



# PLANT • GROW • HARVEST

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A collaborative  
community approach to  
building equity,  
leadership and food  
security for youth and  
their families facing  
economic challenges

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GROWING TOGETHER  
YOUTH • SCHOOL • COMMUNITY



# 10 YEARS IN THE GARDEN



10 Years of growing together in the garden!

City Schoolyard  
Garden

# WHAT'S BEEN MADE POSSIBLE.

10 YEARS IN THE GARDEN

8 SCHOOLYARD GARDENS

262,793 YOUTH GARDEN INTERACTIONS

LEARNING & HAPPINESS

4,200 STUDENTS

\$2,450,600 INVESTMENT IN CCS

\$213,000 INVESTMENT FROM CCS (8.7%)

# GARDENING

*A garden requires patient labor and attention. Plants do not grow merely to fulfill good intentions. They thrive because someone cared enough to help them grow. The garden is the classroom in which engagement sparks learning.*



# CORE PROGRAM PILLARS



## HANDS-ON LEARNING

“The garden is one of the places where youth can shine in all aspects. To potential in a piece of land and allow the kids to take ownership. You’re making connections for your students that will carry on for the rest of their lives.” -CCS Teacher



## HEALTHY LIVING SKILLS

“These carrots are amazingly delicious; I didn’t know they could be different colors. They are sweet! I like how you can take home fresh foods you grew yourself.”  
-CCS Student



## YOUTH LEADERSHIP

“In the garden I feel like I am actually taking care of a life. Preparing the garden beds, doing the physical work...makes me feel useful and confident about my strengths.”  
-CCS Student



DON'T LET YOUR

**FREEDOM**

**GO AWAY.**



## EQUITY: GROUNDING OUR MISSION

“At a time when my family was living in our car, the garden felt like home.” –CCS Student  
We utilize the gardens as tools for equity, belonging and leadership for Charlottesville youth.

# THE SEEDS IN THE GARDEN



## HANDS-ON LEARNING

- ✧ iSTEM Connections
- ✧ Climate Change Mitigation
- ✧ Potato Harvest/Measure
- ✧ Laying Chickens
- ✧ Broad Fork Production Beds
- ✧ ESL Classes



## HEALTHY LIVING SKILLS

- ✧ Harvest of the Month
- ✧ Veggie Cook-Off
- ✧ Cooking in the Garden
- ✧ Farm to School & Healthy Schools Week
- ✧ Garden to Table Camps
- ✧ Farm Field Trips



## YOUTH LEADERSHIP

- ✧ Garden Tour Guides
- ✧ Youth Food Justice Interns
- ✧ Spring Seedling Project
- ✧ Fall Harvest Festival
- ✧ Photo Story Project
- ✧ Garden Aides & Garden-to-Market Classes



*“Food justice is about having good fresh food every day at school and finding a way to make sure that everyone in the community has that good food too.” –DaTayveyus Bryant*

# CSG Educational Roots Framework

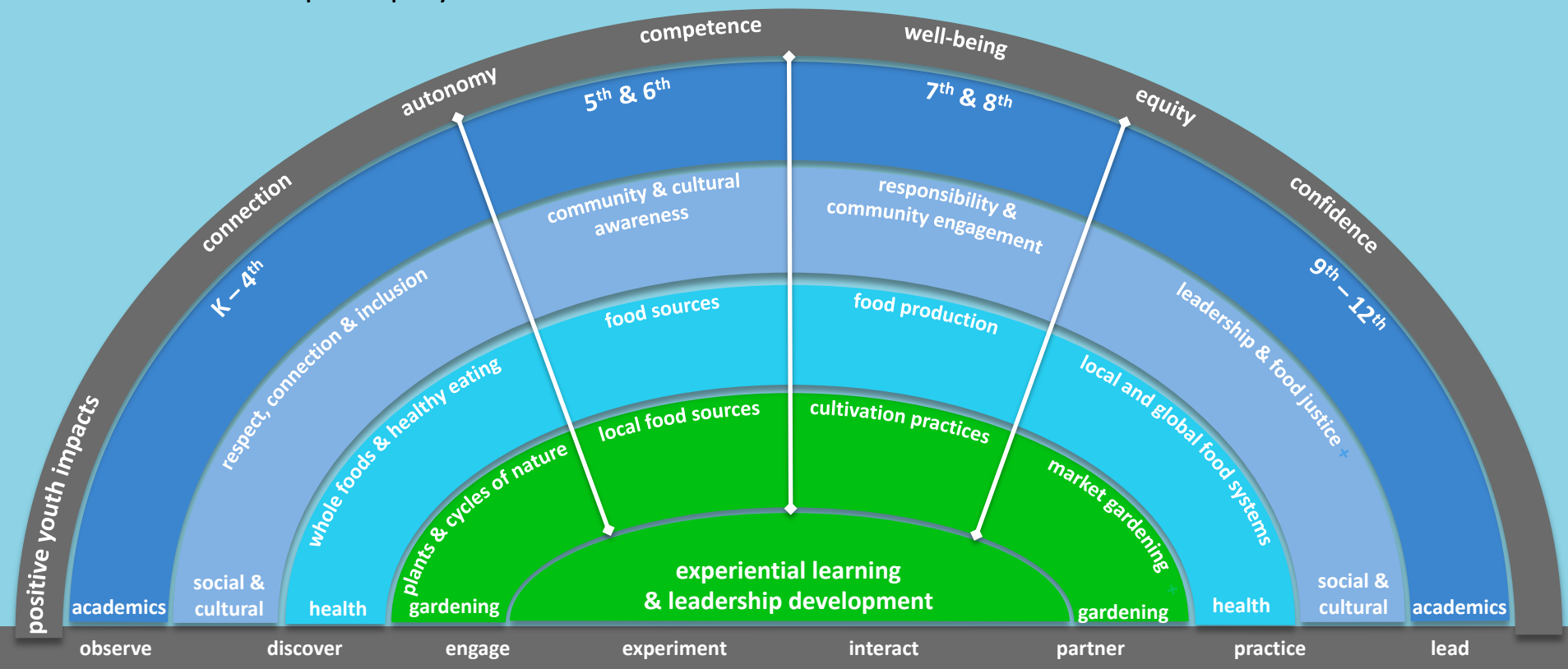
**(RootEd)<sup>TM</sup>** is grounded in our core values, with the intended impacts to:

- Cultivate Gardening Skills
- Promote Health
- Nurture Social & Cultural Development
- Enhance Academic Learning
- Build Leadership & Equity

# GGEAR

Lessons are designed with youth engagement strategies, centered on garden-based, experiential learning and leadership development, and based in RootED.

- Garden-Based & Experiential
- Clear Action Goals
- Building Equity
- Tied to Academics



City Schoolyard Garden is an independent non-profit that cultivates academic achievement, health, environmental stewardship and community engagement through garden-based, experiential learning and leadership development.

# PROGRAM SUPPORTS





# WHAT IT TAKES

- ✧ 6 Full-time Leadership Team Members
- ✧ 5 Full-time Youth Engagement & Garden Coordinators
- ✧ 4 Community Advocates
- ✧ 8 Youth Food Justice Interns
- ✧ 15 Volunteer Board of Directors
- ✧ Partnership with School District
- ✧ Infrastructure: Accounting, Evaluation, Development, Design, Outreach, Office Space, Garden Tools, Sheds
  
- ✧ 2,235 Volunteer Hours
- ✧ 48 Business Partners
  
- ✧ FY19 Budget - \$480,000
- ✧ FY20 Budget - \$650,000

NOVEMBER  
2019

CITY SCHOOLYARD GARDEN

# HARVEST of the MONTH

Seasonal snacks from garden to classroom



Illustration by Wren Ackerman,  
a 7th Grader at Buford Middle School

ASIAN PEAR

[WWW.CITYSCHOOLYARDGARDEN.ORG/PROGRAMS/HARVESTOFTHEMONTH](http://WWW.CITYSCHOOLYARDGARDEN.ORG/PROGRAMS/HARVESTOFTHEMONTH)

Harvest of the Month is a great way for youth and their families to explore, taste and learn about seasonal vegetables and fruits—from the garden, in the classroom, and on the plate.



## A CLOSER LOOK

- ✧ 12-20 volunteers/month
- ✧ 32-54 volunteer hours/month
- ✧ Student artwork
- ✧ Backpack flyer English | Spanish | Arabic
- ✧ 3,500 fresh snacks
  - ✧ On the Line
  - ✧ Taste Tests in the Cafeteria
  - ✧ Cooking in the Garden
- ✧ Increases preference for healthy food
  
- ✧ FY20 Farm to School Week - \$2,000 for fresh chicken thighs



**10 YEARS**

**41 Board Members**

**Over 84 Business Partners**

# PROGRAM IMPACTS



# THE HARVEST BOUNTY

OVER THE PAST YEAR

- ✧ 33,724 Students Garden Interactions
- ✧ 95% Youth Positive Development Traits (at least 3) –connection, competence, character, confidence, happiness
- ✧ 24,753 Harvest of the Month Snacks
- ✧ 2,502 lbs of HoM produce sourced
- ✧ 80% students will try HoM again



## THE HARVEST BOUNTY

OVER THE PAST YEAR

- ✧ 9,000 transplants grown & donated to over a dozen local community garden organizations
- ✧ 60 students earned 20 community service hours
- ✧ 94% students gained competence
- ✧ 91% parents & 100% teachers say the gardens are very important





## MENTORS: INVESTING FOR IMPACT

Evaluation results show investing in on-the-ground staff to host classes with teachers, build relationships with students and model environmental stewardship is key to positive youth impacts.

