



2016



Annual Report

DIRECTOR'S LETTER

Dear SeedMoney Friends,

2016 was a particularly tumultuous year globally with millions of people choosing to take the risk of leaving something familiar to venture into the unknown. This phenomenon could be seen in the international refugee crisis, Brexit and the US presidential elections, to name just a few examples.

2016 was also a year of great change for us. We began the year as "Kitchen Gardeners International" (KGI) and ended it as "SeedMoney." Our new name reflects a new focus on helping food gardens projects fund themselves. In our case, it wasn't a step into the complete unknown. We had been developing expertise in the area of garden grants since 2012—440 grants awarded over 3 years—and knew that there was a glaring need for better approaches to funding food garden projects. As you'll see from our results below, I believe we found one such approach!

Although we've navigated our way through the choppy seas of an organizational rebranding, there will no doubt be other waves on the horizon. To our knowledge, there are no other "good food" nonprofits doing what we're doing on such a large geographic scale, so we're truly sailing in uncharted waters.

I am confident and excited about the journey ahead not only because of where we're headed, but because of all the great people and organizations taking this trip

with us. These include the hundreds of tireless community organizers who lead food garden projects in their area and the thousands of individual and institutional donors supporting our work. On behalf of SeedMoney's board, I thank you for your service and support.

See you in the garden!



Roger Doiron
Founding Director, SeedMoney

KEY STATS



330 Garden Projects Helped

In 47 states and 20 countries



99,000 People Reached



300 per project on average



165 Tons of Food Grown

1000 pounds per project on average



\$244,905 Total Funds Raised

\$742 per project on average



1:5 Leverage Ratio

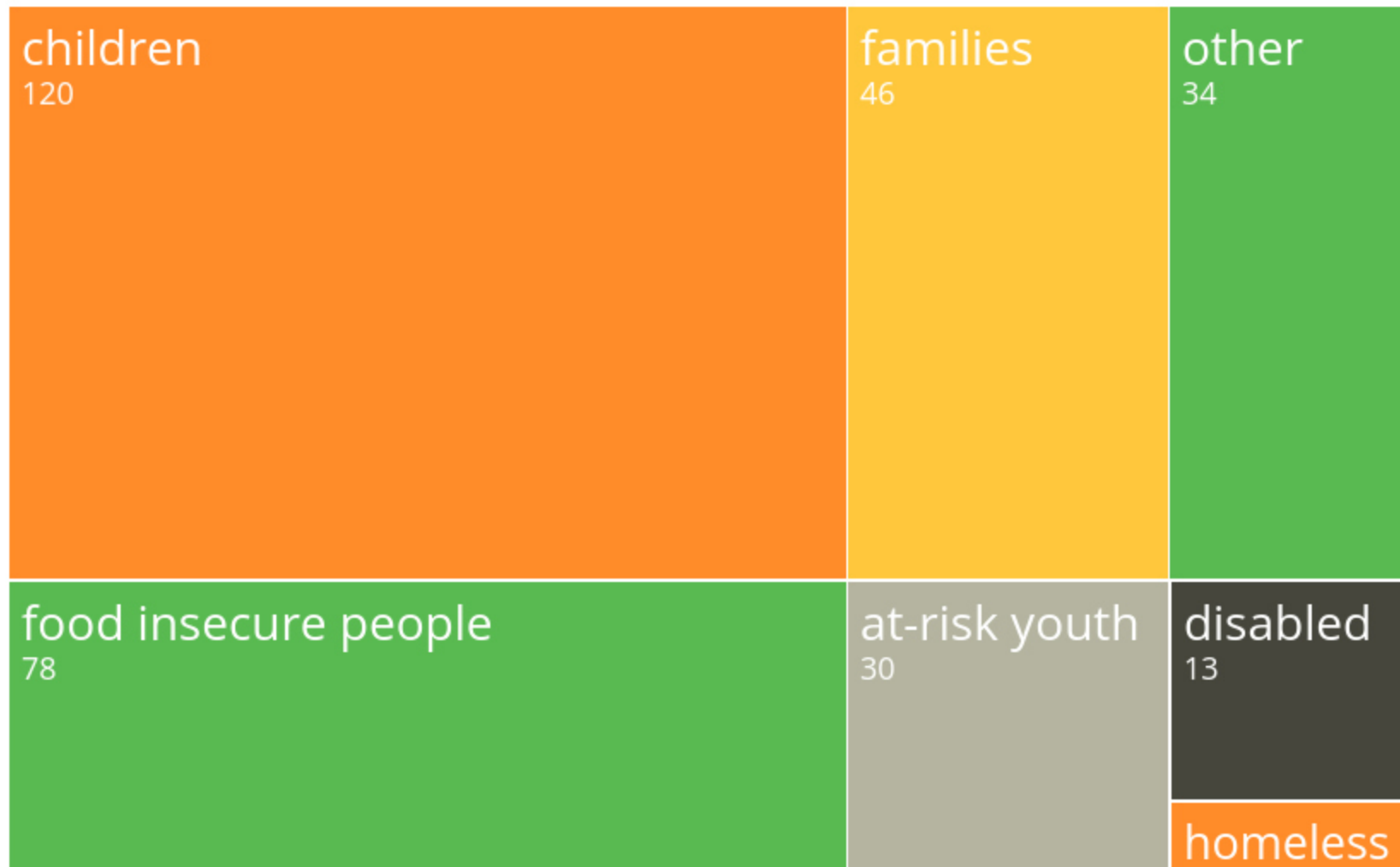
Every \$1 of challenge grants we offer leverages \$5 in individual donations

