



CENTER FOR PLANT CONSERVATION

# Save Plants

Greater than the  
sum of its parts,  
**the CPC network  
saves more plant  
species together**  
than would ever  
be possible alone.

Beach layia (*Layia carnosa*). Photo credit: Heather Schneider,  
courtesy of Santa Barbara Botanic Garden.

2019 ANNUAL REPORT



## THANK YOU

To all our friends and allies, and especially to our partners, the Participating Institutions who are in the field and the laboratory working to save imperiled plants, I thank you for your generosity and support of our mission to save plants from extinction.

In 2019 the Board welcomed Joyce Maschinski as President and CEO, a scientist of wide repute who is well-positioned to lead innovation at CPC in this era of growth and change. She has a strong team, working to expand our reach and complete the challenge to protect and preserve biodiversity.

CPC Board Chair, Lynde Uihlein

Santa Cruz Island cliff aster (*Malacothrix indecora*).  
Photo credit: Heather Schneider, courtesy of Santa Barbara Botanic Garden.





# CONTINUITY COMMUNITY CONNECTION

CPC celebrated 35 years of saving imperiled native plants from extinction. Thanks to our dedicated Board of Trustees, our capable staff, and our committed Participating Institutions, we continued to **Save Plants**. From seed collections of globally rare plant species through painstaking cultivation and research, CPC continued to demonstrate leadership for gold standard practices that resulted in triumphant conservation of plants in natural habitats. The irreplaceable braintrust of the CPC network is now available to all through the CPC Rare Plant Academy. We are grateful for generous support from the Institute of Museum and Library Services and our friends, who helped make our successes possible.

*Dr. Joyce Maschinski, President and CEO*



Dr. Joyce Maschinski brings continuity and connections to the Center for Plant Conservation from her more than 30 years working in the plant conservation community.



# HISTORY

Donald Falk and Francis Thibodeau co-founded the Center for Plant Conservation to save endangered plants of the United States by using ex-situ horticultural techniques, such as collecting and banking seeds, growing plants from seed in greenhouses, establishing protocols for germination and propagation. Very little ex-situ work was being done at the time, so the idea of a national organization dedicated to supporting botanical institutions and the conservation of native flora using the best science-based preservation techniques was quite innovative at the time. In 1984, the first offices of the Center for Plant Conservation were at Arnold Arboretum in Jamaica Plain, Massachusetts.

Within three years of officially creating the Center for Plant Conservation, 200 species of plants had been placed in the National Collection of Endangered Plants.

“In 1982, Frank Thibodeau and I had been working for months to develop the core concept of what would become the Center for Plant Conservation. We were well trained in the science of plant conservation, and we had nascent ideas about how to use the resources of botanical gardens and arboreta as game changers for rare plants. We also had the wisdom of a small group of visionary mentors, including Polly Pierce and Jonathan Shaw at New England Wildflower Society, Peter Ashton at Arnold Arboretum, and Dick Phippen of the Woodstock Corporation. However, eventually the time came to shift our focus from biology to organizational development, and at that point we were told: you need to meet Bill Truslow.

At the time, Bill was a partner at Hill & Barlow, one of the most eminent law firms in Boston. Our first meeting with Bill, however, took place in the woods.

Jon Shaw had arranged for us to meet Bill at the Garden in the Woods in Framingham, Mass. Bill was out walking when we caught up with him, **so the first official meeting with our future counsel took place sitting on a couple of logs.** It was immediately evident that this was not only a brilliant legal mind, but also a person with a sense of humor and with a deep commitment to conservation and improving all life on Earth. We gratefully accepted Bill's offer to assist us pro bono “for a few weeks.”

DONALD FALK



**Saving nearly 1 plant a week  
for the past 35 years**

# SAVING the globally imperiled Blue Ridge huckleberry

Today, there are more than 1,600 species of rare and endangered plants in the CPC National Collection, including the 150 that were added in 2019 through the efforts of our Participating Institutions. Finding, collecting, and properly managing any one of these species entails many hours and sometimes years of dedicated, persistent, and occasionally, treacherous work.

In 2019, the North Carolina Botanical Garden (NCBG) tracked down and made the first-ever collection of the globally imperiled Blue Ridge huckleberry (*Gaylusscia orocola*), a small deciduous shrub that grows in mountain bogs and seepages.

