

the  
GIVING  
GROVE



**LITTLE ORCHARDS**  
**BIG IMPACT**

ANNUAL REPORT 2020

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Our mission is to provide healthy calories, strengthen communities and improve the urban environment through a nationwide network of sustainable little orchards to dramatically improve access to healthy food.

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**MONEY MAY NOT GROW ON TREES, BUT THERE ARE MANY VALUABLE RESOURCES THAT DO. GIVING GROVE ORCHARDS GROW MORE THAN JUST FRUIT—THEY GROW HEALTH, COMMUNITY, SUSTAINABILITY AND MORE.**







# THE GIVING GROVE

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The Giving Grove launched in 2013 with a simple idea: working side-by-side with residents, we create “little” orchards, planted in the neighborhoods with the greatest need for healthy, fresh foods.

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## MESSAGE FROM THE CEO

Friends,

Though we live in an abundant world, life has a way of bringing seasons of struggle. COVID-19 has brought on a tsunami of struggle for families across America and around the world. Families that have never asked for food in their life are lining up at distribution centers and signing up for food assistance. Many are having to make decisions on paying utility bills - or paying for food. And those impacted the greatest are Black and Latinx families, especially those with children.

We have a responsibility to work together to create a more sustainable approach to the urgent problem of food insecurity in our communities. We offer a grassroots movement - impacting important social and environmental factors by bringing neighbors together, building community, sequestering carbon, improving air quality, and creating green infrastructure for urban communities that provides access to millions of servings of fresh produce.

Each little orchard represents a sustainable long-term solution that equips and inspires residents, young and old, to develop their own nutritious food system and build resilience for their community. An uncommon solution in uncommon times. And these little orchards are not just a source of nutritious fruits and nuts. They are also a producer of community, kindness, knowledge and opportunity. Little Orchards. Big Impact.

Join the movement. Celebrate with us. This season of struggle will pass, and we are more optimistic than ever that food security across America can one day be achieved.



Robert Reiman, CEO

# COMMUNITY DOES GROW ON TREES

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Little orchards foster a sense of belonging. An orchard becomes a gathering space where food is shared, children play and neighbors grow closer.

