

SeedMoney

Cumulative Impact Audit Report 2012–2025

Prepared for Impact Audit Review • February 2026

Metric	Value	Scope / Basis
Total Projects Supported (2012–2025)	3,687	<i>All programs</i>
Crowdgrant Program (2015–2025)	3,116	<i>Campaign exports</i>
Sow it Forward (2012–2014)	440	<i>Program records</i>
ABO Organic (2020–2022)	48	<i>Program records</i>
Community Investment Catalyzed	\$3,792,512	<i>Crowdgrant 2015–2025</i>
Total SeedMoney Grants Awarded	\$1,060,540	<i>All programs</i>
Leverage Ratio	5.5x (\$5.50 per \$1 granted)	<i>Crowdgrant program</i>
People Reached (est.)	1,106,100	<i>300/project multiplier</i>
Self-reported (2015–2025 projects)	2,822,741	<i>Capped at 10,000/project</i>
Servings of Produce Grown (est.)	7,374,000	<i>2,000/project multiplier</i>
Total Garden Space Activated	1,471 acres	<i>Self-reported, 10-acre cap</i>

All figures derived from SeedMoney's annual challenge campaign export files, project database, Wave and QuickBooks Online accounting records, and confirmed program records. People reached and servings grown estimates use the 300-person and 2,000-serving per-project multipliers validated by project self-reporting. See methodology sections for full sourcing.

1. Purpose of This Document

This document provides a complete, source-by-source account of how SeedMoney arrived at its cumulative impact metrics as of February 2026. Every figure is traceable to a specific data source: annual challenge campaign export files (2015–2025) from SeedMoney's Knack platform database, Wave and QuickBooks Online accounting records (2011–2025), and program records for traditional grant programs that operated outside the crowdgrant platform.

This document reflects a comprehensive data review incorporating the following methodology decisions: (1) annual challenge campaign export files adopted as the primary source for project counts and financial figures (replacing the project database, which excludes crowdfund-only projects); (2) broader funded definition — a project is counted if it received an SM grant, raised crowdfunds through SeedMoney's platform, or both; (3) \$100 minimum threshold per project applied; (4) self-reported people reached and garden size data added alongside multiplier-based estimates; and (5) ABO Organic self-reported impact data incorporated from program records. Terminology update: ABO Organic (formerly referenced as Bimbo USA).

2. Metrics Defined

2.1 Projects Supported

A 'project supported' is any community food garden that received a SeedMoney grant, raised crowdfunds through SeedMoney's platform, or both, with a minimum of \$100 in combined support. Projects are counted once. The \$100 floor excludes marginal entries while capturing genuinely supported projects — \$100 is sufficient to fund a school garden's full seed order. The 327 sub-\$100 projects excluded represent 9.5% of the unfiltered count but only 0.4% of community investment dollars.

2.2 Community Investment Catalyzed

The total dollars flowing to funded projects: crowdfunds raised through SeedMoney's platform plus all SeedMoney grants awarded to those projects. This is the most meaningful measure of SeedMoney's leverage model. Applies to the crowdgrant program (2015–2025) only; Sow it Forward and ABO Organic are excluded because they had no crowdfunding component.

2.3 SeedMoney Grants Awarded

The subset of community investment representing dollars awarded directly by SeedMoney (challenge grants, strong start grants, merit grants, geographic interest grants, and similar). Corroborated by SeedMoney's accounting records after adjusting for disbursement timing.

2.4 People Reached

Estimated as the number of funded projects multiplied by 300 people per project. This multiplier is derived from a SeedMoney partner survey and is validated by self-reported project data: the median self-reported people reached across 3,200 funded projects (2015–2025) is 278 — within 8% of the 300 multiplier. The 300 figure is retained as a round, conservative estimate. Self-reported totals are presented separately as a cross-check.

2.5 Servings of Produce Grown

Estimated as the number of funded projects multiplied by 2,000 servings per project. The derivation: median garden size of 2,000–2,500 sq ft × 0.5 lbs yield per sq ft (Rutgers NJAES mixed-crop benchmark) × 2 servings per pound (conservative; USDA data supports 3–4 servings per pound of fresh vegetables). The 2 servings/lb figure is intentionally conservative — the actual serving yield is likely 1.5–2× higher.

