Our Mission

Hudson Valley Seed: Growing a movement for food justice and community wellness through garden-based education.

Summary

We reach more than 5,000 K-5th grade students each year in elementary schools in New York’s Hudson Valley, in the cities of Newburgh, Beacon, Kingston, and Garrison. We integrate nutrition education and experiential learning into public schools through a year-long comprehensive program. Both in the outdoor garden classroom, and indoors during the colder months, this bridged learning environment is where the students grow and taste new vegetables, read and write, learn math and science, and learn about health and wellness.
Hudson Valley Seed’s Team

Education team
(alphabetical by last name)

Sam Adels | he/him
Newburgh Garden Educator
“A trusty pocket-knife for whittling and picnicking.”

Megan Hoffman | she/her
Beacon Garden Educator
“A bathing suit. Crystal clear lake or green muck filled pond... doesn’t matter. I am going to find water and SWIM!”

Jennifer Morris | she/her
Kingston Garden Educator
“Hiking shoes and a bathing suit are the essentials for me.”

Serena Padilla | she/her
Newburgh Garden Educator
“A portable hammock and a good book.”

Nicole Porto | she/her
Regional Garden Educator
“I always like to have a journal for drawing and writing and can’t go long without chocolate covered espresso beans.”

Administrative team
(alphabetical by last name)

Hans Hageman | he/him
Executive Director
“Ka-Bar Becker Knife, coffee beans and coffee makin’ stuff.”

Zoë Markwalter | she/her
Business Manager
“My bicycle, a helmet, freshly ground fair trade coffee, and my French press cup.”

Air Rhodes | they/them
Development Director
“A good paperback feminist sci-fi novel, and binoculars.”

What is at the top of your camping trip packing list?
A Letter from Our Director

“As part of the movement”

Dear Friends,

Thank you for your ongoing assistance in our efforts to transform education, improve wellness, and to champion food justice in the Hudson Valley. As someone fortunate enough to experience the abundance of this beautiful region, you also know that others do not share that advantage.

You’ve joined us in the sweaty and fruitful work of building gardens of knowledge, exploration, creativity, and self-reliance in 11 schools in the Hudson Valley. Now the demand for our services continues to increase and even extend to school districts in Westchester. We don’t have anywhere close to the number of educators to meet that demand directly. One way we’ll deal with the requests for our programs will be through a teacher training program that we’re developing.

When you support HVS, you support a movement — a movement for discovery, wellness, health, self-efficacy, love of nature, reasoning, cooperation, and meaning. It’s a movement to address inequity in the food system and to link food production and access to broader social issues. We believe that it’s never too early to start.

A focus on wellness and health is too often seen as the domain of the privileged. Food is also tied to economic equity. We shouldn’t ignore Dr. Martin Luther King, Jr’s warning that: “…we know now that it isn’t enough to integrate lunch counters. What does it profit a man to be able to eat at an integrated lunch counter if he doesn’t have enough money to buy a hamburger?”

As part of this movement, we recognize that promoting food equity is about more than having access to fresh, local produce at the farmers’ market.

Our students come to see nature and soil as instruments for inspiration and learning. Your support allows young students to explore food as a source for community-building. It creates a foundation for a lifetime of good eating habits and introduces the need for environmental regeneration. Our goal for our students is for them to become future champions in this fight.

We want to expand our engagement with more students and families in all the communities we work in — the people who have been left out of the “food movement.”

We continue to explore collaborations that will allow us to extend our mission to older students, young adults, and their families.

**We have a new mission statement that better defines our purpose. We will also soon have a new name. But our goals remain the same.**

We are so thankful that supporters like you recognize the importance of our work and are continuing to contribute financially to our vision. You are a critical part of our team, and I thank you for standing steadfastly by our side during this school year. We could not have achieved the success we did this year without you.

Our success is the community’s success. With the ongoing support of our donors, partners, Board, and volunteers, HVS is ready for the challenges and achievements ahead in 2019 and beyond. 2020 will be a year where we dig even deeper.

Thank you for your love and support. We look forward to many more years of dreaming, learning, and planting with you.

Please join us on Instagram and Facebook, sign up for our newsletter, and let us know when you’d like to visit one of our gardens!

**Hans Hageman**

Executive Director
Summary of Impacts

**Academic**

**Ground Level**
HVS students practice hands-on academic lessons using the garden as their outdoor classroom. They read planting instructions, calculate growth, learn about the ecosystem, and journal about their observations.

