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2018 HIGHLIGHTS

Between continued nurturing of our 16 Mobile Classroom partners to leading farm field trips, hosting open houses and workshops, re-opening the Community Market, running our compost program, producing fundraising events, and much more, we continue to seek creative and enduring ways to engage our neighbors and the larger community to Cultivate Healthy Communities with us!

**Sowing the Seed** (March 20)
Our second annual fundraising lunch to celebrate the work of Urban Roots

**Sharing Garden Training** (April 13)
A first ever event to empower interested learners with resources to grow community gardens

**Plant Sale** (May 16)
An openhouse and plant sale providing healthy plant starts to all would-be gardeners

**Spring Supperclub** (June 6)
The first of 2 Supperclubs featuring farm-fresh food by Sovengard and music by Mark Lavengood

**Paint-a-Picket Party and Openhouse**
We invited friends & neighbors to paint our fence, to enjoy popsicles, a DJ, and free bike repair

**Soulful Summer Gathering** (Aug 15)
This first ever fundraiser, a food and music event, featured music by Mark Lavengood and Seth Bernard

**Community Market Grand Re-Opening** (Sept 6)
We expanded our market to offer whole foods from other local farms at a pricing structure encouraging healthy food access for all

**Fall Supperclub** (Sept 19)
The fall Supperclub featured farm-fresh food crafted by Grove and music by Saltbreaker

**Giving Tuesday & End of Year** (Nov)
Urban Roots launched its end of year fundraising campaign to sponsor its work for 2019

*Photo Credit: Shannon Hubbard*
LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

Growth is such a paradox. Sometimes it feels like it takes forever for our tiny houseplant to grow, while we simultaneously all have the experience of seeing a child in our lives seemingly grow a foot in just a few short months. As I reflect on this year and the growth of Urban Roots, I realize that some of it was monumental and expansive while other evolutions required enormous amounts of care and tending. Nevertheless, in 2018 we grew. Growing has become the metaphor for the organization. This condensed mission statement is just one example of that intentional pruning this year:

Cultivating Healthy Communities.

We are privileged to call Madison home, and yet this mission carries us far throughout the region. It includes the cultivation of families, neighborhoods, schools, individuals, and ecologies alike. The principles of health transcend these various domains—and it has been our chief aim this year to support the growing process through resources, guidance, and our various program-experiences.

On the following pages, you will see this growth divided into three areas: Roots, Branches, and Fruits. This imagery hopefully provides an illumination into our organization.

Roots—you—our supporters and volunteers as well as financial gifts, our values, and our mission. These elements nurture and ground us in who we are.

Branches—the programs, opportunities, and ways in which we are able to do the work that we do. These are the ways in which we interact with the world.

Fruits—the outcomes, outputs, goals and achievements of the organization. The amazing fruit that we are able to bear witness to.

At the risk of avoiding the status quo, I will refrain from giving you highlights and let the following pages do that for me. But I hope you will spend time with this report. It too —capturing our year and all of our work—is a product of tremendous care. In 2019, we invite you to participate in all of these ways and join with us in the mission of cultivating a world desperately in need of more love, creativity, and vitality.

Sincerely,

Levi
Founder & Executive Director
ROOTS/CULTIVATORS
THANK YOU!

TO OUR COMMUNITY OF SUPPORTERS

As we begin the new year and reflect on 2018, we are most grateful to our community supporters who make our work possible. We have gathered strength from our deepest roots this year—our funders, donors, volunteers, interns, neighbors, staff, families and friends. You are the “roots” of our organization—and our roots are significant and resilient. Thank you for your generosity. We look forward to growing with you in 2019.

JOIN US IN THIS WORK!

Today, we’d like to invite you to make a generous gift to Urban Roots so that we can continue our mission to cultivate healthy communities. Giving to Urban Roots is a direct way for you to promote health, education, and food justice in Grand Rapids. You can give through our monthly donor giving program, Kombit, or make a one time gift.

