



OlivewoodTM

Gardens & Learning Center



Impact Report

2016-2017



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Mission and Purpose

The **Mission** of Olivewood Gardens and Learning Center is to empower students and families from diverse backgrounds to be healthy and active citizens through organic gardening, environmental stewardship, and nutrition education.

Our **Purpose** is to build healthy families and a healthy environment.

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

Our programs are encouraging children to be adventurous eaters and environmental stewards, teaching parents how to create healthy meals at home for themselves and their families, inspiring families to work together to become healthier, and empowering our community to advocate for health.

During the
2016-2017
school year

9,928
Visits

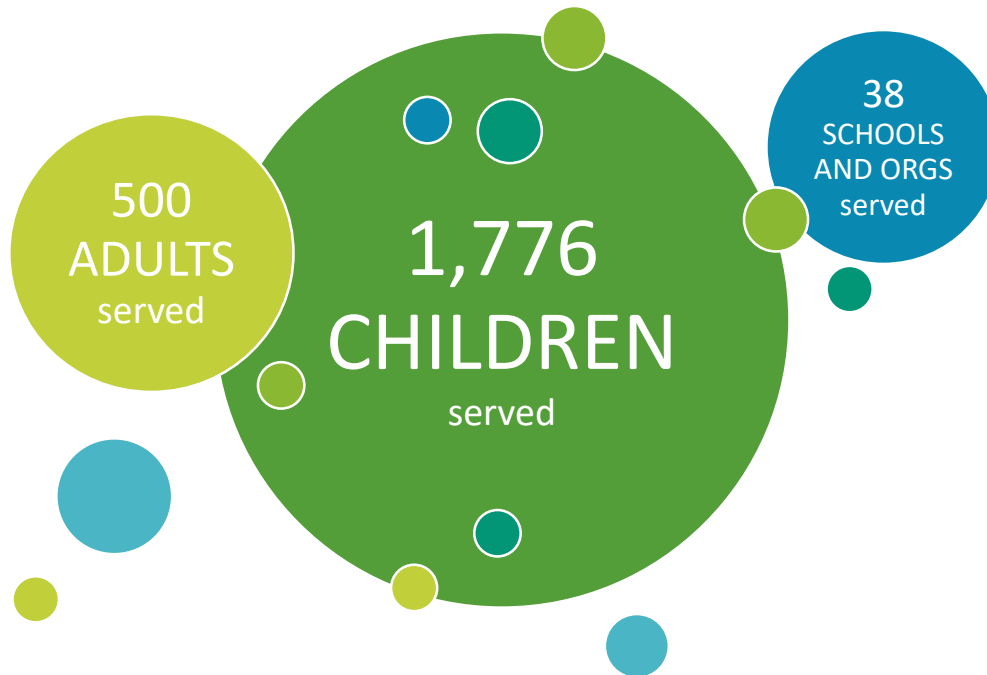
2,338
Adults

2,447
Children



Program Outcomes

Children's Garden and Nutrition Education Program



Children's Garden and Nutrition Education Program is designed to teach kids where their food comes from, how to make healthy choices, and to appreciate the outdoors. We are creating adventurous eaters, engaged environmental stewards, and inquisitive young leaders. We are providing the early positive experiences with fruits and vegetables for children that research demonstrates are tied to increased consumption of fruits and vegetables.

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.

During the 2016-2017 school year, we served **1,776** students and **500** adults including our partnership program with National School District, which directly served **563** children and **90** 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.



Parent Feedback

Since coming on a field trip to Olivewood Gardens...



93% of parents reported that their family is eating more fruit or vegetables at home.



91% of parents reported that they have purchased fruits and vegetables at the request of their child.



85% of parents reported that their child talks about helping the environment.

"I have been on a lot of field trips but this one to Olivewood Gardens has been my favorite so far. It truly is a hidden gem in National City. The day after the field trip my son wanted to help me with making a homemade soup (we made pozole during our trip). He loved cutting and adding fresh ingredients to our asparagus soup and the best part was he ate all of it. Special thanks to the wonderful staff of Olivewood gardens you made our trip unforgettable."