**Dig Deeper**
HVS students discover a love for learning. Through experience and experiment, our educators shift classroom paradigms away from passive education towards exploration and self-expression. This practice helps children perform better in school, increase attendance rates, and improve their test scores.

**Environmental**

**Ground Level**
HVS students learn the science that explains what they see in the garden. They learn about weather and seasons, plant life cycles, predators, prey and pests, and even the nutrients in compost. Kids learn to critically think about the world around them and ask questions like “What?” and “Why?”

**Dig Deeper**
HVS students learn to understand their gardens as ecosystems and begin to grasp their part in larger agricultural and environmental systems. Children gardening intuitively understand their responsibility in caring for the earth and develop an appreciation for the life that they discover.

**Nutrition & Health**

**Ground Level**
HVS students learn to like eating veggies! In the beginning most say “yuck,” but after planting and studying the vegetables in the garden, they become eager to eat what they’ve grown.

**Dig Deeper**
HVS students learn the tools to feed themselves and their families a healthy diet. They are empowered to make their own food choices, learn basic food prep skills, can follow a recipe, understand nutrition, and know the importance of making healthy choices. Kids even request to eat healthy snacks at home that they learned how to make in the garden.

**Social & Emotional**

**Ground Level**
HVS students learn compassion in the garden. They are inspired to respect all living creatures, from the tiniest ant to the biggest sunflower, along with one another. They are encouraged to explore the garden by gently handling plants and insects.

**Dig Deeper**
By waiting for their seedlings to grow and working together to keep all of them healthy, our students learn patience, cooperation, and how to work in groups. These skills, so sadly lacking in much of modern society, will serve them well as they work in collaborative teams throughout their lives towards whatever long-term goals they strive to achieve.
By the Numbers

11 SCHOOLS WITH HVS GARDENS

4 SCHOOL DISTRICTS (BEACON, NEWBURGH, KINGSTON, GARRISON)

2,132 GARDEN LESSONS TAUGHT LAST YEAR

4,982 STUDENTS

71% OF HVS STUDENTS ARE CHILDREN OF COLOR

62% LIVE IN POVERTY

78% LIKE EATING LETTUCE

9X MORE STUDENTS ARE LIKELY TO SERVE THEMSELVES FROM THE SALAD BAR

7,668 SEEDS PLANTED BY STUDENTS

1,514 APPLES MUNCHED FOR BIG APPLE CRUNCH

200 NINE-SPOTTED LADYBUGS RELEASED

100% OF TEACHERS SURVEYED VALUE OUR PROGRAM

$4,941 IN GOODS PROCURED FROM LOCAL FARMS & AG SUPPLIERS
Our Gardens

Kingston
2 of 7 elementary schools served

Newburgh
4 of 9 elementary schools served

Beacon
4 of 4 elementary schools served

Garrison
1 of 1 elementary school served

Key
1 Elementary schools served
2 Our partners
• Other schools in district

1
6
2018 ANNUAL REPORT
Hudson Valley Seed works toward food sovereignty for all by empowering our local communities of youth. We prioritize partnerships with organizations that share these goals to teach kids an understanding of culture, community, and legacy through hands on education and garden nutrition.

**Teen Internships**
In cooperation with Cornell Cooperative Extension, Green Teen; Orange County Youth Bureau, Summer Youth Employment Program; and Our Core, Inc, Hudson Valley Seed is teaching teens about agriculture and educating children in urban gardens. Next year we’ll focus on expanding our teen intern programs through a Basics of Urban Agriculture for students at Newburgh Free Academy.

**After School Programs**
Boys and Girls Club of Newburgh and Beacon Recreation Center are two of Hudson Valley Seed’s biggest partners in creating garden learning environments for children in summer camp and after school programs.

We are pleased to also partner with Kids R Kids, Beacon Wellness Committee, Newburgh Wellness Committee, Kingston Wellness Committee, PTO, PTA, PTSA, Beacon Sustainability Committee, NECSD Youth Collaborative, Downing Park Urban Farm, Newburgh Food and Farm Initiative, Saint Patrick’s Soup Kitchen, Meals on Wheels Newburgh, Orange County Department of Health, Newburgh Free Academy, and Glynwood Center for Regional Food and Farming.
Veggie of the Month

With gardens as the foundation of knowledge, Hudson Valley Seed’s Vegetable of the Month program helps students make personal connections between their hard work and the foods that fuel them.

