

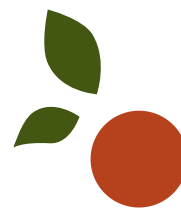


PHILADELPHIA ORCHARD PROJECT



2022
ANNUAL
REPORT

CONTENTS



03

MESSAGE FROM
THE CO-DIRECTORS

04

OUR CORE WORK

05

2022 IN REVIEW

06-11

PARTNER & PROGRAMS

12

PEOPLE

13-14

FINANCIALS & DONORS

FROM THE CO-DIRECTORS

Now in our 16th year, the Philadelphia Orchard Project (POP) is an established part of the movement to develop more sustainable, equitable, and ethical local food systems in our city. Community orchards are now growing in neighborhoods across Philadelphia, with 66 sites in 24 zip codes. An additional eleven community orchards – some initially planted by POP in collaboration with community partners and some planted by others and maintained with POP's assistance – have been lost since we began our work in 2007. The reasons for these losses have differed, among them being a change in desired use by the community partner; sale of land for development; or school closure. But we are not deterred, and vow to continue our work towards a more beautiful, bountiful, and sustainable city, in solidarity with partners current, past, and future.

This remains a time of great promise for previously unimaginable levels of investment from the federal government through the Inflation Reduction Act which provides hundreds of millions of dollars for communities to pursue green solutions to climate change. It comes at a time when the City has published its approved Tree Plan and finds itself well-positioned to pursue many of those audacious goals and plans over the next five years. Will this help realize POP's vision of a fruit tree in every neighborhood?

Will the [Urban Agriculture Plan's](#) completion lead to a push for reforms around land disposition that recognize the myriad health and environmental benefits of community gardens, orchards, and green spaces? We continue to dream.

On a brisk spring day in early 2022, a group of [Impact100](#) members from the Environmental committee met with POP's staff, board, and volunteers at the Learning Orchard to hear our vision for the future of the organization. At the time we were still completing our strategic planning process, and it left us feeling vulnerable to say that we didn't know with complete certainty how the new funds would be used. In June 2022, at the end of our fiscal year, POP was honored to receive a \$100,000 grant from them that demonstrated their belief in our mission. We're grateful for Impact100's commitment, and for renewed support from the Claneil Foundation for the next three years, because this type of trust-based philanthropy has been transformational for POP and other grassroots organizations. Through this support and the ongoing hard work of our staff, partners, and volunteers, POP will continue our great strides towards our vision of a city of fruit for all.

Kim Jordan & Phil Forsyth





OUR CORE WORK

The core work of POP is education and knowledge-sharing around food and the environment. POP gives communities direct experience handling perennial food-producing plants, often through an orchard work day, workshop or harvest event. POP aims to inspire and empower community members with the resources, knowledge, and connections to continue the work in their own neighborhoods. Orchards become transformational spaces where community members enjoy a sense of ***"I can do this too."***

Near-term, the focus is on internal rather than external growth, strengthening existing programs and growing relationships with ongoing orchard partners and the communities they serve. POP will invest in deepening relationships with partners, volunteers, and community educators using ***goals that are rooted in diversity, equity, inclusion, and justice.***

POP will prioritize plants that thrive in the Philadelphia region and will be resilient in a changing climate, and advocate for policies that advance environmental justice and ***help protect our planet from climate catastrophe.***

"Knowledge-sharing around food and the environment."





2022 IN REVIEW

Planted
1,562nd
fruit tree

Donated
over **1,300**
pounds of
produce

287 orchard
plantings,
trainings and
work days



Partners harvested **6,264** pounds of fruit

Planted a total of **40** new fruit & nut
trees, **244** berry bushes & vines and
1,310 perennials & groundcovers

1,107 visitors and volunteers at
the POP Learning Orchard

809 total volunteers



NEW
ORCHARD
PARTNERS

Life Do Grow Orchard
at Urban Creators

FDR Park Orchard

Fernhill Food Forest




2022

PARTNER STORIES

"It was so great to see our youth interns choosing, designing layout and planting new shrubs and herbs in the space after losing some valuable plant life the year before. They were most proud of this accomplishment and excited to see them grow over the coming years."

- Lu Thain, The Village

A photograph showing a group of people gathered around a table outdoors, engaged in a workshop. A person wearing a plaid shirt and blue gloves is standing and demonstrating something to the group. The table is set with various items, including a large metal bowl, a blue bucket, and some plants. The background shows trees and a fence.

"This year we were lucky enough to put on several workshops under the shade and beauty of our farm's 3 cherry trees! Living and learning within our garden's living infrastructure has been invaluable to the spirit of our community gatherings."

