

Master Gardeners of Ontario



Annual Report 2016



2016 ANNUAL REPORT

MASTER GARDENERS OF ONTARIO, INC

Vision

MOTIVATING and INSPIRING GARDENERS OF ONTARIO

Mission

Master Gardeners of Ontario is a volunteer organization comprised of individuals who are certified horticultural experts and who provide in depth sustainable gardening information to the general public.

Goals

To advance the horticultural knowledge of the home gardener and of the general public in Ontario by carrying out such activities as:

- Conducting seminars and workshops
- Providing gardening information via newspaper articles and public lectures
- Holding public information sessions and advice clinics at Malls, Fairs, etc.
- Offering advice to individuals through telephone and email help lines, and social media

Cover photo contest winner "*Robin's Nest*" submitted by Niagara Master Gardeners

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2016 Annual Report Introduction & Summary

A special thank you to Claudette Sims for her support over the past 3 years publishing the MGOI Annual Report. Moving forward the Annual Report will be published by MGOI Operations, with the support of key individuals such as Rhonda Grein of Kitchener Master Gardeners who again did an amazing job at supporting the data collection, and trend analysis. Along with Suzanne Zacharczyk, Director of Operations, Annual Report Publisher.

We continue to quantify the amazing contribution that Master Gardeners make to their communities in our Annual Report by assigning a dollar value to our volunteer hours. The dollar value of \$12.40 is the hourly “homeworkers” wage from the [Ontario Ministry of Labour](#) website last year. We quantify the contributions in dollar values, as outlined by [Volunteer Canada](#):

“There are practical and philosophical issues with this approach. Counting hours doesn’t show the impact of the volunteer work. And as a result, it gives an incomplete picture of the value of volunteers. For some, the idea of putting a dollar value on involvement belittles the volunteer’s efforts. Many feel the passion and commitment of volunteers is priceless.

Volunteers and the act of volunteering bring multiple benefits to organizations, communities and people. Organizations receive enormous contributions of time, talents and skills. Communities are healthier and more cohesive through active citizen engagement. People receive important services from volunteers, and, through volunteering, people gain experience, improve their employment and educational options and have a greater sense of belonging and well-being.”

When available we continue to show stats for the past three years. This allows us to compare data over a period of time to support identification of trends, planning for the future, and to answer questions such as has as technology changed how we reach out to the public? What are the membership trends? And other fun facts, so read on to find out more.

Membership Numbers

	2014	2015	2016
Number of Master Gardener groups	31	31	31
Number of Master Gardeners	542	527	509
Number of MGITs	138	134	128
Total number of Master Gardeners and MGITs	680	661	637

- We are happy to say we have retained all our groups this year.
- Last year, all groups except for one group has submitted an annual review. Our target for next year is 100% submissions for all groups.

Membership continues to decline overall:

No of Groups who had:	2014	2015	2016
Increase in members	13	8	11
Same number of members	6	6	7
Fewer members	12	16	13

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Number of groups	40	39	39	37	36	35	33	31	31	31
Number of MGs	850	700	555	529	549	565	545	542	527	509
Number of MGITs			129	156	157	162	163	138	134	128
Totals	850	700	684	685	706	727	708	680	661	637
Change in number of MGs		-150	-16	+1	+21	+6	-19	-81	-19	-24

- We lost 49 members and the main reasons for leaving were:
 - 0 retired
 - 3 deceased
 - 7 due to distance
 - 3 health reasons
 - 8 time / family commitments
 - 18 resigned
 - 10 other reasons

- Certification: There are 3 paths for becoming a certified Master Gardener-taking the courses at University of Guelph, at Dalhousie University or writing the certification exam. Here are the number of members pursuing each path as reported:
 - Guelph 9
 - Dalhousie 7
 - Exam 5
 - Not specified 10
- The following groups have had an increase in membership
 - Prince Edward County (+5), Etobicoke (+4), Stratford (+1), Haliburton (+1), Algoma (+3), Lanark County (+1), Niagara (+1), Norfolk (+1) Ottawa-Carleton (+6), Guelph & Wellington County (+4), Peterborough (+2)
- The following groups had the same number of members:
 - Mississauga, Brantford, Rideau 1000 Islands, Muskoka-Parry Sound, Elgin County
- The following groups had a decline in membership:
 - Simcoe County (-1), London-Middlesex (-1), Cochrane District (-1), Halton Region (-2), Thunder Bay (-5), Grey County (-4), North Bay (-2), Durham Region (-3), Kitchener (-3), Norfolk County (-1), Peterborough & Area (-2), Sudbury (-3), Toronto (-4), Northumberland (-1)
- The smallest group is Cochrane District, with 4 members.
- The largest group is still Toronto with 106 members.
- The group with highest net increase in membership over 2016: Congratulations to Ottawa-Carleton who have 6 more members this year.
- Total number of Master Gardeners is down by 18
- Total number of MGITs is down by 6

Total Quantitative Data for all Groups

	2014	2015	2016
Telephone enquiries:	1,502	2,026	1,825
Email enquiries:	2,603	2,477	2,369
In person enquiries at clinics:	14,656	15,688	15,771
Radio / TV appearances:	101	148	141
Speaking engagements:	742	1,083	664
People attending all speaking engagements:	16,802	14,601	12,879
Master Gardener Guided Tours	49	920	50
Articles published for the public:	256	406	490

- MG Guided Tours hosted 2,707 participants
- Email enquiries continue to significantly exceed telephone enquiries. Some groups no longer have phone hotlines. Peterborough has the most phone enquiries with 566, or 31% of all phone inquiries.
- Radio and TV appearances continued to stay strong with only a minor decrease
- Advice clinics continue to generate the most questions.
- Number of articles published has increased, perhaps due to blogs becoming more popular.
- Several groups continue to increase their presence on Social Media, including Twitter and Facebook, with Toronto holding the highest Facebook followers of 545, and Twitter followers of 728, with Halton Region & London-Middlesex not far behind

Congratulations to these groups!

	2014	2015	2016
Most phone enquiries	Toronto 248	Peterborough 769	Peterborough 566
Most Email enquiries	Ottawa-Carleton 796	Ottawa-Carleton 863	Ottawa-Carleton 734
Most In person enquiries	Ottawa-Carleton 2826	Toronto 3977	Toronto 5031
Most Radio TV appearances	Haliburton 60	Guelph-Wellington 48	Toronto 24
Most Speaking engagements	Peterborough 77	Guelph-Wellington 264	Ottawa-Carleton 87
Most Number of people attending talks etc.	Peterborough 3780	Peterborough 2642	Peterborough 1657
Most Articles published for the public	Halton 47	Guelph-Wellington 93	Guelph-Wellington 164
Most Garden Tours	Toronto 28	Toronto 854	Toronto 68
Most Advice hours	Toronto 4545 Peterborough 1406	Toronto 3745 Niagara 1594	Toronto 3450 Niagara 1820

Total Volunteer Hours

	2014	2015	2016
Total hours of gardening advice	18,199	17,868	17,436
Total hours of administrative work	20,984	19,310	21,186
Total hours	39,184	37,178	38,622
Average hours volunteered per member	58	56	61
Dollar value of group volunteer time	\$474,126.40	\$449,861.70	\$478,912.80

- Administrative hours are up slightly from last year.
- Advice hours are down for the fourth year in a row.
- Master Gardeners contributed almost \$460 thousand dollars worth of in kind volunteer time back to their communities! Based on the rate of \$12.40 per hour.
- Cochrane District had the highest total volunteer hours per member with an impressive average of 326 hours per member!
- Groups with the most advice hours were Toronto (3,450) and Niagara (1,820)
- Groups with the most admin hours were Toronto 3,613 hours, and Peterborough 2,835 hours

Education

Master Gardeners continue to value their commitment to continuing education by averaging more than the minimum of 6 Continuing Education Units per year.

	2014	2015	2016
Total number of (CEUs)	5174.5	5,123	6,321
Average Number of CEUs per member	7.60	7.7	9.92

- The average number of CEUs per member is higher than last year.
- Most CEUs per member: Durham and Muskoka -Parry Sound with 18 CEUs per member

Narrative Summary

How do groups reach out to the public?

While advice clinics were most frequently mentioned, social media is booming in popularity as an important way to reach the gardening public. Seven groups (London-Middlesex, Durham, Norfolk County, Muskoka-Parry Sound, Lanark County, Toronto, and Ottawa-Carleton) have a total 21,056 Facebook followers, and four groups (Halton, Norfolk County, Lanark County, Ottawa-Carleton) with 1,224 Twitter followers. Halton also reported 19 hours of on-line chat sessions.

Many groups mentioned working with local libraries, with seniors and community gardens, with Seedy Saturdays continuing to be strong.

Master Gardener's voices are becoming more common through radio and TV appearances. Ten groups hosted radio/TV appearances ranging from one time to weekly spots on local radio for a total of 141 appearances. Watch or listen for the new celebrities from one of the appearances from Haliburton (29), Toronto (28), Halton (23), Prince Edward County (12), Guelph (8), Durham (4), Ottawa-Carleton (4), Muskoka-Parry Sound (3), Peterborough (2), Rideau-1000 Islands (2)

What challenges do groups face?

Membership continues to be the most often mentioned challenge with recruitment and retention of new members. Other factors mentioned were: cost and time commitment of courses, small group size and distance issues.

How do groups fundraise and use revenues?

- ✓ There are two main revenue streams for groups-plant sales and presentations. Almost half of our groups (14) have a plant sale to raise funds, with increased revenue through presentations / advice clinics.
- ✓ Cost for speakers is the 2nd most reported expense. Other expenses were for organizing or subsidizing Tech Updates and workshop or advice clinic expenses.

MEMBERSHIP TRENDS

Membership Numbers

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Number of groups	40	39	39	37	36	35	33	31	31	31
Number of MGs	850	700	555	529	549	565	545	542	527	509
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Change in number of MGs		-150	-16	+1	+21	+6	-19	-81	-19	-24

Advice Hour Statistics

	2008	2009	2010	2011	2012	2013	2014	2015	2016
Advice Hours		37,000	21,364	19,705	22,138	21,949	18,199	17,868	17,436
Admin Hours	38,000		19,417	17,323	19,040	19,903	20,984	19,310	21,186
Total number of Advice & Admin Hours	38,000	37,000	40,781	37,028	41,178	41,852	39,184	37,178	38,622
Average hours per member	54	54	59	52	56	59	58	56	61

Clinics, Talks and Education

	2008	2009	2010	2011	2012	2013	2014	2015	2016
Speaking engagements	1400	492	622	666	564	954	739	1083	664
Garden enquiries	-	9,550	-	10,000	-	26,482	20,239	20,191	19,765
CEUs	-	1,961	-	4,556	5,430	6415	5174	5123	6321
CEUs per member (average)	-	-	-	-	7.46	9.06	7.6	7.7	10.3

Honorary Master Gardeners

Honorary Master Gardener is a title that can be awarded to:

- an individual (non- member) to acknowledge his or her contribution to the operations of the Master Gardeners of Ontario program at the local, zonal or provincial level; OR
- a gardener of high profile or significant stature in the community who is a friend to the Master Gardener Program.
- These individuals cannot be certified Master Gardeners.

An *Honorary Master Gardener* enjoys all the benefits of belonging to the organization except for the right to vote at Group meetings or at the Annual General Meeting. No annual membership fee is required, nor is any commitment of volunteer hours.

Name	Year appointed	Nominated by
Charlie Dobbin	2007	Lake Simcoe South Master Gardeners
Lorraine Mennen	2007	Lake Simcoe South Master Gardeners
Guy Jolin	2007	Essex-Windsor Master Gardeners
Ray Wilhelm	2008	Stratford Master Gardeners
John Valleau	2008	Niagara Master Gardeners
Cathy Dueck	2009	Peterborough Master Gardeners
Denis Flanagan	2010	MGOI Board of Directors
Paul Zammit	2010	MGOI Board of Directors
Liz Klose	2010	MGOI Board of Directors
Ed Lawrence	2010	MGOI Board of Directors
Mark Cullen	2010	MGOI Board of Directors
Tom Laviolette	2010	MGOI Board of Directors
Wayne Hugli	2012	Sudbury Master Gardeners
Dr. Jim Cruise	2013	Norfolk Master Gardeners

For more detailed information about these deserving individuals visit *the* [Honorary Master Gardener](#) page on our website.

No one has been nominated to be an Honorary Master Gardener for the last three years. Does your group know an individual that you would like to nominate?

Nomination procedures are in the [Handbook](#). Section 4 - page 11

PRESIDENT'S MESSAGE

Have you ever wanted to go to one of those fancy resorts that have private butlers who give you individualized service? Or go on a vacation with your own personal guide- someone who knows the best places to eat, what to visit and how to get there? Imagine someone who speaks the native language and can help you navigate all those foreign words and phrases! Now imagine that this guide or butler would help you for free! Wouldn't that be awesome!

