

Photo courtesy of Irvine Wilson



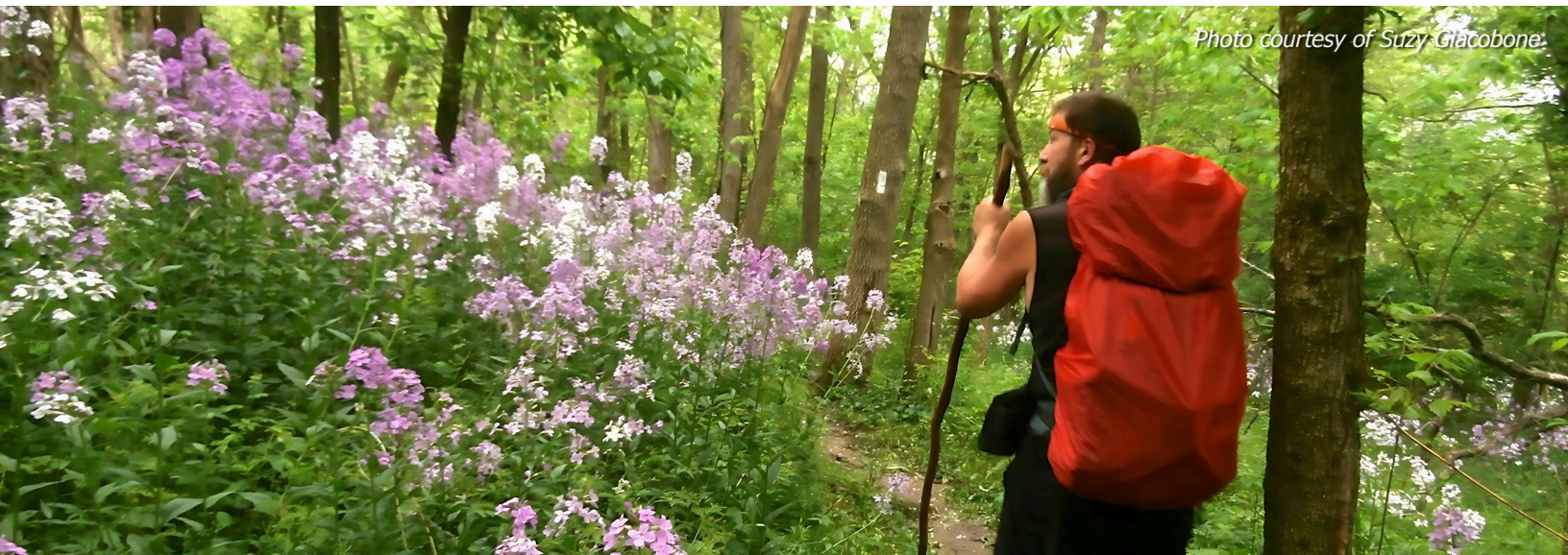
# 2025

## NAA BY THE NUMBERS

natural  
areas  
ASSOCIATION



# land stewards you belong here



## What the PUBLIC sees:

- ——— Lush green plants
- ——— Colorful flowers
- ——— So many deer!
- ——— A shady, park-like forest

## What YOU see:

- ——— Struggling native plants overtaken by wavyleaf basketgrass (*Oplismenus undulatifolius*)
- ——— Invasive plant dame's rocket (*Hesperis matronalis*)
- ——— A forest lacking an understory due to overbrowsing
- ——— A forest infested with Norway maple (*Acer platanoides*) blocking light to the forest floor



— 2,067 —

Total Event Registrants

— 23% —

Increase in Members

# — 9 —

## Webinars

### Programs with the Highest Attendance:

- \_\_\_\_\_ Building Bridges to Conservation: Supporting Resource Management Across the Country
- \_\_\_\_\_ Plants Out of Place: Communicating Effectively About Invasive Species
- \_\_\_\_\_ Integrating Climate Change into Invasive Plant Policy and Management



