



ANNUAL REPORT - 2022

In 2020, Eden Streets was founded as an association of farmers with social missions. We envision farms everywhere that cultivate vibrant, connected communities.



Eden Streets

Growing jobs, connections,
and hope through farming

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edenstreets.org



...Farming that Relaunches Lives

Eden Streets' Core Definitions

A **“farmer”** is a person who brings forth more life. Eden Streets' “farmers” orchestrate and conduct within ecosystems to initiate and enhance growth and realize a harvest.

A **“farmer with a social mission”** is a farmer whose primary purpose is to foster individual growth and cultivate community.

A **“farm”** is a defined site of enterprise which produces life-sustaining energy and life-enhancing experiences.

“Farming” is a profession that plants, cultivates, and harvests fields of life.

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Fiscal Year: February 1, 2022 through January 31, 2023

Words from the Director

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

Thank you for your continued engagement and support! Whereas 2021 was a year of farm visits and documentation, 2022 has been a year of relationship building and social experimentation at the local level. In 2022, the "Green Phoenix Farm Case Study-2021" was published. Other firsts include our first webinar, our first outstanding farmer with a social mission award, and our first fundraising donor and grant campaign. The year 2022 has also been a year of transition to a new headquarters and focus. That focus is Grow Ogden, a farm with a social mission to be built to transitionally employ those facing homelessness. In 2021, we targeted Ogden as the best place in Utah to start a farm with a social mission because of its diverse population, close proximity of those with resources and those without, and access to key resources like university students, industry partners, and land.

Each presentation we have given has been an opportunity to sharpen our message and build relationships. Settling into the Ogden-Weber County ecosystem has taken hours of interaction, building trust and credibility at meetings and events. Meanwhile, the story unfolds as land for the Grow Ogden farm site has been found. As a result of this process, it became clear that we needed to sharpen our mission and vision statement to better articulate the value we offer to community leaders. A strategy of "doing farming" combined with offering relevant webinars for our members has helped build membership. We are deeply grateful for our diverse board members and experienced advisors who are coaching us each step of the way. Sara Marie Hamilton, our Director of Cultivation, has brought her expertise in social collaborations and local food systems to help guide our decisions.

As Grow Ogden unfolds, the Grow Ogden farm will be the laboratory for learning the ins and outs of establishing a farm with a social mission. It's exciting to see the community grasp its significance and offer resources to realize the farm. We are thrilled to forge relationships with Care Farming Network and Farmer Veteran Coalition to leverage their expertise. The processes they are refining together with our own experiment in Ogden contribute to the know-how we will share with aspiring farmers with social missions. We're committed to empower them on their journey.

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Delivering our Mission

As of November, our revised mission statement reads: "We empower communities to grow food, jobs, connections, and hope through farming." Our new vision statement follows, "We envision farms everywhere that cultivate vibrant, connected communities." That clarity came as I met with the Lantern House (largest homeless center in northern Utah), the Local Area Homeless Council (Weber County), the United Way of Northern Utah, and Utah Homelessness Services.

The core of our work stems from understanding how work experience on the farm maps to the vital dimensions of a happy, healthy human being: spiritual, emotional, physical, and intellectual. From our Ogden laboratory, we've become acquainted with the vital components of the community: city and county governments, nonprofits, businesses via the chamber of commerce, and communities of faith.

Expanding the Eden Streets network

Eden Streets continues to connect our community of farmers with social missions. In 2022, we grew in membership from 28 to 48 members (a 71% increase). Each member gets our quarterly newsletter and invites to our webinars. We've expanded our new membership information to gather more information about what their backgrounds are and where their interests lie. We plan to delve into challenges they face and package resources in a way that would benefit all farmers moving forward.

Impacting Thousands of Lives for the Better

As we watch the "Grow Ogden" farm unfold, we are seeing a community of socially-minded individuals come together. Grow Ogden presents a tangible way to address social challenges, produce local food, regenerate the environment, and connect with each other. The city's homeless shelters are on-board with offering part-time farm employment to those staying there looking for work. Catholic Community Services has entered into a memo of understanding to use their food pantry as a distribution hub for the farm's produce. These developments indicate that the center of gravity is shifting. With this movement comes acceleration: the influence of the farm continues to expand. Grow Ogden's story will empower other farmers with social missions to create other farms.

Thank you for your vitally important support to help fund and resource this work!

