



2010-2011 ANNUAL REPORT

National Gardening Association

*When You Garden,
You Grow*





Our Mission

To promote home, school and community gardening as a means to renew and sustain the essential connection between people, plants, and the environment.

Our Vision

To create plant-based initiatives that speak to young minds, educators, youth and community organizations, and the general gardening public in five core areas: education, health and wellness, environmental stewardship, community development, and home gardening.

Board of Directors

Bruce Frasier, Joel Kimmons, Lynn Fredericks, Mia Lehrer, Mike Metallo, and Katherine Whiteside

Advisory Board

Kerry Bierman

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A LETTER FROM THE PRESIDENT

Dear Friend,

As I reflect on 2011, I am truly humbled by my staff and their dedication to our mission. They work for NGA because they believe their work is making a difference and I am proud to say, it is. NGA directly impacts the lives of over one million people each year. Together with our corporate partners, volunteers and donors, we are changing the quality of life around the globe through our garden grant funding as well as our educational programs, and services. We are proud to support and serve over 178,000 educators and 10,000 schools annually. An estimated 1.44 million children have been helped with our support and that of countless other adults.

This past year we officially launched our program, A Garden In Every School®, and it is getting national attention because it works. Just recently I had the honor of participating in the workshop, “Alliances for Obesity Prevention Finding Common Ground” hosted by the Institute of Medicine Committee on Childhood Obesity Prevention. The latest statistics are alarming. Childhood obesity has more than tripled in the last thirty years. Shockingly, this is the first generation of children who are not expected to outlive their parents. We have the ability to change the end of this story. Plants have the power to change lives. Research, indicates kids across the country exposed to our programs make healthier decisions about what they eat because they have first-hand experience with how their food is grown. Unfortunately, NGA cannot keep up with the demand for garden programs. Last year alone, we received 10,298 grant applications for only 346 awards.

My response to this gap is a call to action. We call upon you, your businesses, and local communities to help provide NGA with the financial resources to say YES to A Garden In Every School®. Inside this Annual Report, you will learn that we are committed to using gardening as a way to improve people’s lives. We believe in the power of education through garden programs, and the impact it has on our health and the environment in which we live. We have a dream and that dream will become a reality when there is a garden in every school and community.

With gratitude and appreciation,



Mike Metallo
President, CEO
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“
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KIDSGARDENING.ORG

In July of 2011, KidsGardening.org launched a new website years in the making. This improved website provides a thorough and engaging interactive experience for educators, parents, students and anyone else interested in gardening with kids. Our readers have agreed that the new site has a “cleaner look” that is more “clear and colorful”. The new site is not only more visually enticing, but also features advanced searching tools and improved site navigation to facilitate finding our renowned lesson plans, activities, projects and content. Access to these resources is further enhanced by offering detailed searching tools that allow users to search by completion time, grade level, learning themes, educational standards, and curricular connections. These new search features launch faster and are better able to offer users the information requested making exploration of our site more enjoyable and efficient. Our monthly articles and lesson plans are now featured under clearly marked headlines to enable readers to identify our most recent content.



I love the look and feel of the new website. Thank you for great resources and family-friendly content. The site is so easy to use—even I can do it!”



KIDSGARDENING.ORG *continued*

With the launch of the new site comes the newly expanded Garden Registry where gardeners can share photos, tips, and blog about their gardening experiences. Registered users have the option of creating groups through this site for online interaction relating to gardening with kids. The utilization of blogs and other online groups enriches the experience of the website for users by allowing them to have their questions answered in real time. Registered users can mentor each other from locations around the world to create a global gardening community. They can upload their pictures and experiences from classroom to classroom so students, educators, and parent volunteers can participate in modern day “pen pal” conversations. Our website is creating connections between our users and resources making it a critical part of the future of NGA. The new site continues looking to the future with the grant and awards programs which now offer an online application. The addition of an online grant application will reduce the number of incomplete applications and the amount of time necessary to complete the application, while also encouraging a greater number of teachers to apply.

These upgrades strongly indicate to our sponsors and applicants that NGA will continue to be the leader in diligent dedication to the support of funding opportunities for school gardening. Explore all the exciting features and sign up for the Garden Registry at the enhanced www.kidsgardening.org.



