



**Eden Streets**  
Association of farmers  
with **Social Missions**

# Annual Report - 2021



Aaron Ebeling

Fiscal Year: February 1, 2021 through January 31, 2022

## Words from the Director

To our donors, partners, sponsors, and fellow farmers,

We thank you for your continued trust and support! Like a tiny seedling, Eden Streets has spread its leaves and extended its roots. We are pleased that we have attained the goals we set for ourselves to establish Eden Streets

- legally,
- financially,
- organizationally, and
- publicly.

In just one year, we have established our mission and vision as an association of farmers with social missions.

Whether you are an aspiring farmer, a seasoned veteran farmer, or an interested supporter, we invite you to share your successes, challenges, expertise and resources to help empower farmers to cultivate individuals and grow community. Our team is committed to fostering meaningful, lasting relationships among our members, sharing knowledge, and helping farmers secure needed resources.



### Connecting Farmers with Social Missions

With our mission and vision in place, we are now focusing our efforts on expanding our pool of active members, partners, and sponsors. Building those relationships will take regular and personal contact as we share with and support each other.

### Expanding Eden Streets Network

In 2021, we visited 13 farms and partnered with those farmers to share their amazing work in the form of blogs. In the coming year, we will continue to visit farms across North America to build connections and share learnings that can help both inspire and inform others about this work. To sustain our growth, we plan to offer farmer scholarships to enable farmers to visit other farmers with social missions. Funding is critically important to be able to offer farmers these invaluable, on-the-job exchanges. That funding will primarily come from our government or nonprofit partners who seek to provide farmer vocational training or transitional employment opportunities for under-served, transitioning populations. With our partners who want to start farms with social missions, we will provide the structure, know-how, and support needed to be successful. These partners may include homeless shelters, drug rehabilitation centers, refugee support services, and behavioral correction facilities.

## Impacting Thousands of Lives for the Better

The vision of the impact of our work burns brightly in the hearts and minds of Eden Streets staff and board members. With Eden Streets empowered network of farmers with social missions, we are confident that thousands of lives will be positively impacted as they are given access to a farming experience. We envision communities coming together on the farm in stimulating and rewarding ways. We've got the right "why". It is a fulfilling, enduring, and worthwhile "why". We are confident that with our unified purpose and ingenuity, opportunities will continue to open up. Project proposals will come. Donations will come. Resources will come. People will come.

Thank you for participating with us in this journey! Please continue to fund our cause or offer the other resources we need to train farmers and start a farm with a social mission in your community. To our farmer members, we invite you to please continue to share your farming success stories.

Gratefully submitted,

- Farmer Karl





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## Eden Streets Foundation



### Mission

- We empower farmers to cultivate people and grow community.

**Founded:** December 3, 2020  
501(c)(3) nonprofit.

### Vision

- Thousands of farms that uplift individuals and strengthen community.



## Executive Summary

Within its first year, Eden Streets has established a board and leadership team, defined its core mission and vision, launched a website with information and resources for members, and began networking with farmers.

### Major Milestones:

#### Formally incorporated and licensed Eden Streets as a charitable nonprofit.

- **December 3, 2020** - Incorporated by the US IRS - EIN 85-2555620, UT Business No: 12054302-0140
- **March 31, 2021** - licensed by Sandy, Utah as a registered business. License No: 156183
- **May 25, 2021** - Designated by the Internal Revenue Service as a 501 (c ) 3 charitable organization.
- **September 7, 2021** - The State of Utah further issued us a charitable solicitations license. Reference Number: 12470190-CHAR

#### Launched Eden Streets website, and established the Eden Streets business platform.

- **July 1, 2021** - Launched Eden Streets website with pages: home, about us, donations, join us, resources, success stories, blogs ([EdenStreets.org](https://EdenStreets.org))
- **December, 2021** - Posted farm jobs on pages only accessible to members.
- **Jan 6, 2022** - Added member login system with member profiles and enabled document sharing features.
- **Jan 12, 2022** - Established business platform on Google Workspace for nonprofits.
- **Nov 30, 2022** - Posted 5 farm success stories as resources for farmers and donors.
- **Dec 20, 2022** - Posted learnings from farm visits in MT, TX, GA, AZ, UT on website as a resource to users in a series of 12 blog posts