Gratefully submitted,



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Executive Summary

Within our second year of operation, Eden Streets has

- Grown membership by 20 (71%) from 28 to 48
- Secured donations of \$16,792
- Won two grants, applied for five totaling \$10,225
- Strengthened our board, officer, and advisor [Leadership](#)
- Increased our Social Media reach and engagement (added [Grow Ogden](#))
- Won local support for the [Grow Ogden](#) farm
- Sharpened our messaging for fundraising leading with our mission and vision
- Introduced ourselves to leaders of governments, nonprofits, and businesses
- Collaborated with [Farmer Veteran Coalition](#) and [Care Farming Network](#)
- Moved our headquarters to [Ogden, UT](#).
- Developed clear documentation for the [impact of the Grow Ogden Farm](#).
- Visited eight farms with social missions along the Atlantic seaboard states. (see [blogs](#))
- Won semifinalist of [Permaculture Design Contest](#) - Community Farm Design Project

Major Milestones - 2022:

- July 8, 2022 - Published "[A Case Study: Green Phoenix Farm 2021](#)"
- November 8, 2022 - [Revised Mission / Vision](#)
- November 13-16, 2022 - Attended National Conference - [Farmer Veteran Coalition](#)
- Dec 8, 2022 - [First Webinar](#) - Darrie Ganzhorn 20+ years of experience at the [Homeless Garden Project](#)
- Dec 8, 2022 - Awarded Outstanding Farmer of the Year - 2022 to Darrie Ganzhorn

Words from our members

[Mark Kearney:](#)

I love it (my story on [blog](#))! Who would've known? I never thought my hard work would ever be seen, but thank you for sharing the light on the things that I am so passionate about – people and gardening. God bless you!

I just finished reading the whole bio on Asim. The way you wrote it helps me interpret it as if Muhammad was speaking. It brought tears to my eyes. I am so blessed to have met you. You have shined a light on some things that I am very passionate about – other people's lives. I thank you! Thank you! Thank you!

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Sye Sneed:

Dear brother Karl, I began reading all your posts, and it's amazing what you're doing, Brother Karl. Simply!! Such a humble approach you have in your reporting truly draws the viewer in. And the piece on me and my story is beautiful for the lack of the exact words, "music" to experience it 3D. Even more important to me is that "I feel me." Peace and blessings!

Praying that you are safe and in a good space, brother Karl. Can't say enough about the places I'm back in touch with since our conversation. I have boundless emotion from the reaction and response the article has triggered. MTWCS. Your brother Sye.

Bill Cocose: comments about a blog we posted "[A Relook at Farming in California Prisons](#)", "Greetings Farmer Karl, I enjoyed this well-written and informative piece, which is very timely for me. Thanks! – Bill"

Russell Peacock: "Thank you so much for the gifts of the seeds and a rather sporty cap! Your work is still meaningful to me; let me know how I can help. -RP"

Financial Performance

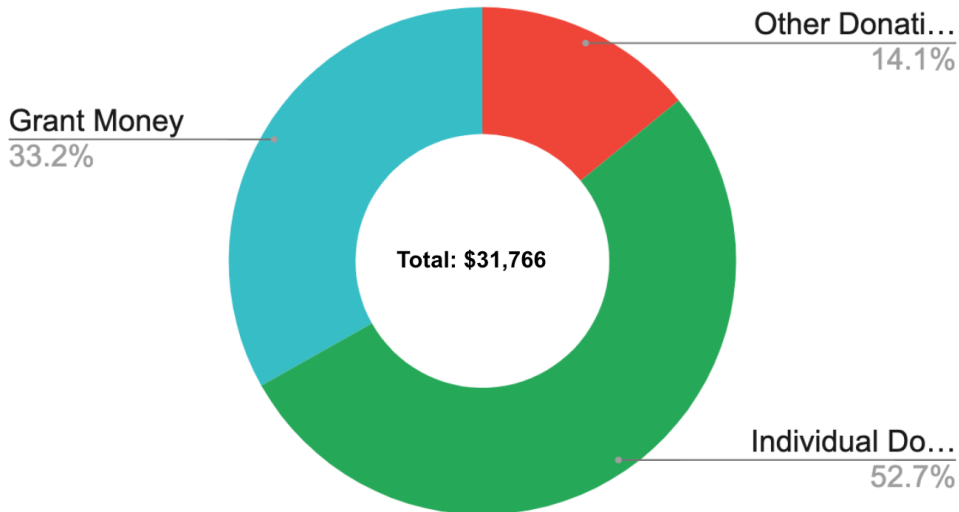
In 2022, Eden Streets operated within budget, with funds sourced exclusively from private donations. Expenditures focused mostly on compensating contractors and employees (36%), purchasing resources to launch the website (35%), paying travel expenses for market research with urban farms (10%), as well as marketing expenses (10%). Other expenditures are also shown in the graphic below.

