

URBAN ROOTS

Annual Report

2019



Dear friends and supporters,

2019 was Urban Roots' 50th year helping build and strengthen communities in Minnesota, and our 30th year cultivating young leaders on Saint Paul's East Side. We are humbled by the legacy we have inherited, and by all the help and support we have received along the way. We could not have made it here without you! Thank you!

As we look to the next 50 years, we are reminded that we are merely stewards of this work, and the future depends on each of us who cares about Urban Roots' mission to ensure we hand the next generation of stewards a strong and resilient organization. Over the past year we have strengthened relationships with partners, expanded the scope of our outstanding programs, and laid the foundations for the next generation of leadership.

As we look to the future, we know we will face complex challenges in a rapidly changing world. But we also know that our youth are prepared and excited about the opportunities ahead. They are building deeper connections within their communities, healthier and more sustainable lifestyles, and stepping up to be tomorrow's leaders.

Leif Masrud

President, Board of Directors





As we reflect on our 50th anniversary year, we're inspired by our amazing circle of supporters and community partners who strongly believe in our mission and have generously helped us build a solid foundation to engage youth in growing healthy food, learning cooking skills, and becoming lifelong stewards of our environment.

Our gardens and Rivoli Bluffs farm have been abundant in growing new produce varieties, with the Rivoli hoop-house extending our growing season and production. Conservation interns restored acres of local parkland and installed the new native seed farm at Harvest Park. Chef-led lunches, recipe development and community cooking classes continued to offer cultural cooking adventures.

Other initiatives for 2019 included the expansion of our alumni employment positions and implementing a greenhouse curriculum for interns and Service Learners in the Metropolitan State University community greenhouse, the GROW-IT Ctr.

We developed an Education Manager position to further our education goals for youth interns:

- 1 Create a common thread between all programs for education.
- 2 Help staff weave education more seamlessly and deliberately into programming.
- 3 Create a common language.
- 4 Connect our work and content to social environmental issues (Climate change, Cultural connections, Career Pathways, STEAM, and Environmental/ Food Justice).

With the expansion of our tiered program model to include hiring alumni as summer staff, we placed five high-school

graduates in key leadership positions for the summer program. They took on more program responsibility, joined in staff and administrative meetings and mentored new interns in both work and life choices (as first-year college students).

We look forward to another year of work with our amazing interns. Thank you to our partners, community members, donors, interns and their families for your support of our mission—we couldn't do it without you!

Patsy Noble
Executive Director

Program Activities, Goals and Accomplishments

Urban Roots is a Saint Paul organization whose mission is to cultivate and empower youth through nature, healthy food, and community. Urban Roots focuses its programs on the East Side of Saint Paul, MN and our vision is a world where all communities have unlimited access to nature and healthy food. We place the tools of personal and community development in the hands of young people and families.

Over the past 50 years, Urban Roots, formerly the Community Design Center of Minnesota, has provided a range of community development services in Minneapolis, Saint Paul and southern Minnesota, including architecture, urban planning, economic development, and organizational development—with a common thread of empowerment, engagement, and innovation. Since 1996, we've operated our food and environmental programs on the East Side of Saint Paul, engaging thousands of under-resourced youth in education, training, and work projects that provide service to the community, develop young leaders, and

improve health and the environment. We offer three programs to engage and support youth in paid internships—Market Garden, Cook Fresh, and Conservation.

Urban Roots provides holistic, paid youth internships to diverse, under-served teens on the East Side of St. Paul. Our internships increase their work and life skills through career exploration and training in local food production, entrepreneurship, cooking and conservation. All interns qualify for free/reduced school meals, and through on-going employment are able to contribute to their family income. All interns are given the opportunity to present their work in public venues such as markets, restaurant sales, presentations to visiting groups and tours in both summer and academic seasons. Our progressive program model allows youth interns to be placed in one of four tiers based on their experience. Each year interns gain new skills through increased hours and opportunities for leadership. In 2019 we also employed five alumni staff to work with youth interns.

Our work is focused on St. Paul's East Side. East Side residents specifically lack economic security and employment, particularly in the Dayton's Bluff area where the Urban Roots offices are located.