YOUTH GARDEN GRANTS

National Gardening Grants and Awards help to enrich the lives of children and adults involved with youth and community gardens. Through altering school environments by creating living laboratories children have increased access to outdoor activity and fresh produce along with have a greater awareness of environmental concepts. Funded by generous corporate sponsors, individual donors, and foundations, our grant programs are fundamental to our mission. Since 1982, 9,596 grants and awards worth \$3,966,550 have been distributed through NGA to youth gardening programs across the country reaching an estimated 1.44 million youth in the U.S. and in select locations abroad.

During 2010-2011, NGA represented eight different grant opportunities including our first international program. In total, 346 garden programs were awarded \$149,750. In 2011, over 10,000 applications were submitted for 346 awards. Here are few quotes from this year's recipients highlighting the impact these programs have on the youth involved:



The gardening program had a huge impact on the children in our community. They were really excited to establish a garden because most have never grown their own vegetables or witnessed the growth of vegetables or fruits! The students were also excited to touch dirt and experience what it is like to plant and harvest. The students are at-risk youth who live in affordable housing; they are also children of immigrants and may not have the same opportunities as other children in the community. To have the garden available to them significantly impacted their lives. The children were able to learn about gardening and having that space gave them a sense of ownership. The garden program has been a way to strengthen relationships with one another and the greater community. When the children found out the soil was donated by a community member, they were thrilled that people were willing to donate for our garden program. Throughout the summer, the children kept in touch with the donor and provided updates to show their appreciation.”

**- Annie Xiong
Muhammad Ali Center Peace Garden Grant Recipient
CommonBond Communities at Westminster Place, St. Paul, MN**

YOUTH GARDEN GRANTS *continued*

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Our whole school model is built around spending as much time as possible observing and interacting with nature. The most profound impact from spending time in nature is the change that comes over our many special-needs students when they walk outside through our school doors. Kids who are easily distracted and frustrated when asked to sit through indoor activities are the first to grab their notebooks and focus once we enter the natural world. All of our students love to garden, but my favorite quote comes from one of our early elementary students: ‘gardening is my favoritest thing in the whole world.’ With regard to our tree planting, one of our middle school students said, ‘I’m into the idea of being able to walk through the woods and pick something to eat. Planting trees in the woods around my school was really awesome.’ Even though our gardening program has a profound impact on our students, most of whom live a rural life-style, this impact pales next to the impact our program has on our Kids to the Country (KTC) participants who travel to our school from inner-city neighborhoods. Often KTC students make statements like “Wow! I’ve never gotten food from a plant before.”

- Peter Kindfield

Jamba Juice “It’s All About the Fruit” Grant Recipient
The Farm School, Summertown, TN



YOUTH GARDEN GRANTS
continued

Summary of the 2010-2011 Grant and Award Opportunities

2010 Subaru Healthy Sprouts Award

Applicants821
 Winners30
 Total Value\$15,000
Award: Gift certificates valued at \$500, curriculum, and seed kit

2011 Syngenta IPM Award

Applicants18
 Winners5
 Total Value\$7,500
Award: \$1,500 garden package

2011 Midwest Award

Applicants133
 Winners11
 Total Value\$8,250
Award: \$500 gift certificate, \$250 check

2011 Youth Garden Grant

Applicants1,216
 Winners100
 Total Value\$52,500
Award: Gift certificates valued at \$1,000 (5) and \$500 (95)

2011 Mantis Tiller Award

Applicants379
 Winners25
 Total Value\$8,750
Award: Mantis Tiller valued at \$350

2011 Welch’s Harvest Grant

Applicants6,737
 Winners100
 Total Value\$52,500
Award: Garden packages valued at \$1,000 (5) and \$500 (95)

2011 Jamba Juice

“It’s All About the Fruit” Tree Award

Applicants733
 Winners40
 Total Value\$20,000
Award: \$500 towards the purchase of fruit trees

2011 Muhammad Ali Peace Garden Grant

Applicants202
 Winners55
 Total Value\$27,500
Award: Garden packages valued at \$500 (55)

