



# PHILADELPHIA ORCHARD PROJECT



## A message from the Executive Director

2018 was another exciting year of growth for the Philadelphia Orchard Project, including adding new orchard partners, new staff, new programs and a new strategic plan for the years to come! This year we planted three new community orchards across the city in partnership with Cramp Elementary in North Philadelphia, Union Baptist Church in South Philadelphia, and Wyck Historic House in Germantown. We also added new supported orchard partner sites at Saul High School and Fox Chase Farm, bringing us to a total of 62 city orchards supported by POP. With each added orchard, new communities are engaged, our network grows stronger, and POP's impact grows.

This year we also added new staff in Orchard Director Michael Muehlbauer and Orchard Assistant Alkebu-lan Marcus, as well as four interns and a Repair the World Fellow. POP's School Orchard Program continued to grow, with 44 school visits and 14 orchard-based lesson plans delivered at our 12 school orchards in the city, engaging a total of 337 students. We were very pleased to see one of our lesson plans centered on honeybees adopted for use with special needs classrooms across the city as part of a new GrowAbility coalition. This year we also piloted a POPHarvestEd program featuring community educators presenting

cultural, culinary, and medicinal knowledge of lesser known orchard fruits and herbs. All this is made possible by POP's many supporters. We were excited to receive support from some new partners this year including Impact100, Phillies Charities, Paul Simon Music, and are grateful for renewed long-term support from the Claneil Foundation. POP's future is bright, with a new strategic plan in place with goals set for the next three years including supporting staff leadership, engaging new and diverse volunteers, and continuing to grow in a financially and structurally sustainable way. We are also advancing plans for POP's first ever headquarters site at The Woodlands in West Philadelphia. In 2019, we hope to begin construction of infrastructure including a demonstration orchard, greenhouse, and edible plant nursery. In addition to becoming POP's operational headquarters, the site will become a hub for learning and sharing new techniques and best practices with community partners across the city.

After 11 years, I remain so proud of the work and impact of all of POP's partners, staff, volunteers, and supporters in bringing beauty and bounty to community spaces throughout Philadelphia. Together, we will continue to build a city of fruit for all!



PHIL FORSYTH



# Philadelphia Orchard Project

## PLANTING AND SUPPORTING COMMUNITY ORCHARDS IN PHILADELPHIA

### HOW WE BEGAN

Founded in 2007, POP is part of a growing movement to develop more sustainable, equitable, and ethical local food systems. Since its founding, POP has worked with community-based groups to plan and plant orchards at 47 locations in neighborhoods across the city, and currently supports a total of 62 city orchard sites.

### WHAT WE DO

POP's efforts, along with those of our partners and volunteers, have promoted the transformation of neglected and underutilized spaces across the city into community-owned organic orchards filled with useful and edible plants. POP orchards include diverse fruit and nut trees, berry bushes, fruiting vines, perennial vegetables, herbs, and groundcovers that build healthy soil and attract pollinators and other beneficial insects.

Orchards are planted in vacant lots, community gardens, urban farms, schoolyards, churchyards, recreation spaces, transition houses, and other urban spaces, primarily in low-wealth neighborhoods where people have limited access to fresh fruit.

## WHAT WE'RE PLANTING

- Apples
- Asian Pears
- Cherries
- Figs
- Pawpaws
- Peaches
- Pears
- Persimmons
- Plums
- Serviceberries
- Blackberries
- Blueberries
- Bush Cherries
- Currant
- Elderberries
- Gooseberries
- Goumis
- Hazelnuts
- Raspberries
- Grapes
- Kiwis
- Herb Gardens
- Pollinator Gardens
- Perennial Vegetables



# 2018 in Review

In 2018, POP continued our core work of planting, expanding, and supporting community orchards in Philadelphia, holding plantings at twenty-one community orchards in collaboration with partners across the city.



PLANTED 1,258<sup>TH</sup>  
FRUIT TREE



SUPPORTED  
62<sup>ND</sup> ORCHARD



HARVESTED  
4,078 LBS OF FRUIT

A total of 52 new fruit & nut trees, 101 berry bushes & vines, and 1,735 perennials & groundcovers were planted in the city this past year!

