



2009 national report

- 1.1 overview
- 1.2 staff & advisory committee
- 1.3 chapter highlights
- 1.4 recognition & press
- 1.5 2009 financial statement
- 1.6 2010 initiatives
- 1.7 2010 budget

Mission | Backyard Harvest provides low-income families and older adults with better access to fresh, local foods by encouraging a variety of residential growing, gathering and glean-ing efforts.

Philosophy | Our efforts are guided by a simple set of principles—

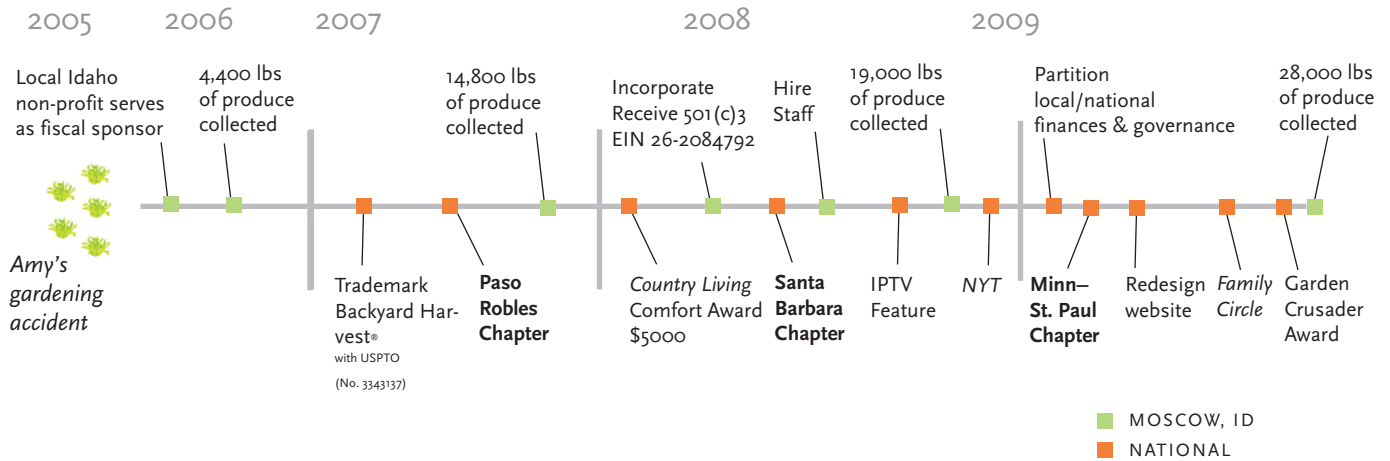
Small things matter. Governmental agencies and large charitable organiza-tions often overlook small, privately owned sources of fresh food. Back-yard Harvest programs highlight the impact small vegetable gardens, residential fruit trees, and backyard chicken coops can have on a commu-nity’s food system—annually providing tens of thousands of pounds of high-quality, fresh food.

Local food is good for the planet. By focusing on food resources that will travel a very short distance from the plot in which they are grown, to the table where they will be eaten, Backyard Harvest avoids the adverse envi-ronmental impacts of trucking fruits and vegetables across the country.

Food grows communities. By focusing on what individuals can grow and share, Backyard Harvest programs create a powerful level of engagement at the grassroots level. We have found time and again, that when people are en-gaged in growing and sharing their own food, a community’s sense of com-mon purpose and fellowship is strengthened.

Share good ideas. As an organization we want to share our ideas and resources. Our success will be measured by the extent to which our programs influence and shape local food systems across the country.

Organizational Development | Amy Grey founded the first Backyard Harvest chapter in Moscow, Idaho in 2006. In each subsequent year, pilot chapters were formed in California (Paso Robles | 2007 and Santa Barbara | 2008) and Minnesota (Minneapolis | 2009). Taken as a whole this small network of programs represents both urban and rural areas, progressive and conservative communities, regions with year-round growing capacity and those with very short growing seasons. The success of these pilot chapters in such variable circum-stances strongly suggests that other communities across the nation could successfully adopt Backyard Harvest’s philosophy and programs. Following is a brief timeline of Backyard Har-vest’s expansion in relation to the development of the founding chapters.



2009 marked a significant milestone in the organizational development of Backyard Harvest, Inc. During the March board meeting, it was decided to separate national expansion efforts and expenses from the funding and operations of the Palouse/LC Valley chapter. It was decided that while each would operate under the same tax-exempt status and file a joint 990 tax return, the national effort should maintain its own accounting and be guided by a committee composed of both Backyard Harvest board members, as well as current chapter coordinators. This report focuses on the accomplishments and challenges of these national efforts.