HOW WE WORK & WHO WE SERVE

SeedMoney is a Maine-based 501(c)3 nonprofit. We help people and communities feed themselves by helping food garden projects fund themselves. We do this by providing custom-built crowdfunding tools, training and incentive grants to support small, community-based nonprofit causes interested in starting or sustaining a food garden to help people in

need. Our partner causes include food banks, schools, churches, community gardens, and homeless shelters, among others. Working with these causes, we reach the beneficiaries below.

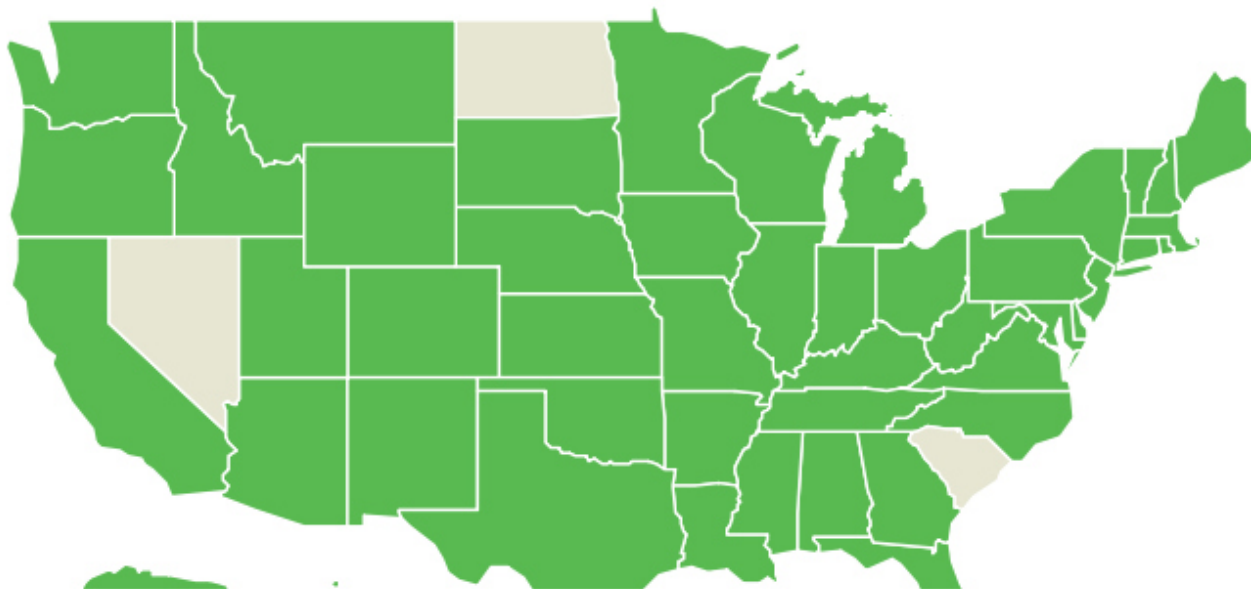
(Hover your cursor over the graphic below. The number that appears is the number of projects out of 330 total that listed that beneficiary population as its primary beneficiary.)



GEOGRAPHIC SCOPE OF OUR WORK

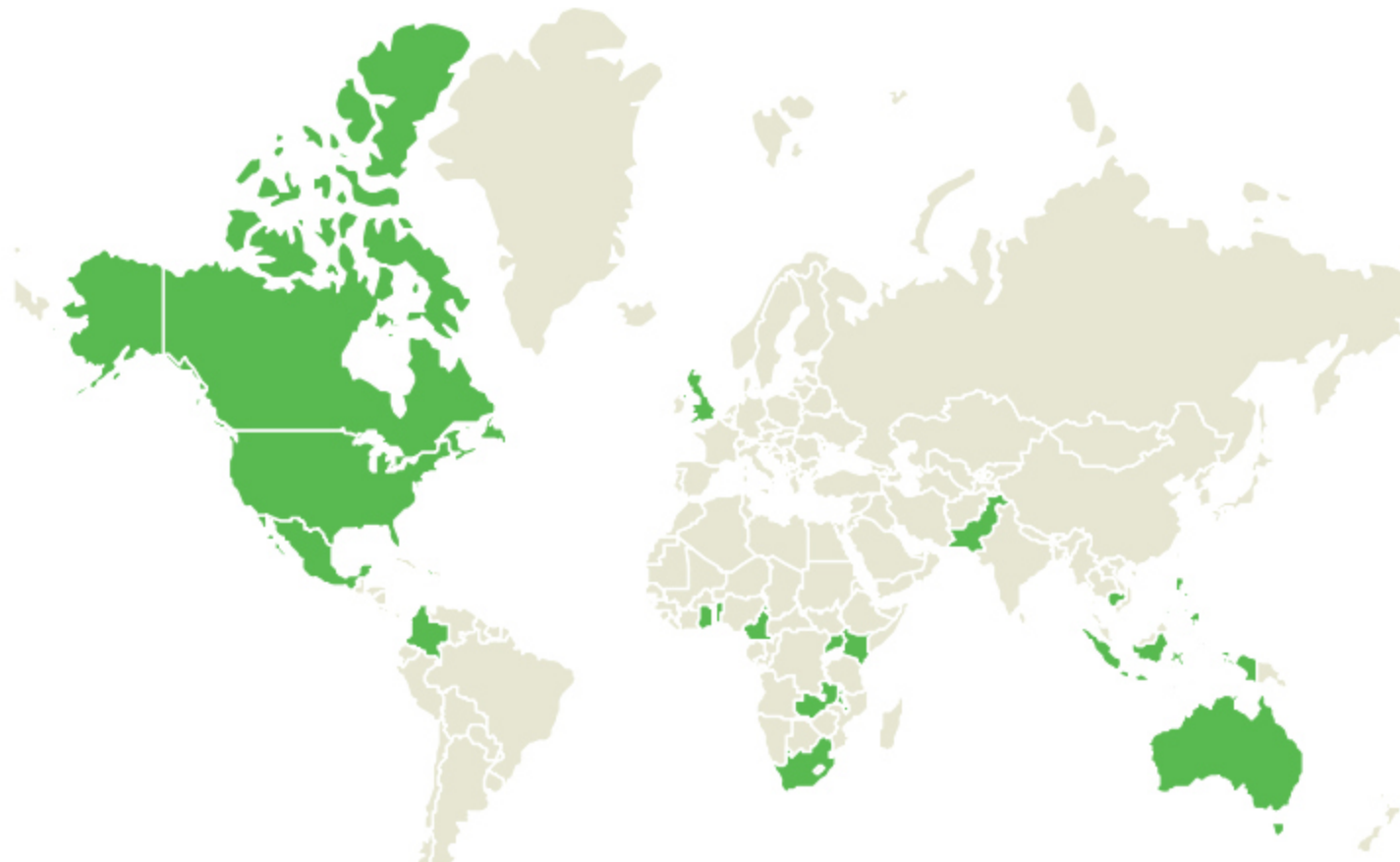
US-Based Food Garden Projects (285 total)

(Hover your cursor over the maps below. The number that appears is the number of projects SeedMoney helped in that state or country.)





Global Food Garden Projects (45 total)





TESTIMONIALS

**We are so grateful that
SeedMoney helped us more
than double the amount of
money that we raised last year.**

-Kim, Green Bay Garden Blitz,
Green Bay, WI



**Our SeedMoney campaign was the
least resource intensive fundraiser**



**we have ever conducted - and
brought in MORE MONEY than any
event we have ever put on!**

-Ann, Mamie D Lee Community
Garden, Washington, DC

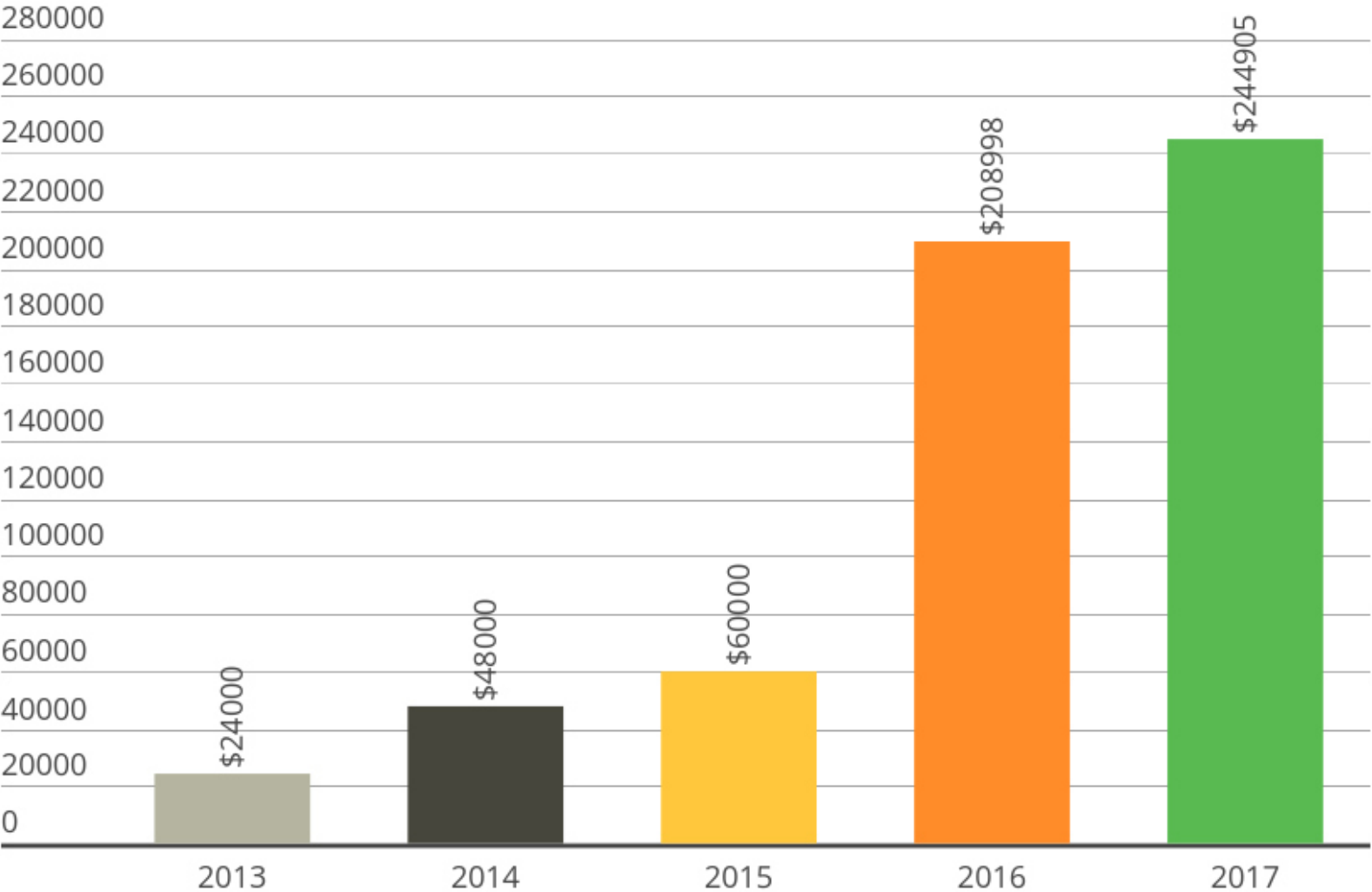
**We were amazed by the
community response we
received in support of our
project!**

