

# URBAN HARVEST ANNUAL REPORT

20  
21



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# Dear Friends of Urban Harvest



It's been over a year since Winter Storm Uri disrupted our lives and forced us to witness the power of nature. We each share a unique experience of those difficult days, but the storm's impact proved most devastating to our local food system and environment. I am proud to share how Urban Harvest jumped into action to address the initial impact of Uri on our network of farmers, ranchers, and community gardeners by distributing plants and soil amendments, waiving vendor fees, and developing "Vendor U," a business management program offering our vendors tools and insights to grow their operations and withstand future crises.

Over the past year, we expanded our collaborative work with health clinics and community centers in order to further combat the disparities and inequalities in food access across Houston. In doing so, our Double Up Houston Program nearly doubled its impact, our Mobile Farmers Market grew to serve twice the number of sites, and our seasonal Hub Distributions are now reaching over 100 gardens.

As I leave my role as the President of the Board of Directors, I am deeply humbled and grateful for your support over the last year. It is my honor to share the incredible accomplishments Urban Harvest achieved in 2021, and I want to invite you to continue supporting our mission in 2022.

With gratitude,



Marguerite Johnson  
2021 President of the Board of Directors



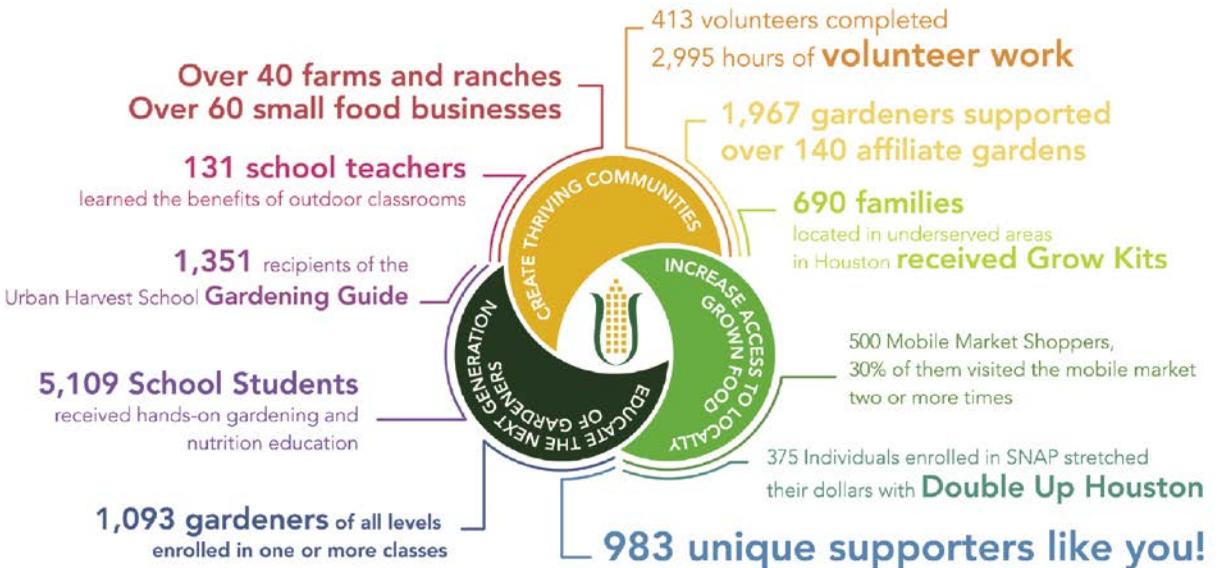
# THE URBAN HARVEST MISSION & VISION

*Cultivating thriving communities through gardening and access to healthy, local food.*

Central to our mission is a community-driven approach in which we invest in spaces and opportunities to learn from - and work with - each of the communities we serve.