Early in the summer, the team at North Carolina Botanical Garden trekked to two of the three known locations where these plants remain in the wild. They found several flowering individuals. But as the flowers turned to fruit and started to ripen, the success of their collections was in jeopardy from birds and other animals eating the huckleberries. But the team had a plan. In June, NCBG Conservation Ecologist Mike Kunz and Intern Morgan Holder revisited the sites to place bags over the maturing fruits on more than 57 plants.

Returning in July, their efforts paid off. Removing the bags, they were able to pick the mature fruits. Back in the lab, they extracted 2,136 seeds from plants representing 45 different maternal lines. The Blue Ridge huckleberry is a species of high conservation concern due to the rarity of the mountain bog habitats. Because this species is not known to occur in any ex situ collection, we are so grateful to add it to the CPC National Collection.



In 2019, Dr. Joyce Maschinski stepped into the role of CEO and President of the Center for Plant Conservation. Joyce may be very familiar to many in our community as her career and the Center for Plant Conservation have been interwoven for the past 30 years. While this brings new leadership to the organization, it also brings a sense of continuity.

**Continuity is key to CPC and critical in our work of saving plants.**



**CONTINUITY  
COMMUNITY  
CONNECTION**

# CONTINUITY IN SAVING PLANTS

In this rapidly changing world, it is nice to know that the intention of the Center for Plant Conservation is to provide continued safeguarding for imperiled native plants across time despite personnel changes at institutions.

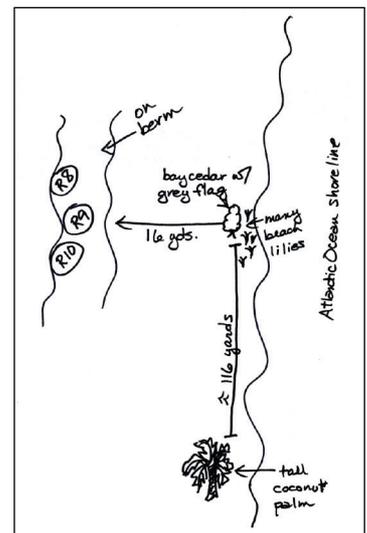
Once known from three islands in the Florida Keys, by 1925, Sargent's Cherry Palm (*Pseudophoenix sargentii*) was thought to be extinct from overcollection and habitat destruction. When scientists discovered approximately 30 plants in the 1950s, Fairchild Tropical Botanic Garden collected seeds to safeguard plants in their living collection.

In 1991, when Fairchild botanists re-surveyed the historical locations and found only 47 individuals in only a single location, they took action.

Because fresh seeds may require up to 24 months to germinate and palms grow slowly, Fairchild botanists knew their living collections would be valuable for restoring wild populations. Between 1991 and 1993, Fairchild botanists collected fresh seeds and used palms grown for three to nine years for reintroduction to the three historically known locations. In pre-GPS days, careful field notes and hand-drawn maps documented the event that became part of the Fairchild conservation archives. This important process made it possible for others to return to the planting sites and check plant survival and growth. One year following the first transplanting, Category 5 Hurricane Andrew crossed directly over the planting site! Surprisingly, most of the plants weathered the storm fairly well on two keys; however, no plants survived on the third.

A decade later, Joyce Maschinski joined a completely different suite of the Fairchild botanist community to re-survey the success of the reintroductions. Updating the hand-drawn maps to GPS, the Fairchild team mapped each wild and planted palm on Elliott Key, while the Florida Department of Environmental Protection partners tracked the Long Key populations. Using the data archived at Fairchild, they developed and published models of population persistence made possible by the reintroductions.

Today, CPC Participating Institutions, Fairchild staff, Montgomery Botanic Center and agency partners continue to monitor and care for these palms. These connections proved vital. After 25 years, Fairchild botanists observed the first flowering in one of the reintroduced plants! This is an important benchmark for re-establishing a wild population and a testament to the continuity championed by CPC.



