



# IMPACT REPORT

2019

**kids**  
**GARDENING**.ORG  
HELPING YOUNG MINDS GROW



## Dear Friends,

Every child deserves to spend time in a garden. Gardening engages a child's sense of wonder for learning about the natural world, encourages stewardship of the earth, engages them in hands-on learning, and teaches where their food comes from.

**Because of you**, KidsGardening continues to support our community of families and educators who garden with children nationwide. This act of getting kids into gardens is profoundly important to the health, wellbeing and sense of hope for future generations.

In 2019, KidsGardening reached **over one million children** in the United States through grants to schools and community organizations and through educational resources for families, educators, and volunteers. Some of our most significant achievements in 2019 include:

- Our biggest grant application cycle to date, increasing our applicant pool by 54% and distributing over \$160,000 in prizes, reaching close to 75,000 kids in 222 garden programs around the country.
- A continuation of our partnership with the National Head Start Association and Scotts Miracle-Gro Foundation to reach early childhood centers serving some of our most vulnerable, at-risk populations nationwide.
- The introduction of Chrysalis, our collaborative online initiative in partnership with national youth garden leaders and sponsors to develop a centralized, interactive, online platform to meet the growing demand for resources, networking, and funding for youth gardens.

Through gardening, we create positive change for kids, communities, and our planet. We want every child to have the opportunity to learn and grow in a garden; be it outside, in a classroom, or in a cup in the kitchen window.

Reaching our goals wouldn't be possible without you. We are grateful for the generosity of our donors, corporate and nonprofit partners, and every person who chooses to share gardening with a child. Together, we are planting seeds of hope.

With Gratitude,

Kit Perkins  
2019 Board Chair



# Leadership

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## BOARD OF DIRECTORS

**Kit Perkins** *Chair*

**Jim Feinson** *Treasurer*

**Zaw Win** *Secretary*

**Bill Calkins**

**Fred Hutchins**

**Will Raap**

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**Sharon Lovejoy**

**Melinda Myers**

**Stephen Saint-Onge**

**Dave Whiting**



**HAPPIER,  
HEALTHIER KIDS**  
*learning* **IN THE**  
**GARDEN AND**  
*connecting* **TO**  
**NATURE**

# Celebrating Kid Gardeners

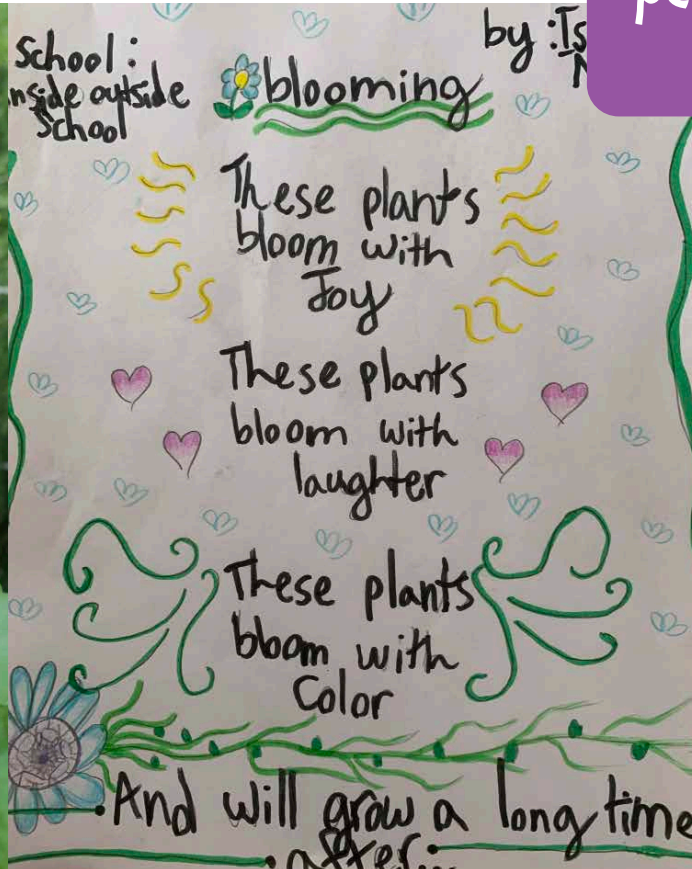
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## WHAT DOES YOUR GARDEN GROW?

