



PHILADELPHIA ORCHARD PROJECT



ANNUAL REPORT 2019

Letter from the Co-Executive Directors

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 Alkebulan 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.

PHIL FORSYTH & KIM JORDAN



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

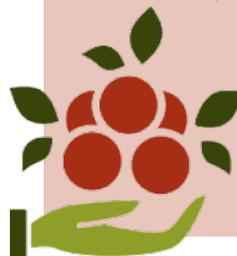
NEW ORCHARD PARTNERS

- 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.



Community Partners

MAP OF POP COMMUNITY ORCHARD SITES

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.



PARTNER HIGHLIGHT **NORRIS SQUARE**

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.”

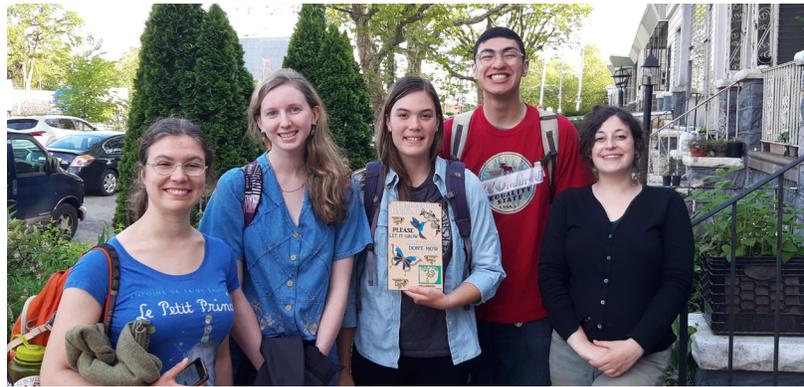
JOSE SPELLMAN-LOPEZ
Norris Square Neighborhood Project

Financials 2018-2019



INCOME	2016-2017	2017-2018	2018-2019
Corporate Contributions	2,184	5,845	2174
Sales of Product/Earned	17,097	7,353	5,241
Foundation Contributions	138,571	97,133	183,238
Individual Contributions	52,283	67,291	78,793
Program Fees	7,059	12,487	19,776
Net Income: Special Event	2,035	2,541	3,614
Other Income	12	15	27
Total Income	219,241	192,665	292,863
EXPENSES			
Fundraising	8,412	3,791	3,307
General and Administrative	4,332	6,659	6,536
Rent	2,000	4,800	4,800
Personnel - Program	93,329	89,187	99,595
Personnel - Fundraising		19,337	19,804
Personnel - Administrative	14,528	14,833	19,805
Professional Fees	2,175	11,238	17,497
Program Expense: Education	1,020	2,885	1,744
Program Expense: Orchards	28,050	33,607	32,082
Total Expenses	154,530	187,032	206,340
Change in Net Assets	64,711	5,848	87,192
Net Assets, Beginning	162,314	227,425	233,773
Net Assets, Ending	227,425	233,273	320,965
Restricted Assets	3000	4500	3000

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

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*

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

