



ANNUAL REPORT - 2023


Eden Streets empowers communities to grow food, jobs, connections, and hope through farming. We envision farms everywhere that cultivate vibrant, connected communities.



Eden Streets

Relaunching lives
through farming

(C) 2024

 edenstreets.org



Eden Streets Annual Report - 2023

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Eden Streets Annual Report - 2023

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Fiscal Year: February 1, 2023 through January 31, 2024

Words from the Director

To our Donors, Partners, Sponsors, and Fellow Farmers,

Thank you for your unwavering support in making Grow Ogden a reality. What began in January 2022 as a vision with no local connections has grown into a thriving urban farm and a vibrant community of supporters. Together, we've demonstrated how a farm with a social mission can grow food, jobs, connections, and hope.

In 2023, Eden Streets set out with ambitious goals:

- Achieve an operating balance of \$15,000
- Build an engaged community of 80 members
- Raise \$126,000 to fund Grow Ogden

While we fell short of these targets, we ended the year with:

- An operating balance of \$10,338
- 58 members (9 new additions)
- \$21,213 raised to support Grow Ogden and Eden Streets

More importantly, we found land, formed critical partnerships, and established a farm designed to job-train and relaunch individuals facing homelessness. Grow Ogden has become our laboratory for developing best practices, building credibility, and demonstrating the transformative power of farming with a social mission.

Job Training Program

Eden Streets establishes farms in areas with high rates of homelessness to effectively develop the workforce. Our urban farm provides a place with purpose for a peer group of the most vulnerable who are seeking a new start in life. Our 13-week job training program empowers our farm trainees with life and job skills to help them reintegrate into their community.

Meet the Farm Crew



Eden Streets' progress would not have been possible without the generosity of our grantors—KeyBank, Walmart, First Presbytery of Utah, and United Way—and the 67 individual donors who believe in the power of farming to relaunch lives. Special thanks to our leadership team, board members, and 184 volunteers who contributed 444 hours to build this foundation. Your dedication inspires me daily.

As we celebrate three years of growth, I look forward to seeing more lives relaunched in 2024. Whether you've donated, volunteered, or simply cheered us on, your support has been vital.

Gratefully,

A handwritten signature in black ink that reads "Farmer Karl" followed by a small drawing of a smiling face with a hat.

Executive Director, Eden Streets



Lives Touched



Eden Streets 3 years



2021

1. Completed Green Phoenix Farm farmer 1700-hour apprenticeship
2. Established branding and website
3. Identified 150 farms with social missions
4. Established legal and financial structures

2022

1. Published Green Phoenix Farm Case Study
2. Visited and blogged about 20 farms with social missions
3. Revised messaging and aligned website
4. Grew membership to 50.

2023

1. Formed partnerships with Weber State University, Catholic Community Services, and First Presbyterian Church
2. Hired new Eden Streets directors. Established Grow Ogden farm and leadership team.
3. Hosted 5 webinars about farming with a social mission
4. Received coverage from two television stations

Executive Summary

How do you build a farm with a social mission? It starts with a shared belief in the power of farming to transform lives. Eden Streets' Grow Ogden project came to life through the collaboration of community leaders and strategic partners who provided the resources, land, and expertise needed to succeed.

Key partnerships with Catholic Community Services, First Presbyterian Church of Ogden, and Weber State University laid the foundation for Grow Ogden's success. These organizations offered distribution networks, land access, and invaluable support to help turn our vision into reality.



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Building Grow Ogden also required a dedicated leadership team. Program Director Ella Fleming brought her expertise from the Homeless Garden Project to design a 16-week job-training and life-skills curriculum. Jasmine Thompson leveraged her marketing and social media skills to amplify our message and expand our reach. Together, they helped transform Grow Ogden from an idea into a thriving farm with a mission.

2023 Milestones

- **Branding and Planning**
 - Created the Grow Ogden logo
 - Approved the business plan (Feb 2023)
- **Strategic Partnerships**
 - Partnered with Catholic Community Services (Jan 2023), First Presbyterian Church (Jun 2023), and Weber State University (Aug 2023)
- **Farm Development**
 - Established the Grow Ogden farm and leadership team (Jun 2023)
 - Built the farm infrastructure (Jul–Oct 2023)
- **Community Engagement and Outreach**
 - Hosted the first community farm event: Fall Farm Fest (Oct 19, 2023)
 - Created the Eden Streets Member Facebook Group
 - Strengthened collaborations with local organizations, including:
 - Farmer Veteran Coalition
 - Utah Board of Formerly Homeless
 - Interfaith Works
 - Homeless service providers in Ogden
 - Ogden-Weber Chamber of Commerce
- **Operational and Leadership Growth**
 - Hired new directors, including a Development Director (Sep 2023)
 - Transitioned to QuickBooks Plus accounting (Q4 2023)
 - Hosted five webinars on farming with a social mission
- **Media and Public Awareness**
 - Received coverage from KU TV and Fox 13


These accomplishments demonstrate the power of collaboration and community support in advancing Eden Streets' mission. With Grow Ogden now firmly established, we are poised to expand our impact, relaunch lives, and inspire others to join the movement of farming with a social mission.

Thank you!



Let's **empower** those facing homelessness!

Grow Ogden's Story



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Building a Farm: Grow Ogden

When Ogden City declined my request to access a 3-acre parcel near the Lantern House, the largest homeless shelter in northern Utah, I turned to a different approach. With the help of my reporter friend, Ben DeSoto, the *Standard-Examiner* published an article titled "Farmer in Search of Land." Shortly after, Christine Humphrey, a member of First Presbyterian Church's Community Outreach Committee, reached out with an intriguing proposal.

The committee sought a meaningful way to repurpose an unused preschool playground. My vision for a farm to grow food and provide transitional employment for individuals facing homelessness aligned perfectly with their mission: "to serve the needy and marginalized in engaging, meaningful, and sustainable ways." A meeting and tour of the property, including the adjacent two-story Know Building, followed soon after.

Though smaller than the hoped-for half-acre, the eighth-acre lot was rich with potential. Located in Ogden's east-central neighborhood—a food desert with low-income residents—it offered proximity to homeless shelters and accessible public transportation. The lot had been unused since the 1960s, overgrown and littered with debris, but we saw its promise.

Building Momentum

With no farm yet to call home, Eden Streets began by helping local farmers. February's Ogden Seed Swap event became a turning point, allowing us to recruit volunteers for the Grow Ogden project. These volunteers joined monthly workdays at different farms, and from this group, we formed an organizing committee.

On June 24th, we hosted a community interest luncheon to gauge support. The enthusiasm was clear, and planning for the farm's construction began in earnest.



Designing the Farm

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Challenges emerged early, including an unexpected asphalt base covering the southern portion of the lot, scattered stones, and broken curbing. Undeterred, the design team incorporated permaculture principles, optimizing the existing walkways and sun exposure.

Key features of the farm design included:

- Eight raised-bed growing boxes for wheelchair access on the asphalt surface
- A yoga circle created from excess gravel
- Fruit trees replacing pine trees
- A composting area in the northeast corner
- Pollinator-friendly flowers at the end caps of each growing bed

Thanks to Josh Jones from Ogden City, we even had a 3D graphic of the planned layout to guide us.



Making the Vision a Reality

With a limited budget, we relied on volunteers and donations to bring the farm to life. Spare lumber was repurposed to build the growing boxes, and biweekly farm build events drew a dedicated group of helpers. By the end of August, our first seedlings were planted, and by mid-October, we celebrated our first harvest: fresh lettuce.

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The Fall Farm Fest on October 19th marked the farm's transformation. Over 60 community members gathered to celebrate with food, flowers, and recognition of the volunteers and partners who made it possible. The harvested lettuce was donated to Catholic Community Services, a fitting tribute to the farm's mission.

