



PLANT A SEED. CHANGE THE WORLD.

2017 ANNUAL REPORT

MESSAGE FROM PLANT A SEED

Plant a Seed. Change the World. Every autumn millions of acorns fall to the ground with a gentle thump. Each spring a few of these seeds germinate, grow into saplings, and over the years become majestic oak trees of inspiring grandeur.

Similarly, it only takes a germ of an idea to become the catalyst for change in the world's social landscape. As observed by American anthropologist, Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has".

Doing good, paying it forward, reaching out to those less advantaged all begins with a feeling, a thought, a single act of kindness. And thus, a vision is born that grows and matures into a movement for good.

It takes 20 years for an oak tree to mature and begin producing its own acorns. Similarly, non-profit organizations can take "20 years to become an overnight success." However, as with a progressively maturing oak every organization, whether a start-up or well established, has the capacity and opportunity to do good every day on behalf of those around them.

In this regard, Plant a Seed & See What Grows is dedicated to creating opportunities for children to personally experience and be inspired by the beauty, the majesty, the awesome power and the gentleness of the natural world around them.

We are pleased to report that the Foundation is growing, maturing and is busier than ever working to achieve good on behalf of others.

One seed can grow a forest, one child can change the world, one idea can inspire a generation.

–Roland Gahler

We invite you to read on to learn more about the Foundation's charitable activities . . .

- 7,700 children experienced one of our educational programs such as Plant a Seed–Read! [storytime activity] or Seeds of Inspiration [classroom resource kit for primary grades]
- 15 school garden projects funded
- 84% increase in funds spent on our charitable purposes

Together we can inspire a generation!

*With appreciation,
Plant a Seed & See What Grows Foundation*

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FUNDED PROGRAMS & PROJECTS

Check out our *Funded Programs* page [www.seewhatgrows.org] for detailed information about Plant a Seed's many programs and projects that gave children from Victoria, BC to Robertville, NB "hands in the soil" inspirational experiences.

1

15 SCHOOL GARDEN PROJECTS FUNDED

Challenge

Children spend too little time outdoors; those who do spend more time outdoors are of course more physically active, less sedentary, and display enhanced psychosocial health, compared with those who spend less time outdoors, according to a 2016 *StatsCan Health Report*.

Solution

School Gardens. Physiologically, garden experiences increase physical activity. Emotionally, they improve socialization and concepts of stewardship of the environment. Ecologically, school gardens increase green space, reduce the “heat island” phenomenon in urban settings, decrease carbon emissions, reduce soil erosion and put unused arable land into production. Oh, and a recent study shows that moving lessons outside can even help motivate teachers.



Here's what some students and teachers have to say:

New outdoor teaching shelter funded by Plant a Seed ...

“My favourite thing to do in the garden is explore all the different plants species and try to make new discoveries. Overall, the garden is filled with knowledge and it makes everyone happy, rain or shine.”

—Hannah, Grade 7 student, Westmont Montessori School

“The new teaching shelter lies at the heart of our garden – literally and figuratively. It is here that the students gather to share their discoveries, to learn about the plants and animals that surround them, to develop their understanding of the natural world and their place in it. The teaching shelter forms a natural hub for all the activities in the garden and will draw students and families into the heart of what Westmont strives to be.”

—James Boxall, Westmont Montessori School Staff

School garden projects supported ...

“Growing Up Organic needs the resources of organizations like Plant a Seed & See What Grows Foundation to sustain our work and grow our capacity across Ottawa. Their support contributed towards creating 7 new gardens in Ottawa and facilitating 130 garden-based workshops which engaged over 1,000 students in food literacy, agriculture and community.”

—Jen Coorsh, Project Manager/Gestionnaire de projet, Growing Up Organic/Grandir BIO, ON

Forest Grove Elementary School Garden, Burnaby, BC



Westmont Montessori School Outdoor Teaching Shelter, Victoria, BC



FARM VISITS

Challenge

Children lack a basic knowledge of where their food comes from. One survey found that 41% didn't know eggs come from chickens; 15% believed chocolate and cucumbers are grown on trees; almost 25% thought turkey, chicken wings and steak come from a pig.