- Field Trip Parent

Teacher Feedback

After coming on a field trip to Olivewood Gardens...



88% teachers reported their students demonstrated healthy eating habits.



100% teachers said activities were hands-on and age-appropriate for their students.



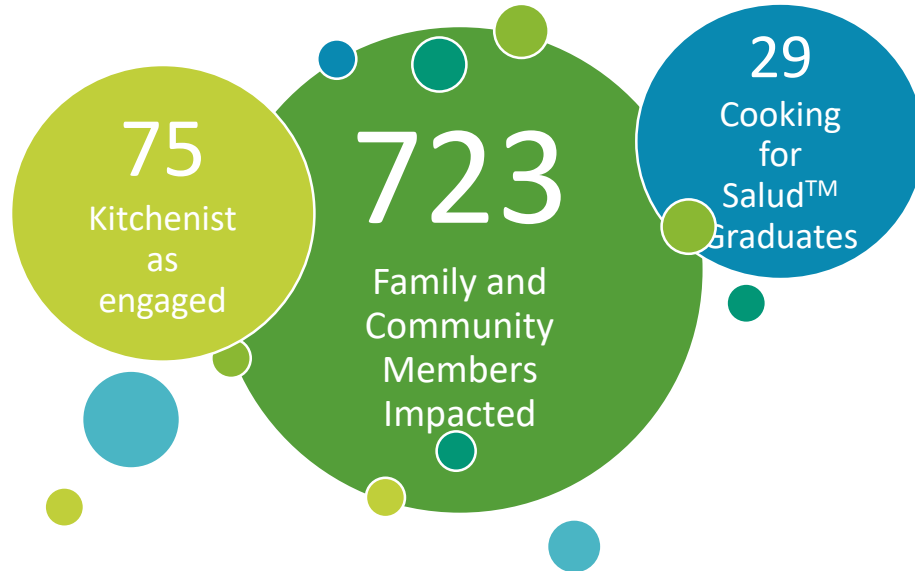
100% teachers stated they would recommend the Olivewood Gardens field trip program to a fellow.

"My students love working in the kitchen and often referenced a favorite recipe. Many also like the gardening part of the field trip. I appreciate how the field trip lessons coordinate with the standards and lessons I am teaching- I was able to connect my lesson objectives or experiences with something they learned on the field trip." - Teacher

"The children walked away with new found knowledge and self-confidence to go out there and try new foods and make a difference in healthy choices and the environment. I cannot thank you enough." - Teacher



Cooking for Salud[™] and Kitchenista Engagement Program



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 SaludTM

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 SaludTM 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.



Kitchenista self-reported responses to the program's impact on their **daily habit changes**:

- "We now eat a lot of salads, fresh fruits and vegetables."
- "We are beginning to explore and experiment with new healthy dishes that were taught in this class."
- "I drink more water during the day, consume more fruits and vegetables every day, and cook with less sugar."
- "I check the ingredients before I buy things."

After Cooking for SaludTM ...



100% of surveyed Kitchenistas "strongly agree" that they are committed to creating healthy changes in my community.



100% of surveyed Kitchenistas "agree" or "strongly agree" that their family prioritizes health.



100% of surveyed Kitchenistas "agree" or "strongly agree" that they eat fruits and vegetables as part of every meal.

