

# EVERYTHING IS CONNECTED

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ANNUAL REPORT  
2018-2019



# DEAR FRIENDS,

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Thanks to you, 2018-2019 was another successful year for The HEAL Project. Your continued support meant that we were able to provide thousands of children with meaningful lessons about the importance of our local agriculture and food systems. This year, we completed the two-year process of developing our organization's strategic plan, which allowed us to set a clear path on how we can have the greatest impact and propel our mission forward for many years to come. With generous funding from the Sand Hill Foundation and the David and Lucile Packard Foundation, The HEAL Project was able to complete our Strategic Road Map, Theory of Change and Evaluation Plan. We are proud of this work because it will allow us to expand program participation and collaborate with key partners to increase access to quality food systems education.

The work we do is all about connecting the dots, showing students how the food we eat affects the health of our bodies, and how we grow that food affects the health of the planet. Another one of our accomplishments this year that precisely illustrates that connection was piloting and adopting a new hands-on compost education program.

“

My daughter comes home inspired creatively, eager to cook and plant! She enjoys spending all day on the farm, being so close to nature.

”

- Camp parent



By partnering with San Mateo County Office of Sustainability, this program provided compost lessons to 3rd, 4th and 5th grade students. The program is a hybrid model structured around learning sessions at two sites: a class visit to the San Mateo County School Farm and an educator visit to their classroom. The farm visit includes an introduction to composting. In winter, educators visit the classes to continue compost instruction and to help students set up their own worm bin. This program helps to reduce food waste, increase awareness around the importance of compost, and provides students with an opportunity to act as environmental stewards in their own classroom.

This report is just a snapshot of what we have been up to for the past year. The numbers illustrated here represent not only the dedication of our team but the countless moments of students' curiosity, discovery, and understanding about the world around them. Because of your help, our kids will lead healthier lives, they will eat more fresh fruit and vegetables, and they will have a greater respect and wonder for how they were grown.

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

“

This is one of the few ways I've been able to get my little girls to explore the outdoors. It's also expanded their understanding of farming and their willingness to try new foods. My kids had a blast!

”

-Camp parent



## The HEAL Project's Top Ten for 2018-2019:

1. Created **Theory of Change** to show the path of The HEAL Project's long-term impact.
2. Developed an **Evaluation Plan** to measure and improve our programs.
3. Created a **Carbon Farm Plan** to evaluate and increase both soil health and carbon sequestration at the farm.
4. Won **Half Moon Bay's Chamber of Commerce Education Award**.
5. **Sold out Spring Ahead** event tickets and broke our fundraising record.
6. Started **Community Farm Days**, a monthly Saturday work day held at the farm from April to November.
7. Piloted and adopted a **hybrid farm/classroom program focused on composting** in schools across the county.
8. Built an **Upcycle Garden** at the farm to educate students about repurposing unwanted items.
9. **Expanded our education staff** and welcomed 2 new instructors to the farm team. Plus brought on a new educator to run the program at each school garden.
10. **Collaborated with San Mateo County Office of Education** in two ways:
  - a. as a Community Based Environmental Learning Partner (CBELP) THP is included as an Environmental Literacy Provider for schools a part of the county's Environmental Literacy Initiative.
  - b. and as a trainer of teachers at San Mateo Environmental Learning Collaboratives (SMELC) during two summer teacher fellowships (Science & the Environment and Zero Waste)

Whether you volunteer, donate, attend one of our events, shop at our Farmers' Market booth, or have a student who participates in our programs, we are all working toward The HEAL Project's vision for our children to grow up to be engaged citizens in a world where everyone understands the connections between our food, our health, and our environment.

See you at the Farm,



**AMY BONO**  
Executive Director

**THEORY OF CHANGE**

**PROBLEM**

Kids' behavior today is different from previous generations:

- Poor diets full of convenience foods
- Lack of connection with the outdoors
- Excessive screen time

We now see short and long term health consequences of these choices. Kids need to be reconnected.

**STRATEGY**

Teach kids where food comes from and why it matters.

