



# greenguerillas

## 2010 Annual Report

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## 2010 Program Activities

Green Guerillas engaged in a range of activities to help grassroots garden leaders improve their community gardens, strengthen their gardening groups, produce a bountiful harvest, and engage young people.

### **Organizing Plant Giveaways for Bountiful Harvests, Colorful Gardens**

Green Guerillas organized three comprehensive plant giveaways for 170 Brooklyn, Bronx, and Manhattan community gardens that got gardeners a wide variety of vegetable seedlings, herbs, annuals, and seeds to help them boost their harvest and add splashes of color to New York City neighborhoods.

Our spring giveaway for Brooklyn and Bronx gardeners included organic and heirloom seedlings from the Urban Oasis horticultural therapy program of Kingsboro Psychiatric Hospital and Silver Heights Nursery. Gardeners picked up a bounty of organic heirloom tomatoes, and a mix of organic and conventionally grown hot and sweet peppers, broccoli, eggplants, cucumbers, zucchini and herbs. Flowers that attract beneficial insects – marigold and alyssum – took their place right along side the fruits and vegetables.

For our Manhattan giveaway, Green Guerillas encouraged garden groups to submit specific requests for plants. Gardeners had four kinds of cover crop seeds to choose from – winter rye, hairy vetch, crimson clover, and a fall mix. Garlic added a little flavor to the day. Buddlea were popular flowering shrubs that gardeners chose to help attract beneficial insects. A bumper crop of fruit is on the way with the climbing kiwi vines, raspberry bushes and fruit trees -- peach, pear, and apple – that gardeners took back to their gardens. Perennial favorites, echinacea and black eyed susan, were also on the menu along with thousands of bulbs - tulip, daffodil, and hyacinth.

### **Adding People Power to the Mix**

Our staff and interns:

- Organized community workdays to increase and improve growing areas at 14 gardens - A Better Community Garden, Abib Newborn, Bainbridge St. New Garden, First Quincy, Hancock T & T, Hattie Carthan, Hull St., Linden-Bushwick, New Age Pride, Phoenix Community Garden, Preston, T & T Vernon, United Herkimer, Vernon Throop.
- Helped gardeners organize community events to bring in more garden members and increase accessibility to local healthy food production at 16 gardens - 1100 Bergen, Abib Newborn, Bainbridge St. New Garden, Central Bainbridge, F.A.R.R., First Quincy, Garden of Plenty, Georgia Ave. Block Assoc., Hancock T & T, Hull St., New Garden on Jefferson, Phoenix Community Garden, Seasons of Vision, Shiloh, United Herkimer, Walt L. Shamel Garden.
- Targeted ongoing organizing efforts at 10 underutilized gardens - Abib Newborn, Boardwalk Garden, Farmers, Hancock T & T, Marcus Garvey Tenants Assoc., New Age Pride, Preston, Seasons of Vision, Shiloh, United Herkimer. Our staff and interns conducted ongoing community outreach, helped organize and facilitate meetings, worked with garden members to create membership agreements, and helped create appropriate signage and held open hours.
- Organized 3 meetings of the Central Brooklyn Gardeners Coalition. Helped gardeners connect with each other to share ideas and resources.

### **Helping Garden Groups Become Sustainable**

Our executive director continued to lead efforts to help community garden groups identify funding sources, write proposals, engage in fundraising campaigns, and manage grant funds that garden leaders need to hold events, reach out to their neighbors, and make important garden improvements. We provided fundraising assistance and fiscal sponsor services to 20 community groups to help them raise and manage more than \$50,000 in funding from the NYS Dept. of Ag & Markets, NYS DEC, Councilmember Robert Jackson, Councilmember Diana Reyna, Citizens Committee for NYC, the Lower Manhattan Cultural Council, and the Brooklyn Community Foundation.