2.6 Geographic Reach

U.S. reach is the number of distinct states, territories, and D.C. represented among funded projects. International reach is the number of countries outside the U.S., identified by cross-referencing the 'Country' field against the free-text 'Garden Location' field in the project database (the Country field alone significantly undercounts at 35 vs. 63 unique countries when cross-referenced).

3. Data Sources

3.1 Annual Challenge Campaign Export Files (Primary Source, 2015–2025)

Files: sm2015allcampaigns.csv through sm25allcampaigns.csv. One file per challenge year. These are the primary source for all project counts and financial figures for 2015–2025. They include both SM-grant recipients and crowdfund-only projects, providing broader and more accurate coverage than the project database. A project is counted as funded using the year-specific criteria in Section 6.3. The \$100 minimum threshold is applied across all years.

Key data quality actions: (a) 7 placeholder \$1 rows excluded from 2017; (b) 2024: 42 rows with payment method = 'refund' and funded amounts of \$1–\$20 excluded per SeedMoney's 2024 policy of refunding international projects that raised less than \$20.

3.2 SeedMoney Project Database (Secondary Source)

File: SeedMoney_Projects_2015-2025.csv. Master record of all crowdgrant campaigns 2015–2025. Used as the source for self-reported project data (Project Reach, Garden Size, Project Primary/Secondary Beneficiaries) and for geographic analysis. Project counts and financial totals from this file are not used as primary figures — the campaign export files are authoritative for those purposes.

3.3 Wave Accounting Records (2011–2018)

File: SeedMoney_Account_Transactions_2026-02-20-19_01.csv. All transactions coded to Awards & Grants from 2011 through December 13, 2018 (migration date to QBO). Total: \$430,092. Two transactions totaling \$500 (dated Dec 14, 2018) appear in both Wave and QBO; the Wave total excludes these to avoid double-counting.

3.4 QuickBooks Online Accounting Records (2018–2025)

File: SeedMoney_Transaction_Report.csv. All Awards & Grants transactions from December 14, 2018 through June 30, 2025. Total: \$2,865,229. QBO Statement of Activity for the same period shows \$2,866,793 — a \$1,564 difference attributable to rounding and minor accrual items. Disbursement timing note: SeedMoney's bulk payouts occur in January following campaign close; ABO Organic grants paid in spring of the campaign year. Accounting totals by calendar year therefore reflect prior-campaign disbursements.

3.5 Traditional Grant Programs (Program Records)

Two programs operated outside the crowdgrant platform and are not in the campaign export files or project database:

- Sow it Forward (2012–2014): 440 projects, \$132,000 in grants (~\$300 each). Split: 80 (2012) / 160 (2013) / 200 (2014). Wave accounting corroborates \$71,797 for 2013–2014. Self-reported people reached and garden size data are not available for this program.
- ABO Organic (2020–2022): 48 projects, \$240,000 in grants (\$5,000 each). Split: 11 (2020) / 17 (2021) / 20 (2022). Confirmed via QBO transaction-level audit: exactly 11, 17, and 20 payments of \$5,000 in spring months of each year. ABO = Arnold, Brownberry & Oroweat Organic Bread. Self-reported impact data is available from program records (file: ABO_Grantee_Impacts_2020-2022.xlsx): 155,313 people reached (raw) / 128,675 capped at 10,000 per project; 1,211,411 sq ft (27.8 acres) of garden space — no capping required as all projects fall under 10 acres. These are established urban farms significantly larger than typical crowdgrant projects (average 25,238 sq ft vs. 2,500 sq ft median for crowdgrant). For consistency of multiplier-based reporting, ABO Organic is counted at 300 people and 2,000 servings per project — the same as all other programs. Two Maine projects are included: Rotary Park Community Garden, Portland (2021, 350 people, 6,160 sq ft) and Boyd Street Garden, Portland (2022, 120 people, 4,500 sq ft).

