



**GR
OW
NYC**

**2021
ANNUAL
REPORT**



GrowNYC staff members Chantel and Gerard planting herbs and vegetables in a wheelchair accessible garden bed we built at P.S. 138 Samuel Randall in Castle Hill, Bronx.



Dear Friend,

The remarkable Helen Keller said, “alone we can do so little; together we can do so much.” During one of the most challenging periods in GrowNYC’s history, these sage words ring truer than ever. In 2021, our long-time community partnerships only deepened, and new partnerships formed that will carry us forward and improve the lives of our fellow New Yorkers. We witnessed countless community groups, agencies, and individuals stepping up to help their neighbors.

Since our founding in 1970, partnership has been the lynchpin of our service model and has helped GrowNYC achieve our mission to create a healthier, cleaner, greener New York for all. Every garden we build, every Greenmarket or Farmstand we open in a neighborhood, every food scrap collection site – only with community input can our programs be impactful and sustained for the long term.

The expertise of our 27 community partners and intimate knowledge of their unique neighborhoods literally made our emergency feeding program work: 6.1 million pounds of food into the hands of struggling New Yorkers. We grew 25,000 pounds of food on Governors Island throughout the pandemic, but without Chilis On Wheels and The Black Feminist Project to distribute it, this fresh food would not have reached those who needed it most. Our partners made our work better.

We look forward to continuing to work together, with our fellow nonprofits, city agencies, donors and philanthropic partners on programs that can tackle climate change through everyday actions.

We cannot do it without your support and participation. We hope you are gratified by the enclosed report and the work we were able to accomplish together.

