



# ANNUAL REPORT

2014-2015: A Year of Growth

*The HEAL Project teaches students to make healthy choices for themselves and their world.*

*Our vision is for every child to grow up active, informed, engaged and healthy.*

[www.thehealproject.org](http://www.thehealproject.org)



A Letter From the

# EXECUTIVE DIRECTOR:

Dear Friends-

If you are reading this you are likely a kindred spirit. You probably gave a sigh of relief along with the rest of us after the long awaited return of the rains.

Before you dig in to our Annual Report, I want to let you know what has been keeping us busy at The HEAL Project (THP) and brag a bit about how much we have accomplished this year.

2014-2015 has been a year of growth, particularly for our San Mateo County School (SMCS) Farm programs. We hosted a record number of students on the farm through our summer camps and grew the number of schools that attended field trips. Thousands of students tried a freshly harvested vegetable for the first time, and loved it! Students' time at the farm incorporate an assortment of activities - from planting and harvesting crops, to learning about the connection between a healthy environment and the sustainable agriculture practices we embrace. As a result, thousands of San Mateo County students of all ages gained a better understanding of themselves and their world.

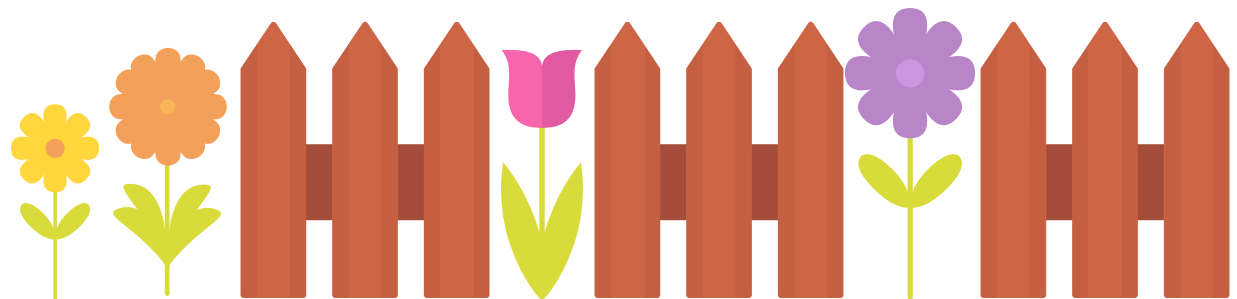
Our 2014-2015 Annual Report is merely a snapshot of all that we have accomplished. We continue to deliver our weekly classroom curriculum and tastings at Coastside elementary schools, coordinate the student Farmers' "Marketeer" program and have volunteers of all ages getting their hands dirty with our staff at the farm.

Learn more about THP and how we teach students how to make healthy choices for themselves and our world. I encourage you to take time to visit our website at [www.thehealproject.org](http://www.thehealproject.org), follow us on Facebook, or contact me directly to hear about our many programs, and how you can get involved.

Enjoy the rain! Fondly,



Amy Bono-Kruckewitt, Executive Director



# Growing the Seeds!



From left to right: Roman, 13, Matthew, 12, Raul, 10, and Julio, 11.

## *Meet the Rodriguez Family*

When cousins, Roman, Matthew, Raul, and Julio began returning from school and telling their mother and aunt, Veronica, about the various fruits and vegetables they wanted from the store, she could not contain her surprise. "Who thought that they would be willing to try something like kale, and then ask for more?" Veronica said with a smile. Between 2010-2014, all four boys completed The HEAL Project (THP) Classroom & Garden Program at Hatch Elementary School. Their favorite activities included juicing, making salads with fruit, and cooking with the food they grew in the garden. "Before The HEAL Project, there never was a connection," Veronica continued. "They started talking about how seeds turn into plants and the food we eat, connecting the dots." Inspired by the lessons learned in The HEAL Project, the Rodriguez family began planting seeds in their own home. The Rodriguezes welcomed their first harvest last fall and look forward to the many more to come.