Here is what your donation can do:

(For online donations, visit www.urbanrootsgr.org/donate/)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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| $20    | **FOOD JUSTICE**  
Your dollars could provide an Urban Roots Community Market food voucher to a family living in the Madison neighborhood, giving them access to healthy, staple food items along with support and education to cooking healthy meals.  |
| $50    | **HEALTH EDUCATION**  
Your donation could give 20 Grand Rapids Public School students access to a Farm Field Trip—giving them an opportunity to cultivate self-esteem, healthy eating habits, and an outdoor sensory experience at the Urban Roots Farm.  |
| $120   | **JOBS/COMPOSTING**  
This year, your gift could expand Grand Rapids composting services—diverting thousands of pounds of waste from landfills while providing meaningful jobs in the community.  |
| $250   | **SCHOOL GARDEN**  
A gift of $250 could be the start of a community garden for a school that needs Urban Roots support and infrastructure. A school garden makes a connection between growing food and healthy eating while providing students with life skills and awareness of environment.  |
THANK YOU
TO OUR INDIVIDUAL CULTIVATORS

David Abbott
Werner Absenger
Stephanie Adams
Brett Alward
Jonathan & Leslie Anderson
Trevor Atkinson
Anna Baeten
Arielle Baker
Daniel Baker
Dwight Baker
Melissa Baker-Boosamra
Susan Bakkila
Andy Bass
Kristine Bast
Stephanie Bell
Lori Bierling
Barbara Boers
Elizabeth Bogo
Nick Bongiorno
Ann Bongiorno
Faith Bouldin
Jim Broersma
Molly Brown
Douglas Brown
Tammy Jo Budzynski
Vivian Chan Dryer
Melissa Chapman
Theresa Chiles
John & Patrice Vrona
Considine
Lori Cox
Kyle Cutler
Michael Dambacher
Randall & Julie Duisterhof
Damstra
Stefania De Monaco
Kathi DeYoung
Milo DeVries
Shannon Dils
Avery Drenth
Jennifer Duncan
Cheryl Duthler
Rachel Duthler
Courtney Failler
Laura Featherston
Shani Feyen
Lindsay Finlay
Andrea Forsyth
Matthew Fowler
Terence Fri xen
Marlene Gardner
Kathe Gerstein
Jay & Lisa Glover
Terry Griffith
Sam Haagsma
Cassie Hagedorn
Wendy Hammond
Nicholas Hartman
Megann Head
Sally Hendrix
Danielle Henty
Jason Herlands
The Heule Family
Mary Hildreth
Timothy Hollis
Greg & Cheryl Holwerda
Justin Hooker
Jonathan Ippel
David Jarvis
Trevor & Lindsay Jarvis
Chloe Jennings
Christopher Jensen
Charlene Jones
Erin Kaiser
Kyle Kelley
Alta Kelly
Kathleen Klemm
Justin Kohn
Cameron Kritikos
Nicole LaRae Leach
Erin Lenau
Betty Love
Amanda Love
Sherian Love
Cynthia Love Mico
Danny Lynn
Jeannine Maas
David & Cynthia Madiol
Lindsay Madura
Mary and Vic Mankowski
Samantha Matthews
Meadow Creature LLC
Dave & Bobbie Medema
Eric & Michelle Meister
Jason Meyer
Linda Milanowski
Susan Milanowski
Janet Milanowski
Mark Miller
Mindy & Jon Miner
Sheri Monroe
Andrew & Diane Morgan
Sara Muellerleile
Mark Mulder
Nancy & Steve Mulder
Mark Murray
Gina Nelson
Marti O’Brien
Laurie Oleksa
Steven Pietenpol
Erika Pineiro
Claudia & Joseph Pohlen
Ashley Poolman
Michael & Rachel Posthumus
Katie Powell
David Prostko
Dorothy Prostko
Warren Prostko
Jeremy Pyne
Colleen Quinn
Aaron Rogers
Jerry & Dana Root
Kay Ryde
Nicole Ryder
Jessica Schanta
Lisa Sebright
Ashleigh Sedick
Seeds of Justice
Theresa Seefeldt
Seitu Ken Jones Studio
Chuck Shadler
Philip Skaggs
Andrea Smith
Carol Smith
Lauren Spangler
Richard Stiffler
Ruth Stubs
Tazzia Lawn Care
Elizabeth Topleffe
Kathleen Vandegevel
Matthew VanSweden
Edna VanSweden
Stephanie Voelck
Jen Wear
Tyler Wellman
Amanda Welsh
Jason Wheeler
Christine Wheeler
Eileen Wigen
Patty Williams
Katherine Williams
Keith Winn
Stacey Wykoski
Bob Young
Scott & Cassandra Youts
Elizabeth Zandstra
THANK YOU
TO OUR CORPORATE CULTIVATORS
WHERE WE WORK