4. Year-by-Year Breakdown — Crowdgrant Program (2015–2025)

Source: annual challenge campaign export files (primary). A project is counted as supported if it received an SM grant or raised crowdfunds through SeedMoney's platform, with minimum \$100 in total support (see Section 6.3 for year-specific criteria). People reached and servings grown estimates use the 300-person and 2,000-serving multipliers (Section 2.4–2.5). Self-reported reach and garden size are from the project database and are presented as cross-checks, not replacements for the multiplier figures. Note: year-by-year financial totals below are from the project database; crowdgrant program totals in the headline table are from campaign export files (authoritative). Minor differences are due to field mapping across data sources.

Year	Projects	Community Investment	SM Grants	Leverage Ratio	People Reached*	Servings Grown*	Self-Reported Reach†	Self-Reported Garden Size†
2015	198	\$164,397	\$34,800	4.7x	59,400	396,000	191,502	3,613,138
2016	274	\$241,378	\$55,100	4.4x	82,200	548,000	200,760	4,953,682
2017	252	\$239,712	\$33,060	7.3x	75,600	504,000	255,672	5,215,687
2018	194	\$191,077	\$35,200	5.4x	58,200	388,000	140,422	4,466,265
2019	196	\$204,910	\$41,100	5.0x	58,800	392,000	196,954	3,979,530
2020	316	\$381,852	\$71,130	5.4x	94,800	632,000	295,627	6,539,306
2021	405	\$431,996	\$79,775	5.4x	121,500	810,000	375,114	7,774,337
2022	322	\$465,636	\$96,695	4.8x	96,600	644,000	312,263	6,266,650
2023	312	\$457,875	\$77,300	5.9x	93,600	624,000	288,453	6,005,371
2024	319	\$471,807	\$81,700	5.8x	95,700	638,000	285,454	7,617,300
2025	328	\$519,793	\$84,100	6.2x	98,400	656,000	280,520	7,662,127
TOTAL	3,116	\$3,792,512	\$688,540	5.5x	934,800	6,232,000	2,822,741	64,093,393

* People reached and servings grown are estimated at 300 people and 2,000 servings per project. Applies to all programs. Validated against self-reported median of 278 people per project.

† Self-reported reach and garden size are from the project database (3,208 funded projects, 2015–2025). Values capped at 10,000 people and 435,600 sq ft (10 acres) per project to exclude implausible outliers. Sow it Forward projects have no self-reported data. ABO Organic self-reported data is available from program records but is not included here — those are larger-scale urban farms (avg. 25,238 sq ft) that would skew the crowdgrant-calibrated multiplier comparison.

4.2 Accounting Corroboration (Wave + QuickBooks Online)

Year	Wave Total	QBO Total	Notes
2012	—	—	Sow it Forward disbursements (Wave coverage spotty pre-2013)
2013	\$23,862	—	Wave; Sow it Forward
2014	\$47,935	—	Wave; Sow it Forward
2015	\$58,776	—	Wave; first year of crowdgrant program
2016	\$136,101	—	Wave
2017	\$86,596	—	Wave
2018	\$76,322	\$833	Wave through Dec 13; QBO from Dec 14; \$500 overlap removed
2019	—	\$192,532	QBO
2020	—	\$265,203	QBO; includes ABO Organic grants (\$55,000 = 11 × \$5,000)
2021	—	\$463,476	QBO; includes ABO Organic (\$85,000 = 17 × \$5,000, May 2021). Reconciles to within \$1,221 of project data.
2022	—	\$532,152	QBO; includes ABO Organic (\$100,000 = 20 × \$5,000, May–Jun 2022)
2023	—	\$487,809	QBO
2024	—	\$451,069	QBO through June 2025 report date
2025	—	\$472,155	QBO through June 30, 2025; Challenge 25 partially captured
TOTAL	\$430,092	\$2,865,229	Combined (no overlap): \$3,295,321

5. All-Programs Summary

The following table consolidates all three SeedMoney programs. Community investment applies to the crowdgrant program only. People reached and servings grown use the 300/2,000 per-project multipliers across all programs.

