annual report 2017
SeedMoney began as a seed of an idea in 2015 when my board colleagues at Kitchen Gardeners International (KGI) and I decided to take a new approach to helping the global food garden movement to grow.

In 2016, we changed KGI's name to SeedMoney and began cultivating a new funding model that would make it easier for public food gardens to raise the resources their projects need to reach, teach and feed vulnerable people in their communities.

That seed landed on fertile ground! Thanks to the hard work of hundreds of garden coordinators, the generosity of thousands of donors, and some innovative web tech, our model is growing healthy harvests of food and funding for people and gardens in need across the US and overseas.

Roger Doiron
Founding Director
synergy
(noun)
the interaction of two agents to produce a combined effect greater than the sum of their separate effects

SeedMoney is a 501c3 nonprofit that helps other nonprofits nationally and worldwide to start and sustain food gardens by offering them access to a custom-built crowdfunding platform and small challenge grants. For every $1 in challenge grants we made available in 2017, participating projects raised $10 in individual donations. By combining grants with crowdfunding, we're helping projects to grow more funding than they could raise by using the two methods separately.
In 2017, we helped our partner projects grow $217,000 worth of crowdfunding for their work, up from $195,000 in 2016 and $154,000 in 2015. By doing so, we helped them grow bigger, more productive gardens that were better able to help people in need in their communities to enjoy better food, better opportunities for learning and recreation and a greener, better quality of life.
many small gardens = big impacts

How we did the math: we surveyed our partner projects and found that the average reach of a project was 300 people and the average garden size was 2000 square feet. In calculating the food grown, we use a conservative estimate of 1/2 pound per square foot.
our impacts are national in scope
as well as international
"SeedMoney's challenge was an easy and effective way to raise money. As a result, we built an indoor grow area and are building a hoop house for the incarcerated youths at the Juvenile Justice Center. These at-risk kids really appreciate the help you are providing to turn their lives around."

-Bill D., Master Gardener Foundation of Benton-Franklin Counties, WA
“SeedMoney's annual challenge is an amazing opportunity to raise money for a project that other grantors don't look at due to our small school and low enrollment. We're very thankful they give us the opportunity to participate and reward our work!"

- Deb T., Georgetown Central School, ME
“SeedMoney gave our campaign a chance to be shared and viewed by the world. Thanks to their help, more women like the one pictured below can support their households from the sales of vegetables.”

-Alex K., Women's Gardening Project, UGANDA
"What an incredible platform! SeedMoney allowed us the opportunity to reach a wide variety of supporters, who donated money towards our goal of providing sheds and seating at our Elementary School gardens."

-Kelli H., Edible Peace Patch Project, FL
2017 Highlights: Season by Season

**WINTER**
$241,780 in checks (grants + crowdfunds) left our offices to food garden projects across the country and around the world!

**SPRING**
We launched a new main website for showcasing our work and that of our partner projects.

**SUMMER**
A number of technical improvements were made on our crowdfunding portal to make it easier for projects to apply and for donors to give.

**FALL**
Our 3rd Annual 30-Day Challenge broke all previous records with over $217,000 donated by 3000 individuals.
Financials

Revenues $345,357

Expenses $334,003

Statement of Financial Position (12/31/2017)

- Assets $298,145
- Liabilities $244,640
- Revenue in excess of expenses $11,344
- Net assets end of the year $53,505
thank you:

And to Our 3000+ Individual Donors:
