Lumpkin County (10 volunteers, 100 trees)
2/19/12	SGH presentation to Georgia Mountains Unitarian-Universalist Church in Dahlonega (120 attendees)
2/22/12	SGH presentation to Dover Highlands POA in Gilmer County (12 attendees)
2/23/12	Facilitator visit to property in Lumpkin County
2/25/12	SGH presentation to Blackberry Mountain POA (100 attendees)
2/29/12	Article “Observe National Invasive Species Awareness Week” published in <i>The Dahlonega Nugget</i> , <i>Times-Courier</i> , <i>Gainesville Times</i> , <i>Pickens Progress</i> , <i>Northeast Georgian</i>
3/8/12	SGH presentation to Master Naturalists, Ellijay (8 attendees), followed by charitable hemlock treatment project for 2 properties in Gilmer County (7 participants, 19 trees treated)
3/9/12	Facilitator visit to property in Gilmer County
3/10/12	Hemlock Help Clinic (23 attendees), Facilitator Training Workshop (15 new Facilitators), and charitable hemlock treatment project in Chatsworth (14 participants, 8 trees treated) -- sponsored by Cooperative Extension Service and Master Gardeners of Murray & Whitfield Counties
3/12/12	SGH presentation “Small Pest, Big Problem for Hemlocks” to Georgia Mountains Master Gardeners in Dahlonega (12 attendees)
3/12/12	Article "Georgia Hemlocks Need Your Help" published in Spring 2012 issue of Master Gardeners' <i>The Scoop</i>
3/14/12	Donation of 20 saplings for reforestation project in Lumpkin County.
3/15/12	Facilitator visits to 2 properties in Rabun County.
3/15/12	Facilitator visit to property in Lumpkin County.
3/16/12	Donation of 12 hemlock saplings for awareness-raising at 4 H – Master Gardener Plant Sale.
3/19/12	Facilitator visit to property in Lumpkin County.
3/22/12	Facilitator visit to property in Fannin County.
3/22/12	Charitable hemlock treatment project for 1 property in Fannin County and 1 in Gilmer County (3 volunteers, 8 trees)
3/23/12	Facilitator visit to property in Union County.
3/24/12	Charitable hemlock treatment project on The Narrows of Lake Rabun (17 volunteers, 88 trees)
3/30/12	Facilitator visit to property in Gilmer County.
3/31/12	Facilitator visit to property in Gilmer County.
3/31/12	12 additional Facilitator visits in Fannin and Gilmer Counties during the quarter.
4/1/12	SGH spring board meeting

4/2/12	Continuation/completion of charitable hemlock treatment project on The Narrows of Lake Rabun (4 volunteers, 80 trees)
4/2/12	Facilitator visit to property in Lumpkin County.
4/14/12	SGH hemlock treatment project in USFS Wolf Creek hemlock conservation area (10 volunteers treated 180 trees).
4/17/12	Published spring <i>Hemlock Happenings</i> newsletter
4/20/12	SGH education station with seedling potting at Earth Day Family Festival at High Meadows School (8 volunteers, 110 kids)
4/26/12	Facilitator visit to property in Lumpkin County.
4/28 & 4/29/12	Georgia Outdoors Festival in Ellijay, share info booth with BMTA (40 visitors, 6 saplings adopted for landscape planting)
5/1/12	Hemlock Lesson with seedling potting for 120 Clear Creek Middle School 7 <sup>th</sup> graders in Ellijay (4 classes).
5/2/12	Hemlock Lesson with seedling potting for 120 Clear Creek Middle School 7 <sup>th</sup> graders in Ellijay (4 classes)
5/4/12	Hemlock Lesson with seedling potting for 112 Clear Creek Middle School 7 <sup>th</sup> graders in Ellijay (4 classes)
5/5/12	Donation of 5 saplings for awareness-raising at GAFW Wild & Woolly Festival in Ellijay.
5/6/12	Hemlock sapling potting project with 5 students from Chestatee High School student council (prepared 75 hemlock saplings for future adoption)
5/7/12	Facilitator visit to 2 properties in Gilmer County. Charitable treatment of 5 trees.
5/7/12	Launched efforts to get soil injectors (SGH, GFC, and others) repaired by Klaus Dern.
5/9/12	Hemlock Lesson with seedling potting for 80 White County Intermediate 4th graders in Cleveland (3 classes)
5/11/12	SGH education station with seedling potting at Blackburn Elementary's Bear Jamboree in Dahlonega (8 volunteers, 130 kids).
5/15/12	Article "The Majestic Hemlock – insect blight threatens the species" written by David Miller with information about SGH services, published in <i>Cabin &amp; Cove</i> magazine, spring/summer 2012.
5/19/12	SGH education station w/seedling potting at Smithgall Woods Kids Day at the Park in Helen (5 volunteers, 80 kids, 100 seedlings given away)
5/19/12	SGH information table, brief presentation, and panel discussion at Lake Burton Environmental Seminar in Clarkesville (60 attendees).
5/21/12	3 saplings adopted for landscape planting in Blairsville.
5/26/12	3 large hemlock saplings adopted for landscape planting in Marietta.
5/26 & 5/27/12	SGH info booth at Spring Arts in the Park Festival in Blue Ridge (145+85 visitors, 6 saplings adopted for landscape planting)
5/27/12	SGH presentation to Lake Rabun Association (300 attendees)
5/30/12	Article "Help your hemlocks" written by Lumpkin/Dawson County Extension Agent Clark MacAllister announcing rollout of SGH Hemlock Help Program in Dawson County, published in <i>Dawson News &amp; Advertiser</i> , <i>Dawson Community News</i> , and <i>The Dahlonega Nugget</i> .
5/31/12	Article "Hemlock Help for Pickens County" published in <i>Pickens County Progress</i> .
6/2/12	Rollout of Hemlock Help Program in Dawson County -- Hemlock Help Clinic (7 attendees) and Facilitator Training (6 attendees – 4 new Facilitators).
6/9/12	Rollout of Hemlock Help Program in Pickens County – Hemlock Help Clinic (2 attendees) and Facilitator Training Workshop (4 new Facilitators).
6/14/12	Charitable hemlock planting project for property owner in Gilmer County. (4 large saplings adopted)
6/14/12	Charitable hemlock treatment project for property owner in Pickens County.
6/18/12	Facilitator visit to property in Gilmer County.
6/19/12	7 large hemlock saplings adopted for landscape planting in Lawrenceville.
6/23/12	SGH hemlock treatment project in USFS Long Creek Falls HCA (12 volunteers treated 180 trees).
6/24/12	SGH presentation to Sautee Woods POA (20 attendees)
6/30/12	Charitable hemlock treatment project for property owner in Gilmer County.
6/30/12	Facilitator visits to a property in Lumpkin County and a property in Gilmer County.
6/30/12	Charitable service project -- assisted GA Forestry Commission in getting 3 of its soil injectors repaired.