All best,

Marcel Van Ooyen



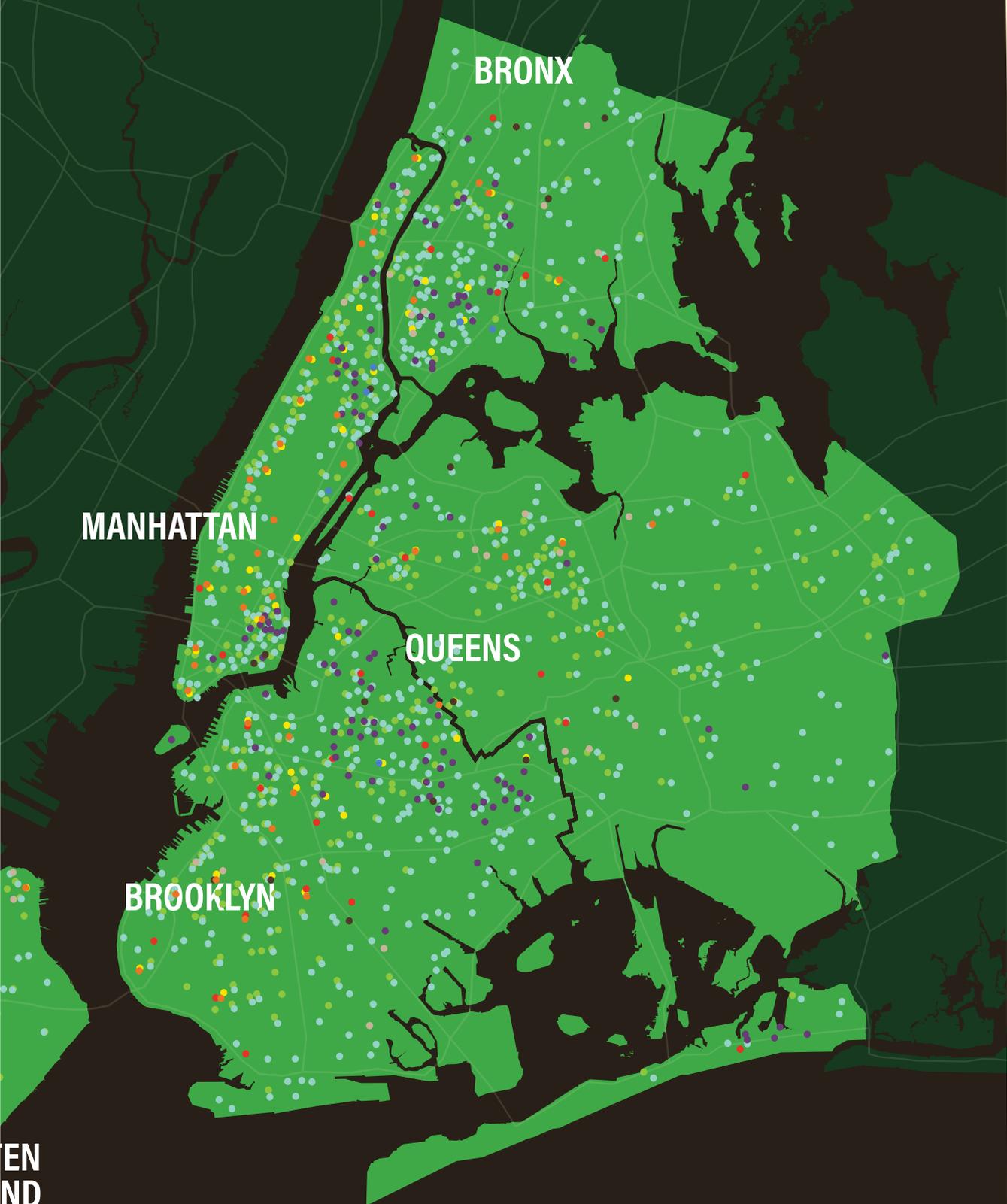
GROWN NYC PROGRAMMING

- Greenmarket
- Fresh Food Box
- Emergency Fresh Food Box
- Farmstand
- Garden
- Stop 'N Swap
- Compost
- School Garden
- Zero Waste School

GrowNYC is part of the fabric of New York City. From fresh local foods at our Greenmarkets, to community gardens open for public use, to education programs for all ages, our programs are improving neighborhoods and the lives of New Yorkers, as well as helping to keep our city green and thriving for generations to come.

See how our programs are helping your community. ➤

STAT
ISLA



BRONX

MANHATTAN

QUEENS

BROOKLYN

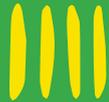
RAYN HAVEN

We are GrowNYC.

- We protect the environment, create green space, provide access to healthy food, and give people opportunities to make a positive impact.**

Our Work

We make it easy for **you** to have a positive impact.



Education

We engage all New Yorkers to be in the fight against climate change through stewardship of resources and education.



Green Space

We are building school and community gardens in every NYC neighborhood, creating beautiful spaces to grow food, foster community, and combat climate change, adding vital green space to our city.



Food Access & Agriculture

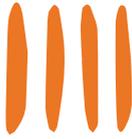
We give all New Yorkers the opportunity to be active participants in creating an equitable food system that supports small farms and keeps people and the planet healthy.



Zero Waste

We make it easy for all New Yorkers to lead environmentally conscious lives through responsible consumption and conservation of resources.





Education

Children today spend less time outdoors than any generation in human history, devoting just four to seven minutes a day on average in unstructured outdoor play while spending an average of seven and a half hours every day in front of electronic media, as reported by the National Recreation and Parks Association.

Our Education programs are preparing the next generation of environmental stewards by fostering their connection to the natural world. Our programs promote the empathy and compassion needed to protect the earth and the people who inhabit it. With an eye toward environmental justice, we intentionally prioritize programming for schools rating highest on the NYC Department of Education's Economic Need Index.

How GrowNYC Helps:

GrowNYC's Teaching Garden on Governors Island welcomed 3,800 participants to learn and explore during school field trips and family programs. Participants planted, harvested, and composted. They also explored fun features like our solar water heater, rainwater harvesting systems, and farm style rows of vegetables. Virtual field trips increased the number of visitors to 4,800.

Greenmarket tours returned for all ages, serving over 300 participants who toured their local neighborhood markets, meeting farmers, learning about local food systems, and tasting seasonal produce.

22 young adults participated in GrowNYC's career readiness program at Farmstands. They participated in a virtual curriculum covering green jobs, financial literacy, and food justice. Field trips to our teaching garden helped young people understand where food comes from and the interconnectivity between health, environment and food justice.

Let's Talk Vegetables, a virtual series for older adults, reached over 200 participants each month. Nutrition, history, horticulture, and fun trivia gave older adults a chance to engage with others during the pandemic.

2,432 educators tuned in for virtual workshops that support their school gardens. Topics included garden design, natural pest management, home composting, indoor gardening, and more.

Our Outdoor Learning Toolkit, co-authored with the National Wildlife Federation, helped 900+ NYC schools get kids outside to learn during the 2020-2021 school year.

We also launched a free, eight-part Food Justice Curriculum, inspiring the next generation of environmental and food justice advocates among NYC high school students.

