



**2018**  
annual report



# 2018 milestone

"The garden is a context where an exchange can happen between homeless individuals producing healthy organic food for sale and contributing to the community, and the community supporting, volunteering and keeping viable the opportunities for others.

**The garden teaches us capability and compassion."**

—Lynne (Basehore) Cooper, Founding Project Director of the Homeless Garden Project



Since 1990, we've been producing our crops on temporary land.

In 2018 we made ***healthy progress*** toward our permanent site at Pogonip. This opens the way for us all to create so much more impact!



# letter from executive director



I am honored to share with you an overview of what was accomplished in 2018 in Homeless Garden Project’s programs, farm and enterprises.

Together, we accomplished so much towards our strategic goal of building Pogonip Farm—our permanent farm site—and setting the stage to grow the impact of our programs, while also doing our everyday work of transforming lives at our current farm. In the following pages, you’ll see the values and principles that are the heartbeat of our success, and the numbers/measures that reflect achievements at the farm, store, in our transitional employment program and in our community education and volunteer program.

You’ll hear from trainees about what the Project means to them, and you’ll see that with your help, trainees grew and provided organic food to our most vulnerable neighbors via ten nonprofit partners. In the last year, we made strides toward increasing earned income in order to eventually triple the number of people we serve in our transitional employment program. We achieved this while staying true to our roots—as Lynne said on page 2, **“The garden is a context where an exchange can happen.”**

I’m deeply honored and grateful to partner with you in this work,

*Darrie Gangnon*

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A man wearing a dark jacket and a cap with the word "Salt" on it stands in a lush garden, looking towards a greenhouse and a building in the background. The word "belong" is overlaid in large white letters.

# belong

"Being engaged in some way for the good of the community, whatever that community, is a factor in a meaningful life. We long to belong, and belonging and caring anchors our sense of place in the universe."

—Patricia Churchland





community

Homeless Garden Project is a dynamic community where we all belong.



# the farm as hub

The farm serves our mission in so many ways:

It grows our organic produce. It provides the core work and training activities of our Transitional Employment Program. It supplies raw materials for our Value-added Enterprise. And it brings people together for positive, purposeful and productive outcomes.

In 2018 Homeless Garden Project had

**30,000**

lbs of Organic Produce Harvested

**5970**

Farm Meals Served

**56**

CSA Members

**11**

Restaurant Partners Purchased  
Produce from the Garden

**10**

Nonprofit Agencies Provided  
with Food Shares



# the store

Our trainees created:

**500**

baking mixes

**600**

hand-dipped  
beeswax candles

**10**

Value-added Enterprise  
product lines, sold in 5  
New Leaf Community  
market stores

**150**

wreaths

**600**

salves

We sold:

**15,664**

items

And completed:

**6968**

retail transactions

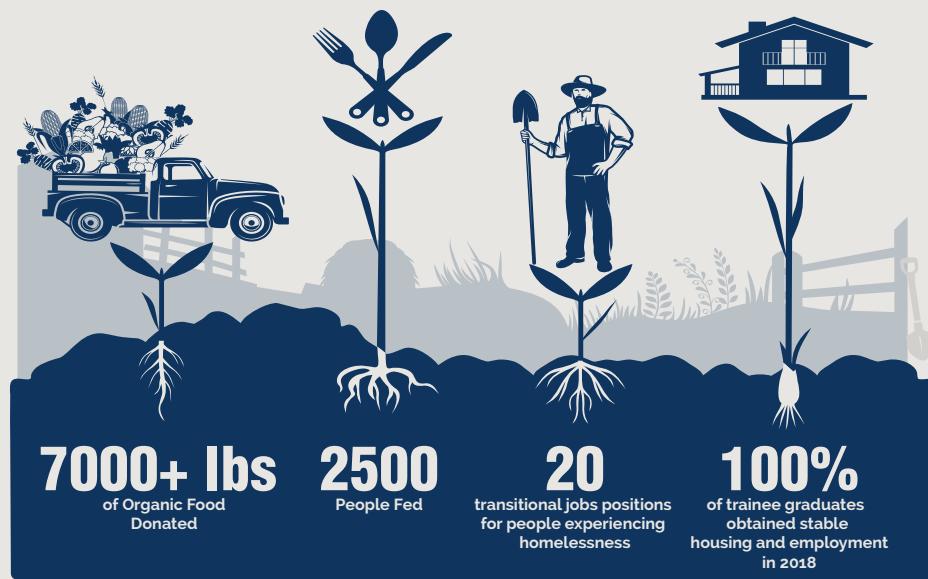
Trainees work with the raw materials grown on our farm to create products for sale in our store, including tasty and easy to use mixes. In addition to our food products, we produce a line of dried flower arrangements, candles, and bath and body products. In 2018, we added new savory jellies, jams and vinegars to our food product line. We're extremely grateful to Tabitha Stroup, chef-proprietor at Friend in Cheeses, for partnership on these products. We expanded our enterprise to include sewing projects—such as upcycled market totes, eye pillows—and hand-crafted jewelry, providing additional training activities and work in the rainy season.