## **Helping Gardeners Grow Food & Fight Hunger**

Green Guerillas used the Harvest for Neighborhoods (H4N) Campaign to:

- Expand access to fresh healthy produce in Brooklyn to help fight food insecurity and improve awareness of healthy food choices. Due to increased interest and need for assistance in urban food production, 90 community gardens participated this season – our staff and interns provided them with seedlings, soil, organizing assistance, and helped them organize workshops and events.
- Help community gardeners donate hundreds of pounds food to the Neighbors Together and St. John's Bread & Life soup kitchens.
- Cultivate the next generation of urban gardeners and farmers by engaging 10 local youth in summer urban agriculture internships and having 3 summer AmeriCorps work at the core of the H4N campaign. We also helped 3 gardens host youth environmental awareness days in their garden where over 100 young people participated in educational activities.
- Help garden groups be better rooted in their communities. We believe that the more connections gardens have in their communities they more sustainable they become. We helped garden groups connect better with each other through the Central Brooklyn Gardeners Coalition, with their own neighborhoods through increased community outreach and membership development and with local emergency food providers who are also working to fight hunger on a the local level.

*Supporting Emerging Community Farmers Markets:* Green Guerillas provided essential support to 2 community run farmers markets - Hattie Carthan Community Market and the Bushwick Farmers Market - and also helped start a new community market, the Wyckoff Farmers Market. Support included: fundraising and managing funds, outreach for the markets, staffing at market days, helping plant and tend market plots and helping to hold special events and workshops at the markets. Thousands of central Brooklyn residents now have access to fresh healthy foods in neighborhoods where there was previously minimal to no access.

*COOL FOOD Campaign:* Green Guerillas helped 40 garden groups understand season extension and access the supplies they needed to plant for multiple harvests in the same growing season. By learning about how to plant cool season crops gardeners were able to double their harvest out of the same planting boxes.

## **Helping the Phoenix Community Gardeners Engage the Community**

GGs organizers and youth tillers helped the Phoenix community gardeners increase their harvest of fresh fruits and vegetables, and make important site improvements. We also helped them meet throughout the year, and conduct outreach to help establish their large site as an educational center.

Our staff and interns helped the Phoenix events committee organize the following activities:

February 18<sup>th</sup>, Workshop on By-Laws by Citizens Committee  
March 6<sup>th</sup>, First Garden Workday and Early Bird Plot Designation  
March 27<sup>th</sup>, Garden Workday and Last Day for Plot Designation  
May 1<sup>st</sup>, Kick Off Celebration BBQ and Workday  
May 22<sup>nd</sup>, Just Food Workshop on Soil Care and Fertility  
June 19<sup>th</sup>, Garden Prom  
July 3<sup>rd</sup>, Food Justice and Music in the Garden  
July 10<sup>th</sup>, JF Workshop on Natural Pest Control  
July 17<sup>th</sup>, Garden Clean-Up Workday and BBQ and  
JF Workshop on Planting for Fall Harvest  
August 11<sup>th</sup>, JF Workshop on Making Herbal Medicines  
August 14<sup>th</sup>, Youth Day including a Healthy Food Demo by Marcia Denson  
October 23<sup>rd</sup>, Fall Clean Up Workday and Pot Luck  
October 30<sup>th</sup>, Family Halloween Party

All workshops and most other garden events were publicized to the local community as well as all central Brooklyn garden groups.

## **Engaging Youth as Gardeners, Urban Farmers, and Artists**

*Youth Tillers:* Green Guerillas helped 10 central Brooklyn high school students – the “youth tillers” - complete paid urban agriculture internships that challenged them to cultivate garden beds, build compost bins, organize events to educate other youth – and strengthen important food-growing community gardens. *Summer AmeriCorps:* Three young adult interns worked at the core of the Harvest for Neighborhoods Campaign as they tended harvest beds, helped gardeners, led garden workdays, organized events, and helped garden groups recruit new urban farmers.

*Youth-Powered Art:* Our Youth Mural Project helped local youth paint 2 colorful murals at the ABC Garden in Bedford-Stuyvesant and at the Expeditionary School for Community Leaders in Bensonhurst and paint mini murals at the Phoenix Community Garden in Ocean Hill-Brownsville. Collectively, these community arts projects told important stories about food, community, and intergenerational harmony through the eyes of young people.