- Hannah Thompson

PROGRAMS & PARTNERS

POP's community partners reported that **6,576 people used an orchard as an outdoor gathering space**. They also estimated that **4,656 people tried fruit grown in a POP orchard**. While these numbers still haven't rebounded from pre-pandemic years, the stories we hear from orchard volunteers, partners, and program participants points to the **joy and fulfillment to be found in these neighborhood green spaces**. Read more from [POP's 2022 partner survey here!](#)



“Someone came by who grew up with a fig tree in their grandma’s yard and hadn’t had any since she was a kid. She got to pick fruit from our tree and told me stories of her grandmother. I am grateful to have a space for those experiences and stories to exist in.”

-Carly Freedman, CHOP Garden at Karabots

PROGRAMS & PARTNERS



Multiple partners reported what POP staff also experienced at the Learning Orchard: a late spring frost severely impacted pome and stone fruit crops, resulting in low or no pears, plums, or peaches. Extended drought conditions also left local wildlife desperate for sustenance.

As one partner shared, “This year we had a freak late frost while all the trees were in bloom. It devastated our production and what little fruit was on the trees was ravaged by the animals expecting more.” Squirrels, groundhogs, and birds were constantly scouting for food and sources of water, impacting many community orchards and gardens across the city. POP’s most upsetting crop loss happened when the field full of nearly-ripe watermelons was feasted on overnight by very hungry critters, leaving no fruit untouched to harvest or donate.



“I feel that the greatest impact of our Orchard is it attracts a multitude of different pollinators, from native bee species, to wasps, to butterflies. Since we are an environmental center, this helps us demonstrate the value of native plants and herbs in tackling the crisis of pollinator and insect decline. In addition, our garden is very beautiful. People comment on this all the time. It is next to our driveway, so folks coming to all our programs benefit from its beauty.”

- Susan Haidar



PROGRAMS

POP's educational efforts continued to engage partners, volunteers, and members of the public via in-person and online workshops, skill-shares, and publications. Some highlights of the past year included plant spotlights on Asian pear, sorrel, Northern bayberry, and passionflower (also known as maypop seen at left).



The POP team visited Little Pond, a new food forest (and community arts center) tended to by a longtime POP volunteer, Anisa George.

It was the *third full* growing season for the POP Learning Orchard.

Read the Learning Orchard year in review on POP's blog!



PROGRAMS

POP published a new pruning video series in early 2022 which can be seen in full on YouTube. The series was filmed by Ander Kazmerski, produced by Marc Steiner, and edited by POP staff.



Through a partnership with Oak Lane Maple, POP staff learned about the process of sap collection and sugaring and held a virtual workshop on the topic. With permission from The Woodlands, a total of 6 sugar and red maple trees were tapped and eventually turned into syrup at the Sugar Shack. This was a great learning opportunity but the logistics of collecting and transporting sap to its destination outside the city - during the busiest weeks of the winter pruning season - means it probably won't become a regular winter practice for our team.



Almost half of POP's partners that responded to our annual partner survey had seen the videos and expressed interest in more videos, while most of the remainder didn't know about the videos prior to our survey, but intend to watch them.



We were introduced to Nicole from Ampersand Textile, whose enthusiasm for natural inks and dyes resulted in an exciting collaboration and discovery: the bark stripped from the pruned branches of fruit trees can be used to make art! The process was shared on POP's blog and Instagram to encourage experimentation and play. We welcome anyone interested in collaborating on a workshop with POP to contact us: learn more about this opportunity on our website.

PROGRAMS

POP'S LEAD ORCHARD VOLUNTEER (LOV) PROGRAM

We continued to build participation in the program through offering **seasonal stipends, with a 40% increase in the number of LOVs receiving these**, and saw that nearly all of 2022 LOVs (24 of 26) were from the same or adjacent zip code to the orchard they supported, up from 74% the prior year. These increases support POP's goal of engaging nearby neighbors in ongoing orchard care.

3rd
YEAR

18
ACTIVE
SITES

26
VOLUNTEERS

NEW LOV SITES ADDED

FNC Farm

Grumblethorpe

Hamilton Elementary School

Pastorius Community Garden

UTC Pearl St



Image of pollinator planting at UTC Pearl St, which two new LOVs helped to support in 2022

Nafeesah Cannady has been a Lead Orchard Volunteer with POP since 2021, initially at the Union Baptist Church Garden of Eden and currently at the POP Learning Orchard. What does she feel is the most rewarding aspect of being a POP LOV?