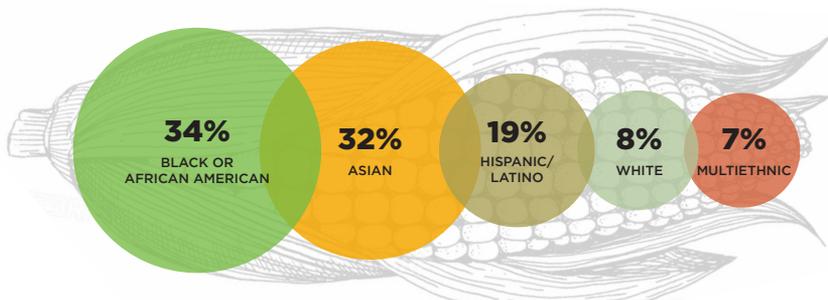
40.9% of youth ages 17 or younger are **living below the poverty line** on the **East Side of St. Paul**

vs **29.1% of youth** ages 17 or younger in **greater St. Paul.**

41% of residents report **income under \$35,000** on the **East Side of St. Paul.**

vs **34% of households** in **greater St. Paul.**

In 2019, the demographics of the 60 youth interns were:





Cook Fresh

Youth interns learn about the food we grow and how to prepare it fresh from the garden. Youth also create seed-to-table meals for chef-lead lunches for summer programming, create healthy recipes for affordable meals, and help teach youth and family cooking classes. Teaching scalable cooking and creating value-added products from our own garden harvest for market, such as chutneys, salsas, and sauces, provides participants with a host of entrepreneurial opportunities.

In 2019 our Cook Fresh Program launched a healthy food and families program

where youth interns talked to their families specifically about their home and cultural recipes. Interns then brought their recipes into Urban Roots where they wrote them out and refined them along with including ways to incorporate more fresh produce into the recipe.

This program helped incorporate the families of youth interns into their cooking practice and celebrated community through uplifting cultural and local food stories. The youth shared these recipes with over 300 people.

Youth [...] create **seed-to-table meals** for **chef-lead lunches** for summer programming, create **healthy recipes** for **affordable meals**, and help **teach youth** and **family cooking classes**.

Conservation

Conservation youth interns support and improve green spaces around the East Side, and participate in the restoration of local parks through removal of invasive plant material, native seed collection and installation of native plants. We teach hands-on skills through the installation and maintenance of rain and pollinator gardens in public and private spaces. Youth also engage in citizen science projects, such as insect surveys, water sampling, and forest inventories.

A Conservation Program highlight for 2019 was the establishment of the Harvest Park Native Seed Farm in partnership with the City of Maplewood. Youth interns planted over 55 different plant species. The Native Seed Farm was a strategic project, it will allow Urban Roots to harvest seed and propagate plants within the Grow-It Center Greenhouse, furthering the entrepreneurial spirit of our program while adding more desperately needed native pollinators to our local wild spaces.



Market Garden

Market Garden youth interns plant, maintain, and harvest small-scale crop production within our urban gardens. We promote entrepreneurship by teaching youth interns to manage gardens and crops for distribution to community supported agriculture (CSA) shares, Farmers Market, Roots for the Home Team, hunger relief efforts, youth families, restaurants and small-batch food preservation for seasonal sales. Program participants are also involved in creating sales and marketing materials for the Farmer's Market and other retail outlets.

In 2019, the Market Garden Program was involved in the installation of three

community gardens on the East Side of St. Paul. By being a partner with local organizations to install community gardens, the youth interns dedicate time to increasing food access for our neighbors and empower residents through food.

In 2019, the Market Garden Program was involved in the installation of three community gardens on the East Side of St. Paul.

Additional program information on youth development

In addition to the rich content knowledge they get in their individual programs during the intensive summer program, each week the youth interns also participate in enrichment sessions. These enrichment sessions teach valuable 21st Century Job Skills (resume writing, interviewing, etc), teamwork, attendance and public speaking. Youth interns also interact with professionals in the community and attend

a career day to discuss a variety of career opportunities. Returning youth engage in an 8-week Active Citizen project, where they identify a need in the community and develop potential solutions. Urban Roots is much more than just a job for our youth interns, our enrichment sessions provide youth with skills they need to obtain work as they transition from high school to postsecondary opportunities and beyond.