Kitchenistas Community Engagement Program

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 2016-17 year, **75** Kitchenistas participated in a number of community service and enrichment opportunities in addition to their monthly meetings including:

- peer to peer cooking classes
- serving meals at the Ronald McDonald House
- art classes
- gardening classes
- music classes
- self-defense class
- writing workshops
- Cardio Fit/Zumba classes
- Pilates classes

One of the most important pillars to being an Olivewood Kitchenistas is the ongoing work towards community health improvement. Olivewood staff trained over 25 Kitchenistas in public speaking, leadership, and nutrition education. This past year, the Kitchenistas delivered nutrition presentations at school sites, community centers, the National City library, health clinics, and festivals. This included presentations at all 10 National School District sites with the goal of strengthening school nutrition and wellness goals. A total of 10 one-hour **school parent presentations** were delivered in English and Spanish and included:

- research-based connections between child nutrition and academics
- School Wellness Policy
- ways to model and incorporate healthy food into schools through fundraising and celebrations
- parent action items and next steps
- a healthy cooking demonstration with fresh fruits and vegetables
- recipes, tip sheets, and Wellness Policy brochures in English and Spanish



Through local school and community presentations, the Kitchenistas reached **183** adults.

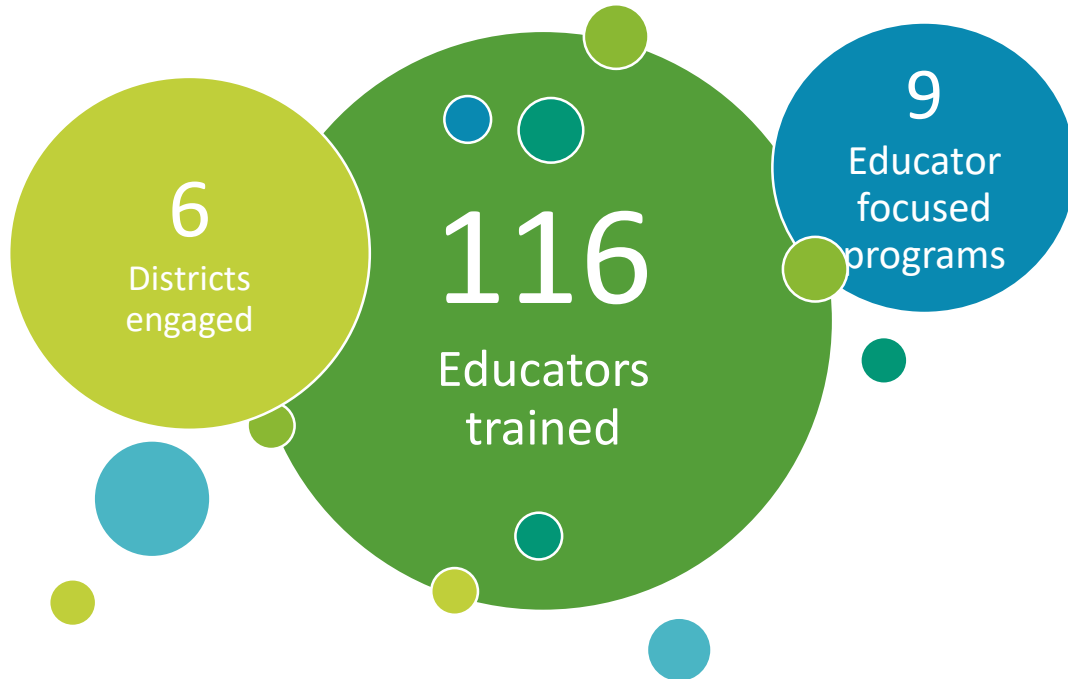
Rooted in Community Health:

This year, Olivewood was selected to receive a **\$60,854** grant from the 2017 Age Friendly Communities Grants Program. The San Diego Foundation, in partnership with the Del Mar Healthcare Fund at the San Diego Foundation awarded this grant for the Rooted in Community Health Project.

The Rooted in Community Health Project will change the way aging adults think about food through an active exploration of healthy living practices that are at the core of our cultures. Olivewood Gardens is collaborating with Operation Samahan Health Center to engage patients and community members in conversations around a recognition of aging and generational factors related to food and nutrition. So far, this project has engaged **75** aging adults in focus groups at Olivewood, Operation Samahan, and throughout the South Bay community. At least **14** of these seniors will go on to participate in Cooking for Salud[™] at Olivewood Gardens beginning September 28, 2017. Following the Cooking for Salud[™] program, new Kitchenistas will be offered opportunities for social participation around health, including the opportunity to build a community garden at the National City Operation Samahan clinic.