Grow Ogden Farm Plan



Resources / Assets

- **.1 acres** under cultivation (grow to 1 acre)
- **2 part-time farm staff** with 1 assistant farmer, 1 advocate
- **150 community volunteers** - 1,000 volunteer hours




Program

- **3 to 5 program participants** per year
- **10 hours per week** (5 days)
- **\$12 per hour** – starting wage
- N.O.U.R.I.S.H. **Life-skills program** according to the growing season
- **Advocate meets one-on-one** weekly with each participant



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Please submit your completed application to:

Email: karl@edenstreets.org Subject: "2025 Trainee Application"

Post: Eden Streets 4116 Madison Ave Apt A, Ogden, UT 84403

Work Force Development









Eden Streets offers a range of hands-on skill-development farm tasks while using interactive discussion to teach life-skills. The farm experience cultivates the farm trainee's sense of self-worth and value to a company. Learning new skills is a key focus. The Trainee Advocate, a licensed social worker, complements the job supervisor's group-approach to ensure a client-centered approach is followed.

Our Team

While the farm's operational staff will expand in 2024 to include a paid Farm Manager, Job-Training Supervisor, and Trainee Advocate, much of the work remains powered by passionate volunteers:

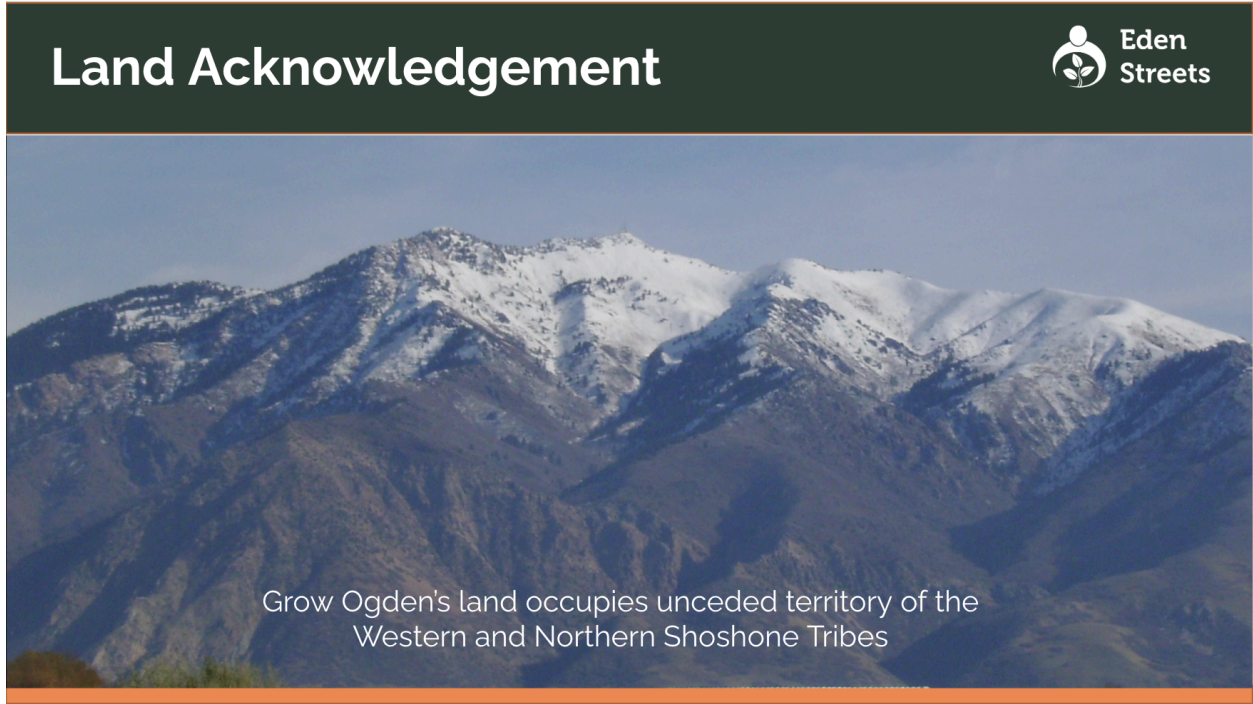
- **Community Engagement Director:** Sara Sherman
- **Farm Video Media Advisor:** Chris May
- **Pollinator Specialist:** Dominique Dietz
- **Farm Development Director:** Rita Ebeling
- **Farm Engineer:** Mason Allan
- **Farm Steward:** Kayleigh Davis
- **Farm Maintenance:** Sterling Bennion

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 <p>Partnership with Weber State University</p>	 <p>Building Group Boxes</p>	 <p>Parker Goss and Farmer Karl</p>	

Looking Ahead

The creation of Grow Ogden demonstrates the power of community collaboration and determination. From an overgrown lot to a thriving farm, this project stands as a testament to what can be achieved when people come together with a shared purpose.



Grow Ogden Fall Farm Fest - October 19, 2023

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Measures of Success

Measuring the full impact of this community-driven effort is no easy task, but we've identified key metrics that reflect our progress at both the Eden Streets association level and the Grow Ogden community farm. These year-end results highlight our achievements:

Eden Streets

- **Membership Growth:** 58 members (+10 from the previous year)
- **Unique Donors:** 67 contributors
- **Individual Donations:** \$18,478 raised
- **Webinars Hosted:** 5
- **Social Media Growth:**
 - 52 new followers
 - Reach: 3,000 impressions
- **Blog Engagement:**
 - Blog Views: 314
- **Website Performance (via Wix):**
 - Page Views: 4,201
 - Site Sessions: 1,974
 - Unique Visitors: 1,284
 - Average Session Duration: 7 minutes, 6 seconds
 - Bounce Rate: 65%

Grow Ogden

- **Volunteer Engagement:**
 - Events Held: 17
 - Volunteers: 184
 - Hours Contributed: 444
- **Farm Impact:**
 - Produce Grown and Donated: 132 lbs
 - Land Stewarded: 0.125 acres

These measures capture the tangible outcomes of our work and provide a foundation for setting future goals. While the numbers tell part of the story, the true impact lies in the lives touched and the connections forged through our mission to grow food, jobs, and hope.

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Professor Barrett Bonella, Weber State University, Sociology with Masters Student Jasmine Litanski



Organization

Eden Streets is guided by a dedicated team of leaders, volunteers, and advisors who share a passion for building farms with a social mission. You can learn more about our active leadership team on our website under **About Us > Team**. We are deeply grateful to everyone who contributes their time, expertise, and energy to guide and operate Eden Streets.

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Board of Directors

Our Board of Directors brings together a diverse group of professionals to set strategic direction and ensure the success of Eden Streets.

- **Thomas P. Wendorf, PE:** With 40 years of experience in public works, infrastructure financing, and construction management, Thomas has a proven track record in delivering services for the public sector.
 - **Anne Dunaway:** As Director of Agricultural Land Use for Marriott-Slaterville, UT, Anne has developed a local food system that empowers farmers to grow profitably through collaboration and resource leveraging. She is also a grant-writing expert and operates her own farm, Urban Prairie.
 - **Tami McDaniel:** Former Youth Harvest Project Director with Garden City Harvest (2016–2022), Tami contributed to Eden Streets through July 2023.
 - **Chad Utley:** Most recently served as Vice President of Skill Content Development at Pluralsight. Chad holds a bachelor's degree in Marketing from the University of Utah.
 - **Mark Kearny:** Served on the board through May 2023. He is farm manager at City Bloom in Newark, New Jersey.
-

Officers

Our officers provide hands-on leadership to ensure the effective operation and growth of Eden Streets.

- **Jasmine Thompson:** Director of Cultivation (joined August 2023)
 - **Ella Fleming:** Program Director (joined August 2023)
 - **Rita Ebeling:** Development Director (joined September 2023)
 - **Sara Marie Hamilton:** Former Director of Cultivation (served through July 2023)
 - **Nary Rennie:** Treasurer and Director of Membership Services
 - **Karl Ebeling:** Executive Director
-

Grow Ogden Leadership

Established in July 2023, the Grow Ogden leadership team oversees operations, community engagement, and development of the farm.

- **Sara Sherman:** Community Engagement Director
- **Christine Humphrey:** Director of Facilities and Land Management

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- **Parker Goss:** Operations Director
 - **Karl Ebeling:** Project Lead, Funding
 - **Rita Ebeling:** Events and Grants
-

Advisors

Eden Streets is fortunate to benefit from the guidance of experienced advisors who offer insights and expertise across a range of disciplines.

