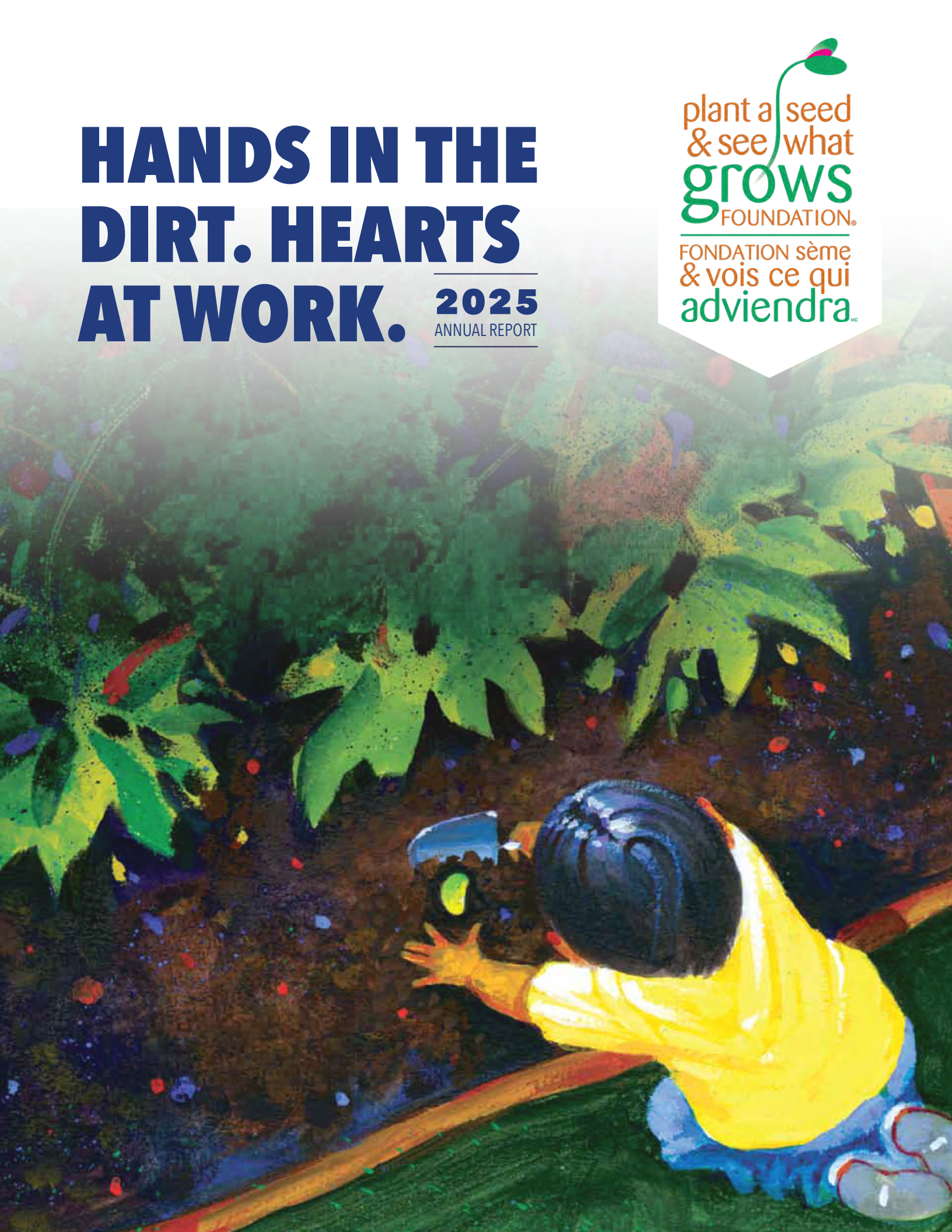
HANDS IN THE DIRT. HEARTS AT WORK.

2025
ANNUAL REPORT

plant a seed & see what grows FOUNDATION®

FONDATION sème & vois ce qui adviendra MD



INSPIRING CHILDREN

WE'RE GROWING: **SINCE 2015**

Plant a Seed's educational programs have captured the attention of educators and parents across Canada—in French and English. At the heart of this classroom movement are three core programs, inspired by two storybooks by Roland Gahler: *Plant a Seed & See What Grows* and *What to Do with What You Grew*. These programs turn stories into action as children read, reflect, plant, and nurture living things.



