



OlivewoodTM
Gardens & Learning Center

IMPACT REPORT 2018-2019



2525 N Avenue · National City, CA · 91950
OlivewoodGardens.org · 619-434-4281

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A SPECIAL MESSAGE

Dear Olivewood Donors and Friends,

We are excited to share our **2018-2019 Impact Report** with you. We hope you not only see programmatic data and statistics from the year, but can also imagine the direct impact on the health and wellness of each participant. We are grateful for the investment of time, expertise, and financial resources that helped us achieve our goal of connecting kids and adults to garden, science, and nutrition education. Because of your support and friendship this year, Olivewood was able to serve **over 5,000 people**.

Over the past year, Olivewood listened to the community and created a plan to move us towards a more equitable community for food access and environmental stewardship. Our plan includes enhancing our core programs: **Children's Garden and Nutrition Education Program**, **Cooking for Salud™/Kitchenista™** nutrition and leadership program, **High School Urban Agriculture** and **Garden-2-Kitchen**, along with ensuring we have the staff, board, and volunteer capacity to continue to operate high impact programs.

In order to share our story and impact on the broader community, we worked with a LEAD San Diego Leadership Action Team to help us develop a strong communication and engagement strategy. And, we have developed a funding plan to help us diversify and grow funding. Starting in 2020, you'll see a new look to both our website and newsletter to help make the user experience more streamlined. We hope to grow more food for the local school district, local markets, and local restaurants in an effort to meet our vision of a community free of diet-related health conditions and be the leading environmental education and wellness center in South Bay.

We invite you to stop by the garden to see our programs in action, ask us questions about our larger impact, or attend a class or event. This Impact Report is just a glimpse into the people and partnerships that helped make Olivewood thrive over the past year.

Jen Nation
Executive Director

Cathe Burnham
Board Chair (2017-2019)

WHY WE DO WHAT WE DO



MISSION

To empower children and adults to be healthy and active citizens through organic gardening, environmental stewardship, and nutrition education.

PURPOSE

To build healthy families and a healthy environment.



Children Served:
2,384



Adults Served:
2,899



Total Visits:
10,470



2018-2019 BOARD OF DIRECTORS

Executive Committee

Board Chair

Cathe Burnham
Community Advocate

Vice Chair

Trish Watlington
*Founder, Farm to Fork
San Diego*

Secretary

Evelyn Wiggins
*Attorney, Little Mendelson
P.C.*

Treasurer

Jacqueline Reynoso
*President/CEO, National
City Chamber of
Commerce*

Board Members

Susana Villegas
*President, SVPR
Communications*

Stephanie Jensen
Realtor, Keller Williams

Dennis Doyle, Ph.D.
*Former Executive
Director, Collaborations:
Teachers and Artists*

Anne McEnany
*President/CEO,
International Community
Foundation*

Daisy Gordon Crompton
*Manager, San Diego
City-County Reinvestment
Task Force San Diego
Housing Commission*

OUR STAFF



Executive Director
Jen Nation

**Garden & Facilities
Manager**
Leonard Vargas

**Director of
Development**
Claire Groebner

Director of Programs
Callie Brust

Volunteer Coordinator
Jacqueline Ante

**Environmental
Education Specialist**
Jeni Barajas

**Administrative
Assistant**
Angelica Bastida
Cazares

**Cooking for Salud™
Coordinator**
Patty Corona

**Administrative Support
Assistant**
Taylor Garcia

Schools Coordinator
Angelica Gastelum Ortiz

Nutrition Educator
Rebecca Howat

**Community Outreach
Assistant**
Rocina Lizarraga

Garden Support
Octavio Rodriguez

Garden Support
Adan Teposte

PROGRAMS



CHILDREN'S GARDEN & NUTRITION EDUCATION PROGRAM

PROGRAM GOALS:

1. Children appreciate and respect the natural world.
2. Children have positive attitudes and behaviors related to food and health.
3. Children understand the natural processes in both the body and the earth.



Children Served:
1,909



Adults Served:
308



Field Trips:
126



**National School
District Partner
School Students:**
686

PROGRAMS



CHILDREN'S GARDEN & NUTRITION EDUCATION (cont'd)

This program is designed to teach students where their food comes from, empower them to make healthy choices, and inspire them to enjoy the outdoors.