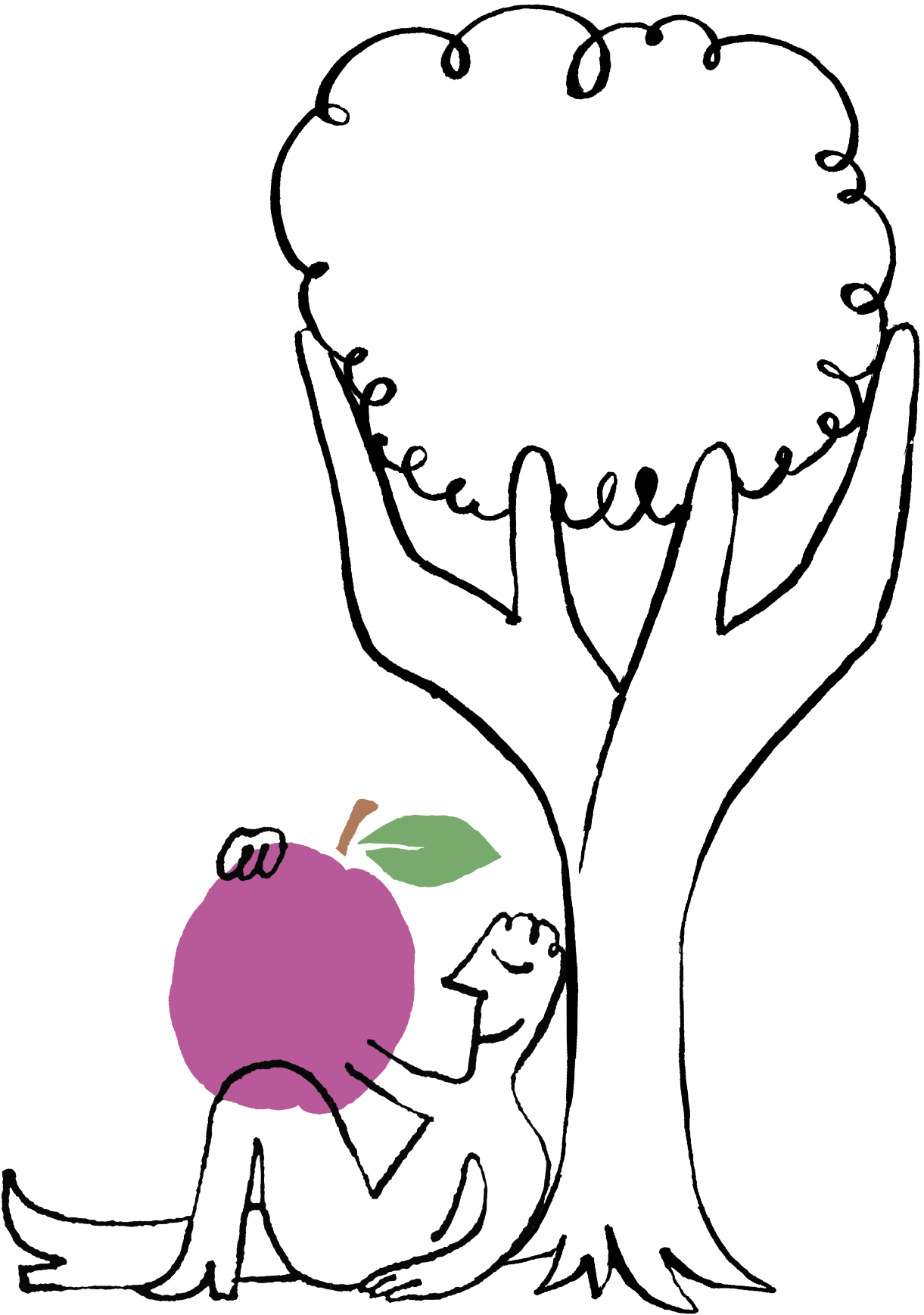
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## WHO WE SERVE

Our orchards are grown with many types of partners; yet most of the produce goes directly to those who grow the food.

Little orchards change neighborhoods. The wonders of nature come alive. Fresh food tastes great. Diets change. Neighbors meet and work together. Dignity deepens; self-sufficiency creates resilience. The ongoing commitment of stewards is contagious. Green space offers opportunities to gather. One successful project begets other projects. Little Orchards. Big Impact.

With support from Giving Grove affiliate The Big Garden, the Tri-Faith Initiative in Omaha planted a Giving Grove orchard and a community garden. The Tri-Faith campus is home to a synagogue, church, mosque, and interfaith permanent residences on a 38-acre campus. The vegetables, herbs, and fruit are donated to several agencies around Omaha throughout the week, and once a month, the church on the campus hosts a food pantry. Tri-Faith's orchard steward noted that the teamwork needed to build and maintain the orchard has brought members of all the Tri-Faith organizations together in a beautiful way. "It has brought our community closer, grown relationships, and fostered cooperation across faith groups. The orchard is a beautiful place thanks to the work of many people, including our local Giving Grove consultant," she said. "The orchard has given us a new appreciation of and respect for fruit and fruit production. We are learning a great deal about how to care for the trees, watering and nutrition needs, and pests. We are learning to practice patience. Fruit production is a slow dance."









# KNOWLEDGE DOES GROW ON TREES

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Little orchards help children reach their full potential. It's easier to concentrate with a full stomach. When kids get all the calories they need, they're able to focus and perform better.

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## SCHOOL GARDENS

Schools are a natural fit for our horticultural curriculum. Teachers share the importance of healthy eating while wooing young minds with the taste of homegrown fruit. More than a quarter of all orchards are located at schools, touching thousands of students.