#### Developed the Eden Streets leadership team

- Director and Founder of Eden Streets, Farmer Karl
  - Completed 1700-hour farm internship at Wasatch Community Gardens - Green Phoenix Farm. 475 pages of daily documented insights. (Farmer Karl)
  - Drafted and submitted report "Green Phoenix Farm 2021 Operations Report" as a case study to Wasatch Community Gardens for approval.
- Director of Member Services & Secretary / Treasurer - Nary Rennie
  - Transferred accounting
  - Trained in membership support
- Director of Cultivation - James Loomis
  - Focused efforts on contacting potential members

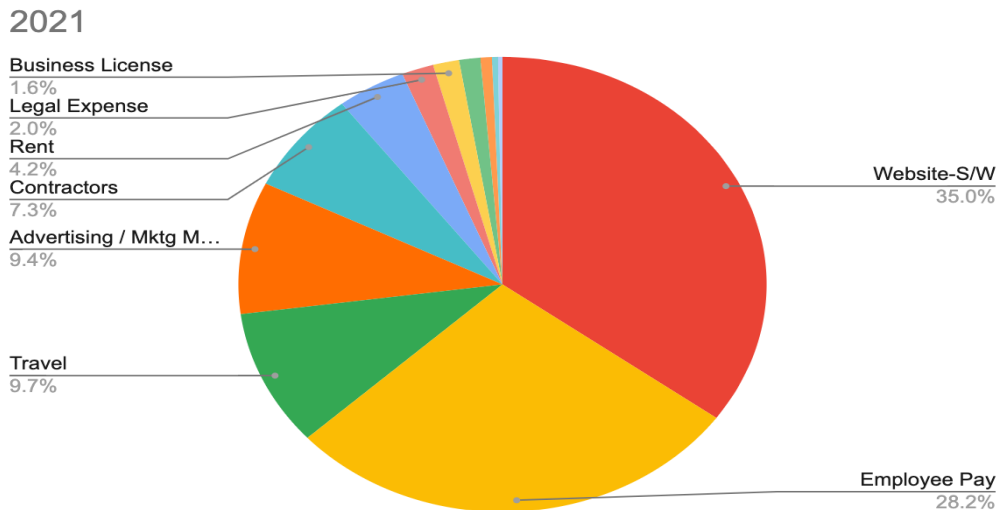
## Financial Performance

In 2021, the first full year of operation, Eden Streets operated within budget, with funds sourced exclusively from private donations. Expenditures focused mostly on compensating contractors and employees (36%), purchasing resources to launch the website (35%), paying

travel expenses for market research with urban farms (10%), as well as marketing expenses (10%). Other expenditures are also shown in the graphic below.

Total income (private donations):	\$25,320
Total expenses:	\$17,843
Remaining cash:	\$7,477 (41.9% of annual expenses)

## Eden Streets 2021 Expense Summary:



In 2022, we are continuing to operate within a budget that has been approved by our CPA-certified financial advisor and our board.

For both 2021 and 2022, our accounting system has been approved as following best standard practices for tracking all income and expenses.

# Organization

## Board of Directors

Eden Streets has created a board of directors to guide our work. Our board consists of a diverse set of professionals to help set our strategic direction. As our farmer membership base grows, we plan to fill the board with at least 60% of them being farmers. Eden Streets bylaws will be further refined as the association leadership is elected.

- **Thomas P. Wendorf, PE** - 39 years of experience in public works, Infrastructure financing, program delivery, construction management and delivery of services in the public sector.
- **Steven G. Mack, CPSM, C.P.M.** - recently retired as Associate Vice President for Procurement Services at Drexel University.

- **Eve Jackson** - an intuitive artist who intricately weaves beautiful visuals and symbolic language into her life and her art through mixed mediums. Eve was a former trainee at the Green Phoenix Farm.
- **Tami McDaniel** - serves as Youth Harvest Project Director with Garden City Harvest since 2016.

## Officers

Recognizing the need to align Eden Streets' officers with the needed work to be done, we have revised officer titles to Executive Director, Director of Cultivation, and Director of Membership Services, and Secretary/ Treasurer. Roles and responsibilities and outcomes for each office have been further defined. At this point, because of the limited hours available, the officers are functioning as contractors with billable hours.