Solution

Farm Visits. Moving the classroom outdoors and into the farmyard delivers huge benefits. Farm visits introduce children to the growing cycle, as well as the value of cooking and eating healthy foods. Farm activities also heightens children's cognitive performance, increases their physical activity and promotes their social development.



Grade 1 students from the Vernon Christian School spent a great day at Factors Farm learning about seeds, growing plants and running a farm. One of the day's highlights was a special Seeds of Inspiration session held at the heart of the farm with the *Plant a Seed & See What Grows* and *What to Do with What You Grew* storybooks. Plant a Seed was honoured to receive a special book of Thanks from the appreciative students, teachers and parents.



Fun Day of Learning at Factors Farm



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Planting Seeds Through Captivating Story Time Reading.

PLANT A SEED—READ! PROGRAM

Challenge

Public libraries play a vital role in promoting literacy and reading skills in children. Preschool and elementary school children need support to develop such literacy skills. These days books are expensive and activity resources for preschool children are scarce in Canada's libraries.

Solution

Plant a Seed—Read! is a preschool and primary grade storytelling program for public libraries, comprised of two highly popular children's books, *Plant a Seed & See What Grows* and *What to Do with What You Grew*, along with themed colouring books. The books are bright and colourful, easy to read, and encourage youngsters to learn about plants, and to dream big.

This past year we offered our Plant a Seed—Read! program to almost 1,000 public libraries across Canada – a storytime activity featuring the *Plant a Seed & See What Grows* and *What to Do with What You Grew* children's books. In addition to our free-of-charge program, the Ottawa Public Library System also ordered a total of 34 of the children's books in French and English for their network of libraries—our first sale to a major library system.

"It was a pleasure working with Plant a Seed & See What Grows Foundation. This book-based program is a perfect pairing for library programs. They provided us with high quality program materials, including colourful picture books, seed packets and activity booklets, all of which helped us bring families together to learn more about gardening and explore the seed-to-table cycle. Kids were drawn in by the readings and delighted to plant their own seeds to take home and watch grow. Thanks for reaching out and sharing your resources with us. I hope we can work together again in the future."

—Jessica Roy, Ottawa Public Library

"The Plant a Seed—Read program has two fantastic books about planting and growing. The donated copies of the books have been added to our collection and have been used in programs. They are written perfectly for the preschool/primary age group and are engaging with great illustrations."

—Emma Campbell, Library Assistant at Idea Exchange Preston, Cambridge, ON

Reaching Canadian Children with Educational Materials

<i>Plant a Seed & See What Grows</i> (English/French)	6,743
<i>What to Do with What You Grew</i> (English/French)	1,530
Plant a Seed Workbooks for Classrooms (English/French)	8,363
Plant a Seed Colouring book for library reading sessions (English/French)	8,500
Plant a Seed Seed Packets	3,800
Planting Kits	2,500

Join us for this **free EVENT**



Plant a Seed-READ!

enjoy this delightful and engaging story time with a reading of *Plant a Seed & See What Grows* children's book. It is a whimsical, rhyming story about Micheal who discovers the miracle of seeds and the wonders of the natural world.

It's a great allegory that reminds us all that for children to achieve their full potential they need to be encouraged and inspired, like a garden that explodes into life when it gets what it needs. Recommended for children ages 3-8 years-old.

Location:
Date:
Time:
Contact:



Proudly presenting the Plant a Seed-READ! program across Canada.

www.seewhatgrows.org

Locally Supported by:

SEEDS OF INSPIRATION EDUCATIONAL PROGRAM

Challenge

Budgetary cuts have seriously reduced classroom resources available to teachers. One survey found that the average school only had 27% of the required books in the 2012-2013 year, and at least 10 schools in the survey had no books at all. This deficiency negatively impacts young students and their teachers.

