



2023-24

IMPACT
REPORT

Building the Foundations of Sustainability



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Setting the Foundation

Dear Friends,

When I founded Save the Bee over 12 years-ago we embedded the Mission into our ethos at GloryBee. What we quickly discovered was that many of our clients, partners and the local community also wanted to be involved in helping us sustain our vital bee populations, support beekeepers and fund cutting edge research in bee and colony health.

The last two years have been a period of extraordinary growth, transformation, and renewed purpose for Save the Bee. As we expanded from a program within GloryBee to an independent 501(c)(3) nonprofit, we set the foundation for an even greater impact. This transition wasn't just about structure—it was about vision.

We, myself and our newly formed Board, are proud of the foundations we've built—securing our non-profit status, hiring an executive director, and launching new programs that bring us closer to a truly national movement for pollinator conservation.

Sustainability at Save the Bee and GloryBee is not just a goal; it is a responsibility. From our partnerships with farmers and backyard gardeners to our investments in research and education, we are laying the groundwork for a future where pollinators thrive, ecosystems remain resilient, and food security is strengthened.

None of this would be possible without you—our supporters, partners, and advocates. Thank you for being part of this movement. Together, we are not just saving bees; we are ensuring a healthy future for all.

With gratitude,
Alan Turanski, CEO GloryBee
Founder & Board Chair, Save the Bee



Building A Sustainable Future

Letter from the Executive Director



Dear Save the Bee Bee-keepers,

I'd be remiss if I didn't take this first moment to thank the many many people who have stewarded and nurtured Save the Bee since its inception. Of course, this begins with the Turanski's and GloryBee but it quickly grows to a veritable and vast colony of people who have put their passion, work, talents and dollars behind the mission to Save the Bee. I'm still learning who all these people are but if I see you at an event, out in an apiary or garden, at the market...please know how thankful I am for your support down the years, and how much we're counting on you in the years ahead too.

Since taking the helm in April, 2024 I've been leading the work to complete critical parts of our transition to a fully operational, program driven and donor-centric non-profit organization. It's been an exciting several months...the culmination of 2 years of work by our first executive director, our committed Board of Director, faithful donors and corporate partners too.

As you review this 2023-24 Impact Report please understand this is our starting point for something even greater than where we have been. Building on our core pillars of pollinator habitat development, investments in bee and colony research, and education and inspiration for a new generation of beekeeper and Save the Bee Bee-Keepers alike.

We're in a unique position to give voice to the Bee beyond Honey, bringing the critical importance of The Bee in our food security and well-being of our environment and each other.

The future of Save the Bee is rooted in collaboration. To this end we're committed to building a national Bee-Keeper community, inviting individuals, businesses, and organizations to actively participate in sustaining pollinators. Inspired by GloryBee our "Brood" of corporate partnerships is growing, forging lasting relationships that create real, sustainable change.

Together, we are not just protecting bees—we are securing the future of our ecosystems, food supply, and planet. Thank you for being part of this journey. Let's keep growing.

All good things,
Eric Mason
Executive Director, Save the Bee



WHY...

SAVE *the* BEE[®]



Why ... Save the Bee?



“...the most important being on Earth”*

Bees are more than honey producers; they are a keystone species, meaning their survival directly impacts the health of entire ecosystems.

Some experts even call **bees “the most important being on Earth**”** because approximately 70-80% of global agriculture depends exclusively on bee pollination. Without bees, food production would decline drastically, biodiversity would suffer, and entire ecosystems would face collapse.

Their role extends far beyond providing us with honey—bees are responsible for the reproduction of countless plant species that sustain wildlife, livestock, and human diets.

Yet, bee and honey bee populations are declining at an alarming rate, with **annual honey bee colony losses averaging 40%**. The primary threats include:

- **Pervasive pesticide use**, contaminating soil and harming pollinators.
- **Habitat loss**, as urbanization and monoculture farming reduce diverse floral resources.
- **Nutritional deficiencies**, as bees struggle to find varied food sources.
- **Parasites and diseases**, further weakening colonies.

This crisis threatens not just bees but **entire food systems, ecosystems, and economies**. The good news? We can take action. Simple changes—planting diverse habitats, reducing chemical use, and supporting sustainable farming—can help reverse this decline.



Why ... Save the Bee?

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Turning Awareness into Action

Save the Bee is leading the movement to protect honey bees through science, education and awareness, and habitat restoration.


We are committed to:

- **Increasing awareness** of bees' critical role (beyond honey) in food security and ecosystem health.
- **Funding scientific research** to understand colony decline and develop sustainable solutions.
- **Restoring diverse pollinator habitats** in agriculture and urban spaces to ensure year-round nutrition for bees.
- **Educating farmers, beekeepers, and the public** on bee-friendly practices.
- **Advocating for responsible pesticide policies** to reduce harm to pollinators.



Impact Beyond Pollination

Supporting bees means supporting entire ecosystems and economies:

 **Soil Health & Carbon Sequestration** – Pollinator habitats prevent erosion, improve soil fertility, and absorb carbon, helping combat climate change.

 **Water Quality & Biodiversity** – Native plantings reduce nutrient runoff, protecting rivers and aquatic ecosystems while enhancing biodiversity.

 **Agricultural & Economic Stability** – Pollination services add **\$18 billion annually** to U.S. agriculture and **\$800 billion globally**, securing livelihoods for farmers and food for millions.

By working together, we can ensure a future where bees, people, and nature thrive.

SAVE *the* BEE®

Board of Directors



Darcey Howard



Jan Lohman



Lynn Hellwege



Dewey Caron



Alan Turanski₈

SAVE *the* BEE[®]

2023-2024 by the numbers...



880,685+

...square feet of
pollinator habitat
planted in 6 States.

1+ Million

...people reached for
awareness and
education through the
Save the Bee
partnerships.

\$5 million

...saved by Oregon
beekeepers based on
funded research.

8-16

...Bee researchers
supported.

5

...Board members
appointed.

25

Key corporate
partnerships.

88-2062693

...licensed and
certified as a new
501c(3) non-profit.



Programs

Pollinator Habitat Development



Research & Education



Awareness, Outreach, Communications

Increase pollinator nesting habitat and forage resources across diverse U.S. farms. Through habitat types such as between-row seeding, hedgerow installments, designated seeding plots, and nectar stem planting areas, this initiative aims to support pollinator health, improve soil quality, and provide natural pest management (IPM) benefits.

Pollinator Habitat Development

Accomplishments:

- Farm Partner Selection: Farms were selected based on their unique environmental needs and potential for meaningful pollinator impact across different U.S. regions/States, PA, ID, OR, CA, WA, NY.
- Seed Mix Selection: Each farm's seed mix was carefully selected for diverse bloom periods and environmental compatibility, considering factors like regional climate, soil health needs, and Integrated Pest Management (IPM) services.
- Total Area Planted/Planned: Approximately 880,685+ square feet (20.22 acres) across all participating farms.



Drive specific and relevant research in promotion of bee, honey bee and colony health..



Research and Education

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Accomplishments:

- Funded Research through Oregon State University Apiculture Department of Horticulture (the OSU Honey Bee Lab)
- Supported (partial) one post-doctoral researcher, two graduate students and 4-8 undergraduates within this department.
- Saved Oregon beekeepers approximately \$5 million due to (15%) decrease in colony loss when following new research on feed recommendations.



Research Areas:

- Developing Pollen Nutritional Composition Data Base for Pollinator Habitat Development.
- Investigating value of artificial protein diets in promoting bee health.
- Understanding the micronutrient requirements of bees.

Build awareness of the critical role bees play in our food security re-focusing the narrative away from just "honey" and towards a more wholistic and accurate representation of the importance of bees on our environment and within our food systems.

Awareness, Outreach and Communications

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Accomplishments:

- Through our Save the Bee licensing program worked with approximately 25 existing or new partners across industry, academia and the non-profit sector.
- Reached an (estimated) 1 million + people over 2 years building awareness and advocacy to our Mission and the critical role of bees to our environment and our food security.
- Soft-Launched the Save the Bee "Bee-Keeper" initiative.
<https://savethebee.org/bee-keepers/>



Partnerships





Franz Bakery & Save the Bee: A Longtime Commitment to Pollinator Health

For years, **Franz Bakery** has been a proud partner in the **Save the Bee** mission, using its iconic **Save the Bee seal** on its **premium breads** to raise awareness and drive real impact for pollinator health. With every loaf of **Save the Bee Bread**, Franz has helped fuel a movement—one that supports **scientific research, pollinator habitat development, and vital education initiatives** that safeguard honeybees and the ecosystems they sustain.

Through this long-standing partnership, a portion of proceeds from Franz's premium honey wheat and other select breads directly funds **critical bee research**, helping to combat colony collapse and improve honeybee resilience. These funds also contribute to **expanding pollinator-friendly habitats**, ensuring that honeybees and other pollinators have the diverse floral resources they need to thrive.

Franz's commitment extends beyond just financial support—it's about **amplifying awareness**. By featuring the **Save the Bee seal** on store shelves across the country, Franz Bakery brings national attention to the essential role of bees in food security, regenerative agriculture, and environmental health. Consumers who choose Franz's **bee-friendly breads** are not just purchasing high-quality, delicious products—they are actively participating in the movement to **protect pollinators and support a healthier planet**.

With every slice, Franz and Save the Bee are working together to create a future where bees flourish, crops thrive, and ecosystems remain resilient. This is more than just bread—it's **a commitment to sustainability, stewardship, and the survival of one of Earth's most vital species**.





Bragg & Save the Bee: A Multi-Year Pollinator Habitat Development Partnership

In partnership with Bragg, Save the Bee is spearheading a transformative Pollinator Habitat Development campaign to enhance biodiversity, strengthen ecosystems, and boost farm resilience in Washington State's apple orchards. Over the next 12 to 24 months, this initiative will establish over **3,500 square feet of dedicated pollinator habitat** within **10 acres of commercial apple farms**, working alongside two of the region's largest agricultural producers.

At its core, this project serves a dual purpose: **sustaining honeybee populations and improving farm sustainability**. By incorporating **diverse floral habitats** within traditional monoculture orchards, the initiative will provide critical food sources for pollinators, leading to **healthier bee colonies** and **more resilient ecosystems**. Studies show that integrating native plant species into farmland **reduces soil erosion, sequesters carbon, and enhances biodiversity**, all while mitigating the feast-or-famine conditions that honeybees often face in large-scale agriculture.

Beyond pollinator health, this initiative is a **climate action strategy**—sequestering **1.3 metric tons of carbon annually**, improving soil quality, and increasing farm resilience against climate variability. In return, **crop yields and farm productivity stand to benefit**, showcasing how regenerative practices are key to sustainable food production.

Bragg's commitment to this partnership aligns with the growing consumer demand for sustainability and environmental responsibility. By **investing in pollinator health**, Bragg is directly supporting the very ecosystems that sustain the world's food supply, making this collaboration an impactful step toward a **regenerative and bee-friendly future**.





MELVILLE®



Melville Candy & Save the Bee: A Sweet Partnership for Pollinators

Melville Candy has taken its love for honey to the next level by proudly partnering with Save the Bee, aligning its brand with a mission dedicated to protecting honeybee populations and ensuring a thriving ecosystem for pollinators. **With the Save the Bee seal prominently displayed** on every package of their Save the Bee Honey Spoons & Lollipops, Melville Candy is bringing national attention to the urgent need to support pollinators—one delicious stir at a time.

Selling hundreds of thousands of **Honey Spoons and Lollipops** across the U.S. each year, Melville Candy is not only delivering a sweet treat **but also delivering impact**. A portion of proceeds from each sale directly supports Save the Bee's core initiatives—funding critical bee research, expanding pollinator habitats, and raising awareness about the **vital role of honeybees in food security** and environmental health.

By choosing Melville's Save the Bee line, consumers are making a **simple yet meaningful choice** to support pollinator-friendly practices. Whether supplementing their tea time with a dose of flavor, or enjoying a natural, sweet treat, each and every item sold is a small but powerful act of conservation.

Melville Candy's commitment to this partnership underscores a broader movement—where brands don't just sell products but **stand for a cause**. Through this collaboration, they are helping to educate, inspire, and mobilize consumers to take action for pollinators, **ensuring a healthier planet for future generations**.





Strengthening Our Partnership with the OSU Bee Lab: 2023-24 Impact Report

In the 2023-24 period, Save the Bee has continued to deepen its collaboration with the **Oregon State University (OSU) Honey Bee Lab**, focusing on advancing honey bee health and supporting beekeepers across the region.

Key Initiatives and Achievements:

- **Research Funding:** Our financial support has been instrumental in enabling the OSU Bee Lab to secure a **\$4.2 million grant from the USDA**.
- **Educational Programs:** We have bolstered the **Oregon Master Beekeeper Program**, a joint initiative between OSU Extension and the Oregon State Beekeepers Association. This program educates beekeepers on best practices, enhancing colony health and management skills.
- **Pollinator Health Outreach:** Our partnership has expanded the reach of the **Bee Steward Program**, an OSU Extension course designed to educate the public on creating and maintaining pollinator habitats. This initiative promotes biodiversity and supports native bee populations.
- **Economic Impact:** The collaborative research and extension services provided by the OSU Bee Lab, supported by Save the Bee, have resulted in an estimated **\$5 million annual savings** for Oregon's beekeeping industry by reducing colony losses and medication costs.

Through these joint efforts, Save the Bee and the OSU Bee Lab are making significant strides in promoting honeybee health, supporting sustainable agriculture, and ensuring the vitality of our ecosystems.

Advancing Pollinator Education: Save the Bee and Bee Regenerative Collaborate on the Bee Hopeful Educators Guidebook

In 2024, Save the Bee is proud to continue its partnership with **Bee Regenerative** (formerly BeeGirl.org) by funding the development of the **Bee Hopeful Educators Guidebook**. This comprehensive resource is designed to equip educators and beekeepers with the tools necessary to inspire and educate the next generation about the vital role of bees in our ecosystems.

Key Features of the Bee Hopeful Educators Guidebook:

- **Comprehensive Curriculum:** The guidebook offers detailed lesson plans covering topics such as bee anatomy, the honey bee life cycle, pollination, and land management for bee conservation.
- **Engaging Activities:** Educators are provided with interactive activities, including nature journaling and designing campus "beetopias," to foster hands-on learning experiences.
- **Resource Appendices:** The guidebook includes appendices with images, worksheets, recommended websites, and book lists to support and enhance the educational experience.

This collaboration underscores Save the Bee's commitment to education and conservation, aiming to empower educators with the knowledge and resources to cultivate a generation of bee advocates and stewards.



Financials

Strengthening Our Foundations for Growth – Developing a “Culture of Philanthropy”

The transition of **Save the Bee** from a corporate social responsibility initiative within GloryBee to an independent **501(c)(3) nonprofit** has been a transformative journey—one that has required strategic financial planning, disciplined budgeting, and moving forward...the cultivation of diverse philanthropic revenue streams and the development of a culture of philanthropy in all we do.

Our approach to financial stewardship is guided by three core principles: **transparency, sustainability, and impact.**

While this report highlights key programmatic and financial achievements, **our full financial statements are available upon request**, ensuring that our partners, donors, and stakeholders have clear visibility into our operations.

Revenue & Funding Growth

Our funding strategy is **intentionally diversified**, combining revenue from:

- **Corporate partnerships** through Save the Bee licensing, long-term partnership and campaign collaborations.
- **Individual philanthropy**, growing base of engaged sustaining donors through our "Bee-Keepers" initiative.
- **Foundation and research grants** as we mature and become eligible for such funding.

Over the past two years, we have built a financial structure, and strategic plan will support our mission and positions us for long-term sustainability and growth.

This strategic diversification will reduce reliance on any single source of funding and allows us to **expand our reach, scale our impact, and sustain our mission.**

Fiscal Responsibility & Looking Ahead

We take pride in our commitment to **financial discipline** and growth minded operational efficiency. Our lean start-up nonprofit structure ensures the **majority of our resources** are dedicated to **programmatic work in awareness and education, pollinator habitat development and research.** As we look toward 2025 and beyond, we are focused on:

- Scaling the **"Bee-Keeper" initiative** to create a national community of sustaining advocates and donors.
- Strengthening **long-term corporate partnerships** providing for and expanding our foundations for growth and program impact.
- Expanding habitat restoration efforts and funding **cutting-edge research** that directly benefits pollinator health.

With the continued support of our donors, corporate partners, and advocates, Save the Bee is positioned to **deepen our impact, grow our reach, and ensure a future where pollinators—and the ecosystems they sustain—thrive.**

Looking to the Future

2025 and beyond...

Evaluate and scale high-impact programs, expand awareness and education around the critical role bees play in our food security and health, expand and diversify our community of advocates and supporters, foster long-term value-add for our partners.

2025 Planned Highlights:

- Grow and expand the Save the Bee “Bee-Keeper” initiative.
- Secure the future through “The Brood” partnerships.
- Bee Hopeful Guidebook Series
- Expand each of our three pillars of work – pollinator habitat development, research, and education and awareness



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The Bee-Keepers

A growing community of individual advocates, donors, and bee-stewards whose sustaining support motives them to proudly claim...

"I am a Bee-Keeper".

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The Bee-Keepers

Public Awareness, Education & Communications

- Expanding Public Understanding – Informs individuals about the vital role of honey bees in food security, regenerative agriculture, and biodiversity.
- Building a Grassroots Movement – Empowers people to identify as "Bee-Keepers" through small, impactful actions that collectively support pollinator health.
- Strengthening Advocacy & Engagement – Creates a network of bee advocates who spread awareness, participate in events, and engage in sustainable practices to protect pollinators.

Sustaining Philanthropic Engagement

- Ensuring Long-Term Impact – Provides a stable funding source to sustain research, habitat restoration, and beekeeper education efforts.
- Empowering Donors as Bee Stewards – Encourages supporters to see themselves as active participants in saving pollinators through monthly giving.
- Scaling Save the Bee's Mission – Enables growth in key initiatives, such as funding scientific research, expanding pollinator-friendly habitats, and supporting local beekeepers.

The Brood

A foundational group of companies that began and continues with GloryBee and organizations committed to securing the work, mission and impact of Save the Bee.

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The Brood: A Call to Action for Visionary Partners

Inspired by the unwavering vision and leadership of GloryBee, The Brood is a bold call to action for forward-thinking, environmentally conscious companies to stand together in support of Save the Bee. GloryBee has long championed sustainability and pollinator health—not just as a corporate responsibility, but as a fundamental investment in the future of our food systems and ecosystems. Now, they are challenging others to join them in this critical movement and this critical moment.

We are assembling a founding cohort of corporate partners who will shape the future of pollinator conservation, food security, and environmental and human health through shared efforts to Save the Bee. The Brood consists of three tiers of support:

Together, these Brood members will help scale Save the Bee's mission—advancing pollinator habitat development, beekeeper support, and vital bee health research.

Will your company rise to the challenge? Join us in building a future where bees—and our planet—thrive.



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