# OUR NETWORK

## In the beginning

When the two graduate students, Don Falk and Frank Thibodeau, concerned about the rapid loss of endangered plants, had the idea to collect all the imperiled plants in the U.S. and put them in a conservation collection, they realized they couldn't do it alone. Working with Arnold Arboretum at Harvard University and some of the dedicated champions for native plants in the United States, they set out to strategically recruit, by regions, public gardens around the country to house the National Collection plants in their own conservation collections.

Many institutions were eager to begin this exciting work. Initially, 16 botanical institutions joined CPC's network. By 1985 there were 20 Participating Institutions. In 2015, when CPC moved its headquarters to San Diego, there were 39 Participating Institutions.



# COMMUNITY TODAY

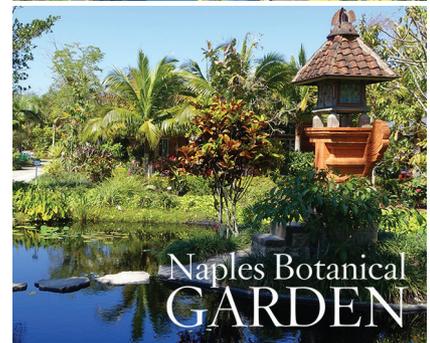
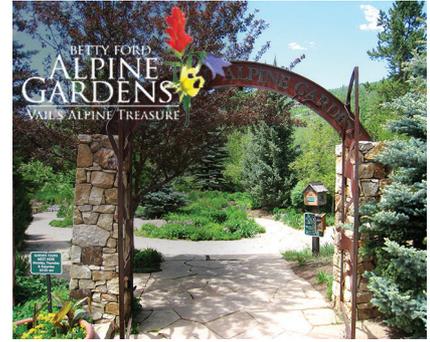
The Center for Plant Conservation is a network of botanical partners, coming together and building something more than the sum of its parts. Each addition not only increases the reach of the network but strengthens it in new ways. In 2019, the Board of Trustees approved five new additions to the network, including the first corporate partner – Nelson Byrd Woltz Landscape Architects, a new network partner – Laukahi Hawaii Plant Conservation Network, Hawaii, and, of course, additional conservation partners: Betty Ford Alpine Gardens in Vail, CO; Naples Botanical Garden in Naples, FL; and United States Botanic Garden, in Washington, DC.

These new Participating Institutions each bring something new to the network and are eager to learn from and contribute to CPC's efforts to save plants. Today, 62 botanical institutions, including a partner in England, make up the Center for Plant Conservation network.



Photo credit: Christa Horn, courtesy of San Diego Zoo Global.

**Five new additions to the network in 2019, including our first corporate partner, a new network partner, and three conservation partners.**



# COUNTING UP 2019



**62**

**Participating Institutions**  
in the CPC Network

**1600+** plants  
in our CPC  
National Collection



**150 species**  
added in 2019



**4,905**

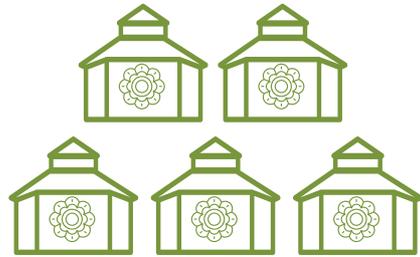
website visits to

**AND**



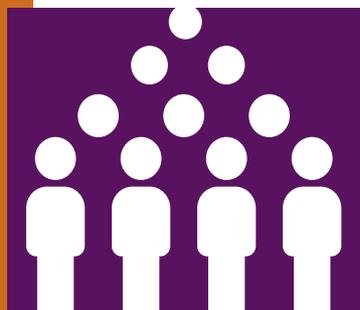
**184 videos**  
produced for

the Rare Plant Academy



**5 new**

**Participating Institutions**  
added in 2019



**100+**  
participants  
from 40  
institutions

attended the 2019 National Meeting



**26 seed collections**  
funded by Kew Foundation America

**8 seed collections**  
funded by United States Forest Service



**4 publications**  
produced by  
National Office staff



**5 manuscripts**  
in review



**5 technical reports**  
produced by  
National Office staff



**2 digital products**  
produced

**2**

**graduate  
students  
mentored**



## **12 PRESENTATIONS and INTERNATIONAL WORKSHOPS**

The Center for Plant Conservation amplified its impact, both nationally and internationally as CPC staff presented at more than a dozen meetings, symposia, and workshops.