Photo courtesy of Camila Casas



Photo courtesy of CEMML

— 3% —

Increase in Website Visitors

— 1 —

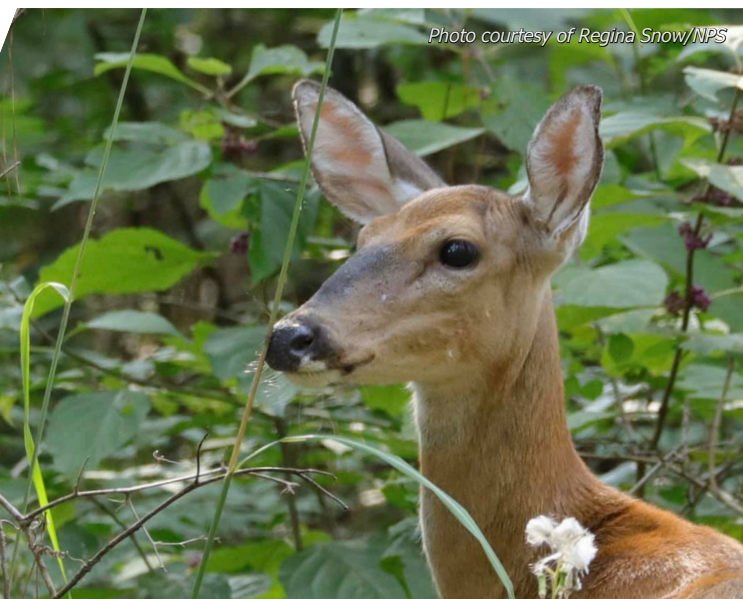
Virtual Symposium

*White-Tailed Deer Management in  
Natural Areas: Exploring New  
Approaches to an Old Problem*

