



TulalipCares.org

Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Green Plate Special

DATE OF AWARD: 2016 Q2

ADDRESS: 2115 25th Ave. S., Seattle, WA 98144

CONTACT: (206) 602-6845, <http://www.greenplatespecial.org>

GENERAL GOALS: We inspire and empower youth to experience food in new ways through gardening, cooking, and eating together.

SPECIFIC USE FOR THIS AWARD:

This award went towards operational and program expenses.

For more information please read the attached report from Green Plate Special.

Final Grant Report to the Tulalip Tribes Charitable Fund

Date: December 31, 2017

Name of Organization: Green Plate Special

Contact Person and Title: Laura Dewell, Executive Director

Address: 2115 25th Ave. S., Seattle WA 98144

Phone: 206-602-6845 Fax: N/A Email: laurad@greenplatespecial.org

Grant Amount: [REDACTED]

Website: www.greenplatespecial.org

Period that this report covers: October 2016 through September 2017

The [REDACTED] general operating grant awarded to Green Plate Special by the Tulalip Tribes Charitable Fund in September 2016 was used to cover basic costs, such as staffing and supplies and materials, necessary for the delivery of our core youth gardening and cooking education program services from Fall 2016 through Summer 2017.

Meeting Our Goals:

Thanks to your support, as well as the support of a cadre of other foundations, we were able to serve a total of 550 youth in 2016 and 766 youth in 2017. With your help, Green Plate Special came a long way in meeting the goals we set for ourselves in our original proposal to the Foundation. Below are highlights of our accomplishments during the grant period:

- Provided \$35K in scholarship tuition support due to our “pay-what-you-can” policy of inclusive opportunities for all youth interested in participating.
- Continued and strengthened our in-school and after-school programs at **Washington Middle School** and **Madrona K-5** (schools that serve students in lower-income Seattle neighborhoods) with full commitments in 2017-18 school year (meaning, these schools committed to either the same amount of programming or more programming in 2017-18 than in 2016).
- Added additional grade levels at two of our existing school partners (**Madrona K-5** and **Seattle Academy of Arts and Sciences**) to our field trip program, introducing new youth and teachers to our programs. We also offered a new cooking class for youth from **The Links, Inc.**, an African American service organization, and held classes for youth from the **Odessa Brown Clinic, Giddens School, and Girl Scouts**.
- Conducted our **second successful Spring Break camp**, serving 14 youth.
- Increased our summer camps from two 1-week camps in 2015 to **seven 1-week camps in 2017**. All camps were completely full (capacity = 16 attendees), with a modest last-minute drop rate, which is typical (vacancies are usually quickly filled with our wait list). At one of the camps, we accepted 17 attendees since a sibling really wanted to attend as well and we couldn’t say “no.”
- Mary’s Place (Seattle homeless family shelter) reserved two fully-subsidized youth spaces for each summer camp in 2017.
- Hired **four summer youth interns** (6-8th grade) for a stipend-based, first-job training as our Market Stand and CSA box staff. Hired **one Senior-Youth intern** (who started high school this year), to act as a mentor and support staff three days a week for all seven weeks of camp.

We also learned from our challenges and have begun putting new solutions into place:

- Our Market Stand internship program is a great educational tool for young people – and a good marketing tool for our organization – however its once-weekly operation over the entire summer poses a

commitment challenge for interns (making it difficult for them to be able to participate in other summertime activities). GPS currently lacks the staffing and adult volunteer capacity to operate the Market Stand more than once per week (which would provide a more robust experience for interns). We are reviewing this component of our program over the coming months to design possible solutions to test next summer.

- Because of long or complicated work hours for parents, evening cooking classes and independent after-school programs (those not directly associated with a school) were difficult to fill due to transportation challenges—a continued commitment-stopper for families.
 - **Solution:** Unfortunately, there is no simple solution to the family transportation issue. We have already explored the possibility of working with a local travel-coach service, to no avail. This summer we provided Metro bus passes to several families to enable their children to attend camp for a week. A permanent workable solution still needs to be worked out in order to remove this barrier to participation.
- As we encourage and promote our field trip opportunities to the schools we currently serve and those we are starting relationships with, we find that Seattle public schools can only afford one school bus trip a year per class, and often Metro transportation is unrealistic due to low number of chaperones or challenging class groups.
 - **Solution:** We are now adding the cost of school bus transportation into the program fees we request from schools, making it possible for each school's PTSA to raise these funds in advance and plan for these field trips outside of the small school budgets provided.

Impact of our work this year:

1) Youth experienced new ways of understanding how they can and do impact the health of:

Their own bodies through the foods they eat and the ways these foods are cooked or processed

- *"Today was my first time eating zucchini, and now it's my favorite vegetable!"* –Alicia, age 10
- *"I really loved this week of camp. It truly expanded my knowledge of harvesting produce and cooking it. I feel like I have been eating healthier when I have been here. I've learned lots of new foods and I will for sure add them into my diet."* –Avery, age 9
- *"I love this place! It really makes you appreciate vegetables."* —6th grade field trip student
- *"I know that this new learning made an impact because the girls asked me to write a letter to their parents asking them to consider buying healthier foods for the family. They had learned the effects of poor eating habits on adolescent bodies. Eighty-six percent of the girls were not eating lunch. They were very specific about what they wanted me to write—no processed foods, yes to healthy snacks. After GPS, 100% started bringing a healthy lunch or midday snack or they ate a school lunch. Each of them set 2 goals to change an eating habit. One hundred percent of them began drinking more water. One girl, who would be classified as obese, began to lose weight, I asked if she was dieting. She said no, but she and her mom were eating differently."* –Victoria Romero, was Chair of Shabazz Delta's Academy

