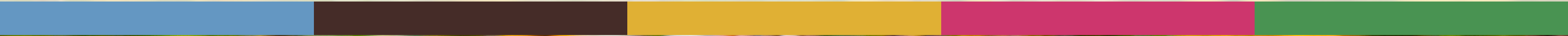




2025 Impact Report



Mission

Metro Blooms partners with communities to nurture and support thriving ecosystems, land, and water. We practice shared leadership and care, moving toward environmental justice.

Vision

Metro Blooms envisions a just future of thriving communities where all people connect with and care for the land, water, and diverse life around them.

Values

Environmental Justice

We advocate alongside communities impacted by injustice, recognizing everyone's rights to clean air, land and water.

Care for Water, Land, and Wildlife

We are in kinship with the natural world, acknowledging that people and the environment are tied together. We care for clean water, healthy soil, and wildlife.

Collaborative Learning and Shared Knowledge

We all benefit from diverse ways of knowing, listening, teaching, and learning with each other. We learn from Indigenous peoples on whose lands we live and work.

Shared Leadership

We share power with each other and the communities we partner with, including creating leadership opportunities for young adults.

Care for Community

We respond to community needs, and build long-term relationships based on compassion and collaboration.

Repair of Social, Economic, and Environmental Harm

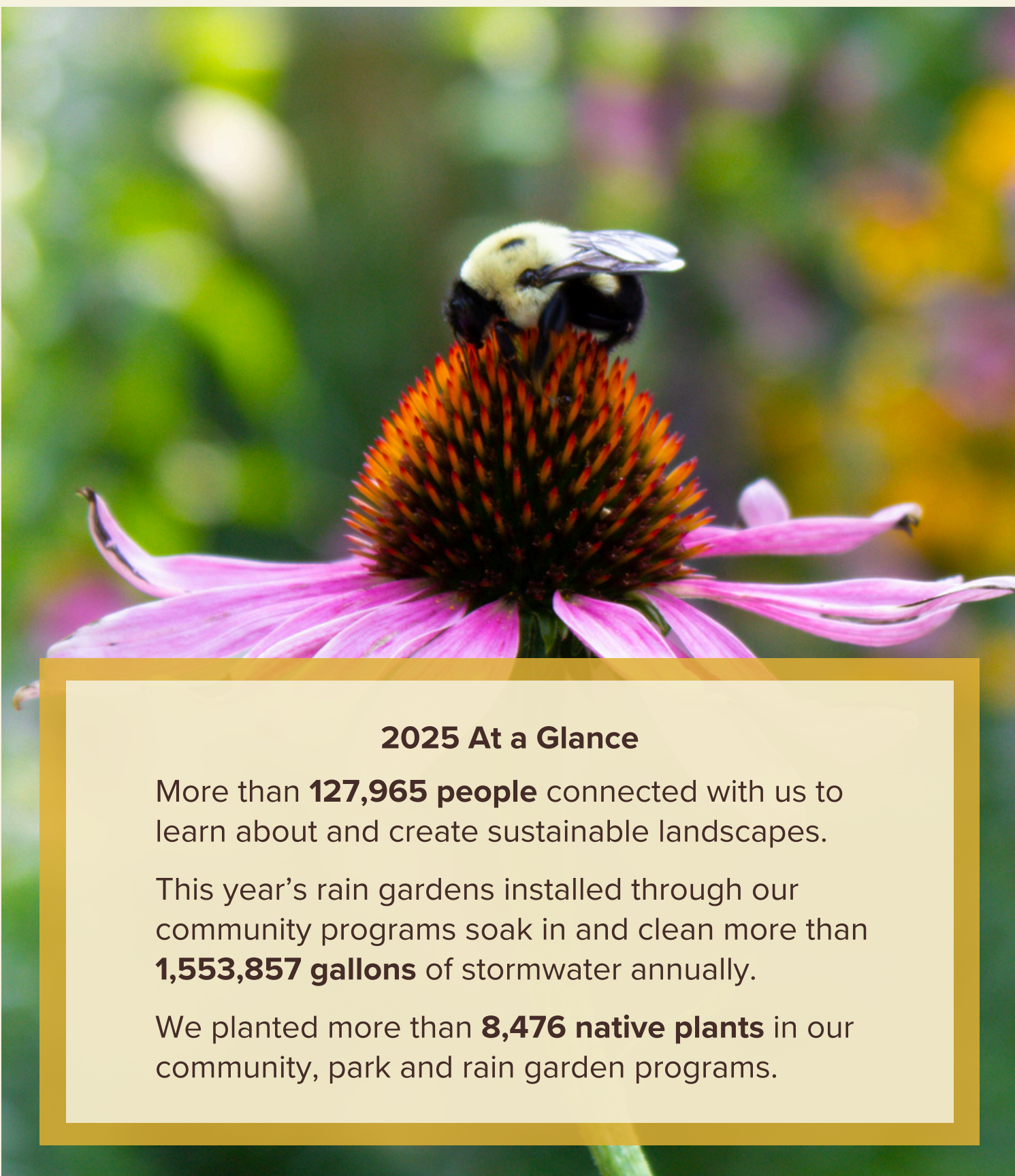
We acknowledge past and present harms, taking caring action for the people and ecosystems experiencing those harms to move towards systems change.