We are creating adventurous eaters, engaged environmental stewards, and inquisitive young leaders.

We partner with National School District to provide a three-series field trip program for fourth graders from six schools with the ultimate goal to serve all ten schools, as well as one-time and multi-visit field trips for students from throughout the County.

We highlight age-appropriate, wholesome recipes featuring seasonal produce and tie lessons directly to the CA State Core Curriculum and Next Generation Science Standards.

Students are immersed in experiential science curriculum connecting environmental health and personal health and are encouraged to use this understanding to make choices that support both.

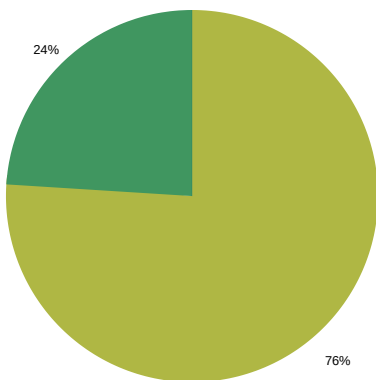


I never tried almost all these things that are in here, but it is delicious!" –National City 4th Grader

PROGRAMS



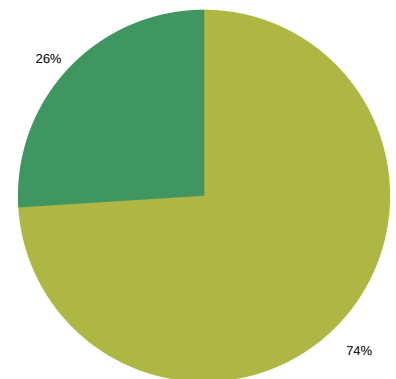
CHILDREN'S GARDEN & NUTRITION EDUCATION HIGHLIGHTS



76% of NSD 4th graders say they like to eat veggies a lot or sometimes & they are either all the time or sometimes "an adventurous eater and like to try new foods!"

“

The hands-on learning experience [Olivewood Gardens] provided is like no other; students are able to learn by cooking, planting, smelling, tasting and feeling! I have noticed a change in their perceptions of food. Olivewood emphasizes making healthy choices but also emphasizes taste! – National City Teacher



After attending field trips, 74% of 4th graders at NSD said "they talk to their family about eating healthy" all the time or sometimes.

PROGRAMS



COOKING FOR SALUD™

PROGRAM GOALS:

1. Kitchenistas™ mindfully prepare and consume food.
2. Families are engaged in healthy eating decisions and practices.
3. Kitchenistas™ are ambassadors of healthy eating in their family and community.



Adults Served:
52

100%

100% of Cooking for Salud™ Generation 14 graduates positively changed 1 or more clinic health measures (i.e. A1c, blood pressure, cholesterol, weight)

PROGRAMS



COOKING FOR SALUD™

Cooking for Salud™ teaches adults how to make healthy changes at home that will improve short and long-term health outcomes. The program teaches participants healthy techniques for meals, while providing a safe and welcoming environment where they can share and grow within a cohort. We also help incorporate graduates into an alumni group to share the many continued personal and professional development opportunities we provide.

This year, we continued our work with local seniors to host an Age-Friendly Cooking for Salud™. We recruited 15 seniors from local senior community and living centers and partnered with the USD Caster Family Center for Nonprofit and Philanthropic Research to study the physical, mental, and community impacts of the program.

“ I want to apply what I learned with my friends at the Seniors Club. I have already told them I will teach them new recipes and healthier ways to cook in our next meeting. I like to share and help others and this has helped me and I want this to help other people too. So that is why we are going to teach them what we learned here. -
Cooking for Salud™
Generation 14
Kitchenista

PROGRAMS



KITCHENISTAS™ COMMUNITY ENGAGEMENT PROGRAM



**Total
Kitchenistas™:**
226



**Kitchenistas™
Served:**
85



**Community Members
Served:**
545

The Kitchenistas™ program provides graduates of Cooking for Salud™ with a community of support, and personal and professional development opportunities that support physical, mental, and financial health of participants.

Each year, Kitchenistas™ provide healthy cooking and nutrition presentations to parents twice annually at each of the ten local elementary schools.

