

2020

annual report



a letter from our executive director



Dear Friends,

In 2020, like the rest of the world, we were called on to adapt.

With guidance from national, state and local public health agencies, we adapted our policies. We were able to keep our trainees employed during the COVID pandemic, and no one at HGP contracted the virus. I heard often from trainees how much it meant to still be employed during this uncertain time. Months later, their appreciation stands out to me as I reflect on HGP's most significant accomplishments of 2020.

We scaled back our community volunteer program for much of the year for safety reasons. We missed our greater volunteer community! Volunteers are at the heart of the change we aim to make in our community, so adapting our approach to continue to include as many volunteers as possible was a key goal!

Through donations, CSA membership, event attendance and thoughtful engagement, our community showed their care. I'm grateful to each of you for your support. Our CSA sold out early, and we created a waiting

list. Community members filmed, promoted, presented and attended our adapted Sustain-in-Place events. We received notes of support, reminding us that you are there. Our online store sales boomed--we brought in 2500% of our goal! We received your generous financial gifts.

It was wonderful to see our guests at the farm last October, after our long separation.

2020 gave us wisdom for adapting through pandemics, wildfire and drought, and awareness of the need for tending our community. Experience shows that resilience and healing take root and flourish at the farm. I hope that reviewing our 2020 accomplishments inspires you to continue with us as we tend to life's flourishing.

Sincerely,

Darrie Ganzhorn

“I give, knowing that my offering is one of many. What is the opposite of impotent? Capable, potent, or powerful. What is the most powerful thing I can think of? The sun. Its light. Look at its power to reflect in incalculable directions, in the darkest places”

-Layli Long Soldier

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insights from our trainees

Over
14,000
paid trainee hours

Between 2014 and 2020,
on average,
97%
of graduates got
into jobs or a steady
source of income;

In the same period,
90%
of graduates
got into housing

Cody

“

I was able to be engaged in what the Project staff were teaching me in the workshop every day, and it helped keep me clean and sober. My partner—who is also an employee here at HGP—and I, were able to pool our funds and finally get ourselves a place to live! And after over five years of living in a car, we actually have a place to live and pay rent.

Read Cody's talk, *Living Up to the Memory of My Parents* [here](#).

Jenn

"The staff here is very clear about their purpose: to prepare people to transition to another job and out of homelessness. I never had a job that helped me prepare for life in such a positive way."



"In the six months I've worked here, I've progressed a lot. I'm sober, I have my kids back, I got a car, I have housing—all accomplished while showing up at and enjoying work. I can now include this job on my resume. I enjoy sharing my progress with my coworkers at circle meeting. I've been clean for 11 months. Exactly a year ago today, I never would have imagined I could be in this place now."

Read Jenn's whole talk, *Exactly a year ago today, I never would have imagined I could be in this place now* [here](#).





our farm

Our 2020 CSA Season
sold out!

66

CSA members

30

Feed 2 Birds shares

Over **20,000**
pounds of organic produce
harvested



our volunteers

We started the year strong with volunteers! During shelter-in-place, we suspended our volunteer program, except for social workers and cooks. We miss our volunteers--dedicated, generous people—and look forward to welcoming them back.

During 2020,

501 people

volunteered at HGP

Contributing

3,431 hours

in the store, cooking meals,
providing regular social work
support to our trainees.





Martin Luther King Jr. Day of Service

our volunteers

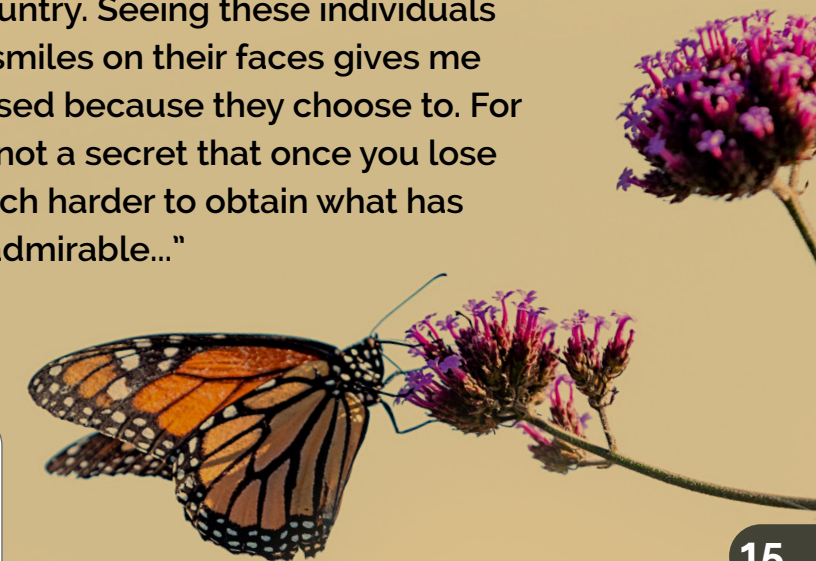


Our social work interns 2020-2021 School year

"Being a social worker at the HGP has allowed me to work with individuals who are often overlooked by society because of the stigma surrounding poverty in our country. Seeing these individuals show up to work day in and out with smiles on their faces gives me hope. People do not become un-housed because they choose to. For many, it is a life-changing event. It is not a secret that once you lose your housing, your safety net, it is much harder to obtain what has been lost. The trainees' resilience is admirable..."

