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!

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
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.

Letter from executive director

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“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
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
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

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!
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

trainees
**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

**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

**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
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
- **15,474** volunteer hours

95 volunteer groups representing:
- 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.
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
Cathy Calfo
Board President
Mark Lipson
Board Vice-President
Beth Gummere
Board Treasurer
Lorraine Bayer
Board Secretary
Matt Guerrieri
Howard Heevner
Phil Kramer
Michael Laffoon
Paul Lee
Suzanne MacLean
Mark Primack
Sally Shepherd

Cathy Calfo
Board President
Mark Lipson
Board Vice-President
Beth Gummere
Board Treasurer
Lorraine Bayer
Board Secretary
Matt Guerrieri
Howard Heevner
Phil Kramer
Michael Laffoon
Paul Lee
Suzanne MacLean
Mark Primack
Sally Shepherd

24
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
Total Income .............................................$789,575.05

2018 Operating Expenses

Administration   .................................................$91,202.96
Fundraising    ...................................................$103,100.41
Programs  ..................................................... $648,383.17
Total Expenses ........................................$842,686.54

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.
<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Nancy MacLean</td>
<td>$100-$249.99</td>
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<td>Amy Hay</td>
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**$100-$249.99**
Barbara & Stephen Jackel in honor of John Elliott
Gary & Marilyn Patton for the Feed 2 Birds program
Samuel Mannique in honor Bredette’s birthday
Ginny Aragon in honor of Ann McCrow
John Russell Sierra Nevada Corp in honor of Ann Russell & Dick Yarrow
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. Pushcock
Andy Carman in honor of Darrie
Nancy Loshkajian in honor of Darrie Ganzhorn
Naomi & Asher Braner 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 Tamarah’s Bat Mitzvah
Peter Szydowski in honor of Terry Holliday & Kathy
Anthony Sloss, in honor of volunteers Mike Arensont & Mark Lipson
Katherine Deaver in honor of Wendy Raas Johnson
Robin Inlasy & Jeffrey Hing in honor of Betty Inlasy, for her birthday
Mark Deiro in memory of Dominic Deiro
Melissa Guajardo on behalf of Cecilia Garcia
Matt Herman on behalf of Maud Duchac
Sally Noorany In honor of your Darkest, Most Socially Conscious Friends, Betty & Robert Inlasy
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 Dimberger in honor of Dave & Elsie Dimberger
Amy Evans in honor of former intern Rosalie Evans
Beatie Chesler In honor of Jill & Paul Chester
Shemekia 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 Gergos’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
Pat Henderson in memory of Karen Sweetland
Joan & David Hentges in memory of Susan Lentz, Ken Gray & Debra Hentges Stapleton
Becky & Jim Lang in memory of Bill Tracey
Becky & Jim Lang in memory of Nancy Sugars
Joanne Matusaz in memory of Jean Stewart
Ronald Mayenthaler in memory of Dori Bodenheimer
Christopher Meehan in memory of Maude Meehan
Ellen Fitzgerald Martha 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 Sobby in memory of Jean Marie Peterson
Ellen Symons Fox in memory of Mia Duquet
Dee Tannenbaum in memory of Patty Schwartz’s father, Carter Knowlton
Kathleen Wall in memory of Mary Collins Flanagan
Andy & Mary Wright In memory of Suzanne Stagg Wright
“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