Dr. Joyce Maschinski's influence was far reaching. In addition to speaking at several Participating Institutions in California and across the country, in 2019 her speaking engagements took her to Queen Sirikit Botanical Garden in Chiang Mai, Thailand where she spoke on "The Role of Botanic Gardens in Rare Plant Reintroductions: A Rare Plant Strategy". Another reintroduction strategy workshop took her to the islands off Mexico where she presented, "Rare Plant Reintroduction as a Conservation Strategy" to the Islands of Californias Botanical Collaboration.

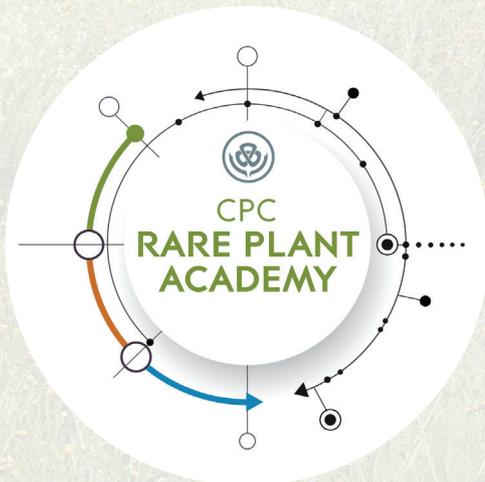
Earlier in the year, Dr. John Clark represented CPC at The Pontifical Academy of Sciences; Science and Actions for Species Protection in Vatican City, Italy.

Dr. Katie Heineman shared her expertise on data sharing in plant conservation and introduced the new CPC online platform.

# CONNECTION WORLDWIDE

The bedrock of the Center for Plant Conservation has always been its network of the leading plant conservationists in the world and its dedicated circle of supporters. Keeping the network connected to each other to facilitate exchange of ideas and information has been a hallmark of our success in saving plants. Sharing news and information more broadly to the general public has been vital to growing the impact and support of our work

In 2019, CPC publicly launched Rare Plant Academy. This first and only online interactive platform for plant conservation, formerly known as Plant Nucleus, allowed us to expand our reach far beyond any book or publication. Based on CPC Best Plant Conservation Practices to Support Species Survival in the Wild, Rare Plant Academy is accessible to plant conservationists worldwide.





We started off the year, last January, by highlighting the tools and techniques that are on the cutting edge of plant conservation science.



In February, we took a (tongue-in-cheek) look at some of our imperiled plants that challenge our notion of what a "relationship" should be.



Celebrating International Women's Day in March, we highlighted the careers of notable women working every day in the name of plants.



In April we explored natural land management and what it means to manage and protect our natural lands.



In May's issue we reviewed some of the highlights from our 2019 Annual National Meeting.



We highlighted, in June, one of the most inspiring, and among the most imperiled of all plant families, the orchids.



In July, we focused on the challenges plant conservationists face working on islands off the coast of California and Mexico.



In August, we focused on the rare plants under threat on islands and highlighted the incredible efforts of those working to save them.



The September issue was dedicated to the idea and ideal of collaboration and our partnerships that make a real difference.



In October, we explored systematics, the study of the evolutionary relationships of living organisms used to understand and classify plants.



In November, we focused on the work of PTIs who are preserving imperiled plants on U.S. Department of Defense lands.



In December, we review the last 12 months of conservation efforts by our network and accomplishments at CPC.

In the beginning, CPC published an eight-page newsletter, four times a year. Over the years, as new technologies evolved and became available, CPC was quick to adopt new methods to connect our network and to connect with the public. We now have online newsletters reaching more than 1,854 individuals each month.

Using the website, emails and social media made it relatively easy and efficient to share our work and increase our visibility to a wider audience around the country and world. We were pleased to find out that a web search of "plant conservation" by the Mrs. Meyer's Clean Day company in 2019 resulted in them finding CPC and making a \$10,000 donation to support our work of saving plants.