# CITY SCHOOLYARD GARDEN EXPENSES FY20



- 66% Staff Compensation
- 14% Program - Support
- 3% Program - Gardens
- 2% Program - Expenses
- 7% Professional Services
- 2% Communications & Technology
- 6% General & Administration



# CITY SCHOOLYARD GARDEN INCOME



- 8% Individual Contributions
- 6% Business Contributions
- 7% Charlottesville City Schools
- 31% Gov't Grants
- 47% Foundation Grants
- 1% Events



*It's a really nice change of pace to go outside and actually use your hands, and have fresh air and light, it just feels really good.*

Davida  
CHS urban farming student





## WHERE WE ARE GROWING in 2020

1. Buford Garden Educator
2. Healthy School Meals
3. Living Pathways & Climate Mitigation
4. GGEAR Lessons with FTE Garden Coordinators
5. Community Engagement & Youth Leadership
6. Staff Health Insurance & Benefits

# YOUTH ENGAGEMENT & GARDEN EDUCATOR



Shannon Gaffey  
Buford Staff Position  
Goal: High School Credit

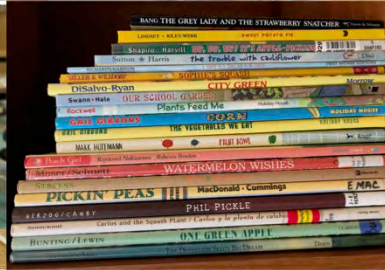
- ✧ Hosting Classes at Buford
  - ✧ 3 Garden Aide Classes
  - ✧ Physical Education Units
  - ✧ English as a Second Language
  - ✧ Family & Consumer Science
- ✧ Fall Harvest Festival
- ✧ Veggie Cook-Off
- ✧ Spring Seedling Project
- ✧ Roots Educational Framework
- ✧ Farm Field Trips
- ✧ Harvest of the Month Lessons
- ✧ Youth Leadership Interns
- ✧ Youth Outreach
- ✧ Program Partners

# HEALTHY SCHOOL FOODS

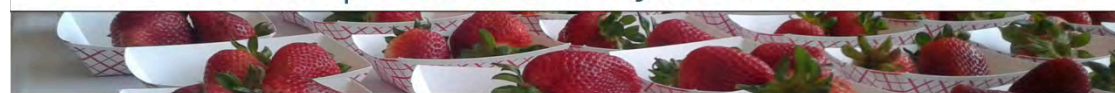


Charlottesville Food Justice Network  
Food Equity Initiative - Policy & Action Areas

1. Farm to School Coordinator
2. Youth choice
3. Increase fresh & from scratch options
4. Improve food delivery systems
5. Funding for student debt
6. Increase student participation



Chapter #1: Healthy School Foods



# Community Food Systems

**CONFERENCE** 2019

December 9-11, 2019

Savannah Hyatt Regency Hotel - Savannah,  
GA

Food Security | Social Justice  
Sustainable Agriculture





10 Years of growing together in the garden!

Since that first time I walked into the garden, the class was accepting and loving.

Rodrigo Nunez  
CSG Food Justice Intern

*“I was just wandering the halls after my math tutoring and I was ready to go, but then I saw tomatoes. Rachel, the Garden Teacher, had a pile of tomatoes in front of her, and the best part of it was she let me eat one. The next week, I went to the garden club. I had never been in such a calm and positive environment before, there was freedom. I loved it, and I gained some confidence.”* -Tianna Washington, 2010 Garden Student

