

# *The Endowment for the* **Center for Agroecology and Sustainable Food Systems**

Help fund the UC Santa Cruz Farm & Garden in perpetuity and support sustainable agriculture education, training, research, and outreach for generations to come



On the UC Santa Cruz campus, the Center for Agroecology & Sustainable Food Systems (CASFS) manages the 3-acre Alan Chadwick Garden and 30-acre UCSC Farm. Both showcase organic farming and gardening techniques, and serve as research sites and outdoor classrooms.

*seed* THE FARM & GARDEN'S FUTURE

## From the Director

Since the founding of the Farm & Garden almost 50 years ago, the Center has been a leader in sustainable agriculture education and research, and the training ground for new organic farmers and gardeners.

Fifty years is a long time—long enough for people to think this beautiful farm, vibrant gardens, and cherished programs will be here forever. Let's make it so. Let's plant the seeds of financial security that will ensure that future generations will learn and be inspired at the Farm & Garden and the Center's impact will continue to grow. It's time to build the endowment this Center has long needed and that this treasured place deserves. Our goal is to grow an endowment of \$10 million by our 50th anniversary in 2017, to solidify the Center's position at the forefront of the sustainable agriculture movement.

**An endowment not only provides staying power, but it allows for the breathing room to plan, to innovate, and to grow.**

I have ambitious plans for the Center, and some of these are already underway thanks to several visionary donors: we're farming the new Hay Barn and Lower Quarry fields, renovating the historic Cowell Ranch Hay Barn for new offices, teaching and visitor facilities, and exploring the renovation of the ranch's original slaughterhouse as a demonstration site for making "value added" products from our crops. New approaches to undergraduate training are attracting record numbers of students, working their way up from interns to Farm Crews. I'd like to see the Center having an ever-greater impact on the way food is grown in America and on the economic viability of sustainable agriculture, leading a national network of programs enabling young growers to eventually own their own small farms.

With a strong, secure base budget provided by a successful endowment campaign, CASFS staff, faculty affiliates, students, and community partners will realize the Center's greatest potential as the country's foremost organic agriculture teaching program, a cutting edge experiment station, and a beautiful and treasured community resource.

### **Daniel Press**

Executive Director  
Center for Agroecology & Sustainable Food Systems



**The Center's Apprenticeship in Ecological Horticulture—a six-month, hands-on training program offered annually at UCSC—has earned an international reputation for the impact of its instructors, researchers, and alumni. Its nearly 1,500 graduates have helped transform food production and awareness in the United States. Their contributions range from running commercial farms and operating inner-city community gardens to reshaping federal agricultural policy. The UC Santa Cruz apprenticeship has been replicated at universities, colleges, and NGOs across the nation and around the globe.**



*grow* AG INNOVATION

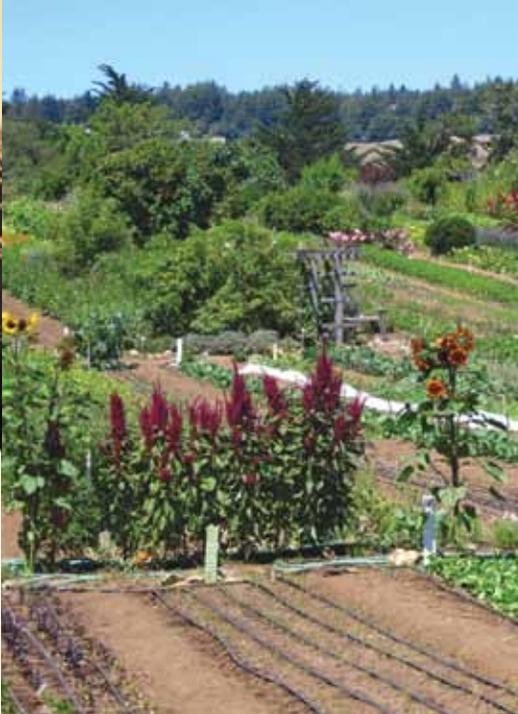


## A History of Breaking New Ground

The Center has been at the forefront of the sustainable agriculture movement for nearly 50 years. Starting with English master gardener Alan Chadwick's creation of an innovative student garden project on the UC Santa Cruz campus in 1967, we've been developing and promoting organic farming and gardening practices and a healthier, fairer food system ever since.