Presentations this fall focused on research-based connections between child nutrition and academics, how to get kids in the kitchen. The spring presentation focused on a parent-request, plant-based proteins.



PROGRAMS

STRAIGHT 2 PLATE PROGRAM - NATIONAL CITY

PROGRAM PURPOSE

To help students achieve their full academic potential, transform and enhance the school meal program, and improve the health of a community by inspiring behavior change related to food and health.

During the past year, Olivewood began conversations with Healthy Day Partners and National School District leadership to develop the Straight 2 Plate program (S2TP) for the district. The program addresses issues of healthy food access, nutrition education, and community engagement in the NSD system. The program's purpose is to integrate fresh produce grown at Olivewood into the NSD meal program, provide garden-based nutrition education and

outreach opportunities for staff, students, and families at school sites; and develop a replicable S2TP curriculum. **At the end of the 2018-2019 school year, we provided lettuce three times a week for all ten schools in the district for six weeks.**

In the 2019-2020 school year, we plan to expand what we grow for the schools to include multiple items for the salad bars with feedback and educational opportunities for students.

PROGRAMS



VOLUNTEER & INTERNSHIP PROGRAM



Adults Served:

318



**High School
Students Served:**
104



Hours Donated:
6,788 (valued at
\$172,619)



of Interns:
49

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. Internships include Nutrition Education, Garden Education, Outdoor Education, Program Coordination, Special Events and Marketing, High School Urban Agriculture, High School Garden-2-Kitchen, and more.

PROGRAMS



VOLUNTEER & INTERNSHIP PROGRAM (cont'd)

Interns identify a need of the organization and complete a project that can be left behind as their legacy. This year, interns supported a local community member in the planning, preparation, and planting of a garden; created nutrition presentations for local National School District parents, and created community resource lists and educational nutrition handouts. Graduates of our Garden-2-Kitchen internship program competed in a 'Chopped'-style challenge with judges from the community scoring on taste and presentation.

In addition, retired professionals, corporate groups, high school students, professional chefs, local parents and Kitchenistas™ come to the gardens to share their time, energy, and expertise in order to help us reach our mission.



100% of students reported the internship provided them with skills they could apply towards future jobs such as:

- **listening carefully and being careful with tasks**
- **teamwork and socializing skills**
- **meeting new people and learning to work efficiently**

PROGRAMS



FARM FRESH ADULT COOKING CLASSES, GARDENING CLASSES, AND CORPORATE WELLNESS EVENTS



Adults Served:
193

Olivewood's adult programs aim to provide educational opportunities to community members and businesses while serving a dual purpose of revenue generation. Our Farm Fresh cooking classes engage participants in touring and harvesting veggies to take home, preparing and experimenting with new recipes, and enjoying a feast on the lawn.

We continued to host public gardening classes and private groups including local schools, with topics ranging from Creating and Sustaining School Gardens, Dragon Fruit and Other Exotic Fruit, Garden Planning and Container Gardening, and Vegetative and Seed Propagation.

Our Gardening 101 classes are aimed for home or school gardeners looking for strategies on how to get the most out of their gardens with practical solutions.

PROGRAMS



ADULT PROGRAMS

DINNERS AT OLIVEWOOD



The Cultivating Conversation and Garden Dinner at Dusk series engage Olivewood supporters, local foodies, and food system activists in an al fresco dining experience. The events serve as small scale fundraisers, while engaging new and longtime donors in community-building around delicious meals featuring local chefs.

Dinners Served:

45

COSTUMES, COCKTAILS AND CORNHOLE



Olivewood hosted its first Costumes, Cocktails, and Cornhole event - an adult-only Halloween party. The event featured a taco bar created by Chef Jorge Fuentes, and garden games like cornhole, bocce ball, and pumpkin painting. The fundraiser welcomed new and returning donors to Olivewood for a fun-filled evening.

Adults Served:

30

PROGRAMS



CHILD & FAMILY PROGRAMS

CHEFCITOS



Children Served:
97

Our Chefcitos series reached new levels of popularity this year with highly crafted menus and learning objectives. The 1.5-hour class teaches children food preparation and cooking skills, while exposing them to new ingredients and encouraging adventurous eating. Classes this year included Totally Tomatoes, Healthy Holidays, and Flavors of Spring.