*"They started talking about how seeds turn into plants and the food we eat, connecting the dots."*

*"I like helping people make good and healthy choices about what to eat."*

## *Meet Noah*

For most kids, Saturday mornings are long awaited for the promise of cartoon specials and snoozing in. But for Noah Hannon, Saturdays have a whole different purpose - volunteering The HEAL Project's Coastside Farmers' Market booth. "I like helping people make good and healthy choices about what to eat," Noah explained. Noah learned about the benefits of fresh produce from THP's Farallone View Elementary Classroom & Garden Program, Summer Camp, and Junior Marketeer Program. "The biggest and most important change is the healthy choices he is making with his food. Before THP, he would not be open to trying new things," his mother, Tess, commented. In his free time, you can find Noah swimming, riding his bike, and tending to his herb garden; "I keep the snails out, water, and fertilize the garden. I love going outside and picking herbs to use in my cooking." Empowered with the knowledge and experiences gained through THP, Noah will continue to thrive as an active and engaged member of his home and community.



Noah, 8, watering rosemary and cilantro in his family herb garden.

# Measuring our Growth!

- ✿ Expanded classroom, garden and farm programs
- ✿ Increased financial stability with new grants and fundraisers
- ✿ Invested in new program infrastructure with the support of donors and volunteers

## ♥ Health

- **4,832** students participated in our nutrition lesson and cooking activities featuring a California Specialty Crop
- **2,421 lbs** of San Mateo County School farm-grown produce consumed by students

## 🌱 Agriculture

- **75 varieties** of fruits, vegetables and herbs were planted and sampled by students in our farm and school gardens
- **14,583 lbs** of produce harvested from the San Mateo County School Farm
- **Two new bee hives** adopted at the farm



## ☀️ Environment

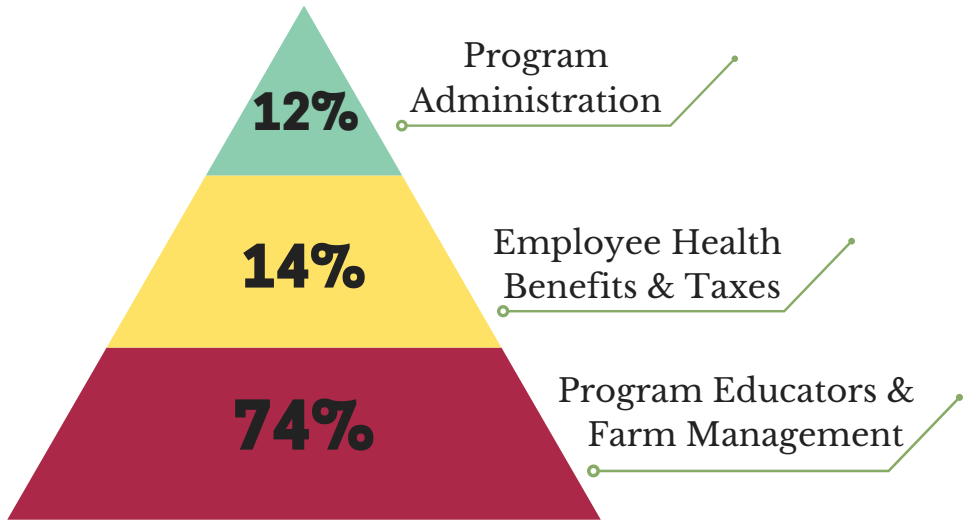
- New Day Camp Program offered students fun and educational outdoor experiences during the summer months
- **154 volunteers** provided **709 volunteer hours** devoted to improving the environment and community