Among many milestones, Center faculty, staff, and students have:

- Created the nation's first agroecology and sustainable food system undergraduate program
- Developed the first organic production manuals published by UC's Division of Agriculture and Natural Resources
- Received the Ecological Farming Association and UC Cooperative Extension's highest awards for our training efforts
- Spearheaded efforts to support local, organic growers through the UC system's food purchasing programs



## Cornerstone in Place

A \$10 million endowment will provide a stable funding base and facilitate long-term financial planning. A recent \$4-million endowment gift to support the Center's Apprenticeship Program has helped kick off our effort and created a solid campaign cornerstone.

## The Center's Work Today

We need a sustainable, resilient agricultural system more than ever. Climate change, threats to land and water supplies, and increasing inequities all point to the critical need to develop and support farming and food systems that protect the environment and provide healthy food to everyone, and to educate a new generation of farmers and students to help lead these efforts.

The Center is working toward that goal in many ways, including—

- Training and supporting new, innovative organic farmers and gardeners
- Providing ways for UCSC students to engage in agroecology, organic farming, and food systems work
- Developing and supporting research efforts that improve organic farming techniques and promote biodiverse agroecological systems
- Working with local school districts to improve school food programs
- Building efforts nationwide to increase college and university sourcing of locally grown, organic produce
- Supporting Life Lab, a national leader in pre-K–12 programs in science, nutrition, and youth empowerment
- Creating public education programs for community members interested in organic farming and gardening



*invest* IN NEW FARMERS



Each year  
the Center  
serves a  
broad  
audience,  
including

- 39 apprentices and 9 advanced apprentices in our 6- and 12-month training programs
- 30-50 beginning farmers in workshops and countless more through our publications
- 400 UCSC undergraduates in classes and internships
- 500 community members in gardening workshops
- 3,000 community members through events & tours
- 10,000+ UCSC undergraduates through our food systems programs and publications
- Thousands of local school children through our work to improve school food programs

## Why Do We Need An Endowment?

Throughout its long history, the Farm & Garden and the Center's programs have been supported by state and federal funds, self-generated income from produce sales and apprentice tuition fees, UCSC student fees, and private foundation grants and individual gifts. While we can point to a diversity of funding sources, most need to be generated or re-applied for annually.

In 2008 the Center's annual federal and state funding dropped by about 75% due to the California state budget crisis and federal funding changes. In response, annual fundraising efforts increased to keep core salaries and programs funded. Currently, state funding provides approximately 12% of our income, with another 30% coming from grants and gifts. We continue to rely on increased Apprenticeship tuition fees, along with produce and plant sale income, for core salaries and supplies, although water restrictions have recently meant cutting production.

While none of these income reductions alone represents a financial emergency, each has strengthened our resolve to secure more permanent funding for the Center. We have a strong track record of fundraising and income generation that will continue as we partner with our supporters to grow our endowment funding.

## For More Information About the Endowment Campaign

If you are interested in learning more about the Center's Endowment Campaign, and how you can support this effort, please contact—

**Anne Hayes**

Associate Director of Development  
Social Sciences Development  
adhayes@ucsc.edu  
831-502-7274

To learn more about the Center's work, visit our website at [casfs.ucsc.edu](http://casfs.ucsc.edu). The UCSC Farm & Garden on the UC Santa Cruz campus are open daily to the public, and we welcome your visit.

*The Center's Endowment Campaign is a part of the Campaign for UC Santa Cruz's Coastal Sustainability initiative.*

## Looking Ahead

With a \$10-million endowment providing a stable funding base, the Center will be better positioned to take on much-needed initiatives and innovative programming, including new and upgraded facilities and field sites at the UCSC Farm & Alan Chadwick Garden to support crop production, teaching, and research. New staffing, along with new training programs and additional scholarship support, would help us reach more beginning farmers.

We also want to offer more opportunities for UC Santa Cruz students and students from throughout the region to explore agriculture as a possible career and get hands-on training, and look forward to eventually creating an agroecology and sustainable food systems major. Beyond the campus, we want to expand our efforts to create healthy school food initiatives that support local, sustainable growers.



**CAMPAIGN GOAL:**  
**\$10 million by**  
**50th Anniversary**  
**in 2017**

*build* **SUSTAINABLE FOOD SYSTEMS**