

WNF&GA Strategic Planning



WNF&GA Established in 1914 at the Pennsylvania School of Horticulture for Women



1918



1911



1911



Class of 1913

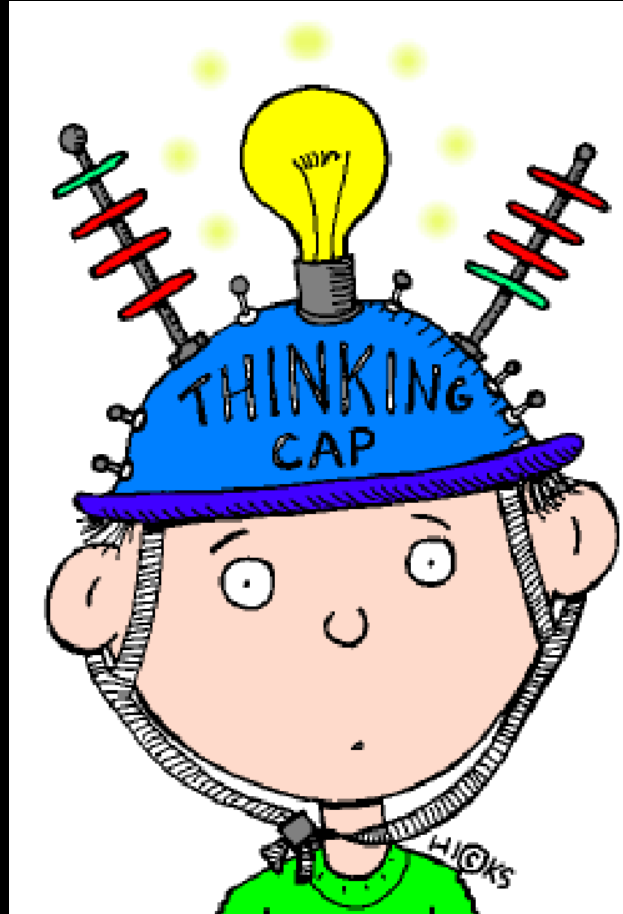


1932 Flower Show Exhibit

110 Years Later...



How do we move forward?



Are we doing things
right?

Are we doing the right
things?

Let's look at our organization...

Current Membership

- 1331 current members
- 86% from Michigan

Current National Structure

- A&O – 501(c)(5)
- E&C – 501 (c)(3)

What the Executive Committee has Done...

- “Commissioned” Kathy Welsh Beverage to review and make recommendations and discuss ideas for the future
- Brainstormed

Two Centers of Engagement

- Center of Activities/Membership – 501 (c)(5)
- Center of Charitable Giving- 501 (c)(3) [Created to provide opportunities at a national level]

Now let's look at what else is out there....

- **Garden Club of America**- 18,000 members (\$ 52M) 2022 audited
- **National Garden Clubs**- 190,000 members (\$ 24M) Feb. 2024
- **WNF&GA**- 1331 members (\$ under 1 M)

Remember our history!

- Agriculture
- Horticulture



What role does...should...WNF&GA National play?

- Local and state focus



How do we remain relevant?

1. Fold into GCA
2. Fold into NGCs
3. Remain independent and restructure into two centers of engagement:
 - a. Center of membership/activities
 - b. Center of charitable giving

Remain independent and restructure into two centers of engagement:

1. Center of Membership/Activities- Michigan
2. Center of Charitable Giving- remain associated with but independent of Temple Ambler/Ambler Arboretum as the founding site
(Woman's National Farm and Garden Educational and Charitable Fund)

Thoughts and Feedback....

**WNF&GA Strategic Planning Session- Hershey/Harrisburg, Pennsylvania
Saturday, May 18, 2024**

Questions to stimulate discussion:

Do you see a role for WNF&GA national in 2024 and beyond?

Should the focus of WNF&GA membership and activities shift to Michigan?

Are there any additional alternatives to this shift?

Should the focus of WNF&GA charitable activities remain as they exist? (Independent 501(c)(3))

Are there any additional alternatives for the Woman's National Farm and Garden Educational and Charitable Fund?

Final thoughts and comments: