

2025 ANNUAL SUMMARY

2013-2025 IN REVIEW

VOLUNTEER HOURS REPORTED

150,492 Stewardship

120,586 Citizen Science

183,177 Education

454,255 TOTAL VOLUNTEER
HOURS for a value* of

\$15.8 million

20 Instructor Trainings

114 Active Instructors

44 Active Partner organizations

34 Training Locations

144 Master Naturalist Trainings

2.6 MILLION PEOPLE

Reached through educational activities involving Master Naturalists

2,242 Master Naturalists Trained

73,988 Hours of advanced training taken by Master Naturalists

*The dollar value of service hours is calculated by using figures from the Bureau of Labor Statistics data, indexed by the Independent Sector.

Photo credit: Thom Gerst

The University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming in compliance with state and federal law.

GROWING & GIVING MORE IN 2025

642,532 people in WI reached through educational activities involving Master Naturalists

1,005 Master Naturalists reported **90,328** volunteer service hours—24% exceeded 100 hours

All 72 Wisconsin counties had Master Naturalist volunteers, **61%** had an increase in number of volunteers and **71%** benefited from more total volunteer hours compared to 2024.

Master Naturalists volunteered or trained with **6 Tribal Nations**

TAKING ROOT BEYOND EXPECTATIONS

INSIGHTS FROM 2025 TRAININGS

318 Master Naturalists were trained at **19** sites

95% had previous volunteer experience (36% with 10 years or more)

Participants indicated an **increase to their motivation and confidence** to volunteer after training



Beyond nature and volunteerism, participants say they take the training to build professional networks, develop new work skills, and explore career transitions.



- **62% work** (42% full-time; 20% part-time)
- **34% were retired**
- **4% were college students**

85% experienced positive changes to their physical & mental well-being during the training



"The Master Naturalist program has opened up so many opportunities, and I want to do them all. I'm excited every time I get in the car to go volunteer."

~Randy N., Master Naturalist St. Croix Valley '24 with 1,579 volunteer hours