Now picture someone who can give you personal advice about gardening. Someone who understands botanical terms and even Latin names! Someone who can help you choose plants to match the conditions in your own garden. Someone who can help you navigate the mountain of conflicting information that is found on the Internet. Someone who has a passion for gardening and wants to share it- for free! Well that's what a Master Gardener does. Master Gardeners are the luxury concierge service of the gardening world. And you are awesome!

Claudette Sims

President-Master Gardeners of Ontario



Financials¹ • MGOI Fiscal 2016-2017

Revenues: Where do revenues come from?

	2016	2017
Memberships	23,135	23,045
Donations designated for groups	2,050	2,386
Other income	1,770	1,505
Interest income	238	1,867
General donations		25
Total revenue	27,193	28,828

Total Revenue \$28,828

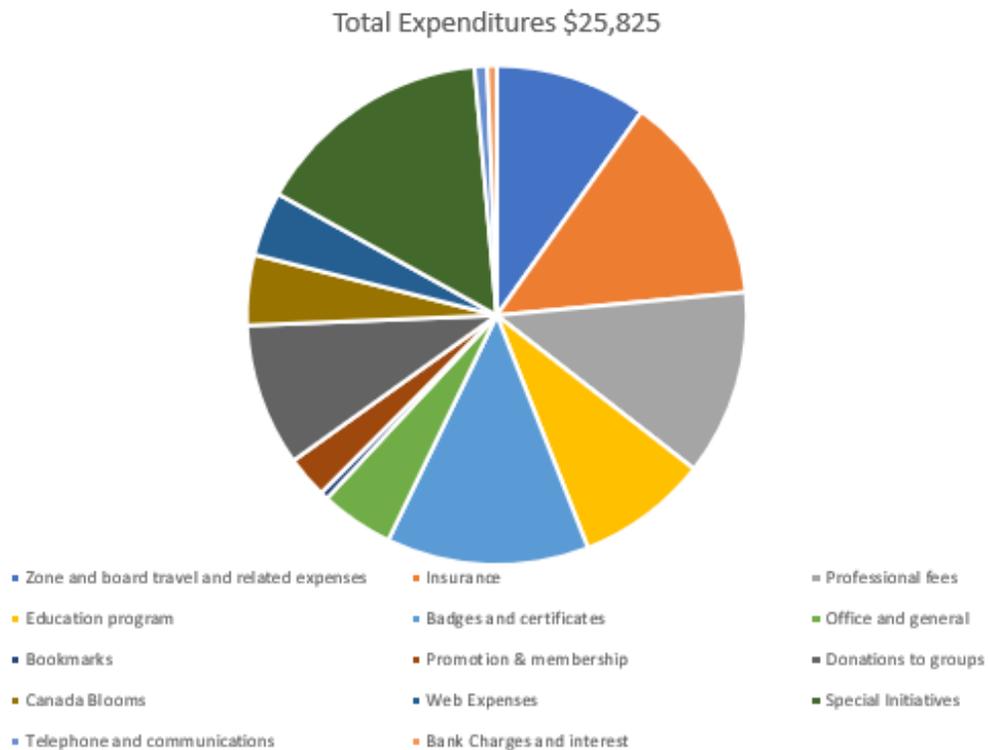


- Memberships
- Donations designated for groups
- Other income
- Interest income
- General donations

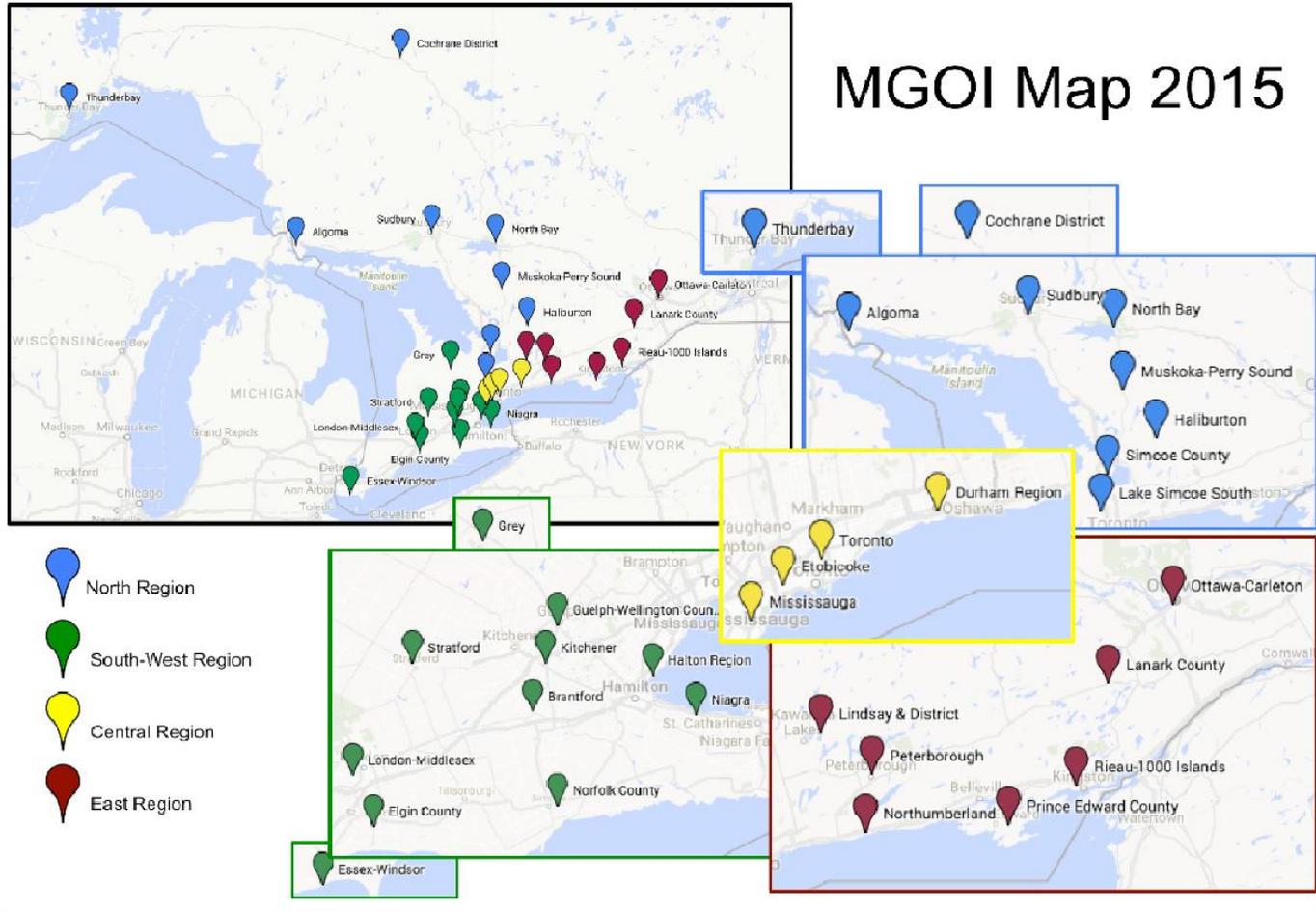
¹ The financials do not include revenues and expenditures from the Conference held in April 2016.

Expenditures: How are revenues spent?

	2016	2017
Zone and board travel and related expenses	\$2,691	\$2,537
Insurance	1,181	3,537
Professional fees	3,472	3,105
Education program	750	2,200
Badges and certificates	2,452	3,382
Office and general	804	1,224
Bookmarks	693	130
Reference Manual	1,300	-
Promotion & membership	561	702
Donations to groups	2,050	2,386
Canada Blooms	18	1,177
Web Expenses	61	1,075
Special Initiatives	-	4,000
Telephone and communications	-	213
Bank Charges and interest	80	157
Total expenditures	\$16,113	\$25,825



Locating Master Gardener Groups in Ontario



Annual Reviews of the 31 Master Gardener Groups in Ontario

Each Ontario Master Gardener group is asked to submit an annual review by February 1st. This is the fourth year that a volunteer committee has received and collated the data. Kelly Noel collates all the member data, and maintains our membership database. Connie Hunter, has handed over the reins to Cathy Thompson who receives all the financial reports and dues. Rhonda Grein, our spreadsheet genius, consolidates the data, and provides trend analysis. Suzanne Zacharczyk has taken over from Claudette Sims, and publishes the annual report. Thanks to the all the Group's treasurers who prepare the financial reports, the members who track their hours and the coordinators who send in the information promptly and accurately.



- Congratulations to Kitchener Master Gardeners, the first group to submit the annual review on January 10th!



- Look for a gold trophy which celebrates special recognition of a group or individual!

- Coloured arrows indicate if a group's membership is the same, growing or falling. A coloured number indicates the change up or down. For example:

No change



Membership down by 2



Membership up by 5



- Look for this light bulb which identifies a great idea to inspire your group!
- Quantitative data has been separated into 4 categories to make it easier to locate information.
 - Members
 - By the Numbers
 - Volunteer Hours
 - Continuing Education Credits
- The narrative section has been divided into 4 areas. Read these sections to get ideas to inspire your own group:
 - Highlight of the Year
 - Reaching out to the Public
 - Fundraising
 - Growing Membership

Algoma Master Gardeners

Coordinator: Maria Smith

Members

Number of Master Gardeners	3
Number of Master Gardeners in Training	4
Total membership	7



By the numbers

Telephone enquiries:	180
Garden enquiries via website / email	38
In person enquiries at clinics:	215
Radio / TV appearances:	0
Formal talks / presentations:	6
People attending all speaking engagements:	68
MG guided tours	0
People attending guided tours	0
Articles published for the public:	0
Other Activities:	
• container planting workshop	

Volunteer Hours

Total gardening advice to the public:	227
Total of administrative work:	131
Total hours of volunteer time	358
Dollar value of group volunteer time	\$4394



Continuing Education Units (CEUs)

Total number of CEUs	20
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Brantford Master Gardeners

Coordinator: **Anne Saunders**

Email Helpline brantfordmastergardeners1@gmail.com

Members

Number of Master Gardeners	8
Number of Master Gardeners in Training	0
Total membership	8



By the numbers

Telephone enquiries:	3
Garden enquiries via website / email	1
In person enquiries at clinics:	15
Radio / TV appearances:	
Formal talks / presentations:	1
People attending all speaking engagements:	25
MG guided tours	
People attending guided tours	
Articles published for the public:	12
Other Activities:	
<ul style="list-style-type: none"> ✓ Presenting at Family Day at Glenhurst Gallery, Brantford. 300 children potted up a transplant while learning what plants need to grow, culture etc. 	



"Iris at the RBG"
 Photographer: Emma Chow
 Mississauga Master Gardeners

Volunteer Hours

Total gardening advice to the public:	96
Total of administrative work:	55
Total hours of volunteer time	151
Dollar value of group volunteer time	\$1,873



Continuing Education Units (CEUs)

Total number of CEUs	15
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Brantford Master Gardeners Telling our story

Highlights of our year – Successes & Challenges



- ✓ Everyone has stepped up and taken a more active role, and we have decided to keep our group alive rather than folding
- ✓ We now have 2 new members for 2017
- ✓ To not only keep the momentum going but continue to grow

How we reach out to the gardening public

- ✓ 2 members write articles for local papers; advertising at local horticultural societies; Providing information at public events, and participating in community events

How we fund raise and spend revenues

- ↑ No fundraisers in 2016
- ↓ Funds are used to pay MGOI dues for members, pay for speakers at meetings, host technical updates and support gardening initiatives in community

Successes & Challenges in Growing Membership

- ✓ Two of three potential MGs have joined our group and one has joined Halton, plus 3 enquiries by email, though no additional members at this time.
- ✓ Fellowship with others that share passion for gardening and education (i.e. interesting speakers which can be difficult when the group is so small)

Cochrane & District *Master Gardeners*

Coordinator: Pamela Dallaire

Website <http://cochranedistrictmastergardener.myfreesites.net/>

Email Helpline pameladallaire@hotmail.co

Members

Number of Master Gardeners	0
Number of Master Gardeners in Training	3
Total membership	3



By the numbers

Telephone enquiries:	2
Garden enquiries via website / email	
In person enquiries at clinics:	282
Radio / TV appearances:	
Formal talks / presentations:	6
People attending all speaking engagements:	160
MG guided tours	1
People attending guided tours	3
Articles published for the public:	4
Other Activities:	
• Advice to SRF Town Council on invasive plants	

Volunteer Hours

Total gardening advice to the public:	74.5
Total of administrative work:	906
Total hours of volunteer time	980.50
Dollar value of group volunteer time	\$12,158.20



Continuing Education Units (CEUs)

Total number of CEUs	7
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Cochrane & District Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- 💡 ✓ Learning to connect online using conference calls allowing members to connect with other groups and members, making digital connections more personal.
- ✓ We are most proud of our Event Coordinator, Cathy Cribbs, who has a passion for gardening and finds ways to organize interesting events across our area.
- Challenge: Recruiting members due to the volunteer component. Many people want to learn about gardening but don't want the commitment to volunteer.