## Advisors

As the organization grows, we will continue to add advisors. We are pleased to have added Courtney Giles who has extensive experience as an advocate for those facing homelessness. She fully acknowledges the power the collective farming experience has on those employed trainees at the farm. We continue to seek as advisors those farmers who have distinguished themselves for many years by running successful farms with social missions.

## Members

Since February 1, 2021 to January 31, 2022, our fiscal year, our membership has increased to 34 members. Members join through our website enrollment. We have learned about our members through the initial information they have shared as well as follow-up calls. As Farmer Karl and our staff visit more farms, we build those relationships and learn what needs the farmers have.

When we have achieved a critical-mass membership of 80 active farmer members, we plan to hold elections to formally establish our association to determine our future together.

## Membership Networking

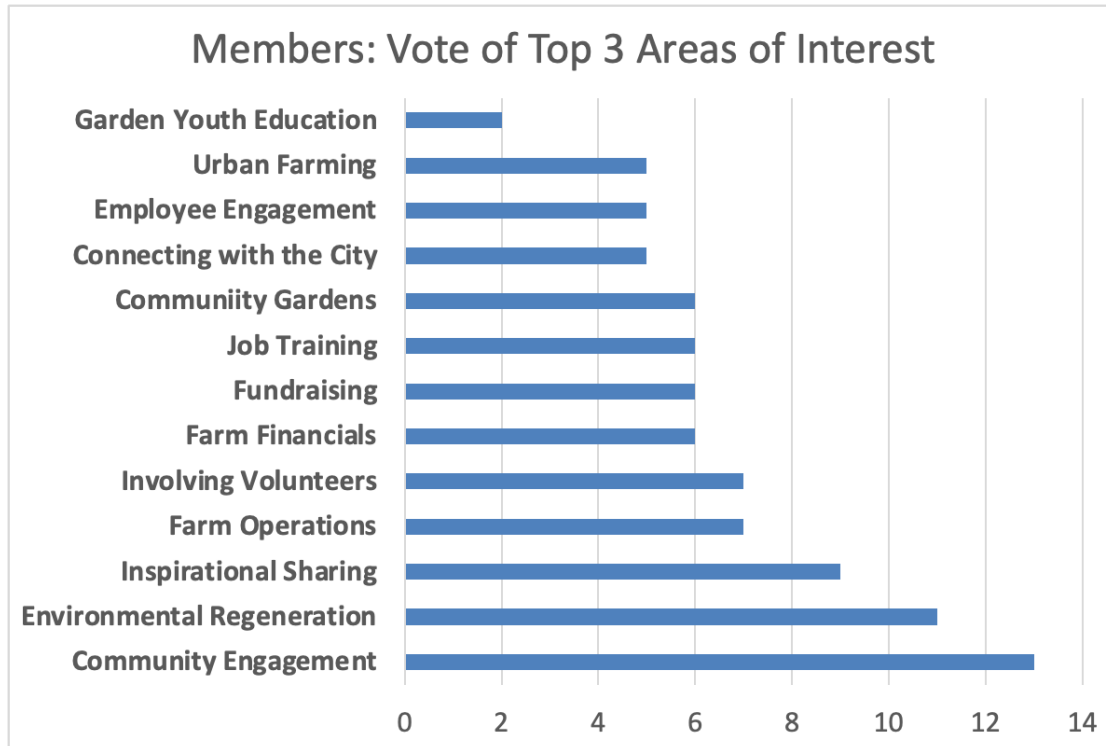
A key to our success will be the degree to which we share information as farmers with social missions. Our website is continually being enhanced to facilitate that interaction. Posting Eden Streets member profile information will assist members to reach out to those who share common experience or can answer questions. Due to COVID, our face-to-face gathering at the Eco-Farm Conference in California was canceled. We will continue to identify a means of gathering in person each year.

We maintain a database of farmers with social missions. As we reach out to these farmers, we are learning that there are perhaps another hundred farms beyond the 156 we initially identified. Often farm visits and farm calls lead to finding other farmers doing this work. Blogging about the farms visited helps those searching for farms to share their experiences.

Each person interviewed as part of the farm operation shares valuable information that adds to our body of knowledge on how to effectively operate farms with social missions.

