2011 Annual Report

The numbers and quotes here report on what was accomplished in 2011 in HGP’s programs and enterprises. Our goals are to:

• Provide homeless men and women job training and transitional employment
• Bring together people from throughout the community in the beauty and security of our certified organic garden
• Practice and teach principles of economic and ecological sustainability through classes and hands-on experience.

Twenty trainees filled 15 job training and transitional employment positions for a total of 11,496 hours. We participated in Working to End Homelessness: National Community of Practice, a project of the National Transitional Jobs Network.

Farm accomplishments:

We cultivated 200 beds through the year; many go through multiple crop rotations. We provided 23 weeks of harvest to: 13 CSA ‘Pick-Up’ shareholders, 27 ‘You-Pick’ shareholders, and 9 Scholarship shares to: Santa Cruz AIDS Project, Independent Living Program, Women’s Crisis Support and the Live Oak Family Resource Center, as well as bouquets to Hospice of Santa Cruz County. We built a Farm Stand to support “Pick Your Own Produce,” for produce lovers who want to harvest their own produce but can’t join our CSA. (Tip: Come harvest at HGP before you visit your favorite market, supplement produce you harvest yourself from your neighborhood farm with market veggies.)

Here’s a sampling of what we harvested:

262 flats of strawberries • 1125 bunches of basil • 440 baskets of padron peppers
1247 bunches of kale • 57 buckets of Zinnias • 1081 Windowsill Bouquets

We held our first SUSTAIN dinners at the farm— These dinners focus on sustainability, eating local organic food prepared by exceptional chefs, and enjoying community of new friends and old. Benefitting HGP’s programs and featuring HGP produce, we served over 150 people at 3 dinners with

• Chefs Ari Taymor of Gabriella Café, Joshua Server of Conscious Creations and Chef Sebastian of Oak Tree Ristorante.
• Speakers included Jim Cochran of Swanton Berry Farm, Heidi and Hans Haveman of H & H Fish, and ocean scientist and advocate Wallace J Nichols.
• Our last SUSTAIN dinner for 2011 was the follow up for 23 riders of the Swanton Loop Challenge, a 50-mile bike ride hosted by Velo Cruz as a benefit for HGP.

Training:

Our lecture series covered horticultural topics as well as employment and career-related topics. Here is a small sample:

• Plant life (seed to harvest): What do plants need to grow and thrive? What do people need to grow and thrive? How do we incorporate those things into our lives?
• Cover crop: what we grow, and why.
• Creating a Master Resume
• Practicing Interview Skills
• Betty Michelozzi, author of Coming Alive From 9 to 5, led us through a career-oriented personality assessment.

— continued on next page
Voices from the Fields

Women's Organic Flower Enterprise 2011:

What we Made: a selection of products made for our Holiday Store

- 229 Dried flower Wreaths
- 75 Succulent Wreaths
- 100 Bags of Potpourri
- 465 Jars of Strawberry Jam (made with our organic strawberry by Swanton Berry Farm)
- 500 Large Bags of Lavender Shortbread (new)
- 225 small bags of Herb Shortbread
- 417 (4 ounce) and (2 ounce) Tins of Salve
- 744 Pairs of 6" Lavender Soy Candles
- 237 Tins of Poured Beeswax Candles
- 1314 Pairs of 10" Beeswax Candles

Who we worked with—volunteers:

- 1187 people volunteered at the farm, workshop, retail store and office, serving:
- 13,555 hours (at $10/hour, a value of $135,550).

At the Farm:
Through 2011, volunteers served 11,011 hours.

At the Downtown Holiday Store:
For five weeks from November 21-December 24th, at our Holiday Store on Pacific Avenue, we had over
- 55 volunteers donated
- 1460 hours of service.

At the office:
Over 668 hours were donated to volunteering in our office, helping with event planning, payroll, fundraising, marketing, filing, data entry.

Who we worked with—volunteer groups:

At the Farm...
- We hosted and worked alongside Laurel Street, a day center for people with developmental disabilities, on a daily basis year-round;
- We also worked with the Bay School on a weekly basis; the year-round school educates students with autism between the ages of three and twenty-one.

