



Hillview
URBAN AGRICULTURE CENTER
A Growing Experience

2018

Annual Report

FROM THE...

BOARD PRESIDENT



Dear Community, 2018 was an amazing year! With nearly 1,000 community members, young and old, participating in our programming, like our Market Baskets cooking classes, and 88 active volunteers cultivating

vegetables and herbs in our greenhouse and hoophouse, Hillview Urban Agriculture Center continued to be a driving force behind the La Crosse area's impact on building a strong and regenerative local food system.

In partnership with institutional collaborators such as Mayo Clinic Health System, Western Technical College, UW-La Crosse, Boys and Girls Clubs of Greater La Crosse, the South Side Community Center, and Viterbo University, our programming continued to be a strong source for providing community members with the skills and resources to grow and prepare healthy food, and create a regenerative cycle by building healthy soil from food waste.

As we look to 2019, we know that more than ever, it's important that discussions around food fully reflect how it shapes both who we are and how we live. We continue to hold as our number one priority, the health and well-being of all members of our community. The philosophy of growing and eating locally is deeply embedded in creating and nurturing a sense of connectedness and commitment to taking care of each other and caring for the earth. With the help of many others (including, we hope, some of you), we'll strengthen and expand our programming with a focus on continuing to educate and promote growing, preparing and preserving healthy food, with a focus on family, community and culture.

We hope you enjoy this Annual Report of Hillview's work in 2018 and celebrate in the victories big and small. Looking ahead, we further commit to educating and engaging community members in building

a regenerative local food system. We'll do this by addressing food insecurity, building healthy soil with kitchen waste, and keeping our communities healthy, resilient, and rooted in a deep sense of place. We look forward to partnering with you all to support a food system that serves all our community needs in 2019 and beyond.

Thank you for all that you do.

DIRECTOR OF DEVELOPMENT & COMMUNITY ENGAGEMENT



Although I'm new to Hillview Urban Agriculture Center, I have long believed and lived by our mission with the understanding that a food system reflects the health of any given community. Having studied,

worked, and lived in La Crosse for several years, I hold a strong sense of commitment to the livelihood of this city and enjoy being more involved through a growing nonprofit. Together, I know we can further our mission of creating a healthy community through a local, sustainable, and accessible food system.

OUR BOARD & STAFF

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Community Engagement

Natalie Kostman
Program Manager

Roxanne Aubrey Marina
Admin/Marketing

VERMICOMPOSTING CENTER

Hillview believes that good food starts with good soil. Our long-standing partnership with **University of Wisconsin-La Crosse**, along with the generous support of **Mayo Clinic Health System** insures that Hillview will always be able to divert tons of food waste from the landfill, while at the same time educating people in the La Crosse area about the many benefits of vermicomposting, both large scale and small.

With the help of a paid UW-L intern, and an electric worm mobile provided by **Honda Motorwerks of La Crosse**, Hillview's vermicomposting program produces VermoGold, a completely organic, local, sustainable, and nutrient-rich fertilizer, perfect for growing delicious, healthy food for our community. We donate a large portion of our fertilizer to school and community gardens as well as use it in our own greenhouse. VermoGold is available for purchase online, in our greenhouse, at the **Cameron Park Farmers Market**, as well as seasonally in area stores like **Full Circle Supply**, **The People's Food Co-op**, **ACE Hardware**, and the **Viroqua Food Co-op**.

DIVERTED and
PROCESSED
12,101
POUNDS
of food waste
IN 2018



FOR A
TOTAL OF
72,000
POUNDS
of food waste
SINCE 2010



Habitat for Humanity La Crosse Area is proud to collaborate with Hillview Urban Agriculture Center. Being able to link low-income families to the education and resources necessary to grow their own nutritious and sustainable food is an important component of building vibrant families, neighborhoods, and communities. We look forward to growing this partnership in the future.