2019 Program Goals and Outcomes

Youth demonstrate 21st Century Employment skills.

88% of youth had **increased communication skills**

84% of youth had **increased initiative**

88% of youth **increased their critical thinking and problem solving skills**

98% of youth had **increased collaboration** by the end of summer

Youth develop knowledge about occupations in cooking and wellness, conservation, sustainable agriculture and entrepreneurship.

85% of youth were able to **identify two career opportunities**

Youth gain skills and knowledge around cooking and wellness, conservation, sustainable agriculture and entrepreneurship.

83% of youth showed **increased knowledge** through a knowledge test administered at the end of summer programming

BOARD OF DIRECTORS

Leif Masrud,
President

Julie Seiber,
Vice President

Megan
Wickmann Reinbold,
Secretary

Tim Dykstal,
Treasurer

Angela Becker Kudelka

Shonda Craft

Catherine Downey

Kat Facklam

Daniel Grundtner

Stephanie Harr

Dan King

Ann Love

Sri Siddabathuni

STAFF MEMBERS

Saba Anduaalem,
Cook Fresh
Program Manager

Summer Badawi,
Marketing &
Events Director

Sai Chang,
Market Garden
Alumni Lead

Kat Facklam,
Alumni
Conservation Lead

Marcos Giossi,
Seasonal Market
Garden Coordinator

Skyler Hawkins,
Market Garden Manager

Jaclyne Jandro,
Education Manager

Patsy Noble,
Executive Director

Imogene Silver,
Marketing & Events
Alumni Lead

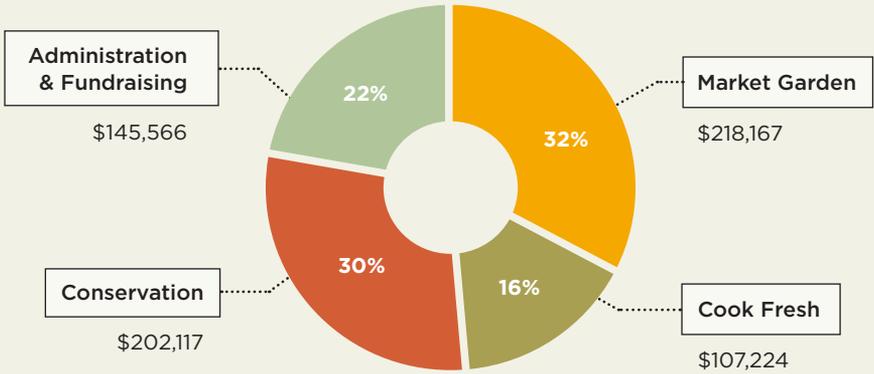
Tajah Tempest,
Cook Fresh
Alumni Lead

May Vang,
Seasonal Conservation
Program Coordinator

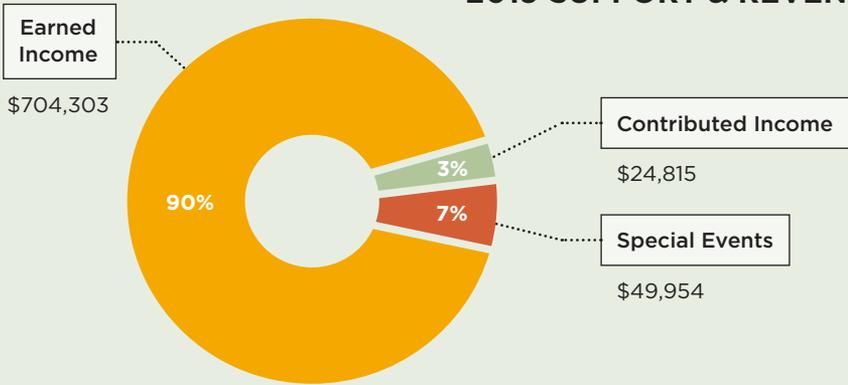
David Woods,
Conservation Director

Cassandra Xiong,
Conservation
Alumni Lead

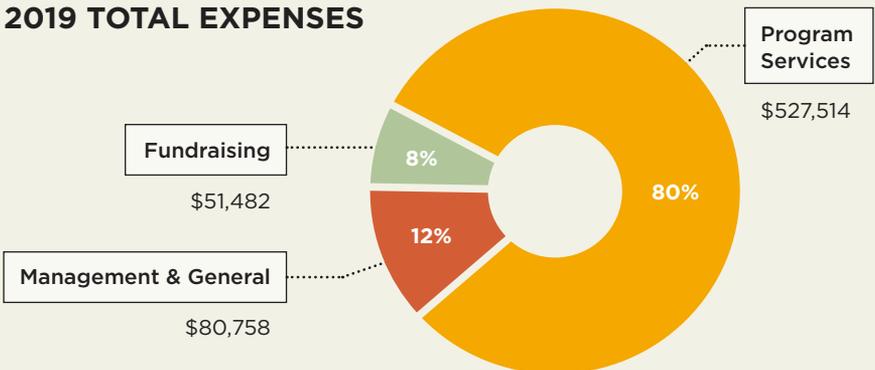
2019 EXPENSES BY PROGRAM



2019 SUPPORT & REVENUE



2019 TOTAL EXPENSES



Financial support and collaboration make our work possible!

FOUNDATION, BUSINESS AND CORPORATE SUPPORT

3M Foundation
AgriBank
Allina Health
Beim Foundation
Blue Cross Blue Shield of
Minnesota
Capital Region Watershed
District
Christian Sharing Fund
City of St. Paul - COPP
