

2016 ANNUAL REPORT

GROWGOOD



Food



Therapy



Jobs



GROW-GOOD.ORG

ABOUT GROWGOOD

GrowGood is a Los Angeles based nonprofit urban farm with a mission to create urban agricultural programs to empower people and transform communities. Since 2011, GrowGood has worked with The Salvation Army's Bell Shelter to transform and maintain the 1.5-acre vacant parcel of land adjacent to the shelter into an urban farm. The Bell Shelter ("Shelter") is the largest homeless shelter west of Mississippi that provides comprehensive transitional care program for up to 350 homeless men, women, and veterans. GrowGood accomplishes its mission through three main strategies: (1) providing a variety of nutritious, fresh produce to the Shelter's kitchen; (2) providing job training and meaningful resume-building employment opportunities for homeless and other vulnerable populations with the greatest barriers to employment; and (3) managing a therapeutic green space for spiritual and emotional healing.

GROWGOOD PROVIDES 7,000 LBS OF PRODUCE TO BELL SHELTER

GrowGood's farm consists of an orchard of 51 fruit trees, 14 raised vegetable garden beds, a ½ acre area of in-ground row crops, a chicken coop, and a California native plant garden filled with more than 300 flowering, drought-tolerant plants. GrowGood's vegetable growing areas and orchard are all connected to a state-of-the-art drip irrigation system.

In 2016, GrowGood delivered more than 7,000 pounds of just-picked, organic produce with a market value of over \$20,000 to the Shelter's kitchen. Our increased output is the result of hard work by our farm managers and interns, years of soil rehabilitation, and systematizing our growing and harvesting calendar. The Shelter kitchen is staffed with six full-time employees and volunteers, who serve 450 to 480 meals a day in the Pregerson Dining Hall. Breakfast is served at 4:30 am for residents who leave the Shelter for early work shifts. Currently, GrowGood supplies a little over half the produce the kitchen needs for soups, sauces, stir-fries, and other dishes—all of which are made from scratch.



2016: BY THE NUMBERS

7,112

Pounds of produce provided to the Shelter's kitchen with a market value of over \$20,000

35,000-40,000

Number of plants transplanted

82

Vegetable varieties planted

6

Residents who obtained temporary employment on the farm



TRANSITIONAL EMPLOYMENT PROGRAM LAUNCHES

In the spring of 2016, GrowGood launched the Transitional Employment Program to train and employ homeless clients in meaningful resume-building, part-time, temporary employment on the farm. Whether hiring for garden help, production staff, or delivery drivers, GrowGood interviews clients in a structured, competitive process. Clients learn and practice principles of success, understand and navigate the hiring/application process, gain work experience, and acquire references. Clients work side by side with GrowGood staff, interns, and volunteers on the farm during their employment term. They apply their garden learnings in an operationalized way as well as gain customer service skills, inventory management and retail experience relevant to delivering quality products in a real-world commercial setting.

After up to six months of employment, GrowGood provides valuable references and connections to external employment opportunities through partnerships with various companies and organizations such as LA:Rise, America's Job Center and REDF that are committed to hiring people with greatest barriers to employment. In 2016, GrowGood employed six clients in temporary positions on the farm. Three of the six clients obtained permanent employment in the community after successfully completing the program at GrowGood. By the end of 2016, GrowGood has increased its hiring capacity to five clients with three-month contracts at a time.

Mr. James Washington came to The Bell Shelter after suffering a debilitating stroke which left him cognitively impaired and with diminished speech capacity. He volunteered on the farm on a regular basis throughout 2015 making major contributions to our farm expansion. GrowGood provided a place for James to do meaningful work, have social and professional interactions, as well as engage in physical movement and exercise as he moved through the process of recovery. At the beginning of 2016, James moved out of the Shelter into permanent housing. GrowGood soon hired him as our first part-time staff Farmhand! When GrowGood formally launched the Transitional Employment Program, James played a significant role in training newcomers on the farm. He continues to be employed at GrowGood as a Farmhand.



SOCIAL ENTERPRISE PROJECT MAKES SIGNIFICANT PROGRESS

With the backdrop of the therapeutic farm and Transitional Employment Program, GrowGood's Social Enterprise Project is set to increase production scale and sell produce to restaurants and other purveyors. GrowGood is planning to build a 30' X 48' climate controlled greenhouse to scale up farm operations. This new addition allows for year-round production and preparation of microgreens, herbs, flowers, and vegetables. In addition to providing training and employment opportunities for the homeless, GrowGood plans to increase earned income for the organization through the Social Enterprise Project. Locally grown microgreens and produce are in high demand by chefs, which is evident by the numerous commitments GrowGood has received from local chefs who want to buy our produce. We piloted the sale of produce in September 2016 and earned over \$4,000 within three months. GrowGood has been awarded a Conditional Use Permit from the City of Bell to build greenhouses on the farm. Construction will be underway in 2017.

