

ANNUAL REPORT

2016-2017



Dear friends,

This past year was an important one for The HEAL Project. We tackled big questions about the work we do, how we do it and where we're going. We've distilled valuable information from our conversations that will continue to influence our strategic direction for years to come. It's remarkable what happens when you expand your thinking beyond what you've always done to what you could possibly do. We're grateful to all of you who have contributed to this process and partnered with us to help teach kids where their food comes from and why it matters.

With your support, The HEAL Project accomplished a lot last year. Here are just a few highlights we'd like to share with you.

The HEAL Project's TOP TEN

1. Taught 939 hours of food systems education to 3,549 students
2. Purchased a tractor, increasing our production by 25% in the first season
3. Constructed a second outdoor classroom on the farm to double our capacity for hosting students
4. Renovated Farallone View Elementary School's outdoor classroom and added an outdoor "kitchen"
5. Relocated and rebuilt the garden at Hatch Elementary School to accommodate the school renovation construction
6. Updated our Mission, Vision and Values
7. Joined the San Mateo County Food Systems Alliance
8. Launched a new website
9. Won the inaugural Innovative Award at the Mel Mello Farm Day Luncheon for our work with young students
10. Became a member of ChangeScale, a network of environmental educators



“

The HEAL Project reinforces the connection between health, food and taking care of our earth and animals. My child has learned to eat and appreciate a wider variety of veggies!

”

-Maria, 3rd grade parent



In the year ahead, we're excited about working with our growing community of supporters to develop new and meaningful ways to connect kids to their health and the environment through hands-on farm and garden education. Together, let's grow healthy kids from the ground up!

Warmly,



Amy Bono-Kruckewitt
Executive Director



Amy with Elizabeth Schuck, past president of HMB Rotary.

Health
Environment
Agriculture
Learning



“

She now eats kale in the form of chips! She loved the connection with plants, food and flowers. She loves the farm, the whole place makes her happy.

”

-Camp parent





Mission

Vision

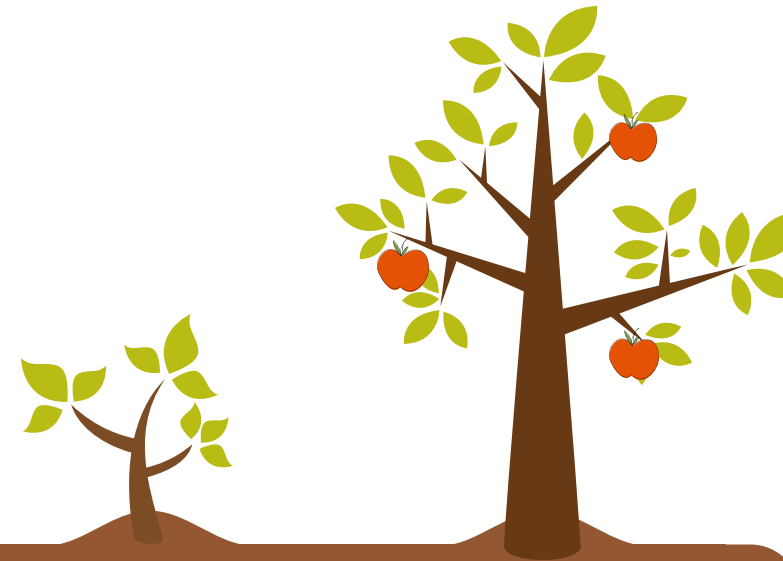
Values



We believe that everyone should have access to quality food systems education. We see food and how it's grown as central to the health of the individual and the planet.

We teach kids where their food comes from and why it matters.

We envision a world where everyone understands the connection between our food, our health, and our environment.



A Year in Numbers

students attended Garden Club at Hatch Elementary, a significant increase from last year's 40 students

356

7,064

pounds of produce harvested from the farm

2616

students visited the farm, a 30% increase from last year

794

smoothies were made using the bike blender

259

hours taught in our Farm Field Trip program

100%

of students in THP programs harvested and tasted fresh produce directly from the fields