—Meredith Flores, MSW intern at HGP

Read more about our *Our Beloved 2020-2021 Social Work Team* and our social work program [here](#).



our store

Thank you to our loyal customers!
During 2020, the online store
came alive and we brought in
2500% of our goal!

Over **1,600** candles sold

Over **1,000** bath & body products sold (salves,
lotions, soaps, bath teas, lip balms)

Over **4,500** food products sold (baking mixes,
seasonings, vinegars, jellies/jams, teas)

Over **160** flower arrangements/wreaths sold

E-COMMERCE

1,404 orders in 2020 compared to 117 orders in 2019

RE-MODEL

Thanks to the generous support of Marc Susskind and
MS Builders, the HGP Store got a beautiful face lift
just before the holiday season, with a fresh coat of
paint and new built-in shelving





the leadership

Our leadership creates opportunities for the growth and health of our trainees, and for advancing strategy to address homelessness in our culture.

Staff

Darrie Ganzhorn
Executive Director

Claude Rosen
Operations Director

Paul Goldberg
Development Director

Mary Reyes
Business Manager

Hannah Meade
Administrative Assistant

Ella Fleming
Farm Manager

Angie Smith
Value Added Enterprise Manager

Evan Jones
Program Manager

Atalanta Kyriazi
Volunteer Manager

Mike Erickson
Crop Production Manager

Don Lessard
Weekend Steward

Brenda Deckman
Workshop Assistant

Mona Stevenson
Retail Assistant

GP Wakefield
Retail Assistant

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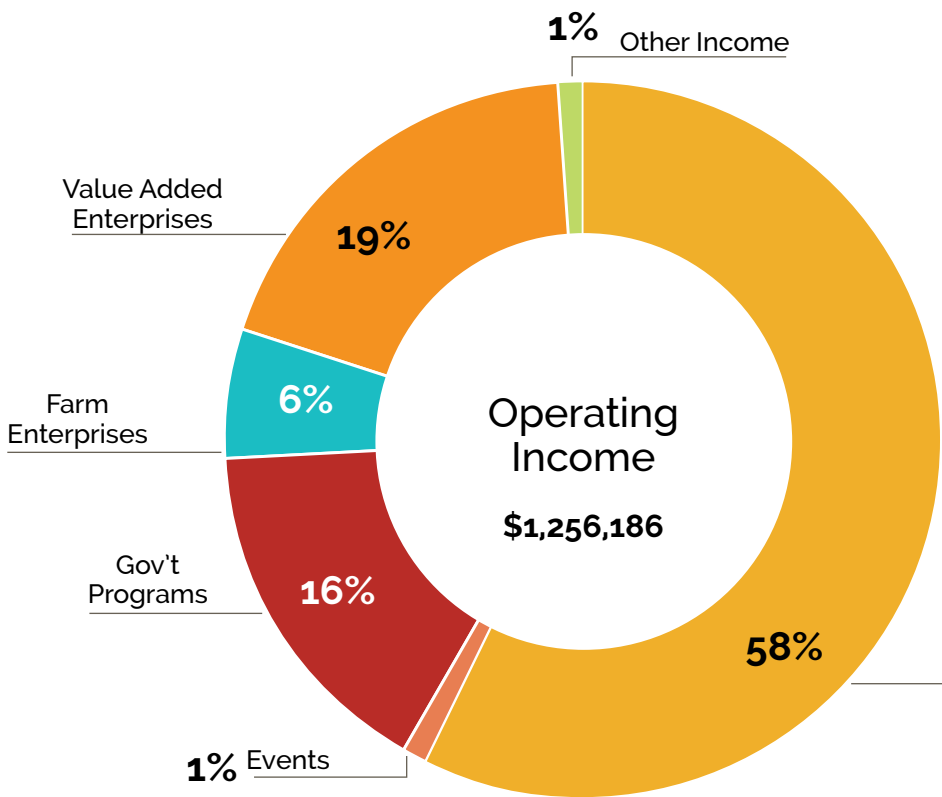
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as of July 15, 2020