The store is the face of our value-added enterprise, which consists of our workshop, two retail stores, an online store and wholesale accounts.

In 2018, our Value-added Enterprise brought in 26% of our income.







Our feed 2 birds program is a powerful example of stacking functions, a permaculture concept that is at the root of every successful permaculture design. In the simplest terms, stacking functions means that every element in a design performs more than one function. In this case, a single contribution from a donor supports both trainee wages and the distribution of our organic produce to vulnerable neighbors. Instead of receiving handouts, trainees are growing organic produce for our community members in need.

### Feed Two Birds Nonprofit Partners

In 2018, these agencies received three shares of organic produce each week during the 23 week harvest season

- 180/2020 Santa Cruz
- Coastanoa Continuation High School
- Housing and Urban Development - Veteran Affairs Supportive Housing
- Hospice of Santa Cruz County
- Mental Health Client Action Network
- Monarch Services
- River Street Shelter
- Santa Cruz AIDS Project
- Transition Age Youth

# CSA: feed 2 birds

## Here's how it works:

- 1 Donors contribute to the Feed 2 Birds Fund
- 2 Homeless Garden trainees, volunteers and community partners grow and harvest the fruits and vegetables
- 3 Boxes of produce are shared with vulnerable children, families, and seniors via local nonprofits
- 4 Our community is stronger, healthier, and more connected!





# trainees

The Homeless Garden Project's trainees offer their skills and experience and acquire new skills in sustainable agriculture and social enterprise as they prepare to transition to jobs and housing. They gain ability to "build a home in the world" as the valuable individuals they truly are.

**13,417**

hours of paid job training completed

**100%**

of those graduating secured stable housing

**100%**

of those graduating were receiving stable income





# voices from the field

We offer here excerpts from talks trainees have given throughout the year.  
The complete text for each talk is on our blog at the link indicated below.



## “ Valued and Valuable

I feel so much stronger now than I have before, and have future plans for myself

that I know I can make happen now that I have such a strong support system. I have obtained a second job already and am working sometimes 14 hour days a few days a week, but I am determined to be indoors as soon as humanly possible. ”

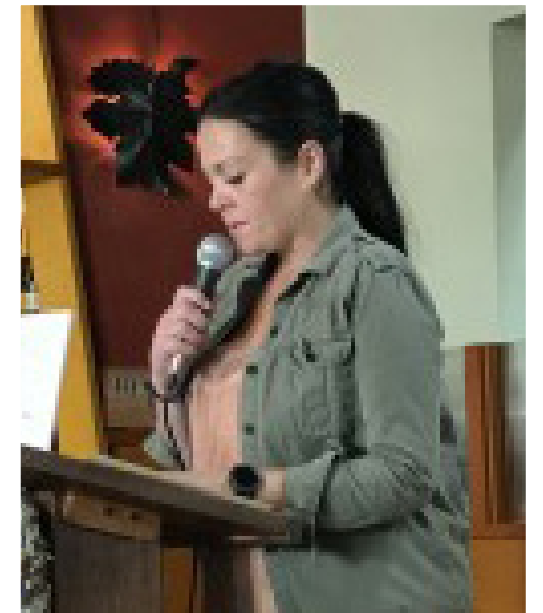
Read more of Karen's story 'Valued and Valuable,' on the Homeless Garden Project blog at <http://homelessgardenproject.org/blog/?p=1129>

## “ As Unique as a Fingerprint

Everyone who has ended up homeless got there for different reasons that are as unique as a fingerprint. But the thing that is the same for all of them is the solution.

The solution to homelessness is PEOPLE. ”

Read more of Stacey's story 'As Unique as a Fingerprint,' on the Homeless Garden Project blog at <http://homelessgardenproject.org/blog/?p=1161>



## “ Watching My Life Bloom

Arriving at HGP, I had a little flame of hope inside me. After being there, I started to form plans for my life... I was given the task of growing dahlias... I was dedicated to these flowers and I had no idea what they even looked like. I was in for a surprise! Out of all my hard work and patience bloomed the most beautiful flowers I have ever seen...