How we reach out to the gardening public

- ✓ We co-host talks with the Horticultural Society and the Naturalist group, give Garden tours, work with the Community Garden group.
- ✓ Use public libraries, church basements, and local businesses to host clinics.
- ✓ When called upon provide advice to our local Town Council
- ✓ Connect through our website and Social Media (Facebook) as well as Email and Phone.
- ✓ Personal drop off business cards at local MNR offices to hand out to the public.

How we fund raise and spend revenues

- ↑ No fund raising in 2016
- ↓ Main expenses were printouts, members dues, and bank charges.

Successes & Challenges in Growing Membership

- ✓ Though we lost a member due to family commitments, we gained a very involved new member in the group.
- ✓ With so much going on it's hard to keep track of what has been done and what will be done. Our group meeting allows us to come together to organize new events and assign jobs. The meeting allows us to collect all our data for easy access once a month.

Durham Region *Master Gardeners*

Coordinator: Tracey Smyth & Ingrid Janssen

Website www.durhammastergardeners.ca/

Email Helpline info@durhammastergardeners.ca

Members

Number of Master Gardeners	12
Number of Master Gardeners in Training	5
Total membership	17



3

By the numbers

Telephone enquiries:	0
Garden enquiries via website / email	84
In person enquiries at clinics:	600
Radio / TV appearances:	4
Formal talks / presentations:	37
People attending all speaking engagements:	555
MG guided tours	6
People attending guided tours	150
Articles published for the public:	13

Other Activities:

- Facebook - 275 followers, 287 likes
- horticultural Therapy activities - 16 Sessions at two senior's residences in Durham Region
- Pollinator Garden project at John M. James P.S. - 6
- Oshawa Garden Club Plant Sale - Demonstrations and advice clinic



"Wild Milkweed" Cover photo Contest
Photographer: Katherine Mathewson

Durham Master Gardeners

Volunteer Hours

Total gardening advice to the public:	525
Total of administrative work:	1052
Total hours of volunteer time	1577
Dollar value of group volunteer time	\$19,555



Continuing Education Units (CEUs)

Total number of CEUs	307
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Durham Region Master Gardeners Telling our story

Highlights of our year – Successes & Challenges



- ✓ Winning two Awards of Excellence at the Canadian National Conference and an International Award of Excellence for sustainability and horticultural therapy workshops
- ✓ Working with John M. James P.S. to design and assisting children with pollinator gardens
- Challenge: Member retention continues to be a key challenge for our group

How we reach out to the gardening public



- ✓ Social media, in-person talks, advice clinics and tourism events in Durham Region. (e.g. Peony Festival)
- ✓ Regularly update our community partners with our presentation library.
- ✓ Partner with UOIT, Durham College, Libraries, Regional Sustainability Coordinators and Parkwood National Historic Site.

How we reach out to the gardening public

- ↑ Annual Plant Sale, and Presentation fees.
- ↓ Pay our members' yearly dues, invest in new equipment for our presentation kits (projector, easel, white board, etc.) and run several activities at no charge to non-profit community groups

Successes & Challenges in Growing Membership

- ✓ The best part of group meetings is the guest speakers, we are trying to have more special events in the new year
- A challenge is to find a good meeting location for everyone as we now include members from the old Quinte Tweed group

Elgin County Master Gardeners

Coordinator: Diane Vaughan & Helen Smith

Website elgincounty.mgoi.ca

Members

Number of Master Gardeners	5
Number of Master Gardeners in Training	
Total membership	5



By the numbers

Telephone enquiries:	126
Garden enquiries via website / email	55
In person enquiries at clinics:	302
Radio / TV appearances:	
Formal talks / presentations:	15
People attending all speaking engagements:	400
MG guided tours	1
People attending guided tours	45
Articles published for the public:	
Other Activities:	
• 3 Advice clinics at local nursery	

Volunteer Hours

Total gardening advice to the public:	42
Total of administrative work:	5
Total hours of volunteer time	47
Dollar value of group volunteer time	\$583



Continuing Education Units (CEUs)

Total number of CEUs	33
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Elgin County Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Four of five members attended the Spring Conference.
- ✓ We are asked to participate in local events, and have successfully covered events with only 5 members

How we reach out to the gardening public

- ✓ Advice clinics – horticultural groups, and through contacts

How we fund raise and spend revenues

- ↑ Revenues from Clinics, and talks
- ↓ Education

Successes & Challenges in Growing Membership

- ✓ Meetings are valuable by exchange of ideas
- Challenges: Time restrictions, and costs



"A Child's Welcome"
Cover Photo Contest Submission
Niagara Master Gardeners

Essex-Windsor *Master Gardeners*

Coordinator: *Christine Childs*

Website: essexwindsor.mgoi.ca

Email Helpline essexwindsor@mastergardeners.fastmail.fm

Members

Number of Master Gardeners	14
Number of Master Gardeners in Training	
Total membership (estimated)	14

By the numbers

Telephone enquiries:	0
Garden enquiries via website / email	96
In person enquiries at clinics:	126
Radio / TV appearances:	
Formal talks / presentations:	15
People attending all speaking engagements:	400
MG guided tours	9
People attending guided tours	200
Articles published for the public:	
Other Activities:	
• 3 Advice clinics at local nursery	

Volunteer Hours

Total gardening advice to the public:	312
Total of administrative work:	167
Total hours of volunteer time	479
Dollar value of group volunteer time	\$5,940



Continuing Education Units (CEUs)

Total number of CEUs	90
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Essex-Windsor Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Visiting a “high tech” greenhouse
- ✓ Public still uses and relies on us
- ✓ Challenge: New MGs show interest and learn the cost they do not come back.

How we reach out to the gardening public

- ✓ Workshops, clinics, and partner with local horticultural societies

How we fund raise and spend revenues

- ↑ Collection of dues

Successes & Challenges in Growing Membership

- Challenge getting new members



“Chokecherries”
Cover Photo Contest Submission
Photographer: Edyth Falconer
Ottawa-Carleton Gardeners

Etobicoke Master Gardeners

Coordinator: Suzanne Zacharczyk & Assistant Coordinator: Patti Wibe

Website: www.etobickemastergardeners.ca

Email Helpline: etobickemastergardeners@rogers.com

Members

Number of Master Gardeners	25
Number of Master Gardeners in Training	8
Total membership	33



By the numbers

Telephone enquiries:	
Garden enquiries via website / email	19
In person enquiries at clinics:	522
Radio / TV appearances:	
Formal talks / presentations:	4
People attending all speaking engagements:	125
MG guided tours	1
People attending guided tours	20
Articles published for the public:	
Other Activities: 4 Educational Workshops / Classes, 82 participants	



"A Busy Bee in an Echinacea in Collingwood"
Cover Photo Contest
Photographer: Margie Campbell
Etobicoke Master Gardeners

Volunteer Hours

Total gardening advice to the public:	694.5
Total of administrative work:	1129
Total hours of volunteer time	1823.5
Dollar value of group volunteer time	\$22,611



Continuing Education Units (CEUs)

Total number of CEUs	457.5
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Etobicoke Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ The EMG & HA Partnership continued with a series of 5 Eco-Garden Free Community Workshops in 2016, with an upcoming 2017 season
- ✓ The workshops continue to encourage new individuals, while a core group of individuals have become regulars at the events.

How we reach out to the gardening public

- ✓ Free Community Garden educational workshops, classes, and presentations.
- ✓ In addition, EMG continues to host events such as;
- ✓ Advice Clinics
- ✓ Speaking engagements
- ✓ Annual Plant Sale & Advice Clinic
- ✓ EMG continues to build relationships with partners such as Humber Arboretum, while working on developing new relationships through our community events.

How we fund raise and spend revenues

- ↑ Fund raising activities included the EMG annual plant sale, advice clinic honorariums, and speaker fees
- ↓ Revenues were used to fund educational speakers for EMG meetings, meeting room rentals, workshop materials, and purchase of promotional materials such as EMG branded table runners, MG shirts for members

Successes & Challenges in Growing Membership

- ✓ A primary focus of our EMG group meetings is member education, and engagement. Our EMG meetings consist of a brief component of announcements, followed by a highly qualified educational speaker.
- ✓ In 2016 we increased our membership with 4 new individuals, and happy to report no member transitions. Our focus for 2016, and the upcoming 2017 years is to increase our individual member involvement, and engagement
- ✓ The EMG first meeting of the year is reserved for 'Member Talks', allowing members to practice their presentation skills, and present on a topic of interest to fellow members. This is an opportunity for members to enhance presentation skills in a familiar environment.
- ✓ 2016 for EMG was a year with limited challenges, we were fortunate not to lose any members, with an increase to bring our group to 33 members. EMG memberships are recruited mostly through one-on-one engagement at our community events, and we have found this to be an effective method of recruitment.
- ✓ We are also extremely proud to note that five of our EMG members graduated to Master Gardeners from Master-Gardeners-In Training in 2016.

Grey County Master Gardeners

Coordinator: Jackie Campbell

Website greycountymastergardeners.weebly.com/

Email Helpline Mggreycounty@yahoo.ca

Members

Number of Master Gardeners	10
Number of Master Gardeners in Training	3
Total membership	13



By the numbers

Telephone enquiries:	6
Garden enquiries via website / email	28
In person enquiries at clinics:	110
Radio / TV appearances:	
Formal talks / presentations:	21
People attending all speaking engagements:	350
MG guided tours	
People attending guided tours	
Articles published for the public:	4
Other Activities:	
• Site visits to address specific problems - 4	
• Stations at agricultural/nature exhibitions for elementary school children ("Grown in Grey", "Bruce/Grey Forest Festival") - 2	
• Workshops at Community Mental Health Association Community Gardens monthly meetings - 2	
• Consulting with "Hope Haven", a therapeutic riding school/stable to develop raised bed gardens - 1	
• Supervision of volunteers at community "arbour day"	

Volunteer Hours

Total gardening advice to the public:	295
Total of administrative work:	445
Total hours of volunteer time	740
Dollar value of group volunteer time	\$9,176



Continuing Education Units (CEUs)

Total number of CEUs	138
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Grey County Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ 2016 was our 20th anniversary and we celebrated in many ways including; special "Founding Member" badges for our charter members, and the creation of a "20 years strong" section on our website providing highlights of our 20 years
- ✓ We are proud of the cohesiveness of the group, and our ability to work effectively as a team. This has helped us accomplish a lot with a relatively small number.
- Our biggest challenge in the last part of the year, and which will continue in 2017, was the loss of 3 of our charter members who were among the most knowledgeable and dependable volunteers.
- We also face the continuing challenge of covering a large geographical area with members who are widely separated in location. Although technically we are still Grey County Master Gardeners, with the demise of the Bruce Master Gardener groups we now try to cover most of that county as well

How we reach out to the gardening public



- ✓ We reach out to the gardening public mainly through our website.
- ✓ We maintain a list of names of those who want to be kept advised of upcoming events, which is updated at every advice clinic, presentation etc. and now comprises almost 400 names.
- ✓ We maintain a close reciprocal relationship with Horticultural Societies, Gardening Clubs & Conservation/Nature groups in the area
- ✓ Through our members located in the various communities throughout Grey and Bruce we work with local libraries, churches, clubs etc. to offer presentations and workshops that will appeal to their audience.

How we fund raise and spend revenues

- ↑ Money is raised primarily through our plant sale
- ↓ Revenue is used for education resources and to train MGITs

Successes & Challenges in Growing Membership

- ✓ The best part of group meetings is the guest speakers, we are trying to have more special events in the new year
- A challenge is to find a good meeting location for everyone as we now include members from the old Quinte Tweed group

Guelph-Wellington Master Gardeners

Coordinator: Charlene Janes & Inger Knudsen

Helpline mgguelph@hotmail.com

Website: guelphwellingtonmastergardeners.wildapricot.org

Members

Number of Master Gardeners	32
Number of Master Gardeners in Training	8
Total membership	40



By the numbers

Telephone enquiries:	35
Garden enquiries via website / email	67
In person enquiries at clinics:	66
Radio / TV appearances:	8
Formal talks / presentations:	25
People attending all speaking engagements:	725
MG guided tours	2
People attending guided tours	483
Articles published for the public:	 164
Other Activities:	
•	Plant Sale
•	Day In A Garden



Canada 150 Tulip
Cover Photo Contest Submission
Photo by: Durham MG

Volunteer Hours



Total gardening advice to the public:	814
Total of administrative work:	885.5
Total hours of volunteer time	1699.5
Dollar value of group volunteer time	\$21,074

Continuing Education Units (CEUs)

Total number of CEUs	244
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Guelph-Wellington Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Plant sale was our major highlight, followed by our Day in the Garden.
- ✓ Our extremely successful plant sale with good sharing of responsibilities with all members contributing to the event, while raising our profile in the community
- ✓ Our major challenge is matching talents to tasks.