The environment (where food comes from and why that's important for their future)

- *"At GPS I learned not to use a lot of water, so now when I go home, I also don't use a lot of water. It's become a habit."* – Abby, age 9
- *"I learned the difference between roots and leaves in the garden."* (radish and lettuce reference) —Field trip student, age 9

Their families and communities, with the choices they make today and as they become adults

- *“My mom loves GPS, she eats all the leftovers. She doesn’t like it when I don’t go to GPS!” — Kristopher, age 11*

2) Youth at our two primary school partners, Madrona K-4 (4-5th grade) and Washington Middle School (WMS), experienced academic impact by getting hands-on experience with gardening and cooking:

Green Plate Special was able to engage students that were considered, by school staff and teachers at both schools, to be extremely challenging with regard to discipline and management. Students learning below grade level and with emotional and mental challenges are finding a connection to experiential learning in the garden and kitchen, and the enthusiasm and connection we experience from them is striking.

- *“I started to understand math when we were cooking from that recipe and what a quarter cup was and how many of those could make one cup. But when I ate the soup, I understood why that quarter cup tasted so good in the soup.” —Darlene, age 13 WMS*
- *“I’m proud that I got to see my seeds sprout and turn into something really big and green! That’s what I see as science I think.” —Tula, age 11 WMS*
- *“I know that the garden needs soil, dirt, water, warm sun and earthworms to make plants that are food that we eat.” —Kowsar, age 10 Madrona 4th grade*
- *“This class is so difficult....they did do so well, this was amazing....this is their element!” —4th grade teacher Madrona K-5*

Ensuring the Sustainability of Green Plate Special

As a relatively young organization, Green Plate Special works continually to increase its sustainability by building its presence (and reputation) among:

- A) the **schools and nonprofits** with which we partner to deliver program services – this helps us increase earned revenues by securing more service contracts;
- B) **institutional funders** – investing in a contract grant writer to reach out to more foundations, and foundations with a variety of funding priorities (e.g.; education, youth programs, nutrition, environmentalism, etc.) helps us find our “niche” and build our competitive advantage for winning grants;
- C) **individual donors** – our largest single income source, and one we hope to continue to build to help us ward against the vicissitudes of foundation grant-seeking.

In 2017, we created an Outreach Plan, detailing which schools and community organizations we will target over the next several years to connect with and promote Green Plate Special’s programs and services. Because most schools struggle with the availability of both time and money to devote to educational enhancement programs like ours, we have designed a “start small” strategy to attract teachers and youth program coordinators to bring students to Green Plate Special for one-time field trips. From there, we will work to build our relationships with these entities and eventually expand the students’ experiences to include multiple in-class learning sessions as well as after-school programming. Schools/groups on our target list include: Thurgood Marshall Elementary, Broadview-Thomson K-8 School, TOPPS Alternative K-8, Rainier Scholars, Seattle Urban Academy,

During the past year, one of the most dramatic areas of revenue growth for us was in **Program Service Fees** (the fees paid by the schools and community organizations that partner with us). In 2015, our income from this source was \$8K and in 2016 it jumped to \$26K and \$32K in 2017. We have been able to accomplish this growth because of the infrastructural improvements we’ve made (staff growth) which have given us “more hands on deck” to conduct the necessary outreach and relationship-building with schools, without sacrificing service delivery. We see this as a promising area for revenue growth in the future (although given the growing threats to public school funding, we can’t depend on it completely).

Last year, we continued to strengthen our individual donor base during our annual fundraiser, our **Garden Gala** (growing from \$57K in 2015 to \$62K in 2016, with a 20% increase in attendance of new donors). Our 2017

Garden Gala raised \$125K. We brought on three event sponsors to cover the cost of our Gala and received our first Gala matching donation (\$10K) to incentivize other donors.

We added one new Board Member in 2016 and two in 2017. We also added two Board Fellows this year (a new role, requiring a one-year commitment). Growing our board will support our ability to raise more funds from individuals and from special events. We are also now focused on diversifying our board so that it better reflects our community and the constituency we serve. Urban farming has always been a part of life in Central and South Seattle—Black and Asian families had gardens in their front yards for decades, but many families have been pushed out of the city by rising housing costs, and that piece of neighborhood history has eroded over time. While 70% of Green Plate Special's participants are low-income youth of color (African American, Asian, and Latino, primarily), our organizational leadership does not yet share this diversity. Our board has been making earnest efforts to change this, proactively reaching out to persons of color and low-income community members, including parents of the students we serve. We hope to grow our board to 12 members in 2018.

On the institutional giving side, over the past year in addition to the grant from the Tulalip Tribes Charitable Fund, we brought in **new grant funding** from the Virginia Wellington Cabot Foundation, the Clif Bar Foundation, the Simply Organic 1% Fund, the Cathay Bank Foundation, the Charlotte Martin Foundation, the Peach Foundation, and the Charis Fund. We were also recently awarded a major three-year grant from the Satterberg Foundation that will support several capacity building goals in the coming years. These successes have been made possible by the availability of unrestricted funds that have enabled us to work with a professional grant writer to identify and approach new foundations.

Because we serve a youth population that is primarily low-income, we will continue to rely on contributed income to augment the revenue we can bring in through user fees. Our goal is to continually expand the number of individuals and institutional funders that know about us and that can see the impact we are having on the young people we serve; in this way, we can build a broad and firm foundation of support for our ongoing work.

We are truly grateful for the Tulalip Tribes' commitment to Green Plate Special. Your first-time grant to us helped to underwrite our most successful year yet!



Field trip students and summer interns enjoy participating in Green Plate Special's garden and gaining real-world experience working at our Market Stand.