7/1/12	Article "Saving Hemlock Trees from the Woolly Adelgid" written by Lee Carpenter, published in <i>Foxfire 2012 Newsletter</i> .
7/4/12	SGH info booth at 4th of July Family Celebration in Dahlonega. 120 visitors, 15 saplings adopted for landscape planting.
7/8/12	SGH summer board meeting and Annual Members Picnic and Meeting. 28 attendees, 4 saplings adopted for landscape planting.
7/10/12	SGH presentation to Sky Valley POA Board. 8 attendees
7/19/12	Charitable treatment project for property owner in Lumpkin County. (1 volunteer, 100 trees)
7/22/12	Charitable treatment project for property owner in Lumpkin County. (2 volunteers, 48 trees)
8/23/12	Article "Hikers needed to help the hemlocks" written by Benton MacKaye Trail Association, published in <i>Times-Courier</i> .
8/23/12 – 9/19/12	Article "All are invited to Hike and Help the Hemlocks" published in <i>The Dahlonega Nugget, Times-Courier, News Observer, Georgia Sentinel, Pickens Progress, Chatsworth Times, White County News</i>
8/15/12	Published summer <i>Hemlock Happenings</i> newsletter.
8/28/12	Launched new effort to work with DNR Wildlife (western area) to help hemlocks in Cartecay WMA.
8/28/12	Announcement from Cox Conserves Heroes program – Donna & SGH chosen as 1 of 3 finalists.
9/2/12	SGH presentation to Lake Rabun Association. 200 attendees.
9/11/12	SGH mentoring of TN Hemlock Conservation Partnership in preparation for HWA Workshop for Tennessee Private Landowners
9/12/12	Article "Annual national forest hemlock hike set for Sept. 29" published in <i>The Dahlonega Nugget</i> .
9/20/12	Video tape prepared for Cox Conserves Heroes program.
9/26/12	Facilitator visit to property in Rabun County.
9/27/12	Donation of 100 seedlings for school children and 12 saplings for adoption – Headwaters Master Gardeners booth at Agri-Fest in Cleveland
9/29/12	SGH fall board meeting. SGH Hike and Help the Hemlocks: hemlock treatment project on National Public Lands Day in USFS Noontootla HCA. 20 hikers and 24 treaters, 103 trees treated.
9/30/12	12 more Facilitator visits made this quarter.
10/2/12	Article "Hike & Help the Hemlock event held" published in <i>BMTA Newsletter</i> .
10/3 – 10/19/12	Article "Save Georgia's Hemlocks finalist for conservation award published in <i>The Dahlonega Nugget, Times-Courier, Pickens County Progress, Fannin Sentinel, North Georgia News, Towns County Herald, and BMTA Newsletter</i> .
10/6/12	SGH info booth at Foxfire Mountaineer Festival in Clayton. (52 visitors)
10/11/12	Article "Trail association promotes scenic footpath, offers group hikes" written by Whitney Crouch, published in <i>Times-Courier</i> , citing participation in SGH Hike & Help the Hemlocks.
10/11/12	Article "Invasive pest endangers stands of local hemlock trees" written by Whitney Crouch, published in <i>Times-Courier</i> .
10/11/12	Article "Hike & Help the Hemlock event held near Noontootla" published in <i>Times-Courier</i> .
10/13 & 10/14/12	SGH info booth at Apple Festival in Ellijay. (300 visitors)
10/17/12	Published fall <i>Hemlock Happenings</i> newsletter.
10/18/12	Article "Save Georgia's Hemlocks founder finalist for heroes award" published in <i>Fannin Sentinel</i> .
10/19/12	Article "Shearer recognized for work saving Hemlocks" written by Cynthia Maude, published in <i>The News Observer</i> .
10/23/12	Hemlock sapling potting project (62 saplings prepared for future adoption)
10/24/12	Article "Shearer finalist for conservation award" written by Sharon Hall, published in <i>The Dahlonega Nugget</i> .
10/25/12	Article "Square's hemlock treated for pest" written by Benton MacKaye Trail Association, published in <i>Times-Courier</i> .
10/27/12	Charitable hemlock re-treatment project at Foxfire Museum & Heritage Center in Rabun County. Five volunteers re-treated 45 trees.

