

**WE TEACH KIDS WHERE
THEIR FOOD COMES FROM
AND WHY IT MATTERS.**



**ANNUAL
REPORT
2019-2020**

DEAR FRIENDS,

What a year it's been! The HEAL Project's theme for these hectic months has been *adaptability* as we channel our creativity into dynamic responses to the changing landscape. Facing this pandemic gave us the opportunity to take a hard look at the role we play in our community and to identify ways we can take our work to the next level so that all of us can come out the other side stronger than before.

Here's what that work has looked like so far:

- Creating video lessons for teachers and parents to use as distance learning tools, with more videos in the works
- Providing a socially distanced day camp at The Farm this fall to engage kids with hands-on outdoor activities while schools practice 100% distance learning
- Welcoming family pods to The Farm for interactive learning tours and u-picks
- Piloting a cost-offset Community Supported Agriculture (CSA) program with deep discounts for low-income families
- Increasing weekly donations of our produce to local food distribution organizations to help get fresh, nutritious produce to families experiencing food insecurity
- Connecting with teachers from across San Mateo County to get feedback on how we can best support them

“

The HEAL Project provides the most valuable and basic teaching for our children. There's **nothing** more important!

”

-Donor



This year we're celebrating our 10th anniversary of programming at The Farm! And I'm proud to announce that our school programs at The Farm were recognized by the San Mateo County School Boards Association with a 2020 J. Russell Kent Award.

In less fun news, the pandemic has taken a financial toll on us, and we are budgeted to dip into our hard-earned reserves this year. We have lost revenue from cancelled in-person programs and fundraising events and have seen a decrease in available grant funding. That being said, we've chosen to keep all of our exceptional staff employed and busy dealing with the new changes. We are working hard to keep providing high quality food systems education to San Mateo County kids.

I am extremely grateful to our community of supporters. You've been with us through it all: modified programming, masks and social distancing at The Farm, the cancellation of Spring Ahead 2020 and later Fall Back, and an inspiring show of support during Coastside Gives. Our connection to this community is one of our most valuable assets as an organization. Please know that I appreciate your support and always have time to talk with our friends and partners. Do not hesitate to pick up the phone or send an email with any questions or suggestions you might have.

We're looking forward to a healthy and productive 2021 with you.



AMY BONO
Executive Director

“

I have sunflower seeds in my backpack that I'm gonna plant in my backyard.

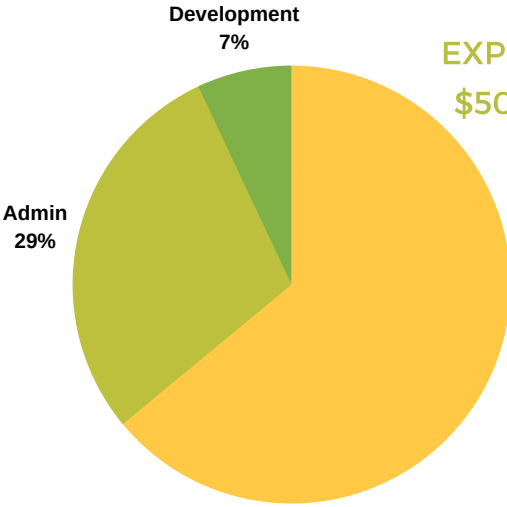
I just love butterflies. They kinda follow me everywhere!

”

-Camper



FINANCIAL OVERVIEW



Programs
64%

“

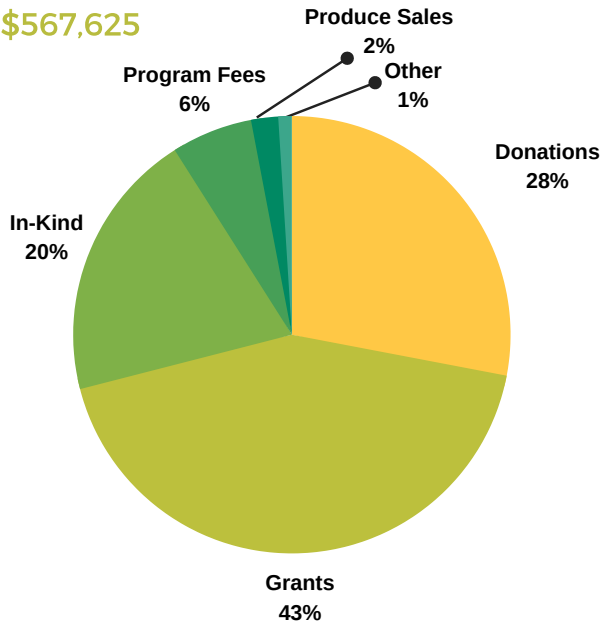
I brought my 4th grade class here last fall. We got to experience the fall harvest! It was such a beautiful and educational field trip. Students got to taste, plant, harvest, and even bring home seeds. I would love to go back to the farm!

”

-4th Grade Teacher

INCOME

\$567,625



A YEAR IN NUMBERS

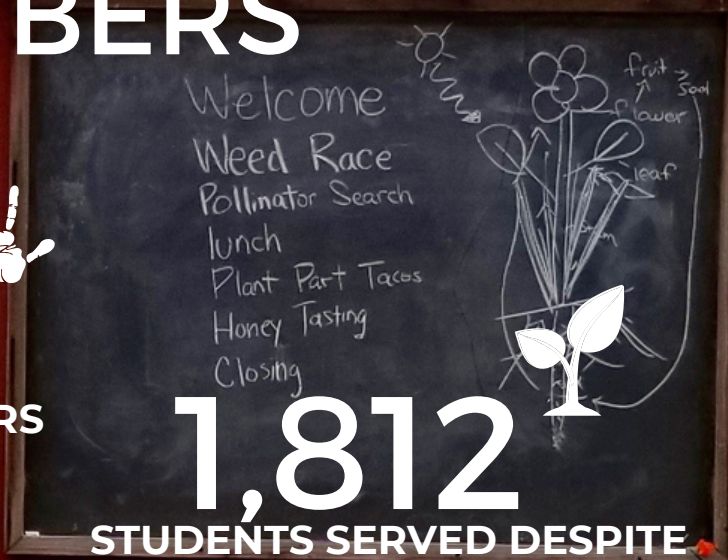
112



VOLUNTEERS

1,812

STUDENTS SERVED DESPITE
COVID CANCELLATIONS



OVER

40%

OF FIELD TRIPS RUN
AT NO COST FOR
LOW-INCOME
SCHOOLS



28

SCHOOLS VISITED
THE FARM



300

POUNDS OF
PRODUCE
DONATED



4

DISTANCE LEARNING
VIDEOS CREATED



EQUITY AND JUSTICE IN THE FOOD SYSTEM

Spurred by nationwide reckoning with systemic racism, we started an Equity and Justice work-group to hold ourselves accountable for making our work a reflection of those values. Our goals include:

- Incorporating food justice, health justice and environmental justice lessons into our curricula
- Undergoing implicit bias training with our staff and board
- Recognizing the past, present and future vitality of Native Americans on the land we share
- Strengthening outreach with the people we serve



Food justice is access to healthy food as a human right. It looks at systemic inequalities and questions of ownership and control in the production, distribution and consumption of food. The movement is primarily led by Indigenous people and people of color that are identifying historical food injustices rooted in colonialism and supporting alternatives that empower communities.

Health justice is access to equitable and affordable healthcare for all. Many Americans, primarily those in low-income communities and communities of color, are left undernourished and unhealthy by inequities in the dominant food system. Diet-related chronic conditions like heart disease, cancer, diabetes and stroke are some of the most common causes of illness, death and disability in the U.S., and disproportionately affect these communities.

Environmental justice is the fair distribution of environmental benefits and burdens, and the fair involvement of all people in decisions regarding environmental policies, regardless of identity and experience. The movement has been led by communities of color protesting their unequal exposure to sources of harmful pollution and toxins in their places of work, play and rest.

THE FARM IS BUZZING WITH LIFE...



An "upcycled" garden



Bees swarming and in hives



...HERE'S WHAT YOU MIGHT FIND



Pollinators and decomposers



Kids using pedal power to blend their smoothie



A whole ecosystem of living components performing functions that support each other!

Staff

Amy Bono

Executive Director

Fiona Benjamin

Farm Manager

Chapin Dorsett

Communications &
Operations Manager

Donya Foley

Programs Manager

Sophia Hunter

Development Manager

Jaimie Maher

Intensive Garden Educator,
Farm Assistant

Julie Mathiasen

Intensive Garden Educator,
Farm Educator

Sara Neale

Farm Educator,
Administrative Assistant

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Beth Loof, Secretary

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Erin Tormey



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 \$1,000 annually.**

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Katy Katzenberger
Erin Kavanagh
Dianne & Robert Kavanagh
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Troy & Leann Kennedy
Leigh Ann Koelsch
Irina Kogan
Kelly Kramer
Stefan Krchniak
B.R. Kroll-Sain



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YOUR SUPPORT GROWS HEALTHY KIDS FROM THE GROUND UP!



A SPECIAL THANK YOU TO OUR PARTNERS

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Foundation
U.C. Elkus Ranch
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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 Pollinator Giving Club.
- 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 on the second Saturday of the month, April-November at our farm in El Granada.
- 6 Organize a corporate volunteer day with your team.



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www.thehealproject.org



[@thehealprojectusa](https://www.instagram.com/thehealprojectusa)

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