A schoolyard orchard helps children connect with nature and learn the real origins of fresh food. Through hands-on experience in the orchard, students develop a fundamental understanding of how to grow their own food at home while also learning important life lessons. As one teacher shared with us, "The orchard is helping teach our students responsibility. They are learning how to care for something that needs things to grow and stay living. They are learning good skills that can be transferred into other areas of their life."

"If we want children to flourish, to become truly empowered, then let us allow them to love the earth before we ask them to save it."

— David Sobel

# SPOTLIGHT ON GROWTH

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Our replication approach is unconventional. Acting on the advice of industry experts, we seek to partner with existing community garden organizations across the country to create an aligned-action network of orcharding programs. This approach allows us to rapidly scale the program while leveraging our partners' existing resources, horticultural expertise, equipment and local funding.

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## KANSAS CITY COMMUNITY GARDENS, KANSAS CITY

Kansas City Community Gardens (KCCG) empowers households, community groups and schools to establish and sustain food-producing gardens and orchards. For more than 35 years, KCCG has worked to increase equitable food access for low-income families and neighborhoods throughout the Kansas City metro area by providing the low-cost resources and education they need to grow their own food. Today, the organization supports more than 2,540 home gardeners, along with an expansive network of 268 community gardens and 214 school gardens. KCCG is also proud to be home to the original Giving Grove program, which has now grown to include 202 Kansas City-area orchards.

**202 sites – 3,363 trees – 2,418,082 annual servings**



## GATEWAY GREENING, ST LOUIS

Gateway Greening has been serving the St. Louis region for 36 years, envisioning a city where people are connected to the land, to their food and to each other in deeply rooted resilient urban communities. Gateway Greening works toward that vision by supporting community driven agricultural projects including gardens and orchards. Gateway Greening currently serves over 220 community projects including 40 orchards that are growing food for their local communities.

**40 sites – 366 trees – 243,164 annual servings**







## THE BIG GARDEN, OMAHA

The **Big Garden** was founded in 2005 with the initial goal of creating 5 community gardens. As of today, The Big Garden has helped establish more than 180 community gardens in urban and rural communities throughout Nebraska, Kansas and Southwest Iowa. The Big Garden's focus has changed in the past five years to focus on not just building gardens but also educating communities in Omaha's most food insecure neighborhoods. Their goal is to reduce hunger by increasing access to fresh, healthy produce and teach people to grow, cook and preserve their own. In 2020, The Big Garden expanded their orcharding program into rural Kansas, establishing four new orchard sites as far west as Colby, Kansas.

**24 sites – 226 trees – 163,526 annual servings**



## MEMPHIS TILTH, MEMPHIS

**Memphis Tilth** cultivates collective action for an economically sustainable, socially equitable and environmentally sound local food system. They serve as a forum for the exchange of ideas and information between gardeners, farmers, beekeepers, tree planters, ranchers, orchardists and everyone else seeking the creation of local sustainable agriculture and forestry. They advocate for a community with full access to affordable, fresh, locally and sustainably grown food regardless of income but especially for those who are food insecure.

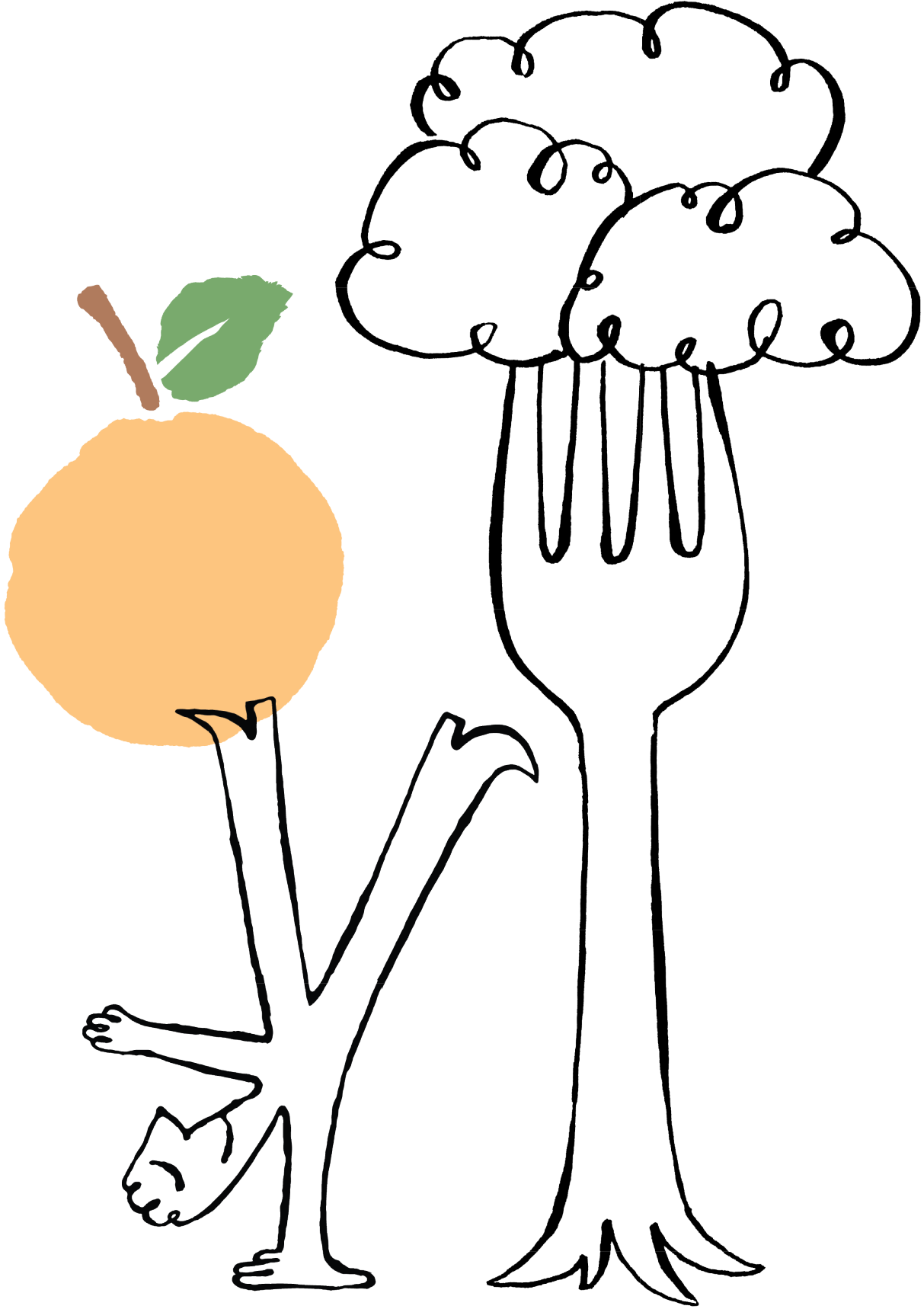
**7 sites – 50 trees – 34,252 annual servings**



## LOUISVILLE GROWS, LOUISVILLE

The mission of **Louisville Grows** is to grow greener, healthier neighborhoods. It seeks to be a leader in advocating for health equity through the environmental platforms of urban forestry and urban agriculture and set a goal of planting 5,000 trees by 2025 to restore the urban tree canopy. Louisville Grows offers an engaging community space called Healthy House that connects urban neighborhoods to its programs and its community partners. Louisville Grows will launch its first Giving Grove orchards in spring 2021.

**Launching Spring 2021**



# HEALTH DOES GROW ON TREES

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Little orchards can be the difference between sufficient calories and food insecurity. Fruits, berries and nuts add healthy calories and variety to food insecure diets.

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## WHY THIS WORK IS IMPORTANT

Hunger is a chronic challenge in the U.S., with more than 46 million Americans receiving emergency food assistance in a typical year. The problem worsened in 2020, with the pandemic creating food insecurity for more than 50 million Americans, including 17 million children. Research demonstrates that food insecurity has a negative impact on health outcomes; obesity, high blood pressure and diabetes are associated with a lack of access to healthy, nutrient-rich food. For children, early experiences of food insecurity can result in lifelong consequences including anemia, asthma, oral health problems, lower reading and mathematics scores, hyperactivity, aggression and anxiety.