Solution

Provide schools with a comprehensive resource kit for primary grades. Resource materials are available in two versions: one for K to Grade 1, and the second for Grades 2 and 3. Two children's books, *Plant a Seed & See What Grows* and *What to Do with What You Grew*, are available at no-charge, along with full-color interactive workbooks that take students on an exploratory journey through the life cycle of plants.



Hands-on Classroom Learning

Seeds of Inspiration classroom kits provided free of charge ...

"L'école communautaire La Croisée was happy to find out there were resources available to help students with their garden project which has been ongoing for the last two years. The Plant a Seed & See What Grows Foundation has provided us with kits for students kindergarten to grade 3 which included a workbook. This helped with various learning objectives, including being able to describe characteristics of different plants. Having these workbooks in a French version was also very helpful since the school is located in a French community. Thank you to the Plant a Seed & See What Grows Foundation!"

—Mathieu Roy, Agent de développement communautaire, École communautaire Carrefour Étudiant de Beresford, École communautaire La Croisée de Robertville, N.B.



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SCHOOL BREAKFAST PROGRAMS

Challenge

A recent survey of students in BC found that 80% start the day hungry and the same percentage do not bring food for lunch or snacks. Similar statistics exist for the rest of Canada. Research reveals that hunger not only impacts a child's ability to learn, but also their social interactions.

Solution

Supporting well-established school breakfast programs through ongoing annual grants makes each dollar go further and feeds more of the nearly one million children in Canada who go to school without breakfast.

Making healthy breakfasts happen

The Breakfast Club of Canada and the Vancouver Sun Children's Fund – Adopt a School initiatives are active, effective programs that literally put food into the mouths of children, here in British Columbia and across Canada.

Through our annual support of these programs, Plant a Seed is fulfilling its commitment to help kids be happy, healthy, and productive at school, everyday.



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UNDERGRAD BURSARIES

Challenge

The cost of postsecondary education can be a financial burden for many students. In addition, enrollment in agricultural and related studies is declining.

Solution

Support today's youth in achieving their dreams by providing bursaries to deserving Canadian undergraduate students, in one or more of the following areas: plant sciences, sustainable agriculture, and/or preventive healthcare education. To that end, Plant a Seed established three \$1,000 bursary programs—one each at Kwantlen Polytechnic University (KPU), Thompson Rivers University (TRU) and University of British Columbia (UBC).



Plant a Seed was pleased to work with Kwantlen Polytechnic University (KPU), University of British Columbia (UBC) and Thompson Rivers University (TRU) to establish ongoing bursary programs.



KWANTLEN
POLYTECHNIC
UNIVERSITY



THOMPSON RIVERS
UNIVERSITY



Meet our 2017 Bursary Recipients



Jessica holding the fruit from a coffee plant while on an internship working on urban farms in Cuba in 2016.

1 **KPU:** Jessica in the Bachelor of Applied Science in Sustainable Agriculture program

"I want to express my gratitude for the generosity of the Plant a Seed & See What Grows Foundation bursary. It means a lot to me to have received it, and will help me continue my studies with focus and ease. I am completing a BAsC in Sustainable Agriculture and will be graduating May 2018. Upon graduation, I plan to help start an eco-village that models sustainability through ecological farming practices, growing community, and a fulfilling way of life. My passion is rooted in a desire to create more health and well-being in ourselves and the land. Thank you for your support in helping me to move forward on my path it is so appreciated."

Sincerely,
Jessica Hill

2 **UBC:** Carla in the Bachelor of Applied Biology, Food and the Environment program

Carla Hick loves food. She is a Red Seal Chef, and has certifications in Seed Production and Permaculture design. Carla is in her final semester at UBC studying Applied Biology, majoring in Food and the Environment. She is passionate about sustainable food systems with eco-friendly processes from seed to table. Carla is currently part of the research team for the BC Seed Trials and an intern for the Think and Eat Green Project. She is gradually crafting a "growing, cooking and eating operation" whereby providing ecological vegetables, gardening consultancy, herbal teas, prepared foods, cooking classes, recipes and the art of feasting. Carla enjoys sharing her excitement and knowledge of sustainable food systems and the joy of food, in person and through social media.