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## New Trustees in 2019

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Clark Mitchell



Dr. Joseph Woolston



## Our Team

**Joyce Maschinski, Ph.D.**

President & CEO, October 2019-present

**John Clark, Ph.D.**

President & CEO, Until October, 2019

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**Katie Heineman, Ph.D.**

Vice President, Conservation and Science

**Christa Horn**

Newsletter Editor/Writer

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Emily Solberg and Kevin Quinn  
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Dr. Elizabeth L. Painter  
Maureen Wilmat  
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Cameron and Frances Wolfe  
George and Kay Yatskevych  
Anonymous (1)



# GRANTS

## GRANTS RECEIVED

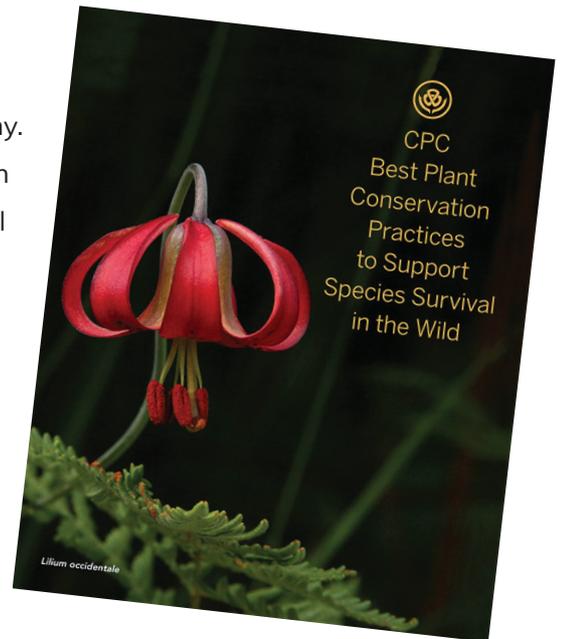
The Center for Plant Conservation's excellent work continued to attract broad support from government and foundation grantors.

The Institute for Museum and Library Services (IMLS) grant provides support to create a real-time learning and communication platform, CPC Rare Plant Academy. CPC Participating Institutions benefit from this grant in that they can receive funds to attend the CPC National Meeting and create storyboards for videos. The grant supports our website development, the forum and videos. It is only possible with CPC Network support to match funding of \$491,776. (Awarded in 2018 \$491,630 for three years).

California Biodiversity Initiative is a great opportunity, but also a litmus test of CPC Network's capacity to secure seeds of all globally rare plant species in California in the next five years. To manage this grant, CPC National Office staff created a system of governing the grant, an online proposal system for the partners at California Plant Rescue, and an internal tracking system for grant contracts and payments. (Awarded \$3,000,000 for five years and \$200,000 for one year).

Kew Foundation America supported seed banking of 215 accessions of globally rare plant taxa across the nation. This funding supported botanical collections programs at 20 botanical gardens and two additional CPC Participating Institutions: California Native Plant Society and the Institute for Applied Ecology. In 2019, CPC Network PIs collected over 100,226 seeds from 1,356 maternal lines of 24 species growing in 47 populations) (Awarded \$75,000 in 2019; Between 2013-2019 awarded \$375,000).

U.S. Forest Service Region 3 contracted CPC to make high priority seed collections. CPC Participating Institutions: The Arboretum at Flagstaff, Desert Botanic Garden, Lauritzen Gardens, Botanical Research Institute of Texas, and Institute for Applied Ecology made 16 of 17 planned seed collections of priority species on Forest Service lands. In addition, The Arboretum at Flagstaff conducted germination trials on Holy Ghost Ipomopsis seed. (Awarded \$55,000 for four years, 2016-2020; Match required of \$16,276.43).



