


GROW PITTSBURGH
ANNUAL REPORT 2020

Dear Friends and Supporters,

As we continue to navigate life in the pandemic, Grow Pittsburgh's mission to teach people how to grow food and to promote the many benefits of gardening is more essential than ever before. As I reflect upon 2020, I'm amazed by the compassion and resilience our community has shown in the face of this challenge. Growing food has been a welcome source of connection and peace for so many of us in this uncertain time. Residents found solace and solidarity in growing and eating fresh local food. Though we've all experienced loss in the past year, I am once again reminded of all of the benefits gardens can and do bring to our neighborhoods and families.

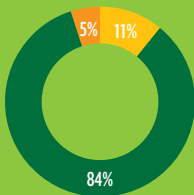
In these times where we are all looking for good news, I want to reflect on the outstanding work our staff and community were able to do in 2020 thanks to your generous support. At our urban farm sites, we adopted new safety protocols and grew a record amount of produce (28,000 lbs), which was distributed through our farm stands and local farmers' markets. We were also able to support our high-risk populations through contactless pickup and by making more than 450 home deliveries of seedlings, fresh produce, and gardening materials. Through our partnership with Pittsburgh Public Schools, we were able to distribute more than 3,600 Grab & Grow garden kits to all first-graders so they could learn to grow from home. And during our annual seedling sale we sold 20,056 plants to backyard growers, community gardens, and local partners. It was clear that more people than ever before wanted to garden and grow their own food.

Interest in gardening continues to surge as many people are drawn to the sense of stability and purpose found in growing their own food in these uncertain times. As spring arrives and seedlings are sprouting again, I feel a sense of renewal and possibility. I'm especially grateful for all you've done to further urban agriculture in the Pittsburgh region and connect folks to healthy local food. Thank you for helping to increase residents' access to fresh produce and for empowering neighbors to establish and improve gardens. I'm hopeful for the future thanks to supporters like you and am eager to see the wonderful things we'll be able to grow together for years to come.

Most warmly,

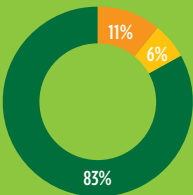


Denele Hughson, Executive Director



INCOME*
TOTAL: \$2,436,980

- MEMBERSHIP: \$260,333
Includes Corporate
- GRANTS: \$2,046,153
- EARNED: \$130,494



EXPENSES:
TOTAL: \$1,740,346

- OPERATIONS: \$191,344
- FUNDRAISING: \$112,592
- PROGRAMS: \$1,436,410

* Figures based on un-audited financial statements



GROWING RESILIENCY

In response to COVID-19, our staff learned to adapt quickly. Your support helped ensure not only that food-growing continued safely but that it happened at a greater capacity than ever before to meet the urgent need. All of these measures improved how we serve our community and will continue to do so beyond the pandemic.

Your support last year:

LAUNCHED delivery service to share fresh produce, seedlings, and garden materials with hundreds of vulnerable residents

EXPANDED farm stand hours and locations across the region and established a new roadside stand in Braddock with no-touch curbside pickup service and refrigeration

EXTENDED our reach in the community and beyond through online workshops, video tutorials, and other virtual lessons to help more people learn how to grow their own food.

WELCOMED 465 new members, nearly doubling our number of individual donors and volunteers

LOOKING AHEAD

CONTINUING DELIVERIES AND EXPANDED FARM STAND OPERATIONS

to better serve our communities

**“MY BROTHER-IN-LAW,
HE’S JUST BEEN RAVING
ABOUT IT. SO HERE I AM.
IT’S EASIER FOR ME TO
SHOP IN THE AFTERNOON
AND IT FEELS SAFE LIKE
THIS BEING OUTSIDE.”**

—Braddock farm stand customer



WE GROW FOOD

Through our food production sites and weekly farm stands, we provide residents access to affordable fresh fruits and vegetables. Our urban farm sites in Braddock, Point Breeze North, and Wilkinsburg demonstrate what is possible for urban agriculture in our region.