• A key component of HVS’s curriculum is to feature a vegetable of the month in the classroom. Garden educators talk about the seasonal lifecycle of the plants, share fun and simple recipes about each month’s featured veggie, and perform classroom taste tests that include a voting process.

• Each month, partnering cafeteria staff serve a meal featuring the same vegetable for the entire school.

• HVS educators share curricular extension materials with classroom teachers so that they can reinforce the featured vegetable lessons.

The featured vegetable isn’t always a “win.” In 2018 raw tomatoes were the least favorite among students during garden time in the classroom, but cooked tomatoes were among the most favored in the cafeteria, because PASTA! Some other random reasons to appreciate tomatoes:

• Tomatoes are space travelers! “Tomatosphere is a fun, interactive, classroom-based learning experience that allows students to better understand seed exposure and plant biology research in microgravity.”

• Tomatoes become heavier as they ripen, even off the vine.

• Tomatoes are native to Central/South America, and their Aztec name translates to “plump thing with a navel.”

• In 2018 NPR featured America’s Test Kitchen’s unveiling of What’s Cookin’ Kiddo? This recipe book includes a fun tomato sauce that involves crushing tomatoes by hand.

HERE’S WHAT SOME OF OUR STUDENTS HAVE TO SAY ABOUT THE FOOD THEY GROW:

“It tastes like dirt candy.”
— KAEMANI, 2nd GRADER DESCRIBING RAW BEETS

“Hey, I got a muscle from that!”
— NOAH, KINDERGARTENER TASTING RED CABBAGE

2018 Cafeteria Taste Test Results

<table>
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<th>Month</th>
<th>Vegetable</th>
<th>Like</th>
<th>Dislike</th>
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<tr>
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<td>Tomatoes</td>
<td>63.31%</td>
<td>35.48%</td>
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<tr>
<td>OCT</td>
<td>Bok choy</td>
<td>71.41%</td>
<td>29.08%</td>
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<tr>
<td>NOV</td>
<td>Turnip</td>
<td>66.86%</td>
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<tr>
<td>DEC</td>
<td>Winter Squash</td>
<td>77.09%</td>
<td>22.12%</td>
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<tr>
<td>JAN</td>
<td>Carrots</td>
<td>80.37%</td>
<td>19.49%</td>
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<tr>
<td>FEB</td>
<td>Sweet potatoes</td>
<td>84.75%</td>
<td>15.31%</td>
</tr>
<tr>
<td>MAR</td>
<td>Cabbage</td>
<td>81.16%</td>
<td>19.72%</td>
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<td>APR</td>
<td>Beets</td>
<td>77.92%</td>
<td>23.34%</td>
</tr>
<tr>
<td>MAY</td>
<td>Kale</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>JUN</td>
<td>Spinach</td>
<td>81.69%</td>
<td></td>
</tr>
</tbody>
</table>

Most loved!

“I never liked eating vegetables before. But now I like trying them and I like them!”
— ETHAN, FIRST GRADER
Beyond the Classroom

Hudson Valley Seed’s garden plots are collaborative sites for Beacon & Newburgh’s after school and summer camp programming. Together with Hudson Valley Seed Educators, summer interns and part time gardeners work with students beyond the classroom to further our reach in growing the movement.

PILOT: Fall 2017
- Four of our schools in Beacon and Garrison participated in the pilot — each school having 2 after school farm stands.
- Partnered with Beacon Recreation After School Program and the Garrison School PTA
- 2 hours at each school during after school pick-up
- Students from K-5th grade, accompanied by Hudson Valley Seed staff and partner programs
- Harvested veggies from school garden
- Procured additional produce for farm stand from local farms
- $600 gross ($200 profit)

2nd Season: Fall 2018
- Added two schools in Newburgh, NY
- Total of six schools
- Select 4th/5th grade students participated (up to 10 at each school)
- Three sessions (including training)
- Permission slip required
- 1.5 hours at each school during school pick-up
- Partner orgs led cooking demos
- $1400 gross ($350 profit)
Beacon District

Beacon school gardens continue to grow from the original seed as our first school district partnership. HVS has been in the district for 6 years now, which means that all current elementary students have had or are now participating in our garden lessons! These lessons happen every week throughout the school year for 1st & 2nd graders, and monthly for kindergartners, but that’s not all...

With our comprehensive program, all of Beacon’s elementary students are impacted by Hudson Valley Seed’s presence in the district. Students learn to love veggies, and we attribute this to garden time lessons and the Vegetable of the Month because it increases their exposure to fresh food, educates about healthy eating, and generates excitement for learning.

