

The background image shows a person's hands watering plants in a wooden raised garden bed. A black hose with a yellow nozzle is being used to spray water onto the soil and plants. The garden bed is filled with various green leafy plants. The entire image has a semi-transparent green overlay.

THE FARMACY INITIATIVE

Non-Profit Farming Education Program



THE SNAPSHOT

Vision

To change human nutrition from an over-reliance on sugar, to one full of protein, fat & fiber.

Mission

To build, inspire & educate children to plant and care for gardens.

Our food & education system in the US has failed us & we are seeing the health consequences. The impact is greater on low-income communities.



THE SOLUTION

Launch a Non-Profit
Organization focused on
bringing agricultural
education to students in
grades 1 through 6
through school gardens
and agriculture curriculum.



THE BENEFITS

Community Impact



- ✓ The programs contribute to a healthy lifestyle by providing fresh, safe, affordable herbs, fruits and vegetables.
- ✓ Improves environmental attitudes and stewardship
- ✓ Creates and engages a community

Education Impact



- ✓ Improve student achievement & behavior⁽¹⁾
- ✓ Significantly increase science achievement scores ⁽²⁾

Nutritional Impact



- ✓ Studies show the programs lead to healthier food choices⁽³⁾
- ✓ Improve and increase healthspan ⁽⁴⁾
- ✓ Decrease costs related to chronic disease ⁽⁵⁾

Plant gardens and
build composting
systems in elementary
schools.

+

Create open-sourced
educational tools
and curriculums.



THE LAUNCH PLAN

The kindergarten gardening curriculum



THE PRODUCTS WE OFFER



Basic
Garden

Premium
Garden

Deluxe
Garden

Maintenance
Service

89K

Schools in the US
serving grades K
through 6



California

1,542

Public, private and charter
schools that include grades 1
through 6 with Title I support

662,975

California low-income students
in grades 1 through 6 receiving
Title I support ⁽¹⁾

USA

1,827

Public, private and charter
elementary schools that include
grades 1 through 6

16.9m

Estimated number of US children
grades K-6 receiving Title I
funding nationally ⁽²⁾

THE MENTOR BRANDS



citysprouts



UrbanLife
MINISTRIES

Mission

Big Green aims to improve the health of students and communities by creating experiential learning and garden-based education opportunities in low-income schools.

The City Sprouts mission is to cultivate wonder for all children with hands-on learning through urban gardens.

ANV's Youth Urban Farm Project elevates life in Oakland and beyond by challenging oppressive dynamics and environments through urban farming.

UrbanLife Farms transforms vacant lots into vibrant urban farms; Produce local, healthy produce for youth to be exposed to and learn to love; Provide a job skills training and youth jobs; Beautify the neighborhood and engage the community through volunteerism and participation.

Serving Areas

Denver, Los Angeles,
Detroit, Pittsburgh,
Memphis, Chicago,
Indianapolis

Boston, Omaha,
Bellingham, Hartford,
San Francisco

Oakland, CA

San Diego, CA

Ages

K-12

3 - Middle
school

5 - High
school

Middle &
High school
Youth



Director & President
Founding Partner

Matt Titlow

Matt has been a leader in the nutraceutical industry since 2002. Matt also achieves his vision through his personal commitment to improve the health and wellness of future generations. Matt created The Farmacy Initiative in 2018 to provide educational services for children and adults in the fields of agriculture, farming, gardening, nutrition, and cooking.



Director, Treasurer & Secretary
Founding Partner

Kim Sickinger

Kim brings an extensive background transforming businesses across health industries. During her time at CSI, she has restructured the organization, installed and scaled operational systems, improved spending and efficiency, and, brought together a management team positioned to drive the business into the next era of growth. Her talent for strengthening infrastructures and building businesses from the ground floor serves The Farmacy Initiative well.

THE
TEAM



Horticulture Specialist

Chris Burroughs

Chris has been in the horticulture industry and community-based agriculture since 2010. He joined The Farmacy Initiative in 2019 and will carry out the Farmacy Initiative School Garden Program, allowing children and adults the guidance to implement healthy nutrition through agriculture and gardening.



Director

Laura Novak

Laura is an experienced CPA, controller and auditor with over 20 years of professional roles in accounting and finance across industries. She will oversee all Accounting, Finance and Payroll aspects of the The Farmacy Initiative.

THE BUDGET

	2020	2021	2022	2023	2024
Gardens Per Year	6	12	24	36	48
Fundraising Revenue	\$450,000	\$425,000	\$725,000	\$850,000	\$975,000
Other Income Revenue	\$56,000	\$145,000	\$306,000	\$543,000	\$846,000
Total Income	\$506,000	\$570,000	\$1,031,000	\$1,393,000	\$1,821,000
Fundraising Labor Expenses	\$0	\$0	\$120,000	\$123,600	\$127,308
Programming Labor Expenses	\$78,500	\$125,855	\$174,631	\$179,870	\$230,266
Programming Expense	\$99,800	\$208,080	\$442,800	\$748,200	\$1,119,600
Operating Expenses	\$185,217	\$202,911	\$273,926	\$313,134	\$326,092
Total Expenses	\$363,517	\$536,846	\$1,011,356	\$1,364,803	\$1,803,265
Profit/Loss	\$142,483	\$33,154	\$19,643	\$28,197	\$17,734

THE FUNDRAISING PLAN

	2020	2021	2022	2023	2024
Sponsorships	\$250,000	\$250,000	\$300,000	\$350,000	\$450,000
Compound Solutions	\$200,000	\$175,000	\$100,000	\$50,000	\$25,000
Private Grant			\$200,000	\$250,000	\$300,000
Total Projected Fundraising	\$450,000	\$425,000	\$725,000	\$850,000	\$975,000



THE FUNDING REQUEST

We are seeking 4
Founding Partners for 2020

\$100K

1 Major Sponsor

\$50K

3 Sponsors

BENEFITS INCLUDE:



Avenue to improve human
nutrition



Help implement the program in
donating company area



Access to The Farmacy
Initiative branding



Install a garden on their behalf



Social Media/
Website recognition



As a 501c3 you may be able to take
advantage of tax write offs





Healthier children
lead to a healthier
life & planet

FOOTNOTES

Slide 5

1. “REAL School Gardens Program: Learning Gardens and Teacher Training Improve Student Engagement and Academic Performance in Low-Performing Elementary Schools.” Journal of Applied Research on Children: Informing Policy for Children at Risk. Vol 4. Article 20. 2013.
2. “School Gardens Grow Science Achievement Scores.” National Science Teaching Association Reports. 1/3/2006.
3. School gardens have been shown to increase both fruit and vegetable preference and consumption as well as improve academic achievement (Klemmer 2005) (Parmer 2009).
4. US Government <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/nutrition.htm>
5. US Government <https://health.gov/dietaryguidelines/2015/guidelines/introduction/nutrition-and-health-are-closely-related/>

Slide 8

1. National Center for Education Statistics (US Department of Education)
 2. National Center for Education Statistics (US Department of Education)
- TITLE I- Title I, Part A (Title I) of the Elementary and Secondary Education Act, as amended by the Every Student Succeeds Act (ESEA) provides financial assistance to local educational agencies (LEAs) and schools with high numbers or high percentages of children from low-income families to help ensure that all children meet challenging state academic standards. Federal funds are currently allocated through four statutory formulas that are based primarily on census poverty estimates and the cost of education in each state.

