SeedMoney success story: Alan Day Community Garden, Norway, Maine
$3,885 raised from 23 donors, $400 grant won, $4,285 total raised
As a kid, I remember there always being a monthly calendar stuck to our refrigerator with magnets. Paper calendars have since fallen out of favor in our digital age which is a pity because they offer an interactive way of marking the passage of time. With them, we literally turn a new page each month, signaling both an end and a beginning via a single, simple gesture.

This report, while made of pixels instead of paper, turns the page on our activities up to June 30th, 2019. This represents our third year operating under the name SeedMoney and using our new "crowdgranting" model to help food garden projects start and thrive.

I'm proud to report on not only what we have accomplished this past year, but also on the cumulative impacts we've had since adopting our new model thanks to the active participation of thousands of garden project leaders, volunteers and donors.

To learn more, turn the page!

Roger Doiron
Founding Director
SeedMoney is a 501c3 nonprofit that helps other nonprofits nationally and worldwide to start and sustain healthy food gardens for people and communities in need. We do this by offering them access to a custom-built crowdfunding platform, small challenge grants and technical assistance with online outreach.
Crowdgranting is the process of activating a project through a group of people and their dollars (the crowd) coupled with a sponsor’s challenge amount (the granting) during a limited time fundraising effort.

Since 2015, SeedMoney has helped over 1100 garden projects raise $886,000 including $192,000 last year.
many small gardens = big impacts

our cumulative results to date

1103  $886K  330K  550

GARDEN PROJECTS RECEIVING FUNDING  TOTAL RAISED AVE: $800/PROJECT  PEOPLE REACHED  TONS OF FOOD GROWN

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 reach is national in scope
as well as international
"SeedMoney campaigns should be a staple for ALL school gardens! The platform could not be easier for parents/family/neighbors to donate quickly to the school garden that they love!"

- Andrea T., Thomas Jefferson Elementary School Garden, Burbank, CA,
  $2,155 raised from 41 donors, $400 grant won, $2,555 total raised
"Our organization seeks to improve access to affordable, nutrient-dense foods. SeedMoney has helped us to do this over the past few years including last year by helping us rebuild our hoophouse which was heavily damaged during Hurricane Harvey."

-Michelle K., The Learning Garden at Tom Graham Park, Corpus Christi, TX

$969 raised from 23 donors, $400 grant won, $1,369 total raised
Financials

**Revenues**
- Foundations: 30.9%
- Individuals: 66.4%
- Businesses: 2.6%

Revenues: $289,204

**Expenses**
- Programming: 85.3%
- Administration: 8.1%
- Fundraising: 6.6%

Expenses: $280,957

**Statement of Financial Position (6/30/2019)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$102,677</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$30,000</td>
</tr>
<tr>
<td>Revenue in excess of expenses</td>
<td>$8,247</td>
</tr>
<tr>
<td>Net assets end of the fiscal year</td>
<td>$72,677</td>
</tr>
</tbody>
</table>
thank you:

And to Our 2200+ Individual Donors:
