BIG GREEN'S MISSION IS TO BUILD A HEALTHIER FUTURE FOR KIDS BY CONNECTING THEM TO REAL FOOD THROUGH A NATIONWIDE NETWORK OF LEARNING GARDENS AND FOOD LITERACY PROGRAMS.
Dear Friends,

Today our country and our planet face unrivaled challenges. We live with a food system that leaves some people sick, others hungry, and contributes tremendously to the growing climate crisis. Our health, the health of our children, and the health of the planet are at a critical moment in time. At Big Green, we believe that we cannot wait a moment longer to take big, bold steps to ensure a brighter tomorrow.

Big Green is helping kids create healthier eating habits and supporting the development of a national school food culture that promotes and celebrates youth wellness. We are expanding our geographic reach and deepening our impact with innovative programs and continuous improvement. I am pleased to report that in 2019, nearly 340,000 kids walked through the doors of a Learning Garden school and toward a healthier future.

To do this critical work, we need the right resources and the right people. Our team now includes more than 60 outstanding, passionate, and dedicated people across seven cities in the United States. This year we partnered with our 600th Learning Garden school, a milestone accomplishment. We also launched Plant a Seed Day, a massive day of action that engaged hundreds of thousands of people in growing their own food. The support behind this effort was incredible, with over one million seeds planted across every state in the country.

We are proud of our reach and also understand that we have been entrusted with something important. To ensure that we are as effective as possible, we completed our largest multi-market assessment to date. The results are in and our work is making a significant impact on healthy behaviors. Kids are learning, eating more fruits and vegetables, and advocating for their own health because of our Learning Gardens and corresponding food literacy programs.

This is just what Big Green was built to do, and thanks to you—our partners in this work—the future will look bright, healthy, and vibrant for our kids. Thank you for standing with us, cheering us on, and making an impact on the future of food for generations to come.

In Gratitude,

[Tighe (Hutchins) Brown]

Tighe (Hutchins) Brown
President, Big Green
Big Green’s Learning Gardens are dynamic outdoor classrooms and productive edible gardens, tailored to meet the unique needs of each school community. They are designed especially for each school by our team of landscape designers, providing schools with an engaging learning space bursting with fresh fruits and vegetables.

Comprised of raised beds, benches, and seating boulders, Learning Gardens provide teachers with tools for hands-on, experiential learning opportunities. Learning Gardens are always ADA-compliant, ensuring any student can access them at any time. The first Learning Garden was installed in Denver, Colorado in 2011, and as of July 2019 there are over 600 gardens across the United States.

“It’s a safe haven. It’s a classroom. It’s a family. It teaches you more than you would ever have imagined.”
-Nina, Learning Garden Student
OUR REACH

CHICAGO
Learning Gardens: 200
Students Enrolled: 120,681

COLORADO
Learning Gardens: 79
Students Enrolled: 32,120

DETROIT
Learning Gardens: 47
Students Enrolled: 24,410

INDIANAPOLIS
Learning Gardens: 45
Students Enrolled: 26,691

LOS ANGELES
Learning Gardens: 80
Students Enrolled: 55,268

MEMPHIS
Learning Gardens: 128
Students Enrolled: 67,165

PITTSBURGH
Learning Gardens: 32
Students Enrolled: 11,868
Our school-based programming not only teaches kids how to grow their own food, it builds an important foundation of basic food and nutrition literacy. Learning Garden programs provide frequent opportunities for students to taste and eat healthy foods in ways that are exciting and engaging. Day in and day out, we are helping students understand not only where their food comes from, but the difference between foods that fuel their bodies and brains and those that just fill their bellies.

We offer a wide variety of programs and customize a special suite of services for each of our Learning Garden schools. Our high-quality training and one-on-one assistance turns teachers and staff into experts in gardening and food literacy instruction. We work together to grow productive gardens so kids can taste and eat vegetables they’ve grown themselves.

Once a school has mastered the basics of gardening and can count on successful harvests, Big Green offers two curriculum tracks so kids can access vital nutrition and health lessons at any age:

**GARDEN BITES**
A nutrition education and health curriculum co-authored with our partner Common Threads, Garden Bites is available for kindergarten through eighth grade students and pairs instruction in the garden with easy in-classroom cooking lessons. Garden Bites teaches nutrition concepts in an engaging, age-appropriate way, encouraging kids to dig in and build healthy habits that will last their whole lives.