11/10/12	SGH hemlock treatment project in USFS Helton Creek Falls hemlock conservation area. 20 volunteers treated or retreated 139 hemlocks.
11/14/12	Donna Shearer and Save Georgia's Hemlocks announced as Atlanta 2012 Cox Conserves Hero.
11/21/12	Article "Stewardship key to hemlock survival" published in <i>The Dahlonega Nugget</i> and <i>Times-Courier</i> .
11/23/12	Hemlock sapling potting project (38 saplings prepared for future adoption)
11/28/12	Article "Shearer honored for hemlock efforts" written by Sharon Hall, published in <i>The Dahlonega Nugget</i> .
11/29/12	Article "Shearer conservation hero" written by Cynthia Maude and published in <i>The News Observer</i> .
11/28/12	Donation of 18 hemlock saplings for awareness –raising in downtown Dahlonega



## Financial Report

### Income & Expense for FY 2012

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership/Fundraising	Total Expenses	Cash on Hand
\$14,533.01	\$6,704.18	\$4,054.03	\$868.78	\$260.80	\$11,887.79	\$9,253.88
	56.40%	34.10%	7.31%	2.19%		

### Cumulative Income & Expense for FY 2009 – 2012

Total Contributions	Educational Spending	Charitable Service Spending	Administrative Expense	Membership Fundraising	Total Expenses
\$44,431.01	\$19,335.76	\$11,733.23	\$3,456.38	\$651.76	\$35,177.13
	54.97%	33.35%	9.83%	1.85%	

### Contributions by Source

#### FY 2012

#### Cumul. FY 2009 – 2012

Source	Amount	Percent	Amount	Percent
Donations from individuals	\$3,574.81	24.60%	\$21,894.30	49.27%
Funding from foundations	\$3,098.20	21.32%	\$6,098.20	13.73%
Membership contributions	\$5,630.00	38.74%	\$10,322.06	23.23%
Gifts in kind	\$2,005.00	13.80%	\$4,896.45	11.02%
Donations from other nonprofit organizations	\$225.00	1.55%	\$1,220.00	2.75%
<b>TOTAL</b>	<b>\$14,533.01</b>	<b>100%</b>	<b>\$44,431.01</b>	<b>100%</b>

### Balance Sheet

	11-30-09	11-30-10	11-30-11	11-30-12
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1000 · Operating Checking	\$920.56	\$5,314.66	\$6,608.66	\$9,253.88
Total Checking/Savings	\$920.56	\$5,314.66	\$6,608.66	\$9,253.88
Total Current Assets	\$920.56	\$5,314.66	\$6,608.66	\$9,253.88
<b>TOTAL ASSETS</b>	<b>\$920.56</b>	<b>\$5,314.66</b>	<b>\$6,608.66</b>	<b>\$9,253.88</b>
<b>LIABILITIES &amp; EQUITY</b>				
Equity				
3000 · Unrestricted Net Assets		\$920.56	\$5,314.66	\$6,608.66
Net Income	\$920.56	\$4,394.10	\$1,294.00	\$2,645.22
Total Equity	\$920.56	\$5,314.66	\$6,608.66	\$9,253.88
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$920.56</b>	<b>\$5,314.66</b>	<b>\$6,608.66</b>	<b>\$9,253.88</b>