As we visit and listen to our farmer members, we are learning what they are most interested in.

### New Member Survey (28 responses)



As we analyzed their comments, it seems they are interested in networking, education and public awareness.

## Requests from our Farmers

### Networking

- "to be connected into a network nationally of others doing similar work."

### Education

- "to learn how other farms do wholesale and CSA (community-supported ag)."

### Public Awareness

- "to Involve volunteers – get commitment, investment, communication."



When we officially form our association, we can lay out together how we will address these needs.

## Operational Review

2021 has served as a year of documenting bodies of knowledge that enable successful farming with a social mission. These have been documented in formats:

- 1) Case Study: The Green Phoenix Farm 2021 Operations Report
- 2) Farm visit report database
- 3) Blogs of farm visits and events of farms with social missions
- 4) Farm daily logs with recorded insights

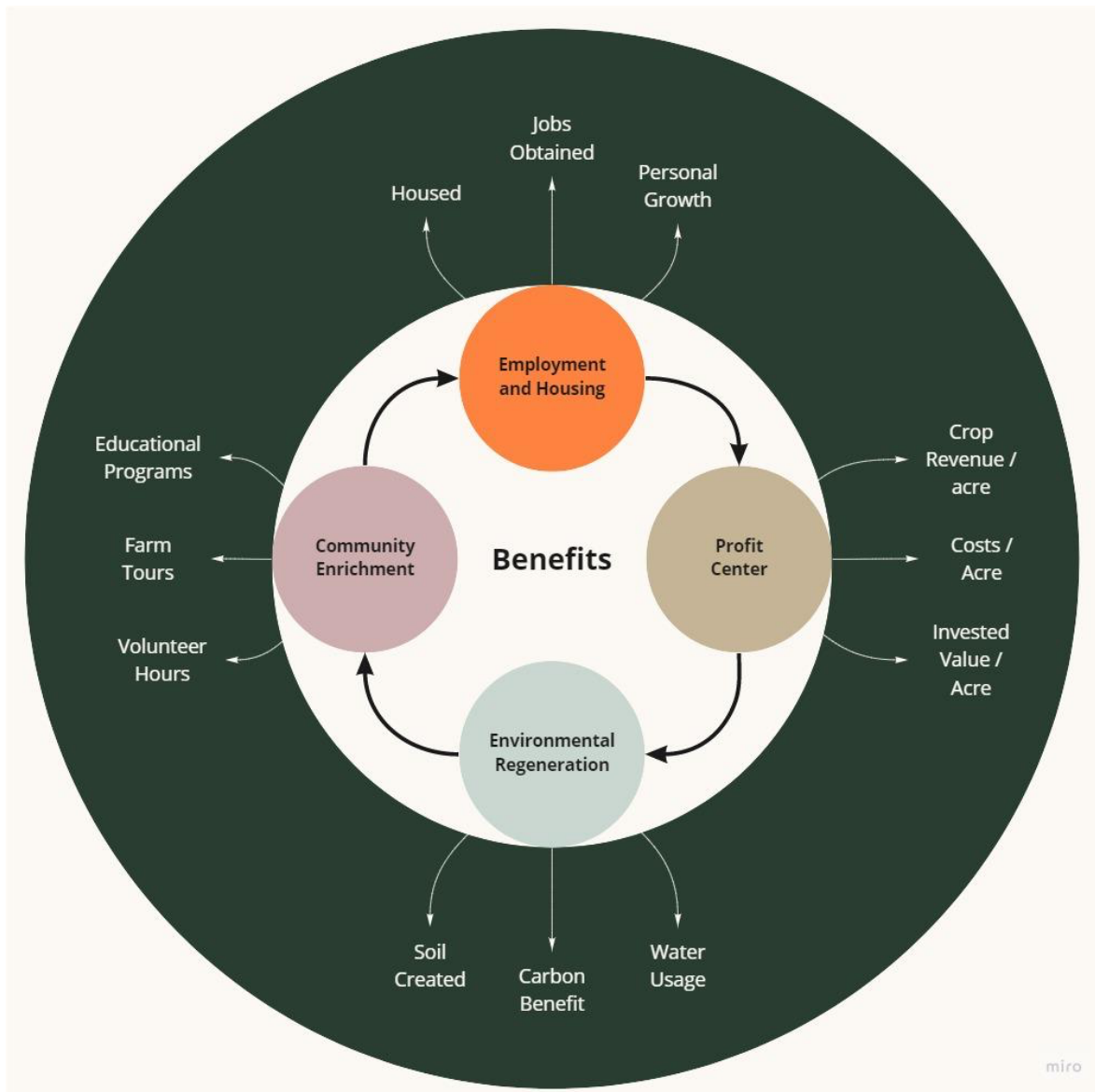
### Eden Streets Community Benefits Model