Website:
www.crlhck3.wixsite.com/grow-cook-eat
Facebook:
www.facebook.com/growingcookingeating
Seed Blog:
www.carlaseedplan.blogspot.ca/

7

SEED PRESERVATION PROGRAMS

Challenge

The UN Food and Agriculture Organization estimates that 75% of crop biodiversity has been lost from the fields between the years of 1900 to 2000. In Canada, we rely on four food crop plant species: 1) wheat, 2) maize/corn, 3) rice, and 4) potato. This leaves Canada's agricultural and food systems very vulnerable.

Solution

Seed preservation is crucial to help achieve genetic diversity that supports sustainable development and food security. Supporting active seed preservation programs helps save heirloom species, educate others about the benefits of seed preservation, the issues of food security and preserving biodiversity.



Saving Seeds!

Plant a Seed is thrilled to support two respected organizations dedicated to seed saving and the preservation of the botanical world: Seeds of Diversity a national organization based in Waterloo, ON, and the UBC Botanical Garden's Friends of the Garden seed collectors group in the Lower Mainland. Seeds of Diversity is utilizing our grant to support their education programs and invited us to be part of their November 2017 e-bulletin.

The UBC Botanical Garden used our grant to support their outreach to Far Reaches Farm, a specialty nursery in Port Townsend, WA where the UBC Friends of the Garden acquired 17 species of plants for the UBC Botanical Garden. The plan is to nurture these new plants and have seed available to the public at large in BC, as well as provide specimens through the international Index Seminum.



UBC
Botanical
Garden



Seeds
of Diversity



COMMUNITY EVENTS

Challenge

Creating awareness and securing donor and volunteer engagement is challenging but critically important to a charity so that it can deliver on its charitable work, and most especially to expand its donor base.

Solution

Sharing Plant a Seed's vision and causes through select community events that are focussed on health and wellness provides opportunities to let hundreds of people know at once about Plant a Seed's good work. Such events also enable Plant a Seed to sign up *Friends of the Foundation*, engage donors, and attract volunteers.



Women's Health Show

Plant a Seed was generously supported by Natural Factors at the Women's Health Show sponsored by Women's Voice Magazine in March 2017 at the Fairmont Hotel Vancouver. More than 5,300 people attended the exciting, informative event and most of them stopped by the Plant a Seed display booth featuring a lush living wall. This translated into more than 165,000 "event impressions"—more than the daily circulation of the Vancouver Sun's Saturday edition! In addition to raising awareness regarding Plant a Seed proceeds from the Pop-Up Shop were included as part of Natural Factors generous annual support of the Foundation.

The following day, Plant a Seed was pleased to participate in Natural Factor's Natural Health Product Retailers event, where over 30 retailers signed up as Friends of the Foundation.

Vancouver Health Show

Another community-based event included the Vancouver Health Show 2017 held at the Vancouver Convention Centre,

The Vancouver Health Show was a two-day consumer event that showcased health products and services, health experts, demonstrations, seminars and food sampling.

The Foundation participated at the event to 1) increase awareness about the Foundation, its mission and its work, 2) raise funds for our programs. The Foundation was the event's chosen charity and was featured at no-charge.



Vancouver Health Show

Event Summary:

The event was a positive experience for the Foundation, and as one attendee expressed it, "Nice to see an organization that leads with its values rather than its products."

- No. of visitors: 2,574
- Total no. Event Impressions: 7,850

Plant a Seed was featured on the homepage of the Vancouver Health Show's website as the charity of choice, as well as on the Sponsors page:

<https://www.healthshows.com/vancouver-sponsors-17>



NHP RETAILERS



Retailers Engagement

Challenge

As a start-up charity in a highly competitive milieu of some 86,000 registered charities in Canada, raising awareness, engaging volunteers and finding committed financial support is critical.