FOOD FOR LIFE SKILLS CLASS CONTINUES

GrowGood offers Food for Life Skills classes for clients enrolled in the Shelter's addiction recovery program twice a week. The classes focus on nature study, exercise, body-mind connection and movement, mindfulness meditation, nutrition and diet education. Clients learn to cultivate healthy living habits that support physical, emotional, and mental well-being. Program Cultivator Jayne Torres, a UC-certified Master Gardener, leads the workshops using the GrowGood farm, orchard, and California native plant sensory garden as a classroom. Clients observe and connect with the patterns, processes, and relationships among the natural world. Each workshop hosted an average of 15 clients during 2016.



Many workshop participants have faced the harsh realities of homelessness, incarceration, addiction and mental illness. They are often removed from nature. Reconnecting this broken bond leads to increased self-awareness and empathy, as well as an understanding of interconnectedness of things around them. Witnessing and comprehending the mainstay characteristics of the 'natural order'—resiliency, the ability to adapt to challenging events and circumstances, and the cooperation required for survival among species—provides meaningful information to clients, often leading to the re-discovery and strengthening of these qualities in oneself. Research has shown that spending time in non-threatening natural environments is a highly effective component in treating PTSD, as it provides physical, mental, emotional and spiritual healing benefits. Being in 'green space' increases the brain's release of oxytocin, which evokes the experience of trust and contentment.



I spent a lot of time in nature as a kid. Being out here is comforting because it brings up good memories.

— A workshop participant



GROWING DIVERSE PLANTS THROUGHOUT THE YEAR

GrowGood now harvests an incredible variety of produce throughout the year with the help of our dedicated staff and interns, who are always thinking of next season's harvest. 2016 began with the cultivation of Moringa (*Moringa oliefera*) or Miracle Tree. Thanks to Moringa Farms for the generous donation of seed—we can now cultivate this drought-tolerant Miracle Tree at GrowGood and provide highly-nutritious leaves, seeds, and pods to the shelter's kitchen. We continued to harvest diverse produce throughout the year such as fava beans, leeks, broccoli, Asian greens, turnips, carrots, kale, watermelon, eggplant, Aztec spinach, amaranth, five kinds of squash, green beans, over a dozen varieties of tomatoes, onions, Chinese cabbage, lettuce, chilies, purple queen garlic, chard and many more!

Our team has taken the painstaking task of saving seeds for next year. When asked why go through all the trouble when we could easily buy seeds, our passionate staff farmer Corinne McAndrews asked, "Why would we buy seeds over and over from Vermont, Northern Europe, Taiwan, South Africa, when we can witness the process of nature here on our farm?"

GrowGood ventured into the art of making tea blends. Our medicinal teas are formulated from plants grown on our farm for mind, body, and soul. We began serving our signature tea blends at Food Truck Night in front of the Bell City Hall. Shelter residents also try our tea blends. Our Respiratory Blend, featuring scarlet globemallow, wooly blue curls rosemary, wild rose, and other herbs, is served to residents during our Food for Life Skills class. Other teas, such as our energizing blend for adrenal support with lilac verbena, and wooly blue curls rosemary, are now available for sale.



“ The next step is to reimagine urban food as a real option. It may not be the most efficient, or the most cost-effective, but it provides a chance to heal ravaged parcels of land and the people who spend time there. We waste less fuel transporting produce, prioritize water conservation and responsibility, and look toward resilient seed-saving practices to grow crops that can stand up to the Los Angeles of tomorrow. This is the new urban agriculture: a way to make cities truly livable.

- Corinne McAndrews and Mary MacVean



THANKS TO OUR FUNDERS

Our work is not possible without our generous donors and volunteers. GrowGood's innovative Social Enterprise Project was awarded a \$100,000 gift by the Roy & Patricia Disney Family Foundation as part of the My LA 2050 Grants Challenge in early 2016. Our project was one of the three winners out of 71 projects to be recognized as an initiative "shaping LA's future." GrowGood also received competitive grant awards from S. Mark Taper Foundation and Weingart Foundation during 2016. We are deeply grateful to our 2016 donors:

Roy and Patricia Disney Family Foundation
The Diane and Gilford Glazer Foundation
S. Mark Taper Foundation
Weingart Foundation

The Sandy and Jean Colen Family Foundation
Wirthwhile Fund
Clif Bar Family Foundation
Epstein Family Philanthropic Fund

FINANCIALS

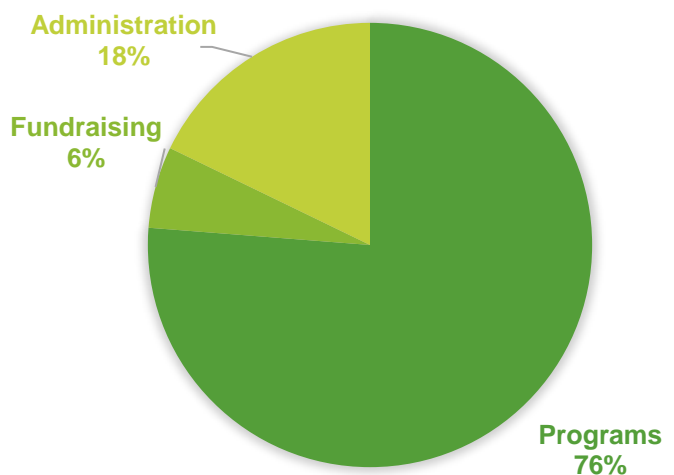
Revenue:

Grants and Gifts	\$245,242
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Expenses:

Salaries and Payroll	\$104,229
Consultants	\$28,112
Utilities and maintenance	\$4,105
Postage	\$609
Equipment	\$790
Supplies	\$16,004
Insurance	\$4,593
Office	\$4,485
Other	\$1,375
Fees	\$824
Travel	\$229
Total Expenses	\$165,355
Net	\$80,420

EXPENSES BY DEPARTMENT



OUR TEAM

Brad "The Vision" Pregerson
Co-founder, President

Andrew "Means Business" Hunt
Co-founder, Treasurer

JJ "The Brains" Figlin
Board member, Secretary

Jayne "Garden Goddess" Torres
Program Cultivator

Corinne "The Game-Changer" McAndrews
Farmer

Katie "Can Do" Lewis
Farmhand

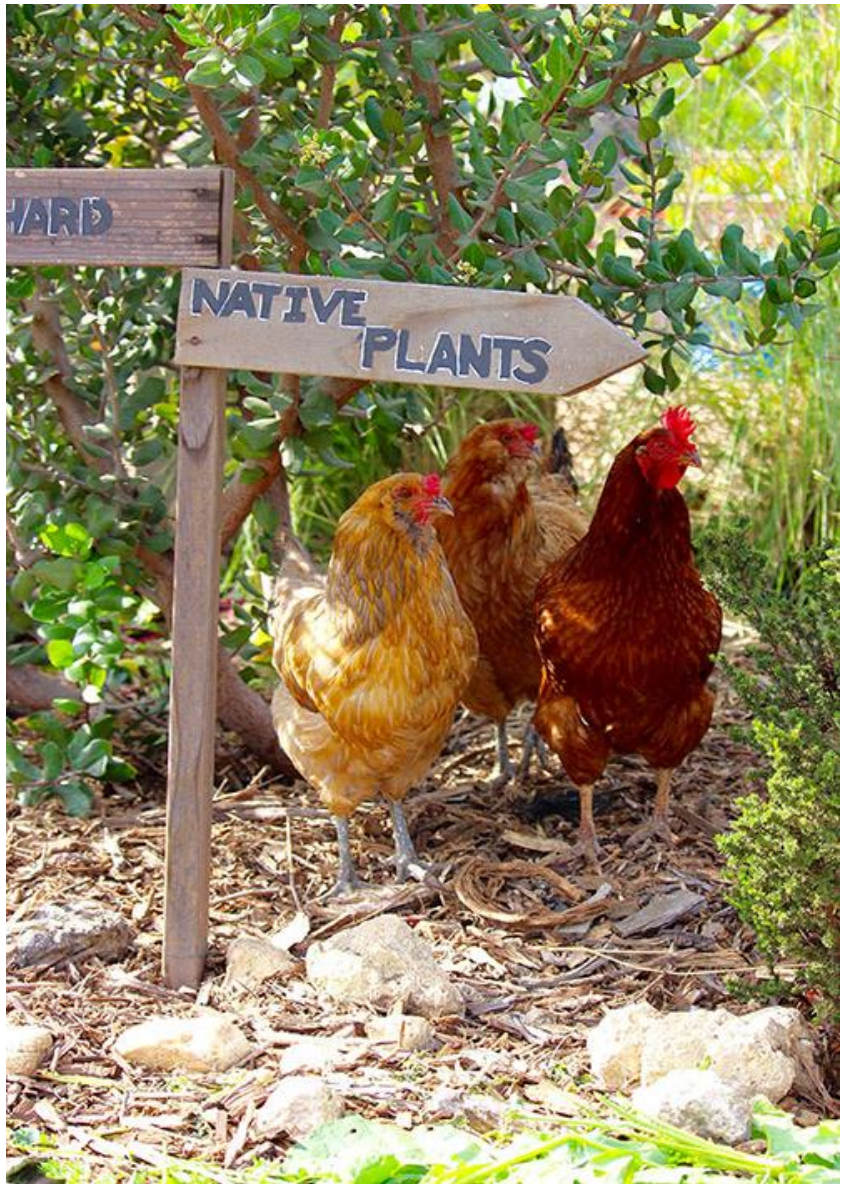
Mary "The Pen" MacVean
Farmhand

James "The Muscle" Washington
Farmhand

Maria "I'll Make it Happen" Beale
Marketing and Creative

Bill "The Life-Saver" Millward
Irrigation Consultant

Victor "The Man" Peraza
Volunteer



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