PHILADELPHIA ORCHARD PROJECT

ANNUAL REPORT 2019
The Philadelphia Orchard Project has been guided by a clear and focused mission: to plant and support community orchards in the city of Philadelphia. Earlier this year, POP’s board and staff agreed upon a new vision statement that clarifies why: In partnership with communities, POP envisions urban ecosystems that create beautiful green spaces, connect neighbors, provide hands-on learning experiences, and grow fresh fruit for generations to come. We believe in the power of collaboration, and in the strength and resiliency of Philadelphia’s neighborhoods and people to create positive change.

POP now supports 65 community orchards, and has planted 50 sites since forming in 2007. Over the past year, new orchards were added in partnership with Sarah Allen Senior Homes in Mantua; Cobbs Creek Environmental Education Center; Philadelphia Ronald McDonald House - Chestnut; and Open Kitchen Sculpture Garden, a site associated with longtime POP partner Norris Square Neighborhood Project. Efforts to plant a demonstration orchard and move POP’s edible plant nursery to The Woodlands began with the first stage of planting in May 2019 thanks to the Arbor Day Foundation and Target. This year, with the support of the Junior League of Philadelphia, Inc.’s Blossom Fund, POP will continue the expansion of the POP Learning Orchard at The Woodlands, installing 60 fruit and nut trees and creating new berry and pollinator gardens.

POP will also be planting annual crops at The Woodlands for emergency food distribution in response to the coronavirus pandemic. Long-time apprentice and assistant Alkebu-Lan Marcus joined POP’s team as a 2nd Orchard Director in January 2020 to care for the POP Learning Orchard and expand support to existing West Philadelphia orchard sites, making up the fifth member of POP’s dedicated team that also includes Education Director Alyssa Schimmel and Orchard Director Michael Muehlbauer.

POP is thankful for renewed support from the Claneil Foundation and the Leo & Peggy Pierce Family Foundation and for new institutional support from Patagonia Works, Newman’s Own Foundation, 100 Women Philadelphia, Dolfinger-Mcmahon Foundation, and Isenberg Family Fund. Together with our partners, volunteers, and funders, POP will continue to plant the future of Philadelphia.
Philadelphia Orchard Project

Planting and supporting community orchards across 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 50 locations in neighborhoods across the city, and currently supports a total of 65 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
2019 in Review

In 2019, POP...

- Held 145 orchard planting, trainings and work days and 29 educational events
- Planted its 1,340th fruit tree
- Supported its 65th orchard
- Harvested 4,437 pounds of fruit

A total of...

84 new fruit & nut trees, 241 berry bushes & vines, and 2,273 perennials & groundcovers were planted in the city this past year!

“Older Latino adults volunteer to cultivate and maintain the orchard. The individuals take great pride in their work reflecting that the experience invokes beloved memories of farming and gardening in their countries of origin.”

CAMILLE CRANE
Casa del Carmen

NEW ORCHARD PARTNERS

Cobbs Creek Environmental Education Center
Open Kitchen Sculpture Garden
Philadelphia Ronald McDonald House - Chestnut
Sarah Allen Senior Homes

1,257 volunteers
4,417 participants

Partners reported that 6,532 tasted something grown in a POP orchard, 4,031 participated in an educational program, and 13,225 used one as a gathering space
Programs

ORCHARD PLANTINGS & SUPPORT
POP has helped our partners plant 50 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 65 orchard partner sites. This includes orchard care training programs, staff site consultations, access to tools, and volunteers for orchard work days.

Over the past fall and winter, POP staff worked on creating a new Community Organizing Toolkit, which provides best practices around community engagement, volunteer recruitment, how to run a volunteer work day, communications, and orchard care tips.

ORCHARD EDUCATIONAL PROGRAMS
Educational programming consisted of 29 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, with over 350 participants attending. Resources created by POP staff include 4 handouts on orchard care best practices, 7 lesson planning worksheets for K-12, a comprehensive Pest & Disease ID Guide for the trees most commonly planted at POP orchards, and bilingual Rainbow Nutrition & Recipe Cards in Spanish and English describing the use and care of 20 common or native fruits.

SCHOOL ORCHARD PROGRAM
POP currently supports 13 school orchards at 10 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. In 2019, its third year, POP’s School Orchard Program directly engaged over 450 students and educators through 39 total staff school visits with 31 formal lessons delivered. One educator offered that “the orchard provides a wonderful outside learning space for all subjects across STEM as well as literacy and social studies. It also allows students to make connections with their natural environment, which is key in urban environments.”