*Our vision is of a healthier city where everyone has access to fresh, nutritious food harvested from sustainable community gardens and farms.*

**In 2021, Urban Harvest brought together a growing community of 23,500 individuals and organizations interested in improving the health of our city through gardening and healthy food.**





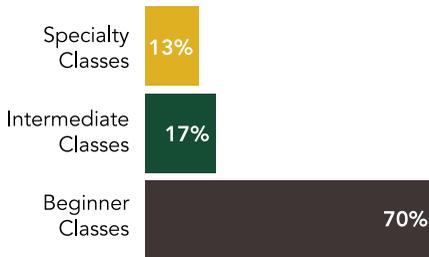
A key component of our School Model is growing partnerships such as The Garden Club of Houston.

*“Since 2011, we have built a completely transparent and forthcoming partnership with Urban Harvest. The work that Urban Harvest does to enrich the quality of lives for the students at Gregory Lincoln Education Center and on other campuses is innovative, creative, and thoughtful. We have enjoyed watching this program grow over the years, reaching more and more children and families, and the benefits that you provide to the students goes much deeper than the nutritional factor.”*

— **Meg Tapp**  
President of The Garden Club of Houston

## THRIVING COMMUNITIES ARE INTERACTIVE

Our Education Program offered hands-on education for Houstonians of all ages and skill levels. We offered 80+ organic gardening classes for all levels of expertise.



The Edible Academy builds capacity by training teachers how to transform school gardens into outdoor classrooms.

*“The program was remarkable! I learned so much that I would like more teachers to attend this workshop. My hope is that the more teachers we train, the more sustainable our garden will be.”*

— **2021 Edible Academy Graduate**

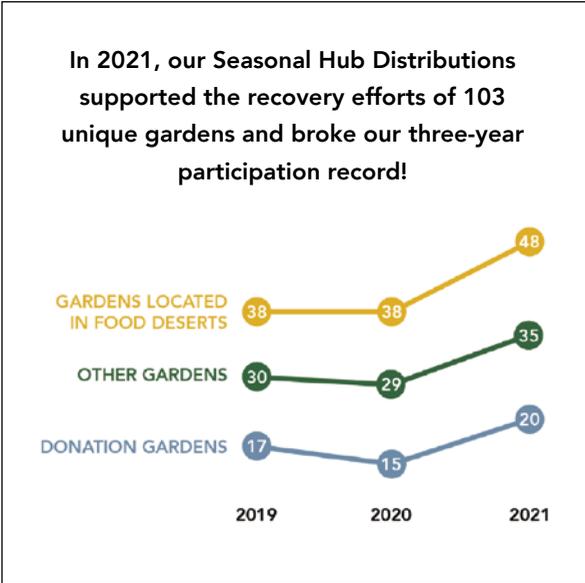
Since 2003, the Urban Harvest’s Youth Education Program has connected children to innovative enrichment opportunities, nutrition education, and safe, outdoor spaces to learn the origins of food. In 2021, we reached 132 educators through our services for schools and we took important steps to formalize a sustainable and scalable School Garden Model.

# THRIVING COMMUNITIES GROW TOGETHER

*With gardens stretching from Galveston to Magnolia, our Community Gardens Program is the cornerstone of Urban Harvest, and one of the largest networks of edible gardens in the country, spanning over 100 miles and supporting 76 school gardens.*

In 2021, our Seasonal Hub Distributions supported the recovery efforts of 103 unique gardens and broke our three-year participation record!

In response to the freeze, our Seasonal Hub Distributions delivered thousands of seeds, transplants, organic fertilizer, and gardening tools to support the recovery of our Affiliate Garden Network. In total, we distributed 6,878 transplants.



“ Thank you for everything! You all made it possible for our fruit trees to survive last winter’s storm! ”

— School Garden Coordinator



1967

GARDENERS ARE PROTECTING



14.2

ACRES OF PRODUCTIVE GREENSPACE



180,000

POUNDS OF PRODUCE HARVESTED

## THRIVING COMMUNITIES ARE HEALTHY

Since 2019, our Double Up Houston program has ensured all Houstonians – regardless their socio-economic status, ethnicity, or background – can access and choose the healthy foods they want. In 2021, this nutrition incentive program continued to grow, allowing more families to improve their health, more farmers to grow their businesses, and farmers markets and community gardens to become sustainable spaces for community empowerment.

