

Where people and nature thrive together.



## 2024 Annual Report



### 2025 HIGHLIGHTS

More than **250** people attended our annual conference and enjoyed

**21** concurrent sessions,

**12** (busy!) exhibitors, and

**3** keynote speakers.

Attendees value Plan It Native's high quality speakers and presentations.

### JOIN US IN 2026!

"I have a much broader view as a result of the conference, greater understanding of soil, and renewed enthusiasm."

### Shawnee Mission School District

Deep Roots contracts with the Shawnee Mission School District to manage its natural areas and support native plant landscapes and education. With more than 40 acres of woodlands and prairie, SMSD creates a space for students to learn about their natural environment.

"These are wonderful assets for the entire community but most specifically the best tool anyone could want to have for teaching and learning about nature, ecology and native Kansas flora and fauna."

### Native Plant Webinars

Deep Roots' Native Plant Webinars highlight native plant landscapes in areas large and small. Join us the first and third Thursday of each month and get inspired! Missed an episode? Recordings and resources are available on our website.



Sign up here and join us!



Deep Roots KC is increasing native plant landscapes throughout our region.

**BY THE NUMBERS:**

**↑ 12,164**

WEBINAR ATTENDEES

**↑ 6,102**

POLLINATOR NEWSLETTER SUBSCRIBERS

**↑ 166,000**

NATIVE PLANTS PLANTED

**ADDITIONAL DEEP ROOTS PROGRAMS:**

Callery Pear Buy Back Campaign, Demonstration Garden at the Discovery Center, Discover Native Gardening Learning Sessions, Land Manager Field Trips and Trainings, Native Plant Sales



Deep Roots' community is growing and expanding their gardens!

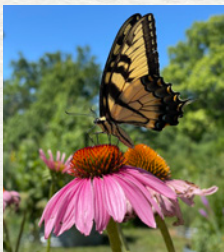
**↑ 10%** of program participants are first time native plant gardeners.

**↑ 87%** of program participants added MORE native plants to their gardens

“

This is exactly what we needed to wrap our heads around what should go where, why, and how it all fits together.

”



**NATURE**



**ADVISORS**

*A nature inspiration and consultation service*

Nature Advisors volunteer consultants span the metro, meet with residents, tour their properties, and then offer detailed guidance in person and in a written report.

Launched in 2022, our Nature Advisors program has served 129 clients. Ninety percent of Nature Advisor clients are Do-It-Yourselfers, and 20 percent of Nature Advisor participants planted native plants for the first time. More than 20 volunteer consultants are ready to serve even more residents in 2025!

**NEW IN 2024!**

**Habitat Garden Tours**

Habitat Garden Tours enjoyed more than **4,250** visitors in 2024.

**16%** of them planted native plants for the first time.

**50%** changed their landscaping practices to consider wildlife!



“I’ve added so many of the plants seen on the tours to my own yard.”



Habitat Garden Tours presented by the Gattermeir Family Foundation with support from the William T. Kemper Foundation

# Join Deep Roots KC and connect with nature!

Increase your yard's habitat value with Kansas City Keystone Plants! These native plants are the "most valuable players" in our ecosystems. They support the highest populations of native caterpillars and specialist bee species, which are vital to the food web. Many birds, especially songbirds, rely on caterpillars as a primary food source to feed their young.

For more information on the keystone plants and their growing conditions, visit our website!



Background: **American Plum (*Prunus americana*)**  
Supporting 340 caterpillar species, the nectar and pollen of the American Plum are attractive to a suite of insects, especially **Andrena Bees**.



Chokecherry



Tiger Swallowtail Caterpillar



Andrena Bee on Prunus



Serviceberry & Cedar Waxwing



Luna Moth



Hazelnut

## Serviceberry (*Amelanchier arborea*)

The Serviceberry supports 92 caterpillar species. Many birds and mammals (including people!) enjoy the fruits which ripen in June. Keep an eye out for **Cedar Waxwings**.

## Hazelnut (*Corylus americana*)

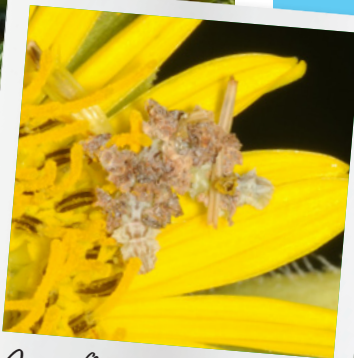
Lots of critters enjoy Hazelnuts, and the dense structure of this plant provides protective shelter for wildlife. The Hazelnut supports 108 caterpillar species and is a host plant for the **Luna Moth (*Actias luna*)**.

# What You Plant Matters!

Left: **Chokecherry (*Prunus virginiana*)** The Chokecherry has extrafloral nectaries that attract various ants. The Chokecherry supports 340 caterpillar species including the **Tiger Swallowtail**.

Right: **Flowering Dogwood (*Cornus florida*)** Larvae of the woodland butterfly, **Spring Azure (*Celastrina ladon*)** rely on this as a host plant. These small charismatic butterflies are often found circling dogwood trees. The Flowering Dogwood supports 65 caterpillar species and four specialist bee species.

Background: **Star Tickseed (*Coreopsis pubescens*)** The Star Tickseed blooms June through September and can support multiple blooms in a season if deadheaded. **Camouflage Looper Caterpillars** feed on petals and stick them to their backs to disguise themselves from predators. Star Tickseed supports seven caterpillar species and 22 specialist bee species.



Camouflage Looper Caterpillar



Wavy-lined Emerald Moth



Zig-Zag Goldenrod

Photo credits: Michael D Boyd / flickr.com (Spring Azure on Dogwood), Matt Lavin (Prunus background), Missouri Botanical Gardens (Hazelnut, Chokecherry, White Flowering Dogwood, *Coreopsis*, Zig Zag Goldenrod), Betsy Betros (Camouflage Looper Caterpillar), The Missouri Department of Conservation (Tiger Swallowtail, Cliff Goldenrod, Aster), Cydney Ross (cover photo, Prairie Blazing Star), Linda Williams (Cedar Waxwing on Serviceberry). Faunal connections sourced from [IllinoisWildflowers.info](http://IllinoisWildflowers.info).



Spring Azure on Dogwood



Flowering Dogwood



Cliff Goldenrod

Right: **Cliff Goldenrod (*Solidago drummondii*)**  
The Cliff Goldenrod graciously supports 97 caterpillar species and 56 specialist bee species. Goldenrods attract a wide variety of insects to their flowerheads and are a critical nectar source for local and fall migratory species.

Left: **Zig-Zag Goldenrod (*Solidago flexicaulis*)**  
Zig-Zag Goldenrod flowerheads are pollinated by many species of insects, and many more insects eat the leaves, flowers, seeds, and roots. The Zig-Zag Goldenrod supports 97 caterpillar species, including the **Wavy-Lined Emerald Moth**, and 56 specialist bee species.



Crab Spider & Sunflower

Above: **Willowleaf Sunflower (*Helianthus salicifolius*)**  
The Willowleaf Sunflower supports 73 caterpillar species, 89 specialist bee species, and **Crab Spiders!** This beautiful ambush predator changes color based on the flower it's sitting on.

Background: **Smooth Aster (*Symphyotrichum laeve*)**  
The Smooth Aster is another valuable late-season source of nectar and pollen for various pollinators. Butterflies, bees, and other insects rely on them when many other plants have finished blooming.



# Thank you to our 2024 Deep Roots Donors

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