WE ARE GUESTS IN THIS NEIGHBORHOOD

We know this, and we acknowledge it every day that we come to work. When Urban Roots was incorporated as a nonprofit, we deliberately placed ourselves within the Madison community. This community has experienced a severe degree of disenfranchisement economically, socially, and culturally. Its residents have experienced a history of substance abuse, chronic disease, homelessness, and incarceration. Since its inception, our organization has focused on what cultivation of community health looks like, through a lens of empowerment and solidarity. When the opportunity to begin growing on a piece of land presented itself we began imagining—alongside the neighborhood—what we may be able to cultivate here.

MADISON STATISTICS

$24,500
Median household income in Madison

32.8%
Living below the poverty line within one mile of Urban Roots

11.3%
Unemployed living in Madison but 40% have “other” employment

49.5%
Receive food stamps in Madison

86.7%
Population composed of ethnic minorities
COMMUNITY MARKET
REAL. FAIR. FOOD.

The Urban Roots Community Market is core to our mission of cultivating healthy communities in Grand Rapids, MI. The market is a vibrant food source in the disadvantaged Madison Square neighborhood. This September, Urban Roots Community Market was ceremoniously re-opened thanks to grants from Amway and Spectrum Health Healthier Communities to provide healthy, local (where possible) whole food at accessible prices to our neighbors and community. The market has a pricing structure that allows us to charge reduced prices to Madison residents and those experiencing economic challenges while also supporting local farms. In this way, we strive to address equity concerns and food systems issues.

AT A GLANCE

$3,246 in sales
since our September 6 Grand Re-opening

5 New Local Vendors
Have helped us to stock 30+ bulk items, more whole foods, and staple shelf items to our market

“The Urban Roots Community Market not only offers healthy food options, but also does so in an educational, accessible and empowering way. Browning Claytor Health Center is thrilled to have such a valuable resource to collaborate with in creating better health for the Madison Hall Community.”

-Charles Baker LMSW, MHA

Program cultivators in 2018 included:
FARM FIELD TRIPS
EXPERIENTIAL LEARNING

Farm Field Trips, in partnership with local schools, create engaging outdoor experiences on our farm and education center. In 2018, 424 kids from local neighborhoods visited our farm to grow, eat, and learn with us in a program that cultivates self-esteem, healthier eating habits, and an outdoor sensory experience. Adult, school, community, and business groups are all welcome participants. Each 2-3 hour field trip includes education, team-building, and delicious farm-to-table food. Participants engaged in service work, critical thinking, and got practical yet fun exposure to healthy lifestyles.

AT A GLANCE

36 Visits
Including schools, businesses & community groups

1,649 Hours
Connected to the soil & enriched by urban agriculture

“My goal was to give the kids a new experience. Most of them come from inner city homes and have never grown their own food. The visit was wonderful and surpassed my expectations completely. The staff was engaging, the kids loved it, and we had a wonderful time.”

- Melissa Roemer, the Salvation Army

Program cultivators in 2018 included:

[Image: Calvin College’s Entrada group]
COMMUNITY CLASSES
PLACE-BASED EDUCATION ON OUR FARM

A huge part of cultivating healthy communities at Urban Roots is the “education” piece. Through teaching donation-based workshops (now called Community Classes) at our Farm and Education Center in 2018, we were able to reach neighbors and the larger community in an accessible, equitable way, teaching classes such as “Grow Your First Garden,” and “Compost You Can Actually Do.” Urban Roots aims to empower people to develop the tools to be more self-reliant and bolster a path toward food security.

AT A GLANCE

7 Classes
Teaching 5 different topics

117 Participants
Learning skills to cultivate health, be more self-reliant, and to compost!

“The workshop was engaging, hands-on, and left attendees with simple and applicable ways to start composting in their homes. Levi, Greg, and Maaike created such a welcoming space and were able to answer all of our questions, which left us feeling inspired and empowered to compost.”