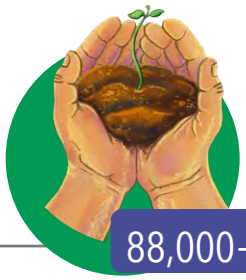
630,000+

KIDS in every corner of Canada participated



8,500 +

SCHOOLS, PUBLIC LIBRARIES & DAYCARE CENTRES



88,000+

SEED PACKETS distributed



500,000+

STORYBOOKS, WORKBOOKS & COLOURING BOOKS distributed free-of-charge



71

SCHOOL GARDENS
And growing

Beyond the classroom, our garden granting program—*Create a Garden. Inspire a Generation.*—has transformed bare patches of ground into vibrant hubs of learning and connection: outdoor classrooms where students from kindergarten to grade 12 plant, nurture, and harvest their own food.



88

INSPIRING DIGITAL RESOURCES so children can still explore and imagine, even without a garden or farm

KIDS' CORNER—A SAFE PLACE TO EXPLORE AND LEARN

Kids Corner is Plant a Seed's online hub that keeps younger children engaged with nature from home and classroom. Video series like *Become an Explorer* and *Inquiring Minds, Inspiring Finds* introduce kids to birds, whales, bees, bugs, and plants, share the stories of young changemakers around the world, and pair them with interactive activities and drawing lessons like *Drawing with Brady*.

WELCOME MESSAGE:
HANDS IN THE DIRT. HEARTS AT WORK.

Celebrating 10 Years!

Ten years ago, *Plant a Seed & See What Grows Foundation* began with a simple, hopeful question: What might change if every child had the chance to plant a seed, watch it grow, and discover that they, too, can shape the world around them? A decade later, that quiet idea has blossomed into a coast-to-coast movement helping children read, explore, and learn that the world is full of wonderful possibilities—with their hands in the soil and their hearts engaged.

What started as one man's vision has grown into a vibrant network of classrooms, libraries, daycares, gardens, farms, and homes where children actively engage with nature, food, and stories. Guided by the belief that children are not only the future but powerful change-makers today, the Foundation works to give them what every seed needs: care, time, and the right conditions to thrive. Through two beautifully illustrated storybooks by our primary benefactor, Roland Gahler, and a suite of literacy and environmental resources, these stories come off the page and into children's hands as they plant, observe, and care for living things.

In this Annual Report, you will see how this vision has taken root across Canada. Our classroom-based environmental education initiative is now a trusted resource for early primary educators, offering curriculum-based and ready-to-use bilingual programs for schools, public libraries, and daycare centres. The evidence is in the kids who race to check on their seedlings each morning, the teachers who find new ways to connect science, math, and art through a school garden, and the children who proudly say, "I grew this."

This annual report is both a celebration and an invitation. It celebrates the impact that many hands—benefactors, educators, families, and children—have had on helping this work grow. And we invite you to imagine what the next decade could bring if we continue, together, to nurture each small seed of potential—one child, one classroom, one garden at a time.

With gratitude and determination,

The Team at Plant a Seed & See What Grows Foundation

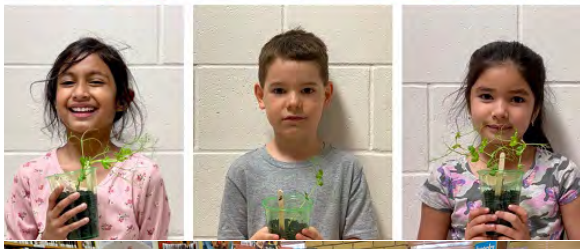
INTRODUCTION:
EDUCATIONAL PROGRAMS

Educational programs can do far more than fill a school day; they can awaken a sense of wonder, responsibility, and possibility in young hearts. That is what has happened as our mission has taken root through a suite of programs grounded in two beautifully illustrated storybooks—*Plant a Seed & See What Grows* and *What to Do with What You Grew*.

