

2015-2016 Impact Report



Olivewood Gardens and Learning Center completed six years of programming this year and we are excited to share the impact of our work in the community.

Our purpose is to build healthy families and a healthy environment.

Olivewood Gardens and Learning Center programs are changing behaviors to improve health and increase environmental stewardship. We engage children, parents, families and community in hands-on learning experiences in our gardens and kitchen.

During the 2015-2016 school-year we educated 2399 children, 2161 adults.

In all we hosted 9,154 visits to the Gardens and Learning Center.

Program Outcomes

Children's Field Trip Program

Children Served: 1794

Adults Served: 712

Schools and Organizations Served: 37

The purpose of our children's program is to improve eating behaviors and environmental stewardship by instilling a love for food at an early age. The Program delivers a highly effective model of environmental and health science curriculum in our indoor/outdoor laboratory. Children rotate through three structured sessions of hands-on science, gardening, and culinary and nutrition lessons. Olivewood is an extension of the classroom and lessons are tied directly to Common Core Curriculum and Next Generation Science Standards. Research has demonstrated that multiple positive experiences with food early in life lead to healthy lifelong eating habits.



School Field Trip Program



School Field Trip

During the 2015-2016 school year, we served **1794** students and **712** adults including our partnership program with National School District which directly served **489** children and **170** teachers and parent chaperones.

Olivewood prioritizes the evaluation of program impact and responsiveness to community needs. Our rigorous evaluation captures data from students, teachers, and parents, measuring the degree of change in attitudes, behaviors and knowledge related to food, health, and agriculture. Our analysis shows promising trends.

"They are definitely adventurous eaters and want to cook for themselves (independent). They connect math, science, and social studies to OWG lessons and experiences." - S.M., 5th grade teacher

Outcomes Data:

- 92% of parents report that their families are eating more fruits and vegetables
- 85% of parents report that their children talk about caring for the environment
- An average 30.5% increase in the percentage of 3rd graders able to identify select fruits and vegetables
- 87% of teachers responding to the survey agreed or strongly agreed that students are making healthier food choices.

Cooking for Salud™ and Kitchenista Engagement Program

Adults Served: 31 Cooking for Salud Graduates, 55 Kitchenistas

Family & Community Members Impacted: 200+

Kitchenistas: Graduates of our Cooking for Salud™ program. In Spanish, the “ista” suffix refers to someone that is an expert in a particular profession. “Kitchenista” is our way of fondly acknowledging that these women are now professionals in the kitchen.

Cooking for Salud™: Our parent nutrition education program is teaching parents how to make healthy changes at home that will improve their families’ short and long-term health outcomes. Cooking for Salud™ is a behavior modification program that gives families tools to change their cooking and eating habits, as well as transform the way they view food and health. This seven-week program teaches participants healthy techniques for preparing fruits, vegetables, whole grains, proteins, and fats; while providing a safe and welcoming environment where they can share and grow within a cohort. The goals of the program are that Kitchenistas mindfully prepare and consume food, families are engaged in healthy eating decisions and practices, and Kitchenistas are ambassadors of healthy eating in their family and community.



This year, Olivewood completed an extensive program evaluation that included not only a survey disseminated to all past participants, but also in-depth interviews with Kitchenistas from different generations.

“Losing food is like losing culture; I’ve learned ways to keep traditions and be healthy. Cooking is culture, is family, is tradition, is love.” – 7th generation Kitchenista

Outcomes Data:

- Kitchenistas develop strategies to encourage healthy eating at home including cooking at home more often, talking with family members about health, and decreasing unhealthy purchases
- 72% of Kitchenistas report increased consumption of fruits, vegetables, & whole grains
- 30% increase in the number of Kitchenistas reporting that their family prioritizes health
- 70% increase in the number of Kitchenistas reporting to feel confident sharing about health with the community

The Kitchenistas - Graduates of our Cooking for Salud™ program join the Kitchenista alumni for monthly meetings to discuss health and nutrition topics, share healthy recipes, and participate in community events. During the 2015-16 year, 55 Kitchenistas participated in a number of projects in addition to their monthly meetings including art classes, a writing workshop through Playwrights Project, as well as several community events including the National City Chamber of Commerce International Mariachi Festival where they distributed healthy food samples they had prepared.



