

# KGI Annual Report 2015



## Sow It Forward Grantee: Backyard Growers Schoolyard Program, Gloucester, MA

Dear Kitchen Gardener,

2015 was a year of hellos and good-byes. We said farewell to our Sow It Forward grants program after three years of service. We sent it off with a bang by offering grants to 200 garden projects in the US and abroad, 25% more than the previous year. These grants went to help a diverse group of food garden projects serving vulnerable and disadvantaged populations.

After awarding those grants in the spring, we conducted an extensive survey of past grant recipients and applicants to understand their needs and see how we could meet them better. We learned that very few groups were satisfied with their online fundraising tools and savvy and we saw an opportunity to share some of our experience in that domain. Over the summer, we began building a new program with a new focus: helping food garden projects help themselves by giving them access to challenge grants, crowdfunding tools and training in how to use them.

In the fall, we said hello to our new program SeedMoney. To our delight, we had over 525 projects sign up for our SeedMoney 30-day pilot program which ran from November 15th to December 15th. The results these groups achieved blew us away. Over the course of just one month, using our challenge grants as incentives, they raised \$156,000 via more than 4000 individual donations. These funds when added to the \$54,000 in grant funds we offered made a total of \$210,000.

Such a figure is no small potatoes, but it's being used to buy lots of seed potatoes, seeds, tools and other supplies these garden projects need to thrive. While we're happy to have provided the online platform for this program, its resounding success would not have been possible without the hard work of the people leading these projects and the generosity of the communities in which these gardens are located.

I want to take this opportunity to thank the hundreds of volunteers, donors and organizations that were involved in and supported our work in some way last year. You're inspiring us to think even bigger about what we can accomplish together in the months and years to come.

Onward!

Roger Doiron  
Founding Director, KGI

## ACTIVITIES

In 2015, KGI's Sow It Forward program offered mini-grants of cash, seeds, supplies and technical support to a wide variety of nonprofit causes to help them start and sustain food garden projects serving disadvantaged populations. Our grantees included food banks, homeless shelters, schools, community gardens, tribal organizations, libraries and prisons among others. We received 1100 funding requests in 2015, up from 912 in 2014. From that pool, 200 projects were awarded grants. As funds from our new SeedMoney program were raised in 2015 but only disbursed in 2016, we're not including them or the projects they are funding in our 2015 stats below.

## Results Achieved

**\$ 80,000**  
Value of garden grants awarded

**60,000**  
Number of people reached through our grants

**400,000**  
Square feet of food gardens planted

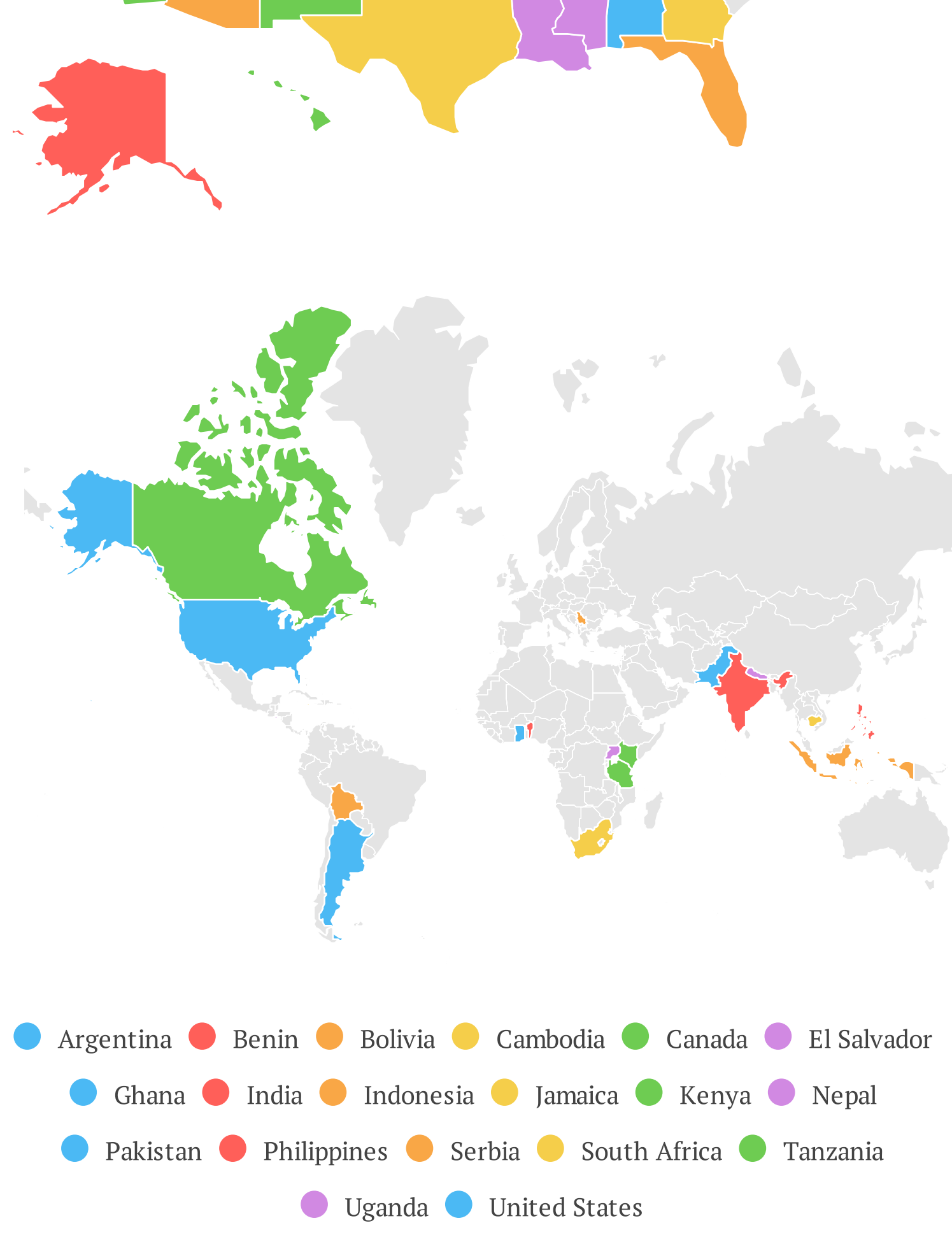
**200,000**  
Number of pounds of food grown