Program	Period	Projects	SM Grants	Community Investment	People Reached*	Servings Grown*
Crowdgrant Program	2015–2025	3,116	\$688,540	\$3,792,512	934,800	6,232,000
Sow it Forward	2012–2014	440	\$132,000	—	132,000	880,000
ABO Organic	2020–2022	48	\$240,000	—	14,400	96,000
TOTAL (All Programs)	2012–2025	3,687	\$1,060,540	\$3,792,512	1,106,100	7,374,000

Note: Community investment (crowdgrant program only) represents crowdfunds raised through SeedMoney's platform plus SM grants awarded. Sow it Forward and ABO Organic are excluded from this figure because they had no crowdfunding component.

6. Self-Reported Project Data

As part of the grant application, projects report the number of people they expect to reach and the size of their garden in square feet. The following analysis uses self-reported data from the project database for all funded projects (\$100+) in the 2015–2025 crowdgrant program. Sow it Forward has no self-reported data. ABO Organic self-reported data is available from program records but is presented separately in Section 3.5 rather than here — those projects are larger-scale urban farms that would not be meaningfully comparable to crowdgrant project self-reports.

Metric	Self-Reported Total	Median per Project	Coverage	Methodology Note
People Reached	2,822,741	278 per project	3,200 of 3,208 projects (99.8%)	Values capped at 10,000 per project; 52 projects capped
Garden Size	64,093,392 sq ft (1,471 acres)	2,500 sq ft (0.06 acres)	3,153 of 3,208 projects (98.3%)	Values capped at 435,600 sq ft (10 acres); 36 projects capped

The self-reported median of 278 people per project closely validates the 300/project multiplier used in SeedMoney's impact estimates — the middle project in the distribution reports serving nearly exactly 300 people. The mean of 882 reflects the pull of larger network-scale gardens. The 300 multiplier is retained as a conservative round figure that is now empirically grounded.

On garden size, the self-reported median is 2,500 sq ft — modestly above the 2,000 sq ft figure used in the servings calculation, which adds a further conservative element to the servings estimate. The 0.5 lbs/sq ft yield assumption is confirmed by the Rutgers New Jersey Agricultural Experiment Station, which establishes 0.5 lbs per square foot as the average yield for mixed-crop, small-scale agriculture.

7. Data Limitations & Reconciliation Notes

7.1 Primary Source Shift: Campaign Files vs. Project Database

Annual campaign export files are now the primary source for project counts and financials for 2015–2025. The project database previously served this role but systematically excludes crowdfund-only projects — gardens that raised money through SeedMoney's platform but did not receive an SM grant. In early years this was a substantial population: approximately 76 crowdfund-only projects in 2015, 176 in 2016, and 191 in 2017. From 2020 onward, crowdfund-only projects are rare or absent, and the two sources converge.

7.2 \$100 Minimum Threshold

Projects receiving less than \$100 in combined support (crowdfunds + SM grant) are excluded. The 327 excluded projects represent 9.5% of the unfiltered count but only 0.4% of total community investment dollars. This is a conservative threshold: \$100 represents a meaningful level of financial support for a community garden.

7.3 Funded Project Criteria by Year

Because the campaign export file schema changed over time, the field used to identify funded projects varies by year:

Year	Funded Project Criteria	Source Note
2015	Status = 'Successful'	Campaign export
2016	Total Funds Owed > \$0 OR Grant Funds Owed > \$0	Campaign export
2017	grantee? = 'Yes' OR Total Funds Due > \$1 (7 placeholder \$1 rows excluded)	Campaign export
2018	Received Support? = 'Yes'	Campaign export
2019	Grantee Yes/No = 'Yes' OR TOTAL FUNDS DUE > \$0	Campaign export
2020	Receiving funds? = 'Yes'	Campaign export
2021	Receiving funds = 'Yes'	Campaign export
2022	Receiving funds? = 'True'	Campaign export
2023	Receiving funds? = 'Yes'	Campaign export
2024	RECEIVING FUNDS = 'True'; 42 refunded international projects excluded (< \$20 raised, per policy)	Campaign export
2025	Receiving Funds = 'True'	Campaign export

7.4 Community Investment Scope

The \$3,792,512 community investment figure covers the crowdgrant program (2015–2025) only, with the \$100 per-project minimum applied. Sow it Forward and ABO Organic are excluded because they had no crowdfunding component. Their \$372,000 in grants is captured in Total SM Grants Awarded.