- **Darrie Ganzhorn:** Executive Director, Homeless Garden Project (new)
- **Michael Ableman**
- **Camille Winnie**
- **James Loomis**
- **Jean Zosel**
- **Dr. William King, Jr.**
- **Gweny Love**
- **Courtney Giles**
- **Sara Marie Hamilton** (new)
- **Tamara McDaniel** (new)

Business Strategy

What is Eden Streets?



A Unified Approach



Association Level

- Define a new profession for farmers
- Develop the body of knowledge
- Educate members

City- Farm Level

- Establish farms with social missions
- Facilitate contracts for land leases
- Foster community partnerships

Vision:
Farms everywhere that cultivate vibrant, connected communities

Mission:
We empower communities to grow food, jobs, connections, and hope through farming.

> 150 farms with social missions in US

Offer Webinars, Farm Visits, Internships

In February 2023, Eden Streets published a 3-Year Strategic Plan outlining our goals, objectives, and strategies for overcoming anticipated hurdles. This plan highlights Eden Streets' unique value at both the association and farm levels, detailing services such as webinars, newsletters, annual reports, farm visits, and access to critical resources. Financial projections and an operational roadmap for the year were also included. Below are key highlights from the plan:

Strategic Goals for 2023

1. Establish Grow Ogden farm as a pilot project.
2. Build partnerships with strategic organizations.
3. Create pathways to stable employment through community partnerships.
4. Engage farmers with social missions.
5. Focus fundraising efforts on individual giving and grant awards.
6. Develop a project management fee structure for sustainability.

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Grant writing

Initially, Eden Streets engaged a professional grant writer to identify and apply for funding opportunities. However, after a two-month trial, we determined it was premature to invest in this approach. Instead, we incorporated grant writing into our leadership structure, hiring **Rita Ebeling** as Development Director to spearhead these efforts.

Collaborative Fundraising

Rather than relying solely on direct donor outreach, we engaged Grow Ogden volunteers in the **“Plant a Seed of Hope” campaign**. A kickoff meeting and collaborative work session transformed the campaign into a memorable and enjoyable experience, fostering a sense of community ownership.

Leveraging Student Power

Eden Streets found a synergistic partnership with Weber State University (WSU). Through collaboration with Dr. Barrett Bonella and his Social Work seniors, students gained hands-on experience while contributing to grant writing, farm trainee recruitment, and developing validated metrics to measure program outcomes, such as participants' sense of belonging, confidence, and well-being.

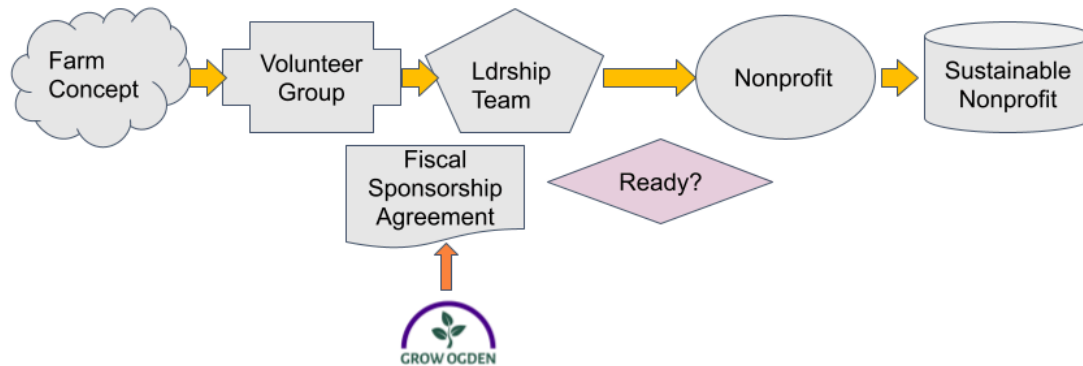
Farm Project Management Fee Structure

Eden Streets aims to create a scalable “Farm-Seeding” model to establish farms with social missions globally. Our approach involves three key phases:

1. **Initiation:** Develop the farm concept, secure partnerships, and establish community support.
2. **Incubation:** Oversee farm operations, provide expertise, and manage community relationships.
3. **Spin-Off:** Transition the farm to an independent nonprofit while maintaining an affiliation with the Eden Streets network.

The diagram below shows the stages of development from the concept of a farm as a proposal to it becoming a project of Eden Streets until it becomes its own nonprofit. When the local farm becomes its own nonprofits, it remains affiliated with the Eden Streets network of farms with social missions.

Next Steps for Grow Ogden



Community Engagement

Interest → Participation → Ownership → Funding → Systems → Agreements → Hiring

To fund these efforts, Eden Streets uses the fee structure:

- **20% of donated funds** to the local farm project (ie. Grow Ogden) cover project administration costs during the initiation and incubation phases. These costs may include management, program, and fundraising costs.
- **Of that 20% in administration costs, 5%** goes toward sustaining the Eden Streets network and supporting future farm initiatives.

This fee structure was reviewed and approved by major partners, ensuring transparency with donors and grantors. It is now part of Eden Streets' "Farm-Seeding-Kit" technical package, providing clear guidelines for administrative costs and fund allocation.

Eden Streets provides the know-how, experience, and expertise to initiate and establish these farms through each step of the process. Eden Streets' project lead provides the needed ground resources to build community relationships and partnerships. They act to ensure that their local farm will unfold with the greatest chance of success. Eden Streets takes responsibility for the success of the farm, especially in the initiation and establishment phases.

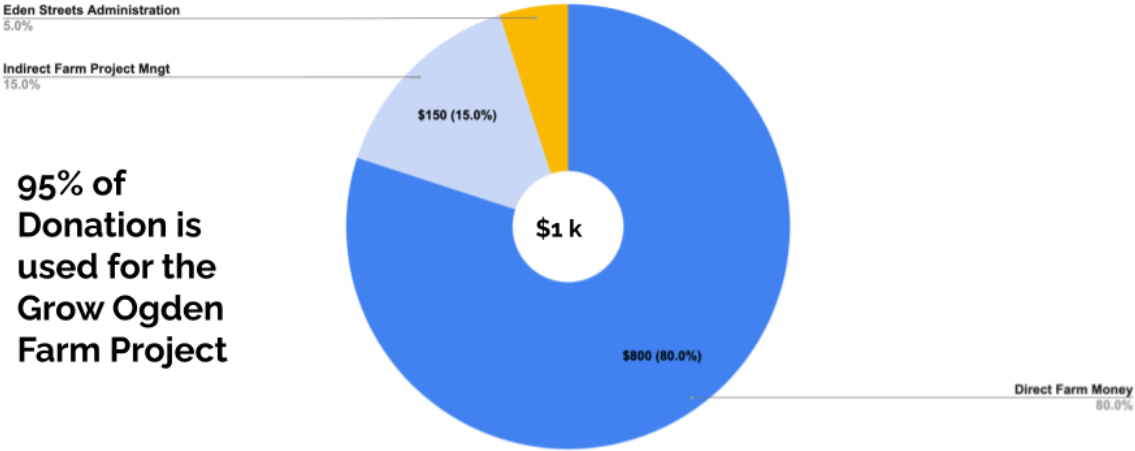
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Local farms are managed by Eden Streets as unique projects. The end goal of the project is to help the local farm launch into its own nonprofit. Gaining sufficient community ownership and engagement to become its own nonprofit may take many years.

Donation to Grow Ogden Project



Local Farm Eden Streets Donation - Breakdown of \$1,000



Strategic Partnerships

Grow Ogden Partners



A Unified Approach



OGDEN-WEBER
TECHNICAL COLLEGE

Grow Ogden Partners:



Collaboration with key partners has been instrumental in Grow Ogden's success:

- **Landowner:** *First Presbyterian Church of Ogden*
The church offered its unused lot and Knox Building, providing farming space, a workshop, classrooms, and a food preparation area. Its central location near public transit and unhoused communities made it an ideal site.
- **Produce Distributor:** *Catholic Community Services*
By donating 100% of its produce to Catholic Community Services, Eden Streets ensures that fresh, organic food reaches low-income families and individuals. Their established food pantry serves over 200 people weekly and aligns with our mission to address food insecurity.
- **Talent Provider:** *Weber State University*
With a student body of 20,000, WSU supports Eden Streets through its Center for Community Engaged Learning. Students gain real-world experience while assisting with grant writing, community events, and farm trainee recruitment. WSU's Social Work program, led by Professor Barrett Bonella, has been especially impactful in developing metrics to measure trainee success.

