

FOR THE HEALTH OF OUR CHILDREN



ANNUAL REPORT
2017-2018



WHERE WE ARE NOW

DEAR FRIENDS,

Here at The HEAL Project headquarters, we have spent the last year talking about “THP 2.0.”

With just over a decade of providing quality food systems education to the kids of San Mateo County, “THP 2.0” represents our vision for the next decade. We’ve been through the growing pains of becoming a nonprofit organization, identified our strengths and weaknesses, built partnerships, and developed our programming to become the award-winning learning experience it is today. We feel grateful for the support of our extended community in building our foundation for further development. It is this foundation that will provide the launching pad for the next phase of our growth and engagement with the Coastside, the county, and beyond.

As a result, in our fiscal year 2017-2018, we continued to sow the seeds for our vision of THP 2.0.. Big visions require tiny steps, and we took many over the past year. We hired a new Farm Manager, a new Development Manager, and a third Farm Educator. We piloted new programs and expanded the ones we already operate, including an internship program that has allowed us to meet and train bright future leaders in the food systems education and sustainable agriculture fields.

“

My child is learning about the importance of nutrition. He's having fun growing food in class and bringing home new recipes to make together. Best of all, he is eating new things!

”

-3rd grade Parent



WHERE WE ARE GOING

With generous funding from the Sand Hill Foundation and the David and Lucile Packard Foundation, we have worked with evaluation experts to get to the heart of our impact and overhaul our evaluation practices so that we can show just how much kids are learning about where their food comes and why it matters. Finally, we enjoyed showing you our gratitude at our first ever supporter appreciation party, Just Because, on a beautiful late summer day at the San Mateo County School Farm.

Your encouragement, cheers, and participation in our programs provide the support we rely on to grow healthy kids from the ground up. Your donations, your time, and your energy--they all contribute to our vision of a world where everyone understands the connection between our food, our health, and our environment. Thank you for being a part of providing quality food systems education to the kids of San Mateo County!

See you at the Farm,



AMY BONO

Executive Director

“

She holds her own knowledge now. She tells me, “some weeds are food” and “onions help my stomach”. She has gained independence in the garden and has made it her own.

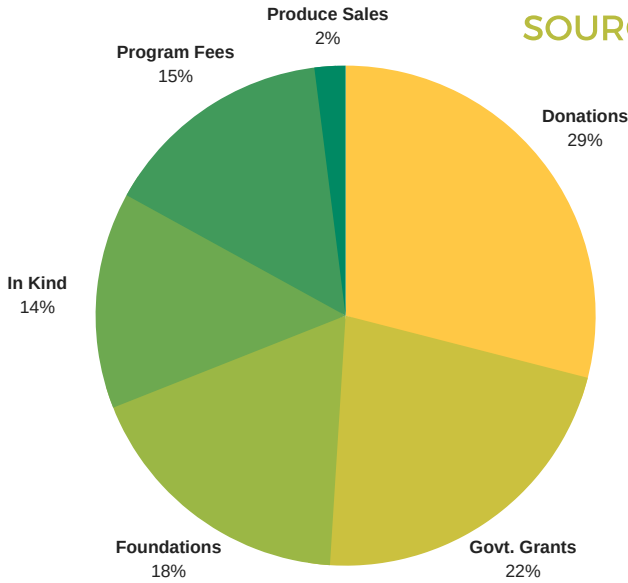
”

-Camp parent

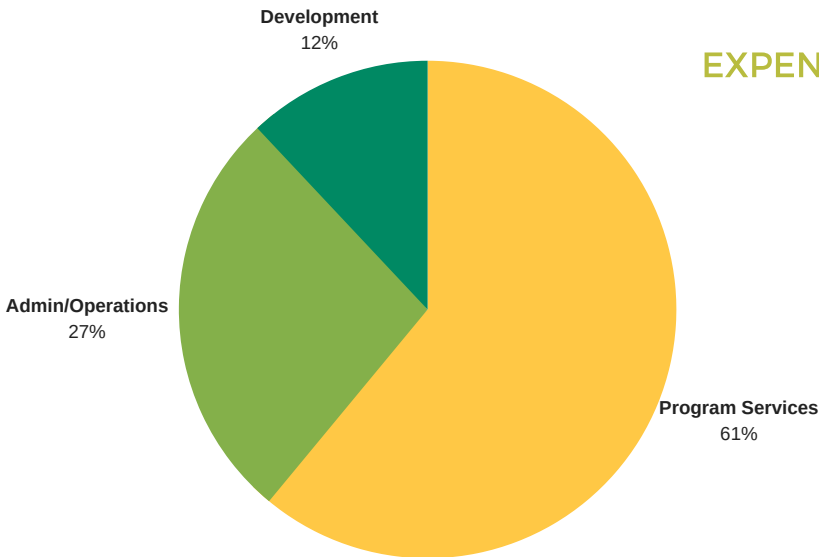


FINANCIAL OVERVIEW

SOURCES OF INCOME



EXPENSES



Revenue

Donations and Fundraisers.....	157,188
Government Grants.....	120,459
Foundation Grants	99,500
In Kind Donations.....	74,000
Program Fees.....	81,111
Produce Sales.....	9,045
Total Revenue.....	\$541,303

Expenses

Program Services.....	257,712
Administration and Operations.....	115,451
Development and Marketing.....	51,636
Total Expenses.....	\$424,799

“

Prior to visiting the farm, many of my students have never tasted (or even heard of) healthy vegetables like kale, rainbow chard, or cabbage. It is so wonderful to see them try these foods for the first time, and to know first hand where they came from. This is something that many of them bring home and share with their families, inspiring them to take an interest in choosing healthy foods and preparing them at home.

”

-Lisa, teacher at LEAD Elementary

791  

MILES
HIKED



A YEAR IN NUMBERS

104 
VOLUNTEERS GAVE

1,930
HOURS OF THEIR TIME

1,063 
HOURS TAUGHT



91%

OF PARENTS REPORTED
SINCE THEIR CHILD'S
PARTICIPATION IN THE
PROGRAM THE WHOLE
FAMILY EATS MORE
FRUITS AND VEGETABLES

2,451 
STUDENTS SERVED

OVER 

4,248

SEEDS PLANTED

30 

SCHOOLS VISITED
THE FARM

KEY THEMES



We develop students' environmental literacy through practical experience of farm-based, food systems management. We build or reinforce each students' understanding of the connections between food, health, and the environment.

We develop health literacy through farm-based, food systems education which seeks to inspire or reinforce students' attitude toward healthy food and healthy eating.



Health Literacy



Science Inquiry Learning

Field Trips at the San Mateo County School Farm are designed to reinforce inquiry based science learning. We use the farm as an outdoor classroom to explore, make observations, ask questions, and wonder about the natural world around us.

Our field trip key themes and concepts are best reinforced by a multiple touchpoint model. When students engage with seasonal learning they learn about how agriculture is tied to earth systems and natural cycles.



Seasonal Learning

Spring Ahead

2018



Every March, The HEAL Project hosts our annual fundraiser, Spring Ahead. Supporters gather to enjoy a fabulous strolling supper with 5 delicious courses created by our amazing local chefs featuring coast-grown ingredients. In 2018, our guests helped us raise over \$63,000 to support our food systems education programming! It was an outstanding event. We are overwhelmed by the outpouring of generosity from this community and the commitment our supporters have to making sure kids grow up healthy. Thank you, and we hope you join us at Spring Ahead 2019!

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Manager
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“

Not only do they learn so much about farming, botany, cooking and agriculture, they also just adore the freedom of being at the farm all day. It's such a special experience!

”

-Camp parent

A CELEBRATION OF OUR DONORS

We simply would not be able to provide this valuable education to our students without donors like you supporting us. Thank you for making our programs a reality. **Special thank you to our donors who give monthly and to our donors who give over \$1000 annually.**

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**THANK
YOU!**



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6 WAYS TO HELP THE HEAL PROJECT CONTINUE TO GROW!

FOR MORE
INFORMATION
VISIT

thehealproject.org

- 1 Tell one new person about The HEAL Project this year.
- 2 Consider a first time financial gift or an increase in your giving this year. Check out our monthly donor program.
- 3 Send us a note about how involvement with THP has touched your life. Email stories@thehealproject.org
- 4 Stay in the loop with our monthly newsletter.
- 5 Volunteer with friends and family on the first Friday of the month, May-December at our farm in El Granada.
- 6 Organize a corporate volunteer day with your team.



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