- **SCHOOL**  
Garden Programs
- **FARM**  
Field Trips & Camps
- **COMMUNITY**  
Farmers' Market & Food Systems Leadership in San Mateo County

**SHORT TERM RESULTS**

- Confidence to prepare a healthy snack
- Local agriculture and food systems knowledge
- Overcome fear of trying new foods

**CONNECTION**

**Kids develop a sense of wonder, knowledge, skills and confidence**

**LONG TERM RESULTS**

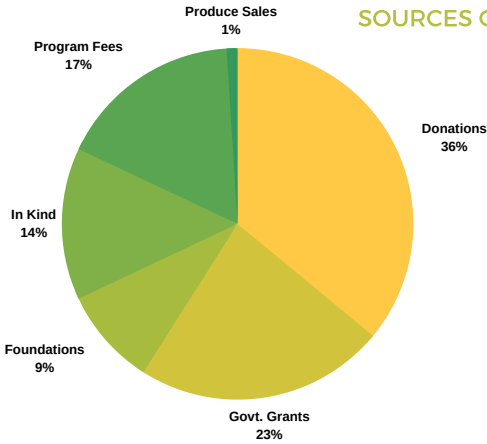
- Confidence to make healthy choices and influence family
- Understand the connection between food & the environment
- Practice social responsibility & environmental stewardship

**VISION**

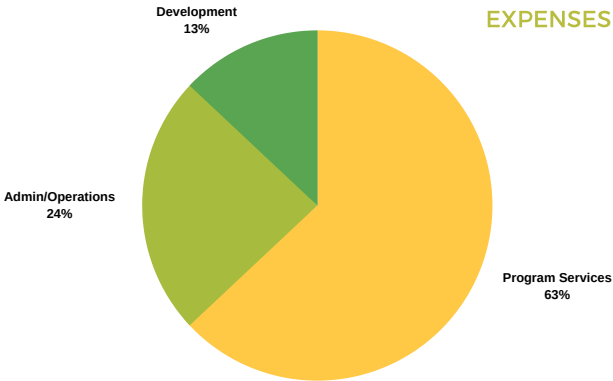
Children grow up to be **ENGAGED CITIZENS** in a world where everyone understands the connection between our food, our health, and our environment.

# FINANCIAL OVERVIEW

## SOURCES OF INCOME



## EXPENSES



### Revenue

Donations and Fundraisers.....	181,527
Government Grants.....	120,000
Foundation Grants .....	46,500
In Kind Donations.....	74,008
Program Fees.....	85,639
Produce Sales.....	4,899
<b>Total Revenue.....</b>	<b>\$512,573</b>

### Expenses

Program Services.....	309,888
Administration and Operations.....	114,685
Development and Marketing.....	63,978
<b>Total Expenses.....</b>	<b>\$488,551</b>

“

The HEAL Project camp helps to reinforce the important environmental lessons we try to instill in our children. Conserving, recycling, growing our own food, being kind to all living things, Planet Earth is a precious gift we are all borrowing for a short time.

”

-Camp Parent

# A YEAR IN NUMBERS

STUDENTS SERVED



# 3,009

HEALTHY  
SNACKS  
SERVED



VOLUNTEERS GAVE

# 1,069



HOURS OF THEIR TIME

# 7,327

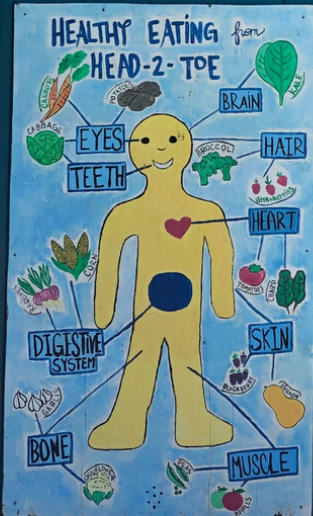
# 48

FIELD TRIP  
SCHOLARSHIPS  
PROVIDED



# 90%

OF TEACHERS  
REPORTED THAT THEIR  
STUDENTS HAD AN  
INCREASED INTEREST  
IN THE ENVIRONMENT  
AFTER ATTENDING A  
FIELD TRIP



# 38

SCHOOLS VISITED  
THE FARM



# OUR EDUCATION PHILOSOPHY

At The HEAL Project, we believe that agriculture-based education is a valuable tool to help students connect with their place in the environment. All participants in our farm and garden programs see science, art, and math concepts come alive through interactive activities. Student participants are encouraged to find wonder in nature and to nurture that wonder beyond their time with us. By promoting students' self-sufficiency and skill-building, we foster students' connection between food, health, and the environment in order to grow the next generation of environmentalists, scientists, sustainable farmers, and change-makers.

All program participants have the opportunity to “dig their hands in” and contribute to the well-being of the soil, plants, and animals on and around the farm and gardens. Our teaching practices encourage students to make connections between the health of our local environment and their own health by demonstrating how food is grown and how we use that food to feed ourselves.

