



# 2024

## 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

# where science meets stewardship

## 2024 Natural Areas Conference

- 320 Registrants
- 281 Organizations
- 35 States Represented
- 45 Students



# Webinars

*Photo courtesy of Mason Heberling, Ph.D.*



- ————— **12 Programs**
- ————— **19 Presenters**
- ————— **3,486 Registrants**



# celebrating the unsung heroes

## NAA IS AVAILABLE. . .

- ——— Wherever you are located
- ——— Wherever you are in your career
- ——— Wherever you are in your practice
- ——— Whenever you have time



# *Natural Areas Journal*

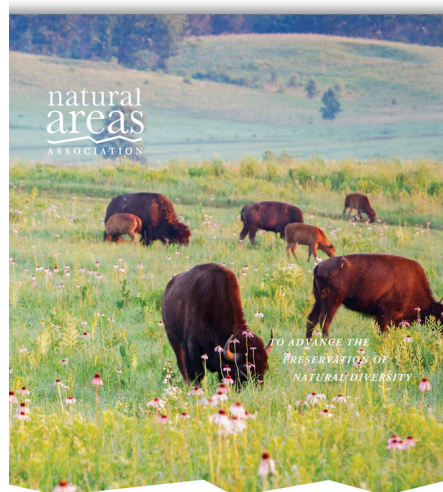
Peer-reviewed, published quarterly with print and digital editions available

- ————— 4 Issues
- ————— 30 Articles
- ————— 13 Book Reviews



**Natural Areas Journal**

QUARTERLY PUBLICATION OF THE NATURAL AREAS ASSOCIATION



**Natural Areas Journal**

QUARTERLY PUBLICATION OF THE NATURAL AREAS ASSOCIATION



# YouTube

Science-based conservation resources for practitioners

*Photo courtesy of Desiree Narango, Ph.D.*



- ——— 47 Professional Resources Released
- ——— 17,150 Views
- ——— 405 New Subscribers

# *Natural Areas News*

The latest news and research in your inbox twice a month

- ————— **19** Issues
- ————— **627** Articles & Manuscripts
- ————— **85,737** Article & Manuscript Clicks



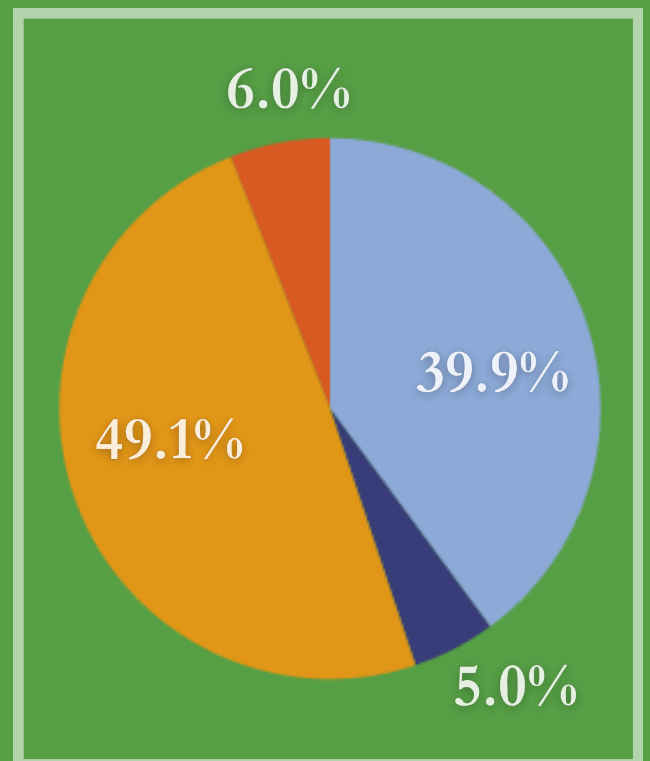


# FINANCIALS

## 2023-2024 Fiscal Year Revenue

- — Programs: \$331,644
- — Donations: \$41,225
- — Grants: \$408,209
- — Investments: \$49,735

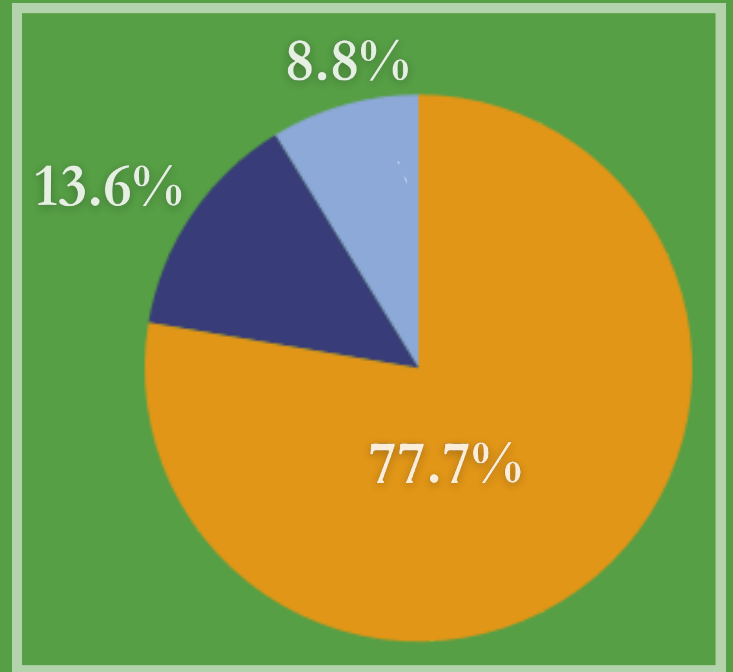
**\$830,813**



# 2023-2024 Fiscal Year Expenses

- — Programs: \$497,348
- — Administrative: \$86,889
- — Fundraising: \$56,147

**\$640,384**



natural  
areas  
ASSOCIATION

natural areas association

p.o. box 17646  
pittsburgh, pa 15235

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