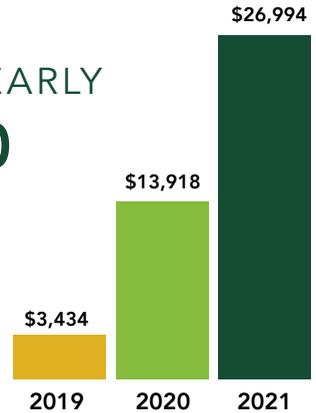
### What's Double Up Houston?

With Double Up, families receiving SNAP benefits (formerly known as food stamps) can receive a dollar-per-dollar match on fruits and vegetables at farmers markets and farm stands across Houston.

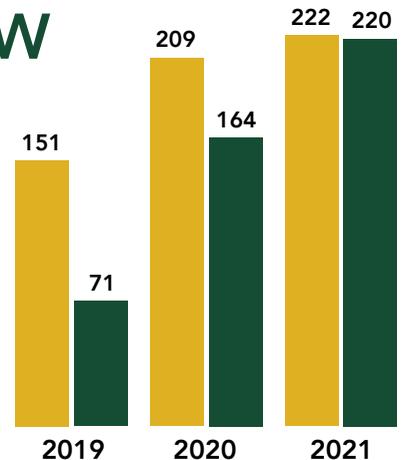
In 2021, we matched almost \$27,000 in locally-grown fruits and veggies for 375 SNAP shoppers!



DOUBLE UP  
MATCHED NEARLY  
**\$27,000**  
ON FRUITS &  
VEGETABLES



THE DOUBLE UP HOUSTON  
INCENTIVE PROGRAM  
CONTINUED TO  
**GROW**



■ New Customers  
■ Returning Customers

# URBAN HARVEST MOBILE FARMERS MARKET

*Urban Harvest's Mobile Farmers Market works together with neighborhood leaders, grassroots organizations, and health clinics to bring high-quality food choices at cost for under served communities across Houston.*

## SUPPORTING OUR LOCAL ECONOMY

Sourcing from 14 small farms, ranches, and businesses

## EMPOWERING COMMUNITIES BY PARTNERING WITH LOCAL ORGANIZATIONS

Hosting 94 markets at 8 market locations and 5 pop-up locations

## GIVING PEOPLE FREEDOM OF CHOICE

Delivering over 60 varieties of locally-grown and seasonal fruits, vegetables and other local staples



## THRIVING COMMUNITIES ARE SUSTAINABLE

Since 2004, Urban Harvest's Saturday Farmers Market has provided all Houstonians with a space to share the origins of their food and make a sustainable impact on their food system and the local economy.



### Good for Our Economy

In 2021, the Saturday Farmers Market and the Northeast Community Farmers Market offered a space for over 110 local businesses to grow. In turn, they generated \$4.32 million (compared to \$3.9 million in 2020).

### Good for Our Environment

In 2021, our farmers market vendors reduced our local food system's carbon footprint by traveling an average 25 miles from farm to plate (compared to an average 1,500 miles in the United States).

### Good for Our Community

Over the past five years, Urban Harvest has taken several steps to demonstrate its commitment to improving diversity, equity, and inclusion. In 2021, our network of vendors was made up of 27% people of color, up from 16% in 2017.

*"Urban Harvest market makes my Saturday mornings valuable, both in sales and relationships formed with vendors, chefs, and food enthusiasts."*

*– Flying Saucer Farms*

*"Urban Harvest brings together a supportive network of like-minded business owners and patrons."*

*– El Topo*



In response to Winter Storm Uri, Urban Harvest launched **Vendor U**, a business management enrichment program designed to build capacity and resilience for future crises.

Scan the QR code to watch our **Frozen Ground** videos.