POP HARVEST PROGRAM
Expanding POP’s efforts to highlight and educate partners and the public about unusual fruit within the gleaning program, the POPHarvestED program held eight workshops involving 93 participants. Topics in 2019 included Ginkgo berry and leaf processing for food and medicine, Elderberry syrup making, Acorn processing for flour, cooking with Fennel, Mint, Japanese Knotweed uses and preparation for eating, and Black Walnut processing for edibility, fabric dye, wood stain and medicine. In 2019, a total of 21 POPHarvest gleaning events were held, harvesting 260 pounds of smaller fruit from overlooked city trees and distributing it to emergency food services and volunteers.
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.

The Norris Square Neighborhood Project was one of POP’s very first orchard partners in 2007. Although this original planting was lost to development in 2019, POP partnered again with NSNP on new orchard plantings at Las Parcelas garden in 2018 and again at the Open Kitchen Sculpture Garden in 2019. These secure and vibrant neighborhood spaces will serve the Latinx communities of Norris Square for generations to come.

“This is an ideal situation in which POP has facilitated materials, knowledge, and inspiration to be mindful of your surroundings and the many ways an individual can participate in an urban orchard.”

JOSE SPELLMAN-LOPEZ
Norris Square Neighborhood Project
# Financials 2018-2019

## Income

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<tr>
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<tr>
<td>Corporate Contributions</td>
<td>2,184</td>
<td>5,845</td>
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<td>Sales of Product/Earned</td>
<td>17,097</td>
<td>7,353</td>
<td>5,241</td>
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<td>Foundation Contributions</td>
<td>138,571</td>
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<td>Individual Contributions</td>
<td>52,283</td>
<td>67,291</td>
<td>78,793</td>
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<td>Program Fees</td>
<td>7,059</td>
<td>12,487</td>
<td>19,776</td>
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<td>Net Income: Special Event</td>
<td>2,035</td>
<td>2,541</td>
<td>3,614</td>
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<tr>
<td>Other Income</td>
<td>12</td>
<td>15</td>
<td>27</td>
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<td><strong>Total Income</strong></td>
<td><strong>219,241</strong></td>
<td><strong>192,665</strong></td>
<td><strong>292,863</strong></td>
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## Expenses

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<tr>
<td>Fundraising</td>
<td>8,412</td>
<td>3,791</td>
<td>3,307</td>
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<td>General and Administrative</td>
<td>4,332</td>
<td>6,659</td>
<td>6,536</td>
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<td>Rent</td>
<td>2,000</td>
<td>4,800</td>
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<td>Personnel - Program</td>
<td>93,329</td>
<td>89,187</td>
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<td>Personnel - Fundraising</td>
<td>19,337</td>
<td>19,804</td>
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<td>Personnel - Administrative</td>
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<td>14,833</td>
<td>19,805</td>
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<td>Professional Fees</td>
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<td>11,238</td>
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<td>Program Expense: Education</td>
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<td>2,885</td>
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<td>Program Expense: Orchards</td>
<td>28,050</td>
<td>33,607</td>
<td>32,082</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>154,530</strong></td>
<td><strong>187,032</strong></td>
<td><strong>206,340</strong></td>
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## Change in Net Assets

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<td><strong>Change in Net Assets</strong></td>
<td>64,711</td>
<td>5,848</td>
<td>87,192</td>
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<td><strong>Net Assets, Beginning</strong></td>
<td>162,314</td>
<td>227,425</td>
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<td><strong>Net Assets, Ending</strong></td>
<td><strong>227,425</strong></td>
<td><strong>233,273</strong></td>
<td><strong>320,965</strong></td>
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## Restricted Assets

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<td><strong>Restricted Assets</strong></td>
<td>3,000</td>
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People & Partners

BOARD MEMBERS

Anne Taylor – President
Angelina Conti – V.P. / President-Elect
Bertina Whytehead – Treasurer
Michelle Lawson – Secretary
Chloe Cerwinka
Tony Dorman
Michael Drennan
Marci Green
Craig Johnson
Nate Kleinman
Loretta Lewis
Jane Mackie
Julie Ulrich

INSTITUTIONAL DONORS

Anonymous
Arbor Day Foundation
Bryn Mawr Presbyterian Church
Christian R. and Mary F. Lindback Foundation
Claneil Foundation
Hardy Plant Society
Henrietta Tower Wurts Fund of the Philadelphia Foundation
Keep America Beautiful
Lawrence Saunders Foundation
Leo & Peggy Pierce Foundation
Patricia Kind Family Foundation
Philadelphia Chapter of the Garden Club of America
Rosenlund Foundation
Trust for Public Land Public Stewardship Grant

POP STAFF LIST

Phil Forsyth – Co-Executive Director
Kim Jordan – Co-Executive Director
Alkebu-Lan Marcus – Orchard Director
Michael Muehlbauer – Orchard Director
Alyssa Schimmel – Education Director

POP INTERNS

Bethany Bronkema – Education Intern
Megan Brookens – Repair the World Fellow
Chris Flounders – Orchard Intern
Piotr Wojcik – Communications Intern