We hosted more than 10 events and work days at the farm, including:
- Martin Luther King Service Day,
- Global Youth Service Day,
- Lead Volunteer Training

We hosted nearly 50 groups at Natural Bridges Farm—a selection of those:
- Alternative Family Education (A.F.E.)
- Avenues
- Bay School
- Bel Air Presbyterian Church
- Bosch Baha’i School
- Camp Joy
- Community Connections
- College 8
- Zen Center
- Darwin House
- Disciples of Christ Women’s Ministries
- Eli Lilly & Company
- Employment & Community Options
- Familia Center
- Food What?! Gateway Bible Church Group
- Girl Scouts
- Good Samaritan Church
- Happy Valley School
- Hidden Villa
- Homeless Services Center
- Independent Living Program
- Kresge 12B / UCSC
- Urban Plunge

Thanks to all contributing photographers in this issue.
Improving Well Being:

This year, HGP introduced interns from San José State University School of Social Work. Their primary focus is to provide individualized assistance to trainees.

They’ve been invaluable in developing a program to assist trainees in identifying and implementing their goals; a strength-based model based on the positive psychology work of Martin Selitman. It assumes that people have an innate motivation to improve their well-being.

In Seligman’s book, *Flourish*, he outlines his theory using the acronym PERMA. PERMA stands for Positive Emotion, Engagement, Relationship, Meaning, and Accomplishment. Seligman and his associates have shown that rather than focusing on the problems an individual may have, well-being is fostered by improvements in any of the above categories and that improvement in any one factor supports improvement in the others.

The HGP’s programs provide trainees with a solid foundation for improving their well-being because it provides opportunities for personal strengths to be engaged and exercised, and relationships developed. The farm itself — down to earth — is a perfect environment for measuring accomplishments.

Many trainees come to feel connected to the work of the farm, they build personal friendships and see participation in HGP as a meaningful experience in their lives. And just as importantly, the farm provides what psychologists call “positive emotion”. Being out in the fresh air, planting and harvesting, sharing meals with friends, a day on the farm is uplifting in itself.

Francis Krebs MSW, a Licensed Clinical Social Worker, and Instructor at San José State University, has worked in social services and mental health for over 35 years. He supervises HGP’s social work program.
Volunteer Profile
Dana Morrison

Why are you involved with HGP?
HGP has changed the way I view homelessness. I was around many homeless where I worked and the attitude towards them was, in hindsight, sad. With a little tough love, caring, training, accountability, consistency, each of the trainees at the HGP have impressed me greatly. Just having someone care can make a big difference in how you feel about yourself.

What type of projects/activities are you currently involved with for HGP?
I have worked with trainees on wreaths, mosaics, succulent wreaths and arrangements and have worked on the farm which I love doing.

What's your favorite experience with the HGP?
I also liked working in the Holiday Store. I was amazed by the support of the community and how good they felt helping out the cause.

Donor Profile
Bill McGee

Why are you involved with HGP?
My involvement with the HGP came by way of a chance to participate in a great bike ride— the Swanton Loop Challenge— that also happened to be a fundraiser for the HGP. The ride gave me an opportunity to learn more about the organization and its mission and it aligns very well with some of the things I value— helping others build skills and rebuild dignity, locally produced (and consumed!) food, sustainability, community.

How are you currently involved with the HGP?
I'm lying fallow for the Winter though we did make it to Santa Cruz to stock up on holiday gifts at the store on Pacific Avenue. My goal is to work closely with the Swanton Loop Challenge event organizer, Sean Holman, and the team at the HGP to make the 2nd annual bike ride an even bigger success for the project. I've also been in conversation with Matthew, HGP's Development Coordinator, about working with HGP on a signature fundraising event to drive even more awareness and community giving. My wife, Pam, and I live in San Francisco but we're eager to help in whatever capacity we can, and to rally our friends, neighbors and family to the cause.

What's your favorite memory of the farm?
If I had to pick one, it would be hearing the story of a group of volunteers that transformed a sizeable part of the garden into a planted strawberry patch in a day. I'm fascinated by the power and dynamics of teamwork and have found that most everyone is able and willing to help out— they just need to be asked. Once assembled, and working together, it is amazing to see how much can get done in a really short period of time.
Recent tribute gifts made to HGP

A tribute gift to the Project is a great way to show your support of our programs while honoring the people in your life. We’ll acknowledge your gift promptly by mailing a beautiful card of our organic farm to the individual, family, or organization you are honoring or to the appropriate person to receive remembrances. (Please remember to send the address!) For gifts of $75 or more, we’ll also send your tribute person a pair of 10" handcrafted beeswax candles made in our workshop. The gift amount is not included with the card or candle. You’ll receive our grateful confirmation of your gift for tax purposes.