This was the first time in my life I'd ever seen the fruits of my labor. I see now what I can accomplish. ”

Read more of Jessica's story 'Watching My Life Bloom,' on the Homeless Garden Project blog at <http://homelessgardenproject.org/blog/?p=1106>







# volunteers

Volunteering with HGP is a great way to get involved in the community, to help reduce homelessness and the stigma that surrounds it. In the process, our volunteers have opportunities to deepen their knowledge about sustainable agriculture and social enterprise as well.

In 2018

**2,472**

volunteers

**95**

volunteer groups representing:

**15,474**

volunteer hours

- Schools from the elementary to university level
- Driscoll's, Apple, Kaiser Permanente, Google
- Food Corps, CASFS Apprentices, FoodWhat!?, Food First, CCOF
- Hope Services, Avenues





# partners in commerce

Our growing list of partners in commerce now includes our 57 individual CSA members, our restaurant partners, and our new wholesale partner, New Leaf, as well as development partners such as Friends in Cheeses.

Alderwood Restaurant uses produce from HGP to create beautiful plates of food





# leadership

HGP's leadership creates opportunities not only for the growth and health of our trainees, but for the advancement of our strategy for addressing homelessness in our community.

## Staff

**Darrie Ganzhorn**  
*Executive Director*

**Paul Goldberg**  
*Development Director*

**Mary Reyes**  
*Business and Finance  
Manager*

**Kim Parisi**  
*Administrative Assistant*

**Ella Fleming**  
*Farm Manager*

**Angie Smith**  
*Value-added Enterprise  
Manager*

**Justin Wright**  
*Training and Education  
Supervisor*

**Emily Redfield**  
*Volunteer Coordinator*

**Mike Erickson**  
*Crop Production Manager*

**Matt Briggs**  
*Production Assistant*

**Don Lessard**  
*Weekend Farm Steward*

**Mona Stevenson**  
*Retail Assistant*

**Karen Chappell**  
*Value-added Enterprise  
Assistant*

## Board of Directors

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*Board President*

**Mark Lipson**  
*Board Vice-President*

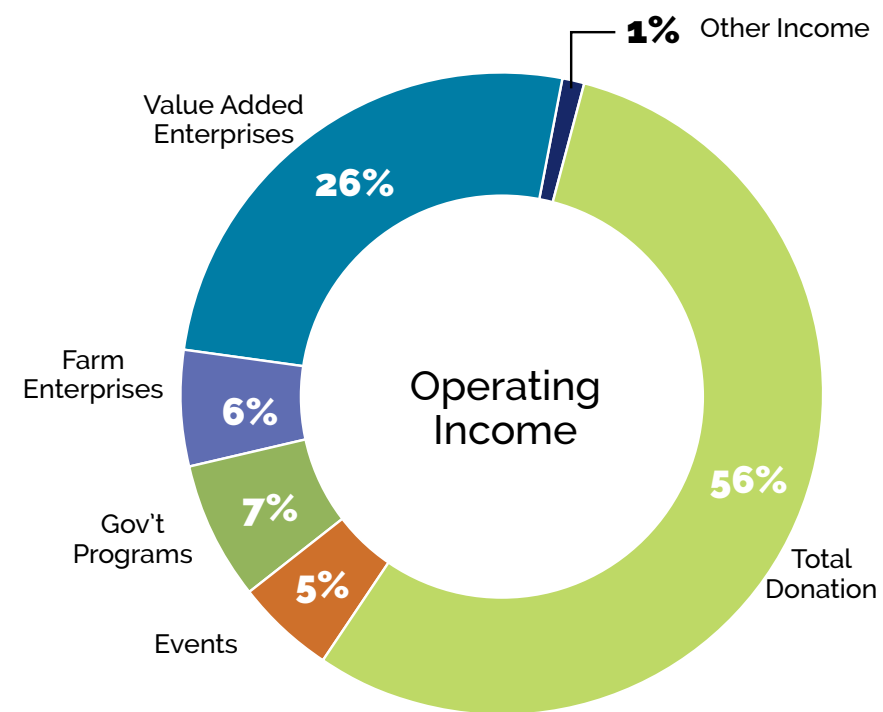
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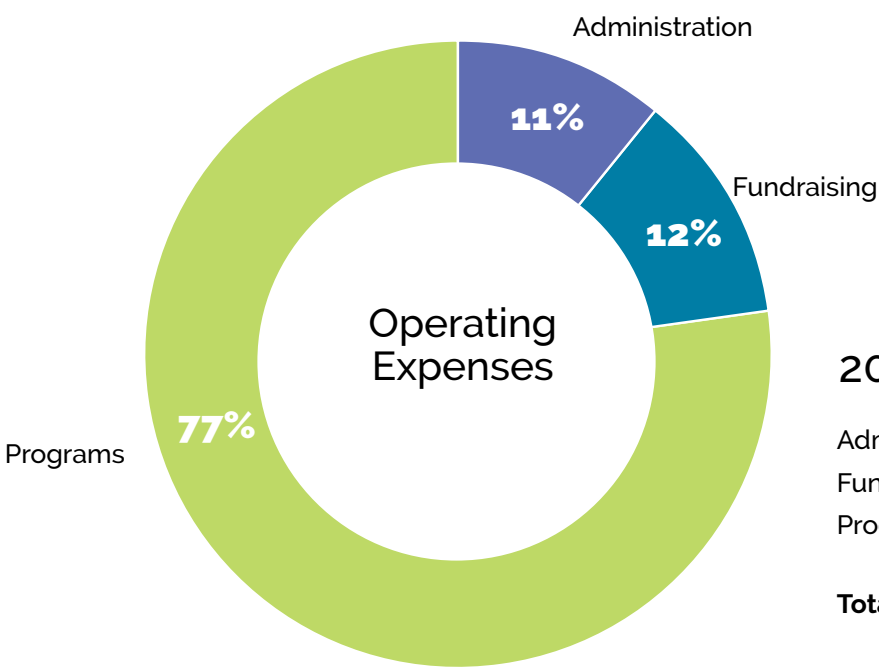


