

ANNUAL REPORT 2015-2016



We grow healthy kids
from the ground up.

Celebrating a Decade of
Garden-Based Education

Dear friends,

Ten years ago The HEAL Project was created with the mission of teaching students to make healthy choices for themselves and their world. It all started with the garden at Hatch Elementary and has since grown into something much more far reaching and impactful.

As the first crop of Intensive Garden Program students graduates from high school this year, it seems like a good time to reflect back on how far we've come, and more importantly, where we're going. Here are a few accomplishments we are most proud of over the past decade:

- **Started the San Mateo County School Farm in 2010, a 2-acre educational farm that provides hands on learning opportunities to students across San Mateo County, regardless of income**
- **Provided nearly 12,000 students the opportunity to learn first-hand where their food comes from and why it matters through our farm field trip program at SMC Farm**
- **Taught and graduated 1,414 2nd/3rd grade students in our Intensive Garden Program at Coastside Schools**



“

I never liked kale, but after HEAL camp I started to LOVE kale. You just pick it off the plant and eat it.

-Marco, 5th grader



Thanks to your support, we have achieved these important milestones, added new programs and improved existing ones. 2017 is shaping up to be a big year for The HEAL Project. We'll be launching a new website, wrapping up a year-long strategic plan process, and we are set to reach our largest number of students through our farm field trip program ever! Our best and brightest years lay ahead, and we're grateful to have you along for the journey. Truly, we couldn't do it without you!

Warmly,



Amy Bono-Kruckewitt
Executive Director

Health
Environment
Agriculture
Learning



We envision a
world where
every child
grows up active,
informed,
engaged and
healthy.



We teach kids to make healthy choices for themselves and their world.

“

I keep bringing my students back to the farm because most of my students live in apartments and don't have the opportunity to see a real farm... Every time I have brought students to HEAL farm, they have left with new knowledge and a better appreciation of where their food comes from... We are a low income school who has appreciated the opportunity that HEAL farm has offered us. Thank you!!

- Jackie, 3rd grade teacher



The Year in Numbers



2,002

students visited the farm on a field trip



38%

of schools who visit the farm are low income



468

hours taught in our 26-week Intensive Garden Program



7,885

pounds of produce harvested



5,000

gallon rain harvesting tank installed at the farm



45

pounds of honey harvested

Financial Overview

STATEMENT OF ACTIVITIES

Fiscal Year ending July 31, 2016

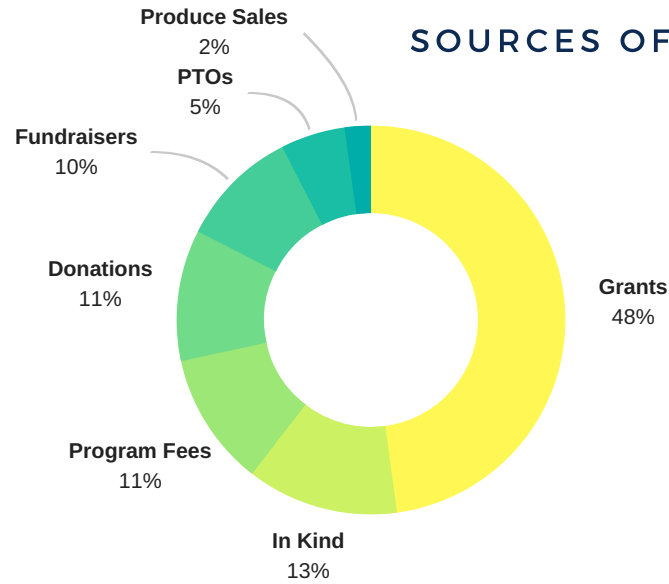
Revenue

Grants and Contracts.....	\$201,719
In Kind Donations.....	52,934
Program Fees.....	46,888
Donations.....	42,807
Fundraising Events.....	41,982
Parent Teacher Organizations....	22,477
Produce Sales.....	9,383
Total Revenue.....	\$418,190

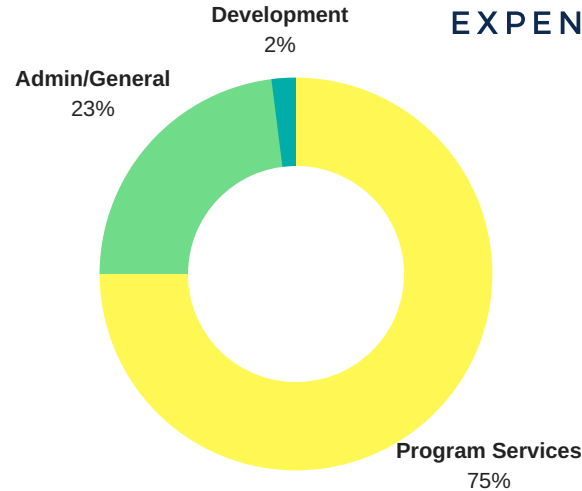
Expenses

Program Services.....	329,001
Administration and Operations..	103,487
Development and Marketing.....	7,271
Total Expenses.....	\$439,759

SOURCES OF INCOME



EXPENSES



After participating in THP programming 79% of students reported they enjoy trying new fruits and vegetables

“

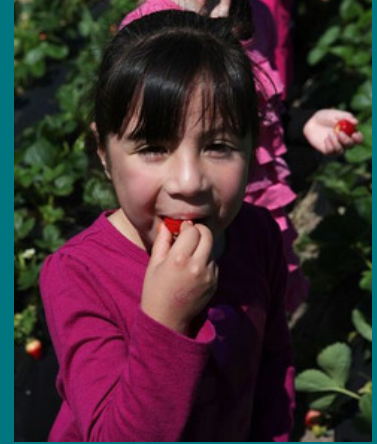
I got to learn a lot about farming and where the produce I buy comes from. Most importantly, I found a new love and appreciation for nature and being outdoors.

”

-Anika, age 14, former camper and current junior leader



Our donors, supporters and sponsors are the people who make The HEAL Project possible and successful. Thank you for your continued support over the past decade. Thank you to Cabrillo United School District for being a wonderful partner for the last 10 years! Thank you to all of the schools in San Mateo County that visit the school farm for field trips and to the parents of campers who attend our summer and fall camps. A special thank you to our **Greenfellows** who contribute monthly to The HEAL Project and to our donors who gave over \$1000! We could not do it without all of you.



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10th Anniversary Party

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Donate funds, or better yet, become a Greenfellow and donate every month

Buy produce at THP's booth at the **Coastside Farmers' Market**, May-December

Volunteer with friends and family on **Farm Fridays**, May-December

Organize a farm **field trip** with your child's school, September-June

Subscribe to our free monthly **newsletter**

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We grow healthy kids
from the ground up.

P.O. Box 3051
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