Total income (private donations):	\$31,766
Total expenses:	\$23,423
Remaining cash:	\$8,343 (36% of annual expenses)

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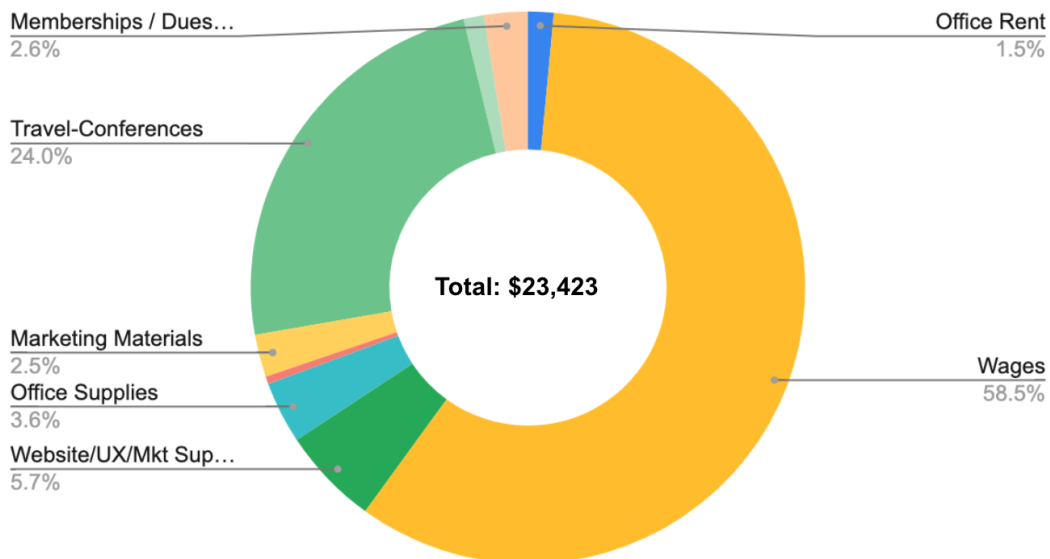
Eden Streets 2022 Income Summary:

Eden Streets Income: Total \$- Yr2022



Eden Streets 2022 Expense Summary:

Eden Streets Expenses: Total \$- Yr2022



In 2023, we are continuing to operate within a budget that has been approved by our CPA-certified financial advisor and our board. For 2022, our accounting system has been approved as following best standard practices for tracking all income and expenses.

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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** - 40 years of experience in public works, Infrastructure financing, program delivery, construction management and delivery of services in the public sector.
- **Anne Dunaway** - Anne Dunaway, Director of Agricultural Land Use for Marriott-Slaterville, UT, has developed a local food system to empower farmers to grow profitably through cooperation and resource leveraging. She has significant grant-writing experience. She operates a farm: [Urban Prairie](#)
- **Tami McDaniel** - served as Youth Harvest Project Director with [Garden City Harvest](#) from 2016-2022.
- **Mark Kearney** - Mark Kearney, known as "Solomon" at Newark, New Jersey's largest urban farm "[City Bloom](#)", has been managing this three-acre intensive vegetable farm since 2012.

Officers

- **Sara Marie Hamilton** - joined Eden Streets in June of 2022 as Director of Cultivation. Sara Marie has helped immensely with our social media presence.

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. Eden Streets also consults with [Darrie Ganzhorn](#), Executive Director of the [Homeless Garden Project](#).

Membership

Eden Streets closes the 2022 fiscal year with 48 members. When we have achieved a critical-mass membership of 80 active farmer members, we plan to hold elections to formally establish our association and thereby 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

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share common experience or can answer questions. 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 to add to 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.

Operational Review

In 2022, Eden Streets revised its Strategic Business Plan to envision our core and the coming five years. However, we were not yet able to fund an in-depth analysis of this plan and how that might inform our fundraising messaging. Operations were streamlined consciously to focus efforts on establishing Grow Ogden as a model farm to share with our stakeholders.