1

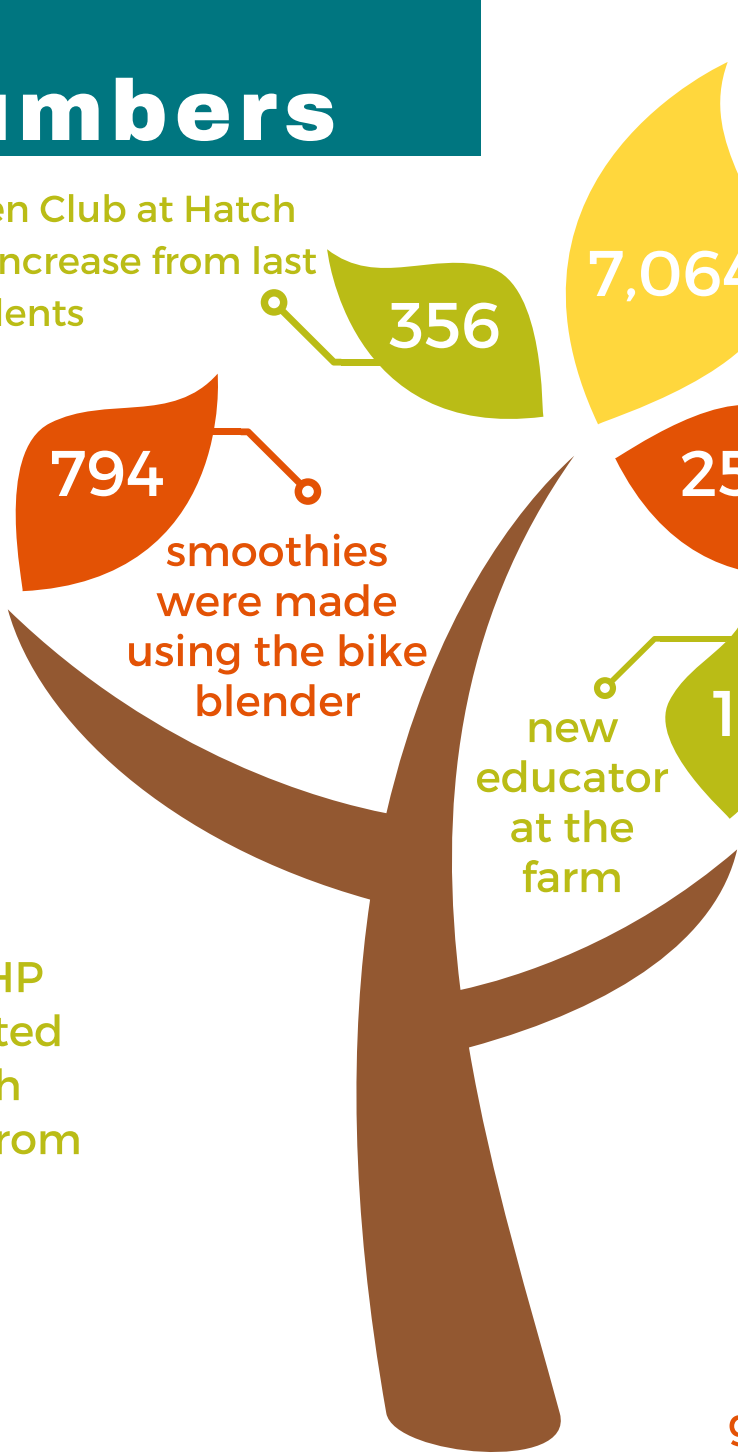
new educator at the farm

89%

of students enjoy trying new fruits and vegetables after attending our program, compared to 63% before attending

34

different varieties of fruits and vegetables grown at the farm





SCHOOL AND COMMUNITY GROUP PARTNERS 2016-2017

- | | | |
|-----------------------------------|--|--|
| Bayshore Elementary School | Fiesta Gardens Elementary School | Our Lady of Perpetual Help School |
| Belmont Central Elementary School | Green Hills Elementary School | Parkside Elementary School |
| Buri Buri Elementary School | Hatch Elementary School | Pilarcitos High School and Alternative Education |
| The Carey School | Hoover Elementary School | Redwood High School |
| Central Elementary School | Our Lady of Mount Carmel School | Redwood Shores Elementary School |
| Cielo House | LEAD Elementary School | Sandpiper Elementary School |
| Coastside Mothers' Club | Los Cerritos Elementary School | Sea Crest Elementary School |
| College Park Elementary School | Martin Elementary School | Spruce Elementary School |
| Connect Community Charter School | Meadows Elementary School | Sunshine Gardens Elementary School |
| El Crystal Elementary School | North Shoreview Montessori Elementary School | The Venture Free Foundation |
| El Granada Elementary School | Orion Alternative School | Vallemar Elementary School |
| Farallone View Elementary School | | |

We grow healthy kids from the ground up!