For Kids Garden Month 2019, we invited kids to share what grows in their garden! From flowers to lemon cucumbers, cooperation to literacy, **over 1,000 kids** shared what they're growing. Their creativity and enthusiasm for gardening was contagious!

“My garden allows me to flex my creative muscles and it pushes me to become a better person.”

- Josephine, 17



# Program Spotlights

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**“Your grants matter!** Grants like these gave us the resources we needed to get a garden off the ground and raised awareness in our community. Believing in school gardens is beneficial to students in so many ways from science instruction, nutrition awareness, sustainability issues, farm-to-table education and more! So thank you! We are so incredibly grateful!”

- Jessica Hauer, Garden Coordinator,  
Valencia Newcomer School



## CARTON 2 GARDEN

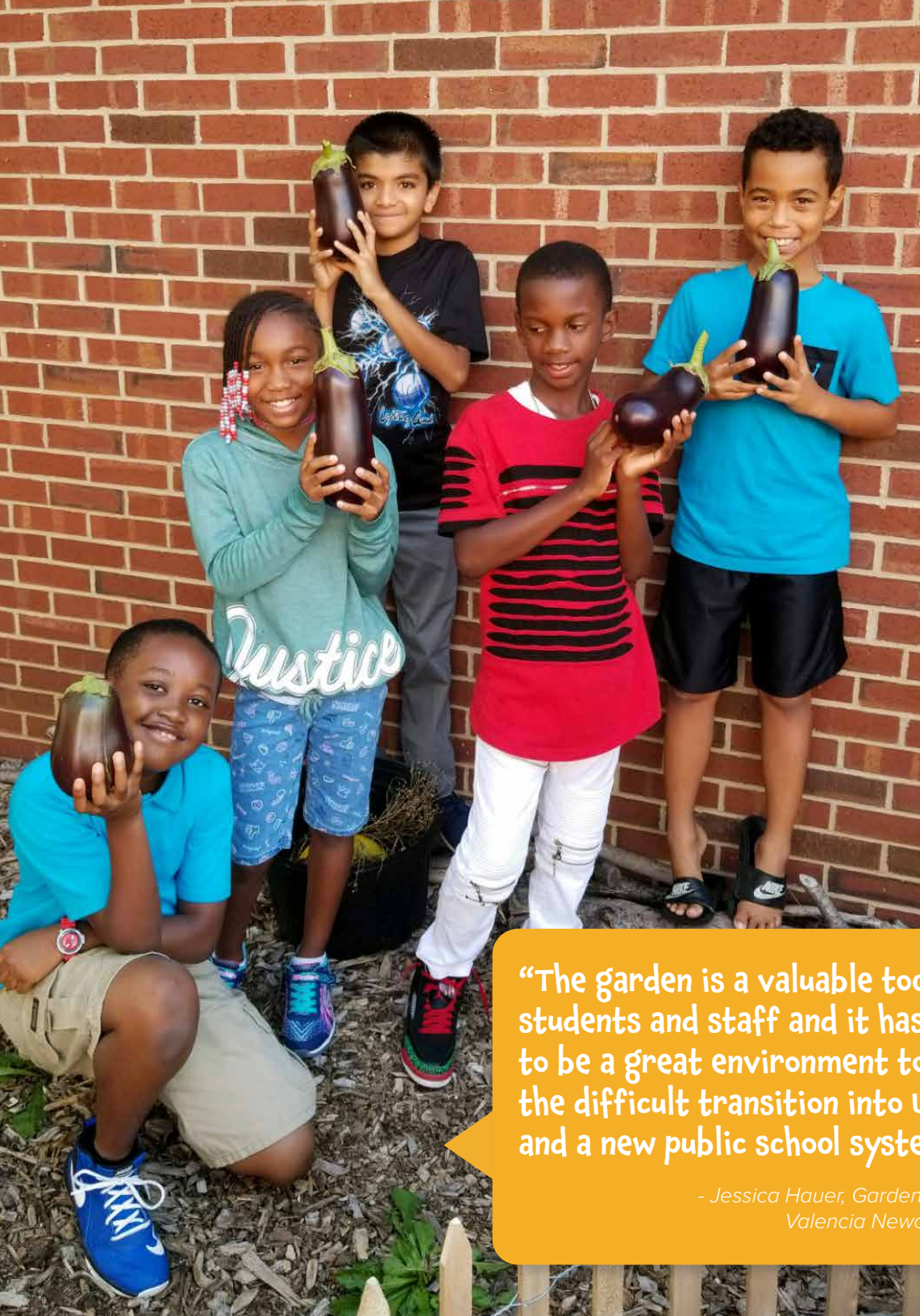


In the fifth annual Carton 2 Garden Contest, sponsored by Evergreen Packaging, nearly 200 public and private schools implemented innovative garden creations featuring creative and sustainable uses for repurposed milk and juice cartons. In addition to a grand prize of \$5,000, four specialty prizes were awarded in the following categories: Carton Art in the Garden, Environmental Stewardship, Health & Nutrition, and STEM, as well as ten grade-level prize winners.

Art in the Garden winner Beckman High School paired students in their Self-Contained Moderate to Severe and Autism Specific Special Education classes with students in their Advancement Via Individual Determination program to create a stunning garden that incorporated cultural awareness by focusing on a design to help celebrate the Chinese New Year. This expansive project also involved students from the school's Chinese, graphic design, art, photography, video editing, and science classes. Students chose the theme