# THE FARMACY INITIATIVE

## **Non-Profit Farming Education Program**



THE SNAPSHOT

#### Vision

To change human nutrition from an overreliance 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 lowincome 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 Education Impact

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Nutritional Impact

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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

Improve student achievement & behavior<sup>(1)</sup>



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Significantly increase science achievement scores <sup>(2)</sup>  $\oslash$ 

Studies show the programs lead to healthier food choices<sup>(3)</sup>



Improve and increase healthspan<sup>(4)</sup>



Decrease costs related to chronic disease <sup>(5)</sup>



Plant gardens and build composting systems in elementary schools.

Create open-sourced educational tools and curriculums.





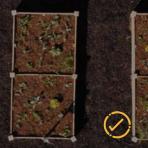
#### THE LAUNCH PLAN

# The kindergarten gardening curriculur

THE PRODUCTS WE OFFER

> Basic Garden

Deluxe Garden



Premium Garden

Maintenance Service

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# **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 1,827

USA

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

662,975

California low-income students in grades 1 through 6 receiving Title I support <sup>(1)</sup> 16.9m

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

#### THE MENTOR BRANDS

Mission



**city**sprouts



Urbanlife MINISTRIES **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** 

Ages

K-12

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

Boston, Omaha, Bellingham, Hartford, San Francisco

Oakland, CA

3 - Middle school

5 - High school

San Diego, CA

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. 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



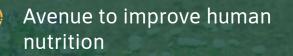
#### THE FUNDING REQUEST

## We are seeking 4 Founding Partners for 2020 \$100K \$50K

1 Major Sponsor

**3** Sponsors

BENEFITS INCLUDE:



Access to The Farmacy Initiative branding



Social Media/ Website recognition



Help implement the program in donating company area

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Install a garden on their behalf



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

<sup>1.</sup> "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.

<sup>2.</sup> "School Gardens Grow Science Achievement Scores." National Science Teaching Association Reports. 1/3/2006.

<sup>3.</sup> School gardens have been shown to increase both fruit and vegetable preference and consumption as well as improve academic achievement (Klemmer 2005) (Parmer 2009).

<sup>4.</sup>US Government https://www.cdc.gov/chronicdisease/resources/publications/factsheets/nutrition.htm

<sup>5.</sup>US Government <u>https://health.gov/dietaryguidelines/2015/guidelines/introduction/nutrition-and-health-are-closely-related/</u>

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<sup>1</sup>National Center for Education Statistics (US Department of Education)

<sup>2</sup> 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.