## GRANTS SUBMITTED

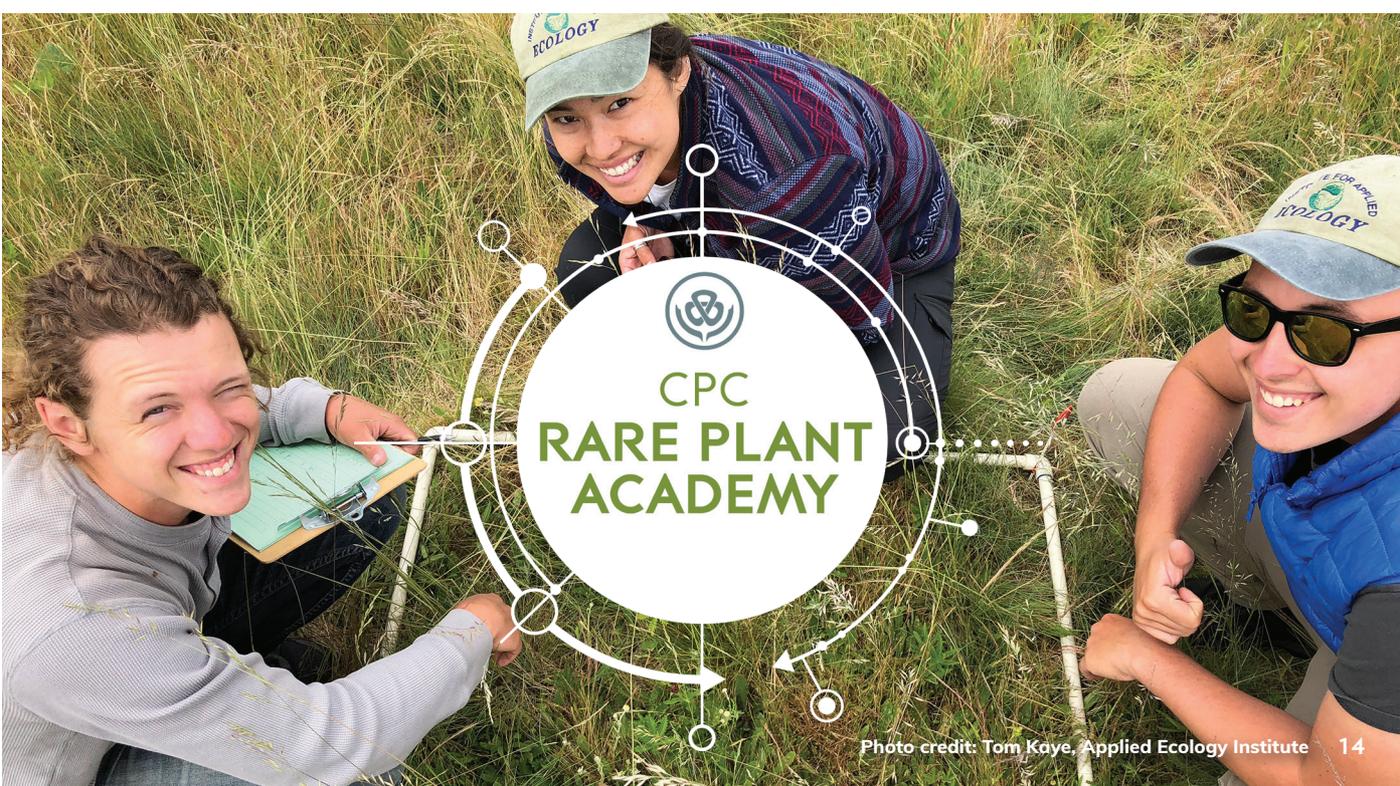
In 2019, CPC staff submitted two grant proposals to further the science of seed storage for imperiled plants.

In collaboration with Dr. Christine Walters and Lisa Hill at National Laboratory for Genetic Resources Preservation (NLGRP), they submitted a grant to the IMLS National Leadership Grants for Museums. “RNA integrity as a powerful metric of aging in preserved seed collections of wild rare plant species” Prepared November 2019. (approximately \$500,000) Status: Pending

CPC staff, working with Christa Horn of the San Diego Zoo Global Plant Conservation team, submitted a grant to San Diego Zoo Global Priority Species Process, “Pioneering RNA-based determination of seed storage longevity in the critically endangered California Orcutt grass” (Similar grants submitted for *Pogogne nudiuscula*, *Pogogyne abramsii*, *Navarretia fossalis*, and *Eryngium aristalum* var. *parishii*) Prepared December 2019. (approximately \$60,000) Status: Pending

## GRANTS FUNDED

Plant Cryobiology Postdoc Proposal. Submitted CPC Network Collaboration Proposal involving Dr. Christina Walters, Dr. Valerie Pence and Dr. Raquel Folgado to San Diego Zoo Global Company 9 Program. Awarded \$285,000 for 2020-2022.