## NEW ORCHARDS

- Cramp Elementary School
- Union Baptist Church
- Wyck House
- Saul High School
- Fox Chase Farm



“Our school orchard provides beauty, a space for learning, and a source for nutritious food that is utilized by students and staff alike.”

- Lee Stough, Overbrook School for the Blind



1,257  
VOLUNTEERS

5,421  
PARTICIPANTS

Partners reported that 4,435 tasted something grown in a POP orchard, and 8,923 used one as a gathering space, with 428 people participating in monthly orchard care.

# Programs

## ORCHARD PLANTINGS AND SUPPORT

POP has helped our partners plant 47 orchards, at a rate of 3-5 new sites per year, while also assisting another 15 city orchards outside of our normal partnership process. Most orchards are located in low-wealth neighborhoods in West, North, and South Philadelphia. POP provides ongoing assistance to all 62 orchard partner sites. This includes orchard care training programs, staff site consultations, access to tools, and volunteers for orchard work days.

## ORCHARD EDUCATIONAL PROGRAMS

POP increased our educational programming again this year, with over 424 participants attending 24 workshops, tours and classes on topics including ecological orchard care, organic pest and disease management, fruit tree grafting and pruning, and harvest and use of orchard plants. Resources created by POP staff include 24 handouts on orchard care best practices and 12 lesson planning worksheets for K-12. POP continued its 4-part urban orchardist certification course for our partners, volunteers, and the general public, welcoming 118 participants to 7 sessions.

## ORCHARD FESTIVALS

POP also works with its partners to engage the community via seasonal harvest festivals. POP and its East Park orchard partners co-hosted 3 events welcoming over 400 participants: the 10th annual Strawberry & Apple Fest and a new Peach Fest. POP's 8th annual Orchard Week in October 2018 involved over 2,587 participants in festivals, orchard work days, and educational activities at POP orchard sites across the city.



## SCHOOL ORCHARD PROGRAM

POP currently supports 12 school orchards at 9 district schools, 2 public charters, and Overbrook School for the Blind, working to activate them as hands-on, interdisciplinary learning environments for students K-12. We have increased staff visits and lessons to school partners and many educators at these sites are more engaged and dedicated to collaborating with POP on creating new orchard-based curriculum and maximising their value as outdoor educational spaces. In 2018, Education Director Alyssa Schimmel taught 337 students directly through 44 school visits and 14 formal lessons delivered, with many more students and school staff taking advantage of the orchards as places of beauty and relaxation.

## POPHARVEST PROGRAM

In 2018, a total of 19 POPHarvest gleaning events were held, harvesting 498 pounds of fruit from overlooked city trees and distributing it to emergency food services and volunteers. We held our third annual Juneberry Joy week, educating volunteers across the city about this delicious and abundant city fruit. We also piloted POPHarvestEd, a new workshop series featuring community educators sharing cultural, culinary, and medicinal information about gleaned fruit and herbs.



## Community Partners

Each POP orchard is planted in collaboration with a community group in the city. POP provides orchard design assistance, plant materials, training in orchard care, and access to our listserv of 2,500 volunteers for orchard workdays and events. Community organizations own, maintain, and harvest the orchards, expanding community-based food production and outdoor spaces.

“If we are near the plants, we will pick the berries and pass them over the fence for people who are curious about the fruits and our orchard. The orchard connected us to our community in many ways.”