Solution

Plant a Seed's vision, causes and projects dovetail very well with the culture and values of natural health product retailers and their customers. Therefore, concerted efforts, since the inception of Plant a Seed, have been made to engage natural health product (NHP) retailers across Canada.

Support among natural health product retailers is gradually growing for Plant a Seed as their charity-of-choice and partner in promoting our common values.

Retailer-led events, have included the sale of Plant a Seed's branded seed packs and shopping bags, the creation of Customer Ask Days, or featuring Plant a Seed in their newsletters and flyers to customers.

In BC, HealthWorks, Nanaimo Health Shop, Lifestyles Markets and Kootenay Country Coop have dug in and lent a hand in a variety of ways. In Ontario, Plant a Seed is helping retailers support school garden projects in the Ottawa region, Cambridge, St Catharines, and Woodstock.

Retail owners and staff have reached out to public libraries to do volunteer reading using the Plant a Seed-Read! storytelling kit. Or, like InsideU, they have created storytelling moments in their stores.

9%

of NHP retailers are engaged

with Plant a Seed

720,060

consumer impressions

via retailers' newsletters/flyers

[Inside U, ON; Peanut Mill, ON;

Optimum Vitamin Health, AB;

Kootney Coop, BC; HealthFirst

Network, ON; Alive magazine]

183

NHP retailers have mounted **Plant a Seed posters** in their stores

Outreach to retailers included this invitation:

We invite you, as a natural health product retailer to support the Foundation and help us inspire children and achieve our goals in your communities. There are a variety of easy-to-implement activities that you and your staff could initiate to support the Foundation in little and large ways—many of them at low, or no cost.

You Can Make a Difference

Make a direct donation. Your generosity and leadership will go a long way toward supporting our various programs.

Ask Your Employees. Ask employees to contribute and meet the challenge of doubling the impact by matching your employees' donations.

Customer Ask Days. Encourage donations from your loyal customers to let them know that your store supports the Foundation; e.g. "Would you like to donate a toonie to the Plant a Seed & See What Grows Foundation?"

Conduct a Fundraiser. Raise funds for the Foundation by incorporating a fundraiser in your upcoming store celebrations, BBQ, golf tournaments or similar activities.

Retailer Match-up. For every product of Natural Factors' Whole Earth & Sea (WES) sold within a period of time, you can match the donation that Natural Factors makes of \$2.00 per product.

Display the Foundation Posters. Help us spread the word about the Foundation. We have developed 2 poster sizes for your convenience. Contact us to order the free posters.

Feature Children's Storybooks. Feature in your store the inspirational storybooks: *Plant a Seed & See What Grows* and *What to Do with What You Grew*. These beautifully illustrated hardbound books highlight the potential of children and our planet earth. All proceeds from the sale of the books support the Plant a Seed & See What Grows Foundation.



PROJECTS FOR 2018

- ♥ *Seeds of Inspiration Educational Program* offered to 10,000 elementary schools across Canada.
- ♥ *Dig Deep. Inspire a Generation.* Exclusive business networking fundraising reception hosted by the Fund Development Advisory Committee.
- ♥ *Create a Garden. Inspire a Generation.* A nation-wide online school garden funding contest during which \$100,000 will be awarded.
- ♥ *Inquiring Minds. Inspiring Finds.* This interactive web-based program is designed to inspire, encourage and support young people in their daily lives, by providing a daily positive thought or real-life example of other empowered young people.
- ♥ *GetOutside App.* This app represents the unique and innovative use of technology that will incent children to get outside to actively learn about the natural world. Think of Pokémon Go with a focus on exploring farmers' markets, community and market gardens, parks, and other green spaces. It is a centralized resource that lists the above outdoor activities in each city, region, and province in Canada.