In Honor Of:

- David Sitka – Peter Stern
- Scott Kennedy and Bert Muhley – Enda Brennan
- Gina Mesiti-Miller – Mark Mesiti-Miller
- Woutje Swets – Jessica Beckett
- Delise Weir – F. Eugene Weir
- Ms. Jolie Swan – Carolina Bayne
- Evy Cambridge – Mark and Pat Benjamin
- Betty and Peter Michelozzi – Caitlin Brune and Christine Reyes
- Lisa and Doug Charnock – Howard Charnock
- Martha and Patrick Dexter – John Miller, Matthew Miller
- Daniel Nemire – Mark Zalona
- Lorie Bross – Mary Edmund
- Devin Sodt – Anonymous
- Pat and Martha Dexter – Jan and Edwin Dexter
- Etta Tyler – Anonymous
- Larry Davis – Peter and Ginny Katzlberger
- Ann Russell – John Russell
- Dick Verrow – John Russell
- Diana and David Revell – Alexander and Jean Grillo
- Jesse Wallace – Anonymous
- Ann Wallace – Anonymous
- Karen Sweetland – Pat Henderson
- Alex and Megan’s engagement and for Kathi Rondus and Steve Wirth the happy parents – Robert and Elizabeth Imlay
- Robin Inlay and Jeffrey Hing’s wedding anniversary – Robert and Elizabeth Imlay
- Becky for her birthday – Susan Tarleton
- Mirch family – Gretchen Walsh
- Peter Katzlberger – Marjorie Wolfe

In Memory Of:

- Susan MacMillan – Elizabeth MacMillan
- Peter Di Pierro – Dionna Di Pierro
- Susan Lentz – Joan Domin-Hentges and David Hentges

Our Farm Supervisor
David Stockhausen, his wife and their newborn baby are in need of affordable housing or a work/trade situation.

- David has worked hard to create a deeply effective program and his efforts have produced substantial results.
- Can you help David and his family find housing in Santa Cruz at a reduced rate or in exchange for caretaking responsibilities?
- They offer experience as property caretakers, gardeners and certified permaculture designers; and are open to alternative living situations where they can work for all or a portion of the rent.
- Contact Darrie at: darrieg@homelessgardenproject.org or 831.426.3609.

Natural Bridges Farm Wish List:
Please consider donating good condition farm tools! Our specific needs are...
- Digging Forks
- Hoes (Collinear & Hula)
- Pruners

For more info: 426-3609

Thank you to our...

2011 Sustain Dinner Sponsors/Partners
- Chef Ari Taymor & Gabriella Café
- Chef Joshua Server & Conscious Creations
- Chef Sebastian Nobile & Oak Tree Ristorante
- Sones Cellars
- Hillcrest Terrace Winery (now Rexford Winery)
- Bonny Doon Vineyard
- New Leaf Community Markets
- Staff of Life
- Companion Bakery
- Velo Cruz Cycling: Sean Holman
- H & H Fresh Fish: Hans Haveman and Heidi Rhodes
- Lava Lake Lamb
- Swanton Berry Farm: Jim Cochran
- The True Olive Connection
- Three Americas Coffee
- Verve Coffee Roasters
- Good Earth Teas
- Cynthia Jordan for her generous use of event equipment
Fill this out and send in. Thank you for your support!

The Homeless Garden Project
P.O. Box 617 • Santa Cruz, California • 95061

See our Web Site: www.homelessgardenproject.org
or call us at: (831) 426-3609 • Printed on recycled paper.

Be an active supporter:

$1,000. Friend of the Garden
$500. Cultivator of the Garden
$250. Sower of the Garden
$100. Supporter of the Garden

- You can also donate online or call HGP office for other options.

☐ I’d like to make this a monthly donation
☐ CSA Fund Donation: $ __________

Legacy: Maximize your giving through a planned giving to the HGP.
___ I’ve included HGP in my estate plans.
___ I’d like more info on how to include HGP in my estate plans.

Name ____________________________
Address __________________________
Daytime Phone ____________________
Email Address ____________________

Thinking about eating healthy?

Get your ducks in a row—

Sign up for CSA at the Homeless Garden Project and build your menu around fresh, local, organically-grown fruits and vegetables each week.

Expand your cooking repertoire—Attend cooking demos and get recipes each week!

Provides high quality "nutritionally dense" food to people who need it most and support HGP's programs.

DONATE to our CSA Scholarship FUND
Provide shares to:
- Beach Flats Community Center
- Santa Cruz AIDS Project
- Women’s Crisis Support
- Independent Living Program and bouquets to Hospice of Santa Cruz County!

2 Benefits for a single donation
1 = Support HGP's programs
1 = Provide high quality food to people in need

Donate online or use the attached coupon!

 CSA at the Homeless Garden Project: http://shop.homelessgardenproject.org/csa.html