# Financials

We are pleased to share the financial statements derived from the 2019 audit of The Center for Plant Conservation's fiscal year January 1, 2019 through December 31, 2019. For more detailed financial information about The Center for Plant Conservation, please see our audited financial statements on our website at [saveplants.org/about-us/reports-and-finances](https://saveplants.org/about-us/reports-and-finances).

Program expenditures were \$1,075,535 or 74% of total expenses. This included \$803,956 for National Office expenses (staff salaries, expansion and maintenance of National Collection database, newsletter production, and support of the CPC network); \$137,500 paid to 30 Participating Institutions for Plant Sponsorships (supported by the endowment draw); \$85,000 paid to 15 Participating Institutions for seed collecting (funding from US Forest Service and Kew Foundation of America); and \$18,752 paid to 13 Participating Institutions for work related to CPC Rare Plant Academy (funded by the Institute for Museum and Library Services grant).

The Center's endowment, named the Plant Conservation Fund, includes funds established by donors to provide for specific activities and general operations. The endowment also includes certain net assets without donor restrictions that have been designated for endowment by the Board of Trustees. By December 31, 2019, the endowment net assets were \$5,588,856 (due to beginning of year value of \$4,691,254, net investment return of \$1,118,612 and contributions of \$10,220, and minus the endowment draw of \$231,230).

The annual distribution from the endowment is based on the Board approved draw policy. The rate, determined and adjusted from time to time by the Board, is applied to the average fair value of the endowment portfolio for the prior three years at December 31. During 2019, the draw rate was 5%. In establishing this policy, the Board considered the long-term expected return on the endowment with the objective of maintaining the purchasing power of the endowment over time.

In 2019, the state of California allocated \$3,200,000 to support rare plant seed and germplasm collections for the conservation of the California flora. CPC, as fiscal sponsor for California Plant Rescue, received these funds from the state and will manage and disburse them over the next five years to the members of the California Plant Rescue per the disbursement plan agreed upon by California Plant Rescue. CPC has placed the corpus of the funds in a temporarily restricted account while retaining 5% of the total funds as administrative cost recovery as agreed upon in the California legislature's appropriation.

Thanks to the hard work and generosity of our Board of Trustees, our donors, and partners, the Center for Plant Conservation continues to be a vibrant and sustainable organization in our collective work to save plants.

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED DECEMBER 31, 2019**

<b>Revenue</b>	
Individual grants and donations	\$413,129
In kind contributions	549,386
Government grants and contracts	273,436
Participating Institution fees	41,825
National Meeting	29,620
Investment income (net)	201,584
Unrealized gain on investments (net)	917,028
Other income	10,942
<b>TOTAL Revenue</b>	<b>\$2,436,950</b>

<b>Expenses</b>	
Program services - National Office	803,956
Program services - plant sponsorships	137,500
Program services - seed collections at Pls	85,000
Program services - National Meeting	49,079
Management and general support	264,961
Fundraising	114,528
<b>TOTAL Expenses</b>	<b>\$1,455,024</b>
<b>Change in Net Assets</b>	<b>\$981,926</b>

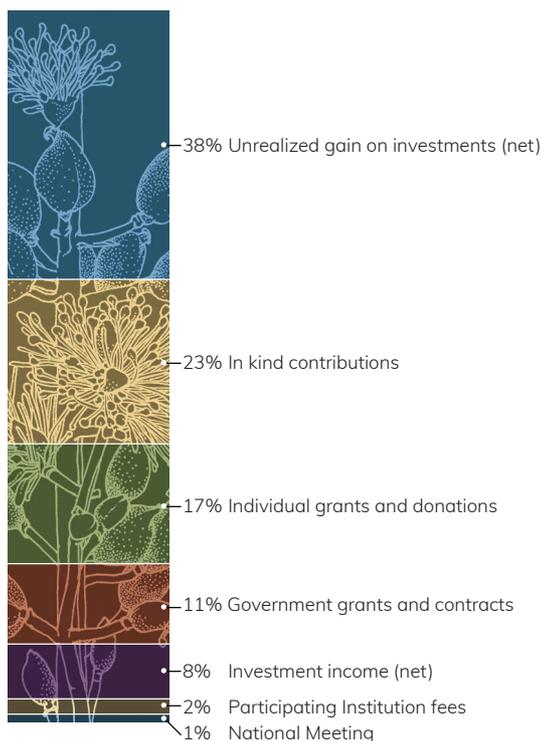
**STATEMENT OF FINANCIAL POSITION  
AS OF DECEMBER 31, 2019**