Photo courtesy of Stephanie Perles/NPS



Photo courtesy of Regina Snow/NPS





— 1 —

# Free Compendium

*Natural Areas Journal:  
Invasive Species Compendium*

— 1 —

# Roundtable

State Natural Areas Program

*Protecting Natural Resources  
in a Recreational Economy*

# *Natural Areas Journal*

Peer-reviewed, published quarterly with print and digital editions available

- ————— 4 Issues
- ————— 27 Articles



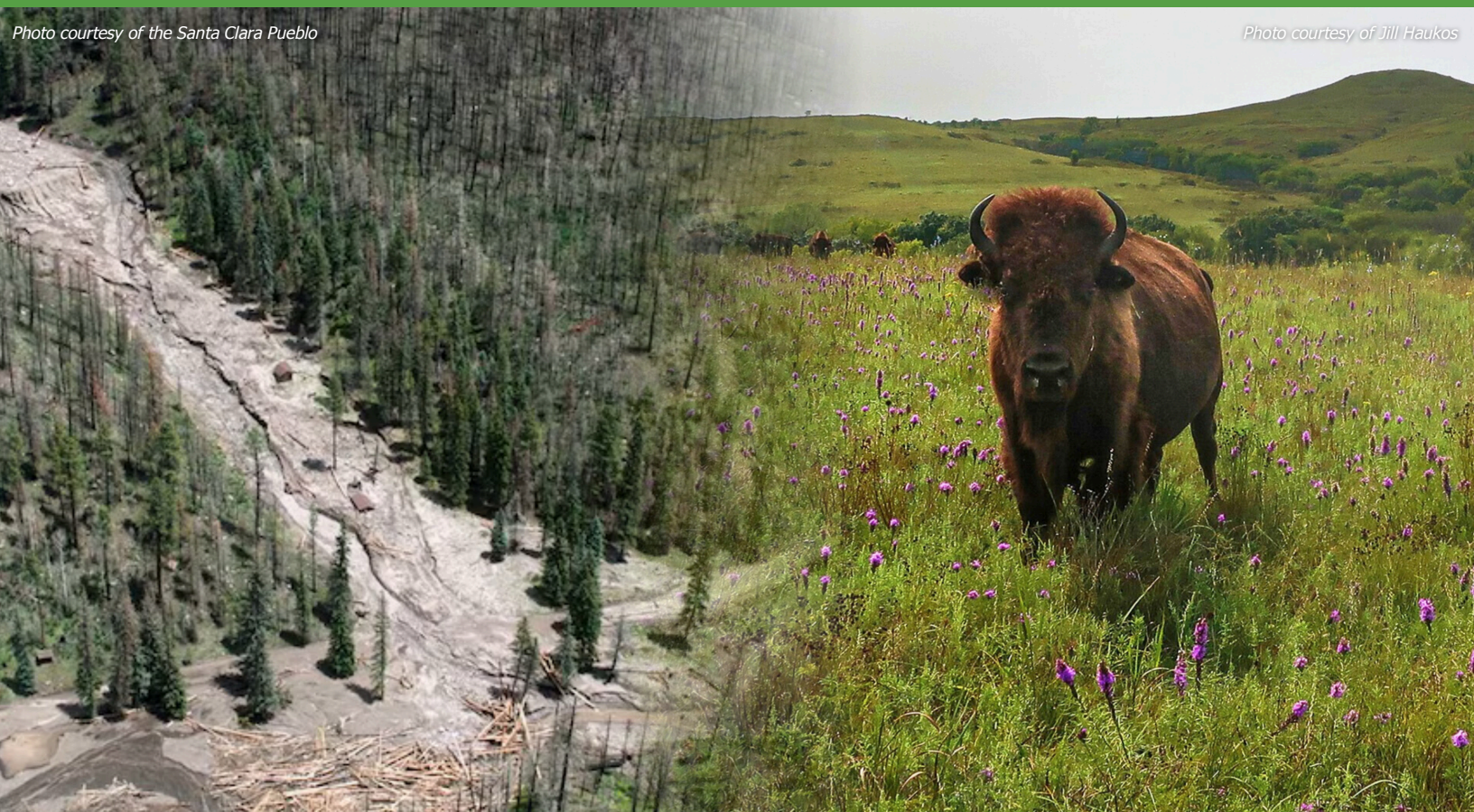
# YouTube

Science-based conservation resources for practitioners

- — 56 Professional Resources Released
- — 23% Increase in Subscribers

*Photo courtesy of the Santa Clara Pueblo*

*Photo courtesy of Jill Haukos*



# *Natural Areas News*

The latest news, research, and resources shared twice a month

- ————— **5,953** Average Readers per Issue
- ————— **1,149** Articles, Manuscripts & Resources
- ————— **24** Issues



*Photo courtesy of D. Manley/National Park Service*

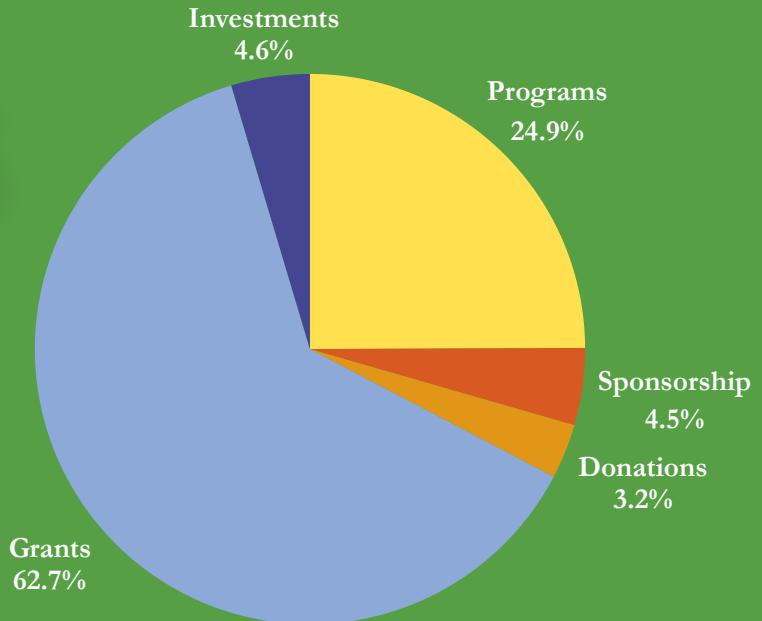


# FINANCIALS

## 2024-2025 Fiscal Year Revenue

- ————— Grants: \$884,397
- ————— Programs: \$351,740
- ————— Investments: \$65,151
- ————— Sponsorships: \$63,770
- ————— Donations: \$45,387

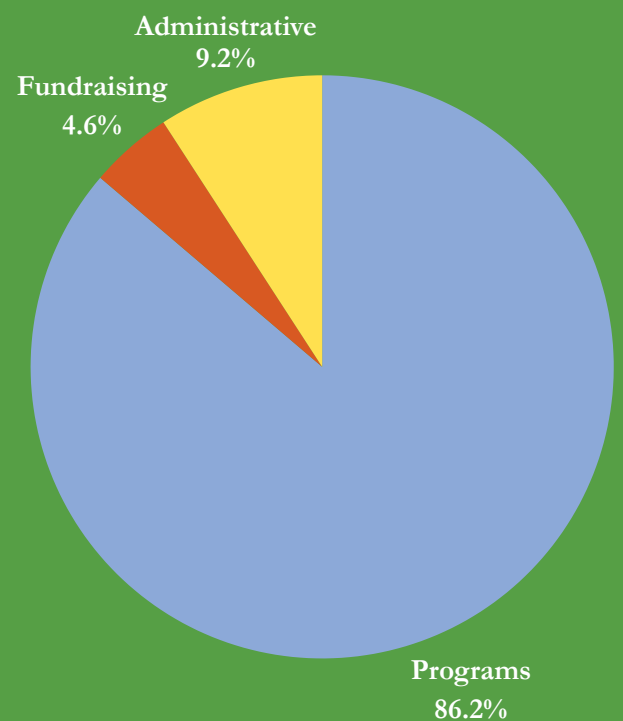
**\$1,410,445**



# 2024-2025 Fiscal Year Expenses

- — Programs: \$1,016,052
- — Administrative: \$107,987
- — Fundraising: \$54,231

\$1,178,269



natural  
areas  
ASSOCIATION

[naturalareas.org](http://naturalareas.org)