We presented 180+ zero waste workshops that engaged students in the connection between food systems, waste, and the climate crisis, highlighting immediate actions they can take to reduce greenhouse gas emissions.

Our Zero Waste Youth Leadership Council brought together high school students from across NYC high schools to learn about waste and the climate connection and to share that message through youth-led social media campaigns and presentations.



Food Access & Agriculture

Our food system is broken, the result of which is two million food insecure NYC residents and a regional agriculture system that loses a farm every three days. Our farmers are extremely vulnerable to climate change, leading to lower crop yields, pest proliferation, and ultimately decreasing access to good quality food. At the same time, historically under-resourced neighborhoods in NYC — typically those that are home to low-income families and people of color — are continually overlooked by large food distributors and have fewer access points for healthy food. Inequity of resources has led to disproportionately high rates of diet-related disease and other poor health outcomes.

GrowNYC's network of 80 food access points across the five boroughs contributes to a vibrant, thriving, and sustainable local food system, one that prioritizes equitable and affordable access to culturally rooted foods, cares for the health and safety of its workers, and protects land and waterways.

How GrowNYC Helps:

We operated 80 food access locations, working with 207 regional farms. GrowNYC Greenmarkets, Farmstands, and Fresh Food Box sites, more than half located in low-income communities, gave New Yorkers 2,954 unique opportunities throughout the year to access fresh local foods.

Our Emergency Fresh Food Box program worked with a total of 27 community partners and distributed 6.1 million pounds of free high quality, nutrient dense food.

We distributed nearly 3 million pounds of local foods in New York City to non-profit organizations and institutions that supply free or affordable food to communities impacted by COVID-19.

Through promotion, in multiple languages, and acceptance of SNAP and other nutrition benefits at our Greenmarkets, Fresh Food Box sites, and Farmstands, over \$3 million was redeemed in SNAP at GrowNYC food access sites, helping New Yorkers

access fresh, healthy foods and supporting farmers in our region.

We introduced an equitable pricing model at our Fresh Food Box sites, giving customers who can afford to pay more the opportunity to reduce the cost for their neighbors who have less. We also launched a new half-off incentive, making a Fresh Food Box filled with \$22 worth of produce cost only \$7 for someone using SNAP.

Our Farmstands operated in 16 neighborhoods and employed 22 young adults who provided food access to communities lacking access to fresh foods.

We provided business development courses to more than 65 aspiring and beginning farmers in in both Spanish and English. We also provided 3 on-farm mentorship opportunities to graduates of our La Nueva Siembra Beginning Farmer class and hosted 4 bilingual on-farm workshops in the tri-state area, connecting 80+ attendees with established farmers in our region.

We provided technical assistance programming online and re-engaged with on-farm work to assist with succession planning, capital and land access, financial planning, and marketing assistance to over 80 established farmers.

We placed the last structural beam on the New York State Regional Food Hub in the South Bronx, expected to open in 2023. This new facility will make high-quality foods accessible via wholesale channels to low-income and underserved New Yorkers, while strengthening rural communities by paying farmers a fair price for their products.

Because we believe food is medicine, this year all GrowNYC Greenmarkets, Farmstands and Fresh Food Box sites began accepting the Healthfirst Over the Counter (OTC) Healthy Food benefits, with shoppers redeeming \$126,000 at our sites. OTC supports people with both Medicare and Medicaid who require long-term care services, distributing \$145 - \$155 per month to spend on fresh foods.

GROW^{NYC}

GROWN^{NYC}.ORG

ESSENCE
GROUP







Low-income communities often have one thing in common: a lack of green space.

This translates to fewer trees to filter the air we breath, an urban heat effect that increases depending on the zip code you live in, and a dearth of community gardens — oases of beauty that bring people together and improve quality of life. Knowing community stewardship is critical to the success of any shared green space, this year we worked alongside resident gardeners, NYC Parks GreenThumb, the New York City Housing Authority, the Mayor’s Office of Criminal Justice, Institute for Family Health, BronxWorks, Manna of Life Ministries, and Union United Methodist Church to make gardens come to life.

GrowNYC believes that access to open green space in New York City should not be a luxury reserved just for the wealthy. As access to vacant land shrinks, we prioritize building gardens in shared spaces like churchyards and on New York City Housing Authority lawns. By offering resources like rich soil, compost, plants, or volunteer labor, GrowNYC keeps gardens thriving for all to use.

