

# URBAN HARVEST ANNUAL REPORT

20  
21



## Officers

**Heather Houston**  
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**Beth Clark**  
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**Katherine Chambers**  
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**Marguerite Johnson**  
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**Bailey Dalton**

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**David P. Orr**

**Will Thompson**

# 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



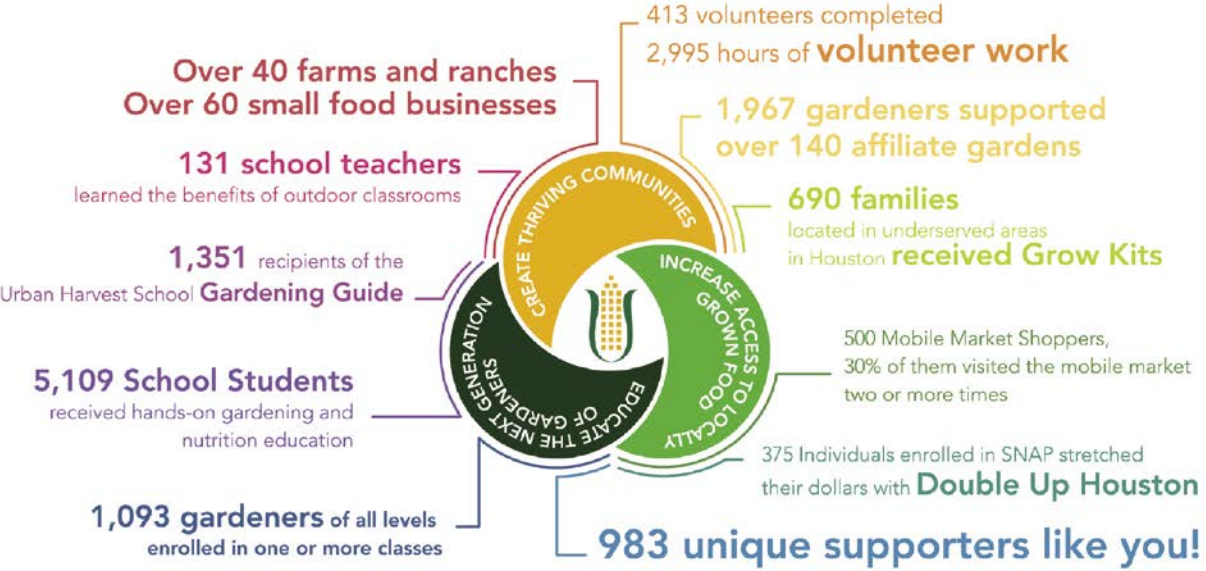
# THE URBAN HARVEST MISSION & VISION

*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.

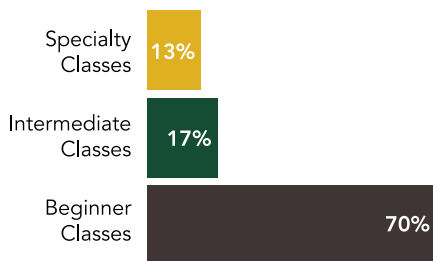






## THRIVING COMMUNITIES ARE INTERACTIVE

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.



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.

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*



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**

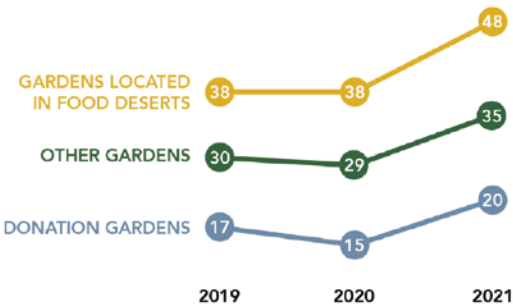
# THRIVING COMMUNITIES GROW TOGETHER

*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.

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



“ 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.

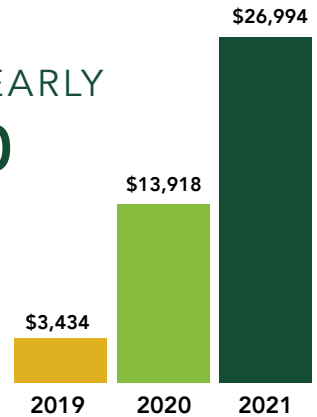
### What's Double Up Houston?

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.

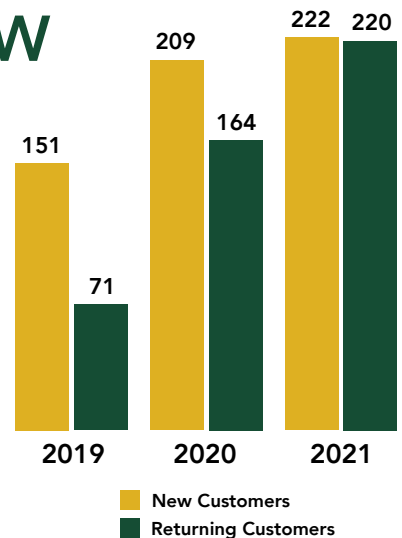
In 2021, we matched almost \$27,000 in locally-grown fruits and veggies for 375 SNAP shoppers!



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



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



# 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
	100%	\$913,092

\*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
	100%	\$1,590,308

## 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 Laflin  
Siobhan & Greg S. LeRoy  
Benjy Levit  
Mark Licata  
Cradley 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	KarenJane North
Jaime Anderson	Sara Norton
Sheila Anderson	Joyce Osborne
Dana Bankston	Chantal Renta
Summerlynn Bartlett-Moore	Edward Richardson
Christopher Bertaut	Janna Roberson
Jillian Boecker	Linda Rossicone
Kellye Brooks	Becky Rucka
Rebecca Childs	Angie Schmidt
Candi Clement	Ellen Shelton
John Cleveland	Suzy Shapiro
George Coble	Mary Shouse
Sue Cox	Donald Smith
Elisabeth Dismuke	Building Specialties Inc
Erin Douglas	David Stone
Sophie Esch	Brenda Tapia
Kelly B. Freeman	James Thompson
Jennifer Hansen	David Tomfohrde
Sander Hardenbol	Dagmar Truckses
Pilar Hernandez	Tony Tuckwiller
Ann Hightower	Angelica Vong
Scott Howard	Christina West
Michael Humphries	Donna & Doug Wheeler
Shelly Immel	Mary Kent Yochum
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	

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





3302 CANAL STREET  
HOUSTON, TEXAS 77003  
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