Our gardens provide wildlife, beauty, food, and serve as outdoor classrooms available to the entire school community. In fact, there was so much enthusiasm among the Sargent School community that we were able to create a new and improved garden this year thanks to the support of the PTO, school administration, and other volunteers. The gardens have become part of the school communities in other ways too. For the first time this year, we partnered with the art teachers to turn the gardens into galleries displaying student artwork and invited families to come see.

Beyond the school day we offered garden-based programming to participants of the Beacon Recreation Department’s after school and summer camps. Even Beacon teens had the opportunity to participate in gardening and education through Cornell Cooperative’s Green Teens Next Step program. Through this program, two youth assistants chose to spend their summer working and learning alongside us in the gardens. One teen even went on to work with the Beacon Rec Department’s after school program as a counselor.

Over the years we’ve had so much support from volunteers in and outside of the school communities. People have helped build gardens, hand out samples for cafeteria taste tests, assisted with lessons, and more. Local businesses have generously supported our efforts and the relationship is reciprocal: HVS has become a special part of the Beacon community. We love being here!

Unsurprisingly, Beacon kids love garden-based learning! They are fascinated by digging their little hands into the soil to discover worms, watching sprouts emerge, using hand lenses to observe garden life, drawing plant life cycles, and making snacks using freshly harvested ingredients. Each year we are excited to learn and discover alongside our students as we cultivate our own sense of wonder and curiosity. They support our learning, growth, and joy as we support theirs.

We feel fortunate to do this valuable work and are in gratefulness each day for all who make it possible for us to do so.

Peace & Peas,
Megan & Nicole
I know, insects have 6 legs. I am getting smart at this! I am smart. And I’m a scientist.

– DADDYAN, 1ST GRADE, GLENHAM

I have a connection: seeds have different kinds like we learned about people are different. That’s called diversity.

– JANALI, 1ST GRADE, JVF

My favorite part of garden time so far was eating Bok Choi, when we “saladed” it!

– EMERY, 1ST GRADE, SARGENT

My son, Jakob, thinks you’re great! Recently you got him to try “pea salad,” which he loved. He wants me to grow and make exactly what you guys had. Could you tell me the recipe? This is exciting for me!

– ERICA WOLF, SON IN KINDERGarten AT SARGENT

After building a strong program in the elementary schools, we’re so excited to see the middle school form a Farm to School team to continue the ladder of learning as they age!

Beacon’s Schools:
• South Avenue Elementary
• Sargent Elementary
• J.V. Forrestal Elementary
• Glenham Elementary

Beacon’s Garden Educators:
Megan Hoffman teaches all of the district’s kindergarten garden time classes, and 1st & 2nd grades at South & Sargent

Nicole Porto teaches 1st & 2nd grade garden time at JVF and Glenham
Newburgh District

Fun, excitement, growth, appreciation, love... these are just some of the words that come to mind when we think of the learning and community building that is going on during Garden Time. We are grateful to have the opportunity to work with Newburgh schools and in collaboration with other Newburgh organizations! Hudson Valley Seed has been working in Newburgh for the past four years and we are honored to be a part of the wonderful community that supports every scholar on the path to success.

Our impact is deeply rooted in working with local community organizations beyond school hours. In partnership with the Boys and Girls Club of Newburgh, we maintain a beautiful onsite learning garden and offer after-school and summer gardening programs. We also partner with the Newburgh Armory Unity Center, where we manage a plot in the community garden and teach gardening and cooking programs in the City of Newburgh’s Summer Playground camp. We love that we get to see our students in school, after-school, and during the summer!

We value the power of intergenerational learning and embrace the opportunity to work with older youth as well! We partner with the Orange County Summer Youth Employment Program wherein 2 local teens work with us as paid staff to learn garden skills and help teach summer programs. Along with growing vegetables and getting their hands in the soil, SYEP youth grow as people and help us grow. We work together to develop job skills, understand best practices when working with youth, and to admire the intricacies and natural beauty of the gardens. We are grateful for the skills that SYEP youth are bringing to our programs and love seeing them connect with the younger students in our programs! And what’s better than sharing the experience of tasting a fresh, sun-ripened heirloom tomato from the garden FOR THE FIRST TIME?! NOTHING!