28,225 lbs of food grown
across two farm sites

4,082 lbs of produce donated to
local community organizations and
food pantries

2,050+ pounds of
vegetables grown in school
gardens and donated to
local food pantries and
neighbors in need

298 seedling and produce
household deliveries to high-risk
populations during COVID-19

20,056 seedlings sold
in our annual seedling sale,
including 3,145 seedlings donated
to area school, community,
and backyard growers

80% increase in farm stand hours
of operation across 3 days per week

LOOKING AHEAD

CONTINUING TO INCREASE ACCESS TO FRESH FOOD AND SEEDLINGS

through our new greenhouse and urban
agriculture hub at Garden Dreams

“EVEN DURING THE PANDEMIC, THERE WAS A SORT OF HUB AROUND THE SCHOOL GARDEN. IT BECAME A HAVEN FOR ANYBODY WHO NEEDED THAT BREATH.”

—Caroline, school garden volunteer



WE TEACH PEOPLE HOW TO GROW FOOD

Our educational programs span from on-site learning and workforce development for youth and workshops for community members, to garden and cooking activities that are integrated into classroom curriculum in schools across Allegheny County.

3 new learning gardens established, growing our total to 41 school gardens

3,664 Grab & Grow kits delivered to students with everything needed to plant and grow while learning at home

13 youth participated in virtual and in-person summer programming

13 workshare participants volunteered 471 hours on farm sites

94% of participating teachers believe that garden programming enhances student engagement with classroom work

92% of teachers surveyed said the garden encourages environmental stewardship in their students

LOOKING AHEAD

EXPANDING EARLY CHILDHOOD EDUCATION GARDEN PROGRAMMING

for our region's youngest children by establishing five new ECE gardens

“BUILDING AND SUSTAINING THE GARDEN HAS TAKEN DILIGENCE AND HARD WORK BUT THE PAYOFF IS WELL WORTH THE EFFORT.”

—Dennis,
community gardener in Northside



WE BUILD AND SUPPORT GARDENS

We partner with communities across the Pittsburgh region to establish and support community and school gardens. Our Garden Resource Center is a tool lending library making gardening more accessible and affordable to all our neighbors.

5 new community gardens established

40 additional gardens supported through the Sustainability Fund

6,822 square feet of new garden area added

12 participants from 5 sites completed pilot year of Master Composter certification

17 participants in virtual version of “How to Start a Community Garden” workshop

2 urban garden sites protected through Three Rivers Agricultural Land Initiative

159 households received GRC deliveries of compost, topsoil, and wood chips, with more than 165 yards of materials delivered

LOOKING AHEAD

WORKING TOWARDS LONG-TERM SUSTAINABILITY FOR EXISTING COMMUNITY GARDENS

by offering customized support for graduated gardens in addition to the Sustainability Fund