These resources invite children to see themselves as part of a living, awe-inspiring world. Stories do not remain on the page; they become prompts for action. Students plant seeds, care for their sprouts, and watch tiny shoots push through soil, turning abstract ideas into something they can touch, measure, and nurture—and discover that small, consistent efforts can lead to visible, meaningful change.

Teachers have woven the materials into spring science units, math lessons that track plant growth, and bilingual classrooms where learning unfolds in both English and French. The numbers tell one story of impact; the children tell another. Since 2015, more than 630,000 children in over 8,500 schools, public libraries, and daycare centres across every region of Canada have taken part in these programs. Behind each statistic is a classroom buzzing with excitement, an educator who feels supported, and a child making a first meaningful connection to growing food and caring for the earth. Educators do not merely call these programs helpful; they describe them as truly transformative.













PLANTING FOR THE FUTURE:
SEEDS OF INSPIRATION







The *Seeds of Inspiration* (SOI) program offers teachers ready -to-use, bilingual materials that fit seamlessly into their curriculum and ignite curiosity in their students.

All program materials, including seeds, are provided and shipped at no charge to schools across Canada—so a teacher's ability to inspire is never limited by budget. Each classroom receives a copy of the two story-time books, and every child receives a colourful workbook and/or colouring book designed for their age level, full of prompts that encourage reading, drawing, observation, and reflection. *Seeds of Inspiration* makes it easy for every educator to bring nature-rich, inquiry-based learning into their classroom.

In 2025 alone, 118,000 K-3 children had their hands in the dirt planting their own seeds and experiencing the wonder of nature. Over the past ten years we have reached over 630,000 kids across Canada. We now have our sights set on 750,000 by the end of 2026!

Teachers describe how these activities often become lasting memories—the first time students held rich soil in their hands, watched bees at work, or tasted something they had just grown. When children connect what they read in a book with what they measure in a garden and see on a farm, learning becomes deeper, more personal, and lasting.

"Thank you so much for the wonderful Seeds of Inspiration materials. My students were very excited to plant their seeds and have been actively caring for their plants while engaging with the books and workbooks."– Bharuttee; École Centennial Park Elementary

"I like planting things because it's cool to see them grow when I take care of them […] There are so many things I want to grow!"
–Student; Richard McBride Elementary

HELP US GROW A BRIGHTER FUTURE

Your support for Seeds of Inspiration ensures that young Canadians continue to have access to the resources they need to thrive! Many of these children will grow up to become gardeners, horticulturalists–and at the very least, good stewards of Planet Earth.

SEAD-TO-TABLE FUN LEARNING:
PLANT A SEED–READ!

Canadian public libraries are where stories, songs, and play shape a child's earliest memories—which is why Plant a Seed has brought the magic of the garden straight into their heart.

Craft and art activities linked to garden themes help little hands practise fine-motor skills and creativity, while music and movement times, filled with rhymes and rhythm, build coordination and language as children act out the life cycle of a seed. Play-based social times become opportunities for children to talk about what they are growing, what they notice, and how they can care for living things together.

Libraries surveyed in 2025 scored the program good to excellent for "Useful," and more than 98% said the same for "Children Enjoyed."



CHILDREN ENJOYED

Plant a Seed-Read Program according to the 2025 survey

HELP US ENGAGE...

...future generations in the seed-to-table process. Your support for Plant a Seed–Read! ensures that young Canadians can access the resources they need to learn—and apply what they learn— in their communities.







CREATING AWE PROGRAM:
SEEDLINGS OF WONDER

The Seedlings of Wonder (SOW) program was created to meet children where they are during some of the most formative years of their lives—preschools and daycare centres. With nearly one million Canadian children under five enrolled in these settings, this is an ideal time to nurture curiosity, healthy habits, and a lifelong respect for the natural world.

Seedlings of Wonder supports parents and daycare centres alike, offering nature-rich, hands-on learning that helps children feel, think, and act in ways that promote their emotional and social growth. Educators have noticed particularly heartwarming moments of support between "older" children aged four to five and their younger three-year-old peers:

"My seed has a tail now! It's breaking open! I can count them all. Oh no, this one didn't get a tail. That's okay, we can share mine."
–Student; Shannon Daycare Society











"Sow" means to place seeds in the ground for future growth—an image that perfectly fits Seedlings of Wonder. Help us introduce the seed-to-table concept to the age group most open to new ideas. Your support ensures Canadian children have early access to life-changing resources that will keep bearing fruit long after the first seeds sprout.