# financials



## 2018 Operating Income

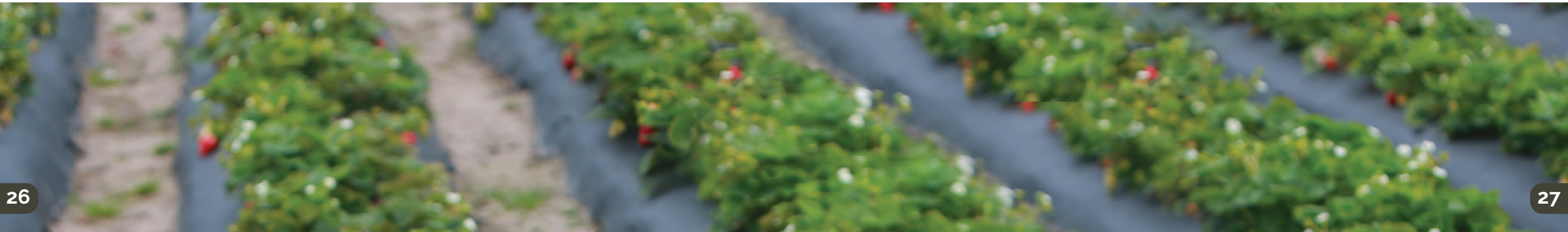
Total Donation.....	\$442,809.89
Events .....	\$37,087.94
Gov't Programs .....	\$54,929.47
Farm Enterprises .....	\$45,543.27
Value Added Enterprises.....	\$203,967.39
Other Income .....	\$5,237.09
<b>Total Income.....</b>	<b>\$789,575.05</b>



## 2018 Operating Expenses

Administration .....	\$91,202.96
Fundraising .....	\$103,100.41
Programs .....	\$648,383.17
<b>Total Expenses .....</b>	<b>\$842,686.54</b>

This report represents income and expenses for 2018 operating funds only. In 2018, we also conducted a capital campaign to build our permanent farm site. We have currently raised 91% of our \$3.5 million goal to build the farm. The 2018 operating deficit was covered by operating reserves.





# donors

## Thank You to Our Generous Donors

### \$25,000+

Monterey Peninsula Foundation\*  
John & Rebecca Colligan\*  
Joanna Miller\*  
Quentin Hancock\*  
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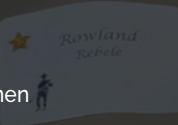
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Srina Lynne  
Stephanie Friedrich  
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Sterling Lewis  
Susan Preciado  
Susana Traber  
Sydney Connor  
Tawney Hughes  
Tedi Robinson  
Terre & Charles Thomas  
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San Jose  
The Garden Company  
The Zawacki-Vernon Family  
Theodore & Lynette George  
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Barbara & Stephen Jackel *in honor of John Elliott*