DAY OF PLAY



Children Served:
252



Adults Served:
305

The Day of Play is our largest educational event of the year. This free event gives families the opportunity to learn tips and tricks for living and prioritizing healthy lifestyles through hands-on activities and access to resources from community partners.

PROGRAMS



CHILD & FAMILY PROGRAMS (cont'd)

HALLOWEEN



Children Served:
520



Adults Served:
393

Olivewood's Healthy Haunted Garden is a fun, free community event that provides healthy alternatives to the standard sugary treats kids receive along their trick-or-treating route. Our Haunted Garden dates back to when the Walton family was in the Noyes House and we continue on the tradition each year, providing a fun activity-filled haunted garden maze for neighborhood families.

OPEN HOUSE & TOURS



**Community Members
Served:**
545

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.

PROGRAMS



CHILD & FAMILY PROGRAMS (cont'd)

FAMILY PROGRAMS



Children Served:
81



Adults Served:
71

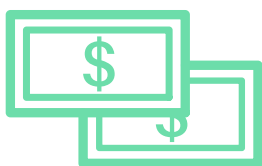
We continued to offer our Mommy and Me program, changing the name to “Talls and Smalls” to be more inclusive of different family dynamics. The program is an opportunity for caregivers and toddlers to create positive, early garden experiences that encourage little ones to use all five senses.

Family Field Trips to Olivewood are structured like our Children’s Program with three activities connecting the environment, food, and health. This year, we hosted families through our partnership with San Ysidro Health Center. Families are referred to our program because they are dealing with diet-related health conditions such as Type II Diabetes and obesity. **This program gives children and their parents a unique opportunity to learn together important lifestyle changes that can improve health outcomes.**

We also offered a Mother’s Day Tea program, giving families a fun opportunity to celebrate moms while honing cooking skills and enjoying a special meal at the gardens. This year, we began a partnership with Chula’s Mission, an organization that provides support to girls without mothers. Throughout the year, we led several Chefcitos cooking classes for the girls and their mentors.

FUNDRAISING & FINANCES

SEEDLING SOIREE



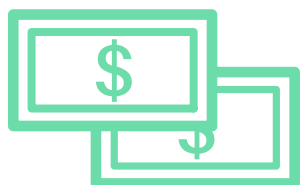
Adults Served:
241

Funds Raised:
\$108,045

This year was our most successful annual event yet, and we raised almost \$20,000 over our original goal!

The Seedling Soirée annual fundraising dinner celebrates the new and future growth of the garden and nutrition programs at Olivewood. This unique event features local chefs, cocktail makers, brewers, and vintners with a menu showcasing the best of San Diego's organic and sustainable produce, fish, meats, and confections. Attendees enjoy delicious food and drink, wander our beautiful gardens, and learn more about our program offerings, all while investing in healthy families and a healthy environment.

PRIVATE EVENTS



Funds Raised:
\$10,300

Olivewood continued to offer facility rental opportunities.

This year we hosted several birthday parties, a vow renewal, an event with the International Community Foundation and Hispanics in Philanthropy, a Community Health Improvement Partners event focusing on obesity and sugar-sweetened beverages, and a Boodlefight – a Kamayan feast celebrating Filipino culture. We also created a partnership with local small business, Epicurean San Diego, to host culinary adventures and farm tours at Olivewood.

FUNDRAISING & FINANCES



BUDGET

2018-2019 was a year of significant growth for Olivewood Gardens. After welcoming new leadership in April of 2018, our programs and staff continued to grow and we had our biggest year of fundraising yet, raising \$852,901 with total expenses of \$832,981.

The coming years will be critical for our success and growth and it will be essential to continue to expand our funding base to meet the needs of the community and continue to provide high-quality educational programs.

We spent 16% on fundraising and general management, which included the contracted services of a strategic planning consultant; 33% on property maintenance and management, including the growing of fruits and vegetables for our programs; and 51% of expenses for program and event management and delivery.

This year we completed our Teaching Kitchen Remodel with a ribbon-cutting ceremony in November of 2018. We raised \$162k to complete the project with support from our community.