Financial Overview

STATEMENT OF ACTIVITIES

Fiscal Year ending July 31, 2017

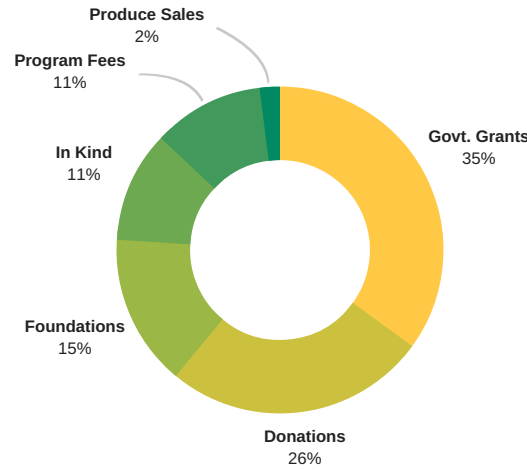
Revenue

Government Grants.....	234,236
Donations and Fundraisers.....	169,893
Foundation Grants	100,279
In Kind Donations.....	73,773
Program Fees.....	69,585
Produce Sales.....	11,268
Total Revenue.....	\$659,034

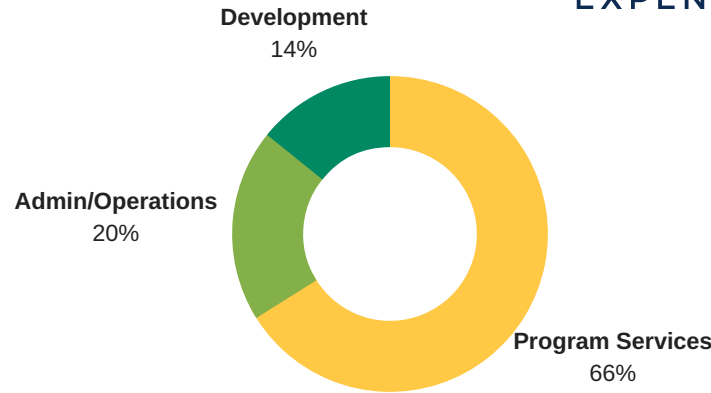
Expenses

Program Services.....	303,787
Administration and Operations.....	90,723
Development and Marketing.....	65,287
Total Expenses.....	\$459,797

SOURCES OF INCOME



EXPENSES



“ After the program, we planted a garden together. She showed me how to make a planting pot out of newspaper and we planted over 12 different veggies and herbs!

”
-Stephanie, parent



“ This program is very hands on and allows the students to experience, with all of their senses, all of the different components of the farm. There are ample opportunities for students to touch, smell, and taste the things they are learning about, which makes the entire experience so enriching, especially for English Language Learners. Many field trips require students to observe with their eyes only (no touching!) but this field trip is the complete opposite. They love it!

”
-2nd Grade Teacher

Spring Ahead 2017



The HEAL Project hosts our annual fundraiser, Spring Ahead, in March. Guests enjoy a fabulous strolling supper with 5 delicious courses created by our amazing local chefs featuring coast-grown ingredients. In 2017, our donors helped us raised a record breaking \$43,333 to support our environmental educational programming! It was an incredible celebration. We are overwhelmed by the generosity of this community and the commitment our supporters have to making sure kids grow up healthy. Thank you, and we hope to see you at Spring Ahead 2018!

OUR SUPPORTERS SPONSORS AND IN KIND DONORS

We are so grateful for The HEAL Project's community of supporters. Thank you for your donations, time and partnership. We could not do it without all of you!