Teacher Training Academies and School Wellness Support



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.

In partnership with the County of San Diego, the Dairy Council, and Chula Vista Elementary School District, Olivewood hosted our first annual **School Wellness Summit**, an interactive event to celebrate and learn best practices around school wellness strategies and policies. Over 30 teachers, parents, and administrators representing six San Diego County Districts were in attendance. The Wellness Summit included break-out sessions about best practices in healthy messaging in school sites, staff wellness, site wellness committee resources, and strategies for nutrition education and physical activity in the classroom and school garden.

At the end of the summit, participants were encouraged to record their action items to working towards a healthy school or school district. Below are some responses:

- Create a School Wellness Team
- Start at home- I will try new fruits or veggies and ways of incorporating in my own as life as a role model
- Start the conversation of consistency with healthy snacks for celebrations
- Implement cooking classes in each grade
- Incorporate healthy messaging in the morning announcements
- Host a family fitness night



After participating in the Wellness Summit...



100% reported that they have the confidence to try one of the strategies that they learned from one of the sessions.

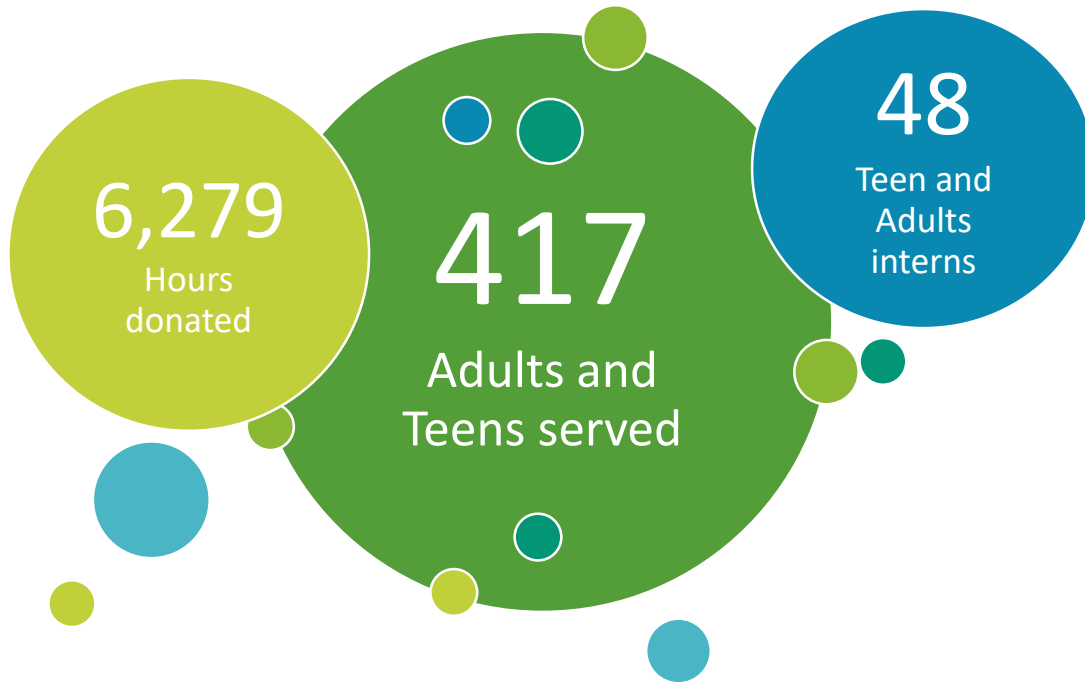


80% said they understand the importance of school wellness and are able to share that knowledge with others.



80% they have the confidence to share about the importance of school wellness.