Community Engagement

In 2023, Grow Ogden welcomed **86 volunteers** who contributed their time and talents to building the farm, raising funds for the job-training program, and participating in Grow Ogden's leadership initiatives.

Grow Ogden's Impact -2023



Since July 2023
groundbreaking

- 86 volunteers
- 31 farm build days or volunteer events
- 494 hours served
- 2 people helped with community service hours
- 7 Weber State Students
 - Grant support
 - Fundraising project

Life
Force!

Final numbers - updated 1/4/2025

At the **Fall Farm Fest on October 19th**, we celebrated the contributions of these volunteers and community partners. Special recognition was given to **Sara Sherman**, Grow Ogden's Community Engagement Director, for her exceptional efforts in recruiting volunteers through JustServe and for leveraging Grow Ogden's social media platforms to raise public awareness. Additionally, **Parker Goss**, **Christine Humphrey**, and **Rita Ebeling** were acknowledged for their leadership and dedication as members of the Grow Ogden Organizing Committee.

Acknowledging the many...



Christine Humphrey
Sara Sherman
Parker Goss
Jim Sweet
Ben Tecumseh DeSoto
Sterling Bennion
Matt Herp
Chris May
Aaron Ebeling
Rita Ebeling
Tim Randolph
Randy Chappell
Rachel Martin
Professor Barrett Bonella
Josh Jones

Grow Ogden Volunteers **65+**



During the event, we also had the privilege of presenting our **first head of lettuce**, grown at Grow Ogden, to **Rachel Martin**, Volunteer Coordinator at Catholic Community Services. This symbolic gesture underscored our commitment to providing fresh, locally grown produce to those in need.

Eden Streets remains committed to engaging the community and fostering a sense of ownership among neighbors and stakeholders, ensuring that Grow Ogden truly becomes "their" farm.

Lettuce Harvest and Presentation



Rachel Martin, Volunteer
Coordinator and Counselor



Catholic Community Services



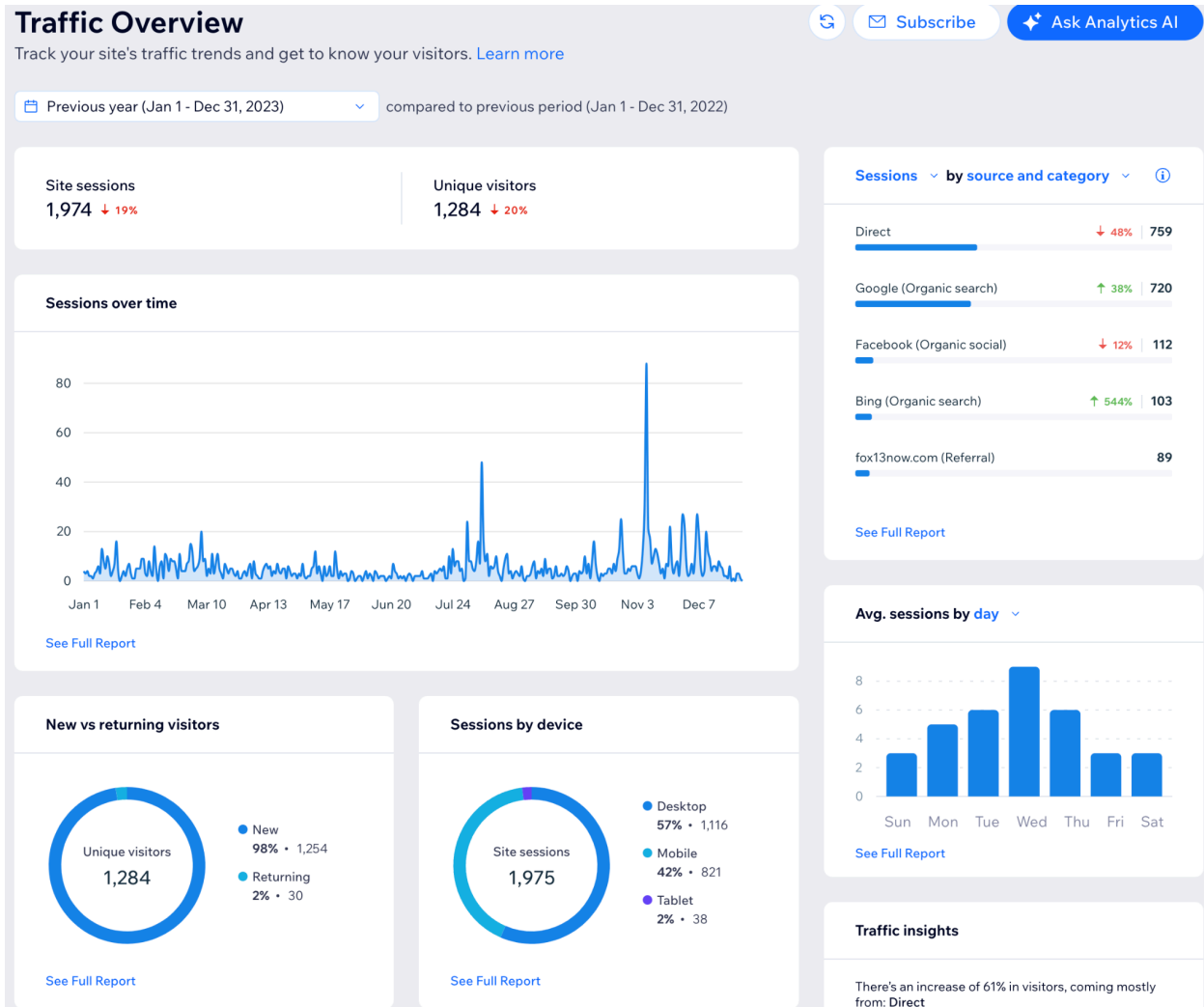
Marketing and Website Development

In 2023 Eden Streets switched from having our website to our social media being our primary marketing platform. The Grow Ogden Logo was created as well as the Grow Ogden Facebook and Instagram pages.

Website Sessions

For the full year, EdenStreet.org had 1,284 unique visitors for 1,974 sessions, an increase of 61% over 2022 - coming mostly from direct search.

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Eden Streets Website: Traffic Over Time

