



Olivewood<sup>TM</sup>  
Gardens & Learning Center



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# Impact Report 2017-2018

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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.





## Message from Olivewood Gardens Executive Director and Board Chair

Dear Olivewood Gardens Donors and Friends,

The past year has been one of growth and change at Olivewood Gardens, but one thing that has been consistent throughout is our desire to serve our community through high quality, high impact programs.

We ask our guests to 'be kind, be safe, and be adventurous'. During the 2017-2018 fiscal year we were adventurous in serving the community through a variety of programs. We graduated our 10th, 11th and 12th generations of Cooking for Salud™, which brings our total graduated Kitchenistas to 175! We grew our Children's Field Trip Program to impact more students and offered our first 'Garden to Kitchen' (G2K) high school internship which blends garden and nutrition education and leadership development. The G2K class was developed by past participants of our urban agriculture class who were looking to learn more about the connection of seed to table. Thanks to 277 volunteers, we were able to support guests through our programs, Open Houses, garden workshops, and weekly tours. And finally, we facilitated our first capital campaign, raising money and awareness to update our teaching kitchen into a more functional space to help us train more participants.

As we move into the next year, our goal is to serve even more people by being more strategic, to be part of a larger conversation around health and nutrition, and to inspire our constituents to be environmental stewards and health advocates. This impact report shares stories about our success and what helps us thrive. We look forward to seeing you in the garden soon.

Jen Nation  
Executive Director

Cathe Burnham  
Board Chair



## 2017-2018 Board of Directors

### **Chair**

Cathe Burnham  
Community Advocate

### **Vice Chair**

Trish Watlington  
Founder, Farm to Fork San Diego

### **Treasurer**

Jacqueline Reynoso  
President/CEO, National City Chamber of Commerce

### **Secretary**

Evelyn Wiggins  
Attorney, Little Mendelson P.C.

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

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

Sabrina Falquier Montgrain, MD  
Internal Medicine Specialist, Sharp Rees-Stealy

Anne McEnany  
President/CEO, International Community Foundation

Susana Villegas  
President, SVPR Communications

## Olivewood Gardens Staff

### **Executive Director**

Jen Nation

### **Garden and Facilities Manager**

Leonard Vargas

### **Director of Development**

Claire Groebner

### **Director of Programs**

Callie Brust

### **Coordinator of Volunteers and Outreach**

Cristina Juarez

### **Cooking for Salud Coordinator**

Patty Corona

### **Schools Coordinator**

Angelica Gastelum Ortiz

### **Nutrition Educator**

Rebecca Howat

### **Garden Educator**

Ethan Cole

### **Administrative Assistant**

Angelica Bastida Cazares

### **Community Outreach Assistant**

Rocina Lizarraga

### **Garden Support**

Adan Teposte

### **Garden Supervisor**

Adam Guy

### **Garden Support**

Reyna Rodriguez

## Program Outcomes

### Children's Garden and 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'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. Students rotate through hands-on science, gardening, and nutrition lessons tied directly to Common Core Curriculum and Next Generation Science Standards. We are creating adventurous eaters, engaged environmental stewards, and inquisitive young leaders.

#### Parent Highlights



91% of surveyed parents reported that their families have the tools to eat healthier.



91% of parents reported that their families are eating more fruits and vegetables.



82% of parents reported that their child expressed interest in helping the environment.

During the 2017-18 year, we served 1,637 students and 347 adults, including 528 children and 92 adults from our partner schools in National City.

"Olivewood Gardens has excellent field trips. It is a very friendly environment and the kids love it here. It's my first time here and I already love what they do."

- Third Grade Parent

### Student Highlights



83% of third grade students reported that they are adventurous eaters and like to try new foods.



Fourth grade students reported a 10% decrease in soda consumption.



80% of fifth grade students reported that they like eating vegetables.

“I thought I wouldn’t like the food because I don’t like vegetables, but when I took a bite I was in food heaven.”

– Fourth Grade Student

### Teacher Highlights



83% of teachers reported that their students demonstrated environmentally conscious behavior after our Olivewood Gardens field trip.



100% of teachers reported that the field trips support classroom learning.



92% of teachers reported that their students demonstrated healthy eating habits after the field trip.

“The most meaningful part of the field trips to me as a teacher was watching students make the connections between what they have learned in books and articles with the gardens. It also helped with the students open mindset, my students are now willing to try something before saying, ‘I don’t like it’.”