Eden Streets measures financial impact as social return on investment (SROI). Eden Streets uses a model to include impacts not only on the individual but also on the community. The four segments of the model include:

- (1) Employment and Housing,
- (2) Profit Center,
- (3) Environmental Regeneration, and
- (4) Community Enrichment

Each has measurable outcomes that are useful for grants and farm reporting. Being able to point to farms that year-after-year create a strongly positive return on social investment builds credibility with Eden Streets partners and those grantors of community development funds. In the 2021 case study of a 1700-hour farm internship, the model's metrics and performance-based outcomes were collected and documented at Wasatch Community Gardens' Green Phoenix Farm in Salt Lake City in The Green Phoenix Farm 2021 Operations Report.

## Farm with Social Mission - Benefits Model



## Marketing and Website Forum

To increase awareness of [Eden Streets](#), our website has been our primary marketing platform. The website has all the needed basic membership functionality. The staff has migrated to a Google workspace business platform which allows us to share information and collaborate more effectively. In preparation for the Eco-Farm in-person conference, cards, stickers, caps, and seed packets were prepared.

## Business Card Design

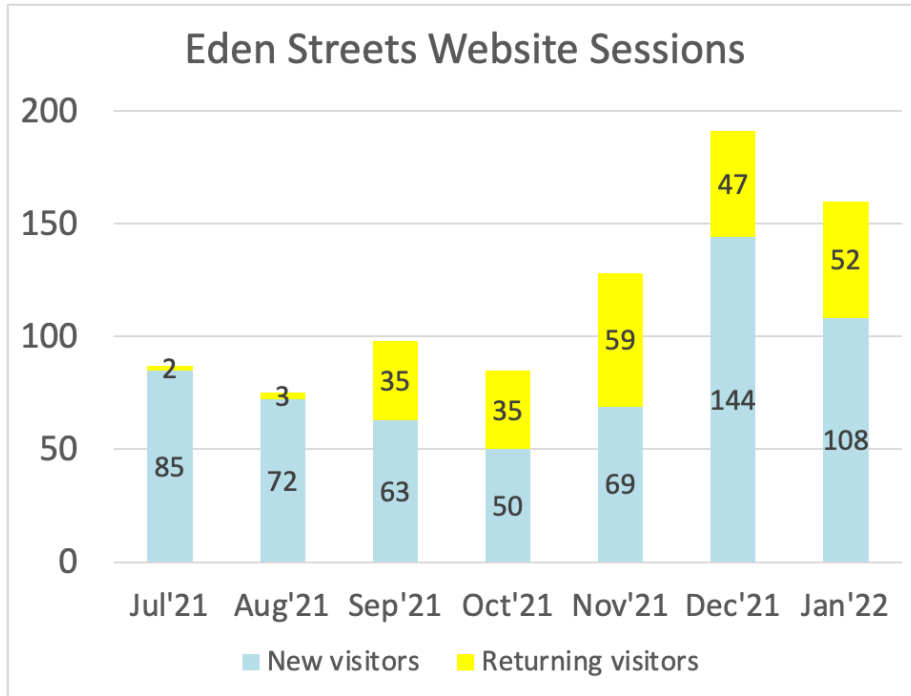


We have branded our letterhead and business cards as well. They illustrate that Eden Streets staff members are useful to farmers and that our aim is to cultivate individuals and grow community through farming with a social mission.