How we reach out to the gardening public

- ✓ Presentations, garden tours, our Day in the Garden and Plant Sale
- ✓ Arboretum Gardening Courses & Advice Clinics
- ✓ Canada Blooms with MGOI
- ✓ Seedy Pollination Guelph Symposium Advice Clinic
- ✓ Guelph Enabling Garden Advice Clinic
- ✓ JL Home Hardware Advice Clinic
- ✓ Wildflower Society Saturday Advice Clinic
- ✓ Healthy Landscapes Demo/Presentations
- ✓ Sale Advice Clinic
- ✓ Gardenscapes - Garden Tours
- ✓ Guelph horticultural Society – Garden Tours
- ✓ Trial Garden Open House – Advice Clinic

How we fund raise and spend revenues

- ↑ Plant Sale
- ↓ Educational Bursaries

Successes & Challenges in Growing Membership

- ✓ We had a very successful year in attracting new members. Six members joined the GWMG, thanks in large part to our membership coordinators. We have great speakers, and our meetings are open and our members are enthusiastic come to meetings as it gives them an opportunity to touch base with other MGs, to learn and exchange information, for friendship and social interaction.

Haliburton Master Gardeners

Coordinator: Heather Chambers

Website www.haliburtonmastergardener.ca

Email Helpline halmastergardener@gmail.com

Members

Number of Master Gardeners	9
Number of Master Gardeners in Training	4
Total membership	13



By the numbers

Telephone enquiries:	5
Garden enquiries via website / email	37
In person enquiries at clinics:	16
Radio / TV appearances:	1
Formal talks / presentations:	3
People attending all speaking engagements:	284
MG guided tours	
People attending guided tours	
Articles published for the public:	1
Other Activities:	
<ul style="list-style-type: none"> • 5-minute Gardening Moments information spot/week April to October (27) • Monthly attendance at local Farmers Markets • Two elementary school programs - 3 hrs per week May - June • Summer children's gardening program • Garden Consultations for residents • Joint workshops for local food and community groups (Dig in Series through SIRCH), and participating in local Food Festivals 	

Volunteer Hours

Total gardening advice to the public:	134
Total of administrative work:	387.5
Total hours of volunteer time	521.5
Dollar value of group volunteer time	\$6,467



Continuing Education Units (CEUs)

Total number of CEUs	94
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Haliburton Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ 7 members attending the MGOI Conference - Excellent!
- ✓ Presentations developed & advice clinics
- ✓ Recruiting 4 new members
- ✓ Small group over a large area; travel

How we reach out to the gardening public

- ✓ Weekly Gardening Moment Radio Spots
- ✓ Advice clinics at Farmers' Markets, Food Festivals and Garden Shows
- ✓ Monthly presentations at local horticultural Society
- ✓ Full presentations to horticultural Societies
- ✓ School Gardening Programs
- ✓ Partnering with local sustainable food organization (Abbey Gardens, SIRCH) for workshops
- ✓ Providing garden consultations to local gardeners and Abbey Gardens
- ✓ Liaising with Lake Associations re: Lakeshore Restoration resources



How we fund raise and spend revenues

- ↑ Annual plant sale – late May / early June
- ↑ Donations for garden consults
- ↓ Funds used to subsidise certificate courses/exams for MGITs and continuing education for members

Successes & Challenges in Growing Membership

- ✓ We recruited 4 new members through our successful recruitment event
- ✓ They shared learning and social aspects which support making our group meetings worthwhile
- Potential new members are often intimidated by the course and volunteer hour requirements
- We lost some members as they aged the members could not always meet the volunteer/continuing education requirement

Halton Region Master Gardeners

Coordinator: *Kate Sault*

Website haltonmastergardeners.ca

Email Helpline haltonmastergardeners@gmail.com

Helpline: [905.527.1158x226](tel:905.527.1158x226) (shared with RBG auxiliary)

Members

Number of Master Gardeners	18
Number of Master Gardeners in Training	3
Total membership	21



By the numbers

Telephone enquiries:	32
Garden enquiries via website / email	161
In person enquiries at clinics:	453
Radio / TV appearances:	23
Formal talks / presentations:	18
People attending all speaking engagements:	267
MG guided tours	8
People attending guided tours	400
Articles published for the public:	35
Other Activities:	
• Online chats with 20-30 questions each-19 hours	
• Twitter stats to date--406 followers; over 5000 tweets since beginning	
• Royal Botanical Gardens Hotline 47 questions	

Volunteer Hours

Total gardening advice to the public:	453
Total of administrative work:	710
Total hours of volunteer time	1163
Dollar value of group volunteer time	\$14,421



Continuing Education Units (CEUs)

Total number of CEUs	328
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Halton Region Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ We finally have a new coordinator! We thank Patty King for past years of service
- ✓ Visiting Kate Sault's dahlia garden in September, even though it rained
- ✓ Many of us attended the Canadian Conference at Deerhurst and our group was thrilled to receive an award of excellence there
- ✓ The pollinator hotel contest was a great vehicle for bringing our group together

How we reach out to the gardening public



- ✓ Our online chats with Ed Lawrence, RBG staff and the CBC radio continues to increase in popularity. We are at the stage of receiving more questions that we can answer.
- ✓ On site advice in private gardens was a new endeavour.
- ✓ We transitioned to garden tours and farmer's markets as our traditional partnership with the RBG is in limbo.
- ✓ Presentations at Seedy Saturday and advice clinics at home shows.
- ✓ Several members speak at local horticultural societies, while one-member hosts monthly spots on the local Hamilton Cable TV

How we fund raise and spend revenues

- ↑ Most money came from onsite garden advice and presentations members do.
- ↑ We received financial support from local horticultural societies.
- ↑ We saved money by transitioning to fewer outside paid speakers and freer in-house speakers and educational activities
- Purchased new light weight tables for our advice clinics and paid for speaker fees.

Successes & Challenges in Growing Membership

- Retaining members continues to be challenging.
 - It took two years to find a new coordinator.
 - Finding enough volunteer hours for everyone was more challenging this year because we lost a long- time partner.
- The education piece is vital to keep members and the meeting starters have created a camaraderie amongst members.



Halton MGs visit the Pollinator Garden

Kitchener *Master Gardeners*

Coordinator: Mary Ann Gihfully

Website kitchenermastergardeners.com

Helpline phone number [519-745-4669](tel:519-745-4669)

Email Helpline contact via website

Members

Number of Master Gardeners	7
Number of Master Gardeners in Training	3
Total membership	10



By the numbers

Telephone enquiries:	
Garden enquiries via website / email	15
In person enquiries at clinics:	40
	8
Radio / TV appearances:	0
Formal talks / presentations:	23
People attending all speaking engagements:	560
MG guided tours	
People attending guided tours	
Articles published for the public:	15
Other Activities:	
• <i>Advice in gardens, and Horticultural Therapy</i>	

Volunteer Hours

Total gardening advice to the public:	497.25
Total of administrative work:	266
Total hours of volunteer time	763.25
Dollar value of group volunteer time	\$9,464

Continuing Education Units (CEUs)

Total number of CEUs	96
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Kitchener Master Gardeners Telling our story

Highlights of our year – Successes & Challenges



- ✓ Joining with Garden Kitchener (KHS) and Kitchener public library for Seedy Saturday.
- ✓ Presenting an 8-week program teaching entrant growing from seed to table.

How we reach out to the gardening public

- ✓ Cooperating with Kitchener Library on Seedy Saturday and on talks in their branches.
- ✓ Presenting Seed to table to Garden Kitchener

How we fund raise and spend revenues

- ↑ Seed workshop and talks
- ↑ Donation from a company for MG support at the company plant sale.

Successes & Challenges in Growing Membership

- ✓ Member horticultural talks, question and answer sessions, along with viewing horticultural videos then discussing them at the group meeting.
- Challenge recruiting and retaining members



“In Bloom” Cover Photo Contest

· Photo by: Niagara MG

Coordinator: Kathleen Gorsline & Pat de Valence
 Email helpline: lssmastergardeners@gmail.com
 Website www.lssmgoi.com

Members (No report submitted)

Number of Master Gardeners	14
Number of Master Gardeners in Training	6
Total membership	20

By the numbers

Telephone enquiries:	0
Garden enquiries via website / email	18
In person enquiries at clinics:	300
Radio / TV appearances:	
Formal talks / presentations:	121
People attending all speaking engagements:	187
MG guided tours	0
People attending guided tours	0
Articles published for the public:	49
Other Activities:	
<ul style="list-style-type: none"> • Twitter 50 tweets • Presentations, clinics, fairs, farmers market • Liaise with Lake Simcoe Conservation, York Region Conservation, Oak Ridges Trail, and City of Markham 	



"Iris at the RBG"
 Cover Photo Contest Submission
 Photographer: Emma Chow
 Mississauga Master Gardeners

Volunteer Hours

Total gardening advice to the public:	725
Total of administrative work:	810
Total hours of volunteer time	1535
Dollar value of group volunteer time	\$19,034

Continuing Education Units (CEUs)

Total number of CEUs	140
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Lanark County *Master Gardeners*

Coordinator: Dale Odorizzi

Website www.lanarkmg.blogspot.com

Email Helpline lanarkmg@gmail.com

Members

Number of Master Gardeners	11
Number of Master Gardeners in Training	1
Total membership	12



By the numbers

Telephone enquiries:	51
Garden enquiries via website / email	27
In person enquiries at clinics:	711
Radio / TV appearances:	
Formal talks / presentations:	10
People attending all speaking engagements:	500
MG guided tours	2
People attending guided tours	25
Articles published for the public:	37
Other Activities:	
• 0000000	

Volunteer Hours

Total gardening advice to the public:	296
Total of administrative work:	240
Total hours of volunteer time	536
Dollar value of group volunteer time	\$6,646

Continuing Education Units (CEUs)

Total number of CEUs	77
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Lanark County Master Gardeners Telling our story

Highlights of our year – Successes & Challenges



- ✓ We were extremely proud of receiving two awards at the Canadian Master Gardener Conference--Third Place Award of Excellence for The Edible Garden Newsletter and Third Place in the Pollinator Hotel Competition. The Pollinator Hotel was a joint effort with many of our members participating in its creation. We also had a member (Ankaret Dean) speak at the conference.
- ✓ This year, two of our TEG articles were published in the Friends of the Farm (Central Experimental Farm) and two in the Fifty-Five Plus Magazine.

How we reach out to the gardening public

- ✓ We have a great relationship with our five horticultural Society Members, with MGs on the horticultural Executive Boards, in addition to answering questions raised by the members
- ✓ Write and publish Newspaper articles in local Newspapers and online.
- ✓ Host a Facebook page with about 100 followers and a Twitter Feed with about the same.

How we fund raise and spend revenues

- ↑ Plant Sales and Speaking engagements.
- ↓ Our primary use of our revenues MGOI dues, \$100 each for person (5) who attended the Canadian Conference, and books and magazines for our continuing education
- ↓ We also reimburse MGITs who complete their MG Courses. \$300 if appropriate.

Successes & Challenges in Growing Membership

- ✓ We have one new MGIT who is new to the area. Although we have had a problem with recruitment, we have been more than 5 years without a resignation.
- ✓ At each of our group meetings we incorporate an educational component. This is primarily in the form of one of our members presenting or demonstrating a topic. At the start of each year, we pick an overall topic and members pick their topic from there. This past year, we did Plant Families. Each member selected a plant family and led a discussion on that family. We also have a garden sharing component to discuss new plants we are growing or questions that have come up. Our social section also presents and get to know each other better and to develop a friendship.
- Our greatest challenge is recruitment of new members

Lindsay & District Master Gardeners

Coordinator: Larry Lenhardt

Website: lindsayanddistrict.mgoi.ca

Helpline phone number

Email Helpline

Members (no report submitted)

Number of Master Gardeners	7
Number of Master Gardeners in Training	1
Total membership	8



"Canada 150 Tulips"
Cover Photo Contest Submission
Photographer: Faith Schmidt
Ottawa-Carleton Gardeners

London-Middlesex *Master Gardeners*

Coordinator: Rhonda Persichilli

Website www.londonmiddlesexmastergardeners.com

Email Helpline lonmidmastergardeners@gmail.com

Members

Number of Master Gardeners	21
Number of Master Gardeners in Training	5
Total membership	26



By the numbers

Telephone enquiries:	
Garden enquiries via website / email	57
In person enquiries at clinics:	454
Radio / TV appearances:	2
Formal talks / presentations:	17
People attending all speaking engagements:	450
MG guided tours	
People attending guided tours	
Articles published for the public:	6
Other Activities:	
<ul style="list-style-type: none"> • Facebook (398 followers), Twitter, Website articles and tips • Seeds to Your Table 8-week course (x2) • Library Plant Exchanges (10 in the spring and 6 in the fall) 	

Volunteer Hours

Total gardening advice to the public:	627
Total of administrative work:	816
Total hours of volunteer time	1443
Dollar value of group volunteer time	\$17,893



Continuing Education Units (CEUs)

Total number of CEUs	185
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"A garden Fairy mushroom"
Cover Photo Contest Submission
London-Middlesex Master Gardeners

London – Middlesex Master Gardeners Telling our story

Highlights of our year – Successes & Challenges



- ✓ LMMG has been very active and busy - we are very proud of all the things we accomplished throughout the year. Working together with such a knowledgeable, friendly and fun group of gardeners is what we are most proud of.
- ✓ Highlights of 2016 include our best attended Seedy Saturday yet, this event keeps growing each year.
- ✓ We are also proud of the MGOI Award of Excellence we received for our Seedy Saturday.

