



WASATCH
COMMUNITY
GARDENS

Empowering people to grow and eat healthy, organic, local food.

2020 ANNUAL REPORT



From the Director



Dear Friends,

2020 was certainly a year the world will remember (although maybe not fondly)! Like most organizations, Wasatch Community Gardens grappled with the pandemic and racial equity, and for us it spawned a renewed interest in the benefits of growing food during that topsy turvy year. We pivoted our services and events until we were dizzy, dug into learning about race equity, and did our best to continue to do the work that is important to the community in spite of natural disasters (don't forget about the earthquakes and the dry hurricane!) and economic upheaval. It was a year to test all of us.

In spite of the difficulties, Wasatch Community Gardens was fortunate in so many ways. We were able to continue to offer all of our programs and events, albeit in different forms: we learned how to connect with our community through digital means such as Facebook Live, and we were finally able to break ground on our new Wasatch Community Gardens' Campus, the long-awaited community hub for urban gardening that will open in fall of 2021.

Our current three-year strategic plan kept us grounded in a year with lots of distractions, and we made notable progress on our goals. Some of our significant accomplishments included:

- Opening two new community gardens in collaboration with our partners: Sugar House Park Community Garden with Salt Lake County and Richmond Park Community Garden with Salt Lake City.
- Working with bilingual interns to translate some core marketing and program materials into Spanish.
- Shifting our Spring and Fall Plant Sales to online ordering and staged pick-up events with community health in mind.
- Moving much of our Community Education to online formats including webinars and Facebook Live.
- Committing to becoming an anti-racist organization and understanding our role in food justice.

I'm humbled yet energized by our team's response to the challenges and our ability to dig into them. I'm even more convinced of our position as "The Little Nonprofit that Can," and please know that your support is the critical reason for our success. If you haven't yet, I invite you to join us on Instagram and Facebook, and to sign up for our newsletters to stay connected as we continue to execute our vision of a community where everyone values and has access to growing and eating healthy and delicious food.

Here's to achieving food justice in the world!

Ashley Patterson
Executive Director



About Us

The mission of Wasatch Community Gardens (WCG) is to empower people to grow and eat healthy, organic, local food. Since 1989, we have provided children, adults, and families in Salt Lake County with access to land and education for growing and eating fresh produce, while building and nurturing community connections through gardening and healthy food. Our hands-on, garden-based programming takes place in our community gardens, school gardens, youth teaching gardens, demonstration garden, and job training farm.

Our programming is effective largely because of the strong community partnerships we have developed over the years. This includes partnerships with Salt Lake City, Salt Lake County, the Salt Lake City School District, and numerous nonprofits, social service agencies, and businesses.

WCG hosts community events throughout the year aimed at educating Salt Lake County residents about gardening and healthy eating and building community. Annual events include the Spring Plant Sale, Urban Garden & Farm Tour during the summer months, and Tomato Sandwich Party in September.

While the COVID-19 pandemic threw our organization, our larger community, and the world quite a curve ball in 2020, we are proud to report that all of our programs and community events carried on – and dare we say it, thrived – thanks to the creativity and resilience of WCG's community.

2020 Numbers



2,770 youth and adult community members participated in our in-person or "in a box" programming

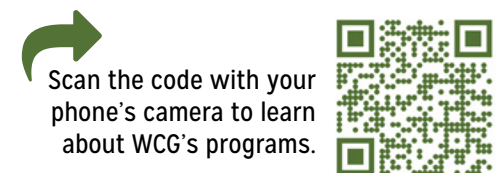
51% of participants who provided demographic information reported being in a low-income household per federal standards

12,686 people participated in a virtual event or workshop

541 volunteers contributed 4,069 hours of service to WCG

30,000 seedlings were sold at our Spring Plant Sale and distributed to community gardeners and partners

6 acres of beautiful, productive green space were maintained across Salt Lake County to provide community access to healthy, organic, local food



"[During the pandemic,] the Popperton Garden has been the only place that I have felt comfortable to go other than my home. It [has been] such an important place in my life, and the big plus is that I have organic fresh vegetables on my table." – *Tamra Brooke, community gardener*

Community Garden Program

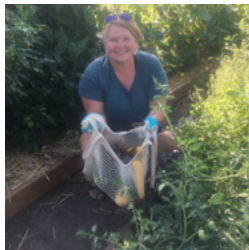
In 2020, WCG managed 17 community gardens throughout Salt Lake County and provided community members with garden space, resources, and education. In response to COVID-19, our staff implemented safety measures in a timely, transparent, and collaborative process that allowed us keep the gardens open and growing. These community gardens help to preserve urban green space, strengthen community bonds, promote healthier living, and provide access to fresh, healthy food for Salt Lake County residents. As part of our ongoing work to help community members start their own gardens, we facilitated six Growing Community Gardens training sessions through our Garden Leadership Network.