**54,800**  
Total facebook fans as of 12/31/15

## Grantee Testimonial: Growing Savings & Community

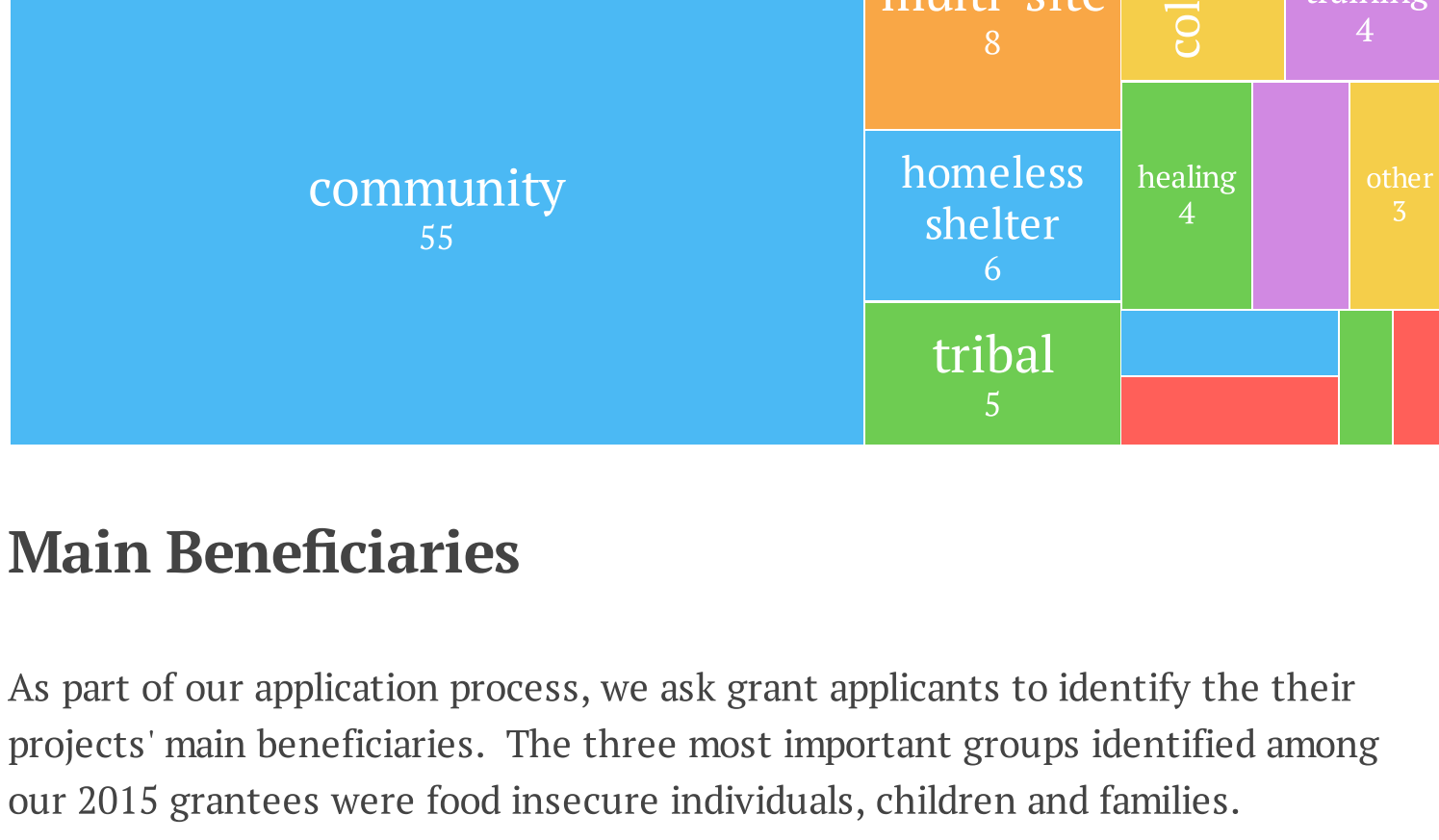
*"I like saving money at the grocery store now that I'm growing my own vegetables. Gardening gives me something to do with my son and helps me meet my neighbors."*