## URBAN HARVEST FINANCES

### 2021 REVENUE

Contributions	47%	\$424,679*
Programs	43%	\$394,955
Special Events	10%	\$93,458
	<b>100%</b>	<b>\$913,092</b>

\*Does not include multi-year gift

### 2021 EXPENSES

Education Programming & Community Outreach	69%	\$1,106,776
Management & General	17%	\$265,213
Fundraising	14%	\$218,319
	<b>100%</b>	<b>\$1,590,308</b>

## WHY WE GIVE



*“I am passionate about Urban Harvest because I believe in the mission, and in order to keep this mission alive, I believe it is important for people like myself to support not only with my time as a volunteer but also with my ability to donate. About three to four years ago, I became a Sustainable Supporter and through this program, I started giving monthly gifts. I believe they operate as efficiently and effectively as they can, so it made a lot of sense to donate small amounts over time instead of the same amount in one donation. They need the benefit of having sustainable donors that they can rely on.”*

— **Scott Howard**

*Past President, Urban Harvest Board of Directors*

*“I continue to support Urban Harvest because of their educational programs that let others help themselves through learning. I have also become aware of how Urban Harvest is bringing healthy food to communities that might lack access through their programs. I think these programs help those who traditionally cannot help themselves become people who can and do help themselves.”*

— **Mary O’Hearn**

*Long-time supporter of Urban Harvest*

## 2021 DONORS

### \$50,000+

Amerigroup Corporation  
 Blue Cross Blue Shield of Texas  
 Brown Foundation  
 CenterPoint Foundation  
 Global Giving  
 Harris County Community Services Department  
 The Powell Foundation

### \$10,000+

ACS Industries, INC  
 American Heart Association  
 Morgan & Chris Brown  
 Buchanan's Native Plants  
 Roger & Phyllis Carter Jackson  
 Scott & Beth Clarke  
 Clayton Fund  
 Dudley Family Foundation  
 Fair Food Network  
 Janice & Barret Green  
 GRITS Foundation  
 Houston Methodist  
 Humana  
 Jesse W. Couch Charitable Foundation  
 Kinder Foundation  
 Ashley & Collin McHugh  
 Memorial Hermann  
 John O'Connor  
 Outer, INC  
 Elisa Pye  
 Seay Foundation  
 Spindletop Charities  
 Susan Vaughan Foundation  
 Sustainable Food Center  
 Sysco Corporation  
 The Garden Club of Houston  
 The Jacob & Terese Hershey Foundation  
 The Sprouts Healthy Community Foundation

Wells Fargo  
 Whole Foods Market  
 Williams Company

### \$5,000+

AARP  
 Albert & Ethel Herzstein Foundation  
 Chris & Fiona Chandler  
 East End District  
 George & Mary Josephine Hamman Foundation  
 Bridget Laura Jensen  
 Wendy & Mavis Kelsey  
 David Morris & Anne Lewis  
 Ell Peterson  
 Larry & Sherrie Phipps  
 The Socha Family Fund  
 Frank & Stephanie Tsuru  
 Matthew & Codi Weiner  
 Whole Kids Foundation

### \$2,500+

Benevity Causes  
 Sophia Ewalt & Matthew Behrmann  
 Jerry W. & Brenda Fabian fairlife  
 Kateri Foley  
 Mark & Debbie Gregg  
 Susan Hairston  
 Travis Hanson & Theresa Sanders  
 Tyler Jennings  
 Molly & Duncan Lamme  
 Susan & David R. Lummis  
 Mark & Shelley Marmon  
 John F Merrill  
 Sandra & Patrick O'Donnell  
 Sarah Self  
 Alexandra Smith & Franz Brotzen  
 Amy Sutton  
 The Tapeats Fund  
 Transwestern Development Company  
 Mr. & Mrs. Fred T. Wilson

