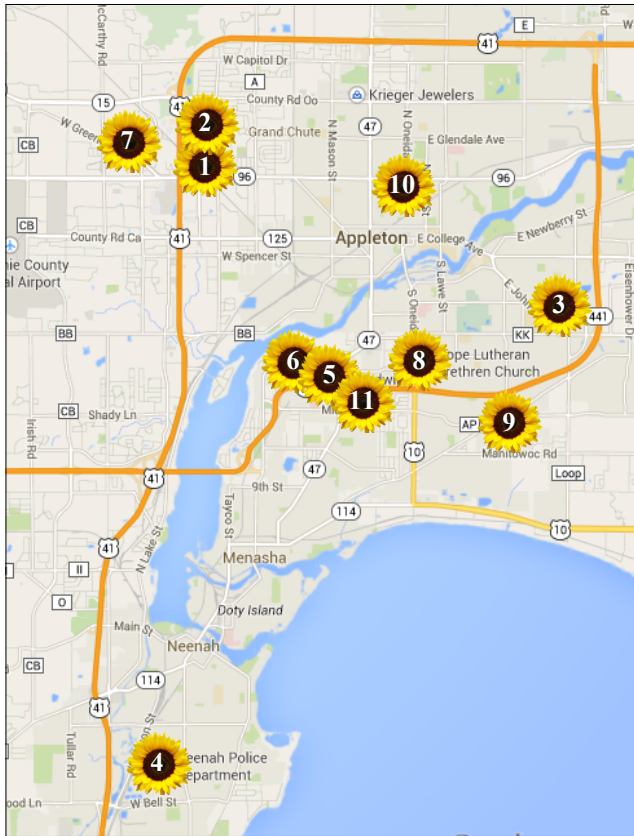


LOCATIONS



1. Brewster St. Community Garden
2. Brewster St. Market Garden
3. Covenant Community Garden
4. Clearwater Community Garden
5. Goodwill Community Garden
6. Goodwill Indoor Farming System
7. GV/Casaloma Community Garden
8. Hope Community Garden
9. Southpoint Market Garden
10. St. Therese Community Garden
11. UW Fox Valley Community Garden

ABOUT

Goodwill Grows seeks to engage the community in food security and the power of fresh, local food by putting food production into the community's hands. Through unique programs and products, Goodwill Grows is able to encourage local farming and food enterprises, provide nutritionally dense foods and educational programs and support community-wide gardening efforts. We strive to continuously improve the health and vibrancy of our local food system while directly impacting poverty and hunger. We believe every person has the right to enjoy high quality, fresh foods that support an active and healthy lifestyle.



Every day we are working with the community through Community Gardens, Market Gardens, Farm to School, Farm to Business and the patent-pending Indoor Farming System. We actively engage through outreach, education and hands-on experiential learning opportunities. At Goodwill Grows, we are committed to improving our community by growing food, nurturing positive community relationships, creating awareness for environmental and food system issues and encouraging food security.



Community Gardens

Indoor Farming Systems

Farm to School

Farm to Business



Goodwill Community Center
1800 Appleton Road

Menasha, WI 54952

Phone: 920-968-6853

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PROGRAMS

Community Gardens

Our community gardens bring together individuals, families, and organizations from across the Fox Valley. Every year, hundreds of gardeners, from long-time Wisconsin residents and recent immigrants to low income residents and community leaders, come to grow together.



Quick Facts:

- 8 gardens across 3 counties, totaling 10.5 acres
- In 2013, 693 individuals benefited from the gardens
- Annually, over 3,000 pounds of food donated by gardeners to local food pantries
- 750+ attendees at educational events each year
- Collaboration with dozens of local organizations including Outagamie County UW Extension, Salvation Army Fox Cities, St. Joes Food Program, and more.

Beyond providing affordable garden rental sites, our garden partnership offers garden assistance, education, and demonstrations along with consultations for new and existing community gardens.

Member: American Community Garden Association, Community Food Security Coalition, Orion Grassroots Network, Wisconsin Local Food Network

Indoor Farming Systems

With no sunlight and no soil, this aeroponic system produces fresh food year round - even in the middle of winter!

- Grows up to 900 lbs. of leafy greens per year
- Fits in 10 square feet space
- 100% pesticide and herbicide free
- No agricultural runoff
- Minimizes or eliminates transportation miles
- Follows Good Agricultural Practices
- Incredibly simple to maintain

When compared to produce grown with conventional methods, this system is:

67% more energy efficient

97% more water efficient

99% more land efficient

We are currently targeting schools to place indoor farms as part of our Farm to School initiative. We also are working with social service providers to expand their offerings. Opportunities exist for businesses, families and more. Contact Goodwill Grows for more information.