At the end of World War II, Americans grew more than 40% of their fruits and vegetables in backyards. While we may never return to that level of backyard food production, The Giving Grove believes community orchards are essential in urban neighborhoods where access to fresh, healthy foods can be very limited. With a lifespan of more than 50 years, little orchards feed their neighbors for generations, creating healthier individuals and communities. With the added benefits of increased urban tree canopy, healthier soil, cleaner air and a greenspace where neighbors can gather safely, the little orchards truly make a big impact.

The average calorie deficit in the U.S. is 140 calories, approximately the number of calories found in an apple. Perhaps the old adage “An apple a day” should end with “keeps hunger away.”



# SUSTAINABILITY DOES GROW ON TREES

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Little orchards make neighborhoods cleaner, safer and more livable. Throughout its life, an orchard will improve air quality and soil health while eliminating food transit miles.

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## HORTICULTURE

“If you show me a map of tree cover in any city, you’re showing me a map of race and income levels. We see this as nothing less than a moral imperative.” -Jad Daley, president and chief executive officer of American Forests

Plant variety selection has always been a key component to making The Giving Grove sites viable and sustainable. From the outset, we have focused on well adapted, disease resistant cultivars.

Our original use of 30 cultivars has expanded to nearly 70 cultivars representing 20 species of fruits and nuts. Pear and Asian pear represent an important option for neighborhoods due to their natural resistance to pest pressures and their abundant production. With further expansion into other growing zones there will be opportunities for more regionally adapted species and varieties, including pomegranates, muscadines, Asian persimmons and more!

The Carpenter Art Garden in the Binghampton neighborhood of Memphis began in July 2012 when a group of residents, local artists and generous volunteers transformed a blighted lot into an outdoor art classroom. In a community with a median income of \$26,000, the Carpenter Art Garden offers a safe place for children to gather and for families to grow their own food. With the support of Giving Grove affiliate Memphis Tilth, children from Carpenter’s after-school program planted apple, pear and jujube trees this fall that will provide tree canopy and healthy food for decades to come.



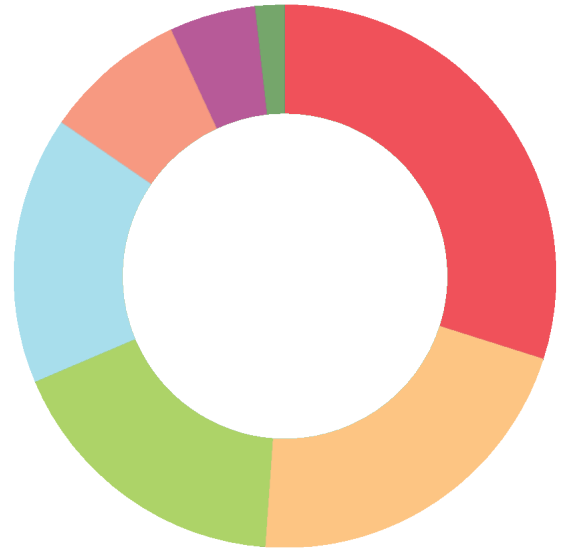
# LITTLE ORCHARDS

**5 CITIES**  
**273 ORCHARDS**  
**4,005 FRUIT & NUT TREES**  
**61.3+ MILLION NUTRITIOUS SERVINGS**

## BIG IMPACT



• Schools	73
• Communities of Faith	52
• Neighborhoods	45
• Community Gardens	27
• Municipalities & Parks	17
• Individual Homeowners	15
• Youth Services	14
• Food Pantry/Kitchen	10
• Transitional Living	8
• Health or Medical Facilities	7
• Senior Housing	5
<b>Total</b>	<b>273</b>