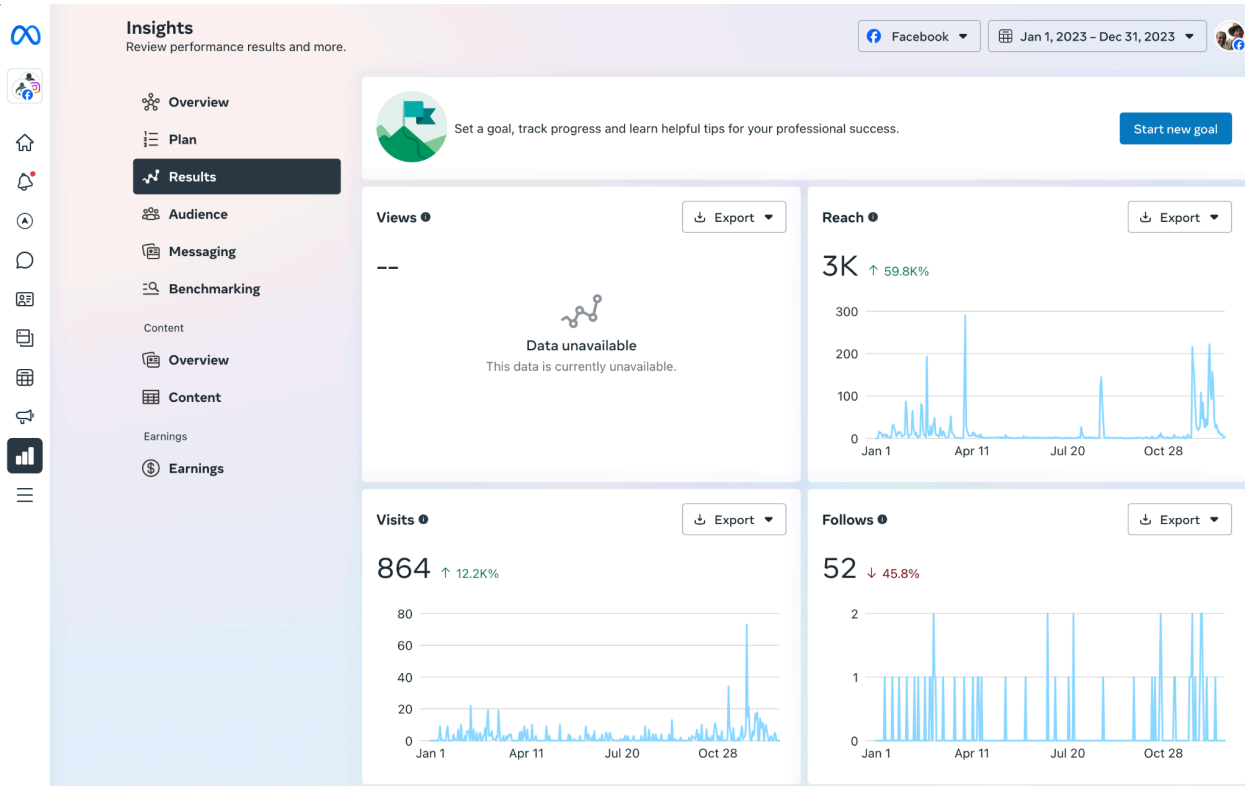
Website Blog Visits

We focused the first part of 2022 on documenting in blogs the farms visited in Q2 of 2022. Since then, our focus has been on Grow Ogden. More blogs will be written based on interviews held with executive directors and farmers from other farms with social missions. Grow Ogden will also serve as a dynamic source for updates on how a farm with a social mission is established.

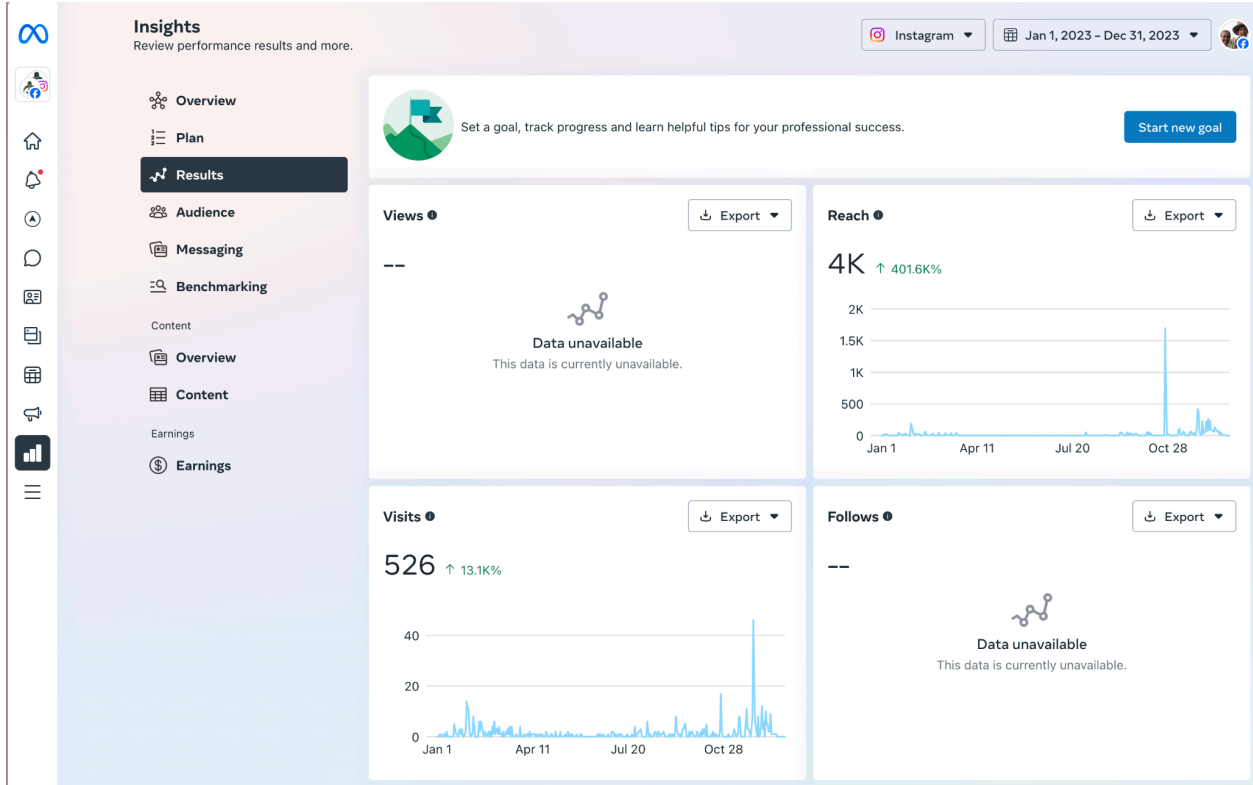
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Social Media

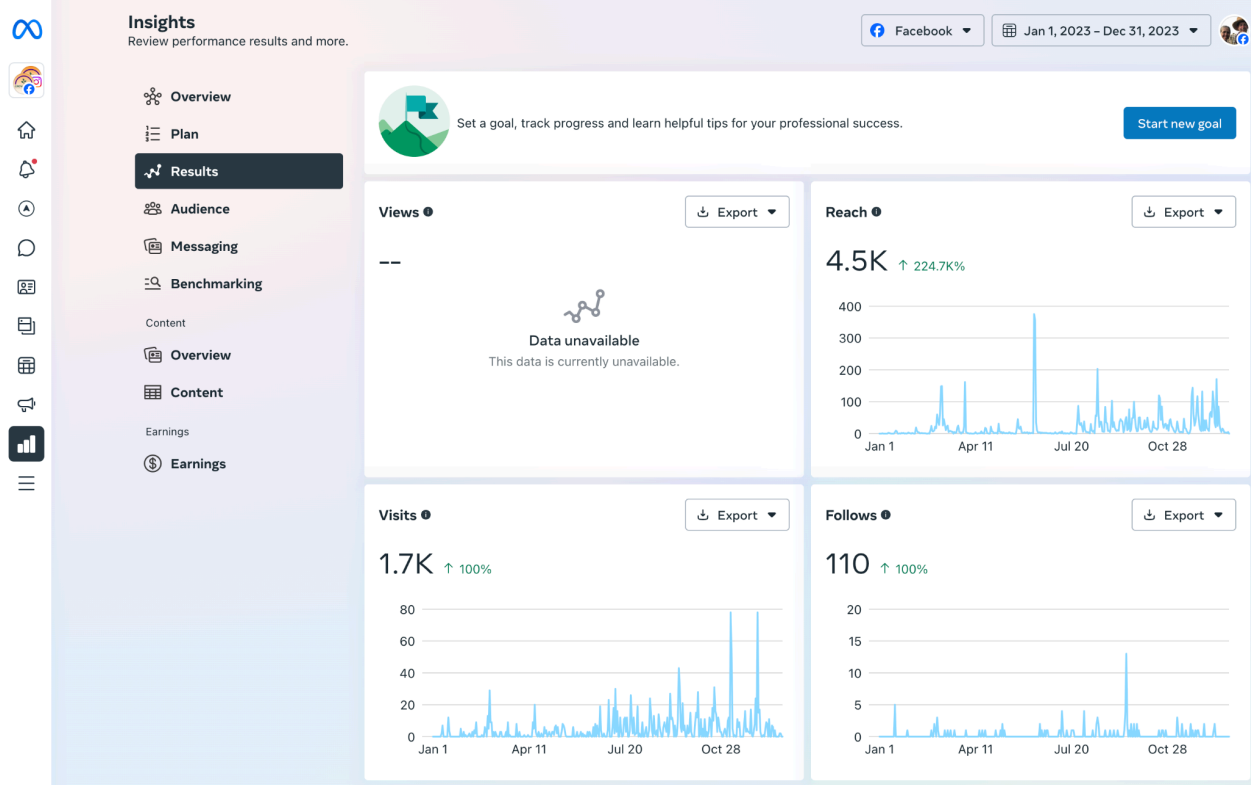
Platform Followers	2022	2023
Eden Streets Facebook	137	189
Eden Streets Instagram	203	203
Grow Ogden Facebook	0	103
Grow Ogden Instagram	0	207