How we reach out to the gardening public

- ✓ Our website, Facebook and Twitter
- ✓ Seeds to Your Table Course
- ✓ Seedy Saturday - We invite and offer local horticultural societies and non-profit gardening groups free display space at this all-day event
- ✓ Library Plant Exchanges
- ✓ Western Fair Display and Advice table (8-day event)
- ✓ Home and Garden Show display and advice table (3-day event)
- ✓ Working with London Environmental Network, provided an advice table at Go Wild Grow Wild Expo
- ✓ Three Part "Gardening in the City" Speaking Series with London Public Library
- ✓ Advice table and slide show at London Civic Garden Complex Greenhouse tour

How we fund raise and spend revenues

- ↑ Seedy Saturday and Seeds to Your Table courses were our main sources of revenue. The revenues of these events allowed us to:
- ↓ Make donations to Seeds of Diversity and Friends of the Civic Garden Complex
- ↓ Covered our general expenses such as rent, website, speakers for our monthly meetings
- ↓ We helped members attend the MGOI conference
- ↓ Paid our members MGOI membership dues

Successes & Challenges in Growing Membership

- ✓ This year we brought in an engagement speaker to help us define what would make our group meetings more worthwhile, what we should continue doing and what needed to change. We continue to implement and move forward with all the suggestions from that engagement session
- We struggle to maintain our membership, and have enough volunteers to participate in all the speaking requests and local events we are asked to participate in.

Mississauga Master Gardeners

Coordinator: Michelle Wilson & Mary Jane Kucerak

Website www.mississaugamastergardeners.ca/

Email Helpline 'Ask a MG' function via group website

Members

Number of Master Gardeners	14
Number of Master Gardeners in Training	6
Total membership	20



By the numbers

Telephone enquiries:	
Garden enquiries via website / email	
In person enquiries at clinics:	400
Radio / TV appearances:	
Formal talks / presentations:	4
People attending all speaking engagements:	80
MG guided tours	
People attending guided tours	
Articles published for the public:	15
Other Activities:	
<ul style="list-style-type: none"> Volunteering at The Riverwood Conservancy (ongoing throughout the growing season) Children's Garden (one day, GTA Home and Reno Show) 	



Seedy Saturday Unitarian Church:
Left to right: Phyllis Hall, Susan Quirk and Emma Chow

Volunteer Hours

Total gardening advice to the public:	495.5
Total of administrative work:	680
Total hours of volunteer time	1175.5
Dollar value of group volunteer time	\$8,432



Plant Sale May 26, 2017
Left to right: Alice But, Mary Jean Kucerak, Martha Kantorczyk, Suzanne Moreau and Vinod Bhargava

Continuing Education Units (CEUs)

Total number of CEUs	121.5
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Mississauga Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

Highlights

- ✓ We quickly fulfilled a last-minute request from the GTA Home and Reno Show to hold a one-day Children's Garden, at the end of which we were invited back for all four days.
- ✓ Two members fully certifying

Challenges:

- Membership is low and sometimes we have trouble fulfilling requests for speakers

How we reach out to the gardening public



- ✓ Website
- ✓ Advice clinics and presentations at farm and gardening events and to horticultural societies
- ✓ Continued partnership with The Riverwood Conservancy

How we fund raise and spend revenues

- ↑ Most revenue comes from two plant sales in spring and autumn.
- ✓ Most revenue goes toward administrative costs and to purchasing group-specific promotional materials, such as banners and bookmarks.

Successes & Challenges in Growing Membership

- ✓ At group meetings we have a relaxed atmosphere and we try to have a speaker for most meetings - either an outside speaker whom we pay, or a member with a new presentation.



RBG July 13, 2017 Group Outing
Photographer: Emma Chow
Left to right: Mary Jean Kucerak, David Pavanel, Norma Switzer, Martha Kantorczyk and Michelle Wilson



International Centre Feb 2017 'Little Green Thumb Children's Garden'
Left to right: Mary Jean Kucerak, David Pavanel and Shirley Daniels

Muskoka-Parry Sound Master Gardeners

Coordinator: Anne Bossart

Website muskokaparrysound.mgoi.ca

Members

Number of Master Gardeners	10	
Number of Master Gardeners in Training	1	
Total membership	11	

By the numbers

Telephone enquiries:	68
Garden enquiries via website / email	12
In person enquiries at clinics:	139
Radio / TV appearances:	3
Formal talks / presentations:	18
People attending all speaking engagements:	397
MG guided tours	11
People attending guided tours	64
Articles published for the public:	2
Other Activities:	
• Facebook – 200 followers	

Volunteer Hours

Total gardening advice to the public:	273.5
Total of administrative work:	562
 Total hours of volunteer time	835.5
 Dollar value of group volunteer time	\$10,360

Continuing Education Units (CEUs)

Total number of CEUs	201
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Muskoka-Parry Sound Master Gardeners Telling our story

Highlights of our year- Success & Challenges



- ✓ Managing to get together outside our meetings as a group for three educational opportunities
- ✓ Our biggest and overwhelming challenge is that our group is made up of a couple of people from each of three very distant and separate communities. So, our activities should be conducted individually, and it is difficult to have any group projects.

How we reach out to the gardening public

- ✓ Plant clinics at farmers' markets
- ✓ Speaking and conducting workshops at horticultural societies and other venues in the district

How we fund raise and spend revenues

- ↑ Charity BBQ at the Independent grocer in the town where we meet
- ↓ We sponsor the dues for members in good standing

Successes & Challenges in Growing Membership

- ✓ Attracted a couple MGIT's in the past year, but they have found us
- ✓ We have streamlined our meetings to include an educational component



"Lady Slipper" Cover Photo Contest Submission
Photographer: Diane McClymont Peace
Ottawa-Carleton Gardeners

Niagara Master Gardeners

Coordinator: Karen Walsh

Website: niagamastergardeners.wordpress.com/

Helpline phone number: [905-648-2818](tel:905-648-2818)

Email Helpline: niagara@mgoi.ca

Members

Number of Master Gardeners	35
Number of Master Gardeners in Training	3
Total membership	38



By the Numbers

Telephone enquiries:	47
Garden enquiries via website / email	
In person enquiries at clinics:	350
Radio / TV appearances:	
Formal talks / presentations:	12
People attending all speaking engagements:	360
MG guided tours	1
People attending guided tours	1020
Articles published for the public:	
Other Activities:	
<ul style="list-style-type: none"> • Shaw Garden Tour • Start Me Up Niagara • Hospice Niagara workshops 	



“Welcome” Cover Photo
Contest Submission

Photo by: Niagara MG

Volunteer Hours

Total gardening advice to the public:	1820
Total of administrative work:	960
Total hours of volunteer time	2780
Dollar value of group volunteer time	\$34,472



Continuing Education Units (CEUs)

Total number of CEUs	607
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Niagara Master Gardeners Telling our story



Highlights of our year – Successes & Challenges

- ✓ Our work with Start Me Up Niagara was recognized by the members of MGOI.

How we reach out to the public

- ✓ Website, clinics, presentations, work with charitable organizations.
- ✓ In 2017 we are engaging in an active program with community groups to increase our recognition and become more known in the community.
- ✓ We have been invited to join the Destination Garden Network (with Niagara Parks as our lead garden)

How we fund raise and spend revenues

- ↑ Donations for speaking engagements at Horticultural Societies and clinics held at area garden centers
- ↓ Revenues from our annual September plant sale.
- ↓ The continued support of the Vineland Research Station, Rice Road Nursery and Country Basket is greatly appreciated.

Successes & Challenges in Growing Membership

- ✓ Our group continues to grow resulting from transfers and new members.
- ✓ Our members enjoy monthly educational sessions, plant exchanges and we try to keep the business portion of the meetings reasonable.



"Robin's Nest"
Niagara Master Gardeners
Cover Photo Contest Winner

Norfolk County Master Gardeners

Coordinator: Ann Faulkner

Website: norfolkcounty.mgoi.ca/

Email Helpline: norfolkmg@yahoo.com

Members

Number of Master Gardeners	6
Number of Master Gardeners in Training	1
Total membership	7



By the numbers

Telephone enquiries:	17
Garden enquiries via website / email	22
In person enquiries at clinics:	10
Radio / TV appearances:	
Formal talks / presentations:	33
People attending all speaking engagements:	550
MG guided tours	3
People attending guided tours	100
Articles published for the public:	55
Other Activities:	
• Tweets/Facebook	10

Volunteer Hours

Total gardening advice to the public:	162.5
Total of administrative work:	92.5
Total hours of volunteer time	255
Dollar value of group volunteer time	\$3,162

Continuing Education Units (CEUs)

Total number of CEUs	54
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Norfolk County Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ a new member, tasting Papaws, a summer meeting with beekeeping
- ✓ Membership is the biggest challenge



Norfolk County Master Gardeners Members in the photo are Kevin Kavanagh, Mary Dillon, Jackie Cave and Anne Faulkner. Absent members are Sharon Garner, Dave Jarvis and Jim Mabee. Photographers: Paul & Cindy Beischlag, Port Dover.

How we reach out to the gardening public

- ✓ We offer Public Clinics in the spring and fall.
- ✓ Advertisement in the local Horticultural Society newsletter.

How we fund raise and spend revenues

- ↑ We charge admission at clinics and offer door prizes.
- ↓ Our revenue pays for speakers.

Successes & Challenges in Growing Membership

- ✓ Our meetings are worthwhile because of our great members and the several video presentations we've added to our meetings.

Growing our membership has been an ongoing challenge. So much information is available online. In a rural population driving to meetings/presentations is not always practical

North Bay Master Gardeners

Coordinator: Vicki Doucette

Website nbmg.mgoi.ca

Email Helpline northbaymastergardeners@hotmail.com

Members

Number of Master Gardeners	8
Number of Master Gardeners in Training	1
Total membership	9



By the numbers

Telephone enquiries:	2
Garden enquiries via website / email	6
In person enquiries at clinics:	300
Radio / TV appearances:	
Formal talks / presentations:	9
People attending all speaking engagements:	120
MG guided tours	
People attending guided tours	
Articles published for the public:	27
Other Activities:	
•	

Volunteer Hours

Total gardening advice to the public:	216
Total of administrative work:	120
Total hours of volunteer time	336
Dollar value of group volunteer time	\$4,166



Continuing Education Units (CEUs)

Total number of CEUs	112
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"Myrtle's Folly – Cactus Dalhia"
Cover Photo Contest Submission
Peterborough & Area Master Gardeners

North Bay Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Almost half our group attended the National Conference in Huntsville
- ✓ Participation in Seed Exchange, enjoyable meetings, keen members
- ✓ Increasing membership
- ↑ Aging members

How we reach out to the gardening public



- ✓ Parks & Receptions Leisure Guide, and newspaper articles
- ✓ We participate as Master Gardeners in all activities offered by our partners, three local horticultural societies and the Heritage Gardeners at our local Waterfront

How we fund raise and spend revenues

- ↑ Support from our partners
- ↑ Pay members dues and reimburse those who have successfully completed their courses

Successes & Challenges in Growing Membership

- ✓ We enjoy each others company and are respectful of any of the contributions of our members
- We have not been successful in increasing our membership, but we keep trying and encourage anyone who shows an interest

Northumberland Master Gardeners

Coordinator: *Christa Bisanz*

Website northumberland.mgoi.ca

Members

Number of Master Gardeners	5	
Number of Master Gardeners in Training	0	
Total membership	5	

By the numbers

Telephone enquiries:	126
Garden enquiries via website / email	55
In person enquiries at clinics:	302
Radio / TV appearances:	
Formal talks / presentations:	15
People attending all speaking engagements:	400
MG guided tours	1
People attending guided tours	45
Articles published for the public:	
Other Activities:	
• Seedy Saturday	

Volunteer Hours

Total gardening advice to the public:	42
Total of administrative work:	45
Total hours of volunteer time	87
Dollar value of group volunteer time	\$1,079

Continuing Education Units (CEUs)

Total number of CEUs	33
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Northumberland Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ 4 of our 5 members attended the Spring Conference.
- ✓ We are asked to participate in local events
- ✓ Covering events with only 5 members

How we reach out to the gardening public

- ✓ Advice clinics – Horticultural groups
- ✓ Connections via contacts

How we fund raise and spend revenues

- ↑ Revenue through clinics and talks
- ✓ Funding education

Successes & Challenges in Growing Membership

- ✓ Exchange of ideas
- Time restrictions – cost



"Blooms on a Hydrangea quercifolia"
Cover Photo Contest Submission
Photographer: Anne Price
Ottawa-Carleton Gardeners

Master Gardeners of Ottawa-Carleton

Coordinator: Diane McClymont Peace

Website mgottawa.ca

Helpline phone number 613-236-0034

Email Helpline mgoc_helpline@yahoo.ca

Members

Number of Master Gardeners	31
Number of Master Gardeners in Training	19
Total membership	50



By the numbers

Telephone enquiries:	230
Garden enquiries via website / email	734
In person enquiries at clinics:	2160
Radio / TV appearances:	4
Formal talks / presentations:	87
People attending all speaking engagements:	1230
MG guided tours	
People attending guided tours	
Articles published for the public:	107
Other Activities:	
<ul style="list-style-type: none"> • Facebook -206 members • Trowel Talk Electronic Newsletter – 12 issues • The Edible Garden – monthly newsletter, jointly with Lanark Master Gardeners • Design Workshop 48 attendees • Friends of the Farm Lecture Series (4) 140 attendees 	



“Our Bug House Entry at the Canadian G Conference” – photo Nancy McDonald”



“At the Queen Bee” – Julianne Labreche and Faith Schmidt
Ottawa-Carlton Master Gardeners

Volunteer Hours

Total gardening advice to the public:	1240
Total of administrative work:	1900
Total hours of volunteer time	3140
Dollar value of group volunteer time	\$38,936



Continuing Education Units (CEUs)

Total number of CEUs	551
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Ottawa-Carleton Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

National Master Gardeners Conference; Innovative Projects - third prize jointly with Lanark MGs for The Edible Garden, an on-line newsletter. Pollinator Inn - second prize, donated to the Canada Agriculture and Food Museum as a learning tool for children and adults.