THANK YOU TO OUR PARTNERS FOR THEIR SUPPORT

COMMUNITY

Adagio Health	Children's Hospital of Pittsburgh's Healthy School Program	Herbein and Co.	Operation Better Block / Junior Green Corps	Soil Sisters
AgRecycle	Churchview Farm	Heritage	Pashek + MTR	Strassburger McKenna
Compost Center	City of Pittsburgh	Community Initiatives	Penn State Cooperative Extension	Gutnick & Gefsky
Allegheny County Conservation District	City of McKeesport	Hill District Consensus Group	Pennsylvania Association for Sustainable Agriculture	Student Conservation Association
Allegheny Intermediate Unit	Common Threads	Hill House Association	Pennsylvania Women's Agricultural Network	The Environmental Charter School at Frick Park
Allegheny Land Trust	Construction Junction	Hill Community Development Corporation	Phipps Conservatory and Botanical Gardens	The Food Trust
American Heart Association	Crankshaft Service Co.	Hilltop Urban Farm	PittMoss	Thomas Blvd Group
AmeriCorps/KEYS Service Corps	Cutting Root Apothecary	Homewood Children's Village	Pittsburgh Food Policy Council	Tree Pittsburgh
Apple Cookie and Chocolate Factory	DRE media Solutions	Independent Brewing Co.	Pittsburgh Parks Conservancy	Triple A&R Farm
A Second Chance, Inc.	East End Brewing Company	Johnny's Selected Seeds	Pittsburgh Public Schools	Triboro Ecodistrict
Baker Creek	East End Food Coop	Just Harvest	Pittsburgh Public Schools Food Services	Tube City Renaissance
Heirloom Seeds	Economic Development South	Kurtzweg Tavern Co.	Pittsburgh Urban Gardening Project	Uptown Partners
Bible Center Church / Oasis Farm & Fishery	Eisler Landscapes	Landforce	PNC Bank	Watersheds of South Pittsburgh
Bonfire Food & Drink	Eminent Hospitality Solutions	Let's Move Pittsburgh	Print Place	Western Pennsylvania Conservancy
Bear Left Bear	Encentiv Energy	Maggie's Farm Rum	Propel Schools	Whitaker Community Cares
Big Green	Ethos Collaborative	Marcus Studio	RAND Corporation	Whitaker Borough
Black Urban Gardeners and Farmers of Pittsburgh Co-op (BUGS)	Evey True Value Hardware	McKeesport Family Center	Repair the World Pittsburgh	Wilderness Lumber Co.
Braddock Borough	evolveEA	M Davis Group	Roundabout Brewery	Wild Rise Bakery
Braddock Carnegie Library	Frick Art and Historical Center	Mon River Fleet Lion's Club	Sankofa Village Community Garden	Wilksburg Community Ministry
Braddock Economic Development Corporation	Gateway School District	Nature Works Farm	Seed Savers Exchange	Wilksburg School District
Braddock Redux	Greater Pittsburgh Community Food Bank	New Academy Charter School	Sharpsburg Borough	Wilksburg Youth Project
Braddock Youth Project	Greater Washington County Food Bank	New Sun Rising	Sharpsburg Neighborhood Association	Woodland Hills School District
Carnegie Library of Pittsburgh	Grist House	Nine Mile Run Watershed Association		YMCA of Greater Pittsburgh
Chatham University School of Sustainability	Grounded Strategies	Northgate School District		YWCA of Greater Pittsburgh
	Harvie	Office of Public Art		
		Ohio Earth Foods		
		Old Tin Roof Farm		

FUNDING

1409 Fund of The Pittsburgh Foundation	Edwin R. Crawford Estate Trust	McCune Foundation	Foundation	The Sampson Foundation
Allegheny County Economic Development	Evan and Tracy Segal Family Foundation	McSwigan Family Foundation	Robert F. and Joan Marie Klein Fund of The Pittsburgh Foundation	The Segal Family Foundation
Allegheny County Health Department	Falcon Fund of The Pittsburgh Foundation/Community Foundation of Westmoreland County	Neighborhood Allies	Roy A. Hunt Foundation	Tompkins Charitable Gift Fund
Allegheny Foundation	Farm Aid	Pennsylvania Department of Agriculture	Shear Family Foundation	Urban Redevelopment Authority of Pittsburgh
Benter Foundation	Grable Foundation	Pennsylvania Department of Economic Development	Sherman Evans Fund of The Pittsburgh Foundation/Community Foundation of Westmoreland County	USDA Farm to School
Carnegie Mellon University - Heinz College	Henry L Hillman Foundation	PNC Charitable Trusts	Snee-Reinhardt Charitable Foundation	Walter Limbach Family Fund of The Pittsburgh Foundation/Community Foundation of Westmoreland County
Colcom Foundation	Howard & Nell E. Miller Foundation	PNC Foundation	The Heinz Endowments	Walton Family Foundation
Collage Giving Fund	Laurel Foundation	Posner Foundation of Pittsburgh	The Opportunity Fund	Zeve Family Foundation
Edwin and Kathryn Clarke Family Foundation		Proteus Foundation	The Pittsburgh Foundation	
		Richard King Mellon		

CORPORATE

American Eagle Outfitters	Dollar Bank	FedEx Ground	Patagonia	Rivendale Farms
Blackbaud	Eat'n Park Hospitality Group	Green Mountain Energy Sun Club	Penn Fencing	Stantec
CannonDesign	EIS Solar	Grossman Yanak & Ford	Pirates Charities	UPMC Health Plan
			PrimeLending	Whole Foods Market

BOARD OF DIRECTORS:

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Learning Garden Project Manager

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Hanna Mosca
Greenhouse & Farm Manager

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GROW PITTSBURGH TEAM:

Eva Barinas
Director of Farm Education

Ian Bonnet
Garden Educator

Adia Effiong
Director of School Garden Programs

Meg Flores
Operations and Communications Coordinator

THANKS TO OUR STAFF, VOLUNTEERS, AND BOARD FOR THEIR HARD WORK IN 2020!



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