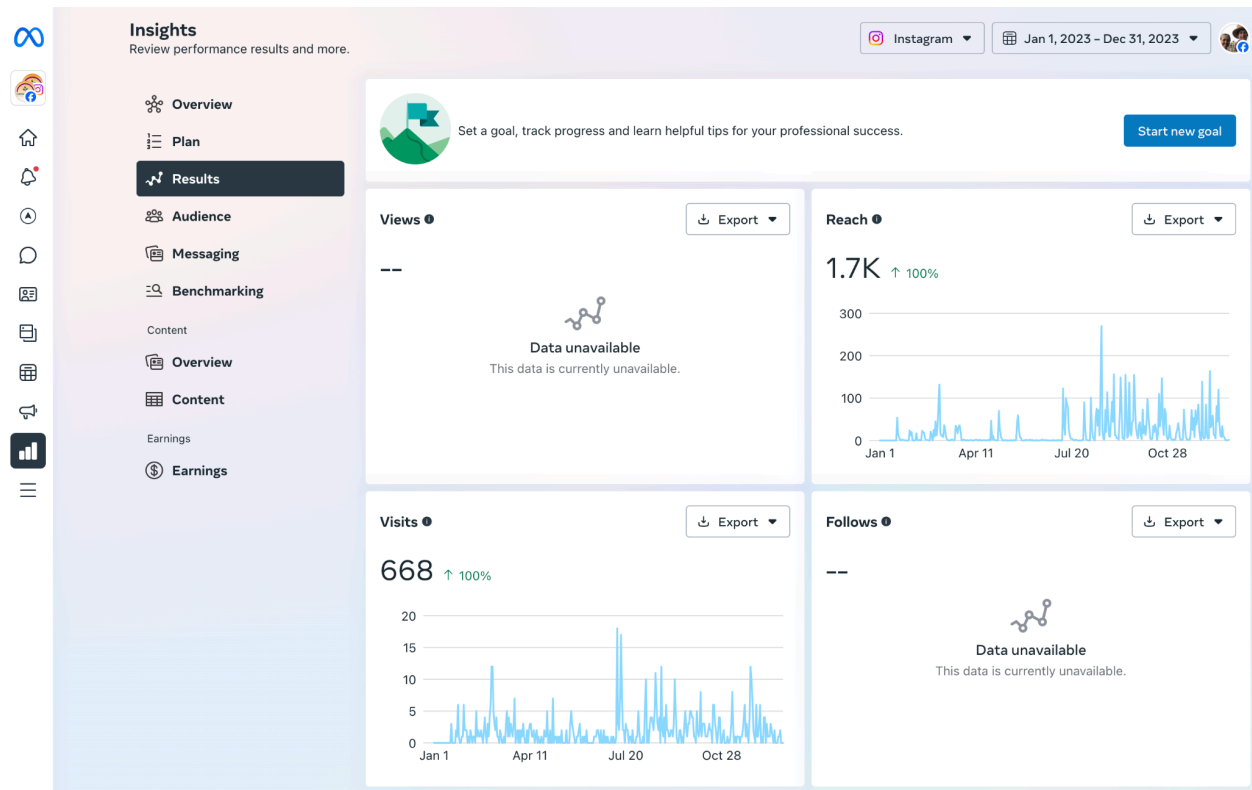
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Membership

In 2023, limited funding for officer salaries meant that Eden Streets could not prioritize expanding membership. However, we made significant progress in developing a strategic approach to member engagement and sent newsletters to keep our existing members informed and connected.

By the end of the 2023 fiscal year, Eden Streets had grown its membership to **58 members**, an increase of **11 new members** from 2022—a **23% growth**. As we work toward reaching a **critical mass of 80 active farmer members**, we aim to hold elections to formally establish our association, empowering members to shape our shared vision and future.

To provide clarity on membership options, we updated the **Eden Streets Membership Page**, outlining levels of involvement in order of increasing commitment:

- **Supporter**
- **Advocate**
- **Volunteer**
- **Associate**

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- **Participant**

This structure ensures that individuals can engage with Eden Streets in ways that align with their interests, availability, and capacity, fostering a diverse and inclusive membership base.

Eden Streets Member Sign Up

Become A Member

We are so glad you are interested in joining Eden Streets!
We are growing a membership who believes in the power of farming to **relaunch lives**.

Please review these documents:

- [Mission + Vision](#)
- [Our Values](#)
- [Member Pledge](#)
- [Declaration of Common Ground](#)



Step 1 Read Membership Role Options

Supporter

Stay connected with Eden Streets updates while supporting Eden Streets mission

Advocate

Become part of a community of advocates for Eden Streets. Actively promote Eden Streets

Volunteer

Volunteer at farms with social missions near you. Offer your skills to help a farm near you.

Associate

Join a network of farmers with social missions doing the work. Share with and learn from others.

Participant

Serve as a staff member or trainee at an Eden Streets farm. Get paid to deliver job training or develop life skills in preparation for your next step.

Read more about the five membership roles to determine best alignment!

[Membership Roles](#)

Financial Performance

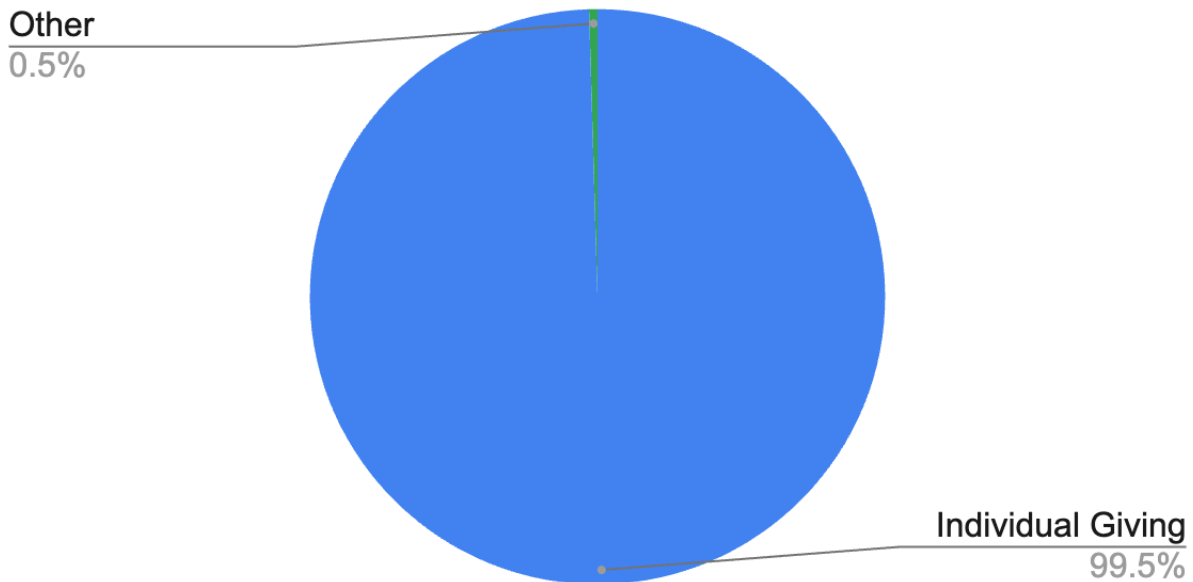
Eden Streets fiscal year goes from 2/1/2023 to 1/31/2024. In November 2023, we moved from spreadsheet-based accounting to Quickbooks Plus online accounting. Designed for nonprofits, this software enables tracking of restricted donations. It also facilitates reporting of programs versus administrative and fundraising costs.