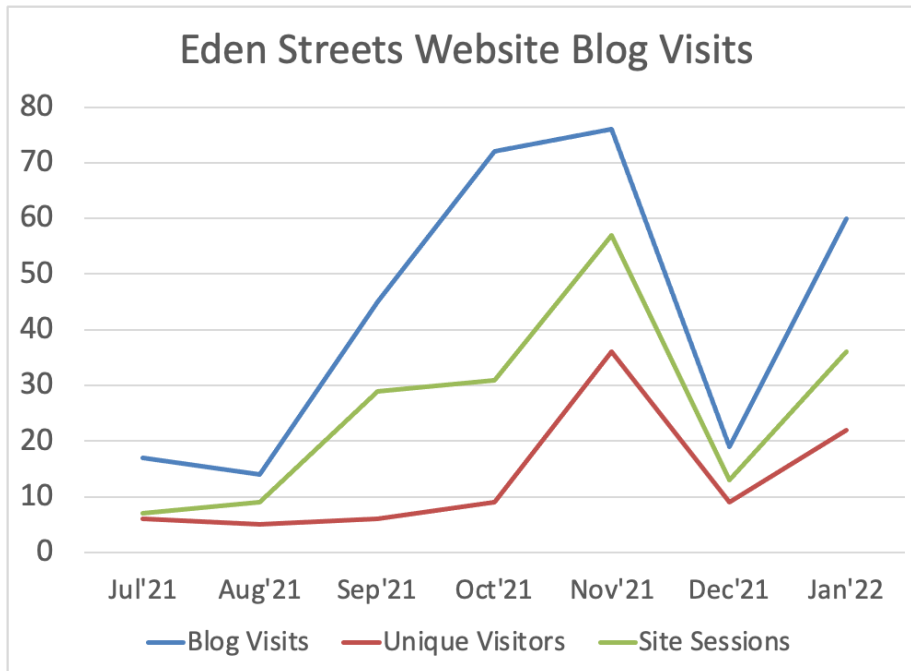
## Sticker



## Website Sessions



## Website Blog Visits



## Stories of Personal Impact

The stories behind these metrics powerfully convey the impact that this work is having on human lives. We hear these sentiments shared in different ways during our farm visits. Perhaps the longest running example we are aware of is [The Homeless Garden Project](#), now operating its Natural Brides Farm for 30 years in Santa Cruz, CA. Here are some quotes.

### Part of a Bigger Cause

Volunteers at the farm said, "It makes me feel so good to be a part of a cause bigger than myself! ...These types of farms make a huge difference in the community. It really helps with your mental self and spiritual healing."

### Things are Looking Up

A trainee at the farm shared, "This is my third day on the job here at the farm. Life is still really hard, but I'm pushing forward. Things are looking up. Now I can make some money and keep gas in the car, pay the insurance, and pay for our storage unit."

"Any community would benefit by this [job training and farm transitional employment program]. It gives people something to do, something to learn, and a connection to the earth. There's no judgment here. I'm working alongside all walks of life. It's about having respect for the people around you. We're all just getting things done."

### Earth can build your Confidence

Ella, the farm manager reflected, "I am inspired by the population we work with. They are the most resilient and also the most generous people I've met. Only when you lose everything can you become this resilient and generous. Being able to see something through from start to finish; completing something, caring for something takes you outside yourself. I'm continually amazed to witness what the Earth can do for building up someone's confidence."

### Assisting Partners to get a "Seat at the Table"

Meanwhile, as we are discovering other farmers with social missions, we can now join with their voices to request a "seat at the table" as local and state governments to channel not only the initial but the sustained funding to empower the lives of those who need a second chance. The more data we can share to show that we are operating these programs responsibly and demonstrating year-over-year low recidivism and solid social return on investment, the more farms with social missions will be funded.



## Forward Look

We are excited about the future! With the soil of Eden Streets' sustainable platform in place, as a newly sprouted seedling, we can now grow with our farmers and partners. There is so much to learn from each other. There is so much work cultivating individuals and growing community to be done! We plan to do this by connecting those with needs to those with resources and those with resources to those with needs.

Collectively, we will be able to access the funding required so that we can facilitate and accelerate this work. As Eden Streets builds its network, knowledge base, and best practices, it will gain credibility nationally and internationally. We aim to win the trust of municipal, state, and federal governments who will see the value of partnering with us as an effective, turn-key way to design, build, startup and operate farms to address social needs. With the increasing demand for farms with social missions, we will be able to build farm education centers to train more farmers with social missions to fill real farming jobs.