



Friends of Deer Hollow Farm a 501(c)(3) nonprofit

2018 Annual Report

To the Mountain View Parks and Recreation Commission

Introduction: Who we are and what we do

The mission of Friends of Deer Hollow Farm (FODHF), an all-volunteer, non-profit 501(c)(3) organization, is to:

- Preserve Deer Hollow Farm, an historical area and working farm
- Support the Farm's environmental education programs for the benefit of schools and the community by raising funds through donations, grants and public events.

This report explains how FODHF supports the Farm, an outstanding regional environmental educational center. Since its founding in 1994, FODHF has raised more than \$1.8 million for this 160-year-old teaching Farm and funded more than \$230,000 in capital improvements, \$522,000 for general operations, \$262,000 for scholarships and \$230,000 to fund and support the animals. The report also describes FODHF's 2018 accomplishments.



The Farm is located in the Midpeninsula Regional Open Space District (MROSD) Rancho San Antonio Open Space Preserve. More than 100,000 visitors from more than 14 cities enjoy this Farm each year for free. It is staffed by 2.5 employees of the Mountain View Recreation Department and 1.2 MROSD employees. More than 100 volunteers from 12 surrounding cities give over 8,000 hours annually as docents, animal caretakers, gardeners, and maintenance workers.



FODHF is an all-volunteer Board of Directors without members at large. The Board manages the collection and disbursement of community Farm donations in accordance with federal and state laws and raises funds through written grant requests, public Farm events, individual donor campaigns, and sale of Farm-related merchandise. Other Board tasks include publishing a donor newsletter and a Farm History Booklet. The Board also maintains a website and Facebook page to keep donors informed of Farm activities. We also fund Farm capital improvements recommended by Farm staff and MROSD. Many Farm volunteers help FODHF with Board work.

FRIENDS OF DEER HOLLOW FARM BOARD OF DIRECTORS as of 1/16/19

Officers Seated (Left to Right) Nina Wong-Dobkin, Vice President; Carla Dorow, Treasurer, Lauren Merriman, President; Nancy Stuhr, Secretary. Standing (L to R) Park Chamberlain, Tara Sreekrishnan, Dick Walker, Pamela Baird, Katie Stern, Wei Mo and David Fung. Members not pictured Kate Rainwater.

A unique cooperative partnership among various government agencies fund Deer Hollow Farm. The major funding partners include:

- The City of Mountain View
- Midpeninsula Regional Open Space District (MROSD)
- The Parks and Recreation Department of Santa Clara County
- Friends of Deer Hollow Farm
- The City of Cupertino*
- The Town of Los Altos Hills*

*No funding agreement is in place with these agencies; funding requests are made each year.

FODHF Highlights of FY2018

FODHF had a very good year. We raised \$195K in revenues and FODHF provided:

- \$25K for Farm operations
- \$33k for Farm improvements for the rental and maintenance of portable restroom at the Ohlone Village, a facelift for the Farm garage including new storage solutions, Ohlone Village storage containers and painting of the Sheep/Pig Barn and other youth and preserve projects
- \$30k for field trip scholarships and busing including summer camp scholarships
- \$40K for animal fund



In 2016 FODHF received \$166k from the Tindal Estate, this special funding has been dedicated to a project to renovate the White Barn. MROSD, which also received \$166K from the Tindal estate, is applying their portion of funding to this project and managing it. The iconic White Barn requires a foundation, flooring, new stairs and loft reinforcement as well as a new roof. The historical and structural assessments of this project have been completed. The renovation and continued fundraising efforts for this project will be a focus in FY

2019 and FY 2020.

Diversified Fund-Raising

Grants

Almost half of FODHF funding came directly from grants from organizations, clubs, foundations and trust funds. FODHF honors these organizations on our Donor Wall at the Farm along with individual donors giving more than \$1,000 in FY18. We received funding from the Packard Foundation, the Merrimac fund, County of Santa Clara, Los Altos Community Foundation, Town of Los Altos Hills, City of Cupertino, Los Altos Rotary Endowment Fund and the Mountain View Kiwanis Foundation.