OUR DONORS & FUNDERS

- ♥ **40% increase** in monthly donors
- ♥ Almost **\$5,600** raised in the 2017 Giving Tuesday/ Year-end campaign with an **average donation of \$242**

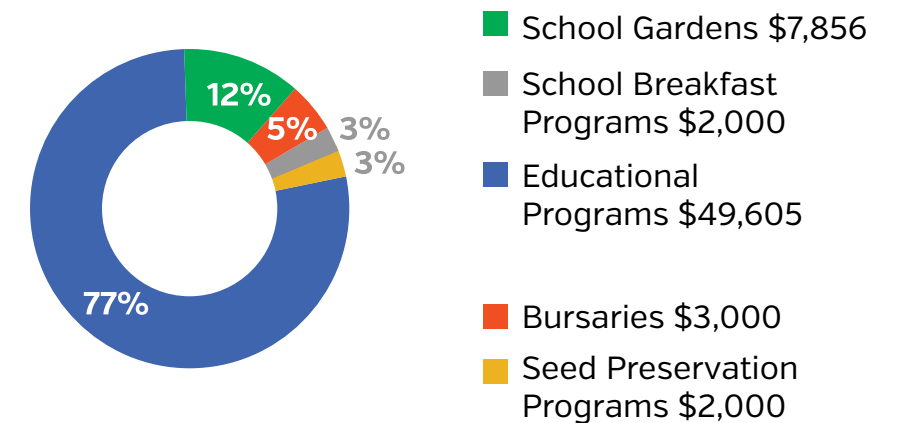


FINANCIAL HIGHLIGHTS

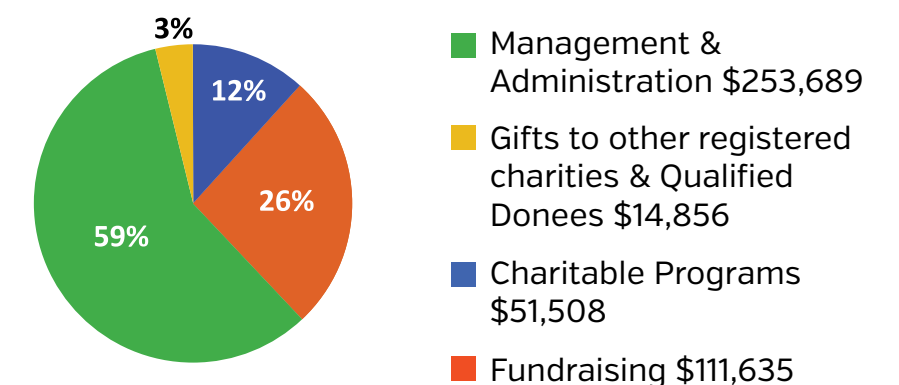
In our second fiscal year (June 2016 - May 2017), we spent 569% more than the previous fiscal year on our Charitable Programs!!

We spent most of our charitable programs expenditures on our educational programs: Plant a Seed-Read and Seeds of Inspiration. Here's the full breakdown:

FISCAL YEAR 2016- 2017 CHARITABLE PROGRAMS



FISCAL YEAR 2016-2017 EXPENSES



BOARD OF DIRECTORS AND COMMITTEES

Visionary ideas that go on to change the world always require a passionate, committed champion. Such is the story of Plant a Seed & See What Grows Foundation.

Shaped by his early childhood experiences, Roland Gahler has spent a lifetime helping others better their lives—through his work and his philanthropy. As the visionary and founding patron for Plant a Seed he has created an organization—a community—to engage others to join him in creating a better world and a healthier planet for our children.

Plant a Seed is also very fortunate to have a dynamic and committed Board of Directors and Advisory Committee members who are very generous with their time, talent and treasures. Together, they have helped Plant a Seed grow from the seed of an idea into a vibrant, well-planted charity that has already helped to inspire thousands of children across Canada.