of Chinese New Year because of its importance to their community. They also hoped that since 2019 was the Year of the Pig and pigs are a symbol of good luck and fortune, the garden would be blessed with those qualities throughout 2019. The project brought together a diverse group of students and allowed them to each use their own talents to create a special event in their garden that the whole school could enjoy. Team Leader Kristen Hammer says, "The program led to opportunities for engagement and empathy between the varied levels of students. It was an impressive outcome!"

**10,000+**  
kids participated  
in the contest!





## YOUTH GARDEN GRANT



Since 1982, the Youth Garden Grant has supported school and youth garden projects that enhance the quality of life for children and their communities. Twenty-five organizations were selected from over 800 applications to receive award packages to help start new or expand existing garden programs.

Through the years, the Youth Garden Grant program has reached school and community gardens throughout the United States. Not only does the Youth Garden Grant provide direct resources to awarded gardens, but also helps coalesce local support and build program momentum.

One of this year's grant recipients, Valencia Newcomer School, is a unique inner city school in Phoenix, Arizona created to serve the local immigrant and refugee population. Many of its students have been in the United States for less than two years, have behavioral and emotional needs resulting from past trauma, and are experiencing a school setting for the first time. The garden program at Valencia Newcomer is an essential part of the curriculum that focuses on whole child development. Through gardening, students are able to build a foundation of the English language, apply math and science concepts, find emotional healing, and prepare to enter a mainstream public school system.