Kahya Fox
EXECUTIVE DIRECTOR
HABITAT FOR HUMANITY-LA CROSSE AREA

COVER PHOTO: Natalie Kostman (Program Manager) & Alissa Griswald (Sustainability Intern) in the greenhouse.
2019 © Roxanne Aubrey Marina
PHOTO: 2018 © Andrea Schaefer



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PHOTO: 2017 © Andrea Schaefer

MARKET BASKETS & FUTURE IRON CHEF



➤ To get the youth in our community excited about cooking and eating healthy meals, we started the **Future Iron Chef** competition. By bringing in local chefs to educate teens from organizations such as the **Erickson Boys & Girls Club**, **7 Rivers Community High School**, and **YWCA Teen LEAD**, teens learn how to prepare food based on health, flavor, and presentation, creating a sense of fun within the kitchen.

2018's winning team was **YWCA Teen LEAD**, captained by Cesar Tafolla from Iguana's Mexican Street Cafe. The event was sponsored by Mayo Clinic Health System, Franciscan Sisters of Perpetual Adoration & People's Food Co-op with special event sponsor Anthem Blue Cross/Blue Shield. The competition was held in April at the Earth Fair.

Since 2012, our **Market Baskets** program has provided free educational classes to community members on how to make healthy, nutrient-rich food into easy-to-make, affordable meals. Hillview finds importance in educating everyone from every background, economic status, and age group to learn how to best fuel our bodies. We know that when everyone in our community has access to healthy food, our collective community becomes stronger.

The classes were held at various places including the Erickson Boys & Girls Club, HOPE Academy, WAFER Food Pantry, and Southside Neighborhood Center. Partners in some of the classes included UW-Extension Nutrition and the Viterbo Dietetic department.



Claire Bowar, Viterbo Dietetic student and Hillview intern, completed a research project on our Market Baskets program to learn about our reach in the community. Her research found some barriers to access that people are experiencing in our community, and we hope to address those barriers as we continue to improve our programs.

THROUGH OUR **MARKET BASKETS** PROGRAM

191 PEOPLE RECEIVED GIVEAWAYS

that included: Good and Cheap cookbooks, salad spinners, immersion blenders, cutting boards with knives, and crockpots.

282 people were reached **9 of 16** classes held in the food desert



COME AND GROW

Our year-round volunteer opportunity, **Come and Grow**, invites community members to our greenhouse, **Hoop House**—located in the **Washburn Neighborhood Garden** and sponsored by **Mayo Clinic Health System**—and gardens for exciting learning opportunities that allow you to work with your hands. This unique opportunity teaches volunteers new skills while they help Hillview's plants flourish. During the cold winter months we offer **Salad Saturdays**, where volunteers enjoy some sunny, greenhouse warmth while prepping, growing, and eating microgreens. Bring a bowl and fork and enjoy a salad and conversation after only a few hours of work! **Food grown in the hoop house is donated to Come for Supper, WAFER, and Salvation Army.**

DONATED NEARLY
\$4,300
WORTH OF PRODUCE
in the form of
360
POUNDS
of fresh local produce grown
with organic practices



Hillview knows that it sometimes takes a village to reach a goal, so partnering with **Mayo Clinic Health System**, **Wiscorps**, the **Seed Library**, and **Habitat for Humanity**, we were able to bring new Habitat For Humanity homeowners newly installed and completely full gardens. By implementing these gardens into the lives of families we are able to weave together family bonding and healthy habits to create a stronger sense of community.

Hillview's May Plant Sale, our biggest fundraiser, provides thousands of mostly heirloom-variety, food-producing plants grown using organic practices. Interns from **Western Technical College**, **University of Wisconsin-La Crosse**, and **Viterbo University** help to prepare for this event, learning skills in planning, growing, and event organization. During the sale, classes for beginning gardeners are taught. **Plants that aren't sold are donated to area community and school gardens.** >>



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PHOTO: 2017 © Andrea Schaefer



PHOTO: 2018 © La Crosse Tribune

THE FUTURE OF HILLVIEW

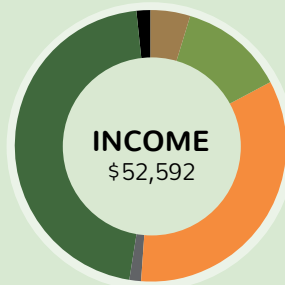
Looking forward to the future, we are very excited to be in collaboration with the **City of La Crosse** to implement small garden spots throughout our city. With this collaboration, we plan to have our Program Manager Natalie Kostman help educate city workers on how to care for these gardens and in return our city will be bountiful with vegetation and gardening knowledge!