Maintenance and Cafeteria staffs make our schools function each and every day! Over the past 2 years, we’ve been working with the wonderful staff of Newburgh Food Services, the people responsible for feeding thousands of scholars two meals each day. In partnership with the amazing work of Newburgh Food Service Director Caitlin Lazarski, we’ve begun holding monthly cafeteria taste tests at all 9 elementary schools in Newburgh. We are so excited about this! Each student gets to vote with a sticker to tell us if they liked it or didn’t like it. One thing is for sure: our students love trying vegetables!

In support of Newburgh Food Justice efforts, we partner with the Newburgh Urban Farm and Food Initiative, which is a collection of local residents and community organizations that increases access to local healthy food and growing spaces. We help organize the annual Newburgh Urban Farming Fair, which brings the community together every April in celebration of growing fresh food in Newburgh!

We LOVE Newburgh, we LOVE sharing magical Garden Time moments with our students, and we LOVE working collaboratively!

In the words of Zahari, a 2nd grader from Vails Gate STEAM Academy, “…the most important ingredient is love!”

In love and community,

Serena Squash and Mr. Sam
When we save the seeds, we’re like heroes of the plants.

— CARLY, 2ND GRADE

I like this salad so much I could scream!

— ADDISON, MRS. BOSE 2ND GRADE, THA

I like to dig for worms! I learned that worms are good for the garden!

— ATORI, MS. MITCHELL 1ST GRADE, VAILS GATE

Newburgh’s Schools:
- Horizons on the Hudson
- Gidney Avenue Memorial School
- Temple Hill Academy
- Vails Gate STEAM Academy

Newburgh’s Garden Educators:
- Serena Padilla teaches at Gidney Avenue Memorial School and Vails Gate STEAM Academy
- Sam Adels teaches at Horizons on the Hudson and Temple Hill Academy

NUMBER OF NEWBURGH STUDENTS SERVED THROUGH GARDEN TIME LESSONS

1,079

I like this salad so much I could scream!

— ATORI, MS. MITCHELL 1ST GRADE, VAILS GATE
Garrison District

2018 was our 5th year working with the Garrison School. We have worked with all of the elementary grades in various ways over the years. Currently we offer weekly garden time lessons for 1st and 2nd grade classes, monthly for kindergarten and 3rd grade.

I have been educating and gardening in the school since 2014. Seeing 4th grade students who I had as kindergartners when I started working at the school now all grown up brings me such joy and makes me feel like a special part of the Garrison school community. As I chat with them in the hallways I feel proud that they still remember veggies they picked, dishes they made, insects they found, and projects they did with me.

The garden has become a part of the school community as well. So many students have had an opportunity to interact with the space, from garden time lessons, to helping build it, to running an after school garden market stand which the 5th graders did in the fall. In addition to providing hundreds of smiles and fascinating discoveries, the garden provided about 100 pounds of food this year, which was enjoyed during garden time, sold at our market stands, and donated to food pantries. The garden is a classroom space available to all teachers, some of whom have used it for applied math and science projects. It even has been turned into an art gallery! In the spring we collaborated with the art teacher to host an event inviting families to see student artwork in the garden.

Students’ families have been a vital part of the garden and the education program. Over the years many hands have assisted with everything from delivering lessons, to garden craft projects, to donating plants, to managing garden market stands. I have been invited by the PTA to participate in a number of events and had a great time doing activities with kids at the Fall Fests and Science Fairs. The Garrison Children's Education Fund has generously supported us in many ways! It’s heartwarming to see how the larger Garrison community comes together to support students’ holistic educational experiences.

I have grown so much as an educator and gardener over the years as I have had the privilege of working with Garrison students and teachers.

In growth and gratitude,

Nicole
I didn’t even know, I actually like it! Can we plant some cabbage seeds?! "

— EDISON, KINDERGARTENER, GARRISON

How you get cabbage seeds is you let one keep growing then it makes flowers and that’s where the seeds are and they fall out of the pods onto the ground and it can grow again. "

— JACK, 2ND GRADE, GARRISON

We learned that everything is connected. Everything comes back to us. It’s like the Earth is giving us warnings: we pollute the water then the fish are poison and when we eat the fish we eat our own junk. "

— NOAH, 3RD GRADER AT GARRISON, AFTER A LESSON ABOUT ECOSYSTEMS

Garrison’s Schools:
• The Garrison Union Free School

Garrison’s Garden Educator:
Nicole Porto teaches 1st through 5th grade garden time at Garrison Union Free School

NUMBER OF GARRISON STUDENTS SERVED THROUGH GARDEN TIME LESSONS
110
Kingston District

Hudson Valley Seed finally broke ground in the Kingston City School District on June 6th, 2018, with a school-wide, student-powered garden build day at John. F. Kennedy Elementary School in the Rondout neighborhood of Kingston. In the months since, we have been planting the seeds of collaboration between our nonprofit and the school communities at both Robert R. Graves and John F. Kennedy Elementary Schools.