Marketing and Website Forum

To increase awareness of Eden Streets, our website has been our primary marketing platform. We added a new resource "Webinars" to provide a library for the public. Eden Streets [YouTube library](#) is growing!

Website Sessions

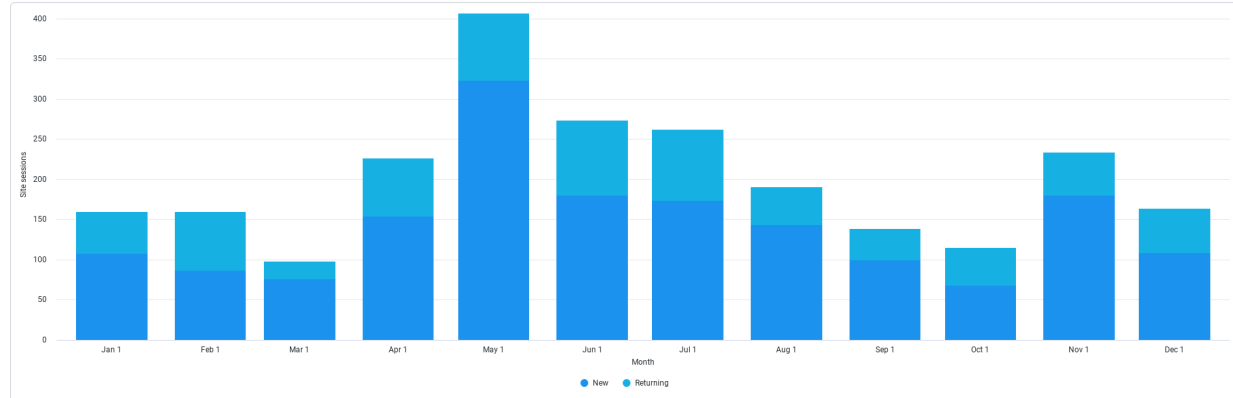
These graphs show a dominant number of site visitors are new.

Eden Streets Website: Traffic Over Time

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Traffic Over Time (split, bar chart)

Select a time period is previous year Group by is Month Select a measure is Site sessions Split by is Visitor type Exclude bots is Yes



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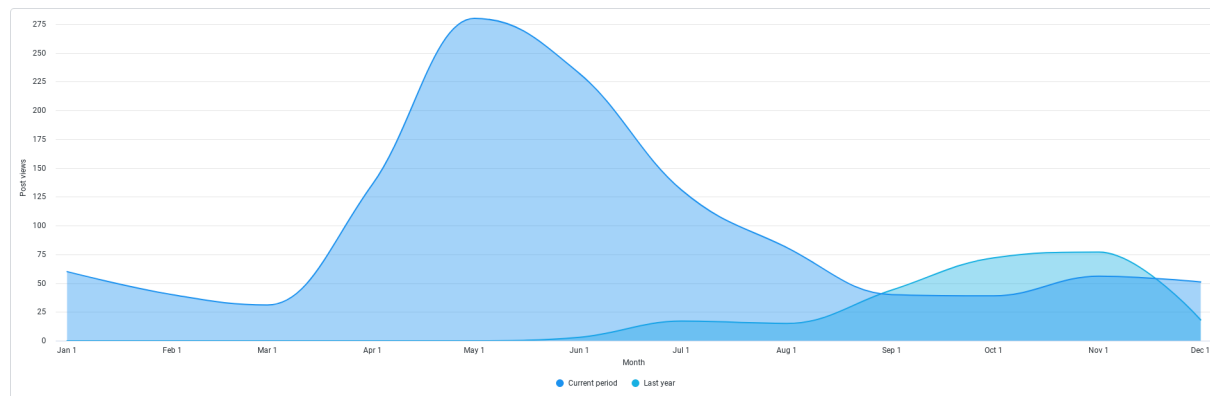
Website Blog Visits

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.

