



Impact Report

OUR VISION FOR 2022

- *Work towards a more equitable northern Nevada*
- *Provide safe programming that families need, is financially rewarding, and our partners value*
- *Hire staff who are loyal, lifelong learners, and have the skills and support to avoid burnout*
- *Have deep and diverse relationships with community partners and donors*
- *Have the facilities and governance to support successful programming*

A YEAR WITH UNIQUE CHALLENGES

We accomplished so much in 2022 during our first year as Executive Directors, but it was not without some challenges.

We struggled to get construction going on our kitchen project due to the inability to locate functional sewer access and had to jump through several hoops that the City of Reno insisted on..

Without a kitchen, several stakeholders refused to fund our organization's other projects until the kitchen was completed. which limited our traditional funding sources.

IMPACT/SURVEY SNAPSHOT

32%

Children that increased the amount of fruits and veggies they eat

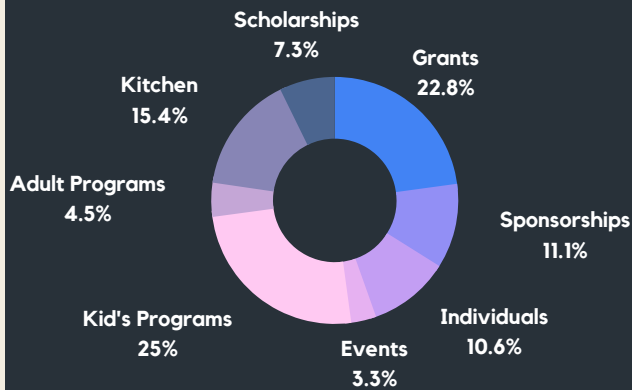
47%

Children that decreased their recreational screen time

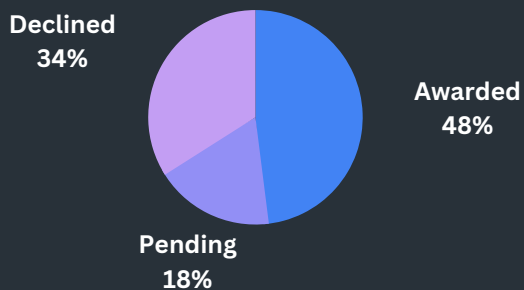
9

Gardens built in our community

FUNDING BREAKDOWN



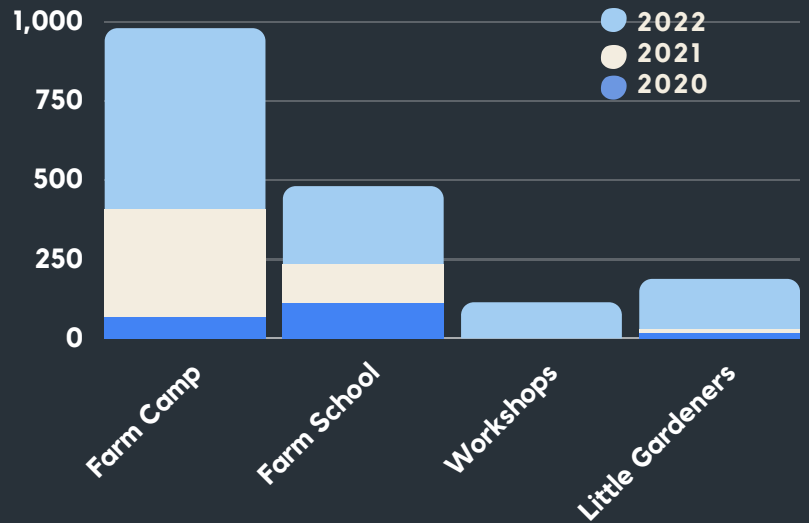
PROPOSAL BREAKDOWN



2022 FUNDS RAISED

\$544,280.19

ATTENDANCE/IMPACT TIMELINE



PROJECTS

Programs and staff

OUTCOME

- Offered health insurance, PTO, sick days, and paid holidays to ALL staff!
- Hired additional educators to increase our impact
- Educator lead promoted for each program
- New programs implemented: Gardening for All, Dead Plant Society, family nutrition workshops
- Improved internal communications and scheduling procedures
- Started equipos to approach big projects and programs as a team

Development and operations

- Improved cross-department communication to ensure program & funding alignment
- Trained grant writer, hired development coordinator
- Improved internal development organization
- 2023 major funders already identified for year
- Increased amount of growing space on the farm and became a NV Green Business

Kitchen/restroom

- Found our sewer connection
- Received our permit and breaking ground this month
- Anticipated to take >2 months to complete

A glimpse of 2022

571 kiddos attended Farm Camp



40% Scholarships

Fun fact: We brought back our Young Farmer program for ages 11-14

87 individuals at Dead Plant Society



18% Scholarships

Fun fact: Each workshop UR invited a community expert to co-lead

76 homeschoolers at Farm School



28% Scholarships

Fun fact: Farm Schoolers are installing an upcycled bottle camp mural

159 preschoolers joined Little Gardeners



27% Scholarship

Fun fact: Program almost got cut then needed to expand to another day based on capacity

1,398 students participated in Field-trips



74% Scholarships

Fun fact: The Washoe County Health District sponsors about 500 students every year

301 individuals volunteered 947 hours



Fun fact: Elsa implemented a long-term volunteer program

890 pounds produce harvested



150 lbs donated to food pantry

Fun fact: Urban Roots started doing cooking demonstration twice a week at the food pantry for residents

750 people attended 5 events hosted at the farm



Fun fact: Local small businesses were invited to participate in events and also contributed a vendor fee

145 people joined 30 cooking/nutrition classes



Fun fact: Nutrition workshops were created by a Registered Dietician. Hope Springs partnership expanded to also include cooking classes

We couldn't have done it
without this incredible
community and its
generous support. !

Thank you,

for believing in us to
take Urban Roots' to
its next chapter!



Pictured from left to right: farm school students sorting bottle caps for mural project, Syd introducing preschoolers to the chickens, Lexia doing a food demonstration at Renown's food pantry, Lilia and Kat building our new chicken coop structure.