financials

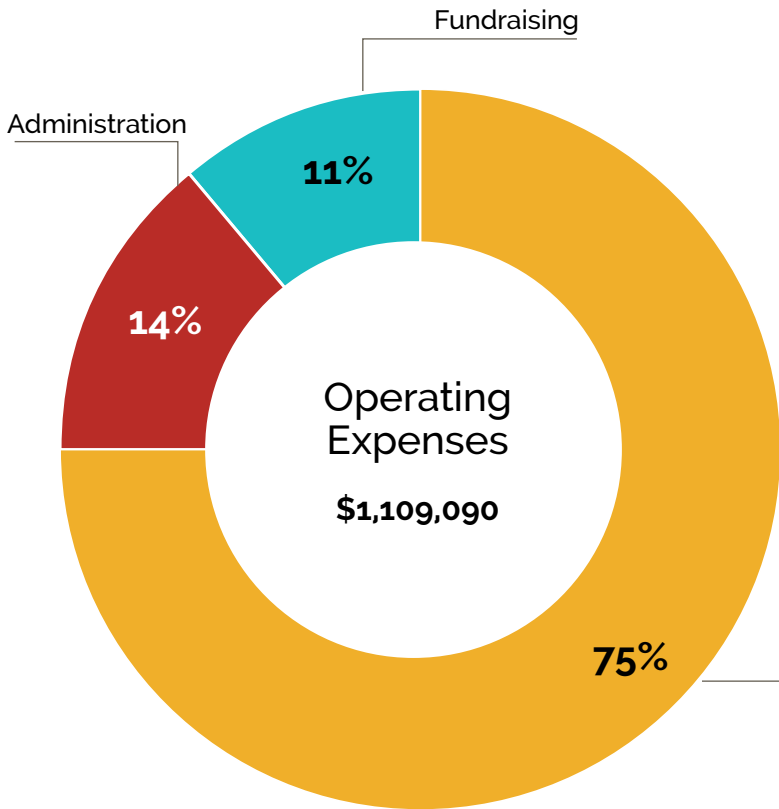


2019 Operating Income

Donations.....	\$725,525
Events.....	\$17,412
Government	\$201,783*
Farm.....	\$69,100
Value-Added.....	\$238,656
Other	\$3,710

Total Income..... \$1,256,186

**77% of the Government income is from PPP forgiveness program*



2019 Operating Expenses

Program	835,143
Admin	150,537
Fundraising	123,410

Total Income..... \$1,109,090



donors

our donors warm our hearts!

Our donors are true partners in this work, making work possible with their financial contributions. We're deeply grateful for this partnership!

One donor writes: *I'm grateful for the hope-filled emails and the knowledge that our vulnerable community members are being looked after, respected and viewed as part of the solution. It warms my heart.*



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Announcing the Launch of the Perennial Legacy Circle, Homeless Garden Project's Planned Giving Program.

If you wish to name the Homeless Garden Project in your will or estate plans, please use the following language:
The Homeless Garden Project, a California non-profit corporation, with business address 30 West Cliff Drive, Santa Cruz, CA, 95060.

Our taxpayer identification number is: 77-0475165.
If you have already included the Homeless Garden Project in your estate plans, thank you! Please contact Paul Goldberg, paulg@homelessgardenproject.org so that you can enjoy the benefits of being a member of our Perennial Legacy Circle.



donors: tribute gifts

In 2020, we learned again how much we rely on and cherish the special people in our lives. Tribute gifts honor or remember people who have made a difference to our donors, or mark special milestones.

Paitra Houts **in honor of all the moms out there who keep us fed and nourished may we share the gift. Thank you mom (Kristin) and in memory of Jean**

John Russell **in honor of Ann Russell**

Nicholas Bischoff **in honor of Barbara and John Bischoff, Bunny Moeller, Jennie Moeller and Anna Bischoff**

Ellen Farmer **in honor of Betsey Linscott**

Belle Eckert **in honor of Brenda Deckman**

Valerie Gresham **in honor of Bruce and Barbara Holman**

Alan Strassberg **in honor of Cara Finn**

Ambrose and Michele Pollock **in honor of Carolina Bayne**

Jeffrey Lee **in honor of Claudia Burgin**

Sarah Mills **in honor of Cynthia Kent-Mills**

Akif Uzman and Amy Sater **in honor of Darrie Ganzhorn**

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Penelope and Peter Kenez **in honor of Debra Dolsberry**

Robert and Elizabeth Imlay **in honor of Diane Christiensen and Steve Dawson**

Heather Bullock and Julian Fernald **in honor of Dona Bullock**

Pamela and Al Patrick **in honor of Donald C. and Emily E. Clark**

Eric Cotts **in honor of Ed Bacher**

Martha Vickers **In Honor of Edison, Vickers, Parrish Families**

Richard Verrow and Ann Russell **in honor of Elizabeth and Stewart Tattersall**

Elfrieda Hiebert **in honor of Gina Cervetti**

Ann Freitas **in honor of Ginny Aragon**

Lauren Feldman **in honor of Gloria Nieto and Jo Kenny**

Jasmine Kotlarz **In honor of her colleague, Sarah, for her birthday!**

Liz Celeste **in honor of her mom for Mother's Day, who has a generous and open heart!**

