



# Partners for Sustainable Pollination

*Advocacy*  
*Education/Outreach*  
*Partnership*  
*Sponsorship*

***Annual Report for the period:  
July 1, 2010 to June 30, 2011***



# Advocacy



Honey bees and native bees are vital partners in sustainable agricultural production practices and in healthy wildlife ecosystems.

Properly nourished and sustainable honey bee and native pollinator populations are critical to the future sustainability of American agriculture. Pollination of many specialty crops is almost totally reliant on the services provided by beekeepers and their managed honey bees.

Most agricultural landscapes do not provide sufficient or balanced bee nutrition.

Intensive cultivation has eliminated plants that native pollinators need. The maintenance of good pollinator “pasture” between croplands benefits native pollinators, beneficial insects, and honey bees.

Commercial beekeepers also benefit from bee-friendly plantings on fallow lands, which allows them to avoid trucking bees long distances in search of pasture.



**Bee Friendly Farming**<sup>TM</sup> encourages and promotes agricultural practices that improve pollinator health.

PFSP is dedicated to improving the health of honey bees through a collaborative approach involving beekeepers, growers, scientists and land-management agencies with a shared objective of restoration of native pollinator populations.



## *Education/Outreach*



**Partners for Sustainable Pollination (PFSP)** collaborates with beekeepers, growers and scientists to improve the health of honey bees and support native pollinators

The **Bee Friendly Farming**<sup>™</sup> (BFF) initiative, an outreach program primarily promoted by PFSP, educates consumers and encourages support for needed land management practices for healthy honey bees and to improve populations of native pollinators.

BFF is an important means of raising consumer recognition and support for helping bees by:

- (1) recognizing those producers who provide bee habitat,
- (2) providing cost-share assistance to growers wanting to plant for bees,



- (3) encouraging consumers and businesses to purchase farm products and local honey bearing the BFF logo, and
- (4) raising awareness about the challenge beekeepers face to properly nourish their bees.



BFF is an inclusive term that is intended to recognize anyone who supports bees directly or indirectly—farms, ranches, businesses, schools, local governments, nonprofits, gardeners and beekeepers—at all landscape scales, from farms to backyard gardens.

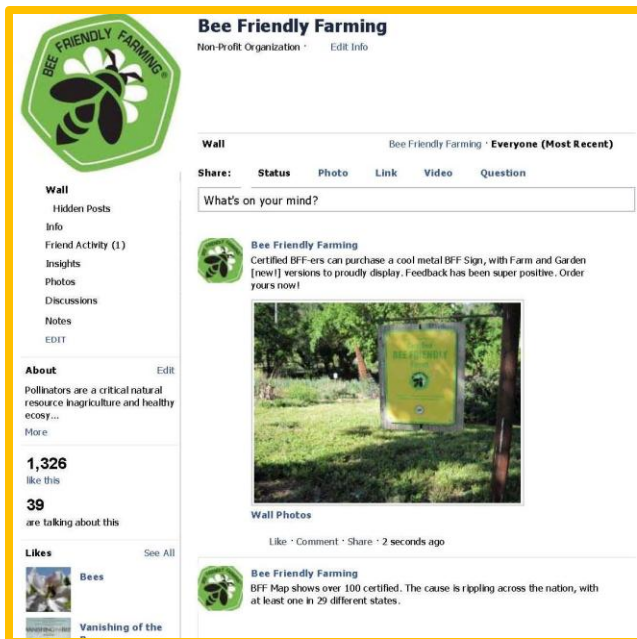


## Education/Outreach



**PFSP** is a non-profit organization focused on advancing issues related to improving honey bee health, primarily through increasing healthy bee forage. We are a membership based organization, and the funds we receive from annual memberships go towards advancing our various initiatives, one of which is promoting Bee Friendly Farming certification.

Those who are BFF certified (growers, gardeners, schools, beekeepers, etc.) receive various images of the logo that we encourage them to use wherever possible, on produce and honey labeling, posting signage at their farms, etc. Annual certification fees are deposited in a special fund used to provide cost-share assistance to growers planting additional bee friendly forage. The BFF initiative received increased media coverage, including 2 [articles](#) in Bee Culture.



Our [BFF Facebook](#) page grew rapidly last year as an outreach tool to involve supporters, share new developments and encourage feedback. The “Friends” count grew from less than 100 to over 1,300, with over 75,000 page views and feedback from more than 500 supporters.



# Partnership



**PFSP** receives critical financial & other support from partners that share our goals to increase honey bee health. These organizations and groups provide financial support that assist us to:

- Create presentation and marketing materials that help us get our message out
- Enable our Board Members and outreach coordinator to participate in key local, State and National conferences and symposiums to advocate for the BFF initiative
- Advocate at the State and National level to influence policies and practices that have a direct impact on honey bee health

Here are the organizations that have provided us with important financial and other support during this fiscal year:



American Beekeeping Federation



THE XERCES SOCIETY POLLINATOR CONSERVATION PROGRAM



## ***Financial Support***



### **GRANT!**



This year **PFSP** received its first **grant** through our participation in [RSF Social Finance's](#) Food & Agriculture Shared Gifting program.