How GrowNYC Helps:

We built 13 new community gardens, adding more than 46,000 square feet of new green space to the city landscape. These gardens include 8 gardens on Parks property, 2 NYCHA gardens, 1 school garden and 2 church gardens.

We renovated 20 gardens, leveraging corporate volunteers to get the job done. At Franklyn Community Garden in the Bronx, one of the city’s oldest, we removed debris, built new garden beds, benches, and tables, repaired the pergola, and installed soil, plants, and a new shed.

We hosted our biggest Annual Spring Plant Sale ever, distributing more than 90,000 edible plants and 69,000 flowering plants to 600+ garden groups citywide.

We built four green infrastructure elements for gardens: two rainwater harvesting systems and two rain gardens. GrowNYC green infrastructure projects divert more than 1 million gallons of water from NYC’s combined sewer system.

As part of our partnership with NYCHA, we built new gardens at Bushwick Houses in Brooklyn and Melrose Houses in the Bronx, creating multiple garden sites at both locations to best suit diverse resident and community needs.

We continued our community organizing work around our garden at the Castle Hill Houses in the Bronx, opening a Farmstand outside the garden, hosting several community days, and seeing a diverse group of residents use the space for growing food, gathering, and community stewardship.

We grew more than 10,000 pounds of produce at our teaching garden on Governors Island that was donated to food pantries in the South Bronx and Brownsville. We also grew and donated 900 wildflower bouquets to senior centers and nursing homes.



In the fall of 2021, New York City experienced record-breaking storms that flooded basement apartments and shuttered subway stations, affecting our most vulnerable neighbors. As the real impacts of climate change are being felt around the globe, GrowNYC programs harness the power of collective action and provide opportunities for New Yorkers to lessen their impact on the earth.

With the city recovering from a financial crisis, we worked hard to bring back popular zero waste programs whose funding was cut in 2020. Food scrap drop-off sites, textile recycling, and Stop 'N' Swap events are buzzing again with New Yorkers coming out in droves to participate. By providing these hands-on resources, any New Yorker can help minimize the waste in our landfills, reduce greenhouse gas emissions, and fight climate change.

How GrowNYC Helps:

We relaunched weekly food scrap collections and committed to having 57 collection sites at Greenmarkets, Fresh Food Box locations, Farmstands, subway stations, and street corners.

Those food scraps were made into finished compost, and we distributed 64,000 pounds worth back to New York City's soils, including 55,000 pounds to GreenThumb community gardens and 9,000 pounds to Compost Program participants.

In 2021 we collected 2.3 million pounds of food scraps for composting and anaerobic digestion. Compared to the previous year, with less than half of the opportunities for the public to drop off food scraps, we collected nearly double the pounds.

We partnered with Wearable Collections to collect clothing and other textiles at 5 of our Greenmarkets for reuse or recycling. In the 11 months since we relaunched, 203,000 pounds of clothing and other textiles have been recycled.

With restored city funding, we brought back our Stop 'N' Swap reuse events with a goal of one in each of the city's 59 community districts – keeping perfectly usable items out of the landfill.

100 enthusiastic volunteers helped make 13 Stop 'N' Swap events a big success. Since the program's relaunch in the fall, nearly 2,000 New Yorkers participated, swapping to divert 21,656 pounds of perfectly good items from disposal.

We installed onsite compost systems at 4 schools, where students can now experience, hands-on, the full cycle of turning food waste into a nutrient-rich soil amendment to improve school garden soils.

Sustainability Center
GrowNYC.org

Sustainability Center
GrowNYC.org



GrowNYC

Cortelyou Greenmarket from 9am-1pm

COMPOST HERE

- NO meat, bones, dairy, or seafood.
- YES fruits & veggies, eggshells, plants, & more!

Please open & empty ALL
Compostable bags!



FISCAL YEAR

JULY 1, 2020 - JUNE 30, 2021

GrowNYC Thanks Our Generous Supporters

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NYC Department of Sanitation
NYC Economic Development Corporation

\$500,000+

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The New York State Regional Food Hub



Since opening our first Greenmarket in 1976, GrowNYC has created a marketplace to help farms in our region thrive, while improving food access across New York City. Despite a bustling network of Greenmarkets citywide, wholesale channels represent the most potential for creating much needed change in our current food system. 96% of all food entering New York City is through wholesale channels, much of it from far flung parts of the globe, adding an enormous carbon footprint to what we eat. The Northeast loses a farm every three days as they buckle under the intense pressure of real estate development and are forced to compete in a race-to-the-bottom with consolidated industrial agriculture. This, combined with the destructive effects of climate change on crops in the Northeast, will only exacerbate already ballooning rates of food insecurity in New York City and throughout our region.