Through our partnership with the KCSD summer school program, I was able to utilize JFK’s new garden classroom to offer a special two-part Garden Time mini-series to students in the 2018 first-grade summer school program. In the latter part of the summer season, my work was focused on awakening Robert Graves Elementary School’s dormant school garden community to transform their overgrown and underutilized (but beautiful!) school garden into an accessible and inviting outdoor classroom. We were fortunate to receive immense support and enthusiasm from the Robert Graves school community and PTO, and held our first Garden Work Party in September 2018. At this work party, volunteers shaded picnic tables with umbrellas, tamed weeds, trimmed bushes, laid down a wood chip path, and added valuable learning spaces such as a digging station and pollinator patch.

This school year, I’ve been leading weekly first grade and bi-weekly second grade Garden Time lessons at both schools. Students’ excitement for Garden Time shines throughout lessons and cannot be contained by the classroom walls. I’m delighted to be bombarded when walking down the hallway with “hello’s,” “Gardener Jen’s,” and nervously excited questions about whether today might be the day Garden Time comes to their classroom. These students are Garden Time’s biggest fans and loudest cheerleaders, and their voracious appetites for all the veggies and concepts they’re consuming astound me every day.

Outside of the classroom, Hudson Valley Seed partners with the KCSD Food Service team to host monthly Cafeteria Taste Tests, during which all students in the school are invited to taste a deliciously prepared dish featuring a vegetable they may never have eaten before. After tasting the dish, a team of dedicated, parent volunteers makes sure each student has a chance to vote on whether or not they liked the dish. So far, more than 70% of students who have tasted one of the Hudson Valley Seed recommended recipes have liked them! Between the Cafeteria Taste Test and Garden Time programs, I can already see a change in the way students approach trying new vegetables (and other new things!).

Hudson Valley Seed is still in the early stages of our relationship with this district and, as such, we are trying to move slowly and intentionally while thoughtfully exploring our place in the larger Kingston community. I feel so grateful to everyone whose sweat, smiles, dirty hands, and open hearts have made these students’ growth over the last six months possible. Working alongside these community partners and students, I can feel myself growing as well. I look forward to seeing where we will go, together.

In community,

Gardener Jen

Jennifer Morris
Gardener Jen, when is the next Try it Thursday [Cafeteria Taste Test]? I can’t wait!
— 4th Grader, JFK

These seeds aren’t just good, they are deee-lish!" [Referring to pepitas].
— 1st Grader, Robert Graves

Okay, let’s do a taste taste. Raise your hand if you liked the cauliflower!
— 2nd Graders playing “Classroom Taste Test” after garden time, JFK

I could just stay here touching this squash forever.
— 1st Grader who was having a tough day before exploring the three sisters garden, JFK

Look, I found a hole in this leaf — an herbivore clue!
— 1st Grader, JFK

Kingston’s Schools:
• Robert R. Graves Elementary School
• John F. Kennedy Elementary School

Kingston’s Garden Educators:
Jennifer Morris

Kingston’s Collaborator’s:
• KCSD Food Service Department
• Robert Graves PTO & Garden Volunteer Group
• JFK PTA
• Kingston School Wellness Committee
• Eat Well Kingston
• Cornell Cooperative Extension
• KCSD Summer school program

NUMBER OF KINGSTON STUDENTS SERVED THROUGH GARDEN TIME LESSONS
275
Financial Overview

The average cost of Hudson Valley Seed’s impact through the garden education program continues to remain as low as $122 to educate a child for an entire school year. This highly efficient model means that every dollar contributed to the organization is put to immediate program use and directly impacts the lives of children in the Hudson Valley.

Hudson Valley Seed continues to impact more children across more schools with careful use of growing financial support. Our sustainable growth this year included a one-year nonrenewable $100,000 USDA Farm to School grant, support from an increasing number of local businesses and foundations, and pledges from school districts to continue to grow their support for Hudson Valley Seed’s programs in this and future years. With carefully managed spending and an increase in revenue over last year, Hudson Valley Seed closed out Fiscal Year 2018 with $364,300 in net assets. This success compounded that of the prior year which closed with $119,204 in net assets. This is what allowed us to expand so quickly within Kingston on solid financial footing.