Board of Directors



Roland Gahler
President

Michael Hobson
Vice President,
Treasurer

Dennis Charland
Secretary,
Executive Director

Priya Manjoo,
MD, RCPSC -
Endocrinology
and Metabolism;
RCPSC - Internal
Medicine

Veronica Kacinik,
MSc, RD, PHEC

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Portfolio Manager, Director, Wealth Management
Scotiabank Group

Neil Melliship, BA, LLB
Partner with Clark Wilson LLP

Keith J. Murray, BC, LLB
Partner with Mathews Dinsdale LLP

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Fraser Wood Elementary School, Teacher

Sean Mackenrot, BSc
ISURA, Executive Director

Marisa Nichini, BSc, MA
Communications & Education Consultant

Shawn Serdar, BFA, BEd
Pacific Producers Group, President

Staff

Dennis Charland – Executive Director

Regina Nebrida, BA – Programs & Services

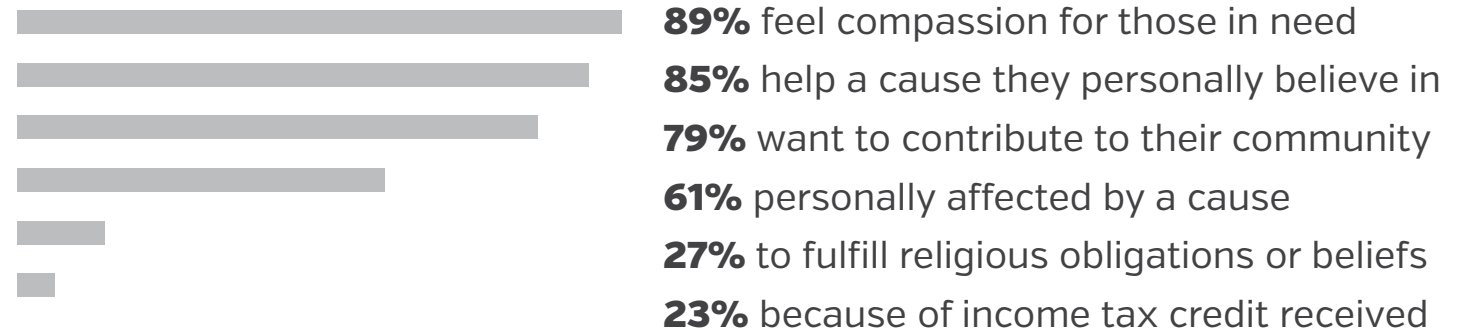
Marisa Nichini, BSc, MA – Education & Fund Development

Charitable GIVING in Canada



86,633
registered charities in Canada

WHY CANADIANS GIVE



DONATE

\$9.1 BILLION

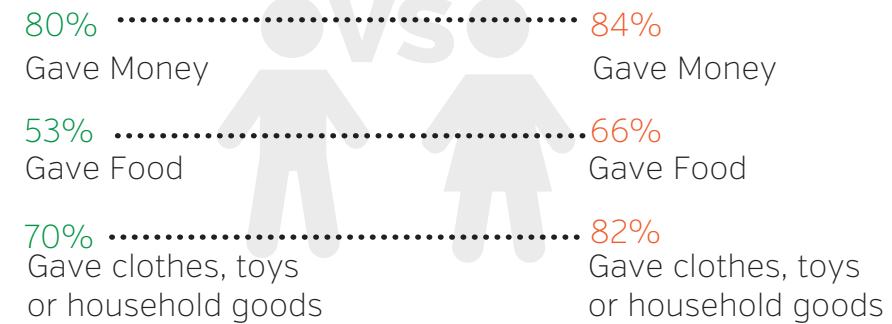
Total amount of donations in 2015

80% of charities in Canada reported **under \$500,000** in revenue in 2015, and only **7%** made **\$2.5 million** or more.