-Sam, Albert S. Hall School
Garden, Waterville, ME

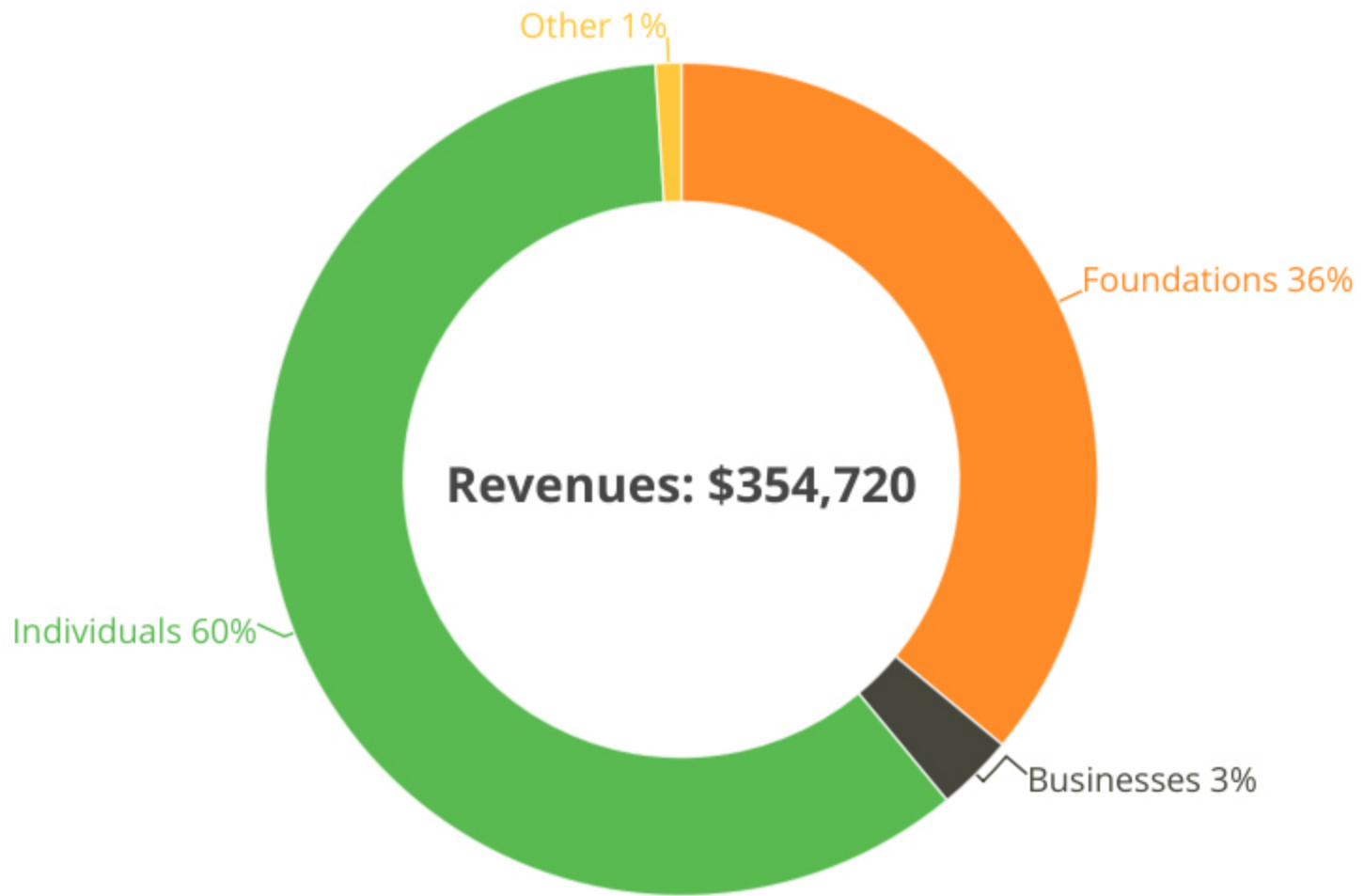


FINANCIALS

By retiring our previous traditional grants program and replacing it with our new crowdgrants model, we increased the amount of funds being channeled to food garden projects by more than 400% in just two years.