422 households – 46% of which are low- to moderate-income per federal standards – grew their own food in our community gardens



46 gardeners of refugee background participated in our gardens through our partnership with the International Rescue Committee



53,339 pounds of organic produce, valued at \$120,255, were grown by our community gardeners



2 new gardens were successfully built and opened in 2020 through our partnerships with Salt Lake County and Salt Lake City: one at Sugar House Park and the other at Richmond Park



Scan the code with your phone's camera to learn about our Community Garden Program



Community Education Program

WCG's Community Education Program continued to empower community members with the skills, knowledge, and confidence they need to successfully grow and eat healthy, delicious food. Our free garden coaching sessions via Facebook Live offered interactive education to beginning and expert gardeners at a time when growing one's own food became more critical than ever. Six of our most popular in-person workshops were also transitioned to a live webinar format. We also transitioned our annual Spring Plant Sale to an online format in a matter of weeks, distributing 30,000 plants and enabling gardeners and organizations across Salt Lake County to continue growing food during the pandemic.

WCG worked with PBS Utah's Modern Gardener to transition our annual Urban Garden & Farm Tour to a video format, allowing gardeners to learn about container gardening, chicken care, tomato trellising and many other topics by virtually touring gardens across the Salt Lake Valley.

Finally, through our Farm Fresh Program partnership with Valley Behavioral Health, WCG provided low-income individuals with severe mental illness with access to organic produce and healthy snacks.



562 community members attended one or more in-person or webinar workshops

385 snack bags valued at \$1,925 – including 246 pints of cherry tomatoes – were delivered to Valley Plaza residents through our Farm Fresh Program



5 Urban Garden & Farm Tour virtual, educational garden tours were created with PBS Utah's Modern Gardener, amassing 6,500 views and counting

18 Facebook Live garden coaching sessions allowed us to educate and interact in real-time with 393 community members; these sessions amassed 3,300 engagements and counting



Scan the code with your phone's camera to follow along on our virtual 2020 Urban Garden & Farm Tour.



"I joined the garden not just to grow food, but to get to know my community. I felt very isolated when I moved to Salt Lake City and didn't know anybody here. The garden allows me to be a part of my community and share food with others." – *Zana Jokic, community gardener*

"WCG's Community Education Program is amazing! We have attended lots of different workshops from tomatoes to pickling to garden design and soil prep. Putting those new skills into action has resulted in our garden producing much more food than we can eat. It is a good problem to have, and we regularly share it with coworkers and friends." – *Will Huff and Beka Huber, workshop attendees, community gardeners and donors*

Youth and School Garden Program

In 2020, we reimagined all of our Youth & School Garden programs in order to keep youth participants and their families connected, learning and engaged with growing and eating fresh, healthy food in spite of COVID-19. Through virtual learning experiences and various contactless “in a box” programs, our offerings continued to help cultivate a curiosity about food and nature and inspire participants to make healthy choices for themselves, their community, and the environment. Our 2020 programming included:

- An 11-week “Summer Camp in a Box” program to serve families that would normally participate in our in-person summer camps or summer Parent Garden Club events. Boxes contained fresh produce, hands-on educational activities, crafts, and healthy snack recipes.
- “Parent Garden Club in a Box” program to serve families that would normally participate in our in-person fall Parent Garden Club events. Program partners were Rose Park and Glendale Community Learning Centers.
- “Youth Garden Club in a Box” program to provide fresh produce and activities to our Youth Garden Club partner agencies to share with the children in their after-school programs. Approximately 750 children and teens, many of whom are from low- and moderate-income households, were served by this program.
- The continuation of our Sabores de Mi Patria (Flavors of My Homeland) workshop series – broadcast digitally in 2020 – in partnership with Artes de México en Utah to celebrate food, culture, and tradition. We also maintained two demonstration gardens displaying the traditional “Milpa/Three Sisters” technique of growing corn, beans, and squash together.



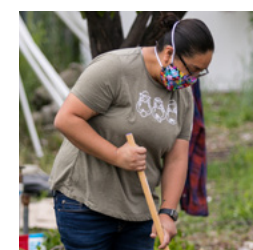
523 “Summer Camp in a Box” kits distributed to children across Salt Lake County, including 269 donated boxes to families from a Title I school with which we partner



80 families received boxes filled with fresh produce in place of our in-person Parent Garden Club events



750 children received fresh produce and activities through our “Youth Garden Club in a Box” kits, organized through partner organizations including YouthCity, Boys & Girls Club, and YWCA



4 virtual workshops and garden tours were developed for our Sabores de Mi Patria (Flavors of My Homeland) series with Artes de México en Utah, amassing 2,000+ views and counting. Seeds harvested from the “Milpa/Three Sisters” gardens grown in 2020 will be planted to grow more gardens for the program in 2021, a beautiful representation of cultural traditions passed along through generations of people and gardens alike.