Gary & Marilyn Patton *for the Feed 2 Birds program*

Samuel Manrique *in honor Bredette's birthday*

Ginny Aragon *in honor of Ann McCrow*

John Russell Sierra Nevada Corp *in honor of Ann Russell & Dick Vorrow*

Ambrose & Michele Pollock *in honor of Carolina Bayne, 91 years young*

Penelope & Peter Kenez *in honor of Celia Goekermann*

Nicholas West *in honor of Constance West*

Martha Orr *in honor of D. Pushecik*

Andy Carman *in honor of Darrie*

Nancy Loshkajian *in honor of Darrie Ganzhorn*

Naomi & Asher Brauner *in honor of Darrie's birthday*

Jessica Ogne *in honor of Don & Patricia Piexoto*

Steve Bontadelli, California Vegetable Growers *in honor of Ernest & Beverly Bontadelli*

Steve Palopoli *in honor of Frankie Palopoli*

Kathy Kramer *in honor of Ginny Aragon*

Harriett & Felix Robles *in honor of Ginny Aragon*

Ginny Aragon *in honor of Heather & Steve*

Marty Ackerman *in honor of Jim Ackerman & Charlene Lund*

Lynn Kersey *in honor of Jon Kersey*

Orli Loewenberg & S. Shalom Bochner *in honor of Jordan Weiss-Penzias's bar mitzvah*

James Horner *in honor of Kirk Scott & Christopher Wolters*

Ruizhi Zhang *in honor of LEEPS Lab UCSC*

Linda & Walt Brown *in honor of Mardi Wormhoudt*

Ginny Aragon *in honor of Marylou Lamb*

Dottie Jakobsen *in honor of Mia Duquet*

Aidan Brekka *in honor of Mike Arenson*

Habib Zakerani & Mahnaz Motayar *in honor of Mohamad Ali Zakerani*

Ruth & Nick Royal *in honor of Murray Baumgarten's birthday*

John Miller *in honor of Pat & Martha Dexter*

Matthew Miller & Janet Kaseda *in honor of Patrick & Martha Dexter*

Alex & Jody de Poix *in honor of Sally Shepherd*

Gwen & Phil DiPietro *in honor of Sally Shepherd*

Mary Williams *in honor of Sue-Sue, contributing to the cause & in tribute to your service to humankind & love of gardenhood*

David Wood & Jennifer Choate *in honor of Susie MacMillen*

Juliet Goldstein *in honor of Sylvia Deck*

Orli Loewenberg & S. Shalom Bochner *in honor of Tamarah's Bat Mitzvah*

Peter Szydlowski *in honor of Terry Holliday & Kathy*

Anthony Sloss *in honor of volunteers Mike Anensont & Mark Lipson*

Katherine Deaver *in honor of Wendy Rae Johnson*

Robin Imlay & Jeffrey Hing *in honor of Betty Imlay, for her birthday*

Mark Deiro *in memory of Dominic Deiro*

Melissa Guajardo *on behalf of Cecilla Garcia*

Matt Herman *on behalf of Maud Duchac*

Sally Noorany *to honor your Dearest, Most Socially Conscious Friends, Betty & Robert Imlay*

Mark Miller *as a Christmas gift in honor of Pat & Martha Dexter*

Elaine Matthews *in honor of Allegra LeGrande & all gardeners - young & old*

John Elliot *in honor of Barbara Jackel*

Sharon Dirnberger *in honor of Dave & Elsie Dirnberger*

Amy Evans *in honor of former intern Rosalie Evans*

Belle Chesler *in honor of Jill & Paul Chesler*

Shemeika Fox *in Honor of John & Janice Kuch*

Catherine Dexter *in honor of Martha & Patrick Dexter*

Carolina Bayne *in honor of Michele Pollock*

Sandy Edwards *in honor of Murray Baumgarten's 80th birthday*

Erik & Dolores Lenander *in honor of Olive Lenander 2nd Birthday*

Jan & Edwin Dexter *in honor of Patrick & Martha Dexter*

Mark & Ellen Diamond *in honor of Paul Goldberg & Meredith Herr in celebration of their son Geroge's birth*

Brian & Anita Beahm *in honor of Regina*

Lorraine Bogner *in memory of Lee Sunbury*

Lois Garcia & Marie Garcia *in memory of Mia Duquet*

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Christopher Meehan *in memory of Maude Meehan*

Ellen Fitzgerald Murtha *in memory of Tommy Fitzgerald*

Joanne Sesnewicz *in memory of Mary Collins Flanagan*

Lee Slaff *in memory of Harriet Deck for the Feed 2 Birds program*

Jane Sooby *in memory of Jean Marie Peterson*

Ellen Symons Fox *in memory of Mia Duquet*

Dee Tannenbaum *in memory of Patti Schwartz's father, Carter Knowlton*

Kathleen Wall *in memory of Mary Collins Flanagan*

Andy & Mary Wright *in memory of Suzanne Stagg Wright*







# gratitude

“At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us”

—Albert Schweitzer

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