RESOURCE:
KIDS CORNER

Kids Corner was created to meet children where they already are—online—while gently turning their attention back toward the living world outside.

Rather than competing with social media, Plant a Seed harnesses it. Through series like *Inquiring Minds, Inspiring Finds, Become an Explorer*, and *Drawing Plants and Animals with Brady!*, Kids Corner sparks interest in plants, animals, and outdoor discovery. Children meet young changemakers from around the world, learn about different species and ecosystems, and are invited to respond creatively—by drawing, writing, observing, and sharing what they see.

With more than eighty digital resources and counting—plus a growing library of downloadable activities and workbooks that families and teachers can print—Kids Corner ensures that education and inspiration do not end when the bell rings. It creates a safe, engaging space where children can keep asking questions, imagining, and growing, whether or not they have access to a garden or green space nearby.



80+

DIGITAL RESOURCES

and counting...

WE LOOK TO YOU

FOR HELP...

..to expand our efforts to merge modern media with outdoor learning. Your donations deliver content for kids, their parents, and educators.













FIELD TRIPS:
DISCOVERING FARMS!

For many children, a farm visit is their first time standing in a vegetable field, holding rich soil, watching bees and butterflies at work, or seeing livestock up close. Desks are traded for rows of vegetables, walls for fence lines, and screens for blue sky.

Teachers frequently describe these days as some of the most memorable in their students' schooling—a kind of "deep breath" in nature that stays with them long after they return to the classroom.

Over the years, Plant a Seed has organized numerous free farm tours in collaboration with Factors Farms in the Okanagan region of British Columbia. Carefully aligned with the BC curriculum, these hands-on visits do more than check an educational box—they open young eyes to the living systems that feed us, and give teachers a powerful, real-world extension of what they teach in class. The impact is immediate: many participants leave excitedly planning food-growing projects at home.

"Thank you once again for a fabulous day. My kids really enjoyed their time at the farm and were so excited to take home their planted seeds. We will continue to talk about them and return to the phrase 'plant a seed and see what grows!'"
–Sheri Grades 1 & 2, Vernon Elementary School

Children echo that enthusiasm in their own words:

"Can we come back to this farm again?"
–Calvin, Grade 1 student, Vernon Elementary School

"I want to have my own garden at home!"
–George, Grade 2 student, Vernon Elementary School







AI AGRICULTURAL INTELLIGENCE

We look to you for support to help us make Agricultural Intelligence the "AI" of Canadian kids. Let us know of farms in your region that would welcome a classroom of budding farmers!



"If children don't grow up knowing about nature and appreciating it, they will not understand it. And if they don't understand it, then they won't protect it. And if they don't protect it, who will?"

– SIR DAVID ATTENBOROUGH, BRITISH BROADCASTER, BIOLOGIST, NATURAL HISTORIAN, AND WRITER



SCHOOLYARDS TRANSFORMED:
CREATE A GARDEN. INSPIRE A GENERATION

School lunchtimes often mean crowded lunchrooms and quick snacks. Teachers want to talk about nutrition and ecology, but lessons rarely left the page. At more and more schools, that is changing: patches of unused ground are becoming small learning gardens with raised beds, soil, and seeds.

With support from Plant a Seed, thousands of students have helped design their garden, chosen what to plant, and learned to care for each bed. At first, there was uncertainty—Would anything grow? Would the students stay engaged? Then the first sprouts appeared.

"Once they saw those tiny green shoots, they were all in," one teacher shared. "Students who were shy in the classroom became leaders in the garden. They watered, weeded, and proudly took visitors on 'garden tours.'"

By harvest time, children were taste-testing lettuce and cherry tomatoes, sharing recipes, and connecting their science and math lessons to what was happening in the soil. A space that once went unnoticed is now the heart of the school community each spring and fall.

Through *Create a Garden. Inspire a Generation.*, grants assist schools to build raised garden beds, purchase soil and seeds, install irrigation, and create welcoming spaces for exploration and reflection. Students who tend these experiential gardens are more engaged—and more likely to eat the food they grow.