Donor Drives

Individual donors account for a little less than half of Friends fund-raising. A re-launched effort surrounding the Amazon Smiles Campaign throughout the year continued to bring in donations through those purchases. At year-end, a time when most donors traditionally give, FODHF conducted a very successful Be A Friend Donor Drive. FODHF is gearing up for a large donor drive to support the renovation of the White Barn in 2019.

2018 Public Farm Events (calendar year):

Farm staff resumed responsibility for managing Farm Events and FODHF continues to manage the registration, merchandise and outreach booths at these events.

We had great attendance and proceeds at the **2018 Spring Farm Tour** despite the March tour being cancelled due to rain. With only one event 543 attendees resulted in \$3,521 in entrance fees!



The 2018 **Ohlone Day** welcomed 234 visitors and raised \$1,582 for the Farm.



The 2018 **Spooky Times at "Deer Halloween Farm"** hosted 573 people, and raised just over \$3,300 for the livestock.

These events provide the public access to areas of the Farm used only for field trips and summer camp: the animal pens and the replica Ohlone Village. Both FODHF and Farm staff believe providing the community more access to the Farm is a valuable experience and promotes the mission of the Farm.

Farm-Related Merchandise Sales

FODHF offers Farm-related merchandise for sale at Farm events. We also conduct a Summer Camp T-Shirt and Water Bottle sale for the benefit of Summer Campers.

“Iron Ranger” Farm Kiosk: FODHF manages a kiosk at the Farm for information and donation collection. Hundreds of Farm visitors put their donations into this collection site each year.



Where FODHF Donations Go

FODHF donors designate where they want their funds to go: field trip scholarships, Farm enhancement projects recommended by Farm staff, animal care, Farm operations, or for general funds, which includes all these categories, as well as, youth volunteer projects to improve the Farm. FODHF administrative costs are less than 6% of our budget. Primary administrative costs include insurance for volunteers at fund-raisers and outreach to the community in the form of newsletters and a website. We will start to see these costs rise in the coming years due to the Boards desire to outsource some administrative tasks including more website and marketing, as assistance with our financial system and taxes.

FODHF Funds Scholarships



Deer Hollow Farm is truly a regional environmental education center. For the 2017-2018 school year, the Farm hosted 4,991 students from 55 schools in a dozen of cities around Silicon Valley.

FODHF’s scholarship funding was up slightly from the last school year in number of students, funding, and days of busing. Looking ahead at the 2018/19 school year we are forecasting continued increases in scholarship students and funding.

FODHF funded 2,304 students, or about 46% of the total, for \$14,195 tuition. These students also received free busing under a special grant from the County of Santa Clara. Scholarship eligibility was determined if at least 20% of the school or class participates in the federal lunch program, an indicator of need. This year, scholarship students came from Mountain View, Sunnyvale, San Jose, Palo Alto, Santa Clara and San Martin.

Almost 40% of the scholarship students came from Mountain View as can be seen in the following table.

2017/18 FODHF Scholarship Field Trip Data by Cities/Schools

Mountain View: 907 students (39% of total scholarship students) from five schools: Theuerkauf, Castro, Gabriela Mistral, Monta Loma, and Landels

Sunnyvale: 736 students (32% of total scholarship students) from eight schools: Nimitz, San Miguel, Bishop, Vargas, Lakewood, Ponderosa, Braly and Fairwood.

San Jose: 469 students (20% of total scholarship students) from seven schools: Cureton, Grant Academy, Noble, O.B. Whaley, Sanders, Santee and River Glen

Santa Clara: 66 students (3% of total scholarship students) from one school: Montague Elementary

Palo Alto: 48 students (2% of total scholarship students) from one school: Baron Park Elementary.

San Martin: 78 students (3% of total scholarship students) from one school: San Martin Gwinn.

FODHF Provides Low Income Children with Special Summer Camp Scholarship/Grant

The Board worked with the Recreation Division to set aside a few spaces in each summer camp offering to further target and financially assist low-income families to attend the 2018 Summer Camp program. FODHF worked closely with West Valley Community Services to identify eligible families interested in attending the Deer Hollow Farm Summer Camp. A total of 16 applications were received and approved for scholarships and 4 later had to cancel leaving the total scholarship recipients at 12. Of the 12 that attended, 9 of these recipients were between 10-14 years old which increased the attendance for these weeks of camp (traditionally weeks with lower enrollment). The FODHF look forward to continuing this program with the Recreation Division in 2019.