Though available to all grades, our biggest impact is via programs for elementary-aged students at the San Mateo County School Farm. We strive to be culturally relevant, age-appropriate, accessible, and fun. We offer programming to all students in San Mateo County through free or low-cost farm field trips. Our educational philosophy encourages wonder and builds connections between the student, the natural world, and the food system.







**1. Compost bins:**

Peek inside and see what's rotting!

**2. Rain water tank:**

Where does this water come from? What do we use it for?

**3. Picnic area:**

Enjoy a snack with friends and family.

**4. Earth Oven:**

What materials make up the Earth Oven?  
What can we cook in there?

**5. Tea Circle:**

What is growing here?

**6. Sensory Spiral:**

Use all of your senses to explore what's growing here.

**7. Plant parts garden:**

Can you find all 6 plant parts?

**8. Berries:**

Check out the berries! Can you find their buds?

**9. Honeybees:**

Observe the bee hives, can you hear them buzzing?

**10. Hedgerow:**

Explore the native plants and their pollinators.

**11. Row crops:**

Stroll through the fields and see what is growing

At the San Mateo County School Farm, The HEAL Project strives for sustainable farming practices that reflect our desire for farms to be community hubs, wildlife habitat, and vibrant sources of food and fiber for the local community. Our farming philosophy encourages natural systems to do what they are designed to do with minimal inputs and sequester carbon to help reverse the effects of climate change. Read our complete farming philosophy on our website at [thehealproject.org/what we do](http://thehealproject.org/what-we-do)

# Spring Ahead 2019

Every March, The HEAL Project hosts our annual fundraiser, Spring Ahead. 2019 was a particularly special year because Pasta Moon invited us to host our event in their new restaurant space. Guests gathered to enjoy a one-of-a-kind, 5-course strolling supper created by our amazing local chefs featuring coast-grown ingredients. Our supporters made it a record breaking year, raising over \$70,000 to fund our food systems educational programming! We are so appreciative of this community's support and generosity. Thank you for your commitment to making sure our children grow up to be informed, engaged citizens. See you at Spring Ahead next year March 18, 2020!

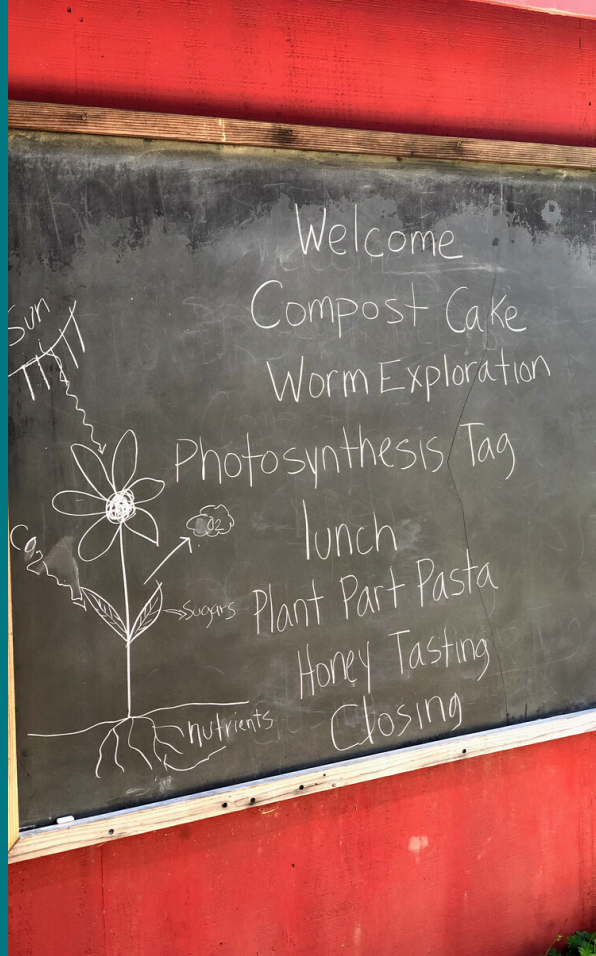


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**John Peyton**  
Farm Assistant  
**Ophelie Vico**  
Intensive Garden Instructor



“

I would always choose to bring children to a farm. I feel that it is very important for our children to see how and where our food comes from. They need to make sure we have land to grow food in the future. The field trip was terrific. My students share their knowledge any chance they get! They are so proud of their new knowledge!

-4th Grade Teacher

”

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GROWS HEALTHY  
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GROUND UP!**

# 6 WAYS TO HELP THE HEAL PROJECT CONTINUE TO GROW!

FOR MORE  
INFORMATION  
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[thehealproject.org](http://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](mailto: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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