Volunteer and Internship Program



In the 2016-17 year, **417** volunteers, including **30** high school and **18** adult interns, and **35** guest chefs donated **6279** total hours to Olivewood Gardens, valued at **\$144,856.53** by the Independent Sector. Our interns leave a lasting impact on our programs by providing insightful additions to our curriculum, administration, and evaluation techniques. For example, one of our nutrition education interns developed a healthy Filipino recipe and lesson plan that was to add to our extensive field trip nutrition education curriculum. Other interns support data collection with insightful strategies on research methods that leave our programs more efficient and effective.

I am now inspired to start my own family cooking class, kind of a fusion of field trips and cooking classes. Not necessarily focused on the education aspects but with the purpose of bringing a family together- Sophia Hahn, Nutrition Education Intern





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 **8** Colleges, Universities, and High Schools to provide interns with formal job training in the fields of education, public health, program management, urban agriculture, nutrition, marketing, and special events. We engaged in new community partnerships to recruit volunteers and interns to our site, including Kaiser Permanente, the Stanford Alumni Group, and the Plaza Bonita Mall.



Urban Agriculture Internship Program

We began our second year of our High School Urban Agriculture Internship for local Sweetwater High students, worked with the High School to create a school garden, “Sweet Crops,” and continue to offer opportunities for local teens to get involved in community service.



Cross-Age Tutoring

This year, we hosted 7 Sweetwater High School students during the school day to support their younger peers during our Children’s Program. These teens had the opportunity to gain independence as a peer leader, confidence in delivering garden-based nutrition education, and gained valuable experiential learning strategies.

Farm-to-Table Adult Cooking Class Series

Adult Visits: 133

To inspire a new audience and engage adults from all over San Diego County in farm-to-table cooking, Olivewood launched a new adult cooking class series this year. We hosted **7 hands-on cooking classes** where participant's left with a full meal, a bag of produce they harvested from our gardens themselves, along with a recipe book complete with easy, healthy, seasonal recipes. These classes included our Valentine's Day Couple's Cooking Class, along with our new Taco Tuesday, Healthy Tapas, Healthy Holidays, Salsa and Salsa, Healthy Brunch, and Summer Grilling themed classes.



Cultivating Conversation: A Dine and Learn Series

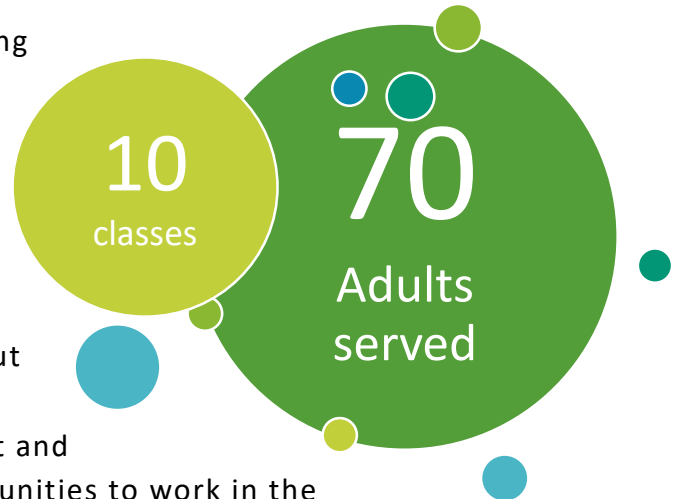
Adult Visits: 55

The Cultivating Conversation series engages Olivewood supporters, local foodies, and food system activists in an al fresco dining experience. Each event features a local restaurant and speaker. This year we featured Cowboy Star Restaurant, Tender Greens, Dr. Shidfar Rouhani from Bastyr University, and Sam the Cooking Guy.