- Meei Ling Ng, Union Baptist Church Garden of Eden

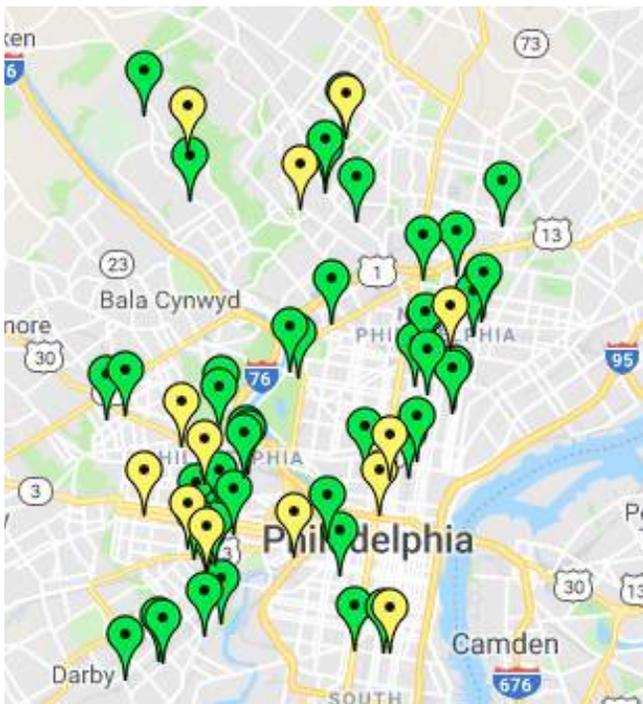


### PARTNER HIGHLIGHT

POP partnered with Union Baptist Church in 2018 to transform an adjoining lot into a food forest with fruit trees, berry bushes, and companion plantings of flowers and herbs. The produce is distributed to neighbors and those in need through a weekly on-site soup kitchen.

### OTHER PARTNER STORIES

<https://www.phillyorchards.org/2018/12/20/orchard-partner-stories-a-look-back-at-2018/>



Map of POP community orchard sites

# Financials 2017-2018

	2015-2016	2016-2017	2017-2018
<b>Income</b>			
Corporate Contributions	1,242	2,184	5,845
Sales of Product/Earned	10,248	17,097	7,353
Foundation Contributions	94,675	138,571	97,133
Individual Contributions	45,116	52,283	67,290
Program Fees	12,699	7,059	12,487
<i>Special Event Receipts</i>	480	4,910	11,268
<i>Direct Costs - Special Event</i>	17	2,875	8,727
Net Income: Special Event	463	2,035	2,541
Other Income	11	12	16
<b>Total Income</b>	<b>164,454</b>	<b>219,241</b>	<b>192,635</b>
<b>Expenses</b>			
Fundraising	1,830	8,412	3,791
General and Administrative	3,884	4,332	6,659
Rent		2,000	4,800
Personnel - Program	91,245	83,915	89,187
Personnel - Fundraising		13,070	19,337
Personnel - Administrative		10,528	14,833
Professional Fees	6,917	2,175	11,238
Professional Development	2,032	684	695
Program Expense: Education	1,615	1,020	2,885
Program Expense: Orchards	25,593	28,050	33,607
Other Expenses	0	0	0
<b>Total Expense</b>	<b>133,116</b>	<b>154,530</b>	<b>187,032</b>
Inc (Dec) in Net Assets	31,338	64,711	5,603
Net Assets, Beginning	130,876	162,314	227,425
Net Assets, Ending	162,314	227,425	233,028
<i>Restricted Assets</i>			
<i>In Kind Contributions/Expenses</i>	17,500	3,000	4,500



# People & Partners



## BOARD MEMBERS

Michael Drennan - *President*  
 Anne Taylor - *Vice President/President Elect*  
 Bertina Whytehead - *Treasurer*  
 Michelle Lawson - *Secretary*  
 Chloe Cerwinka  
 Angelina Conti  
 Jane Mackie  
 Jacqueline Rodriguez  
 Julie Ulrich  
 Heather Zimmerman

## POP STAFF LIST

Phil Forsyth - *Executive Director*  
 Kim Jordan - *Development Director*  
 Alkebu-Lan Marcus - *Orchard Assistant*  
 Michael Muehlbauer - *Orchard Director*  
 Alyssa Schimmel - *Education Director*

### POP Interns

Megan Brookens - *Repair the World Fellow*  
 Greg Hample - *Orchard Intern*  
 Piotr Wojcik

## 2017-18 INSTITUTIONAL DONORS

Anonymous	The Patricia Kind Family Foundation
Arbor Day Foundation	Philadelphia Chapter of the Garden Club of America
Claneil Foundation	The Philadelphia Foundation
Douty Foundation	Rosenlund Family Foundation
Hardy Plant Society	Rotary Foundation of Philadelphia
Henrietta Tower Wurts Memorial Fund of the Philadelphia Foundation	Union Benevolent Association
Impact100 Philadelphia	
Junior League of Philadelphia	
Keep America Beautiful	
Leo & Peggy Pierce Foundation	

## INDIVIDUAL SUPPORT

<b>14</b>	monthly or recurring contributors
<b>34</b>	tree certificates
<b>171</b>	annual contributors
<b>\$177</b>	average contribution