**"The garden is a valuable tool for our students and staff and it has proved to be a great environment to help ease the difficult transition into US culture and a new public school system."**

*- Jessica Hauer, Garden Coordinator,  
Valencia Newcomer School*

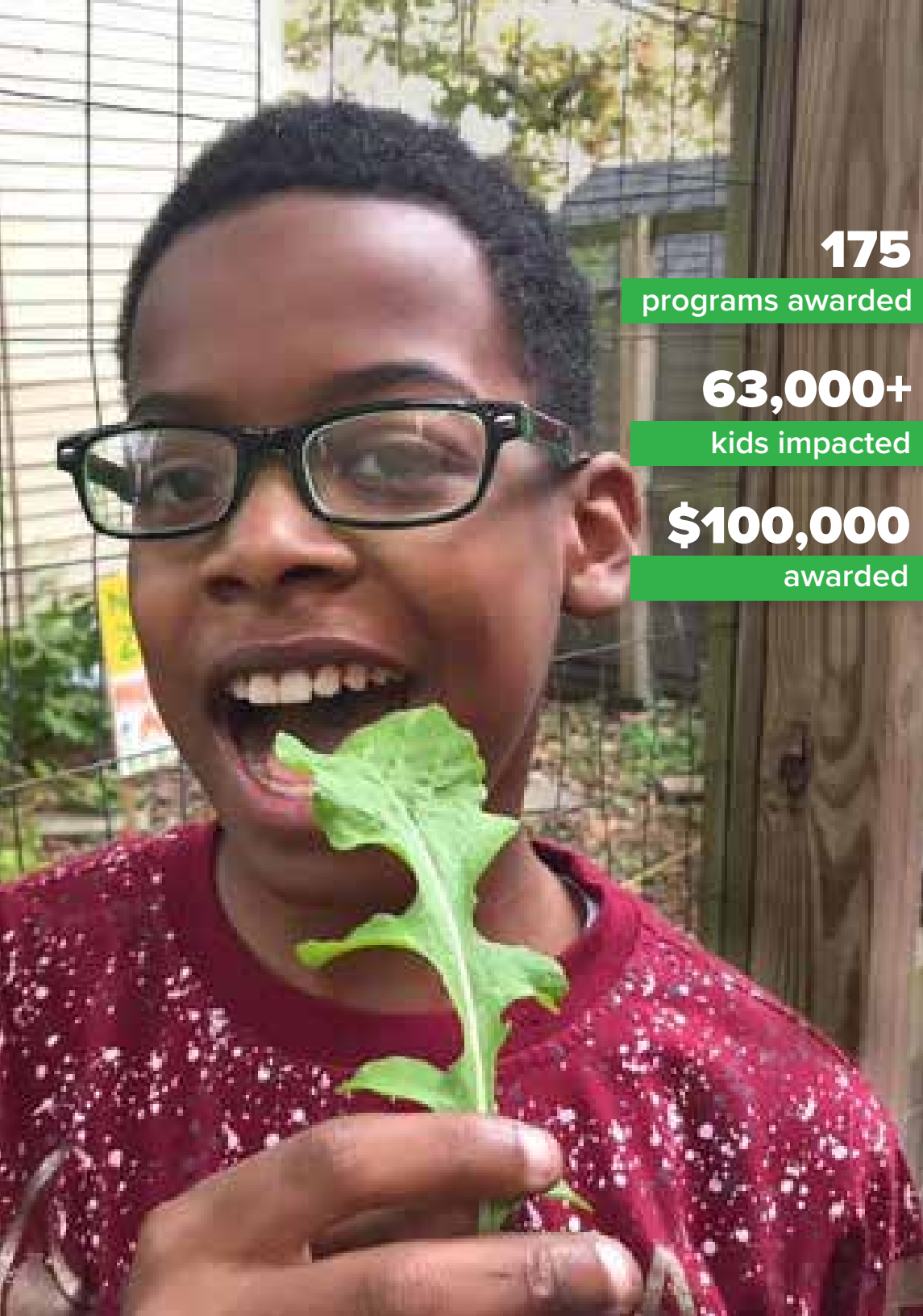
## SCHOOL GARDEN BUILD WITH PT HOLDINGS

For the fifth year in a row KidsGardening partnered with Illinois-based PT Holdings to build a school garden in the suburbs of Chicago as part of their Giving Back Initiative. This year, Oakbrook Elementary School, in Wood Dale, IL was the recipient of this exciting opportunity.