In addition to the Kingston expansion, during Hudson Valley Seed’s organizational leadership transition, between 2017 and 2018 we made the strategic decision to hire our founder, Ava Bynum, as a consultant to help sustain the administrative and fundraising capacity of the organization as we searched for and trained our new executive leaders. This allowed our Development Director to continue to focus on long-term fundraising, and we also significantly increased financial oversight and best business practices, primarily through the developing role of an Administrative Management position. Some of these expenses continued into 2019, but the administrative and development overhead will begin to level off again into 2020. All of these investments in Hudson Valley Seed’s behind-the-scenes infrastructure have made the organization stronger and more efficient, ready to grow into the future. We are grateful for the many ways our community contributes to making Hudson Valley Seed a success.
Thank You!

Hudson Valley Seed is a nonprofit organization, so all of the costs of putting on our programs, including the salaries for all 5 of our full-time garden educators, comes entirely from friends like you. We are SO GRATEFUL for every single one of our supporters — Thank you, from the bottoms of our hearts!

INDIVIDUALS
Agnes Dempster
Air and Shane Rhodes
Alan Charlie Wittenberg
Alice Matthews
Alimatu Dittmann
Alison Anthoine
Andrew Neilsen
Anne Alvergue
Anne Impellizzeri
Anne Symmes
Anonymous Donor
Anthony Davidowitz
Ardal Powell
Ava Bynum
Belle and Blake Newton
Betsy Swanson
Bevis and Clara Longstreth
Blair Patterson
Cat Guthrie
Celia Barbour and Peter Weed
Charles and Vicki Raeburn
Charlie Ferrusi
Chris Buck and Hara Schwartz
Chris Sanders
Christina Di Marco
Christopher Radko
Cole Parke
David Ross
Dawn Fabik
Deb Cole
Deb Taft
Dion and Lorrena Kirkwood
Donna Mikkelsen
Doug DeCandia
Eden Mary Campbell
Elizabeth Barrett
Elizabeth Rowley
Emily and Taina Lopez
Erin Giunta
Etta O’Reilly
Evey Trautman
Felicitia Colon-Cordero
Fenella Heckscher
Frederick and Anne Osborn
Gale Epstein
Grey W Zeien
Hannah Parks and Monique Quigley
Helen Contino
James Wolf
Jamie Levato
Jane and David Thornquist
Jeffrey Werner and Molly Heily-Werner
Jen Fisher
Jen Smith
Jessica and Justin Conway
Jessica and Yaakov Weintraub Simkovic
Jill Corson Lake
Jo Ann Brandstrom
Joan Pirie
Joe Patrick
John and Sue Bliss
John Christian and Ingrid Caruso
Joseph and Katharine Plummer
Judith Belzer
Judith L Hauser
Karen Meyer
Karen Naimool
Karen Pagano
Kate McGregor
Katrina Shindledcker
Kelli Bird
Kent Slade Diebolt
Kim Conner
Kimberly James
Kristen Holt-Browning
Krystal Ford
Kyoko and David Gelber
Lauren Adelman
Levi Rogers
Lillian Rhodes
Linda Coleman
Linda Redner
Liz and Ned Rauch
Lucy Pulitzer
Madeline Henriquez
Marcia Figueroa
Mario Porto
Marnie Klein
Mary Rice
Mary Ryan
Mary Wagner
Matthew Landahl
Melissa & Tom Ptacek
Meredith Heuer
Michael Didovic
Michael Robinson
Michele Lewis
Michelle Smith
Monica Ahearn
Nanci Ingram
Nate Smith
Nicholas E Ulion
Nick Page
Nicole Phillips
Nicole Wooten
Norman Aaronson
Olga Anderson
Olivia Vigiletti
Pat and Marion Dougan
Patrick Downes
Paul Mersfelder and Leigh Dodson
Penny Coleman and
Elana Michelson
Peter Bynum
Philip Payson
Pia Wasterval
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Rebecca Hennessy
Robert M Giaimo
Roger and Susan Lipsey
Ronald Kossar
Ryan Jaslow

Sarah Salem
Sarah Simon
Sarah Turner
Sarah Womer
Seamus Carroll and Marie Wieck
Sheilah and Bert Rechtschaffer
Sidney Babcock
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Stacey Meadows
Stacey Soloviev and Vincent Guastamacchia
Stacy and Art Labriola
Susan Coleman
Susan Doyle
Susan Grove
Susan Midlarsky
Susanne Moss
Tam Benjamin
Toni Maeck
Ulises Liceaga
Vanessa Lawson
Virginia Baeta
Vivian Berry
William Gehris