Eden Streets Blog Posts Reads Over Time

Blog Posts Over Time (comparison, line chart)

Select a time period is previous year Compare to is Last year Group by is Month Select a measure is Post views Exclude bots is Yes



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Social Media

Eden Streets

- Followers on Facebook: 137
- Followers on Instagram: 203

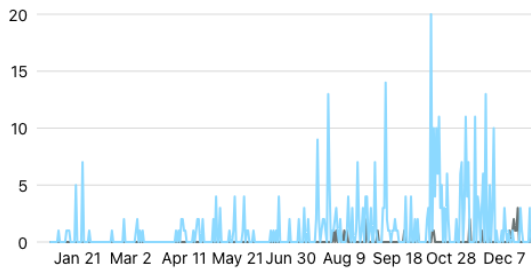
As compared with previous year 2021:

Year 2021

Page and profile visits

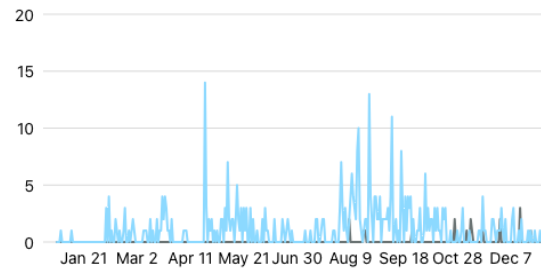
Facebook visits ^①

411 ↑ 1.4K%



Instagram profile visits ^①

394 ↑ 2.1K%



Year 2022

Reach

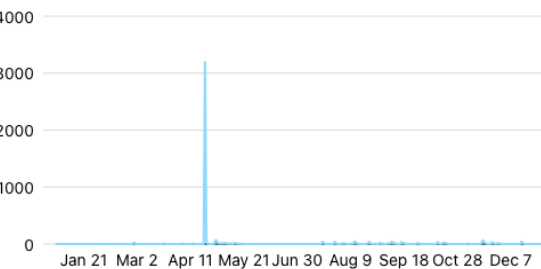
Facebook reach ^①

13,894 ↑ 73.0K%



Instagram reach ^①

4,105 ↑ 51.2K%



Grow Ogden


- Followers on Facebook: 103 Reach: 228
- Followers on Instagram: 207 Reach: 221

Forward Look

Pausing to deeply think about the fundamentals of Eden Streets in the form of a detailed strategic business plan for 2023 to 2025 has been a worthwhile exercise. These fundamentals include alignment of definitions, audiences, and a human-centric approach. We believe the foundation we have laid with its resulting messaging will support us through the next decade.

Our revised mission "to empower communities to grow food, jobs, connections, and hope through farming" suggests an explanation about who in the community Eden Streets intends to empower.

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

Eden Streets operates at two levels: as an association of farmers with social missions and an initiator of farms at the local community level. An effective coordination of both levels enables us to relaunch and even transform lives through farming in a way that shares and expands this work around the world.

As an association of farmers with social missions, Eden Streets intends to

- Define a new profession and career path for farmers (i.e. farmers with social missions).
- Develop the body of knowledge needed to establish and run farms with social missions by gathering, documenting, and sharing best practices.

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- Educate its members through handbooks, a virtual library, apprenticeships, conferences, webinars, online courses, and newsletters.

As an initiator of farms, Eden Streets intends to

- Create farms with social missions, including their nonprofit-supporting organization.
- Facilitate contracts for land leases from governments.
- Find and foster community partnerships.

At its core, Eden Streets is guided by these pillars:

Eden Streets Values

At Eden Streets, we promote these values:

- Social responsibility
- Community engagement
- Reciprocity and sharing

Program Participant Impacts

Farm-program participants benefit directly in receiving

- Transitional employment and job training
- Individual mentorship
- Local, farm-grown food

Community Stakeholders

Eden Streets serves as a resource to empower these community stakeholders:

- Community leaders
- Partners and sponsors
- Neighbors
- Farmers and potential farmers

Eden Streets' approach is to empower the individual. Empowerment can be most effective by taking a human-centric approach. We do that by considering the physical, mental, social, and spiritual needs of each person being employed and adapting the farm program and experience to meet them.

The farm environment and experience Eden Streets intends to create uniquely and effectively addresses these human needs. Farm staff act as the primary facilitators of that relaunch; they are aware of the need to structure the farm and its experience to allow the farm to do its own teaching. These farm staff include the farm manager, the program manager, and a trainee advocate.

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While these farms can produce a revenue stream through produce, seedlings, and seeds, the far-greater benefits of the farm cannot be easily quantified in terms of money. These benefits include an increased sense of resilience and confidence, an income, increased wellbeing and health, a deeper spiritual connection, improved relationships (eg. spouse, partner, neighbor), a sense of community belonging, a means to care for those in need, occupation and personal education, a means to learn educational stewardship, and a way to strengthen the local economy while increasing food access. These benefits combined can effectively address many of our current social problems. That's how Eden Streets grows hope.

The Power of Farming to Relaunch People



Physical

Promotes eating healthy food; doing basic, meaningful daily work.

Mental

Informs about the cycle of life and reality. Transforms perception.

Social

Provides social connection through "family" working together.

Spiritual

Fosters a sense of spiritual inspiration and transcendence.



A Human-Centric Approach

Farmer, Farm, and Farming Redefined

Using these definitions, Eden Streets intends to attract members whose values align with the power of nature-based farming to heal, restore, enliven, and teach.

A **"farmer"** is a person who brings forth more life. Eden Streets' "farmers" orchestrate and conduct within ecosystems to initiate and enhance growth and realize a harvest.

A **"farmer with a social mission"** is a farmer whose primary purpose is to foster individual growth and cultivate community.

A **"farm"** is a defined site of enterprise which produces life-sustaining energy and life-enhancing experiences.

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“Farming” is a profession that plants, cultivates, and harvests fields of life.

Community Farm Team

To accomplish our work both at the association and the community farm levels, Eden Streets seeks to recruit sociologists, teachers, case workers, nonprofit leaders, social change advocates, and farmers who can partner with Eden Streets to establish farms with social missions. Together, this grouping of talent will help us realize farms everywhere that cultivate vibrant, connected communities. Collaborating with agro-ecologists, universities, and other nonprofits like Farmer Veteran Coalition and Care Farming Network will help us accelerate progress.

Our aim in these circles is to

- Grow a supportive community
- Share successes
- Learn best practices

Eden Streets offerings for its members will include

- 1) Mentorships
- 2) Community
- 3) Education
- 4) Partnerships
- 5) Community building

Our membership will increase as people experience these farms with social missions and find their role in establishing and operating them. Visiting farms, shared experiences, and sharing life-relaunch experiences will be important factors to growing our community.

Prudently, we are selecting a few goals each year that will help us realize an active, engaged community. In the next two years, Eden Streets plans to provide information, connection, and support to offer

- 1) Networking
- 2) Knowledge base
- 3) Partnerships

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

Certifications will come in year 3 once our body of knowledge for farming with a social mission has been established. In the meantime, we aim to link members to other members who have the knowledge to initiate, build, and operate farms with social missions.

Self-Funded Farms - A Stretch Goal

To our knowledge, the longest-running, most successful farms with social missions can generate enough farm income to cover about 30% of their costs. 80% of the costs to operate these farms go to paying for the labor: the trainees and farm staff. Raising funds requires a significant set of resources devoted to annual fundraising. While a community supported farm is a critical element of this work, Eden Streets wants to design farms that will generate enough income on the farms to sustain themselves without the need for external funding. This objective will require the best thinking of those who now run the farms. It will need to be done without sacrificing the need to put the individual trainees' needs first. Eden Streets' primary "products" are the "relaunched" people who successfully graduate from the growing season's program who move on to stable employment and housing.

Expanding our Reach

As Eden Streets proves success for farms with social missions, we intend to approach cities with high rates of homelessness to assess interest in co-sponsoring farms. These farms will provide a "hand-up" and not a "hand-out" to those who are willing to work. They will provide a pathway out of poverty. Together with organizations like [Care Farming Network](#), [Farmer](#)

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[Veteran Coalition](#), and [The Center of Agroecology](#), we will be able to reach broader audiences who may be experiencing disconnection as a result of disability, military service, incarceration, addiction recovery, immigration, or homelessness.

Goals and Objectives - 2023

Eden Streets will focus on these three objectives in 2023

- 1) Fundraise to achieve operating balances of \$15k in year 1, \$25k in year 2, and \$50 k in year 3
- 2) Build an engaged Eden Streets member community of 80 members
- 3) Raise \$126,000 to fund the Grow Ogden Farm

Chronic homelessness continues to increase. Projections support that there will be a greater need to provide a pathway out of poverty. Containing the issue and providing for basic needs, while important, are insufficient. Eden Streets provides a pathway to empower those currently disconnected from society to find stable employment and housing.

With Grow Ogden taking shape, we have a laboratory in which to build our knowledge base and document best practices. Sharing our experiences will build our credibility and grow our membership. Community and city leaders will be more informed about the potential impact of this work. There will be more reason for interaction among our Eden Streets members. We intend to facilitate building that online community by deploying the latest virtual community-building technologies.

More people are recognizing the critical need for farming with a social mission. Its benefits reach well beyond the individuals employed. Demonstrating this in real life will be our focus for 2023.