ANNUAL REPORT
2015-2016

We grow healthy kids from the ground up.

Celebrating a Decade of Garden-Based Education
Dear friends,

Ten years ago The HEAL Project was created with the mission of teaching students to make healthy choices for themselves and their world. It all started with the garden at Hatch Elementary and has since grown into something much more far reaching and impactful.

As the first crop of Intensive Garden Program students graduates from high school this year, it seems like a good time to reflect back on how far we’ve come, and more importantly, where we’re going. Here are a few accomplishments we are most proud of over the past decade:

• Started the San Mateo County School Farm in 2010, a 2-acre educational farm that provides hands on learning opportunities to students across San Mateo County, regardless of income

• Provided nearly 12,000 students the opportunity to learn first-hand where their food comes from and why it matters through our farm field trip program at SMC Farm

• Taught and graduated 1,414 2nd/3rd grade students in our Intensive Garden Program at Coastside Schools

“I never liked kale, but after HEAL camp I started to LOVE kale. You just pick it off the plant and eat it.”

-Mraco, 5th grader
Thanks to your support, we have achieved these important milestones, added new programs and improved existing ones. 2017 is shaping up to be a big year for The HEAL Project. We’ll be launching a new website, wrapping up a year-long strategic plan process, and we are set to reach our largest number of students through our farm field trip program ever! Our best and brightest years lay ahead, and we’re grateful to have you along for the journey. Truly, we couldn’t do it without you!

Warmly,

Amy Bono-Kruckewitt
Executive Director

We envision a world where every child grows up active, informed, engaged and healthy.

Health
Environment
Agriculture
Learning
We teach kids to make healthy choices for themselves and their world.

I keep bringing my students back to the farm because most of my students live in apartments and don’t have the opportunity to see a real farm... Every time I have brought students to HEAL farm, they have left with new knowledge and a better appreciation of where their food comes from... We are a low income school who has appreciated the opportunity that HEAL farm has offered us. Thank you!!

- Jackie, 3rd grade teacher

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<tr>
<th>The Year in Numbers</th>
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<td>2,002 students visited the farm on a field trip</td>
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<td>38% of schools who visit the farm are low income</td>
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<td>468 hours taught in our 26-week Intensive Garden Program</td>
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<td>7,885 pounds of produce harvested</td>
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<td>5,000 gallon rain harvesting tank installed at the farm</td>
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<td>45 pounds of honey harvested</td>
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**Financial Overview**

**STATEMENT OF ACTIVITIES**
Fiscal Year ending July 31, 2016

**Revenue**
Grants and Contracts $201,719
In Kind Donations 52,934
Program Fees 46,888
Donations 42,807
Fundraising Events 41,982
Parent Teacher Organizations 22,477
Produce Sales 9,383
Total Revenue $418,190

**Expenses**
Program Services 329,001
Administration and Operations 103,487
Development and Marketing 7,271
Total Expenses $439,759

**Sources of Income**
- Grants 48%
- Program Fees 11%
- In Kind 13%
- Development 2%
- Fundraisers 10%
- Donations 11%
- Produce Sales 2%
- PTOs 5%

**After participating in THP programming 79% of students reported they enjoy trying new fruits and vegetables**

“I got to learn a lot about farming and where the produce I buy comes from. Most importantly, I found a new love and appreciation for nature and being outdoors.”

- Anika, age 14, former camper and current junior leader
Our donors, supporters and sponsors are the people who make The HEAL Project possible and successful. Thank you for your continued support over the past decade. Thank you to Cabrillo United School District for being a wonderful partner for the last 10 years! Thank you to all of the schools in San Mateo County that visit the school farm for field trips and to the parents of campers who attend our summer and fall camps. A special thank you to our **Greenfellows** who contribute monthly to The HEAL Project and to our donors who gave over $1000! We could not do it without all of you.

**OUR SUPPORTERS AND SPONSORS 2006-2016**

- Alena Jean
- Americorps
- Andreini Bros. Inc.
- As Fresh As It Gets
- Atkinson Foundation
- Auction City
- Back to Basics
- Bay Cities Flowers
- Ben's Eggs
- Big Creek Lumber
- Big Fish
- Blue House Farm
- Cabrillo Farms
- Cafe Capistrano
- Cafe Gibraltar
- California Department of Food and Agriculture
- Cameron's Pub
- Cetrella
- CNH Landscaping
- Coastside Children's Programs
- Coastside Farmers' Markets
- Coastside Health Committee
- Coastside Water District
- Cypress Meadows
- David & Lucile Packard Foundation
- Daylight Farms
- El Granada PTO
- Event Savvy
- Fifth Crow Farm
- First National Bank NorCal
- Flavor
- Fly Girl Farm
- Friends of Farallone View PTO
- Forth Corner Economics Group
- Get Healthy San Mateo
- Giusti Farms
- GGNRA
- Greenhearts Family Farm
- Half Moon Bay Beautification Committee
- Half Moon Bay Brewing Company
- Half Moon Bay Building & Garden Supply
- Half Moon Bay Garden Club
- Half Moon Bay High AG Boosters
- Half Moon Bay Nursery
- Half Moon Honey
- Harley Farms Goat Dairy
- Hassett Hardware ACE
- Hatch Elementary PTO
- Hospital Consortium of San Mateo County
- It's Italia
- Jacobs Farm
- Kaiser Permanente Foundation
- KHMB Radio
- Kings Mountain Tree Service
- La Nebbia Winery
- LeftCoast Grassfed
- Loos Family Winery
- Lowe's Hardware
- Markegard Family Grass-Fed
- Mavericks Coastside Foundation
- Mezza Luna Restaurant
- Mills Peninsula Health Services
- Miramar Farms
- Montara Cafe & Bakery
- National Resource Conservation Service
- New Leaf Community Market
- Nurseryman's Exchange
- Pasta Moon
- Pie Ranch
- Republic Services
- Rice Trucking Soil Farm
- Ritz Carlton The Conservatory
- Rogue Chefs
- Rotary Club of Half Moon Bay
- Sam's Chowderhouse
- Sand Hill Foundation
- San Mateo County Farm Bureau
- San Mateo County Health Department
- Silicon Valley Community Foundation
- Simms Plumbing and Water
- Soliant Consulting
- Student Conservation Association
- Sutter Health Plus
- The Skoll Foundation
- Toque Blanche
- Tunitas Creek Ranch
- U.C. Elkus Ranch
- United Way
- Via Uno
- Wavelength Consulting, Inc.
- West Coast Aggregates (Pilarcitos Quarry)
- Whole Kids Foundation
- Young Men's Service League
- Zak Enterprises
We have made every effort to include every donor over the last 10 years. Our sincerest apologies if we made a mistake or omitted someone. Please contact info@thehealproject.org for corrections.
BOARD OF DIRECTORS

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Holly Markham
Development and Outreach Manager
Naomi Stern
Farm Programs Manager

Board of Directors
Silicon Valley Gives
10th Anniversary Party
How to Get Involved

Visit www.thehealproject.org to learn how to support THP in any of the following ways:

Donate funds, or better yet, become a Greenfellow and donate every month

Buy produce at THP’s booth at the Coastside Farmers’ Market, May-December

Volunteer with friends and family on Farm Fridays, May-December

Organize a farm field trip with your child’s school, September-June

Subscribe to our free monthly newsletter

Like us on Facebook: The HEAL Project, USA

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