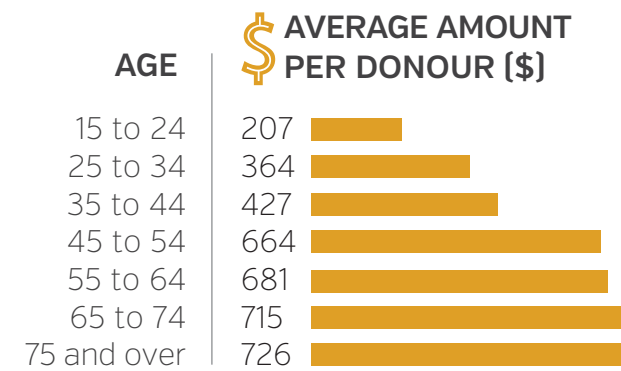
Woman are more likely to give to a charitable or non-profit organization

MEN

WOMEN



Older Canadians give more on average



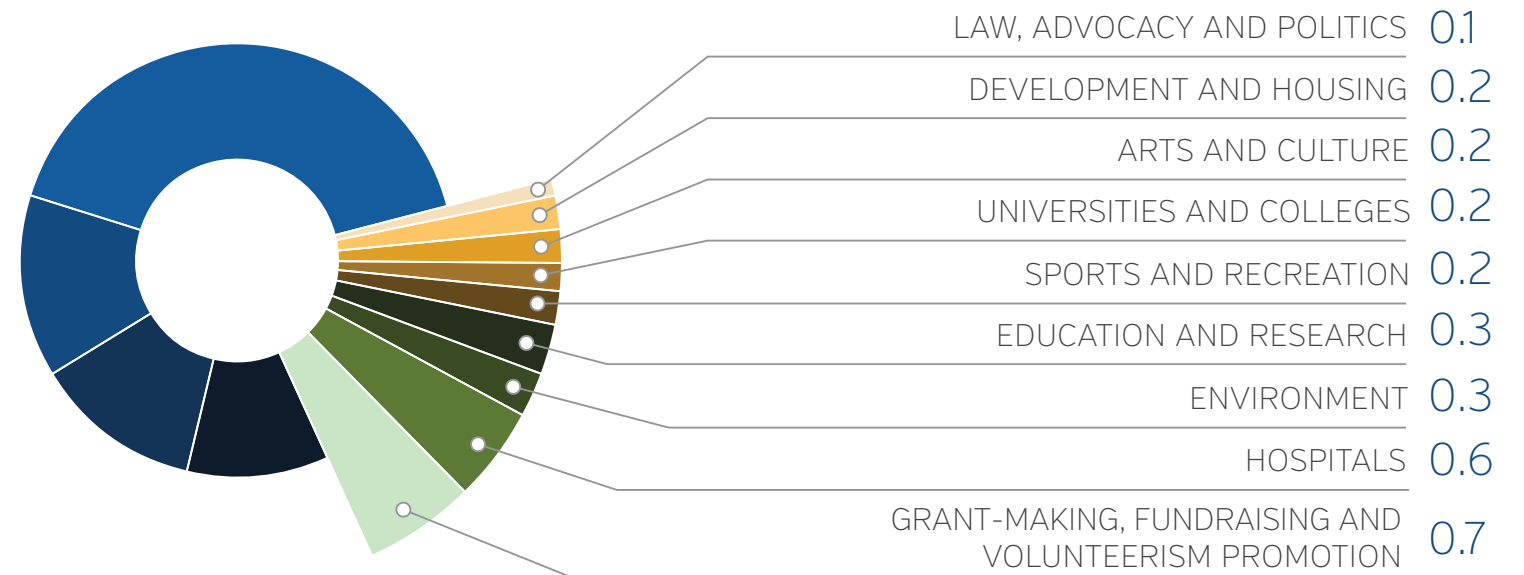
\$531

Average Annual Amount/donour



3.8 Average number of organizations Each Donour Supports

AMOUNTS DONATED TO DIFFERENT TYPES OF ORGANIZATIONS (BILLIONS OF DOLLARS)



24,051,000
Number of Donours





**“ One seed can grow a forest,
one child can change the world,
one idea can inspire a generation. ”**

–Roland Gahler



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