FOUNDATIONS
Ann and Abe Effron Fund of the Community Foundations of the Hudson Valley
Chase and Stephanie Coleman Family Foundation
Community Foundation of Orange and Sullivan
Edward B. Whitney Fund at The New York Community Trust
Farm Fresh Food Fund of the Community Foundations of the Hudson Valley

SCHOOL DISTRICT
Beacon City School District
Garrison Union Free School District
Kingston City School District
Newburgh Enlarged City School District
We are so grateful for the support of local businesses! Through cash or in-kind support, everyone gives what they can. The enthusiastic, generous spirit of our local community is the best! Together these companies all help make sure local kids keep learning in garden lessons. Thank you!

$5,000+

$1,000+

3 Little Birds Corp
Accuprint Pack and Ship
Adams Fairacre Farms
All For Dogs
Angry Orchard
Arlington Business Improvement District
Artisan Wine Shop
Bank Square Coffeehouse
Barb's Butchery
Beacon Bagel
Beacon Creamery
Beacon Fine Art Printing
Beacon Food Cooperative
Beacon Music Factory
Beacon Pie Co
Beacon Pilates
beBhakti yoga
Bee Raw Honey
Beetle & Fred
Beverly + 3rd
bing bang jewelry
Binnacles Books
Bjorn Qorn
Black Creek Mercantile & Trading Company
Bliss Kitchen
Blue Stone Bed and BaseCamp
Botanical Interests
Buttermilk Falls
Catania, Mahon, Milligram & Rider, PLLC
Central Hudson Gas & Electric Corp
Chef Rachel Jensen
City of Beacon
Clove & Creek
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Dutchess Point II, LLC
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Eileen O'Hare
Ella's Brellas
Esperos Soho
Ester Wine & Spirits
Eva Deitch
Fig and Yarrow
Fresh Company
Gianetta Salon
Glynwood
Got2Lindy Dance Studios
Grass and Grit Farm
Grey Printing
Harry's Hot Sandwiches
High Mowing
Homespun Foods
Honorable Ink
Hops Petunia
Hudson Beach Glass
Hudson River Expeditions
Hudson Valley Brewery
Hudson Valley Rengades
Johnny's Select Seeds
Kight / Young & Able
Ken Rabe Air BnB
Kitchen Sink
Locomotive CrossFit
Los Portales
Marble & Milkweed
Max's on Main
Melissa Robin Photography
Meyer's Old Dutch
Mid Hudson Children’s Museum
More Good
Moss Botanicals
Organic Valley
People’s Bicycle
Price Chopper Golub Foundation
reMade Beacon
River Therapeutic Massage
Sacred Space
Stock Up
Storm King Art Center
Sweet Paul
The Belltower
Utensil
Vegetalien
Village Coffee & Goods
Winter Sun & Summer Moon
Zero to Go
Zora Dora

THANK YOU!
Name change!

“Hudson Valley Seed” will soon be....
“Land to Learn”

Name change FAQ

Why are we changing our name?

• We wanted a name that better reflects our mission.
• We wanted something descriptive and evocative.
• Too many people were confusing us with the Hudson Valley Seed Company.
• This confusion has created barriers to building relationships and our brand. We buy and plant a lot of seeds, but we don’t sell any.
• A focus on land allows us to include more lessons about environmental stewardship and our connection to nature.
• Control of the land, urban and rural, and how it is used, dictates what our communities look like.
• We want to teach a respectful and reciprocal relationship to land, rather than one that is merely extractive.
• Gardens are more than extracurricular spaces.
• Many indigenous societies regard Land as “the first teacher.”
• We intend to use “land” as both a noun and a verb.

Who decided to change the name?
The decision was made by the board and staff. It’s been more than 3 years in the making.

Has anything else about the organization changed?
We’ve made our mission clearer:

Land to Learn is growing a movement for food justice and community wellness through garden-based education.

Does the name change mean we’re in trouble as an organization?
Not at all. This is an exciting time for our organization. We needed a name that would grow with us.

Did we work with a branding consultant?
No. We love branding consultants, but that just wouldn’t have matched up with our organizational culture. Spending less on consultants allows us to spend more on our students. We do better with sticky notes, planning retreats, stuffed animals, and coffee.