Kitchenistas at the San Diego Latino Film Festival

“The Kitchenistas of National City” documentary following the struggles and triumphs of two of our Cooking for Salud™ graduates, released last year, has been shown in a number of film festivals including the Global Health Film Festival in London, the I Imagine Film Festival in New York and the San Diego Latino Film Festival. Through private screening events, we raised funds to create Spanish subtitles, as well as educational curriculum materials that can be packaged

with the film and given to other communities interested in creating offshoot programs.

Resident Leadership Academy

Graduates: 17

Olivewood Gardens and Learning Center hosted a Resident Leadership Academy in 2015 for parents at the local high school.



Graduates of the Resident Leadership Academy

The purpose is to train local residents on how to take leadership and implement healthy changes in their community. The Resident Leadership Academy focuses on eating habits, physical activity, and public safety. Participants engage in a ten-session intensive training on community activism and leadership. Many of the participants in this training were Kitchenistas.

Upon completion of the program, graduates identify projects to improve the community. The graduates of our Academy will be using their new skills to lead and support the creation of a school garden at Sweetwater High School, a community garden at the new affordable housing project in National City, a Highland Avenue Beautification Project, and a push to install bike racks throughout National City.

Teacher Training Academies and School Support

Educators Trained: 70



Principal's Health Summit

Our Teacher Training Academies give educators the tools to bring nutrition and garden education into the classroom, helping to grow healthy children who are better prepared to learn. Trainings focus on planning and designing school gardens, basic gardening skills, curricular connections, outdoor class management, and food preparation and handling, among other topics. This year we hosted two Creating and Sustaining Your School Garden (CSYSG) trainings, one Generating Healthy Eaters training, and led a customized professional development training for Kimball Elementary, a local school.

In November 2015, we hosted a District Leadership Team retreat at Olivewood Gardens for all of the National School District school administrators. Olivewood offered technical assistance and brainstorming partnerships to help each school advance its wellness objectives. In addition, we developed a summary of Best Practices for District Support for School Gardens, as well as a training handout for school site professional development, entitled Engaging With your School Garden.

"These workshops help take away some of the anxiety of planning a garden. It helps to have the hands on experience." – Teacher Training participant

Outcomes Data:

- 100% of participants report that they understand the value and purpose of School Gardens
- 100% said the class helped them become comfortable with the basic garden skills needed to create and sustain an edible school garden
- 92% said the class helped them become familiar with a variety of resources related to creating and sustaining a school garden.
- 91% stated that they were more prepared to develop a plan for their school garden program
- 100% of training participants learned methods for effective outdoor classroom management



Teacher Training Academy

Volunteer and Internship Program

Adults and Teens Served: 392

In the 2015-16 year, 392 volunteers, including 12 high school and 11 adult interns, and 20 guest chefs donated 5,206.35 total hours to Olivewood Gardens, valued at \$139,895 by the Independent Sector. We engaged 189 new volunteers and 203 returning volunteers. We piloted a new High School Urban Agriculture Internship for local Sweetwater High students, and engaged in new community partnerships to recruit volunteers and interns to our site, including the San Diego Padres, San Diego City College, and UnitedHealthcare.



"I am a big supporter of education and I believe Olivewood provides a high level of education and support for healthy living for children and adults." - Olivewood Volunteer

Our dedicated volunteers provide essential program, operational, and event support to Olivewood and include community members, retired teachers, chefs, master gardeners, public health professionals, nutrition professionals, college and high school students, educators, and corporate volunteer teams. We partnered with seven Colleges, Universities, and High Schools to provide interns with formal job training in the fields of education, public health, communications, program management, urban agriculture, and nutrition.



Community and Family Programs

Children Served: 605

Parents and Adults Served: 674

This year, we offered a number of family and community programs from small programs like our Family Lunch and Food and Farm Family Fun Day to large community events like our Day of Play and Halloween Healthy Haunted Garden. The Family Lunch and Food and Farm Family Fun Day engaged families in hands-on learning in the garden and kitchen.



Our annual free Day of Play provided a festive-like atmosphere for families to cook together, garden together, and participate in physical fitness and art activities. This year we began offering a Mommy and Me class for new parents and their toddlers to experience the gardens using all five senses. We also hosted a free yoga class in the gardens in partnership with local yoga instructors.