7.5 Accounting vs. Project Data

The accounting total (\$3,295,321 Wave + QBO) intentionally excludes 2025 grant disbursements, which are still in progress at the time of this report. Removing 2025 from the campaign export figures (\$3,792,512 – \$519,793 = \$3,272,719) brings the two figures to within \$22,602 of each other — a reconciliation gap of less than 1%. The 2024 QBO records are captured through June 30, 2025, by which point most 2024 funds had been disbursed. A timing analysis confirmed that disbursements are paid primarily in January of the following year; when adjusted, 2021 reconciles to within \$1,221 (0.3%) of project data.

7.6 Self-Reported Data Outlier Treatment

People reached values are capped at 10,000 per project (52 projects affected). Garden size values are capped at 435,600 sq ft (10 acres) per project (36 projects affected). Values below 10 sq ft for garden size are excluded as likely unit-entry errors (48 projects). Negative values in either field (7 reach, 3 size) are excluded as data entry errors. These caps and exclusions have no effect on the multiplier-based headline figures.

7.7 Traditional Programs Not in Platform Data

The 440 Sow it Forward projects are not in the campaign export files or project database. Their counts and totals come from program records, corroborated by Wave (partially). The 48 ABO Organic projects are likewise not in the platform data; their counts and grant totals come from program records corroborated by QBO transaction-level

analysis (exact \$5,000 payment counts confirmed for all three years). Self-reported impact data for ABO Organic (people reached, garden size) is available from program records — see Section 3.5.

7.8 Geographic Data Quality

The 'Country' field in the project database was significantly underpopulated — only 35 unique countries appeared there, compared to 63 when cross-referencing the 'Garden Location' free-text field. The 63-country figure is more accurate but involves interpretive parsing of unstructured text.

8. Final Audited Impact Figures

These are SeedMoney's audited cumulative impact metrics as of February 2026, incorporating all data quality corrections and methodology revisions identified in this review.

Metric	Value	Scope / Basis
Total Projects Supported (2012–2025)	3,687	<i>All programs</i>
Crowdgrant Program (2015–2025)	3,116	<i>Campaign exports</i>
Sow it Forward (2012–2014)	440	<i>Program records</i>
ABO Organic (2020–2022)	48	<i>Program records</i>
Community Investment Catalyzed	\$3,792,512	<i>Crowdgrant 2015–2025</i>
Total SeedMoney Grants Awarded	\$1,060,540	<i>All programs</i>
Leverage Ratio	5.5x (\$5.50 per \$1 granted)	<i>Crowdgrant program</i>
People Reached (est.)	1,106,100	<i>300/project multiplier</i>
Self-reported (2015–2025 projects)	2,822,741	<i>Capped at 10,000/project</i>
Servings of Produce Grown (est.)	7,374,000	<i>2,000/project multiplier</i>
Total Garden Space Activated	1,471 acres	<i>Self-reported, 10-acre cap</i>

Prepared by SeedMoney • February 2026 • This document supersedes all prior February 2026 drafts. For methodology questions contact Roger Doiron, SeedMoney.

9. Maine Impact Summary

Maine figures are now compiled across all three programs: 217 crowdgrant projects (2015–2025), 105 Sow it Forward projects (2013–2015), and 2 ABO Organic projects (2020–2022). Community investment, community funds raised, self-reported reach, and garden acreage data are from the crowdgrant program only, where that data is available. The 3.4x leverage ratio reflects crowdgrant only; SIF and ABO Organic were direct grants without a crowdfunding component.

Total Maine garden projects: 325 (all programs) — 217 crowdgrant + 105 Sow it Forward + 2 ABO Organic
 SM grants awarded to Maine gardens: \$147,445 (all programs) — \$105,045 crowdgrant + \$32,400 SIF + \$10,000 ABO Organic

Community investment catalyzed: \$314,850 | Community funds raised: \$222,156 | Leverage ratio: 3.4x (crowdgrant program only)

People reached (est., 300/project): 109,800 | Servings of produce grown (est., 2,000/project): 732,000 (all programs)

Self-reported people reached: 195,641 | Garden space activated: 48 acres (crowdgrant program only; self-reported, 10-acre cap applied)