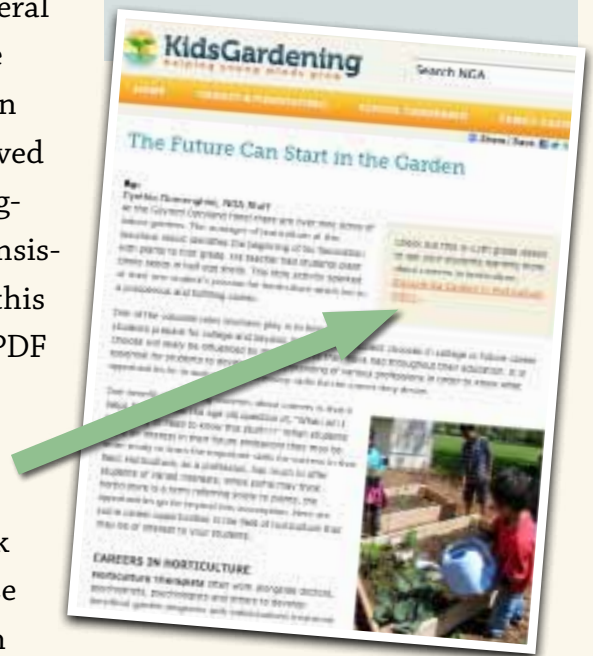
KIDS GARDEN NEWS

In anticipation of the upcoming re-launch of the KidsGardening.org website, the educational staff determined to make some effectual changes to the newsletter. The newsletter continues to offer focused articles to assist educators in producing, designing and maintaining outstanding school gardens; it still highlights a teacher, student, volunteer, or program which showcases new ideas or creative techniques; and the ever-popular family articles carry on with fun activities for parents and children. What has changed, however, is how users can access and utilize lesson plans and activities created by the educational staff.

Each month our staff creates, designs, and/or adapts several lesson plans and activities. They are highlighted with the main articles of the newsletter. Until now, the lesson plan format was based upon a web-only layout, which has served us well in the past—but as we look to the future we recognize that educators need better designed lesson plans consistent with NGA's quality and reputation. We approached this by creating step-by-step lessons available in a printable PDF template which enables us to brand the documents. This is for both the creator and the user. A teacher may print a lesson plan many months before it is necessary in the classroom. The branded resource will remain a direct link back to our website where teachers can continue to utilize our incredible content in the future. Making these lesson plans more concise, uniform, easier to print, and having the direct information available to obtain even more resources and information means that our educators have a better learning AND teaching experience through NGA.



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CONFERENCES

The National Gardening Association meets with educators across the country to learn and get inspired. This year we expanded our outreach to a global audience, attending the eighth International Gardens Without Limits Conference in Metz, France. Sarah Pounders, NGA Education Specialist and a published writer, spoke to an international audience about gardening with children and had the opportunity to learn about programs around the world!

Through conferences, we provide the latest and greatest news and resources for educators. This year we attended conferences for the following organizations: The American Library Association (ALA), The National Science Teachers Association (NSTA) The National Association for the Education of Young Children (NAEYC), Celebration of Teaching and Learning (TLC), National Afterschool Association (NAA), The North American Association for Environmental Education (NAAEE), National Education Association (NEA), and the Vermont Afterschool Conference.

Also, NGA had the honor and privilege of participating in the workshop, “Alliances for Obesity Prevention Finding Common Ground” hosted by the Institute of Medicine Committee on Childhood Obesity Prevention. This workshop featured organizations that are making sustained efforts toward obesity prevention. We are proud to say NGA is one of the organizations making a difference.



GARDEN.ORG

No matter where in the country gardeners are growing, the National Gardening Association is helping them do it successfully. From vegetables, herbs, and fruits to trees, lawns, flowers—even houseplants, we are providing folks with the information they need to get the most from their plants and landscapes in ways that are sustainable and environmentally responsible.

On our website, gardeners can find information on growing all kinds of plants, identifying and controlling pests and diseases, or figuring out what kind of weed is sprouting in the garden. They can access a multitude of articles on all facets of gardening, watch helpful videos, or check the Events Calendar for upcoming programs in their areas.

In our nationally mailed bi-weekly e-newsletters, our twelve Regional Garden Reporters provide timely and regionally accurate advice on what to do in the garden. The National Garden News keeps our readers abreast of the latest developments in the world of horticulture, including new plants, products, and cutting-edge research. The monthly Edible Landscaping newsletter is a source of inspiration and information to gardeners who want to grow food in a variety of settings.