We continued our partnership with the San Ysidro Health Center, providing six field trips for families participating in the Salsita Program. Families in the Salsita Program have at least one child that either has or is at risk for Type II Diabetes. This year, 59 youth and 46 adults experienced our garden and nutrition education program, many who had never visited a garden or farm before. This program gives children and their parents a unique opportunity to learn together important lifestyle changes that can improve health outcomes, such as decreased risk for developing Type II Diabetes, cardiovascular disease, and other chronic health conditions. The field trip to Olivewood Gardens helps to solidify and expand upon healthy skills and behaviors families learn through the Salsita project.



Finally, we opened the doors to our gardens and beautiful Victorian home weekly for tours and once a month for Open Houses to give the community an opportunity to visit and learn about our programs, philosophies and history.

Adult Programs

Adults Served: 107

Olivewood offers additional programming to adults interested in expanding their gardening and cooking skills. During the 2015-16 year we offered gardening workshops seasonally and a Valentine's Day Couples Cooking Class. We hosted two adult field trips, engaging participants of a Christ the King Church healthy cooking series led by one of our Kitchenistas and a group of community influencers from the San Diego Foundation in cooking and gardening lessons, and showcasing "The Kitchenistas of National City" film.



We hosted our 2nd Cultivating Conversation dinner, with local food critic and San Diego Magazine food writer Troy Johnson as the featured speaker and a beautiful farm-to-table dinner provided by the chefs at Tender Greens. Attendees learned about what true Farm-to-Table means and the importance of knowing where our food comes from.



Fundraising and Finances

Seedling Soirée – The Seedling Soirée, our annual fundraising dinner, is a celebration of the new and future growth of our garden and nutrition education center. This special culinary feast in the Garden features local chefs, cocktail makers, and vintners with a unique menu showcasing the best of San Diego's organic and sustainable produce, fish, meats, and confections. The Soirée gives supporters an opportunity to enjoy delicious food and drink in our beautiful gardens, all to support our garden and nutrition education programs. With two ticket levels featuring cocktail and appetizer hour and a sit-down garden dinner, the event is accessible to a wide audience.



This year we featured our Kitchenistas, showing the trailer for “The Kitchenistas of National City” and inviting a Kitchenista to share her touching story with our guests about improving her family’s health through Cooking for Salud™. Kitchenistas also shared artwork they made in classes with a local artist.

We hosted 207 guests and raised nearly \$72,000 net to support our programs through ticket sales, table sponsorships, Fund-a-Need and Wishboard donations, and a live auction.

Private Events – During this past year, Olivewood Gardens became a destination for private events. This revenue source brings new community members to our beautiful space, while helping to support our other programming. We see significant potential for our facility rental program to expand and contribute to our ability to self-sustain. Our facility can accommodate any small event from a children’s birthday party to a corporate meeting. This year, we hosted a SDG&E community partners event, a retirement party, an all-day holiday photo shoot for military families, and a volunteer appreciation event for the Navy Marine Corps Relief Society. We raised \$6,000 through facility rentals this year, twice what we raised for the previous year.

Budget - Olivewood is expanding and growing our programs at a rapid rate. It is essential that we extend our funding base to ensure that we continue to provide high quality educational programs as we grow. During the past year, we raised \$656,362 and our total expenses were \$670,800, reduced from \$673,000 from the previous year. We spent only 15% on fundraising and general management, and 85% of expenses for program management and delivery.

Supporters – During the past year we grew our number of *individual supporters* by 15% from 347 to 398. We received 75 gifts of \$1,000 or more and 803 small gifts (under \$1,000) with an average gift size of \$92.36.

Our *corporate supporters* included SDG&E, Qualcomm, Sprouts Chula Vista, Kaiser Hospitals, Union Bank, UnitedHealthcare, Whole Kids Foundation, Good Earth Plant Company, and Pt. Loma Credit Union.

We received *Foundation and Government support* from the County of San Diego, First 5 San Diego, the Walton Family Endowment for property maintenance, San Diego Social Venture Partners, the Hervey Family Foundation, the Serenity Grace Foundation, Oswald Family Funds at The San Diego Foundation, and Beyster Family Funds at The San Diego Foundation.

Thank you for your Support!