- ✓ Proud of our engagement with students, particularly with the various school programs and the annual Richmond Fair where we demonstrate and engage Increased membership by ten new Master Gardeners plus one transfer
- ✓ Four founding members celebrate 30 years of volunteer service
- ✓ Two awards received at the children about root vegetables and growing seeds
With 1/5th of our members new this year and another 1/5th also as Master Gardeners in Training, it is a challenge to keep them all actively engaged and interested.

How we reach out to the gardening public

- ✓ Garden Show. We present lectures for the Friends of the Central Experimental Farm, at city libraries, seniors homes, volunteer organizations, schools, and horticultural societies.
- ✓ Our annual Garden Design Workshop, included presentations with numerous individual Gardening advice in over twelve markets and fairs each year, including the Ottawa Home and breakout sessions to help individuals with their garden designs and challenges.
- ✓ Our monthly electronic Newsletter 'Trowel Talk' includes feature articles, Master Gardener events, contact information, tips and what to do for the month. The newsletter has approximately 2200 subscribers as well as web access.
- ✓ Our monthly 'The Edible Garden' electronic newsletter, done jointly with Lanark Master Gardeners which includes feature articles, tips, recipes, and has 200-600 hits per month.
- ✓ Collaborate with the Friends of the Farm in presenting Master Gardener lecture series on topics suggested by the audiences.
- ✓ We work closely with the Friends of the Central Experimental Farm, and the Ottawa Garden Council, and many of the Horticultural Societies.



How we fund raise and spend revenues

- ↑ Revenue comes from lectures, markets, the Design Workshop, articles, speaker honorariums, and sponsorship.
- ↓ Revenue is used for membership dues, education, printing handouts, help-line telephone, parking, website, coordinators' travel to the annual Coordinators Conference, office and meeting supplies.

Successes & Challenges in Growing Membership

- ✓ We have increased our membership by 20% this year.
- ✓ We start on time, finish on time, and start with an education session. We try to have at least one educational film per year which takes the full meeting. This year we watched Symphony of the Soil

Peterborough & Area Master Gardeners

Coordinator: Joan Harding

Website peterboroughgardens.ca

Email Helpline advice@peterboroughgardens.ca

Members

Number of Master Gardeners	36
Number of Master Gardeners in Training	5
Total membership	41



By the numbers

Telephone enquiries:		566
Garden enquiries via website / email		75
In person enquiries at clinics:		1091
Radio / TV appearances:		2
Formal talks / presentations:		41
People attending all speaking engagements:		1657
MG guided tours		1
People attending guided tours		56
Articles published for the public:		15
Other Activities:		



"Lakefield Hort. Daytrip"
Sharleen Pratt, Brenda Ibey,
Joan Harding
Peterborough Master Gardeners

Volunteer Hours

Total gardening advice to the public:	1233
Total of administrative work:	2835
Total hours of volunteer time	4068
Dollar value of group volunteer time	\$50,443

Continuing Education Units (CEUs)

Total number of CEUs	559
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Peterborough & Area Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ The Peterborough Garden Show, our annual Bus Trip, and our Day in The Garden all day presentations.
- ✓ We are most proud of: Working as a Team and our donation to the Highway of Heroes
- ✓ Challenges: Competing with all the other information on the Internet

How we reach out to the gardening public

- ✓ Through our involvement with the Peterborough Garden Show and the Day in The Garden presentations.
- ✓ Local Fairs & "green" events and doing more public speaking. We have a Facebook account: Over the Fence with Peterborough MGs.

How we fund raise and spend revenues

- ↑ We receive a substantial share of the Peterborough Garden Show profits.
- ✓ The main use of our revenues goes toward our speakers, our MGITs education, and we are looking at making donations to other "educating the public" related functions in the Community.

Successes & Challenges in Growing Membership

- Growing the membership has not been a problem but making sure everyone is involved and included is sometimes a challenge. All our MGITS/Trainees have a mentor. We are trying to ensure and encourage all members to be more involved within the group. We spent part of the year having our own members put on presentations at the meetings and this upcoming year we are bringing in speakers which will benefit all members of the year.



"A MGIT going to a garden party in a Midget!"
Sharleen Pratt
Peterborough Master Gardeners

Prince Edward County Master Gardeners

Coordinator: Kevin Bazkur

Helpline phone [613-476-9053](tel:613-476-9053)

Email helpline: askamastergardener@bell.net

Website pecmastergardeners.com



Members

Number of Master Gardeners	14
Number of Master Gardeners in Training	5
Total membership	19



By the numbers

Telephone enquiries:	75
Garden enquiries via website / email	15
In person enquiries at clinics:	80
Radio / TV appearances:	12
Formal talks / presentations:	5
People attending all speaking engagements:	175
MG guided tours	
People attending guided tours	
Articles published for the public:	22

Other Activities:

- ✓ Some members volunteer at Macaulay House in Picton and provide information to the public about gardening in the 1800's there
- ✓ Distributed Wild Parsnip identification sheets to many locations in the County to make sure that the public, first responders and public works were aware of it and the potential dangers of exposure

Volunteer Hours

Total gardening advice to the public:	686
Total of administrative work:	330
Total hours of volunteer time	1016
Dollar value of group volunteer time	\$12,598



“Susan Warrack on hand to offer advice at nursery-Rain or Shine!”
 Photographer: Ren Duinker PEC
 Master Gardeners

Continuing Education Units (CEUs)

Total number of CEUs	95
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Prince Edward County Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Pollinators presentation by one of the group members for CEU
- ✓ Memorial bush presented to Hospice Prince Edward in Memory of Kathy Macpherson
- Greatest challenge is to grow and motivate our current group

How we reach out to the gardening public



- ✓ Newspaper articles and our askamastergardener@bell.net website
- ✓ Our wild parsnip initiative that went communitywide and participation in founding the community gardens project

How we fund raise and spend revenues

- ↑ money is raised primarily through our plant sale
- ↓ revenue is used for education resources and to train MGITs

Successes & Challenges in Growing Membership

- ✓ The best part of group meetings is the guest speakers, we are trying to have more special events in the new year
- A challenge is to find a good meeting location for everyone as we now include members from the old Quinte Tweed group



“Macaulay Heritage Gardens
MG volunteers Apr 2017”
PEC Master Gardeners
Photographer: Ren Duinker



“County Garden Show 2017 Marianne Malchowski
and Virginia Mitchell”
PEC Master Gardeners
Photographer: Ren Duinker

Rideau 1000 Islands *Master Gardeners*

Coordinator: John Singleton

Website rideau1000islandsmastergardeners.com

Email Helpline rideau1000islandsmastergardeners@yahoo.ca

Members

Number of Master Gardeners	8
Number of Master Gardeners in Training	8
Total membership	16



By the numbers

Telephone enquiries:	
Garden enquiries via website / email	18
In person enquiries at clinics:	75
Radio / TV appearances:	2
Formal talks / presentations:	40
People attending all speaking engagements:	800
MG guided tours	4
People attending guided tours	36
Articles published for the public:	
Other Activities:	
Spring workshops/demos, 3 sessions in one morning 18 people attended	

Volunteer Hours

Total gardening advice to the public:	260.5
Total of administrative work:	495.5
Total hours of volunteer time	756
Dollar value of group volunteer time	\$9,374



Continuing Education Units (CEUs)

Total number of CEUs	56
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Rideau 1000 Islands Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ October's "Garden Bones: Trees and Shrubs " conference and Cataraqui Cemetery tour

How we reach out to the gardening public

- ✓ Garden tours, we "person" a food collection booth at Kingston Market, Saturdays, collect food from market vendors, dispense advice

How we fund raise and spend revenues

↑ Revenues from speaking engagements

↓ Funding annual conference

Successes & Challenges in Growing Membership

- ✓ We have very productive meetings, well-attended
- Recently we've had limited renewed interest from potential incomers, but it's a struggle to maintain numbers sufficient to conduct events.



"Pretty in Pink" Cover Photo Contest Submission
Photographer: Margie Campbell
Etobicoke Master Gardeners

Simcoe County *Master Gardeners*

Coordinator: Joan Nieman-Agapas

Website www.simcoecountymg.ca

Email Helpline info@simcoecountymg.ca.

Members

Number of Master Gardeners	17
Number of Master Gardeners in Training	2
Total membership	19



By the numbers

Telephone enquiries:	
Garden enquiries via website / email	
In person enquiries at clinics:	
Radio / TV appearances:	
Formal talks / presentations:	
People attending all speaking engagements:	
MG guided tours	
People attending guided tours	
Articles published for the public:	
Other Activities:	•

Volunteer Hours

Total gardening advice to the public:	275
Total of administrative work:	491
Total hours of volunteer time	766
Dollar value of group volunteer time	\$9,498



Continuing Education Units (CEUs)

Total number of CEUs	247
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“Thistle”
Cover Photo Contest Submission
Photographer: Lois Fowler
Toronto Master Gardeners

Simcoe County Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Several fun & informative activities stand out for 2016. The first was a passionate presentation by Paul Laporte of Native Plant Society. Best of all, his car trunk was loaded with seedlings & many of us went home with souvenirs of that evening.
- ✓ Half of the group's members attended the 2nd Annual MG conference in Deerhurst. The line-up of speakers was outstanding. We all returned energized with new ideas & ways of looking at things.
- ✓ In July, four carloads of members met together in Bracebridge for a stroll through 'Art in the Garden'. As well, we visited a large rural property owned by a friend of one of the members. She grows many unusual & seldom seen plants. Luckily, she also had some items for sale!!
- ✓ SCMG continues to partner with Simcoe County Museum & finished planting the period garden around the heritage church. Despite the hot, dry summer, most of the rugged perennials put in the pervious year survived very well.

How we reach out to the gardening public

- ✓ Our main public contact remains presentations to horticultural groups within the territory, presence at Farmers' Markets, plants sales & seed swaps
- ✓ Application has been submitted for funds to upgrade our Facebook presence & enhance our website

How we fund raise and spend revenues

- ↑ Revenue income is received from speakers' fees from presentations
- ↓ Reimbursements our members for travel & copying expenses

Successes & Challenges in Growing Membership

- ✓ This year we congratulated three MGiTs as they received their MG certification
- ✓ Four members received their 5-year pins, 2 members received their 10-year gold badges & 1 member received her 15-year pin
- ✓ A new MGiT has joined & is presently pursuing her course of study at U of G.
- One MGiT resigned due to family commitments & another MG was granted Emeritus status as he stepped back from active involvement due to health issues.