*Youth-Powered Gardening:* Our Youth Gardening Project put trowels, seeds, and seedlings in the hands of more than 200 children and youth to help them garden at 20 different volunteer workdays and children’s gardening festivals.

## **Helping Community Gardeners Work on Critical Issues**

The agreement between the City of New York and the NYS Attorney General that has protected community gardens for seven years expired in 2010. The City published a set of rules governing community gardens that took a step back from preservation and created a review process for gardens that might be sold or developed. Green Guerillas reached out to gardeners to help them understand this issue and supported the efforts of the NYC Community Gardens Coalition to advocate for a new form of protection for community gardens.

## **Engaging Garden Stewards**

Our annual meeting and annual benefit party again served as energetic, educational, and celebratory opportunities to inspire our members, supporters, and board of directors to support the work of community gardeners. White house chef, Bill Yosses, joined us for a spirited Fall Harvest meeting in September. GGs also helped gardeners in Harlem hold a walking tour of community gardens.

## **Measuring the Effectiveness of Our Work**

Throughout the year Green Guerillas staff used formal and informal methods to monitor the effectiveness of our work and ensure that our programs were in line with the needs of community gardeners. We utilized meetings, phone interviews, and one-on-one discussions with garden leaders. Our board of directors closely monitors the organization’s fiscal and programmatic efficacy.

## **Board of Directors**

David Sherman (chair), Thomas Ching, Patti Hagan (co-treasurer), Beth D. Jacob (secretary), Andrew Reicher, Christine Leas (co-treasurer), Leonora Wiener.

## **Staff**

Anna Davis - summer americorps  
Laura Fisher - youth coordinator  
Khyla Forde - summer americorps  
Sara Franklin - youth coordinator  
Steve Frillmann - executive director  
Nya Jackson - summer americorps  
Hannah Riseley-White - community organizer

## **Consultants**

MKCreative - design and marketing  
Wingo, Inc. - fundraising  
Krant & Bialick - accounting



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**THE GREEN GUERRILLAS, INC.**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009**

	2010	2009
<b>Revenues</b>		
Foundation support	\$ 224,490	\$ 206,650
Government grants	47,800	50,625
Legacies and bequests	9,733	57,002
Membership dues and other support	34,546	31,575
Annual Benefit	19,081	21,307
Total revenues	335,650	367,159
<b>Expenses</b>		
Program services		
Special projects	22,561	41,354
Youth program	86,970	72,972
Organizing, technical assistance and education	224,533	204,596
Total program services	334,064	318,922
Support Services		
General and administrative	12,602	18,553
Fundraising	18,061	25,179
Total support services	30,663	43,732
Total expenses	364,727	362,654
<b>Change in net assets</b>	(29,077)	4,505
<b>Net assets - beginning of year</b>	516,034	511,529
<b>Net assets - end of year</b>	\$ 486,957	\$ 516,034

See independent auditors' report and notes to financial statements.

**THE GREEN GUERRILLAS, INC.**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED DECEMBER 31, 2010**

	Special Projects	Youth Program	Organizing Technical Assistance and Education	TOTAL PROGRAM SERVICES	General and Administrative	Fundraising	TOTAL EXPENSES
Salaries and internus	\$ 10,283	\$ 65,850	\$ 77,777	\$ 153,910	\$ 5,988	\$ 6,160	\$ 166,058
Payroll taxes and benefits	2,231	8,122	25,036	35,389	1,160	1,272	37,821
Rent		3,700	12,297	15,997	1,896		17,893
Professional fees				-	3,000		3,000
Insurance		500	3,577	4,077			4,077
Office expenses	955	1,884	28,943	31,782		2,129	33,911
Auto and Travel		82	3,114	3,196			3,196
Outside services		2,920	18,097	21,017		3,000	24,017
Supplies and other expenses	9,092	3,912	55,692	68,696		5,500	74,196
Depreciation				-	558		558
Total expenses	\$ 22,561	\$ 86,970	\$ 224,533	\$ 334,064	\$ 12,602	\$ 18,061	\$ 364,727

See independent auditors' report and notes to financial statements.