“For us, through this [Sabores] project, we recognize the need to acknowledge ancient practices and knowledge that have been part of our culture, but underrepresented. Recovering these practices is also recovering a social and cultural identity and our much needed connection with nature.” – *Fanny Guadalupe Blauer, Executive Director, Artes de México en Utah*

“The kids and I love the garden boxes. Rosemary is a scientist at heart. She explores the box and follows the directions like she is conducting an experiment. Every day she checks the plants’ growth and waters them. We love the produce. Thank you for keeping us connected during this time of distancing.” – *Liz, parent at Backman Elementary School*

Job Training Program

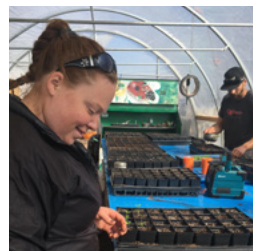
In 2020, WCG continued to provide opportunities for women living in poverty at our 1.4-acre Green Phoenix Farm in downtown Salt Lake City. The farm provides a safe place for participants to restore their sense of confidence and re-establish their lives and livelihood while learning about growing and eating fresh, healthy food. The 2020 Job Training Program had two components:

- Green Team is a 10-month program that provides employment and mentoring to women experiencing homelessness through a partnership with Advantage Services
- Seeds of Success is 10-week program that provides job training and placement for low-income single mothers through a partnership with Climb Wyoming

Produce grown through our job training programs at the farm was used to feed participants and was also provided to other WCG programs serving youth and adults from low-income households. Our Green Phoenix Farm regularly donated produce to other local nonprofits, including Neighborhood House, Odyssey House, and Valley Behavioral Health.



15 Green Team participants were employed at the farm for 30+ days; 4 participants completed the program and obtained housing and employment



\$29,689 worth of organic produce grown at the farm was consumed by program participants and donated to other WCG programs and nonprofits serving low-income individuals and families




6 Seeds of Success participants, with a collective 13 children, graduated from the 10-week program



\$78,780 was the increase in aggregate annual wages earned by Seeds of Success participants following program completion



Scan the code with your phone's camera to take a tour of our Green Phoenix Farm.



Wasatch Community Gardens' Campus

We are in the final stretch of a capital campaign to raise funds to create the Wasatch Community Gardens' Campus on the properties adjacent to our Grateful Tomato Garden at 629 E 800 S in Salt Lake City (purchased by WCG in 2017). We broke ground on the project in fall of 2020 and were able to install the redesigned Grateful Tomato Garden Community Garden as well as the existing footprint of the education gardens - including a new Teaching Tunnel to expand our shoulder season growing capabilities. With expanded demonstration and teaching gardens, along with indoor/outdoor workshop and event spaces, the future Campus - for which construction is expected to be complete in the fall of 2021 - will serve as an urban agriculture center, providing Salt Lake County residents with enhanced opportunities to grow, eat, and prepare fresh, healthy food.




\$684,805 raised for the Campus from 117 donors in 2020

50+ community partners engaged




\$5,577,573 raised toward the \$6,200,000 Campus campaign goal (2014 - 2020)

Scan the code with your phone's camera to learn how our Campus project will benefit community




"With the pandemic, I need a new season; a new start to my life. This is where I am happiest and most serene: seed, soil, water - boom! We are growing plants that will help to feed dozens of hungry people." – *Carrie, Green Team participant*

"We love the work WCG does to connect kids from all income levels to their food and the environment. This new WCG Campus will allow them to serve more young people with this increasingly vital information and experience." – *Tim and Candy Dee, donors*

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 Peter and Susan Weaver
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 The Jack Keller Family

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 Anonymous (2)
 Ann Johnson

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Please contact Laura at 801-359-2658 ext. 14 to learn more about supporting WCG or to report an error in your listing.



2020 Financials

REVENUES

Individual Donations	\$251,231
Sponsorships & Corporate Gifts	\$46,411
Grants	\$447,683
Program Services	\$299,498
Investment Income	\$81,417
Fundraisers	\$20,979
In-Kind Donations	\$39,536
Capital Campaign Revenue	\$684,805

TOTAL REVENUES **\$1,871,560**

EXPENSES

Community Garden Program	\$261,838
Youth and School Garden Program	\$231,297
Job Training Program	\$208,327
Community Education Program	\$217,949
Administrative	\$141,627
Fundraising	\$135,797

TOTAL EXPENSES **\$1,196,835**

WCG People

BOARD OF DIRECTORS

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