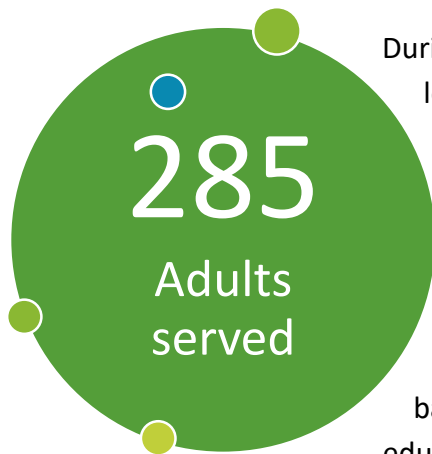


Adult Gardening Classes

Olivewood hosted 10 free Adult Gardening Classes for the community this year. Topics range from Composting to Kid-Friendly Gardening to Seed and Vegetative Propagation. Our Gardening 101 classes are aimed for the home or school gardener looking for tips and strategies on how to get the most out of their gardens with practical solutions. Each class is designed to provide content and discussion, followed by hands-on opportunities to work in the garden.



Adult Field Trips

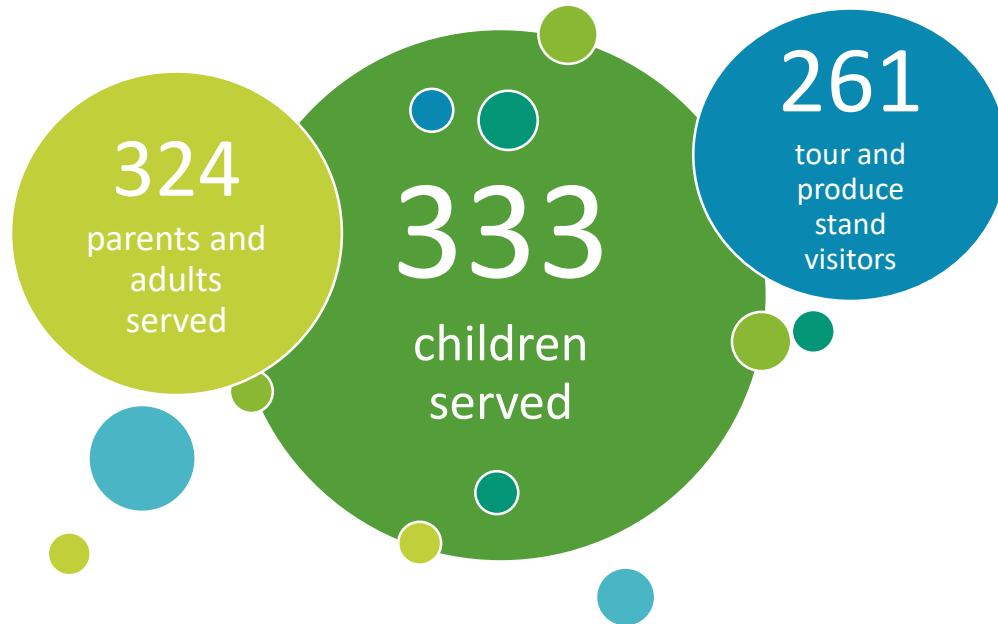


approach to changing eating behaviors. In 2017, we hosted: Lakeside Union School District Child Nutrition Services, ANSPAC, Scripps Mercy Family Medicine Residents, Childhood Obesity Conference attendees, Kaiser Physicians, and Montgomery Adult School.

During the 2017 fiscal year, Olivewood hosted several adult learning workshops in our traditional “field trip” model. By taking adults through the garden, into the kitchen, and into an environmental/nutrition education activity, Olivewood staff and interns can model strategies for teaching connections between food and health. Many adult field trip participants are professionals in education, health care, or nutrition and leave feeling inspired by an experiential garden-based nutrition education



Community and Family Programs



This year, we offered a number of family and community programs to engage families in hands-on learning in the garden and kitchen.

Thanks to new chef partnerships with Chef Katherine Humphus and Tommy Gomes of Catalina Offshore, we were able to launch our Cooking for Salud™ family classes. We hosted a total of **51** children and **47** adults for these two events, which left our Kitchenista families with hands-on strategies for getting their children and spouses involved in healthy food preparation.