Over the course of a chilly May morning, PT Holdings staff, the Oakbrook Elementary School community, and members of the KidsGardening team created a fenced-in garden space with six raised beds, multiple compost bins, a small storage shed, and benches for students to use when having class outdoors. Volunteers also installed a beautiful pollinator garden and mulched large sections of pre-existing perennial landscape.

The garden will be used as an extension of classroom activities for 300 K-2 students. Oakbrook Principal Tim Shermak says that the garden will “support our curriculum and provide our students with a learning experience that cannot be replicated in most of their homes. We firmly believe that a large part of learning is through experiences and hands-on approaches to instruction.”





**175**

programs awarded

**63,000+**

kids impacted

**\$100,000**

awarded

## GRO MORE GOOD GRASSROOTS GRANT



The Gro More Good Grassroots Grant presented by The Scotts Miracle-Gro Foundation and KidsGardening is designed to bring the life-enhancing benefits of gardens to communities across the United States. Part of Scotts' larger Gro More Good initiative, the grant provided 175 school and nonprofit programs with funding to create new or enhance existing gardens or greenspaces.

We were honored to be able to support the work of so many amazing community programs through this grant program. In California, the Family Resource Center of the Redwoods is partnering with The Community Food Council for Del Norte and Tribal Lands to create new and sustainable food sources in food insecure areas. Their Grassroots Grant assists with the Klamath Food Forest project, a school and community garden that is bringing indigenous plant food sources and traditional basket material plants back to the Klamath community while inspiring youth to participate in their local food system.

In Arizona, the Northland Family Help Center's Youth Shelter Garden used their grant funding to expand their garden with new plants, tools, soil amendments, and fruit trees. Their garden program provides youth in transition an opportunity to find roots and connect with their environment by teaching them about growing food, caring for plants, and healthy eating and cooking habits.

## BUDDING BOTANIST



Furthering the mission of the Klorane Botanical Foundation, the Budding Botanist Grant helps our youngest citizens learn about plants, explore the world around them, and care for

the life they discover in their local ecosystems. This year, six grant packages valued at \$3,000 in cash and supplies were awarded to six schools across the United States.

With this award, grantee school R.M. Miano Elementary planned a new student-designed Carnivorous Bog Garden that expands on their thirteen existing gardens spaces, each of which highlights a different ecosystem and biome. “Our goal is to have a learning garden in every open location not being used on our campus. By our calculations we can still fit in eight gardens,” teacher and garden coordinator Sergio de Alba told us. These extensive gardens serve as not only a setting for classroom exploration and learning, but an environment in which elementary and middle school students can engage in meaningful peer to peer mentoring.

“Our gardens are an avenue to achieving lofty dreams while still maintaining our roots and love for the land and what it provides. I have taught in this program for 17 years and the brilliant ideas that some of these children have developed provides confidence that they will one day change the world.”

- Sergio de Alba, teacher,  
R.M. Miano Elementary School



# Curriculum & Partnership Spotlights

## HEAD START GARDEN GRANTS

Working to reach early childhood educators serving high needs youth across the country, KidsGardening is collaborating with The Scotts Miracle-Gro Foundation and National Head Start Association to provide content and support for the NHSA Gro More Good Garden Grants. Ultimately, the goal of this initiative is to bring the powerful, life-enhancing benefits of gardens to the one million at-risk Head Start children and their families by inspiring and supporting the development of edible gardens and hands-on garden education. Through the grant program, ten Head Start Centers each year

are receiving awards and garden packages to help install garden programs on their school grounds. In addition, KidsGardening is helping to reach even more Centers through workshops at national NHSA conferences, links to online resources, and quarterly webinars.

It has been an honor for KidsGardening to work with the amazing and creative Head Start educators dedicated to supporting families and ensuring all children have a solid foundation for their academic careers.