Stratford Master Gardeners

Coordinator: Jim Fitzgerald

Phone Helpline [519-393-6707](tel:519-393-6707)

Website stratford.mgoi.ca

Email Helpline stratford@mgoi.ca

Members

Number of Master Gardeners	12
Number of Master Gardeners in Training	3
Total membership	15



By the numbers

Telephone enquiries:	42
Garden enquiries via website / email	16
In person enquiries at clinics:	227
Radio / TV appearances:	
Formal talks / presentations:	13
People attending all speaking engagements:	487
MG guided tours	
People attending guided tours	
Articles published for the public:	
Other Activities:	

Volunteer Hours

Total gardening advice to the public:	505
Total of administrative work:	233
Total hours of volunteer time	738
Dollar value of group volunteer time	\$9,151

Continuing Education Units (CEUs)

Total number of CEUs	48
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Stratford Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ As for the past 16 years, the Stratford Garden Festival continues to be our highlight. We provide speakers, as well as advice to hundreds of visitors, and sell coir as a fundraiser.
- ✓ We also provided advice at Stratford horticultural monthly garden clinics, St. Mary's Garden Fair, Stratford Garden Tour, Garlic Festival, 2 Seedy Days, Stratford Plant Sale and several Flower shows.
- ↑ Challenge in recruiting new MGITs and obtaining CEUs

How we reach out to the gardening public

- ✓ Monthly advice eight times a year through clinics before the Stratford Horticultural meetings
- ✓ Mainly through our contacts at horticultural societies and garden shows

How we fund raise and spend revenues

- ↑ Selling of coconut fibre blocks at various garden festivals, and horticultural meetings
- ✓ To subsidize education courses and training for members

Successes & Challenges in Growing Membership

- ✓ Several communities in Perth County have praised the help MGs give at local meetings
- ✓ Every month, at the beginning of the meeting a member gives a presentation on a gardening topic or book, and at the end of the business meeting, we discuss gardening problems and solutions



"Fungus"
Cover Contest Photo Submission
Photographer: Lois Fowler
Toronto Master Gardeners

Sudbury Master Gardeners

Coordinator: *Linda Hachez*

Website: *sudburymastergardeners.ca*

Members

Number of Master Gardeners	10
Number of Master Gardeners in Training	0
Total membership	10



By the numbers

Telephone enquiries:	10
Garden enquiries via website / email	20
In person enquiries at clinics:	
Radio / TV appearances:	
Formal talks / presentations:	6
People attending all speaking engagements:	150
MG guided tours	
People attending guided tours	
Articles published for the public:	
Other Activities:	
<ul style="list-style-type: none"> Tour of the Vale Greenhouse, attended by the MG's, Horticultural Society and members of the public. Seeding classes were provided in schools, after school day cares, a senior's residence, a rehab centre, the Native Health Centre, Aboriginal Youth Group, Our Children Our Future, Independent Living, and several Community Garden Groups, for a total of 650 participants. Talks were provided for a Coalition for a Liveable Sudbury and Fed Nor 	



"Linda Hugli's Garden"

Cover Photo Contest Submission
 Prairie Smoke, *geum triflorum*.
 Sudbury Master Gardeners

Volunteer Hours

Total gardening advice to the public:	444.25
Total of administrative work:	97
Total hours of volunteer time	541.25
Dollar value of group volunteer time	\$6,712



Continuing Education Units (CEUs)

Total number of CEUs	68
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Sudbury Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Again, in 2016, the Gardening Festival, speaker event and plant sale are the highlights of your year. Also, two tours were offered, with Vale Greenhouse and Norcat.
- ✓ We are most proud of the fact that we have a very diverse group who have a lot of varied experience to offer the gardening public.
- ✓ As the MG group gets older, we are trying to be pro-active in changing to daytime meetings for winter, due to driving conditions at night. As well, we have successfully held meetings in another community, to give the long-distance members a break from the driving. The goal is to have two meetings a year, in another community, and two or three daytime meetings, to make it less stressful for the members from outlying areas.
- ↑ Again, our challenges are trying to attract new members, along with the current trends of gardeners preferring to search out their questions on the internet, rather than contacting Master Gardeners.



How we reach out to the gardening public

- ✓ We attend the monthly Horticultural society meetings and post regularly on social media.
- ✓ We try to partner with the Horticultural society in their monthly meetings, the Plant sale and the Gardening Festival. This year, the MG's will be collectively working on a Pollinator Hotel, to be drawn as a door prize at the Gardening Festival

How we fund raise and spend revenues

- ✓ We rely on the Gardening Festival Plant sale and our speakers event for group funds
- ✓ Our primary use of our revenues is to pay for the MG Christmas dinner, pay membership dues and donate to the Horticultural Society's Ugliest schoolyard campaign.

Successes & Challenges in Growing Membership

- ↑ Our meetings are worthwhile as we have varied backgrounds and interests and favorite volunteer opportunities, which are discussed at our "round table" at the end of every meeting
- No successes in growing membership for this year. We are currently discussed partnering with the Horticultural Society to fund part of the tuition for eligible candidates for the MG courses.

Thunder Bay Master Gardeners

Coordinator: Holly Rupert

Website: tbmastergardeners.homestead.com/

Email Helpline: *via website*

Members

Number of Master Gardeners	18
Number of Master Gardeners in Training	3
Total membership	21



By the numbers

Telephone enquiries:	30
Garden enquiries via website / email	10
In person enquiries at clinics:	1198
Radio / TV appearances:	
Formal talks / presentations:	12
People attending all speaking engagements:	160
MG guided tours	1
People attending guided tours	60
Articles published for the public:	8

Other Activities:

- ↑ Our Thrifty Gardener event fits best here as we have static displays that people tour – a Garden Fair – and MGs talk to people one-on-one or in small groupings
- ↑ School Garden program
 - ↑ 180 interactions with children over the year
- ↑ horticultural Therapy program at two locations
 - ↑ 22 MGs involved, 100 attended over the year
- ↑ School program is ongoing during the school year; horticultural therapy ongoing at long-term care facilities in Thunder Bay and Nipigon. All other activities are one-day events.

Volunteer Hours

Total gardening advice to the public:	519
Total of administrative work:	667
Total hours of volunteer time	1186
Dollar value of group volunteer time	\$14,706.40



Continuing Education Units (CEUs)

Total number of CEUs	216
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Thunder Bay Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ Learning event with Dr Linda Chalker-Scott, Washington State University. One of the Garden Professors committed to debunking many of the gardening myths that circulate the web. We benefited from her knowledge in planting shrubs, use of mulch and the danger of home remedies for weed control. Public event thus gardeners in our community could also benefit
- ✓ We are most proud of our commitment to more advice clinics in the community. We provided advice at two Seedy Saturday events and two fall fairs. Our members enjoyed these opportunities to meet the public and all events served as a great way to mentor our MGITs on giving advice.
- ✓ We are also very proud of the significant commitment that several of our members make to the Horticultural Therapy program at Hogarth-Riverview Manor and the extended care home in Nipigon. Monthly, even weekly, our members go to these facilities to provide an ability-appropriate horticultural activity designed to enrich the lives of the residents of these facilities. We are privileged to have two members who have studied formally the philosophy behind horticultural therapy and who mentor other MGs and the staff in these facilities in the design and delivery of the activities. It is a meaningful way for members to experience personal enrichment while gaining educational experience and volunteer hours.
- This year we lost three members, each of whom was an excellent volunteer. We continue to find it challenging to adequately support members who opt for self-study as the route to MG status.



How we reach out to the gardening public

- ✓ Facebook and email list, we have built through our teaching events
- ✓ Networking within the community with organizations that have a mandate/goals that align well with our goals.

How we fund raise and spend revenues

- ↑ Plant sale
- ↑ To fund cost of high-calibre speakers for our Technical Update; fund public teaching events

Successes & Challenges in Growing Membership

- We have a monthly draw for a door prize at our meetings. Only those who have not won something at past meetings put their name in the draw so that over time, everyone will win. The intent is to show people that their time & participation is appreciated.
- We did not make time to hold a specific recruitment event in 2016. We have relied on person-to-person contact to gain new members. While people may be interested, they are not willing to make the commitment to the studies.

Toronto Master Gardeners

Coordinator: Veronica Callinan

Website: torontomastergardeners.ca

Helpline phone number: 416-397-1345

Email Helpline: info@torontomastergardeners.ca

Members

Number of Master Gardeners	89
Number of Master Gardeners in Training	17
Total membership	106



By the numbers *

Telephone enquiries:	174
Garden enquiries via website / email	663
In person enquiries at clinics: *	5031
Radio / TV appearances: *	24
Formal talks / presentations:	47
People attending all speaking engagements:	1257
MG guided tours *	68
People attending guided tours	585
Articles published for the public:	6
Other Activities:	
<ul style="list-style-type: none"> • Through the Garden Gate (TTGG) tour, which had 275 hours by 43 members in the gardens over 2 days, and, 169 planning hours by 8 members ahead of time, with 1700 attendees • Facebook - 545 followers • Twitter – 728 followers 	
Total gardening advice to the public:	3450

Volunteer Hours

Total of administrative work:	3613
Total hours of volunteer time *	7,063
Dollar value of group volunteer time	\$87,581



Continuing Education Units (CEUs)

Total number of CEUs	1121
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Toronto Master Gardeners Telling our story

Highlights of our year – Successes & Challenges

- ✓ The Canadian National Conference! A wonderful weekend of learning and networking with Master Gardeners from all over the province and other parts of Canada too.
- ✓ Most proud of: We have achieved 90% of the target goals set in our five-year Strategic Plan, developed in 2012. The plan forced us to clarify and itemize things we wanted or needed to accomplish, such as increasing member appreciation by holding Retirement Ceremonies and increased bus trips, or developing a training schedule for trainees so they experience all the different volunteer opportunities available. The plan has contributed to a more cohesive group, by making sure we addressed opportunities as well as challenges, and a great big thank you to those in our group who forged the way. It was a challenging, but rewarding exercise!
- Challenges exist in encouraging members to join the Executive, and;
- Hard to get to know everyone in our large group. We are planning more group outings to encourage mingling, and trying new delivery formats, such as Expert Panels, to encourage more working together.

How we reach out to the gardening public

- ↑ Researching and answering questions to our website continued to be our most popular way to reach the gardening public in 2016, closely followed by Through the Garden Gate, the annual fundraising garden tour for the Toronto Botanical Garden, and advice clinics.
- ↑ Year-round advice clinic at the TBG Farmer's Market. In addition, our commitment to Toronto Public Libraries expanded, with 24 presentations on 13 topics, 411 attends.
- ↑ For large partnerships, such as with the Toronto Botanical Garden, or Toronto Public Libraries, we have a designated member to deal with the partner, either by sitting on the Board, if appropriate, or dealing with the relevant person at the other organization. This helps keep the communication clear.
- ↑ We are also trying to develop a partnership policy (as part of our Strategic Plan) to help us define who our other partners should be and what we expect of these special relationships.



How we fund raise and spend revenues

- ↑ Mainly through fees for speaking engagements, which vary depending on whether the organization has a speaker budget or not. This year, we also held a few member plant sales, sponsored by our Programme Committee.
- ↓ The Programme Committee will use these funds for social outings to local greenhouses and other gardening places of interest, both to further our gardening knowledge and to increase social connections among the members of our large group. Other funds are used to pay for speakers at our monthly meetings, and to maintain our tech equipment and our online volunteer management system and website. If we have enough money in the budget, we try to cover members' MGOI fees, but this is not always possible.

Successes & Challenges in Growing Membership

- ✓ Our Annual Open House in June each year brings out about a dozen prospective members each year. This event helps prospective members understand the nature of Master Gardeners as a service organization, and allows people to ask questions directly to members of our Executive, who can use the feedback to improve outreach.
- ✓ Members come out to our meetings to hear the speakers. Our Programme Committee meets year-round to find interesting and unusual topics, both for our monthly meetings and for the annual Tech Update in January. Newer members come out both for the speakers and because each month, we explain one part of our organization, with contact info, procedures, MGOI regulations if present, that kind of thing.



“Romanesco Cauliflower”
Cover Photo Contest Submission
Photographer: Carol Hayden
Toronto Master Gardeners



“Sustainable Pollinator Garden”
Cover Photo Contest Submission
Photographer: Petra Connelly
Toronto Master Gardeners

What does M.G.O.I. do for you?



Group/Coordinator Support

- Coordinators' Corner on website
- Managing people
- Problem solving
- Policy questions
- Bulk purchases of MG clothing & promo material

Fundraising & sponsorship

- Stokes
- [Sponsors](#) of the National MG Conference

Administrative Support

- Policy
- Nametags & pins
- Certificates
- Handbook
- Logo
- Insurance
- Member database
- Membership information package

Education

- Standards
- Eligibility test
- Certification exam
- Dalhousie & Guelph Universities
- Reference Manual for Ontario Master Gardeners 3rd Edition
- Summer workshops in Niagara