We continue to provide exceptional gardening information through the custom newsletters and Web content we provide to clients, and answer many inquiries from the media and the public. Our popular Facebook page is visit-



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GARDEN.ORG *continued*

ited by hundreds of gardeners weekly, where they can find a Tip of the Day, connect with other gardeners, and get their questions answered by an NGA horticulturist.

A new project that is sure to draw interest is our series of Garden Designs. Our horticulturists have come up with fourteen garden plans, including an all-white Moon Garden, a watershed-friendly Rain Garden, and a Butterfly and Hummingbird Garden to draw in these delightful creatures, along with four food gardens that range from a large kitchen garden to an urban rooftop container garden. Each design includes a planting plan, plant list, a multi-season care guide, and a beautiful artist's watercolor of the garden. All of these designs will be available on our website for gardeners to implement in their own gardens or to use as inspiration for their own creations.



Our mission is to help gardeners grow—in knowledge, environmental awareness, and enthusiasm. In the many ways National Gardening Association provides information, we help make home, school and community gardens greener and more productive.

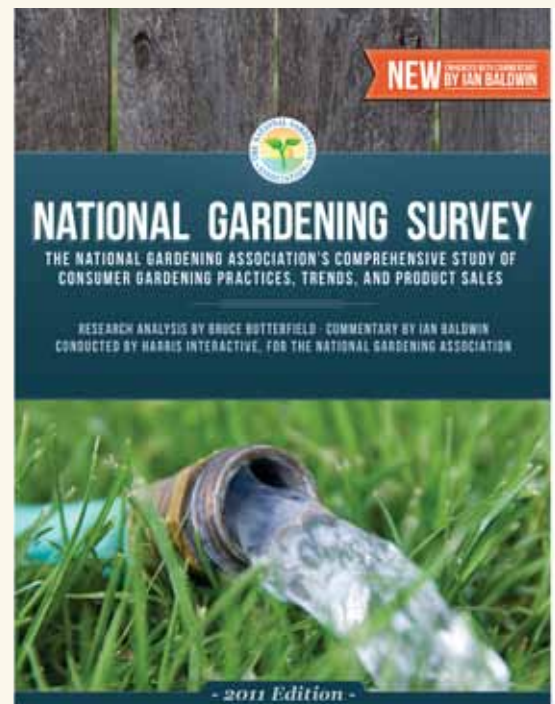
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RESEARCH

Two new surveys have been added to NGA's growing collection of research information: The 2011 "National Gardening Survey" and "Environmental Lawn & Garden Survey".

NGA has conducted consumer market research on gardening in America for more than 30 years. Our annual National Gardening Survey reports on national trends in household participation in 16 types of do-it-yourself lawn and garden activities, the amount consumers spend on lawn and garden activities including: what they purchase, and where they shop.

This year's study shows that total sales for all types of do-it-yourself lawn and garden activities declined by 5% in 2010 to \$28.409 billion from \$30.121 billion the previous year. The number of households that hired lawn care and landscape services last year declined by 8% from 24 million households to 22 million households. That's the lowest level seen in the past 5 years. The nationwide average amount spent on all lawn and garden activities in 2010 was \$363 compared to \$355 in 2009, a difference of only \$8 per household. This research provides a foundation to answer questions about what's happening in the consumer lawn and garden marketplace each year and show trends in the market over time.



VERMONT GARDEN PARK

The 2011 season at Vermont Garden Park started off slowly, wet, and rainy. The gardens however, have continued to grow and develop in spite of saturated soil conditions and inclement weather.

Since 2008, the “Treeage” program, led by Marie Ambusk, has continued its mission to “educate the community in the proper techniques of planting, caring for, harvesting and re-planting trees to be enjoyed in our urban landscape.”

A new addition to Vermont Garden Park is the Root Center, which established on the grounds this spring. With over fifty volunteers throughout the season, the Root Center team has harvested over 1000 pounds of produce for Tropical Storm Irene relief efforts, and additional 1000 pounds to the Chittenden County Food Shelf.

In 2002, the Federated Garden Clubs of Vermont, Inc. was awarded a grant to establish a heirloom garden at Vermont Garden Park. Thanks to the work of the Burlington Garden Club, this established garden, known as “Grandma and Grandpa’s Garden,” is now in its tenth year!