## 💡 Learning

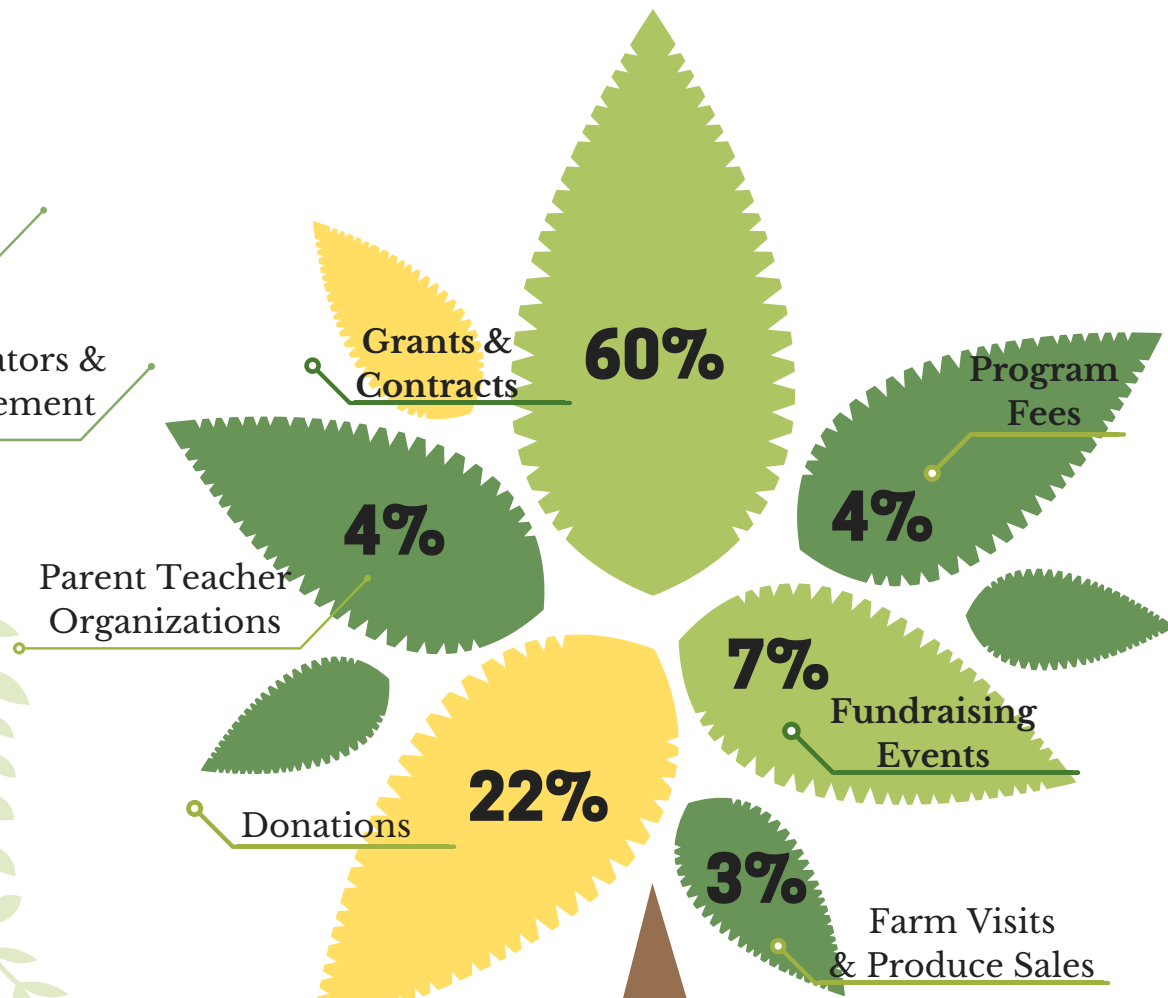
- **31%** increase in school farm field trips from 2013/2014
- **750 student hours** spent connecting to their health, environment, and community during our Classroom Program
- **360 student hours** spent engaging in hands-on, outdoor activities through our Garden Club Program
- A new **shade structure** and **gravel surface** to enhance year-round learning in our outdoor San Mateo County Farm classroom

# A Look at the Numbers

The HEAL Project FY 2015 Expenses



The HEAL Project FY 2015 Income



At THP we believe our instructors are our most valuable asset. We invest over  $\frac{3}{4}$  of our budget in our staff, ensuring that our students learn these essential life skills from well trained, engaged, active and healthy professionals.

*The HEAL Project thanks the following donors for their generous support. Gifts from the community constitute a vital resource for our programs, and we are grateful for each and every one. These gifts and donations were received between July 1, 2014 to June 30, 2015.*

A special thank you to our **Greenfellows** who contributed monthly to The HEAL Project!

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*Katie*



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*Amy*