1.2 ADVISORY COMMITTEE & STAFF

Backyard Harvest's national effort is currently guided by a small advisory committee composed of chapter coordinators and Backyard Harvest board members, including: Amy Grey, BYH Board Member/BYH Palouse Director; Jessica Bearman, BYH Board Member; Doug Hagensen, BYH Santa Barbara Director and Amy White, BYH Paso Robles Director

Amy Grey is currently the only staff member working on Backyard Harvest's national expansion efforts. Over the past year she has donated approximately 500 hours towards the following activities |

1. Writing a business plan to guide future expansion
2. Facilitating national press opportunities
3. Guiding the creation of a new chapter in Minnesota
4. Advising and assisting the two California chapters
5. Implementing the re-design of the www.backyardharvest.org website

Palouse BYH | est 2006

The Palouse chapter collected a record 28,000 lbs of produce this season and hired part-time Project and Market Coordinators. In addition to continuing its core program offerings (Town Orchard, Produce Pick-ups, Shop the Market), this chapter received \$28,000 in funding to expand the Palouse Garden Collaborative and piloted a new Harvest Share Market Stand which rotated between area food banks and meal programs distributing fresh produce, recipes and preparation tips. A full report of the season can be found on-line at www.backyardharvest.org.

Paso Robles BYH | est 2007

Despite having received their official tax-exempt status from the IRS, the Paso Robles chapter experienced several significant transitions this year and at this point it is unclear whether the program will continue into 2010. Its founder and original director ended her role with the organization and remaining board members oversaw the gleaning and gathering programs through to the end of the season. At the moment, they are actively seeking a new director, but with limited funding, it remains to be seen whether this chapter will move forward.

Santa Barbara BYH | est 2008

The Santa Barbara chapter collected and distributed over 14,000 lbs of produce this season, despite a gleaning hiatus to focus on fundraising and building the administrative structure of the organization. Tynes Viar joined Doug Hagensen as a core staff member and an Advisory Board was created. At the end of the year the chapter received a \$12,000 donation and were planning to end their fiscal sponsorship relationship with the Unity Shoppe, incorporate and seek their own 501(c)3 status.

Minneapolis BYH | est 2009

The Minneapolis chapter is a project of the Permaculture Research Institute. Early in 2009 they had instituted a “Backyard Harvest” project without realizing that the Backyard Harvest Inc. had trademarked the name in 2007. Amy contacted their director and it soon became clear that the two organizations shared a focus on local food. The Minneapolis effort was actually focused on contracting with private home owners to place vegetable gardens in their backyards. Upon learning of the naming conflict, the Institute submitted a proposal outlining how their program fit into BYH Inc. broader mission. It became an official chapter in March 2009.

1.4 RECOGNITION & PRESS

Recognition

University of Idaho VIEW Business Plan Competition | Winner
Garden Crusader Award | Gardener's Supply Co. | Honorable Mention

Press & Publications

Family Circle Magazine, July 2009 | Featured Story (*see attached*)

The 7-Minute Organic Garden by Rick Baker | Featured Story

Nutritional Sciences: From Fundamentals to Food by Michelle McQuire & Kathy Beerman |
Featured Story

1.5 FINANCIAL STATEMENT 2009

INCOME	\$15,036
Donations	\$702
Chapter Fees (2007–8)	\$1084
VIEW Award	\$250
Loan for Website Development	\$13,000
EXPENSES	\$12,660
Bank Fees	\$45
Website Redesign	\$12,240
Program Guide	\$375
NET INCOME	\$2,373 [\$1500 savings \$876 checking]

As the new year begins, we know that there will be at least one new chapter joining the network. Community Action Partnership and Tables of Hope will sponsor the creation of a new Backyard Harvest chapter that will serve Lewiston, ID, Clarkston, WA and the surrounding area. Backyard Harvest will also received national press attention in two new publications. *Country Living* Magazine's upcoming book on women entrepreneur's will likely contain a profile on Amy and Backyard Harvest. The organization will also be included in an upcoming gardening handbook from the Brooklyn Botanical Gardens.

To keep pace with this upcoming press attention and the addition of at least one new chapter several things will need to be accomplished this spring, including:

1. *Completion of Program Guide.* The *Backyard Harvest Guide to Growing and Sharing Local Food* is being worked on by former BYH Palouse Project Coordinator, Katrina Prime and Amy Grey. It will be available for download on the web to both members and chapters.
2. *Enhancement of Chapter & Membership Content.* Additional templates and photos need to be uploaded to www.backyardharvest.org.

Once the guide and the website are completed, several possibilities present themselves, including:

1. Actively seeking new chapters. The upcoming press should generate some interest, but we will also contact the list of two-dozen individuals or groups who over the course of the last couple of years have expressed interest in starting a chapter in their community.
2. Expanding the national advisory committee to include individuals with an interest in local food, but not necessarily associated with a specific chapter.
3. Seeking out opportunities to present the project at national conferences focused on local food, nutrition, poverty, etc.
4. Submitting funding proposals to potential corporate and foundational partners.
5. Exploring additional earned income possibilities, including developing the "Marketplace" portion of the website (\$2400 in development fees).

1.7 2010 BUDGET

INCOME **\$5,298**

Carryover '09 \$2,373

Donations \$2,225

Chapter Fees \$700

EXPENSES **\$3,210**

Program Guide \$650

Website Hosting \$360

Loan Repay \$1000*

Board Insurance \$1200

NET INCOME **\$2088**

*Grey/Warner will turn around and donate this initial repayment back to BYH during the March/April board fundraising drive.