The Master Gardener, and Burlington Garden Club volunteers, led by Kate Mesaros and Jan Desarno, have continued to care for the many gardens in the park. NGA’s Emily Alger, along with UVM interns Taylor Kravits and Katherine Goodrich, also supported the volunteer efforts.

The season culminated with a summer educational event for the South Burlington Parks and Recreation Department coordinated by Julia Parker-Dickerson.



ACKNOWLEDGMENTS



NGA wishes to thank our funders and partners:

American Public Gardens Association
Ball Horticultural/Burpee
Black & Decker
Burlington Garden Club
Center for Technology – Essex Jct., VT
City of South Burlington
Country Home Products
Espoma, Inc.
Federated Garden Clubs of Vermont
Flower Power Fundraising, Inc.
Jamba Juice Company
Life Lab Science Program
Longwood Gardens
Mantis
Master Gardeners of Vermont
New York Restoration Project

Pepsi Co. – Burlington
Pinnacle Foods LLC / Vlasic
Renee’s Garden Seeds
Robert Maxfield – in memory of
Nancy Maxfield
Schiller Grounds Care, Inc.
Subaru of America, Inc.
Syngenta Crop Protection
Teachers College, Columbia University
The Home Depot Garden Club
The Sato Foundation
The Scotts Miracle-Gro Company
Trudell Engineering
Welch’s Corporation
Wheeler Foundation
Yum! Foundation

FINANCIAL REPORT

August 31st, 2011

Assets

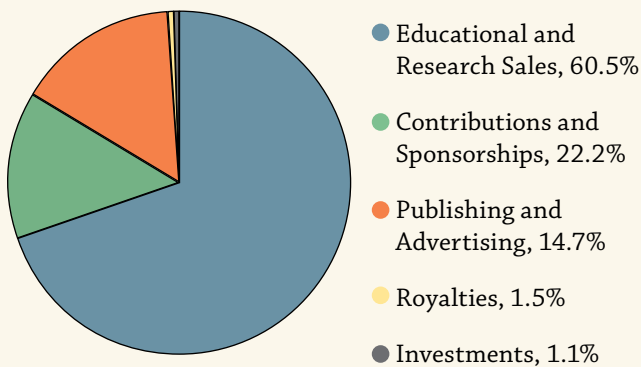
Current Assets

Cash and Cash Equivalents	\$252,056
Accounts Receivable, less allowance for doubtful accounts of \$13,000.....	143,615
Inventory, less allowance for obsolescence of \$10,000	163,166
Other Receivables	719
Prepaid Expenses	39,518
Total Current Assets	\$599,074

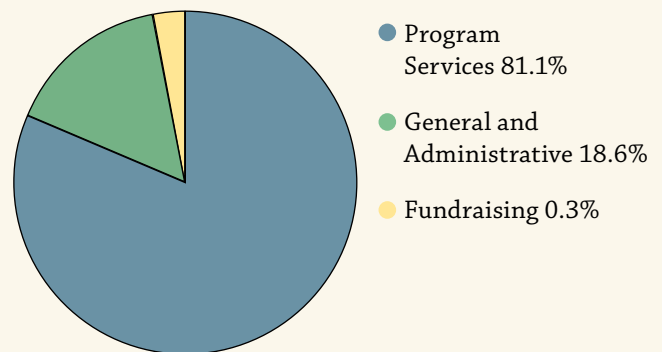
Property and Equipment

Land Improvements	\$151,066
Furniture and Equipment	291,730
	442,796
Less Accumulated Depreciation	302,946
	\$139,850

REVENUE



EXPENSES



Other Assets

Investments	\$467,910
Prepaid Expenses	47,695
Deferred Compensation	25,873
Total Other Assets	\$541,478
Total Assets	\$1,280,402

Liabilities & Net Assets

Current Liabilities

Accounts Payable	\$51,329
Accrued Liabilities	70,384
Deferred Revenue	25,000
Total Current Liabilities	\$146,173

Longterm Liabilities

Deferred Compensation	\$25,873
Deferred Royalties	88,347
Total Liabilities	260,933

Net Assets

Unrestricted / Undesignated	\$1,019,469
Total Net Assets	\$1,280,402