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Our total revenue was \$21,213 for our fiscal year 2023. It was composed almost solely of individual giving.

Eden Streets 2023 Income Summary:

2023 Fiscal Year Revenue



Contractor expenses were our biggest fees. These included in order of amount.

- grant writing (\$7,900) ,
- Marketing expenses (social media and website alignment) (\$7,872),
- administrative expenses (\$3,126).

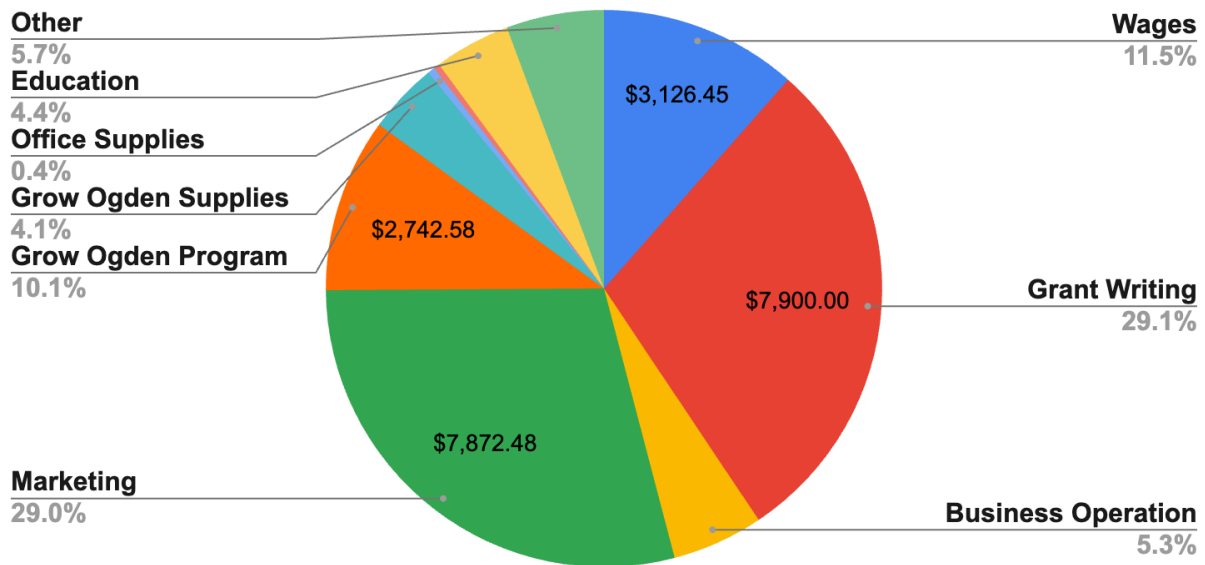
Marketing and messaging were a primary focus throughout the year to build community awareness and engagement.

In 2023, Eden Streets

Total expenses:	\$27,152
Difference:	\$-5,939
Bank Account Balance:	\$10,338 (38% of annual expenses)

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Eden Streets 2023 Expense Summary:



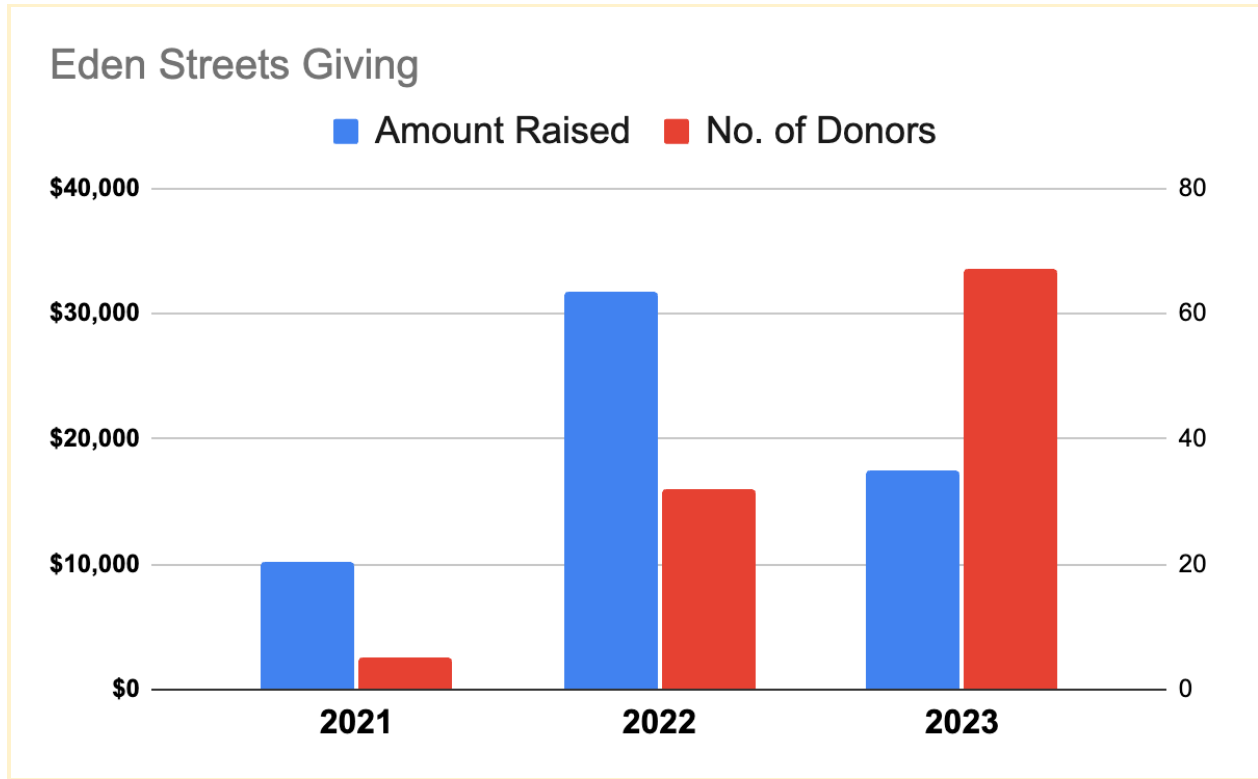
Funding

As Eden Streets continues to grow, our funding model relies primarily on **individual giving**, followed by **grants**. Community value and engagement are reflected not only in the number of donors but also in the amount donated. Notably, the percentage of total donations from Ogden-area givers increased dramatically from **1% to 46%** in 2023, largely due to the announcement of the **Grow Ogden farm**. Volunteers who directly contributed to building the farm have helped foster this local support.

Individual Giving

In 2022, a generous **angel donor** contributed **\$19,000**, which significantly offset our total donations for that year. In 2023, the largest single donation was **\$4,000**.

As we continue to grow, Eden Streets will focus on enhancing communication with our donors to improve retention and engagement. Given that our impact is primarily local, we expect the percentage of donations from Ogden-area donors to continue increasing as our farm project gains visibility and support.



Eden Streets

Individual Giving Trend

Donations	2021	2022	2023
Amount Raised	\$10,190	\$31,744	\$17,527
No. of Donors	5	32	67
Max Gift	\$10,000	\$19,473	\$3,000
Median Gift	\$35	\$100	\$100
Average Gift	\$1,698	\$962	\$273
Ogden Area (% of \$)	0	1%	46%
New Donors (% vs. previous yr)	n/a	560%	91%
Lost Donors (% vs. previous yr)	n/a	40%	58%
Retained Donors (% vs. previous yr)	n/a	60%	42%

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Grants

With the successful launch of **Grow Ogden**, Eden Streets is now in a position to pursue more targeted grant opportunities. As of **July 2023**, we have secured two grants:

- **United Way of Northern Utah Community Service: \$1,000**
- **The Presbytery of Utah Blessings Grant: \$5,000**

Eden Streets Grant Dashboard -2023		Owner: Rita Ebeling, Development Dir
Status as of:	1/1/2024	
	Today	
Metric	Value	Comments
Grants awarded	2	Presbytery of Utah, United Way
Grants declined	3	Zions Bank, PINA , JW Couch
Grant amount awarded	\$6,000	

Grant writing has become an integral part of our operations, especially with the addition of **Rita Ebeling** as our **Development Director**. She leads a volunteer team of grant writers, which includes **Weber State University Social Work students**. These students have also contributed to farm trainee hiring and onboarding processes.