Farm to Business

This program is start-up focused and dedicated to supporting small farmers and food entrepreneurs. Over the past 3 years, we have helped over a dozen local farmers build their food enterprises. Now, we strive to provide anyone interested in starting or expanding a food business, such as a bakery, restaurant, or small farm the resources they need to grow.

- 2 market garden locations for farmers
- Technical assistance
- Business planning and management tools
- Networking opportunities



Farm to School

This program is provided with support from AmeriCorps Farm to School members. It provides an innovative approach to decreasing childhood obesity by promoting healthy eating habits in students age K-12 and by increasing access to local foods in schools.

Services include providing direct nutrition education, coordinating school gardens (including hydroponic gardens), in-class demonstrations, fresh food tastings, and farm field trips.



FARMING COMPARISON

	Method	Conventional	Greenhouse	Goodwill Grows
PEOPLE	Seasonality	Seasonal	Extended Season	Year Round
	Pesticides/Herbicides	Often	Occasionally	Never
	Food Washing Required	Yes	Yes	No
	Market Freshness	>1 Week Old	Fresh-3 Days	Always Fresh
	Shelf Life*	1 Week	2-3 Weeks	3-6 Weeks
	Local	Rarely	Sometimes	Always
	Food Safety	Difficult	Medium	Easy
	Educational Programs	Limited	Limited	Year Round/Anywhere

PROFIT	Grow Cycle*	35-70 Days	25-50 Days	14-21 Days
	Yield Predictability	Low	Medium	High
	Labor Time	Hours	Minutes	Minutes
	Annual Yield/Sq. Ft.*	0.2-0.5 lbs.	2-3 lbs.	60 lbs.
	Weather Risk	High	Medium-High	Low
	Location	Very Limited	Limited	Any Location

PLANET	Water Use*	High-15.54 gal./lb.	Low	Lowest-0.46 gal./lb. 97.04% Reduced
	Energy Use*	High-5.35 kWh./lb.	Low	Lowest-1.76 kWh./lb. 67.10% Reduced
	Fertilizer Use*	High-150 lbs./acre	Low	Lowest-32 lbs./acre 38.66% Reduced
	Land Use (1 ton/year)	High-3,787 sq. ft.	Low	Lowest-30 sq. ft. 99.21% Reduced
	Transportation Miles	High	Medium	Low-None

**Based on leaf lettuce production, processing, and transport from farm to fork.
Sources: University of California, University of Twente, and Cornell University.*



INDOOR GROWING MACHINE

The Indoor Growing Machine exceeds conventional agricultural metrics across multiple areas including energy, water and land efficiencies. It uses aeroponics, vertical farming, and controlled environment agriculture methods to speed plant growth and prioritize food safety. By working with local manufacturer Bassett Mechanical, Goodwill Grows is able to produce the machine at a rate that takes advantage of economies of scale.

Our Indoor Growing Machine:

- Grows up to 900 pounds of fresh food per year
- Utilizes less than 12 square feet of space
- 100% pesticide and herbicide free
- No agricultural runoff
- Lowest transportation miles possible
- Follows Good Agricultural Practice food safety standards
- Can be placed anywhere with access to water and electricity
- Simple to maintain consistent, healthy harvests
- Low yearly maintenance costs
- Offers lessons in STEM, sustainability, innovation, agriculture, small business, and more

It is capable of providing local food year-round, at a scale that can consistently affect all of a school's students, and with types of food not widely available in grocery stores. The Indoor Growing Machine strives to deliver fresh, nutritious food in a way that lowers food budgets for low-to-moderate income families and puts food access and security into the community's hands.



What is Farm-to-School?

Farm-to-School is a national movement that enriches the connection communities have with fresh, healthy food by changing food delivery and education practices at schools and preschools.

Students gain access to healthy, local foods as well as education opportunities such as school gardens, cooking lessons and farm field trips. Farm-to-School empowers children and their families to make informed food choices while strengthening the local economy and contributing to vibrant communities. Farm-to-School implementation differs by location but always includes one or more of the following:

- **Education:** Students participate in education activities related to agriculture, food, health and/or nutrition
- **School gardens:** Students engage in hands-on learning through gardening - indoors or outdoors
- **Procurement:** Local foods are grown, purchased, promoted and/or served in the cafeteria or as a snack or taste-test

Why Farm-to-School?