THE SPROUTS

# GROWING PARTNERS

SOCIAL CHANGE vs  
SOCIAL SERVICE

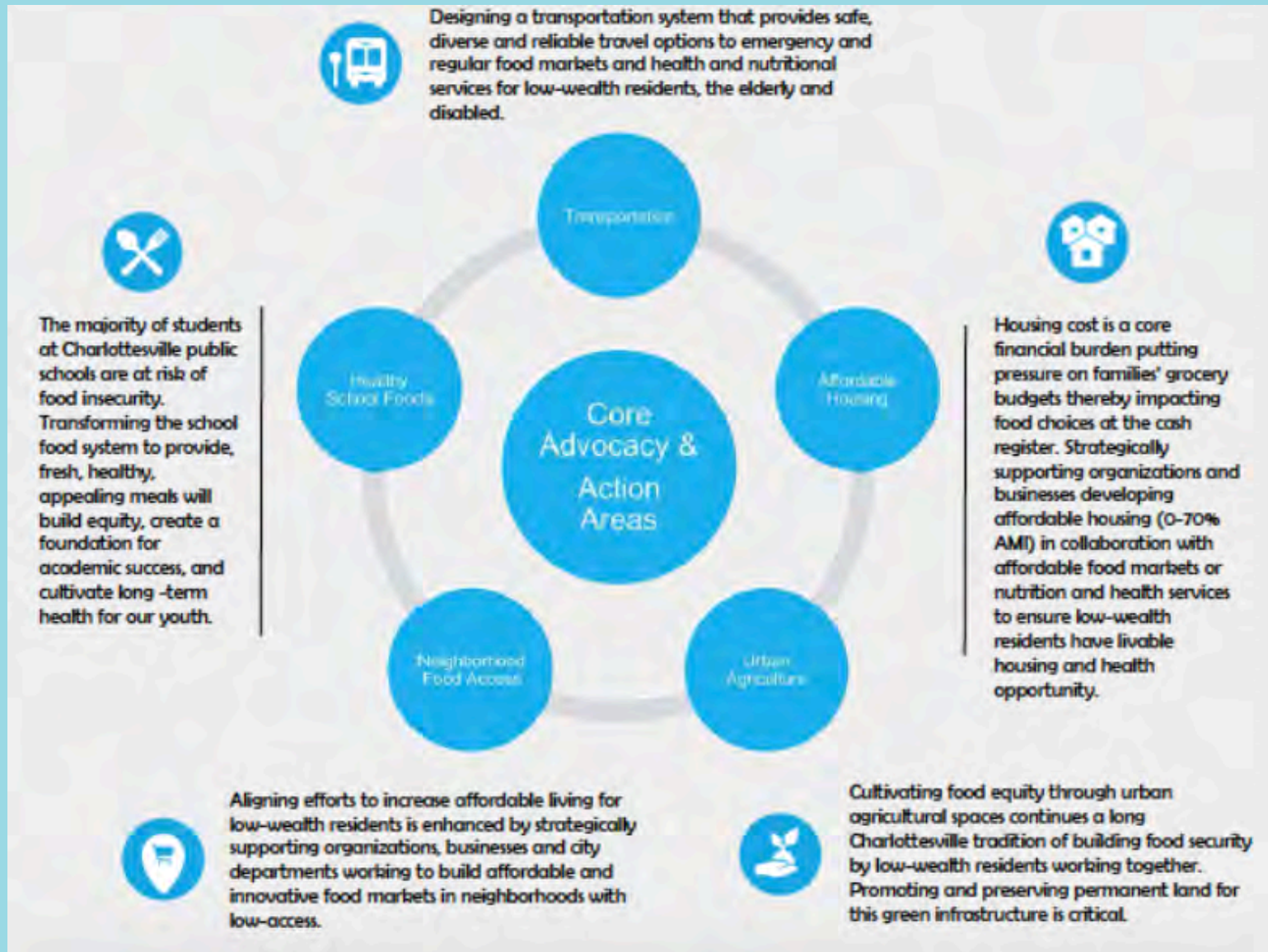
YOUTH LEADERSHIP

EQUITY | RACIAL EQUITY

ADVOCACY



# FOOD EQUITY INITIATIVE 2019



# Food Equity Profile & Recommendations Charlottesville City Schools

CCS alignment with CFJN Equity Framework and Advocacy Issue Areas



## Charlottesville City Schools' Food Equity Vision Statement

**We recognize that healthy school food is a priority equity strategy to providing a safe and healthy school environment for all our students to thrive.** A key piece of achieving food equity

for our community, hinges upon the support and cultivation of infrastructure to advance healthier school meals in Charlottesville City Schools (CCS). Over half (54%) of youth in our city schools are at risk of childhood food insecurity, putting a greater burden on the breakfast and lunch services provided by CCS to nourish students so they can perform at their academic and social best.

*"I don't know if we are going to get as many academic gains as we want – until we address nutrition along with the achievement gap. We need to move past the USDA requirements and significantly move beyond the fresh fruits and vegetables that we have right now to make those impacts."*

- Dr. Rosa Atkins, Superintendent  
Charlottesville City Schools

## Food Equity Goals

- #1** Intentionally transform Charlottesville City Schools' meal program to increase participation for all students, especially students eligible for the federal meals program.
- #2** Catalyze student leadership and leverage collaborative partnerships as central to building food equity.
- #3** Improve meal offerings to include increased fresh, from scratch, and local menu items that are healthier and provide robust.