## CABOT PATCH PROGRAM POLLINATOR PATCH



Cabot Creamery Co-operative and KidsGardening were pleased to introduce the Pollinator Patch Program, a free, new resource about the importance of pollinators and practical ways kids can help protect and preserve pollinator populations. The Patch Program can be used in a classroom, an after-school setting, or by groups such as the Scouts as a way to enhance existing activities or lesson plans. The Pollinator Patch joins an impressive collection of existing patch programs from Cabot including The Sustainability Patch, The Fueling Head to Toe Patch, The B Corp Patch, The Gratitude Patch, and more!

# Impact & Financials

Gardening changes and improves kids' lives, their communities and the planet. Our grant programs, contests, curriculum, and activities inspire and support parents, educators, and communities who bring these life-changing opportunities to kids.

**1.4 Million+**  
kids reached in 2019!



**\$154,500**  
awarded in funding

**222**  
programs awarded

4X more  
programs than  
last year!



**69,000+**  
kids reached  
through curriculum  
publications



**745,000+**  
kids reached  
through lesson  
plans

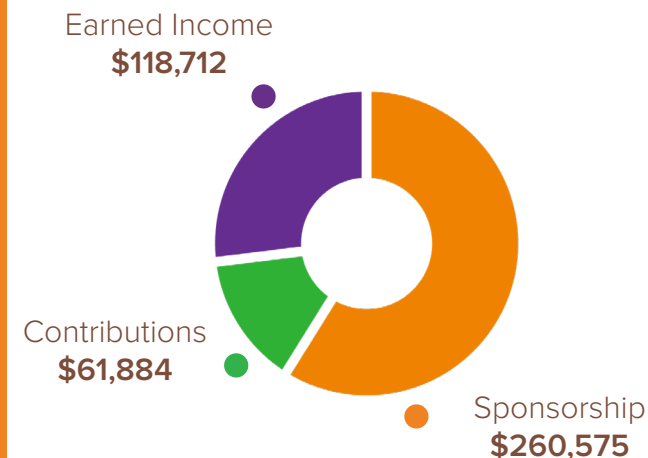


**587,000+**  
kids reached  
through activities

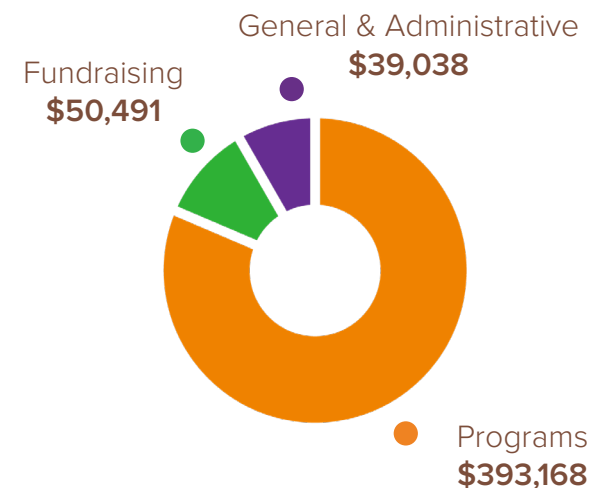


**83,000+**  
kids served directly  
through grants and  
contests

## INCOME



## EXPENSES



# Our Supporters

Thank you to the hundreds of generous partners and supporters across the country who made our mission possible in 2019. Together, we're growing a generation of happier, healthier kids!



Introducing  
Chrysalis!

We said 'WHAT IF?'  
You said 'YES!'

What if we harnessed the enthusiasm and expertise of all of our peers to help convene and coalesce the youth gardening movement?

This past year, we introduced the concept of Chrysalis, an online collaborative platform, to our stakeholders and donors and we were thrilled with their enthusiastic response. **THANKS TO YOU** - this new tool is in the works right now.

With the support and enthusiasm of our peer nonprofits, this new community will be a go-to resource for idea exchange, thought leadership, outreach, advocacy, and networking.

We are excited to show you this new feature in 2020!





“I like to grow  
different flowers  
and vegetables and  
watch them grow.”

*- Lance, 4-H Gardener*



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