Metro Blooms' work continues to be rooted in community—advancing environmental justice, clean water, and thriving green spaces through planting, learning, and partnership. In 2025, we took time to reflect deeply on who we are, clarifying a new mission, vision, and values to guide our work moving forward.

Over the past year, we worked in deep collaboration with many of you, learning together to respond to community needs and repair environmental harm. Together we have planted and cared for rain gardens and native plantings, restoring relationships with our environment and strengthening our relationships with each other. We have supported young adults from environmental justice communities in entering the green infrastructure workforce, and we continue to prioritize redistribution of resources back to the communities we work with.

This year, we are excited to evaluate and deepen our work with affordable housing communities, expand ways communities can tap into the Lawns to Legumes movement, and create ongoing connection and support opportunities with Sustainable Landcare Training participants.

We believe thriving ecosystems and thriving communities go hand in hand — and we're committed to both. We're grateful to be growing this movement with you and excited for what's ahead.



2025 At a Glance

More than **127,965 people** connected with us to learn about and create sustainable landscapes.

This year's rain gardens installed through our community programs soak in and clean more than **1,553,857 gallons** of stormwater annually.

We planted more than **8,476 native plants** in our community, park and rain garden programs.

Environmental Justice

We advocate alongside communities impacted by injustice, recognizing everyone's rights to clean air, land and water.

Some highlights

This past year, we piloted a new Career Readiness Exploration Cohort! This cohort provided a next step opportunity to Sustainable Landcare Training participants through an intersectional and justice approach, supporting BIPOC youth and young adults in building workplace skills, connections, and access to educational opportunities within the green job field.

2 cohorts (August + October)
25 SLC graduates participated
5 hands on learning experiences (field days)



345 people participated in programs centering communities impacted by environmental injustices.

Metro Blooms young adult Community Relations staff led **30 programs and engagements.**

3,400 native plants planted in **30 rain or pollinator gardens.**

66 trees planted!



Care for Water, Land, and Wildlife

We are in kinship with the natural world, acknowledging that people and the environment are tied together. We care for clean water, healthy soil, and wildlife.

Some highlights


Planting for Clean Water Workshops

The Resilient Yards Online Learning Series continues to provide free DIY project guidance with **2,951 registrants!** This online learning series can be accessed at any time, at no cost. This year we had a total of **350 Minnesotans** register across our **21 Planting for Clean Water Workshops.**

- 50% of all survey respondents installed native plants, a bee lawn, or another clean water practice after attending a workshop in 2025.
- 83% of survey respondents expressed a plan to install native plants in the next 2 years.
- Survey respondents reported installing over 10,000 square feet of native plantings in addition to over 100 pollinator-friendly trees and shrubs in 2025.

Design+Build

Metro Blooms Design+Build, the for-profit supporting the Metro Blooms non-profit, designs, installs and maintains projects featuring more sustainable practices. Design+Build works with individual homeowners and commercial, institutional and other clients; maintains green infrastructure practices for large properties; and collaborates closely with our community and education programming.



Design + Build planted more than **12,500 plants** that support pollinators, including over **115 trees**, and installed **46 rain gardens and bioswales.**

26,500 square feet of native plantings established, converting over **20,000 square feet** of turf.

Over **150 stormwater systems** maintained!



Neighborhood of Rain Gardens

61 new gardens were installed (56 rain gardens), a total of **8702 square feet.**

6,090 native plants were planted.

~1,088,857 gallons of stormwater is collected annually.

493 pounds total suspended solids is collected annually.

2.75 pounds phosphorus is collected annually.

Collaborative Learning and Shared Knowledge

We all benefit from diverse ways of knowing, listening, teaching, and learning with each other. We learn from Indigenous peoples on whose lands we live and work.

Some highlights

Learning about plants, place, and historical and contemporary experience through Indigenous knowledge

Our organization created a **staff-led book club** that selected, read, and discussed a book club each quarter. Our book club read [Living Nations](#), [Living Words](#), [Becoming Kin](#), [The Seed Keeper](#), and [Fresh Banana Leaves](#).

In partnership with Four Sisters Farm and R. Roots Garden, our Community Relations team hosted Companion Planting workshops with North Minneapolis community members on planting native plants and vegetables together. Together, we explored how native plants can boost veggie growth, reduce pests naturally, improve soil health, and suppress weeds.