Everyone Wins:

- Kids: Farm-to-School provides all kids access to nutritious, high quality, local food so they are ready to learn and grow. Farm-to-School activities enhance classroom education through hands-on learning related to food, health, agriculture and nutrition.
- Farmers: Farm-to-School can serve as a significant financial opportunity for farmers, fishers, ranchers, food processors and food manufacturers by opening the doors to an institutional market worth billions of dollars.
- Communities: Growing local food and buying from local producers and processors reduces the carbon footprint of food transportation while stimulating the local economy. Educational activities such as school gardens and composting programs create a healthy environment around the school community.

In the Fox Cities:

- Only three in five youth report that their health is in good or excellent condition
- 17% reported having had eight or more days of very poor mental health
- 21% reported being depressed for two or more weeks in the past year
- Suicide is the second-leading cause of death among young people ages 15-24

The connections between mental health and nutrition are numerous and causal, according to The Role of Nutrition in Mental Health (Arizona Center for Integrative Medicine, 2010).

The Fox Cities has seen drastic increases in free and reduced lunch rates:

- Appleton Area School District had a rate of 26% in 2005 compared to a rate of 38.6% today
- Neenah Joint School District had a rate of 18% in 2005 compared to 38% today
- Only 72% of economically disadvantaged third graders (eligible for free and reduced lunch) scored proficient on reading achievement tests compared to 89% of non-disadvantaged kids
- 16% of youth reported going hungry, according to a Fox Cities Youth Risk Behavior Survey

This has a far-reaching impact on performance in schools, state of mental health, physical health and ability to lead a comfortable, secure life.



About Goodwill Grows

One of 26 Goodwill NCW programs, Goodwill Grows provides programs and services designed to increase food security by addressing availability, accessibility and affordability of fresh food while also providing educational classes and training events that strengthen self-sufficiency and our food culture. Goodwill Grows achieves these results through our: Farm-to-School program, Community Garden program, Farm-to-Business program and many community partnerships.

Last year, Goodwill Grows was awarded a nutrition educator from the AmeriCorps Farm-to-School program. Since then, we have taught over 1,200 students lessons in nutrition, gardening, food security and more. In 2015, we will be continuing the work of the Appleton Food Hub. This initiative will offer a platform for local food producers to sell to the institutional market, which includes the schools we work with through Farm-to-School.

Goodwill Grows Farm-to-School Programs

We believe that when you grow your own food, you create an emotional connection with that food. Relationships of all kinds require love and a nurturing spirit and when that is put into practice we believe positive life-long behaviors can be established. We believe relationships built on the act of nurturing and creating have the power to elevate people and transform communities.

The Goodwill Grows Farm-to-School program uses a three-pronged approach to create positive experiences, leave long-lasting impressions and offer life skills that will ultimately enhance a student's quality of life.

1. **Fresh Food:** We work with schools to increase the fresh food offerings by developing school gardens, offering access to local food producers, and offering programs that serve student families.
2. **Education:** We custom design the curriculum for each school to fit their student's needs and interests. We do this by implementing Train the Teacher sessions, providing intensive direct service in the first year and developing program maintenance and development plans to ensure ongoing program sustainability and growth into the future.
3. **Student Farmers:** In our model, the students are the farmers and learn how to continuously cultivate a significant volume of nutritious, fresh food in a year-round program that also delivers multi-disciplinary education.

Goodwill Grows is working to engage students in fresh food, hands-on education and food security by bringing the local food system into the classroom. Through its patent-pending Indoor Growing Machine, Goodwill Grows is able to produce the most nutritionally dense produce with students and teachers.

Each participating school receives an individualized Farm-to-School program. This includes:

- One Indoor Growing Machine used for growing fresh food and hands-on service learning
- One germination system used for planting and caring for seedlings
- Train the Teacher Sessions: Goodwill Grows staff will train each participating teacher in the use of the Indoor Growing System, the development of Farm-to-School lesson plans and the integration of pre-existing, proven curriculum
- Educational Classes and Presentations: Taught by Goodwill Grows staff, AmeriCorps Members and guest presenters in partnership with school teachers and administrators
- Guidebooks and Curriculum: In addition to the training, each school receives a prewritten guidebook on the safe operation and long-term care of the Indoor Growing Machine and customized curriculum built around their student's needs
- School-Wide Services: Goodwill Grows staff will work to improve wellness policies, increase procurement and delivery of local foods and implement school-wide educational campaigns



Capital Campaign School List

Columbus Elementary and Appleton Bilingual School

Contact: RJ Chesterton (Principal)

Columbus Elementary has the highest free- and reduced-lunch eligibility rate in the Appleton Area School District (AASD) at 74.6%. This means that almost three-quarters of its 173 enrolled children live in a household with an income level that qualifies for federal meal assistance. The Appleton Bilingual School is foreign language-focused charter school that also teaches ESL classes. It has a free- and reduced-lunch eligibility rate of 54.7%. Both schools participate in our Farm-to-School nutrition education and have an active outdoor garden with participation from our local Master Gardener volunteers. Both schools are enrolled in the FDA Fresh Fruit and Vegetable Program (FFVP).