Partnerships

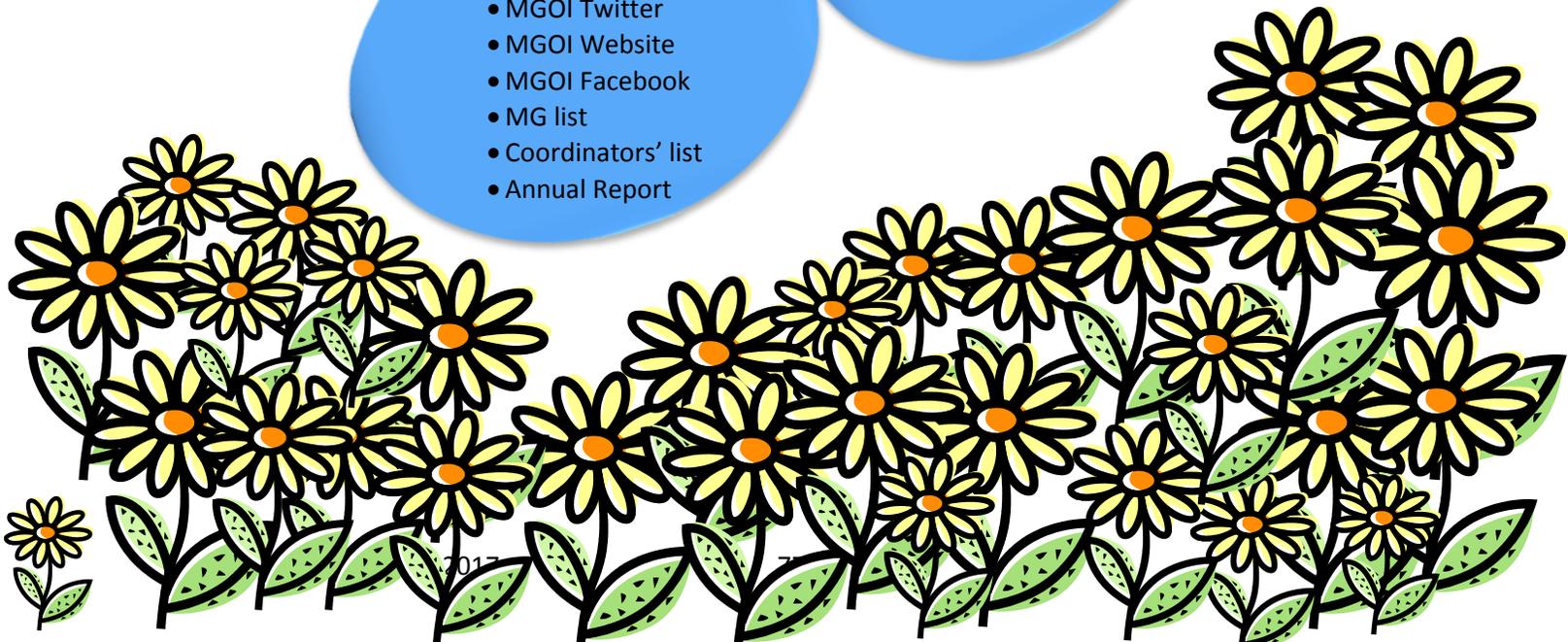
- OHA
- Canada Blooms
- Landscape Ontario
- Dalhousie & Guelph Universities
- PlantWatch
- Master Gardener Canadian network

Events

- Coordinators' Conference
- Canada Blooms
- Awards of Excellence
- National Conference
- International Conference

Communication

- MGOI Newsletter
- MGOI Twitter
- MGOI Website
- MGOI Facebook
- MG list
- Coordinators' list
- Annual Report



Meet your Board of Directors!

President

Claudette Sims



Claudette is a retired educator and has been a member of Halton Region Master Gardeners since 2004. After serving as coordinator of her group, she was proud to continue working as Zone 5 Director and now president for MGOI. She loves to attract wildlife to her garden and has increasing knowledge and admiration for our beautiful native plants. Other interests include travelling, line dancing, bread making and playing ukulele. Claudette continues to participate in the award winning online chats with CBC radio with other MGs. She is proud to have appeared on a local Cable program this spring and started another blog called [Fifty Shades of Shade](#) to complement those presentations.

Treasurer

Cathy Thompson



Cathy holds a CPA, CMA designation, and has been in accounting for more than 30 years. Leaving work to attend the Horticulture Technician program at Niagara College in 2013 and learned of Master Gardeners at the Canada Blooms booth that year. Cathy was intrigued and decided to pursue joining Master Gardeners upon finishing college, and is currently a Master Gardener in Training.

Corporate Secretary

Terri Briggs



Terri brings with her a background in a Not For Profit accounting firm, reporting to the Treasurer, where she handles all day to day activities. In addition, she brings a background in legal where she worked as a Law Clerk with a major publisher. Terri is currently the secretary for LSSMG, where she has been a member of 10 years, and has supported the group organizing the technical updates. Not only enjoying gardening, Terri loves to spend her time writing garden articles to share her love and knowledge.

Director of Education

June Streadwick



June joined Master Gardeners in September, 2000, in the Niagara group. Two years later, she became a Master Gardener, and in 2004, an Advanced Master Gardener. June found the studies so interesting that she kept on going, graduating in 2007 with with a Diploma in Horticulture, from the University of Guelph. An active member of the Board of Master Gardeners first as a Zone Director, then as Chair of the Education Committee, and most recently as Director of Education. June thoroughly enjoys being a Master Gardener, and finds volunteering as such, one of the most rewarding things she have ever done

Director of Operations

Suzanne Zacharczyk



Suzanne Zacharczyk, an active member of the Etobicoke Master Gardeners since September 2009, currently supports the group as Coordinator. As full time Senior Project Manager she continues part time studies in Horticulture and Landscape Design. Suzanne has been gardening locally for many years, and her interests in foliage plants and hostas are reflected in her personal garden which was featured in a Community Garden Tour in 2012. As an active community member, Suzanne has been involved with multiple events, and coordinator of fund raising plants sales, and liasion between EMG and Humber Arboretum.

Director of Communications

Kelly Noel



Kelly is a retired teacher – she taught high school math for 35 years and enjoyed it very much. She retired “to the garden” 18 years ago and has been involved in various horticultural organizations and endeavours ever since, all the while building a large garden that features daylilies.

She joined the Master Gardeners of Ottawa-Carleton in 2003, was the group coordinator during 2005 and 2006 and served on the board from 2007 to 2013. She has been answering policy questions and handling requests for badges, pins, examinations and certifications since January 2014.

Director of Membership

Pamela Love



Pam Love joined the Durham Master Gardeners in 2006. Being committed to life-long learning, after finishing the required MG courses at the University of Guelph, went on to complete the Horticulturalist certificate. She brings her skills developed in her career as a people manager in the financial industry to the role of Director of Membership. Pam enjoys mentoring new Master Gardeners and meeting the public at the talks and advice clinics she volunteers at throughout the Durham region.

Director of Events

Tena van Andel



Tena van Andel is delighted to have been a Toronto Master Gardener since 2003. She enjoys her role as Past Coordinator for Toronto and as Director of Events on the board of the Master Gardeners of Ontario Inc. She will talk to anyone and everyone about anything horticultural, although orchids, large trees and the exotic bring a special gleam to her eye.

Regional Director East

Sue Flinders-Adams



Susanne Flinders-Adams is an experienced educator who has always had an intense interest in nature and gardening. When she retired from teaching she focused on her interest in horticulture and became a member of MGOI in 2009. Sue is currently on the Education Committee and has worked with that team to complete the Reference Manual for Ontario Master Gardeners. She was also a member of the Policy committee from January, 2013 to 2014. Over the years, Sue has done many landscape plans for home gardeners, and strives to garden with nature using Integrated Pest Management Strategies.

Regional Director Central

Katherine Mathewson



Katherine is a member of the Durham Master Gardeners. She has a background in design and has a love of art and design in general. Her other love is gardening particularly with the use of native plants and green, environmental principals. She currently works at a native plants nursery which is a constant learning and sharing experience.

Regional Director South-West (shared)

Rhonda Grein



Rhonda has been a Kitchener Master Gardener for 6 years, and a past co-coordinator. She is past president of garden Kitchener/ Kitchener Horticultural Society / Rockway Gardens, and previously the treasurer for 8 years (managing a large grant with 5 employees), and having run many of the programs including speakers, garden tours, bulb and plant sales, bus tours, Seedy Saturdays, concerts, a team lead for The OHA convention recently in Kitchener, and other community and volunteer activities. Rhonda currently manages the garden Kitchener Facebook and Twitter sites, and is the recording secretary for the MGOI Board. *Regional*

Director South-West (shared)

Karen Sciuk

Karen Sciuk, a member of the Kitchener MGs, volunteering with the Master Gardeners since 2009, Karen was the Durham group's 2013 & 2014 Co-ordinator. As Manager/Buyer of an Oshawa area Garden Centre's trees/shrubs/perennials department Karen completed her Horticultural Certificate as well as working on her Growing Plants for Profit Certificate from the University of Guelph. Now a Regional Director, she hopes to encourage the importance of shared experiences and ideas between MG groups, to better enhance each group's ability to reach the general public.

Regional Director North (Interim)

Kathleen Gorsline



Kathleen Gorsline comes from the Food and Agricultural industry where she very much enjoyed sales, marketing, sales management and liaison for these groups with the information technology software teams. Loving to learn and the study of horticulture, she earned her Master Gardener courses at the University of Guelph and went on to complete her Horticultural Certificate. She also enjoys being a member of the Lake Simcoe South Master Gardeners where she spends her time volunteering for presentations and advice clinics.

Vacant Positions: Director of Partnerships & Relationships, Director of Revenue Development, and Vice President

Picture yourself growing with MGOI as a Board Member!



The MGOI Board of Directors usually has two in person meetings each year- one in October on the day following the Coordinators' Conference and one in the Spring.

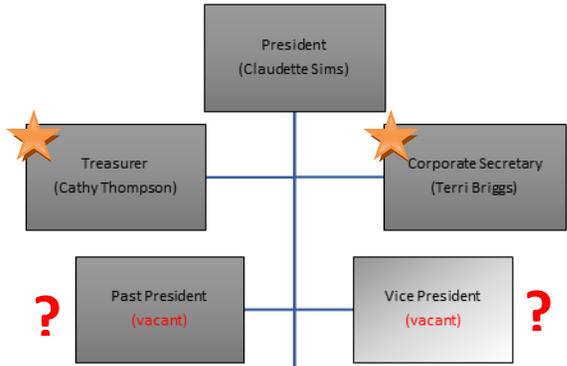


Master Gardeners of Ontario Organizational Chart

★ Recently filled
 ? Vacant

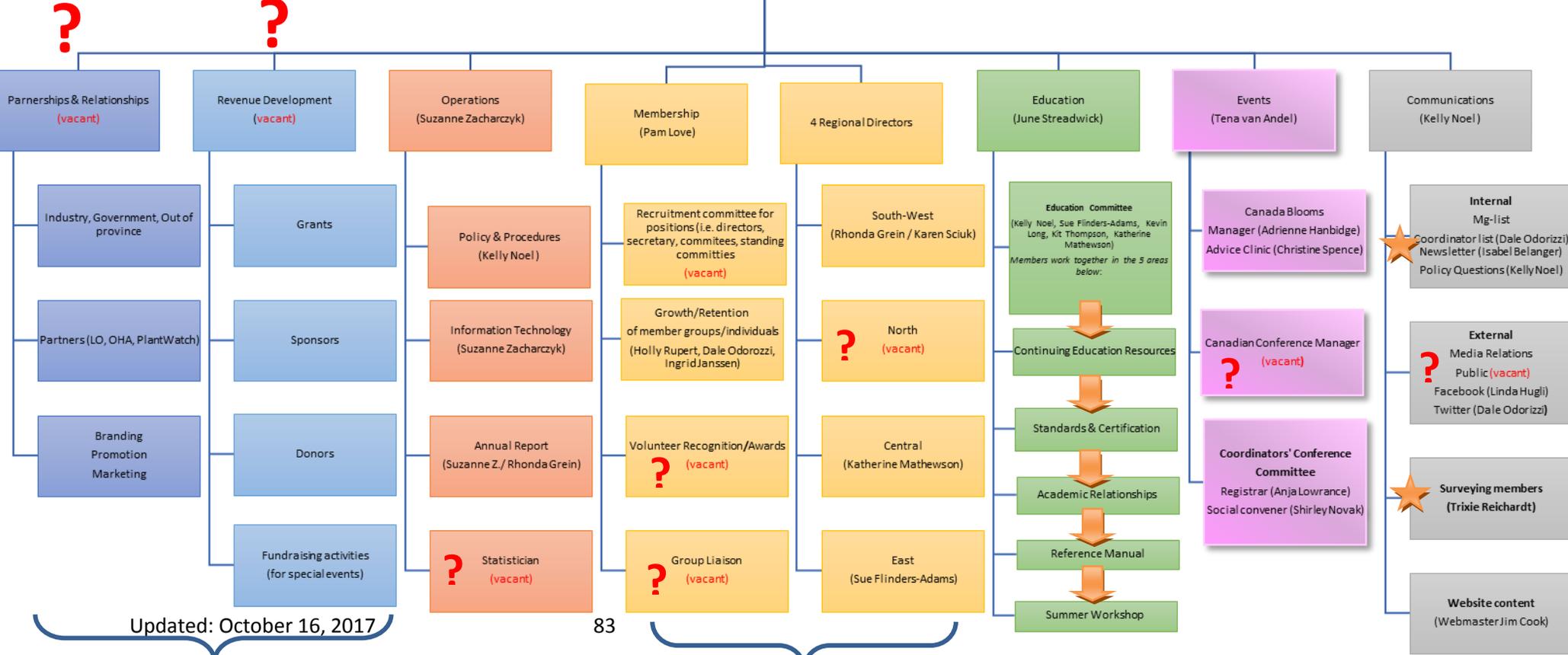
Board of Directors

- 4 Regional Directors
- 5 to 11 Functional Directors including
 - President
 - Treasurer
 - Corporate Secretary
 - Vice-President



Administration

- AGM/ By-law questions (Terri Briggs)
- Annual Report (Claudette Sims)
- Badges/pins, exams, certificates (Anja Lowrance)
- Database of members (Kelly Noel)
- Financial questions (Cathy Thompson)
- General/Policy Questions (Kelly Noel)
- Recording Secretary (Rhonda Grein)



Updated: October 16, 2017

Work closely together to form partnerships and develop revenue

Work closely together to support groups