### \$1,000+

Betty Baer & Fred Krasny  
 Rodrigo Borges  
 Rebeca & Peter Botvin  
 CASE for Kids, HCDE  
 William J. & Jan Cato  
 Cheniere Energy  
 Katherine Chambers  
 Beth Clark  
 Meredith & Fielding Cocke  
 Patricia Cravens  
 Caroline Dannenbaum  
 Glenda Dickinson  
 Kaitlyn Ellison  
 Marie Evnochides  
 Exelon Foundation  
 Sammy Ford  
 Jerry & Renee Gehm  
 Carol & Robert Hermes  
 Pilar Hernandez  
 Joan Hessidence  
 Sally & Hank Hilliard  
 Carrie M. Horne  
 Heather & David Houston  
 Scott Howard & Bridget Jensen  
 Sis & Hasty Johnson  
 Himadri Katharani  
 Mary Keilers  
 George & Pam Laffin  
 Siobhan & Greg S. LeRoy  
 Benjy Levit  
 Mark Licata  
 Crady Jewett McCulley & Houren  
 Mary O'Hearn  
 David & Gail Orr  
 George Peterkin III  
 Penny & Townes Pressler  
 Lucy Randel & Charles  
 D'Angelo III  
 Stuart Rosenberg  
 Michael Serant

Heather & Mike Simpson  
 SK Foundation  
 Texas Capital Bank  
 Texas Department of Agriculture  
 The LLEE Foundation  
 Terri L. & Ray Thomas  
 Will & Laura Thompson  
 United Way of Midland County  
 Vallette & Russell Windham  
 World Energy  
 Traci Young  
 Robert & Edith Zinn

### \$500+

Nathan Anderson  
 Virginia Angermiller  
 Stephan Badot  
 Jay Brown  
 Jill Carter  
 Miquel Correll  
 Rosie Damgaard  
 Terra Davies  
 Catherine Davis  
 Joell & Tom Doneker  
 Renee Dugan  
 Susan Edwards  
 Karina Eversley  
 Olivia Fox  
 Phoenix Hamilton  
 Tami & James Hamilton  
 Andrea Hawkins  
 Kathy Hughes & Patrick Brooks  
 Dean Hunter  
 Marguerite & Chris Johnson  
 Josie & Michael Jones  
 Kathy Klimpel  
 Landscape Art  
 Jonathan Lee  
 Meredith Maines  
 Twylia & Mark Malinowski  
 Marjorie Meyer  
 Anne Paternostro  
 Edlyn & David Pursell

Dr. Bob Randall & Nancy Edwards  
 Gay A. Roane  
 Valerie Rupp  
 Avinash Saraon  
 Barbara & Louis Sklar  
 Stephen Smith  
 Samuel & Mary Sommers Pyne  
 Stanley Spavold  
 Morgan Stanley  
 Sol & Dana Suberi  
 Jill & Charlie Talisman  
 The Vessel Group  
 Brian & Karen Thurman  
 Beverly Twaddell  
 Stefani Twyford  
 Janna & David Webber  
 Jason Whyte  
 Vicky & Gordon Wight

## \$250+

ACASA Mix  
 Fred Atwood  
 Audrey Baker  
 Elaine Berberian  
 Carla Blair  
 Sandy Boyd  
 Beatrice Bomba  
 Stephanie Boullt  
 BP Foundation Inc.  
 Chevron Humankind Matching Gift Program  
 Clark Condon Associates  
 Elizabeth & Steven Crowell  
 Marti Currey & Paul Steets  
 Bailey Dalton  
 Elizabeth Delgado  
 Gail Edmiston  
 Electra & Doug Elliott  
 Jean Fefer  
 LaSonya Fleming  
 Bart Fletcher  
 Kyle Frese