We created a new Mommy and Me class for parents and their toddlers to offer young children the chance to experience the gardens using all five senses. We hosted **86** toddlers and **87** parents through our Mommy and Me series this year.



We continued our partnership with the San Ysidro Health Center, providing five 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, **42** youth and **34** 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. This year, Olivewood began hosting a donation-based Produce Stand for the visitors to our community tours. We were happy to welcome **261** new guests to the gardens for our tours and Produce Stand.

Fundraising and Finances

Seedling Soirée

The Seedling Soirée, our annual fundraising dinner, celebrates the new and future growth of the garden and nutrition programs at Olivewood. This unique culinary feast features local chefs, cocktail makers, and vintners with a menu showcasing the best of San Diego's organic and sustainable produce, fish, meats, and confections. The Soirée has two tickets levels, making the event accessible to a wide audience, and supporters have the opportunity to 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.





This year we featured two of our Kitchenistas, both food entrepreneurs in San Diego's Southern Region. These inspiring women spoke about their journeys and the impact Cooking for Salud™ and the Kitchenistas Program have had on their lives. We are excited to have a healthy new food establishment, De Passion Fruit, in National City, and a healthy new catering business, Cocina ArteSanal, providing food at events throughout the community.



We hosted **184** guests and raised over \$76,000 to support our programs through ticket sales, table sponsorships, Fund-a-Need and Wishboard donations, and a silent and live auction.

Private Events

Olivewood continued to expand our facility rental program during this past year. We developed a new birthday party program to give families the opportunity to experience our educational programs while celebrating a special occasion. The facility rental program is an excellent entry point for new potential supporters. This year, we hosted several birthday parties, an Eagle Scout Court of Honor ceremony, an all-day holiday photo shoot for military families, and a Society for Nutrition Education and Behavior Conference tour and lunch, among other events. We raised \$8650 through facility rentals this year, an increase of \$2650 from the previous year.

Budget

This past year has been an especially pivotal year in terms of the growth of Olivewood's capacity and program offerings. As we move forward, it will be essential for us to continue to extend our funding base to meet the needs of the community and continue to provide high quality educational programs. During the

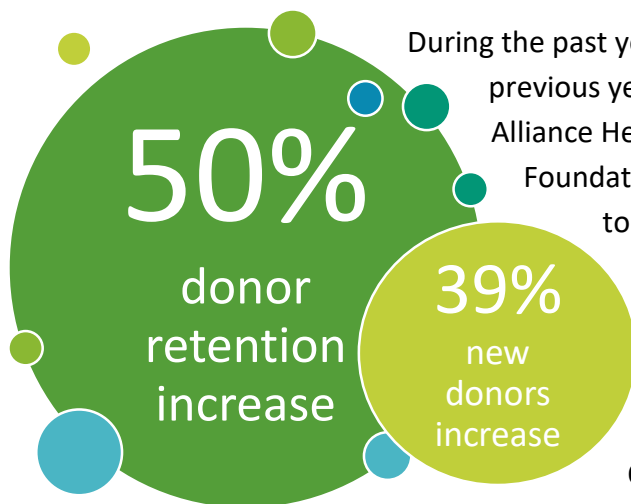




past year, we raised \$759,639 and our total expenses were \$652,351. We spent 13% on fundraising and general management, 40% on property maintenance and management, and 47% of expenses for program management and delivery.

Property maintenance and management expenses for this fiscal year included the painting of the Historic Noyes House and the Olivewood Poolhouse. Annual property expenses include house and garden maintenance, utilities, and taxes.