GrowNYC's New York State Regional Food Hub (The Hub) will turn this system on its head by radically expanding GrowNYC's food access network and creating an alternative food system that treats all stakeholders with dignity, from farmers, to food chain workers, to wholesale buyers, to consumers, creating a national model for building regional food systems that keep agriculture thriving. With the opening of The Hub in 2023, we can increase our current capacity of 5 million pounds per year to 20 million pounds within the next five years.



“GrowNYC is the best thing to happen to the farm in years! We’re so proud our apples are making it to where they are needed most!”

— Wendy Oakes Wilson,
LynOaken Farm

Empowering Communities

In addition to GrowNYC’s own network of 80 food access points, we also provide training and support to empower 120 non-profit partners across the city to launch their own food access programs that improve food access in their neighborhoods. This way we ensure farm fresh produce is reaching all parts of New York City, create living-wage jobs in the communities where we operate, build a network of local partners working together to strengthen food equity and access, and support hundreds of family farms by paying farmers a fair price for the food they produce.

Helping Farmers Succeed

Founded by Leonard Oakes in 1916, LynOaken Farms established a thriving apple business in Upstate New York’s Orleans County. In the early 2000s, global competition hit the industry hard and shuttered many orchards. LynOaken Farms nearly closed. A partnership with GrowNYC allowed LynOaken to start sending their apples to New York City, where the demand was great. This new outlet for sales stabilized their business and allowed them to expand, building a new packing house and state-of-the-art sorting technology. Now they can grade their apples for many wholesale buyers. Via GrowNYC, today LynOaken apples can be found at the Uptown Grand Central Fresh Food Box in Harlem, the Kensington Farmstand in Brooklyn or United Way’s network of pantries.

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David Sankey

GrowNYC Finances

FISCAL YEAR JULY 1, 2020 - JUNE 30, 2021

REVENUES AND SUPPORT

Contributions (Foundations, Corporations, Individuals)	\$5,277,400 ¹
Government Grants & Contracts	11,775,025
Greenmarket Participant Fees	4,604,398
Sales of Wholesale Produce, Plants, Grains	4,045,756
Contributed Facilities & Services	729,416 ²
Investment activity (net of fees)	447,968
Other	542,670 ³
Total Revenues and Support	\$27,422,634

EXPENSES

Food Access & Agriculture	\$5,635,977
Wholesale	4,530,329
Green Space	920,451
Zero Waste	778,637
Education	514,442
GrowNYC Partners	85,579
Project Farmhouse	454,751
COVID-19 Relief	5,783,589
New York State Regional Food Hub LLC	4,290,650 ⁴
Management and general	1,901,291
Fundraising	1,039,200
Total Expenses	\$25,934,896

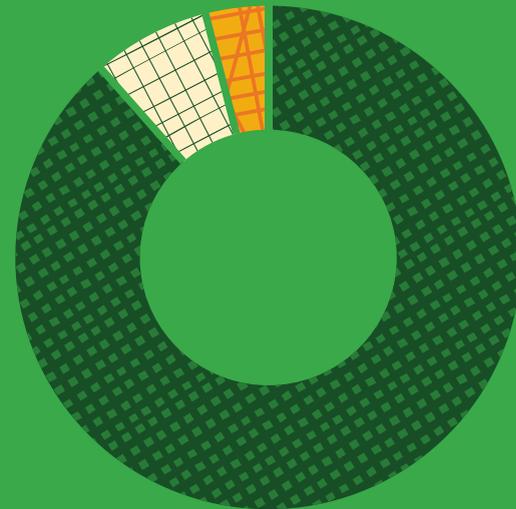
Change in Net Assets from Investment Activity	\$447,968
Change in Net Assets Without Donor Restrictions	1,039,770 ⁵
Change in Net Assets With Donor Restrictions	(404,568) ⁶

Change in Net Assets **\$1,083,171**

NET ASSETS

Operations (without donor restrictions)	\$1,593,567
Invested in Property & Equipment	733,403
Board Designated Investment Fund	3,135,395 ⁵
Board Designated Operating Reserve Fund	500,000 ⁵
With Donor Restrictions	4,460,965 ⁶