-Priscilla, first-time gardener, Neal Avenue Community Gardens, Dayton, Ohio



## Geographic Distribution of Grants

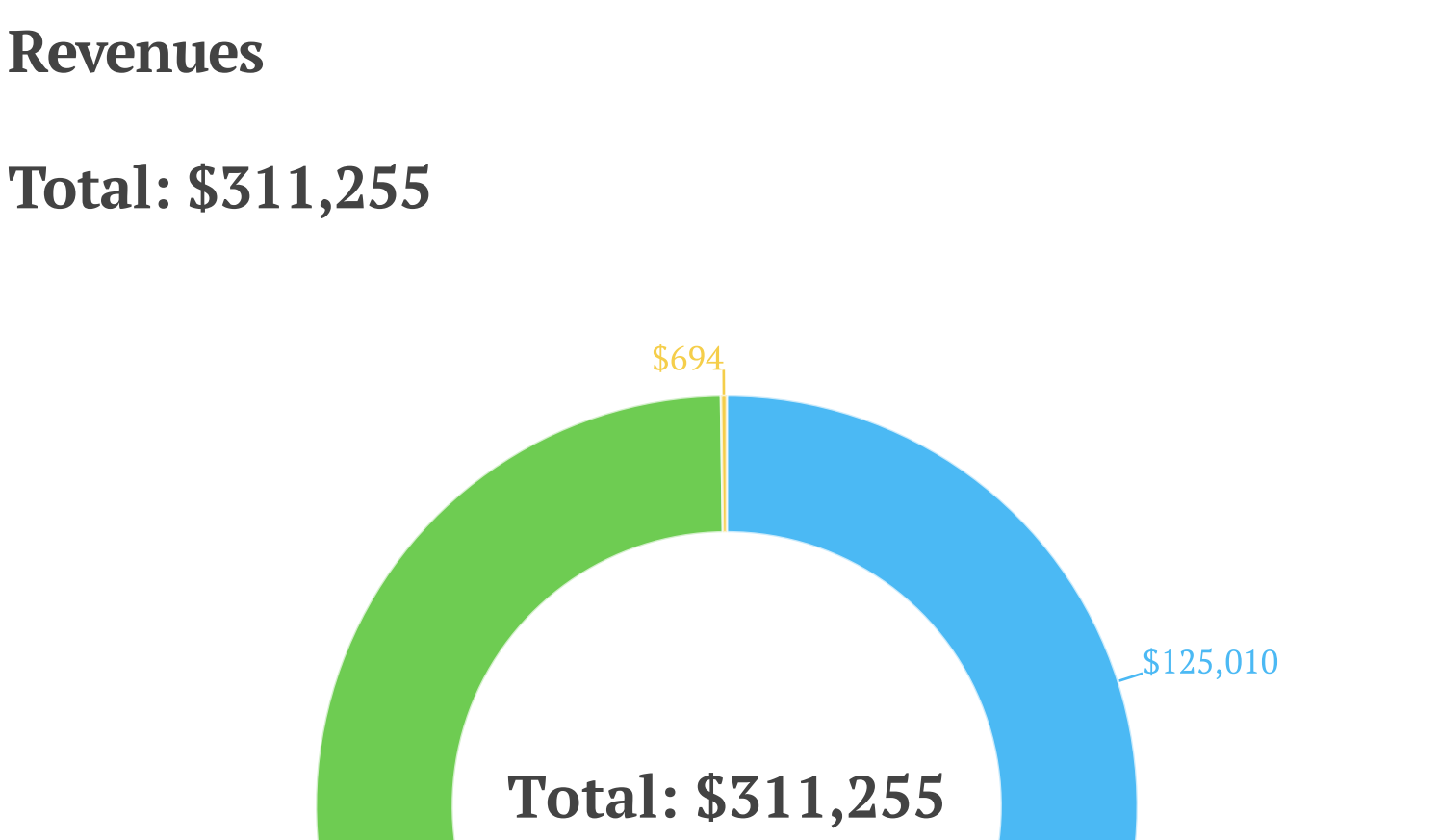
Our 200 grantees for the year 2015 represented 45 US states and 16 countries. The state with the most grantees was Maine with 45 which reflects our commitment to our home state as well as the geographic interests of some of our largest funders. Hover over the states and countries below to see how many grants were awarded in each place.