• Apples	1139
• Asian Pear	810
• Pear	666
• Cherry	608
• Peach	324
• Jujube	196
• Paw Paw	68
<b>Total</b>	<b>3,811</b>

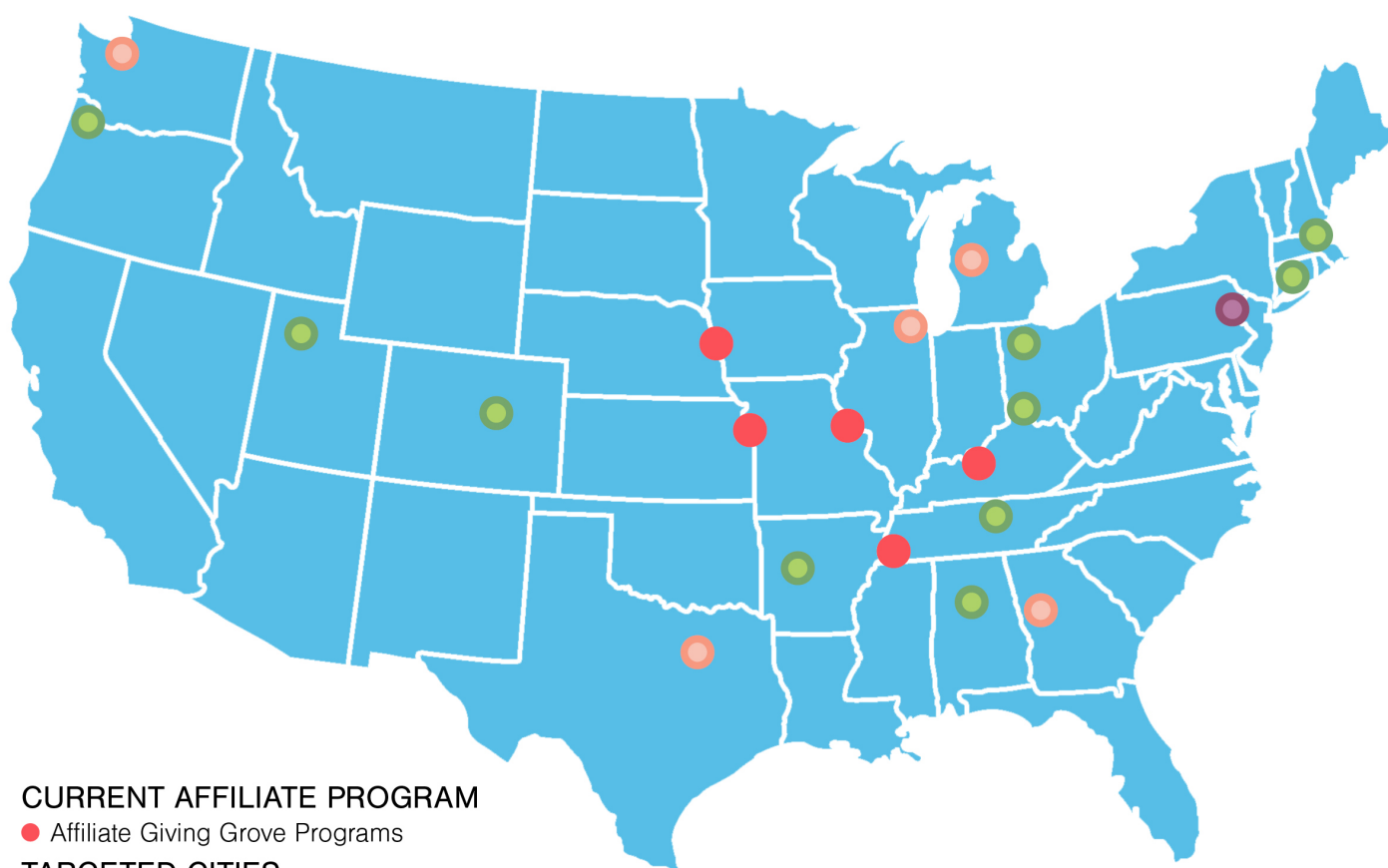
# JOIN THE MOVEMENT

The Giving Grove, Inc. is creating a movement in communities across America. Together, we will:

- Grow healthy produce in urban neighborhoods where it is needed most
- Strengthen the resilience of urban communities that are vulnerable to social and environmental injustice
- Create a healthier urban environment

With five cities already planting, the movement has launched and will grow by two to three cities each year. Our target cities have a large food insecure population AND a growing organization capable of adding an orchard program.