Weaving together culture and environmental education

The Minneapolis Tree Program provided funding that supported culturally relevant education, community engagement, workforce development, and youth programming centered on trees, with a focus on Black Ash, Emerald Ash Borer awareness, and urban forestry in Minneapolis.

We hosted four, two day workshops at Little Earth in partnership with Liandra Skenadore and Louise Waakaa'igan. These workshops provided participants with hands-on learning connected to Indigenous knowledge and cultural practices related to Black Ash. A total of 16 participants attended the basket weaving workshops. In addition to basket weaving instruction, the workshops created space for community building, relationship-building, and education.



Shared Leadership

We share power with each other and the communities we partner with, including creating leadership opportunities for young adults.

Some highlights

Transforming internal structures of hierarchy to a consensus decision making model, empowering all staff to step into organizational leadership

Over the past year, staff at Metro Blooms have been exploring shared leadership. We are examining structures of hierarchy within our organization and are dismantling harmful systems to create a more inclusive and equitable work place where all employees are supported to lead.

We recognize that each person has valuable perspectives and experiences to share. Some actions we have taken so far:

- an all-staff strategic planning process utilized a consensus decision making model to prioritize our goals and values as an organization.
- We have formed a voluntary HR team that created new processes for staff reviews, raises and promotions, and staff benefits.
- We make organizational decisions at monthly directions meetings, utilizing consensus based decision-making to prioritize all voices.

We are looking forward to continuing this journey!



Working with youth through the Green Garden Bakery to inspire youth-led environmental stewardship

Metro Blooms has partnered with Green Garden Bakery since 2023. This past year, many of the bakery staff took part in our Sustainable Landcare Training program. We shared information about native plants and green infrastructure practices like rain gardens; and got hands on experience planting a pollinator garden at the entrance to Eloise Butler Wildflower Garden together.

Youth at Green Garden Bakery now know how to sow their own native plant seeds, plant native plants, and care for them to add as companions in their vegetable gardens that they use in their baked goods!

Care for Community

We respond to community needs, and build long-term relationships based on compassion and collaboration.

Some highlights

Creating healthier tree canopy with our neighbors, one tree at a time

Through two projects, we worked with residents in and near North Minneapolis to remove condemned trees and choose new trees for their yards. This project works toward a more resilient tree canopy while supporting residents who may not be able to afford costly tree removals and plantings.

Most of the condemned trees are ash, a species vulnerable to the emerald ash borer (EAB), resulting in the removal of thousands of ash trees in North Minneapolis. We discuss participants' priorities for the kind of tree they want and offer a variety of native species. So far, through the two programs, 35 trees have been removed and 80 trees planted.

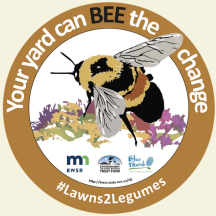


Building a network of environmental stewards through long term partnerships, collaboration, and care

We believe that working together in collaboration with our community is the best way to do our work. Through our Blue Thumb Partnership program, we are creating a network of people who value collaboration, peer support, and changing current landscape norms to center community, people, and place. Over the past year, we have been working hard to recruit community organizations, non-profits, and small local businesses to join our mission.

Our partners provide valuable input on our programming, support our programming through volunteering, and help us develop accessible resources to offer to the public. We are dedicated to continuing to learn about how we can focus our efforts on accessibility, community, indigenous teachings, equitable engagement, and education.





Repair of Social, Economic, and Environmental Harm

We acknowledge past and present harms, taking caring action for the people and ecosystems experiencing those harms to move towards systems change.

Some highlights

Growing a green workforce and environmental stewardship

Through our Sustainable Landcare Training, participants gain job-ready skills in maintaining and inspecting rain gardens, native plantings and other climate-resilient practices, as well as a greater understanding of our relationship to the environment. We offer the 30-hour training primarily to young adults in communities impacted by environmental injustices. Stipends for participants and learning sites close to public transit help reduce barriers to joining.

In 2025, we hosted two cohorts at The Regional Apprenticeship Training in North Minneapolis and added a new training location in South Minneapolis at Little Earth! We also added a fourth career day with 6 new guest speakers.

56 participants completed the SLC training in 2025!

Over 75% of our trainees are BIPOC.

Lawns to Legumes Voucher Program

Since its start, the Lawns to Legumes individual support grant program has helped residents install over 12,000 native planting projects across all 87 Minnesota counties—creating more than 11 million square feet of pollinator habitat and planting 20,000+ trees and shrubs. The program has trained over 10,000 people through webinars and workshops and engaged hundreds of volunteer coaches. [Read more about the program in our blog post.](#)

Through the voucher program, we were able to relieve financial barriers to participate for grantees. With funding from the U.S. Fish and Wildlife Service, our voucher program allows participants in need to receive upfront funding for plants instead of having to wait for a reimbursement!