– Special Education Teacher

## Cooking for Salud<sup>TM</sup>

### Kitchenistas Community Engagement Program



#### Cooking for Salud<sup>TM</sup>

##### 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.



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<sup>TM</sup> 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.

This year we added a third cohort of Cooking for Salud<sup>TM</sup> focusing on South San Diego's aging community. In partnership with The San Diego Foundation and Samahan Health, we provided nutrition and healthy cooking classes in the community and recruited 14 seniors to participate in an age friendly Cooking for Salud<sup>TM</sup>. The program addressed the World Health Organization Domains of Livability: social participation, community support and health services, communication and information, outdoor spaces and buildings, respect and social inclusion, and civic participation and employment.

\*Graduates of our Cooking for Salud<sup>TM</sup> 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.





100% of graduates reported they are confident sharing about healthy eating with others in their community.



100% of graduates report they eat fruits and vegetables at every meal.



66% of the Age Friendly cohort lost an average waist size of .6 inches.

“[Cooking for Salud] has the human touch of people helping each other...this is a chain of commitment and now it’s my turn to help somebody else and get them motivated to be a part of this.”

- Generation 10 Graduate

### **Kitchenistas Community Engagement Program**

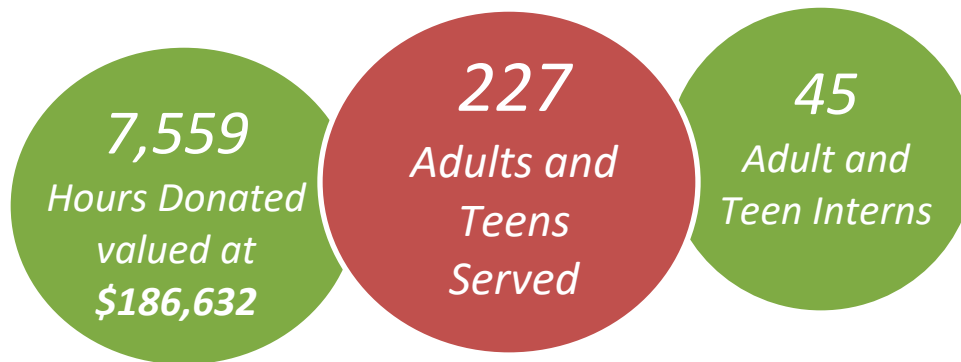
Graduates of our Cooking for Salud™ program join the Kitchenista alumni for monthly meetings to discuss health and nutrition topics, share healthy recipes, and participate in community events. This year, we convened alumni meetings with graduates from all generations to reconnect, identify needs, and begin planning to strengthen the program. Additionally, Kitchenistas participated in a number of community service and enrichment opportunities including peer-to-peer cooking, personal growth, meditation, and art classes. We engaged 96 Kitchenistas in the Program this year, including 28 who we trained in public speaking, leadership, and nutrition education.

This past year, the Kitchenistas delivered nutrition presentations to 586 adults at school sites, community centers, and festivals. This included presentations at all 10 National School District schools with the goal of strengthening school nutrition and wellness. A total of 20 one-hour school parent nutrition presentations and healthy cooking demonstrations were delivered in English and Spanish focusing on research-based connections between child nutrition and academics, Rethink Your Drink, School Wellness Policy, ways to model and incorporate healthy food into school activities, and next steps for parents.

Of our 175 Kitchenistas, a subset of 15 who are also parents at local schools created the Kitchenistas School Wellness Coalition. This group is working to identify changes they would like seen in the district related to health, create a plan to tackle these challenges, and begin working with school leadership and parents to instigate change.



## Volunteer and Internship Program



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. Our Internship Program provides intensive, hands-on experiences to high school and college students. This

year, we partnered with eight 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. High School students participated in our Urban Agriculture Internship Program, Cross-Age Tutoring Internship Program supporting youth development through our Children's Program, and a pilot internship program called Garden to Kitchen, which connected students with their food through gardening and cooking.

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 analyzed Cooking for Salud™ program data and created a posted board that he submitted and presented at health conferences in San Diego and Arizona.