City of St. Paul - Right Track
Conservation Partners Legacy
Dayton's Bluff Neighborhood
Housing Services
Eversharp Knives
F.R. Bigelow
M Health Fairview
Les Dames d'Escoffier
MAHADH Fund of HRK
Foundation
Mardag Foundation
McNeely Foundation
MN Department of Agriculture
Mississippi Market
National Fish and Wildlife
Foundation
Otto Bremer Foundation
RSP Architects
St. Paul Garden Club
Saint Paul and Minnesota
Foundation
Sundance Foundation
Think Bank
United Natural Foods Inc.
Xcel Foundation
Wells Fargo
Youthprise

COMMUNITY PARTNERS

Advantage Signs and Graphics
Bang Brewing
Bliss Gourmet Foods
Children & Nature Network
City of St. Paul Parks and Rec
CLUES
COOK Saint Paul/Eddie Wu
Dellwood Gardens
Du Nord Spirits
East SideTable
East Side Elders
Fire on the Bluff/Barry Madore
First Covenant Church
First Lutheran Church
Free Bikes 4 Kidz
Freedom Library
Friends of Swede Hollow
Gandhi Mahal
Jametta Raspberry
Jenny Breen
Junior Achievement
Klassics Minneapolis
Lower Phalen Creek Project
Mill City Farmers Market
MN Department of Natural
Resources
Mississippi Market
Mississippi Park Connection
National Park Service
Neighborhood Development
Center
Pollinate MN
Ramsey Washington Metro
Watershed District
Robin Asbell
Roots for the Home Team
SunRay Library
Sprockets
Swede Hollow Cafe
U.S. Forest Service
Union Hmong Kitchen/Yia
Vang
xChange

EDUCATION PARTNERS

Avalon Charter School
Bruce Vento Elementary
City Academy
Community of Peace Academy
Como Park High School
Dayton's Bluff Elementary
Delta Tau-Hamline University
Harding High School
J J Hill Montessori School
Johnson High School
Macalester College
Metropolitan State University
Northeast Metro 916
Northland College
River's Edge Academy
St. Paul Central High School
St. Paul College
Twin Cities Academy
U of M School of Public Health
U of M Healthy Food
Healthy Lives
VANTAGE Minnetonka

VOLUNTEERS

Gander Outdoor
Hiway Federal Credit Union
Kelzuki
Mortenson
Protiviti
Reading and Math Corps
SPAAR Realtors
St. Ambrose Church
Xcel Energy

**We are thankful
for all of
our funders,
supporters,
and individual
donors!**