FODHF believes that the Farm's outstanding educational program should be made available to as wide a range of children as possible, particularly those children in underserved areas who have had little, if any, opportunity to visit a farm or wilderness preserve. Many are "English as a Second Language" learners. Without financial assistance, they could not afford the field trips. These children benefit tremendously from the outdoor, hands-on activities. The classes parallel the State curriculum, reinforcing what they are learning in schools. They are taught by trained volunteers in small groups of 10 that allow time for individual interaction and questions.

FODHF Funds Animal Care

Farm animal feed and care are funded strictly by donation. Our donors and grantors gave \$40K for animal care and feed in FY2018. In addition, the FODHF Board has decided to fund Luna's retirement so she can live out her days at Deer Hollow Farm. The contribution from the Board covers Luna's feed and any veterinary needs.



FODHF Funds Farm Operations

FODHF provided \$25K of Farm operations funding in FY2018. FODHF committed \$15k from our general fund and Los Altos Hills committed \$5K as well as \$5k from the Los Altos Community Foundation. To secure funding for the Farm FODHF wrote grant requests to the cities of Cupertino (\$15K) and Los Altos Hills (\$5k). Similar to last year, Cupertino wanted to fund capital improvements at the Farm rather than operations, and they committed their \$15K toward enhancement projects.

In FY2018, the City's *net* costs for Farm operations are roughly \$158k (revenues of \$246k minus expenditures of \$404k). Gross costs were \$404K versus \$345K the previous year. Cost recovery for the Farm is close to 61% overall.

FODHF Funds Farm Enhancements



This year FODHF donors funded \$33k in enhancements to Deer Hollow Farm's environmental education program. The garage was given a much-needed remodel and storage upgrade, along with added storage for the Ohlone Village, maintaining a secondary restroom for children and docents and the painting of the Sheep/Pig Barn.

FODHF Funds Farm Volunteer Projects

FODHF provides partial funding for volunteer Youth Group Farm projects that meet Farm staff and MROSD approval. These projects benefit the Farm and provide leadership opportunities for the youths. Friends also provided partial funding for MROSD Preserve Volunteer projects at the Farm. In 2018, we saw a decrease in youth-led projects, but FODHF will continue to budget funds so funding can be available when an opportunity presents itself.



FODHF Engages Community

FODHF maintains an engaging webpage with photos and videos and frequent blogs to keep the public informed about Friends and the Farm. Our Facebook page and now has nearly 2,000 followers with several postings a week.

FODHF publishes monthly e-news blasts and mails newsletters twice annually for 450 readers featuring Farm and Preserve activities. In addition, we provide presentations to local organizations about the Farm.

FODHF “Mountain View Thursday Night Live” and Community Participation

FODHF participated in Mountain View’s 2018 Thursday Night Live events with a booth and Farm animal ambassadors. The dwarf goat, chickens and rabbits were a bit hit, and many people learned more about the Farm and FODHF’s mission. In addition to Mountain View events the FODHF has been attending community events in other cities. In April, the FODHF attended Sunnyvale’s Fit and Fun Fair for the first time and in September the FODHF attended Cupertino’s Fall Festival to help educate the greater Bay Area about what Deer Hollow Farm has to offer.



Friends of Deer Hollow Farm: A Hard-Working Volunteer Community

FODHF and its donors have preserved and supported Deer Hollow Farm with time, energy, and more than \$1.8 million since it’s founding in 1994. Friends will continue to work with the great partnership of government and community organizations and many volunteers to preserve this 160-year-old regional environmental education center for tomorrow’s generations.



Friends of Deer Hollow Farm
a 501(c)(3) non-profit charitable corporation
supporting Deer Hollow Farm’s educational programs
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www.deerhollowfarmfriends.org & [Facebook.com/FriendsofDeerHollowFarm](https://www.facebook.com/FriendsofDeerHollowFarm)