*"When I applied to be the Marketing and Special Events Intern at Olivewood, I expected to spend a couple months learning a little more about marketing and promoting events, programs and an organization through digital media, traditional media, and community outreach. Not only did I learn a ton about all of these things from some of the most hardworking and inspirational staff members and volunteers, but I also learned how to advocate for a healthier community and nutrition education. I ended up interning at Olivewood for a full year and still think about how transformational that year was every day!" – Special Events and Marketing Intern Stephanie*

## School Wellness and Garden Support

Olivewood seeks to support wellness at school sites by working with all stakeholders in the school system. Our School Wellness and Garden Support program provided the following in 2017-2018:

- An orientation and curriculum for teachers in our partner program to better prepare their students for their Olivewood learning experience
- Gardening with Kids workshops to teach educators, including school teachers and parents involved with school gardens, with tools to make gardens into functional learning spaces
- School Garden Academy to 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.
- Support of National School District School Wellness Committee



75  
Adults  
Served

## Adult and Child Programs

153

Adults  
Served

### Farm-to-Table Adult Cooking Class Series and Gardening Classes



To inspire a new audience and engage adults from all over San Diego County in farm-to-table cooking, Olivewood continued our adult cooking class series. We hosted 6 hands-on cooking classes where participants 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 Salsa and Salsa, Healthy Tapas, Healthy Holidays, Valentine's Day Couples' Cooking Class, Healthy Brunch, and Summer Grilling themed classes. This year, we also hosted our first Men's Cooking Class for male family members of Kitchenistas. Chef Diego Madueño joined us on the grill to engage husbands, fathers, brothers, and sons in a health grilling class.

Olivewood hosted 8 free Adult Gardening Classes for the community this year, as well as a class for seniors at Paradise Village senior community. Topics range from Gardening with Kids to Composting to Seasonal Gardening. Our Gardening 101 classes are aimed at 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.

**Cultivating Conversation: A Dine and Learn Series**

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 Terra American Bistro, along with Chef Jeff Rossman and farmer/restaurant owner Trish Watlington to discuss the ins and outs of running a true farm-to-table restaurant.



25  
Adults  
Served

**Adult Field Trips**

Adults Served: 36

Our adult field trips provide opportunities for adults to experience our unique garden-based nutrition education program. The field trips are flexible and customizable for different groups. 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 approach to changing eating behaviors.

95  
Children  
Served

**Chefcitos**



This year we created a new fee-based program for children to gain food preparation and cooking skills, and to be exposed to new, healthy ingredients. We hosted this 1.5-hour long class for children on school holiday breaks, as well as for private groups such as Girl Scout troops.

## Community and Family Programs

### Day of Play

This free community event is our largest educational event all year. The Day of Play brings children and families to the Gardens to learn about healthy living and to access important community resources. Families visiting the Gardens learned about healthy living through nutrition education, organic gardening, nature-related arts and crafts, and physical activity.



215  
Children  
Served

260  
Adults  
Served

### Halloween

This fun, free community event provides a healthy alternative 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. We give out toys and healthy treats such as apples, Halloween-themed rings, and vegetable-themed fake tattoos.

500  
Children  
Served

403  
Adults  
Served

### Family Cooking Classes

Children Served: 28

Adults Served: 40

One of our goals for our Cooking for Salud<sup>TM</sup> program is that families are engaged in healthy eating decisions and practices. We have created the Kitchenista Family Class to give families the opportunity to learn, cook, and eat a healthy meal together. This year we worked with Chef Katherine Humphus and Tommy Gomes of Catalina Offshore. We also held a family cooking class for Sprouts employees in our outdoor kitchen.



### Mommy and Me

We created a new Mommy and Me class for caregivers and their toddlers to offer young children the chance to experience the gardens using all five senses. This fun opportunity gets children ages 3 - 5 years old outside, connecting with nature and tasting new foods.

73  
Children  
Served

75  
Adults  
Served

### Family Field Trips

89

Children  
Served

73

Adults  
Served

often

Family Field Trips to Olivewood are structured like our Children's Field Trip Program. Families participate in three activities connecting the garden with the plate and health with the food we consume. This year, we hosted families from Kaiser, O'Farrell Charter School, San Diego Youth Services, and our partnership with San Ysidro Health Center (SYHC). Families from SYHC are referred to our program and 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.

### Open House and Tours

Community Members Served: 375

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 continued to host a donation-based Produce Stand for the visitors to our community tours. We were happy to welcome 321 new guests to the gardens for our tours and served 54 families through our Produce Stand.

## Fundraising and Finances

### Seedling Soirée

Adults Served: 250

Funds Raised: \$80,000

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 one of the graduates from our pilot Garden-2-Kitchen High School Internship Program, Zihao. Zihao shared about the impact of the program on his eating habits, how he has learned to cook more healthy recipes, and how he was able to connect to nature by interacting with the garden. He also shared about how he practiced his leadership skills by leading a healthy cooking class for his peers.