Through participation in this unique process, PFSP received a grant of \$5,950 to support publication costs of support materials and a BFF Coordinator. *"RSF Social Finance truly sees the value in this form of grant making, and we were pleased to have PFSP participate in the process this year, and intend to continue working with this model and to share our learning with other organizations seeking to shift the paradigm of conventional philanthropy."* Kelley Buhles, Program Manager of Philanthropic Services at RSF Social Finance.

### **CORPORATE PARTNER!**



## ***RAPID REFILL™***

***PRINTING. SMARTER.***

Rapid Refill became a new [corporate partner](#) as part of a national campaign involving their customers in supporting PFSP's efforts to help honey bees through the BFF initiative. Rapid Refill chose PFSP as its nonprofit partner in the company's nationwide "Empties for Earth" promotional partnership. *"We look forward to working with PFSP in the future as it continues the important quest of facilitating optimal environments to grow and sustain bee populations."* Rusty Hurley, Rapid Refill's Vice President of Operations.



## Sponsorship



This year we also received significant support from many individuals and organizations, through both donations and our highest level of PFSP membership, Queen Bee membership.

## Thank you for supporting our efforts!

Special acknowledgement goes to our friends at [Wilibeas Wines & Spirits](#)—our largest single sponsor, providing more than **\$2,400** in donations from their weekly wine tasting events! Be sure to check out their website link and if you're in the area, stop by to support them and PFSP!



### Other Significant Donors

Jeffrey Thomas Van Arsdall, with a matching donation from his employer, American Express

Charles Hess, San Damiano Daily Giving

2011 Bee Symposium

Thompson Apiary

Brown Honey

Michel Schlumberger Winery

American Beekeeping Federation

Bee Culture Magazine/Root Candles

### Queen Bee Members

Randy Oliver

Tom Van Arsdall

Michael Sweesey

Beekind

Mark Berninghausen

Sonoma County Beekeepers

Michel Schlumberger Winery

Mark Griffin, Napa Preserve

Alice Ford Sala

Dana Breaux

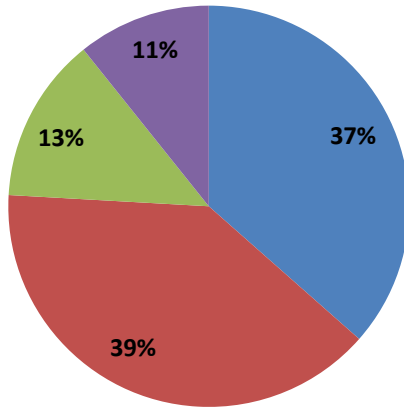
Kathy Lanterman



# Finances

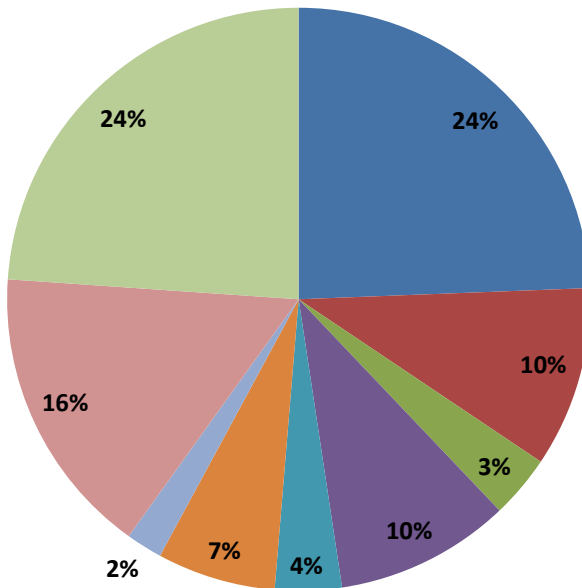


## PFSP Income by category



- Grant Income
- Sponsorship/Donations & Other
- Membership Annual Dues
- BFF Annual Fee

## PFSP Expense by category



- Marketing Materials (net of purchases)
- Postage & Delivery
- Banking & Professional Fees
- Outreach Coordination
- Seeds & Plantings
- Dispersment of BFF Fees
- Tabling/Sponsorship
- Conference Fees & Dues
- Travel

### Fiscal 2011 Financial Summary

Bank Balance – June 30, 2010  
 Income  
 Expenses  
 Bank Balance – June 30, 2011

\$2,162  
 \$16,298  
(\$10,652)  
 \$ 7,808



# Partners for Sustainable Pollination

## *Thank you for your support!*

Click Here for Northern CA BFF Map

**BEE FRIENDLY!**  
100+ Across 29 States - and Growing!

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*July 1, 2010 to June 30, 2011*  
*PFSP, 1828 Beaver St.*  
*Santa Rosa, CA 95404*  
[www.pfspbees.org](http://www.pfspbees.org)