Side by side, the students practise teamwork, leadership, and compassion—skills that grow as steadily as the plants they tend.

IMPACT OF SCHOOL GARDENS

The U.S. Centers for Disease Control and Prevention (CDC) conducted a systematic review of 14 studies of gardening interventions for youth in the United States, Australia, Canada, and the United Kingdom. In 13 of 14 studies, gardening combined with nutrition education increased young people's consumption of fruits and vegetables.



13 OF 14

STUDIES SHOWED

INCREASED CONSUMPTION

Research Studies found that gardening experiences increased kids consumption of fruits and vegetables with nutrition education

CREATE A GARDEN.
INSPIRE A GENERATION
SCHOOLYARDS TRANSFORMED

OUR SHARED GARDEN

The Dorothy Lynas Elementary & Wildwood Childcare Centre exemplifies how a single garden can become the beating heart of a community—drawing elders, families, educators, and children together to rediscover the joy of growing food.

As described by Cathi Wetsch:

"As the children felt the cool earth in their warm hands, stories began to unfold. Curiosity grew as they scooped the soil and examined the tiny seeds, wondering with excitement and anticipation—what would these small seeds grow into?

"Older students explored scientific concepts such as plant growth, soil composition, and ecosystems. The garden deepened their understanding of these concepts, as well as cultural perspectives on food and sustainability.

"The kids developed a taste for healthy eating, as they harvested their first crops—peas, beans, radishes, and lettuce. They enjoyed them during snack time, with some discovering new favorite foods.

We are grateful for a $2,500 grant from Plant a Seed & See What Grows Foundation." –Cathi Wetsch

School gardens offer something different and desperately needed—a place for youth to connect with one another without Wi-Fi, and to experience real growth in real soil.













KIDS RIGHT TO KNOW COMMUNITY GARDEN

Kids Right to Know Community Garden has been a labour of love for four years. It is a community hub for youth and people of all ages to fall in love with the soil, pollinators, biodiversity, and their community.

The support from *Plant a Seed & See What Grows* Foundation arrived at a pivotal moment, allowing us to invest in a professional watering system that conserves water and gives our team their time back—more time to teach more people on the ground.

The grant also equipped us with the tools to manage the new space—wheelbarrows, shovels, and mulch, plus materials for the trellises and planters that have truly beautified the garden. We deepened our commitment to biodiversity by introducing new seed varieties (we grew 17 varieties of beans), invested in natural weed management strategies like specialized tarps to keep our soil regenerative and healthy, and purchased communal tables and chairs for volunteer activities and seed harvesting—a true community hub.

All of this translated into a significant increase in food harvested: last year alone, we grew over 2,000 pounds of fresh organic produce, the majority of it donated to local food banks so more healthy food reaches those who need it most.

—Rachel Parent, Founder, Kids Right to Know Advocacy

EXTENDING OUR REACH

In 2024 and 2025, Plant a Seed & See What Grows Foundation was pleased to extend *Create a Garden. Inspire a Generation*. by partnering with Farm to School Canada, a national organization dedicated to strengthening school food systems and connecting students to food literacy, gardening, and hands-on learning.

Through this partnership, Plant a Seed has funded an additional 20 schools over the past two years—helping struggling schools establish and enhance garden spaces that function as outdoor classrooms, supporting curriculum-linked learning while fostering curiosity, responsibility, and environmental stewardship. Participating schools benefit from both financial support and connection to a broader community working to improve how food is grown, shared, and understood in school settings.

YOUR SUPPORT IS VITAL

...for the development of school gardens in urban, suburban, and remote parts of northern Canada. Your involvement will help promote food security while providing green oases where Canadian kids develop knowledge and skills that will reverberate for generations to come.

RESOURCES:
SUPPORTING PARENTS

For the past 10 years, the Plant a Seed blog series has been a trusted source of inspiration for parents and educators—offering practical activities, seasonal projects, and conversation starters that make it easier to plan meaningful outdoor learning.

Recently, the blog has evolved by paying close attention to the real questions adults are asking online. By responding to queries entered into search engines and AI tools, it has increased its visibility across Canada—ensuring that when someone looks for ways to get kids outside and learning, relevant, high-quality guidance is easy to find.