Supporters

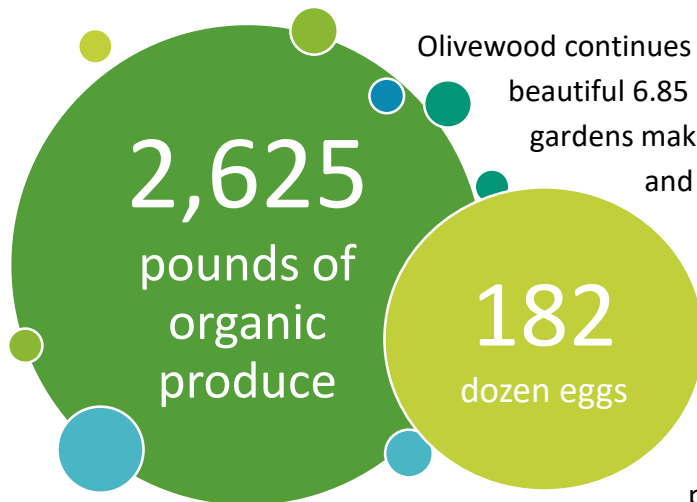


During the past year we raised over \$100,000 more than the previous year. We received two large new grants from the Alliance Healthcare Foundation and The San Diego Foundation's Aging Communities Program that allowed us to create new programming and bring on additional staff support. We received 55 gifts of \$1,000 or more and 413 small gifts (under \$1,000). We increased our donor retention by 50% and increased our new donors by 39%.

Our *corporate supporters* included SDG&E, Sprouts Chula Vista, Kaiser, Union Bank, Wells Fargo, UnitedHealthcare, Cox Charities, and Point Loma Credit Union.

We received *Foundation and Government support* from The San Diego Foundation's Age Friendly Communities Program, County of San Diego, First 5 San Diego, the Walton Family Endowment for property maintenance, 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.

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 yield over **2,625** pounds of organic produce. 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 Children's Program curriculum and our programs team work to integrate cultural

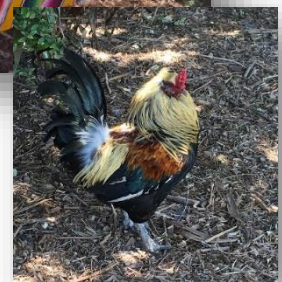
fruits and vegetables into the garden. With our outreach in the community expanding to reach the Filipino population, Olivewood added Asian vegetables including upo/calabaza gourd, sword beans, and even hairy melons.

This year, our Garden Team worked with Eagle Scouts on a project to install 8 different varieties of dragon fruit. The cut flowers grown in our Garden were lovely for spring events, including the Seedling Soirée. Some of the flower varieties were statice, larkspur, sweet peas, bells of Ireland, and snap dragons.

Our Garden was so successful this year, that we expanded our production to include an Olivewood produce stand. Starting back in June, the Olivewood produce stand is open weekly on Tuesdays and for monthly Saturday Open Houses.



Stay tuned to our Garden updates to hear more about our team's plan to add fruit trees to the property for 2018!





Looking Forward to 2017-2018

Olivewood Gardens is excited to continue changing behaviors by empowering adults and children to take control of their health through food. We are looking forward to projects on the horizon that will impact our programs and help us change more lives.

SANDAG Community Outreach

Olivewood is a trusted, respected community organization that serves children, adults, and families in parts of the County that are traditionally underserved in the Regional Planning process. Olivewood is embarking on a partnership with SANDAG that will efficiently and effectively gather information and feedback from the National City community to enhance SANDAG's 2019 Regional Plan by capitalizing on our existing successful community engagement and outreach methods. This partnership will help Olivewood develop and expand its community outreach, and will bring in \$45,000 to our organization over a two year period.

National School District partnership

We are excited to build on our existing relationship with National School District to begin providing "wrap-around" wellness and nutrition education in our Healthy School Community model. Our goal is to provide programming for all 10 National City elementary schools for students, parents, and teachers during the 2018-2019 school year and beyond.

Organizational Growth

Olivewood is looking forward to welcoming a new Executive Director and growing our impact in the community. One new project we aim to embark on through this transition process is to effectively streamline our data and program management process to efficiently monitor our programs and inform our strategies and curriculum.

Thank you for your support!