Laura Galbelsberg  
 Cassandra Georgantas  
 Kate Green  
 Teri Hagen  
 Vicki Huff  
 Teresa Hull  
 Jarrod Jensen  
 Debbie Junell  
 Mark Kaupa  
 Jason Krause  
 Margaret "Peggy" Lane  
 Travis Leatherman  
 Adelina Littlejohn  
 Kay Martin  
 Alan Matuszak  
 Laurie McCelvey  
 Megan McNairn  
 Maggie Mederes  
 Elizabeth Newton Hayes  
 Kathleen Patton Hays  
 Linda Petersen  
 Lynn Porfirio  
 Michael Raibick  
 Monica Roberson  
 Jazmin Sanchez  
 Melissa Sanchez  
 Victoria Sharp  
 Linda Shead & Tom Douglas  
 Ellen Slater  
 Josh Smith  
 Joyce Stephenson  
 Randall & Robie Stenoien  
 Andy Sylvester  
 Texas Dental Specialists  
 Jamie Uzziel  
 Edward Walsh  
 Collin Williams  
 Erin Willis  
 Elizabeth Wingfield Pollino  
 Helen Winkler Fosdick  
 Josephine Winter  
 Work at Headquarters, LLC

## OUR SUSTAINABLE SUPPORTERS KEEP US FRESH!

Joyce Almaguer-Reisdorf  
 Jaime Anderson  
 Sheila Anderson  
 Dana Bankston  
 Summerlynn Bartlett-Moore  
 Christopher Bertaut  
 Jillian Boecker  
 Kellye Brooks  
 Rebecca Childs  
 Candi Clement  
 John Cleveland  
 George Coble  
 Sue Cox  
 Elisabeth Dismuke  
 Erin Douglas  
 Sophie Esch  
 Kelly B. Freeman  
 Jennifer Hansen  
 Sander Hardenbol  
 Pilar Hernandez  
 Ann Hightower  
 Scott Howard  
 Michael Humphries  
 Shelly Immel  
 Jarrod Jensen  
 Madison Johnson  
 Marguerite Johnson  
 Mark & Kathy Juedeman  
 Himadri Katharani  
 Libby Kennedy  
 John Lewis  
 Phillip Le  
 Olivier Logette  
 Jill Lueders  
 Kimberly Meyer  
 Lachlan Mullen  
 Nicholas Muscara

KarenJane North  
 Sara Norton  
 Joyce Osborne  
 Chantal Renta  
 Edward Richardson  
 Janna Roberson  
 Linda Rossicone  
 Becky Rucka  
 Angie Schmidt  
 Ellen Shelton  
 Suzy Shapiro  
 Mary Shouse  
 Donald Smith  
 Building Specialties Inc  
 David Stone  
 Brenda Tapia  
 James Thompson  
 David Tomfohrde  
 Dagmar Truckses  
 Tony Tuckwiller  
 Angelica Vong  
 Christina West  
 Donna & Doug Wheeler  
 Mary Kent Yochum

**Make your gift sustainable! Sign up for automatic payments by scanning the QR Code.**





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URBANHARVEST.ORG

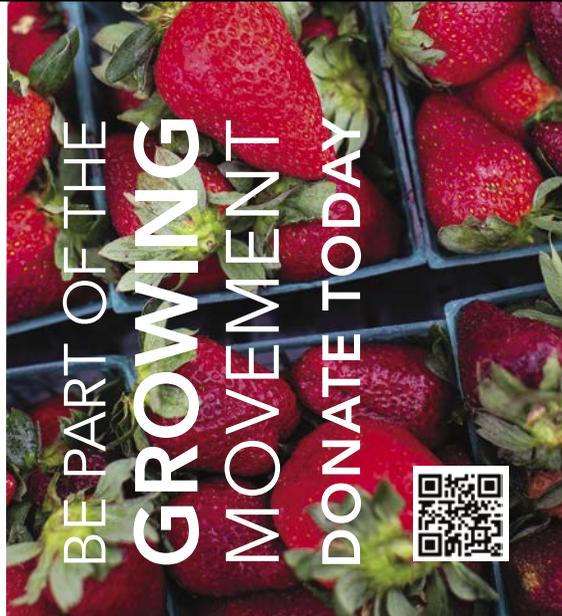
## SEE YOU AT THE MARKET

Saturday Farmers Market  
8AM – NOON

Pollinator Week: 6/25  
Farmers Market Week: 8/7

## SAVE THE DATE

Supper Club: 9/22  
Sunday Supper: 11/6



BE PART OF THE  
**GROWING**  
MOVEMENT  
DONATE TODAY