"Accepting and embracing the fact that I don't know everything. I really enjoy that POP goes out of its way to teach and do workshops and do one on one field days. I think that's all important and solidifies that we never stop learning. It's changed my mindset to be more enthusiastic about learning as much as I can. Also I enjoy the fact that I can pass it on to people in the community, adults who read in the garden, kids who come by— they're always included!"

-Nafeesah Cannady



Andrew Figueiredo, after being introduced to the organization through serving as a Learning Orchard LOV, has since joined POP's board.

"I love meeting people and seeing familiar faces at POP. Especially coming out of the pandemic, it's refreshing to work alongside people from every background in person on shared tasks." - Andrew Figueiredo



PEOPLE

POP STAFF

Phil Forsyth Co-Executive Director

Kim Jordan Co-Executive Director

Sharon Appiah Orchard Director

Erika D'Andrea Orchard Coordinator

Cortina Mallozzi Fundraising and Communications Assistant

Deja Morgan Community Outreach Coordinator

Simone Shemshedini Orchard Coordinator

Corrie Spellman-Lopez Education Director

Carolina Torres Orchard Coordinator



CURRENT BOARD MEMBERS

Marci Green President

Jena Harris Vice President

Danny Keyes Treasurer

Rose Cuozzo Secretary

Maku Ali

Angelina Conti

Tony Dorman

Elán Drennon

Andrew Figueiredo

Gillian Golson

Craig Johnson

Nate Kleinman

Michelle Lawson

Loretta Lewis

Brian Olszak

Inella Ray

Julie Ulrich



FINANCIALS



INCOME **2021-2022**

Individual Contributions	80,825
Foundation Contributions	373,959
Corporate Contributions	88,785
Sales of Product/Earned (Net)	4,111
Program Fees	23,096
Special Event (Net)	9,311
Interest Income	58
In Kind Contributions	5,000

Total Income 610,511

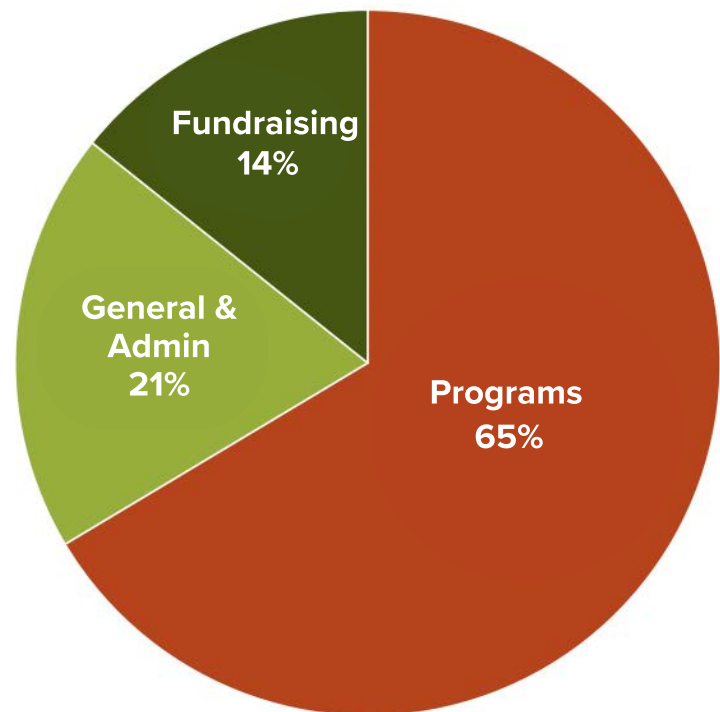
CONSOLIDATED EXPENSES

<i>Programs</i>	240,474
<i>General & Administrative</i>	78,643
<i>Fundraising</i>	50,023

Total Expenses 369,140

CHANGE IN NET ASSETS 241,371

Total Net Assets, Beginning of FY	420,687
Total Net Assets, End of FY	662,058



POP appreciates the support received during the fiscal year July 1, 2021 to June 30, 2022. Full financials are available on [POP's website](#).

Selected Foundation and Corporate Supporters

AARP-PA
Alvéole Inc
Anonymous
Bryn Mawr Presbyterian Church
Children's Hospital of Philadelphia
Foundation
Claneil Foundation
Dolfinger-McMahon Foundation
Fine Gardening
Hardy Plant Society, Mid-Atlantic
Impact100
Madewell
Mariposa
Mill Creek Capital
MOM's Organic Market
Patagonia
Penn Medicine
Philadelphia Committee of the Garden
Club of America
Philadelphia Reinvestment Fund
Pierce Family Foundation
Primex Garden Centers
Rosenlund Family Foundation
Seer Interactive
Spark Therapeutics
Weckerly's