Support us as we support parents and educators. A donation is more than a click; it is an investment in making sure the platforms driven by algorithms and artificial intelligence also carry content that leads children back to soil, sunlight, and the simple joy of discovering the world beyond the screen.

There are currently over 300 blog topics at www.seewhatgrows.org/blog

SELECTED BLOG TOPICS



How to Teach Kids to Overcome Challenges through Nature



What to do When Your Child Wants to be an Influencer



Is it Time for Your Child to Take a Break from Social Media



How to Teach Kids to Budget Through Nature

RAISING AWARENESS –
GALA 2025

Plant a Seed & See What Grows Foundation was honoured to showcase its programs at the Natural Factors Gala and Tradeshow in October 2025, adding a vibrant, family-friendly dimension that engaged over 750 natural health retailers with creativity and heart.

Plant a Seed stood out thanks to a theme-appropriate living-wall display created with design support from the Factors Group. A story-time reading of Roland Gahler's two children's books captivated young listeners, children delighted in a hands-on seed-planting activity, and our talented artist Brady hosted a drawing lesson that encouraged kids to express themselves while learning about nature.

These interactive experiences with children, parents, and retailers sparked meaningful conversations and expanded our network of supporters and advocates.



MEET OUR PEOPLE:

Behind every program and milestone stands a dedicated network of people who believe deeply in this work. Guided by our benefactor's vision and supported by a committed board of directors, a small but passionate team, and a circle of partners, the *Plant a Seed & See What Grows* Foundation has remained lean, accountable, and focused squarely on its charitable purpose. Careful stewardship ensures that resources flow directly where they are needed most—into classrooms, gardens, farm visits, and digital content—while maintaining the strong governance and compliance required of a national charity.



BETSY PUFF

Betsy began work with Plant a Seed in January 2024 as Education Program Coordinator, a position that reflects her lifelong interest in early childhood education. She finds great joy in supporting teachers and students through the educational and school garden grant programs.



TABI CARDOSO

Tabi began her energetic career with Plant a Seed in 2024. As Order Processing Coordinator, she keeps materials flowing to schools, libraries, and daycares, drawn by Plant a Seed's commitment to meaningful learning experiences for children.

"What I enjoy most about my work is seeing the experiences and tangible results. Helping nurture kids' curiosity and create hands on learning opportunities for young people aligns strongly with my own values."



BRADY WISER

Brady, a gifted artist and illustrator, started with Plant a Seed in October 2022. She is the lead artist for the two video series—"Become an Explorer" and "Inquiring Minds. Inspiring Finds."—and for the Drawing with Brady classroom art series.



TERRI REYNOLDS

Terri loves being part of the order processing team that connects PASF's educational resources with young hearts and minds across Canada.

"I still have fond memories of a school planting project I was part of in Grade 2. I remember carefully tending to my seed and waiting patiently for it to grow. Imagine my surprise and delight when the flower I thought I had planted turned out to be carrots! From my perspective, they were the best carrots I had ever tasted—made even sweeter by the pride of having grown them myself!"



JOIN THE MOVEMENT

Your support is crucial in our journey over the next 10 years. How can you help?

Donate: Every dollar helps us cultivate more school gardens, distribute more free educational resources to more classrooms, and inspire young hearts to plant their very first seeds! Donate here: seewhatgrows.org/donate

Spread the Word: Simply letting others know about our programs plants more potential seeds of inspiration.

Become a Friend of the Foundation: It takes less than a minute to register for regular updates on our initiatives and progress. www.seewhatgrows.org/friends

We are incredibly grateful for your support. May you join us for another 10 years of thrilling growth together!

IN CONCLUSION

As any dedicated gardener will tell you, the work is never truly done. As we look ahead from our 10-year anniversary, we do so with both gratitude and urgency. New initiatives—like the release of our primary benefactor's latest children's book, *Our Beautiful Green Earth—A Jewel in the Universe*—signal a new chapter filled with fresh ways to connect children to the planet they call home.

We are preparing to extend our reach across borders, bringing our programs to schools in the USA, with the ambitious goal of touching the lives of over one million children in Canada and the United States by the end of 2027!

This annual report invites you to celebrate what has grown over the past decade—and to imagine, with us, what will flourish as we continue to put hands in the dirt and our hearts to work.

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