<b>Assets</b>	
Cash / cash equivalents - operating	\$333,586
Cash / cash equivalents - endowment	106,021
Cash / cash equivalents - restricted funds held for others	1,040,254
Cash / cash equivalents - CA Biodiversity overhead for 2020 through 2023	120,000
Certificates of deposit - restricted funds held for others	2,000,000
Accounts receivable, net	1,032
Grants receivable	28,019
Prepaid expenses	12,354
Property and equipment, net	3,374
Endowment investments, at fair value	5,482,835
<b>TOTAL Assets</b>	<b>\$9,127,475</b>

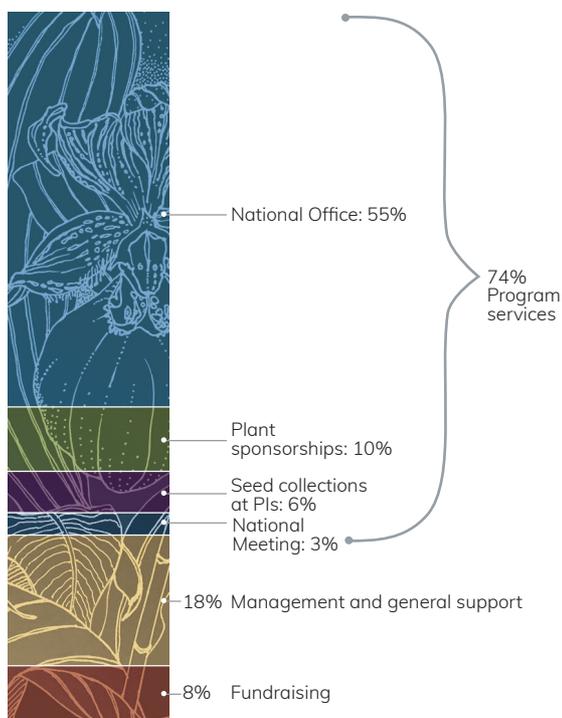
<b>Liabilities</b>	
Accounts payable and accrued expenses	25,173
Accounts payable and accrued expenses to related party	62,658
Accrued employee related expenses	7,158
Deferred revenue	17,522
Funds held on behalf of others	3,040,000
<b>TOTAL Liabilities</b>	<b>\$3,152,511</b>

<b>Net Assets</b>	
<b>Without donor restrictions</b>	
Undesignated	266,108
Designated by the Board for an endowment	608,744
Accumulated endowment invest. earnings	127,837
<b>Total without donor restrictions</b>	<b>1,002,689</b>
<b>With donor restrictions</b>	
Donor restricted - temporary in nature	120,000
Endowment - perpetual in nature	2,161,010
Accumulated endowment invest. earnings	2,691,265
<b>Total with donor restrictions</b>	<b>4,972,275</b>
<b>TOTAL Net Assets</b>	<b>\$5,974,964</b>
<b>TOTAL Liabilities and Net Assets</b>	<b>\$9,127,475</b>

**REVENUE**



**EXPENSES**





The Center for Plant Conservation is a one-of-a-kind network of botanical institutions, collectively known as CPC Participating Institutions, that collaboratively work to save the imperiled plants of North America.

CPC Participating Institutions maintain the CPC National Collection of Endangered Plants, a living conservation collection of imperiled plants, by working to collect and manage living seeds and plants, advancing our understanding of threats as well as means to save these species, and by communicating with partners within the CPC network to ensure that all are using the best and most up-to-date means possible to **Save Plants.**



CENTER FOR PLANT CONSERVATION

National Headquarters, 15600 San Pasqual Valley Rd., Escondido, CA 92027 | 760.796.5686 | [saveplants.org](http://saveplants.org)

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Nanu (*Gardenia brighamii*), a threatened Hawaiian species, shoot happily growing in vitro in the Cincinnati Zoo and Botanical Garden lab. Photo courtesy of Cincinnati Zoo and Botanical Garden.