2021-22



Matching Gifts

Apple
Blackbaud
Chubb Charitable Foundation
Microsoft
Oracle
Prudential
Netflix
PwC
Vanguard

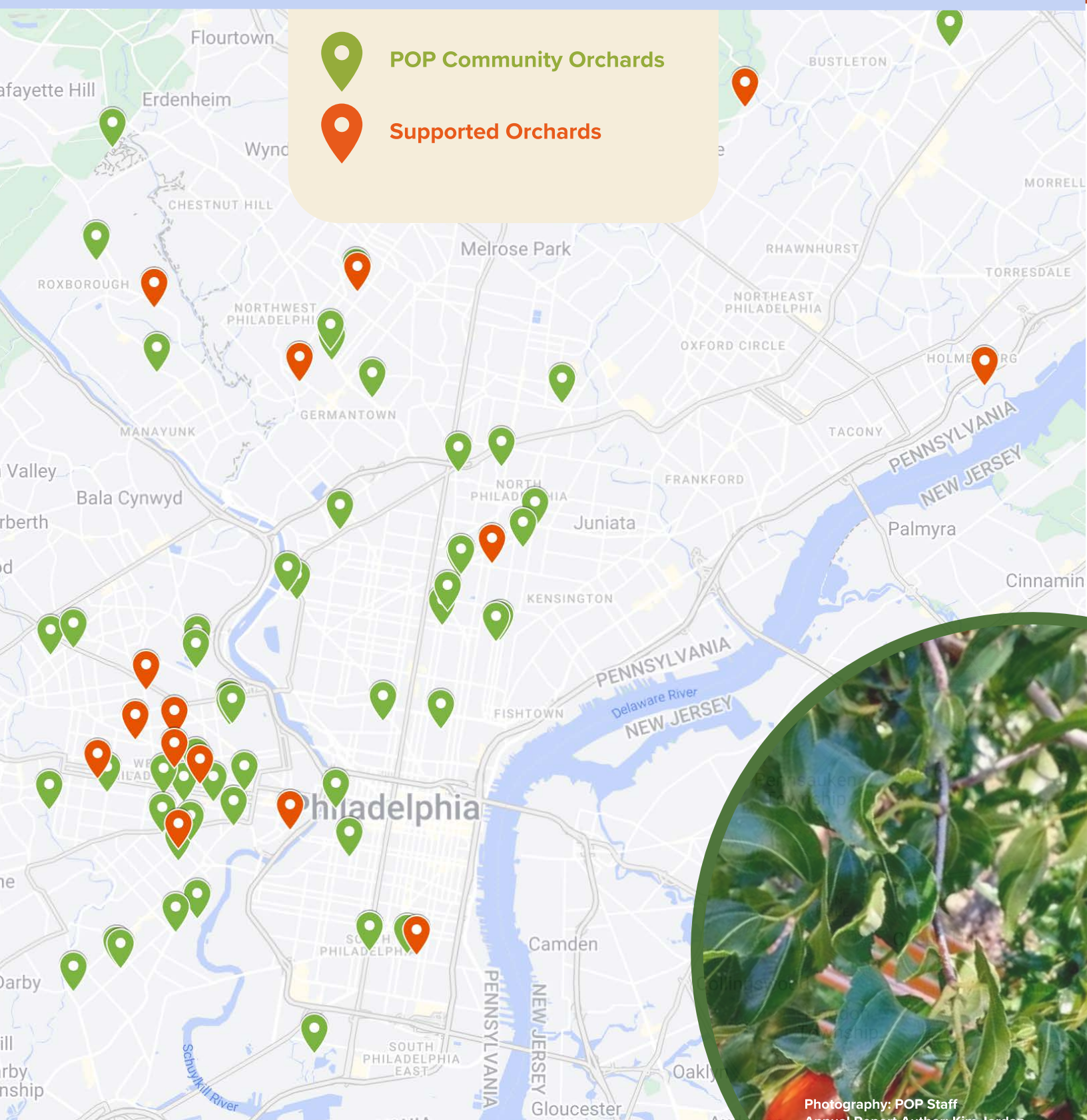
DONORS

A list of POP's current
institutional supporters can
be viewed at:
phillyorchards.org/donate

**215
Individual
Donors**

**51 sustaining
monthly donors
making an average
gift of \$34**

POP COMMUNITY ORCHARD MAP



Philadelphia Orchard Project
4000 Woodland Ave
Philadelphia, PA 19104

@phillyorchards



**PHILADELPHIA
ORCHARD PROJECT**

Photography: POP Staff
Annual Report Author: Kim Jordan
Graphic Design: Meredith Jacoby