Total Net Assets as of June 30, 2021 **\$10,423,330**



Programming

\$22,994,405 88.5%



Management & General

1,901,291 7.5%



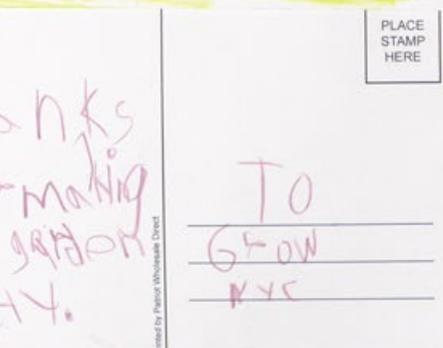
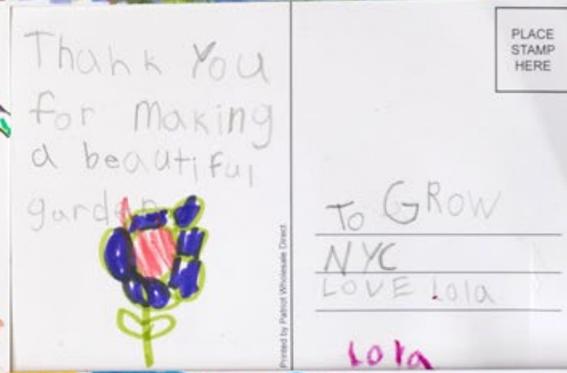
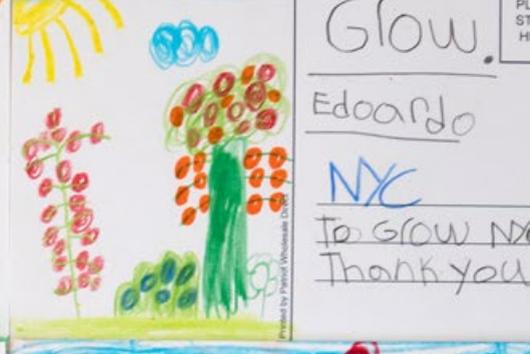
Fundraising

1,039,200 4.0%

Total Operating Expenses **\$25,934,896** **100%**

1. Includes contributions with donor restrictions which were received in a prior fiscal year but released from restriction during FY21.
2. Contributed Facilities & Services revenue is offset by an equivalent expense amount.
3. Includes rentals of Project Farmhouse and consulting services provided by GrowNYC Partners.
4. New York State Regional Food Hub LLC is a single member disregarded entity, wholly owned by GrowNYC, and is disclosed as such on GrowNYC's audited financial statements and annual federal tax return (IRS form 990).
5. The Board has designated that \$238,450 of this net surplus be added to the Operating Reserve Fund and \$758,916 to the Investment Fund. These transfers are reflected in the Net Asset balances as of 6/30/21.
6. Contributions restricted by the donor for a specific purpose and/or time (i.e. future fiscal years) are released from restriction either by the passage of time or by incurring expenses which satisfy the restricted purpose specified by the donor.

The financial information presented above was internally prepared. As of this publication date, an annual financial audit is in progress with Marks Paneth LLP, Certified Public Accountants. Upon completion, audited financial statements for the fiscal year ending June 30, 2021, will be posted at www.grownyc.org and reports will be filed with the NYS OAG, Charities Bureau, 120 Broadway, NY, NY 10271.



Ways You Can Support

Make a donation

at grownyc.org

Make it recurring! Make it a monthly gift and provide critical support year-round.

Make a grant through your Donor-Advised Fund. Now more than ever GrowNYC needs your support. If you have a donor-advised fund, please consider recommending a gift to GrowNYC.

Leave a legacy! Protect the future of NYC and ensure your legacy will live on in green spaces, food access and agriculture, education, and conservation by making a bequest to GrowNYC.

Become a corporate volunteer! Let your employees get outdoors safely in small groups to improve local communities while supporting GrowNYC's mission. Or sign up for a team building workshop online!

Volunteer with Us! GrowNYC offers a variety of chances to dig in and improve quality of life for all New Yorkers, from composting to community gardens to helping out at the Greenmarket. Volunteering is a great way to get involved, make new friends and give something back.

To discuss your support, email us at info@grownyc.org or call **212.788.7900**

GrowNYC is a charitable not-for-profit 501(c)(3) organization and contributions are tax-deductible as allowed by law.





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