3- Zero Cafe, Mark Smith Alena Jean Amy Bono-Kruckewitt Amy and James Ramsey Aurelien Revil Signorat, Pastry Chef at The Ritz Carlton As Fresh As It Gets Bamboo Hair + Body Ben's Eggs Beth Loof Blue House Farm Bothin Foundation Cabrillo Farms, Dave and Pat Lea Cabrillo Unified School District Cafe Capistrano, Arturo Mull Cafe Gibraltar, Liam Durkee Cameron's Pub, Cameron Palmer Cary Phillips Celeste Perron Chrysann Rudig Coastal Chimney Sweep, Tyler Preciado Coastside Books, Sara O'Sullivan Coastside Farmers' Market Cole Smith Cooking For Friends, Richard Poncini County Supervisor, Don Horsley David & Lucile Packard Foundation Daylight Farms Dolores Goulet	Doug Acton Emily Zola Event Savvy, Joy Portelli and Denise Janny Farm Fatales at Irish Ridge, Erin Tormey FNB Norcal Fred Crowder Fred Godinez, Half Moon Bay Brewing Co. Garden Apothecary, Jenn Segale Giusti Farms Glenn Reynolds Gordon Wong Greenhearts Family Farm H2O Solutions Half Moon Bay Brewing Co. Half Moon Bay Building & Garden Half Moon Bay Distillery Half Moon Bay Optometry, Dr. Neda Moshasha, OD Half Moon Honey Harley Farms Haynes Beffel & Wolfeld HMB Kayak HMB Pilates, Lele Keeton Holly Markham Flowers Hop Dogma Brewing Co. It's Italia, Betsy del Fierro Jason Mousel Jeff Crofton Jim Howard Jon Glancy Joy of Being, Jane Sanguinetti	Julie Shenkman Julie Hosfeldt Kaiser Permanente Foundation Kali Burke Kathleen H. Nelson Kati McHugh KC Chamberlain Kelly Huber Kevin O'Brien Insurance Kris Nations La Costanera, Eric Canupp La Nebbia Winery Laura McHugh Laurel Bigelow LeftCoast Grassfed Loos Family Winery, Brad Loos Lovey's Tea Shoppe Lydia Puhak Marc Hershman Markegard Family Grass-Fed Mary Oldham Mary Risley Melinda McNaughton Meredith Mann Mezza Luna Mills-Peninsula Health Services Miramar Farms, Jane and Mark Battey Nancy Bell Naomi Stern National Resources Conservation New Leaf Community Markets	Nutrition Education and Obesity Prevention Pasta Moon, Kim Levin Pat Morrissey Peter Alexander Peninsula Open Space Trust Randy Ortiz Richard Meacham Robin McKnight Sam's Chowder House, Lewis Rossman San Mateo County Health Department Smarrty Pants Photography, Michelle Smarr SMC Farm Bureau Spangler's Market Still Point Gardens, Richard Meachum Sunrise Painting, Robert Dragony Sutter Health Plus Suzanne Elliot Michael Riddell, The Conservatory Lounge at The Ritz Carlton The Forest Feast, Erin Gleeson Thread Lounge, Colleen Schmidt TomKat Education Foundation Toque Blanche Tricia Dell Ujuva Spa Zoe Kersteen-Tucker
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OUR DONORS 2016-2017

A special thanks to our Greenfellows who contribute monthly to The HEAL Project and to our donors who gave over \$1000!

Cindy Abbott	Oscar Cabrera	Elizabeth Duffy		
Beverly Abbott	Cafe Capistrano	Ron Duncanson		
Susan Ackerman	Cameron's Pub & Restaurant	Edgewood Center for Childen & Families	Julie & Gregg Hosfeldt	Jennifer Lockhart
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 Allene Zanger
 Kimberly Zioncheck
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The HEAL Project provides our children with a unique opportunity to learn about the world around them. Whether in the classroom or at the farm, children are thoroughly engaged in what they are doing and learning. They are an example of an exemplary standards-based science program provided by a stellar staff!



-Elizabeth Schuck, Donor and retired CUSD associate superintendent

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Board of Directors



Spring Ahead 2017



LifeLab Training 2016

How to Get Involved

Visit www.thehealproject.org to learn how to support THP in any of the following ways:

- **Donate** funds, or better yet, become a Greenfellow and donate every month.
- Attend **Spring Ahead**, our annual strolling supper fundraiser.
- Organize a farm **field trip** with your child's school, September-June.
- Buy produce at THP's booth at the **Coastside Farmers' Market**, May-December.
- **Volunteer** with friends and family on the first Friday of the month, May-December at our farm in El Granada.
- Subscribe to our free monthly **newsletter**.
- Like us on **Facebook**: The HEAL Project, USA.



We grow healthy kids
from the ground up.

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www.thehealproject.org



The HEAL Project
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