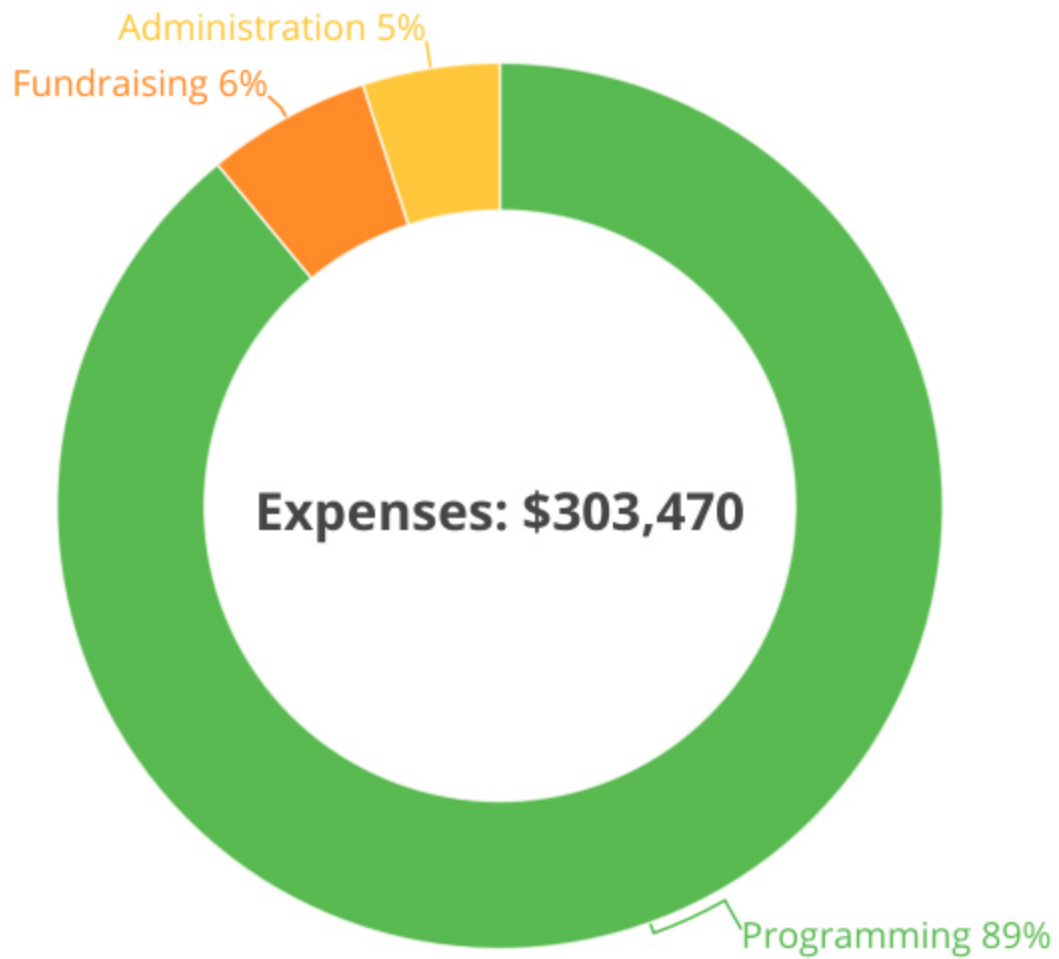


Revenues: \$354,720



● Foundations ● Businesses ● Individuals ● Other

Expenses: \$303,470



● Programming
 ● Fundraising
 ● Administration

Statement of Financial Position 12/31/2016

Category	Unrestricted	Temporarily Restricted	Total
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Net Assets as of 01/01/2016	\$90,381	-	\$90,381
Change in Net Assets	\$7,605	\$188,804	\$196,409
Total Net Assets	\$97,986	\$188,804	\$286,790

THANKS TO OUR SUPPORTERS!

These results above would not have been possible without the generous support of our many sponsors and foundation partners. These include the Johnson Ohana Charitable Foundation (CA), the Craft Foundation (CA), Gardeners Supply Co (VT), GrowVeg.com (UK), the Elmina B. Sewall Foundation (ME), the Leonard C. & Mildred F. Ferguson Foundation (OH), Sandy River Charitable Foundation (ME), the Lillian Goldman Charitable Trust (NY), the Jane B. Cook Trust (MA) and the Helianthus Fund (MD). We also want to thank the more than 2900 individual donors that helped support our work and that of our SeedMoney partner groups. Both in gardening and in fundraising, many hands make light work!