### Private Events

Funds Raised: \$6,140

Olivewood continued to offer opportunities for community members, companies, and organizations to rent our facility. This year we hosted staff retreats for a local nonprofit, several birthday parties, a two-day conference put on by Big Picture Learning and their Seed-to-Table program, a dinner held by the J.M. Kaplan Fund celebrating immigrants and featuring the Kitchenistas, a graduation celebration for some students from Sweetwater High School, as well as several showings of the Fefu and Her Friends play. The facility rental program is an excellent entry point for new potential supporters.

### Budget

The 2017-2018 year was one of significant transition for Olivewood Gardens. We went through key staff transitions and hired a new Executive Director in the fourth quarter of the year. Despite big changes, our programs and staff continued to grow and we had our biggest year of fundraising yet, raising \$817,637 with total expenses of \$814,788. 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 15% on fundraising and general management, which included contracted services of an executive search firm; 37% on property maintenance and management, and 48% of expenses for program management and delivery.

This year we embarked on an exciting Teaching Kitchen Remodel. The intention of this remodel is for it to increase our capacity - meaning more children and adults can participate in learning, to improve flow and efficiency - meaning more time spent at Olivewood will be spent learning, and to become a well-equipped and positioned teaching space - meaning more fulfilling experiences for our program participants. Ribbon cutting for our new kitchen is planned for November 2018. This project has been funded by an \$100k gift from an Anonymous Donor, the County of San Diego's Neighborhood Reinvestment Program, Jim and Mary Ann Beyster, Dacor, and several other individual donors.



### Supporters

During the past year we raised over \$75,000 more than the previous year for general operating and programmatic support. We received two large new gifts for organizational capacity building from the Walton Family Foundation and a \$100k seed gift to build our new Teaching

Kitchen from an Anonymous Donor. We received a total of 565 gifts from 352 donors, including 222 for fee-based programs.

Our corporate supporters included SDG&E, Sprouts Chula Vista, Kaiser, Union Bank, Wells Fargo, UnitedHealthcare, and Specialty Produce. 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 at the San Diego Foundation, the Serenity Grace Foundation, an Anonymous Donor at The San Diego Foundation, Beyster Family Funds at The San Diego Foundation, and the Debra Carroll and Donald Duford Family 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 yielded 4,294 pounds of organic produce during 2017-2018. We are continuing to improve our methods of yield measurement. 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.

We continue to offer a Produce Stand during our weekly Thursday Public Tours, as well as our monthly Open Houses. The Produce Stand is frequented by neighbors and National City residents and helps to increase access to fresh, quality, organic fruits and vegetables in this region.

This year, we also expanded our gardens to include a variety of medicinal herbs. Working with an intern from Bastyr University, we identified 17 species of medicinal plants and planted 10 in our garden. We hope to continue to care for and grow our collection of these beneficial herbs to support our educational programming and garden ecosystem.





## Looking Forward to 2018-2019

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.

### Strategic Planning

We are excited to embark on Olivewood's first strategic planning process. During the first half of the 2018-2019 year, Olivewood board and staff will go through a process of reflection, community mapping, and gathering of input from volunteers and key community members. The purpose of this process is to identify community needs and desires, hone in on Olivewood's mission, purpose and programs; and create a multi-year plan of execution.

### Teaching Kitchen Remodel

In the fall of 2018, we will reveal our completed Teaching Kitchen Remodel. This project will allow us to reach more children and families, improve the flow and efficiency of our kitchen, and update important appliances and key fixtures to build the most effective teaching space possible. We will continue to use our outdoor kitchen to enhance and expand our program offerings.

### Cooking for Salud™ Expansion

Over the past few years, the Cooking for Salud™ program has gained attention as a result of "The Kitchenistas of National City" documentary and the prominence of the Kitchenistas in the community. We hope to scale this program over the coming years to reach new communities and populations with a culturally-appropriate curriculum to build health in other areas of San Diego. We are currently focusing our efforts on a partnership with the United Women of East Africa based in City Heights.

### National School District 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. During the 2018-2019 year, we will expand our Children's Field Trip Program to provide field trips to an additional two schools in the district. Our goal is to provide programming for all 10 National City elementary schools for students, parents, and teachers.

# Thank you for your support!

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