## Recommendations

1. Establish and practice a new local standard for healthy school meals that goes beyond the current USDA regulations, which CCS is meeting, and significantly increase fresh, from scratch locally sourced, and healthier meal options in the next five years.
2. Hire a Farm to School Coordinator to increase capacity for implementation of food equity practices that will lead to healthier school meal options, robust student and partner engagement, and increased participation in meal programs.
3. Work with student leadership to design healthy school food program options in a way that supports their cultural and health needs, while also educating about nutrition and healthy living skills.
4. Develop and implement a robust outreach and feedback plan that engages students and families in school food equity practices and changes.
5. Revamp school lunch line infrastructure and central kitchen cooking equipment to create more appetizing serving lines and support the implementation of increased from scratch cooking as well as proper storage of locally sourced produce and meat.
6. Develop strategies to resolve the annual student meal debt in ways that are financially sustainable, promote increased participation in CCS meal programs, decrease in-school hunger, and reduce stress for families with limited financial resources.
7. Increase CCS Nutrition employee benefits to include avenues for job readiness and programs that build capacity for from scratch meals in order to retain and attract consistent and dedicated staff. *(pending)*

## Supporting Partners

CCS Nutrition Services | City Schoolyard Garden | Local Food Hub | PB & J Fund | CATEC | City of Charlottesville Economic Development Services "Go Program" | PVCC Network2Work

# Charlottesville City Schools Profile

## October 2019

# City Council & Charlottesville Food Justice Network



## PARTNERS: SUSTAIN YOUTH GARDENS

We can do more together, than we can do alone

# PARTNERS



## CITY SCHOOLYARD GARDEN

[www.cityschoolyardgarden.org](http://www.cityschoolyardgarden.org)

- ✧ Organizational lead
- ✧ Management, evaluation, financials, thought leadership
- ✧ Whole Measures CFS: Establish a network of organizations to move from food service to food justice



## URBAN AGRICULTURE COLLECTIVE OF CHARLOTTEVILLE

[www.urbanagcville.org](http://www.urbanagcville.org)

- ✧ Community-led farming
- ✧ Grow & share 18,000lbs
- ✧ At urban public & subsidized housing sites
- ✧ 20 year tradition
- ✧ Facing redevelopment & displacement

## CITY OF PROMISE GARDEN



## CHARLOTTEVILLE FOOD JUSTICE NETWORK

[www.cvillefoodjustice.org](http://www.cvillefoodjustice.org)

- ✧ Ignite Dialogue & Host Events that amplify racial equity and justice
- ✧ Approach Food as a Human Right
- ✧ Build Supportive Networks & Project Collaboration
- ✧ Address System Change

# Charlottesville Food Justice Network

## Equity Framework

### Vision

We envision a healthy and just local food system with the local creation, preparation, distribution, consumption, and disposal of food that is accessible, nutritious, and affordable for all citizens no matter race/ethnicity, class, gender, nationality, age, and religion.

A collaborative network for community visioning, planning, and impact.

### Values

Focus on Justice & Fairness

Strong Communities

Sustainable Ecosystems

Healthy People

Culture & Identity

Thriving Local Economies

Vibrant Farms

### Practices

Utilizing an equity approach to understand and confront the historical and current roles race, class, and privilege play in our local food system.

Acknowledging systemic barriers that impact individual choices and access to healthy, nutritious foods.

Crafting stronger relationships with community members facing food injustice while strengthening inter-sector collaboration.

Embracing the intersection of community food goals with housing, transportation, economic development, public health, politics, school, agriculture and culture.

Equipping communities with skills and resources that help empower them to reach food and economic security.



At Cultivate Charlottesville youth and community well-being are at the core of all we do. We believe people thrive with the opportunity to engage in nature, discover through experience, build equity, lead and cultivate healthy living skills. Cultivate aims to create a healthy and equitable future – personally, in community and across systems and structures. We do this through City Schoolyard Garden programs, the Urban Agriculture Collective of Charlottesville farming and community market, and the Charlottesville Food Justice Network advocacy and collaborations.

## Cultivate Charlottesville Program Partners



# CULTIVATE CHARLOTTESVILLE



*“I have the audacity to believe that people everywhere can have three meals a day for their bodies, education and culture for their minds and dignity, equality and freedom for their spirits.” -  
Martin Luther King Jr. on Food Justice*

# Thank you!



## Hartfield Foundation