2,618,832 square feet of new pollinator habitat			that's equal to 45.5 football fields!		
592 Trees Planted	96 Garden Tour Day Hosts		588 Garden Tour Day Attendees		
4,100 Grantees Confirmed	2,758 Grantees Completed Projects		67% project Completion rate Out of Confirmed		

Thank you!

We are grateful to have so many partners and contributors in our work.

Volunteers

Sponsors

Donors

Foundations
+
grant agencies

Blue Thumb
Partners

Board of
Directors

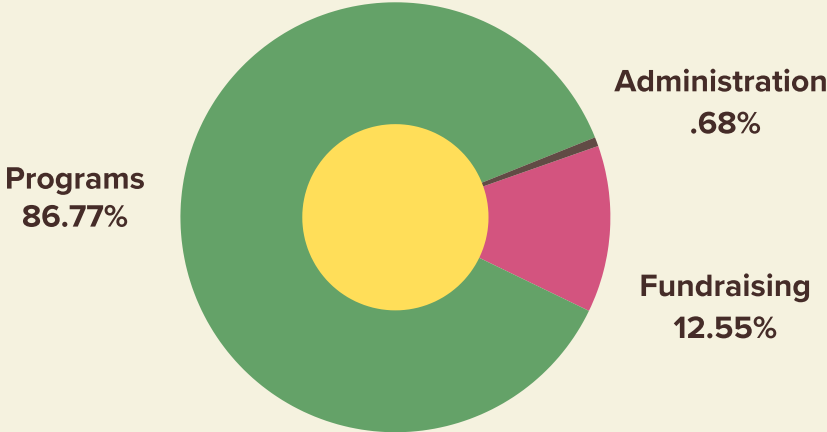
Community
members

Community
organizations

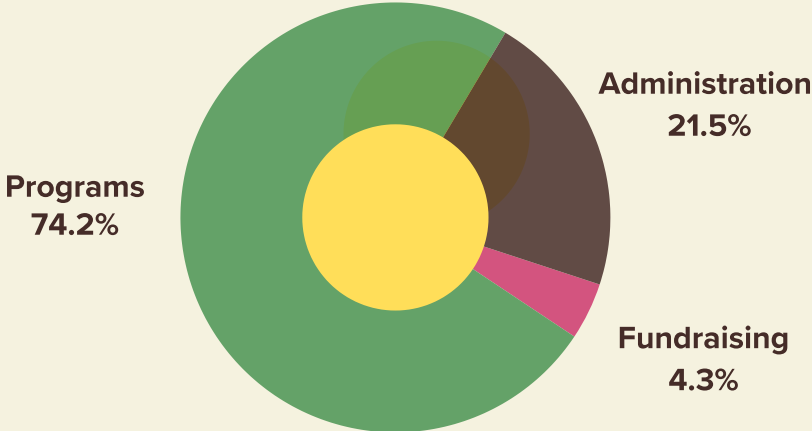


2025 FINANCIALS

Consolidated Revenue: \$2,749,964



Consolidated Expense: \$ 2,714,770



Consolidated financials for Metro Blooms, Metro Blooms Design+Build and Metro Blooms Property LLC

We are questioning concentrated power and decision-making authority, and are working to dismantle practices that are harmful to our work and employees. Ideas of shared leadership and workplace democracy help inform the steps we’re taking. We believe everyone's best work is easier to accomplish when they are trusted and engaged.

Metro Blooms non-profit redistributed **20%** of program funding in environmental justice communities we partner with, through paid work opportunities for community members and working with local businesses and community organizations.

LEADERSHIP

- Laura Scholl, Executive Director
- Gayatri Narayanan, Associate Director
- Jen Ehlert, Vice President of Design+Build
- John Bly, Vice President of Property

GOVERNANCE

Board of Directors

- John Kinara, Chair**
- Alex Kim
- Carol Kuechler
- Catherine Menick
- Dan Jaker
- Norman Greenberg
- Peony Hildreth
- Rachael Sterling
- Steph Jacobs
- Todd Carreño
- Bob Dahm,
- Blue Thumb Liaison



Metro Blooms Design+Build LLC offers design, build and landcare services. Our D+B team's landscape designers and crews provide technical expertise for community projects and education programming.



Metro Blooms partners with communities to nurture and support thriving ecosystems, land, and water. We practice shared leadership and care, moving toward environmental justice.



Blue Thumb is Metro Blooms' education program and a statewide partnership of local governments, and private companies promoting practices that protect pollinators and improve clean water, including planting natives, rain gardens and shoreline stabilization.

Environmental Justice | Care for Water, Land, and Wildlife | Collaborative Learning and Shared Knowledge
Shared Leadership | Care for Community | Repair of Social, Economic, and Environmental Harm