Rachelle Yoder **in honor of her mother**

Robin Imlay and Jeffrey Hing **in honor of his mother's birthday**

George Narlesky **in honor of Iris and Elmer**

Cara Finn **in honor of Jillian Pirolo**

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

Lisa Rose **in honor of Jim and Becky Lang**

Jennifer Townhill **in honor of Kaitlyn Vian**

Linda Charman **in honor of Katherine Beiers and the Rebeles**

Rosemary Anderson **In Honor of Kathleen and Kate**

Karen McKie **in honor of Kent Bond of Willow Glen Yoga**

Jack Sammons **in honor of Lanier Sammons**

John Miller **in honor of Martha and Pat Dexter**

Mark Miller **in honor of Martha and Pat Dexter**

David Dexter **in honor of Martha and Patrick Dexter**

Patricia Wright **in honor of Michael Fuqua**

Ian Rhine **in honor of Mother's Day**

Janice Palm **in honor of Mr. and Mrs. Richard A Palm**

William Salmansohn **in honor of Muriel Salmansohn (and all of her ducks)**

Kirsten Coppin **in honor of Nathan Pepper**

Cafe Cruz **in honor of Nikki Howe**

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

Jeri Crittenden **in honor of Patrick Collins**

Oren Kroll-Zeldin **in honor of Paul Goldberg**

Nancy Harper **in honor of Paul Johnson**

Ellen Buckingham **In honor of Richard and Sita**

Diane and Charlie Overmire **in honor of Rozell Overmire**

Quantesa Roberts **In honor of Sarah's birthday**

Darrie Ganzhorn **in honor of Shadley Stephens**

Janet Christ **in honor of Susie MacMillen and**

her wonderful sons

Kenneth Weisner **in honor of the Schwarz family**

Timothy Hughes **in honor of The Windsor Street Crew**

Peter Szydlowski **in honor of the Zawacki Family**

Cricket Sloan **in honor of Veronica Schultz**

Christine Schneider **in honor of Will Troy**

Ann Ramer **in memory of Anna Seliskar**

Becky and Jim Lang **in memory of Bill Tracy**

Matt and Peg Guerrieri **in memory of Doris Miller**

Robert Cagle **in memory of Elizabeth Heald**

Elliot Fleming **in memory of Elliot Falconer Fleming**

Abbey Asher **in memory of Erik Schapiro**

Mary Orr **in memory of Hank Rudniki**

Marianna and James Franks **in memory of James Franks**

Bradford and Kathleen Scott **in memory of Jane Scott**

Irene Gustafson **in memory of Joan Diane Rudin**

Judy and David Ow **in memory of Lorianna Heald**

Constance Jones **in memory of Malcolm Samuel**

Tracy Ballinger **in memory of Percy Ballinger**

Kathryn Gordon **in memory of Susie MacMillen**

In memory of Pete Biocini

Pete Biocini was a generous and big-hearted friend to the Homeless Garden Project. He and his wife, Patricia, supported our work for more than twenty years and were leadership donors to our Build the Farm campaign. He cared deeply about addressing homelessness and believed in our work. We'll carry on the impact of his work and his memory at Pogonip. We're grateful for his support and for the support of the many who loved him, were mentored by him, and made gifts in his memory.


The following gifts were made in memory of Pete Biocini:

Robin Torgerson
Mitchell and Shelley Herold
Wallace Papke
Thomas Blue
Margaret Smith
Bill Nulf
Steve Brousse
Barbara Stokes
Laura & Marc Eddings
Christopher Rose
RS Hughes
Nicolle Bengtson
Ricardo Mendieta
Nancy and Mark Green
C. V

Mark Conway
Larry Goldsmith
David Fondren
Mark Zimmerman
Steve Stern
Robert DeFusco
Craig Legleiter
Cindy Tat
Dennis Branagh



Holly & Joseph Vargas
Tom Sullivan
Henkel Adhesive Technologies
Bruce Maxwell
Mark Gates
Justin Kempf
Mike and Sheri Page
Thomas Smith
Janet Sall

A close-up photograph of cosmos flowers with thin, feathery green leaves and purple petals. The flowers are silhouetted against a bright, warm sunset sky with a golden glow. The background is out of focus, showing more flowers and the sun's light filtering through the branches.

“Always there is something
worth saying, about glory,
about gratitude.”

—Mary Oliver

Thank you to Jenny Sandrof of Blue Heron Design Group, Robin Holland Brand Consulting, photographers Shmuel Thaler, Bredette Dyer, and David Dennis