◀◀ We are retooling our annual **Bountiful Garden Tour** so we can offer more in-depth gardening techniques by focusing on our larger community gardens. Attendees will be exposed to different gardening styles by conversing with gardeners who love to talk about their own gardens and sharing their knowledge.

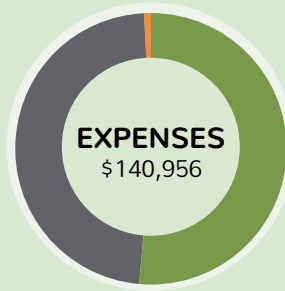
We will continue to grow **Microgreens** in our greenhouse year round, providing fresh and nutritious greens to local restaurants and directly to the public. With the help of **Viterbo** business students, we look forward to increasing production and supply to a broader spectrum of people within La Crosse. Also, you can still find **Grow-Your-Own Microgreens kits** and **Worm Tea bags** for sale in our greenhouse. **Whenever you purchase anything from Hillview, you directly support our programs and our work as a local food producer.**

FINANCIALS

| | | |
|-----------------|----------|--|
| INCOME: | | |
| In Kind | \$2,518 | |
| Foundations | \$6,658 | |
| Individuals | \$17,810 | |
| Events | \$678 | |
| Program Revenue | \$24,182 | |
| Interest/Misc | \$746 | |



| | | |
|-------------------------|----------|--|
| EXPENSES: | | |
| Program | \$72,468 | |
| Fundraising | \$1,040 | |
| Leadership & Management | \$67,448 | |



PRIOR YEAR FUNDING:

| | |
|---------------------|----------|
| Market Baskets | \$5,426 |
| Paul Stry | \$500 |
| Food for All | \$2,651 |
| Green Fund | \$75 |
| Mayo 2018 Operating | \$20,000 |
| General Fund | \$49,889 |

Thanks to our Donors in 2018:

\$5,000–\$10,000+

Elizabeth Smith
& John Houskamp

\$1,000–\$4,999

Pamela Dixon*
Richard & Vicki Miller*

\$500–\$999

Joe & Ann Kotnour*
Steven Thicke

\$100–\$499

Cameron Aero*
Catherine Black
Lissa Carlson*
Mary Dochniak
Kathy & Chuck Ivey
Kenneth Kalk
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up to \$99

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* Denotes sustaining donor

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HEALTH SYSTEM

Our Supporters:

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People's Food Co-op

In-Kind Donors:

University of
Wisconsin-La Crosse
Western Technical
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Your donation helps us continue important programs and educational activities for all ages and abilities including "Come and Grow" and "Salad Saturdays."



WHY GIVE TO HILLVIEW

Hillview's programs are creating local fertilizer while reducing food waste going to the landfill, teaching people of all ages and abilities to grow food together, providing resources for preparing healthy, economical meals in the communities that need them most, and building coalitions to solve broader food systems problems and incubate vibrant local projects!

Your tax-deductible donation will allow us to implement the programs that will help in supporting our mission. Any amount that is meaningful for you is greatly appreciated and when you sign up to give monthly, you allow us to dedicate less time to fundraising and more to programs. Please go to our website and click on "Donate" to help us keep La Crosse growing!

Thank you for your support!

Hillview Urban Agriculture Center (Hillview) a 501(c)(3) nonprofit, holds the mission of creating a healthy community through a local, sustainable, and accessible food system by:

- Building soil with food waste
- Educating and inspiring people of all ages and abilities to grow food
- Preparing and preserving healthy food together
- Supporting a food system that serves all our community needs

Hillview's mission in the Greenhouse:

- Provide educational and inspirational program space for people of all ages and abilities to participate.
- Grow heirloom variety food seedlings to be sold/donated for community gardens, school gardens, and the public.
- Grow produce and microgreens to fruition for participants in our programs, local restaurants, food retailers, and farmers markets.



624 Vine Street, La Crosse, WI 54601 | PO Box 1641, La Crosse, WI 54602
info@hillviewuac.org | 608.782.2585

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