Below is a map of the type of cities we are considering. If your city or growing organization is interested in joining this movement, let's start a conversation today.



## CURRENT AFFILIATE PROGRAM

● Affiliate Giving Grove Programs

## TARGETED CITIES

● 1 Million Plus Food Insecure

● 450K – 650K Food Insecure

● 75K – 230K Food Insecure



# FINANCIALS

Just as we emphasize the importance of strong stewardship for each little orchard, we also believe in good stewardship of the financial resources that make this possible.

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## STATEMENT OF ACTIVITIES\*

Year Ended September 30, 2020

### INCOME

Supporting Foundations	\$ 603,557
Supporting Businesses	\$ 223,990
Supporting Individuals	\$ 28,791
Plants and Other Sales	\$ 7,189

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<b>TOTAL INCOME</b>	<b>\$ 863,527</b>
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### EXPENSES

Salaries, Wages & Benefits	\$ 193,450
Professional & IT Services	\$ 70,242
Office, General & Administrative	\$ 24,598
Marketing/Outreach	\$ 16,698
Plants Materials	\$ 18,143
Grants Issued	\$ 25,000

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<b>TOTAL EXPENSES</b>	<b>\$ 348,131</b>
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<b>NET OPERATING INCOME</b>	<b>\$ 515,396</b>
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Net Operating Income will be used to launch the program in new cities in 2021.

\* Pre Audited Financials

# BOARD OF TRUSTEES

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The Giving Grove Board offers the expertise needed to develop a strong business plan, the passion to end food insecurity and the commitment to support our transition to a nationally impactful organization.

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**Kevin Birzer – President, Giving Grove Co-founder**  
Chief Executive, TortoiseEcofin

Kevin is the co-founder of TortoiseEcofin, an investment management firm managing approximately \$20 billion in assets.

**Greg Finkle – Treasurer, Giving Grove Co-founder**  
President, Finkle+Williams Architecture

Greg is co-founder of Finkle+Williams, a consulting firm that provides planning, architecture and interior design services throughout the US and abroad.

**Gordon Braun – Trustee-at-Large**  
Managing Director, Protiviti

For more than 20 years, Gordon has been providing internal audit and risk consulting services across several industries.

**Jill Quigley – Secretary**  
Strategic Business Advisor, The Giving Grove, Inc.

Jill is a retired clinical nurse specialist and former member of the Kansas House of Representatives serving from 2008 - 2010.

**Ben Sharda – Affiliate Representative**  
Executive Director, Kansas City Community Gardens

Ben has served as KCCG's Executive Director since 1989 and holds a Bachelor of Horticulture degree from the University of Missouri.

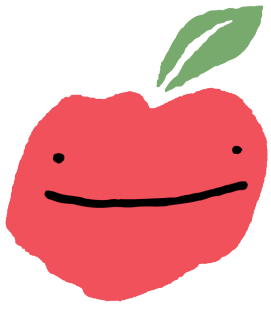
**Oscar Tshibanda – Trustee**  
Managing Partner, Tshibanda Associates LLC

Oscar is the founder of Tshibanda Associates LLC, a management consulting and project management services firm, which specializes in large and complex information technology projects.

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**Ray Makalous – Emeritus, Co-founder, Retired**

Ray spent 37 years in the banking industry. His AmeriCorps VISTA services and his hunger ministry work led him to cofound The Giving Grove.



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GIVING  
GROVE