- Argentina ● Benin ● Bolivia ● Cambodia ● Canada ● El Salvador
- Ghana ● India ● Indonesia ● Jamaica ● Kenya ● Nepal
- Pakistan ● Philippines ● Serbia ● South Africa ● Tanzania
- Uganda ● United States

## Grantee Types

In terms of the types of food garden projects that received grants, over half of our grantees were community, youth and food bank gardens.



## Main Beneficiaries

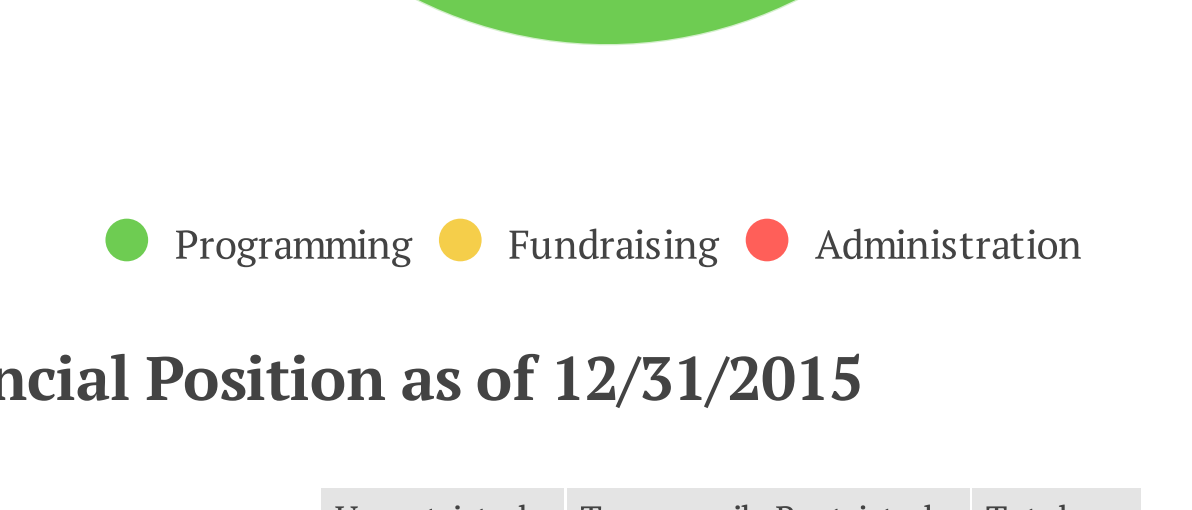
As part of our application process, we ask grant applicants to identify their projects' main beneficiaries. The three most important groups identified among our 2015 grantees were food insecure individuals, children and families.

children  
food insecure  
at-risk youth families  
sick seniors  
immigrants homeless mothers  
landless prisoners indigenous

## FINANCIAL REPORT

### Revenues

**Total: \$311,255**



- Foundations ● Businesses ● Individuals ● Commissions & interest

### Expenses

**Total: \$154,102**



- Programming ● Fundraising ● Administration

## Financial Position as of 12/31/2015

	Unrestricted	Temporarily Restricted	Total
Net Assets as of 01/01/2015	\$78,387	-	\$78,387
Change in Net Assets	\$11,994	\$145,159	\$157,153
Total Net Assets	\$90,381	\$145,159	\$235,540

## THANKS!

These results above would not have been possible without the generous support of our many sponsors and foundation partners. These include the Ark Institute, the Johnson Ohana Charitable Foundation, Gardeners Supply Co, the Well-Fed World Foundation, GrowVeg.com, the Horizon Foundation, the Elmina B. Sewall Foundation, Allagash Brewing, the Leonard C. & Mildred F. Ferguson Foundation, the Coulombe Family Foundation, the Lillian Goldman Charitable Trust, the Jane B. Cook Trust and the Helianthus Fund. We also want to thank the more than 4000 individual donors that helped support our work and that of our SeedMoney partner groups. Together, you put the wind in our sails!