**REAL FOOD LAB**
An innovative curriculum for high school students, Real Food Lab explores entrepreneurial concepts through the lens of real food. Through in-classroom lessons and a capstone project, students learn about important business skills and develop their own real food business plan. Over the summer, students use their Learning Garden produce to bring their business plan to life, running their own small business and providing affordable fresh produce to their community.
"Being able to garden is therapeutic. Even if you don’t realize it, you’re helping something breathe life into itself. You’re seeing something grow from a seed into a flower or fruit or herbs. Being able to repeatedly see something grow, it feels like an accomplishment." - Real Food Lab Student, Memphis
Big Green partnered with The Evaluation Center at the University of Colorado, Denver, to conduct a rigorous assessment of our programming to see how Learning Gardens and food literacy programs are impacting the lives of the kids we serve. This was the largest external evaluation Big Green has ever conducted, with assessments in four of our cities spanning the 2017-18 school year. With over 51 interviews, 820 student surveys, and focus groups, Big Green gained a clearer picture of the impact we’re having on kids.

Why are we so excited about these results? Because the combination of increasing kids’ exposure and access to real food can positively affect their eating habits now and long into the future.

**AFTER PARTICIPATING IN A SEMESTER OF BIG GREEN LEARNING GARDEN ACTIVITIES AND LESSONS...**

**55%** of kids increased how much they liked different vegetables

Kids can like broccoli, and Big Green’s programs get kids to try and love new vegetables.

**44%** of kids showed improvements in understanding how healthy eating connects to healthy self

Learning Garden kids understand you are what you eat!

**44%** of kids reported increases in their family’s support of healthy eating

Kids share more than their harvests with their families, our students are empowered to bring their healthy habits home.
Big Green launched our first-ever Plant a Seed Day in 2019 with a big goal: get one million seeds planted. March 20, 2019 exceeded all of our expectations, with people participating from around the globe, a segment on The Today Show, and over a million seeds planted!

With Plant a Seed Day, we’re encouraging everyone to plant a seed and grow your own fruits and vegetables at home. This nationwide day of action rallies people across the country to stand up and say “we can build a better food system,” and then do something about it.

Plans are already underway for Plant a Seed Day 2020 to make an even bigger impact around the world.
FINANCIALS: FISCAL YEAR 2019

**REVENUE**
- 48%: Private and family foundation grants
- 18%: Corporate foundation grants
- 13%: Special event revenue
- 6%: Community foundations
- 6%: Individual and corporate contributions
- 4% Government grants
- 3% In-kind contributions
- 2%: Project revenue

**EXPENSES**
- 70%: Program
- 25%: Fundraising
- 5%: Administration

**PROGRAM EXPENSES**
- 47%: Staff salaries, contract labor
- 44%: Learning Garden beds, materials, and garden-based programming
- 9%: Travel and meetings, office supplies, professional services
LEADERSHIP

EXECUTIVE TEAM

Tighe Brown
President

Erin MacGuire
Chief Financial Officer

Robin Martin
Chief Operating Officer

Philip Hicks
Vice President of Growth

BOARD OF DIRECTORS 2018 - 2019

Kimbal Musk, Co-Founder and Executive Chairman

Don Degnan
The Kitchen

Hugo Matheson
The Kitchen

Barry Didato
The Innovation Institute

RJ Melman
Lettuce Entertain You

Antonio Gracias
Valor Equity Partners

Cindy Mercer
Planet Heritage Foundation

Dorsey Hopson
Cigna

Michael Tang
National Material LP
GROW WITH US
TOGETHER WE CAN DO SO MUCH MORE

VISIT biggreen.org for resources, photos, and stories of Big Green’s impact across the country.

GIVE a child the gift of a healthy future with your donation. Visit biggreen.org/give

JOIN Big Green on Plant a Seed Day and get growing! Visit plantaseedday.org and pledge to plant.

FOLLOW us on Instagram, Twitter, and Facebook to stay up to date with the latest news, photos, and videos.