These steps are bringing us closer to our ultimate goal: establishing farms that not only transform lives but also serve as models for communities worldwide.

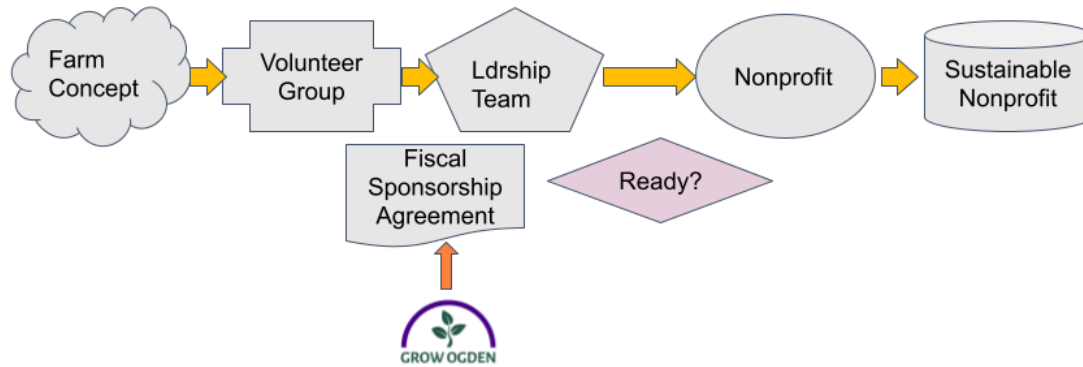
Forward Look

As **Grow Ogden** becomes Eden Streets' first pilot project, our primary focus is ensuring its success—relaunching as many individuals as possible with minimal resources while maximizing impact.

The creation of a **Strategic Business Plan** for 2023–2025 has been instrumental in refining our messaging, aligning our definitions, and defining our target audiences. This process has also necessitated updates to our website and social media platforms to ensure consistent communication.

Our revised mission, “to empower communities to grow food, jobs, connections, and hope through farming,” clearly articulates who Eden Streets seeks to empower within the community.

Next Steps for Grow Ogden



Community Engagement

Interest → Participation → Ownership → Funding → Systems → Agreements → Hiring

Eden Streets operates at two levels:

1. **As an association of farmers with social missions**, and
2. **As an initiator of farms** at the local community level.

By effectively coordinating both levels, we can transform lives through farming, expanding this model globally. At this stage, our limited resources have been focused primarily on launching **Grow Ogden**.

As an association, Eden Streets aims to:

- Define a new profession and career path for farmers with social missions.
- Develop and share a body of knowledge for establishing and running farms with social missions, including best practices.
- Educate members through handbooks, virtual libraries, apprenticeships, conferences, webinars, online courses, and newsletters.



As a farm initiator, Eden Streets intends to:

- Create farms with social missions, including the necessary nonprofit structures.
- Facilitate land lease contracts with governments.
- Foster community partnerships to support farm sustainability.

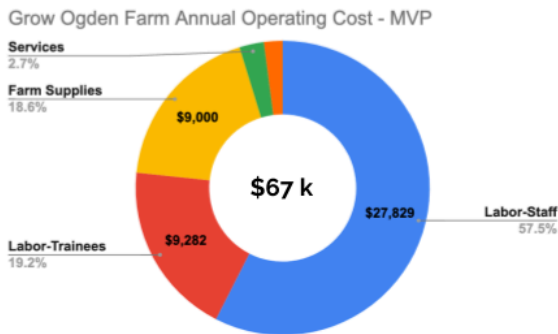
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To operate **Grow Ogden**, we have designed a "minimum viable product" with a target operating budget of **\$109,000** for the first year, covering both capital and operational costs.

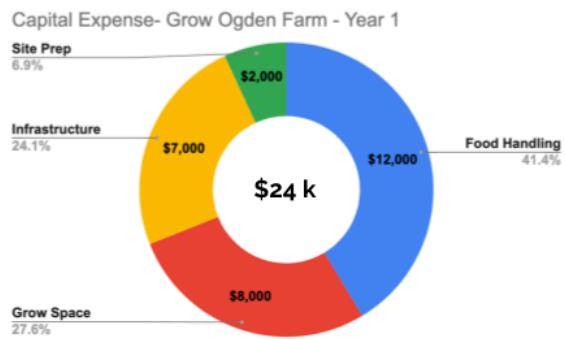
Fundraising Plan 2024 - \$109 k

Annual Operating Budget



Capital Budget



Fiscal Sponsorship: \$17k

Success at Grow Ogden

Success at Grow Ogden hinges on meeting the needs of our primary stakeholders—**donors, grantors, partners,** and **Grow Ogden leadership.** Building relationships of trust and learning within the Ogden nonprofit ecosystem, particularly in addressing homelessness, is key. Clear communication of the mutual benefits of relaunching lives while building community is essential.

Before breaking ground at Grow Ogden, we engaged volunteers through monthly service projects at other farms, which helped us recruit key leaders for the project. At the farm kickoff meeting, 24 volunteers gathered to define their roles, enabling us to rapidly build the farm. The leadership of **Sara Sherman**, our **Community Engagement Director**, was pivotal to our success.

Looking Ahead to 2024

In 2024, we aim to prove the viability of our pilot program. We have recruited **Ella Fleming** as our **Program Director**, who brings three years of experience with The Homeless Garden Project. She will lead the development of job and life-skills training curricula. Our goal is to

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create a resource library for Eden Streets members to use at other farms. **Jasmine Thompson**, our **Director of Cultivation**, is spearheading upgrades to our social media and website. With **Parker Goss, Grow Ogden's Operations Director**, overseeing farm procedures, we aim to train three farm trainees per season.

Social media remains a vital tool for communication and engagement, and we are exploring online platforms to post volunteer opportunities. Being a member of the **Ogden-Weber Chamber of Commerce** has also opened additional doors for sharing our work and gathering resources.

Here's a look at Eden Streets' future milestones:

Eden Streets 3-year Offering Plan



2023

- Webinars
- Grow Ogden Yr 1
- Partnerships

2024

- Webinars
- Farmer Training
- Farm Visits
- Grow Ogden Yr 2
- Conference
- Body of Knowledge
- Regional networking

2025

- Webinars
- Farmer Training
- Region-based farm apprenticeships
- Farm startup
- Certification
- Podcasts

Eden Streets' Future Milestones

In the coming years, Eden Streets aims to:

- **Issue certifications** to other farmers with social missions by Year 3, once our body of knowledge is established.
- **Self-funded farms:** A long-term goal is to design farms that generate enough income to cover operational costs, reducing reliance on external funding. While this will require significant resources and collaboration with farm operators, it remains a key objective.

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2024 Goals and Objectives

In 2024, Eden Streets will focus on the following objectives:

1. Achieve operating balances of **\$15,000** in Year 1, **\$25,000** in Year 2, and **\$50,000** in Year 3.
2. Build an engaged Eden Streets member community of **80 members**.
3. Raise **\$109,000** to fund the Grow Ogden Farm.

The issue of **chronic homelessness** continues to grow, and projections indicate a greater need for pathways out of poverty. While addressing immediate needs is crucial, Eden Streets is focused on providing long-term solutions by empowering individuals to secure stable employment and housing.

With **Grow Ogden** taking shape, we now have a "laboratory" to build our knowledge base and document best practices. By sharing our experiences, we will strengthen our credibility, expand our membership, and increase awareness among community and city leaders about the potential impact of our work. We also plan to facilitate greater interaction among Eden Streets members through virtual community-building technologies.

More people are recognizing the critical need for farming with a social mission, and its benefits extend far beyond the individuals employed. Demonstrating this impact in real life will be our focus in 2024.