FUNDRAISING & FINANCES



FOUNDATION, CORPORATE AND GOVERNMENT DONORS

- Alliance Healthcare Foundation
- Arthur P. & Jeanette G. Pratt Memorial Fund
- Beyster Family Funds at The San Diego Foundation
- Boys and Girls Foundation
- Chefworks
- Clif Bar Family Foundation
- Country Friends, The
- County of San Diego
- Cox Communications
- Debra Carroll and Donald Duford Family Foundation
- First 5 San Diego
- Heller Foundation of San Diego, The
- Hervey Family Fund at the San Diego Foundation
- International Community Foundation
- Kaiser Permanente
- MyPoint Credit Union
- Nordson Corporation Foundation
- Rite Aid Foundation, The
- Samuel I. & John Henry Fox Foundation, The
- San Diego Chinese Women's Association
- San Diego Foundation's Age-Friendly Communities Program, The
- San Diego Gas & Electric
- Serenity Grace Foundation
- Sharp Rees-Stealy
- Smart & Final Foundation
- Specialty Produce
- Sprouts of Chula Vista & Eastlake
- Sweetwater Authority
- Thursday Club Foundation, The
- Union Bank
- UnitedHealthcare
- Walton Family Foundation
- Wells Fargo

GARDEN PRODUCTION



Olivewood continues to expand its capacity to grow on our beautiful 6.85 acres of property. Our lower and upper gardens make up about 2 acres of our total property and yielded 3,341 pounds of organic produce during 2018-2019.

Our team of professional gardeners and dedicated volunteers grow seasonal varieties that are featured in all of our programs. Our crop calendar coincides with our program curriculum so that participants and guests experience true farm-to-table when cooking in the Olivewood kitchen.

This year we began conversations with the Child Nutrition Services Department at National School District about growing produce for the salad bars at their schools. During the end of the spring semester, we harvested **700 heads of lettuce** to be served three days a week at each of the ten schools in the district. We continue to offer a Produce Stand during our weekly Thursday Public Tours. The Produce Stand has become increasingly popular among local residents and helps to increase access to fresh, quality, organic fruits and vegetables in this region.



LOOKING AHEAD

As Olivewood Gardens embarks into our 10th year of programs, we are excited to continue to transform the way our community connects with food and the environment. We are improving behaviors by empowering adults and children to take control of their health through food and are committed to deepening and widening our impact. In the coming year, we look forward to new projects and milestones on our horizon and to continue the work of supporting our community.

STRATEGIC PLANNING


During the 2018-2019 year, Olivewood began our first strategic planning process. Through guided facilitation, Olivewood board and staff went through a process of reflection, community mapping, and gathering of input from our community. We are in the final stages of this process and look forward to rolling out our strategic vision, goals, and initiatives for continuing and improving our work.

10 YEAR ANNIVERSARY

We are thrilled to celebrate 10 years of work in our community in 2020. To celebrate, we will elevate programs, pursue opportunities to highlight program successes and engaged participants, and open our doors to the community. We will roll out a 10-year anniversary campaign with a comprehensive goal of raising support to bring all 10 National School District schools to experience our Children's Program, scale our Cooking for Salud program, enhance our Internship Programs, and increase our cultivated property.

NATIONAL CITY SCHOOL PARTNERSHIP

We will continue to build on our existing relationship with National School District by providing wrap-around wellness and nutrition education in our Healthy School Community model. And in the 2019-2020 year, we will expand our Children's Field Trip Program to provide trips to an additional two schools, for a total of eight schools. We will also continue our work with the district's Child Nutrition Services to increase the volume of produce we provide to school site salad bars.



SAVE THE DATE SEEDLING SOIRÉE MAY 30, 2020

Join us for a special evening featuring garden-inspired food and drinks created by some of San Diego's finest chefs, vintners, brewers, and distillers. Celebrate Olivewood's 10 years of impactful community-based programs!

Get Your Tickets Today:

<http://olivewoodgardens.org/seedling-soiree/>

**2525 N Avenue · National City, CA · 91950
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THANK YOU



THANK YOU FOR YOUR CONTINUED SUPPORT.

For more information on how to get involved with the work Olivewood is doing in the community, please visit OlivewoodGardens.org or email claire@olivewoodgardens.org.

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OlivewoodTM

Gardens & Learning Center

PLANTING THE SEEDS FOR GOOD HEALTH.

CULTIVATE. GROW. HARVEST. NURTURE.