

GetGrowing Hunt Club (GGHC)
Report to the HCCA Board-Wrap up 2021
June 7, 2021

This is year two of GetGrowing Hunt Club.

Highlights:

- Objective-to help Hunt Club residents grow their own food, attention to those living with limited financial means
- With a \$300 commitment of HCCA funds (part of the overall budget cost), up to \$16,000 in fresh produce can now be grown across the neighbourhood
- Project has been uniformly well received by recipients, funders, sponsors
- Two years of design and delivery during global pandemic-each year different has had different issues re: supply, pandemic restrictions
- Core project team of 8. 9 additional volunteers for kit prep and door to door delivery
- Due to Stay At Home order-7 day turnaround-registrants separated into delivery areas-volunteers assigned routes-kits assembled-deliveries of 250 seed kits carried out May 15/16 without a hitch
- In addition to growing food locally, GetGrowing Hunt Club increases the visibility of HCCA and its sponsors and contributes to goodwill towards them and across the neighbourhood.

Project review:

- Project roadmap created and followed/adjusted as needed
- Core team of volunteers took on specific roles-with great teamwork and collaboration
- From the beginning-products were defined, guiding principles agreed to, financial resources/private donations made that possible.
- Issues of scarcity, uncertainty of availability-seeds and seedlings. Many growers have gone out of business. We were able to secure supplies of both after trying several suppliers. Two suppliers-Lee Valley Tools and Richmond Nursery provided product for reasonable prices. (Lee Valley provided free goods and a discount for additional packages.)
 - Future projects-seedlings should be ordered in the fall (we were fortunate Richmond Nursery had enough in their regular inventory to supply us this year). Project/budget approval needs then, to be committed in the fall.
- Outreach: new connections/awareness of HCCA and GGHC-into schools and OCH communities. Successful webinar on Starting Seed with Science was held in March.
- Built upon 2020 registration process, tailored it (e.g. to specific OCH residents). Without it door to door delivery would not have been possible. Registration and data management are both work intensive and require specific skillsets.

- Expanded visibility-registrations from all areas of Hunt Club. Awareness through HCCA website and newsletter, Facebook and posters on mailboxes, Twitter, Councillor's newsletter and Funk That Junk flyer
- Pandemic preparedness-options for marketing, distribution explored from onset-central distribution point and door to door were the main options. Stay At Home order meant continued vigilance was needed in meeting COVID wise and provincial health standards.
- Volunteers-core team and extra hands were thanked and recognized for the time they willingly gave. Volunteers from all areas of Hunt Club.
- Planning in a pandemic has taken considerably more time than delivering the same program in non-pandemic times.
- HCCA has applied for funding for GGHC through a city building grant, that, if approved would see five year funding for a somewhat expanded program. HCCA will know re: status of grant application in late June.
- Reports to each Board meeting since March.
- 2020 GetGrowing Hunt Club was planned and delivered over 3.5 weeks
- 2021 GetGrowing Hunt Club was planned and delivered over 3.5 months

Quick Facts:

- Project costs
 - \$300 HCCA
 - \$300 Councillor Brockington
 - \$180 Private donations
 - Out of pocket donations by volunteer team (supplies/FB bump etc.) \$140
 - Total: \$920
- Cost per seed kit (1 seedling, 1 package of seeds, information pamphlet): \$3.15
- Retail value per seed kit: \$6.80
- Number of advance registrations-205 (doubled from 2020) included 22 registrations from OCH

Close out/Wrap up-to be submitted to HCCA by end of June 2021

- Final financial account/receipts/expense reimbursement
- Core team member survey including roles/responsibilities and time to perform role
- Project Roadmaps including Home Stretch document
- Lessons learned and recommendations for the future

Ongoing and the future

- Photos from preparation and delivery along with accounts of growing will be used on HCCA social media
- As harvest time approaches GGHC and friends will look into options to help gardeners share excess produce

Recommendations to the HCCA Board:

- Commit: GGHC funding at beginning of fiscal year i.e. fall (to secure seedlings order for spring)
- Develop: Project Charter at the outset of all approved projects (outlines role of the Board, Project Leads, team members; includes decision-making, progress reporting to the Board, etc.) (GGHC offers to create draft for Board deliberation)
- Develop: Guidelines for inclusion/exclusion of external links/info on HCCA website (GGHC would apply the guidelines to manage increased traffic and expanding interest by GG recipients for additional gardening information)