-Delaney Mullennix, “Compost You Can Actually Do” workshop attendee
MOBILE CLASSROOM
WE MEET YOU WHERE YOU’RE GROWING

The mobile classroom makes it possible for Urban Roots to bring opportunities to cultivate healthy communities directly to our partners and create educational partnerships with schools, community organizations, and churches throughout the city of Grand Rapids.

In 2018, thanks to a Grand Rapids Community Foundation grant, Urban Roots had its first ever Sharing Garden Training, which enabled us to offer garden expertise as well as valuable take-home materials to more than 60 mobile classroom partners and participants.

AT A GLANCE

16 Sites
Transformed into lively, working gardens

819 Participants
Connected to the soil & enriched by urban agriculture

“We have learned so much from Urban Roots! This year the planting schedule, seeds and instructional resources have been invaluable!“

- Miss Abby Giroux | Middle School Principal
All Saints Academy | Middle School Campus

Students at William C. Abney Academy

Program cultivators in 2018 included:
YOUR COMPOST

BIKE-POWERED COMPOST SERVICE

YOUR Compost is a bike-powered compost pickup service that addresses the systemic issue of domestic food waste by providing an affordable and accessible means of composting food scraps for urban dwellers in Grand Rapids. With a monthly subscription fee, participants receive weekly pick-up of their compost material from their home and can feel good about diverting waste from landfills and providing nutrients for our farm.

In 2018, the program expanded to provide compost service for some special events including: Grand Rapids Women’s Chorus, National Night Out at Heartside Park, a couple of weddings, and the Belmont Elementary Healthy Run.

AT A GLANCE

94 Subscribers
87 residential & 7 commercial

25,862 #s diverted
Waste diverted from landfills

“Thank you SO much for letting us be part of your compost mission in Grand Rapids. You have inspired us to compost in our new neighborhood all on our own. Thank you for the great service...”

-Alex & Michael Weller, YOUR Compost subscribers
VOLUNTEERS
DIG INTO POSITIVE CHANGE

We applaud the hearts of our volunteers! Without their many helpful hands, our community farm wouldn’t be the place it is. Urban Roots has a variety of volunteer opportunities for individuals and groups including farm clean-up, work in garden beds, and helping manage compost piles. Additional short-term, long-term, and committee-based volunteer opportunities are available. We fully embrace the idea that it takes a village to make permanent positive change, and we are grateful to everyone who gives their time and energy to our farm and programs. Learn more or join us by contacting info@urbanrootsgr.org.

AT A GLANCE

76 volunteers
Including drop-in, regular, and Community Service participants

413 Hours worked
Planting and maintaining our urban farm

“I came for the gardening and stayed for the people. This summer volunteering at Urban Roots, I enjoyed meeting friendly people, learning about sustainable agriculture, and playing in the dirt. “

- Edward J. Veenstra, weekly volunteer

Photo Credit: Shannon Hubbard
FINANCIALS

FY 2018
$365,000

Programs/Experiences
- YOUR Compost
- Mobile Classroom
- Farm Field Trips
- Workshops
- Open Houses
- Wheatgrass
- Farm Production

FY 2017
$180,000

Programs/Experiences
- YOUR Compost
- Mobile Classroom
- Farm Field Trips
- Farm Production

Growth

Overhead
Fund Development (grants & contributions)
Community Market
FRUITS/PROGRAM METRICS

**YOUR COMPOST**

- 25,862 #s Waste diverted
- 876 Miles ridden
- 5,723 CO2 Mitigated

**Farm Field Trips**

- 424 Students (ages 5-18) impacted
- 36 Groups hosted
- 1,649 Total hours

**Mobile Classroom**

- 819 Participants impacted
- 740 Student participants
- 1,387 Hours worked

**Volunteers**

- 413 Hours worked
- 76 Volunteers including regular & drop-in

**Community Market**

- $3,246 Sales since the September 6 Grand Re-opening
- 84 New bulk & staple items
- 30% Madison neighbor sales

**Community Classes**

- 7 Classes
- 117 Participants