Jefferson Elementary and Fox River Academy

Contacts: Lori Leschisin (Principal) and Sandra Benton (Fox River Academy Coordinator)

Both part of the AASD, 53.8% of the 379 Jefferson Elementary students are eligible for free and reduced lunch, above the district average of 38.6%. Housed within Jefferson Elementary is the environmentally-focused charter school Fox River Academy, with 93 students. Both schools participate in our Farm-to-School Programming through nutrition education, USDA Team Nutrition and an active outdoor school garden that is used in early fall and late spring. They also have preexisting Farm-to-School activities including participating in the FDA Fresh Fruit and Vegetable Program (FFVP).

Polaris

Contact: Matt Hechel (At-Risk Coordinator)

The Polaris group is housed within Appleton North High School. The program is for chronically truant students, hosting 12 students each week. Aside from its other lessons, this program offers free breakfast every morning to the kids as an incentive to come to school. In addition to our Farm-to-School programming, they wish to start a Farm-to-Business program, using the Indoor Growing Machine that would allow the kids to start and maintain a small food business by growing and selling food. This service-learning focus has proven to increase performance and the teachers have identified on-going projects and activities as a key influencer on attendance. They participate in our nutrition education and hydroponics classes.

Stockbridge School District

Contact: Janet Vande Hey (Garden Club Coordinator)

Our only rural school, Stockbridge School District is housed at one K-12 building with 197 students. Stockbridge's garden club has 100% middle school participation and increasing high school participation, creating a fantastic cross-age opportunity. Older kids mentor the young ones and in doing so, learn how to teach while reinforcing their own knowledge. Stockbridge participates in our Farm-to-School programs through nutrition education, hands-on activities and integration with the garden club, co-managed by our AmeriCorps Nutrition Educator and parent volunteers.

Velocity Academy and Shattuck Middle School

Contact: Kyle Popp (Velocity Academy Coordinator)

The Velocity Academy is an at-risk youth program housed in Shattuck Middle School, part of the Neenah Joint School District. Velocity serves students typically from troubled households with poor motivation and academic performance. The program includes 75 students, run by four teachers. Last year, this program built an outdoor school garden with the assistance of Goodwill Grows staff. They hope to eat the food they grow or sell it at the local farmers market and local restaurants as part of a small business service-learning project.

Wilson Elementary

Contact: Kris Martin (Teacher and School Garden Leader)

Part of the Neenah Joint School District, Wilson Elementary already has a flourishing school garden. Wilson's garden program includes more than 25 students in grades 1-6, and keeps growing. They wish to develop a program that will use the fresh food provided by the indoor and outdoor gardens in the school's cafeteria and more deeply integrate Farm-to-School programming. Of their 357 students, Wilson has a 53.5% free- and reduced-lunch eligibility rate.



Gift Amount	Impact	Recognition
\$3,000 one-time, four partner program commitment	Help kids grow up to 1,300 heads of lettuce every school year Create three STEM lessons for your school	<ul style="list-style-type: none">• Receive an annual report on the successes and developments of the program• Recognition on the Indoor Growing Machine and program materials as a program sponsor
\$6,000 one-time, two partner program commitment	Help kids make more than 2,600 salads every school year Create a unit of Farm-to-School multi-disciplinary lessons for your school	Everything from level one plus: <ul style="list-style-type: none">• Receive program pictures and a testimonial directly from a student• Increased recognition on the Indoor Growing Machine and program materials
\$12,000 one-time, full program commitment	Build a complete, self-sustaining Farm-to-School program for one area school of your choice Create a complete, customized Farm-to-School curriculum	Everything from level one and two plus: <ul style="list-style-type: none">• Receive an invitation to attend a school visit, meet the students and participate in a classroom session• Highest recognition on the Indoor Growing Machine and program materials

Program Sustainability

In the years following implementation, each school will only need to purchase Indoor Growing Machine supplies, such as seeds and grow medium, making your contribution a capital investment in student health for years to come.