

# Annual Report

July 1, 2011—  
June 30, 2012

*OUR MISSION: to extend University of California research-based knowledge and information on home gardening, pest management, and sustainable gardening practices to the residents of Contra Costa.*

**OUR  
PUBLIC  
EDUCATION  
PROJECTS**

- Help Desk
- Our Garden*
- School Gardens
- Speakers Bureau
- Farmers' Markets
- Community Gardens
- Public e-Letter & Website
- Contra Costa Times* Articles

# CONTRA COSTA MASTER GARDENERS

education... motivation... inspiration

## OUR ASSETS

**Community Partners & Allies**  
**Contra Costa County and the University of California**  
**170 Master Gardeners—Knowledge, Experience, Leadership**

**University of California**  
 Agriculture and Natural Resources



## PRESIDENT'S MESSAGE

Let me first thank our Master Gardeners for the more than 15,800 volunteer hours they have donated in the past year to our educational projects. No matter the venue, our mission is the same: **we are here to support and encourage healthy communities by educating the residents of our county about healthy and sustainable gardening.**

This past year we made great progress towards achieving our mission, including:

- interfacing with 13,239 Contra Costans via our outreach programs,
- adding over 1000 people to our monthly newsletter distribution,
- more than doubling our *Ask-a-Master-Gardener* presence in Farmers' Markets,
- increasing the number of community presentations we made at local libraries,
- consulting with a variety of schools on developing new school gardens,
- welcoming 27 new Master Gardeners in 2012, many leaders among them,
- and finally, facing & meeting the challenge of re-locating *Our Garden* to a wonderful new Walnut Creek location, which will allow us to further expand our educational programs and donate yet more fresh produce to Concord's Monument Crisis Center.

Inside this Annual Report, you will find more examples of our work. And, let me thank all our supporters for your past contributions. We have accomplished so much this past year. With your ongoing help we will continue to grow our programs and, as Master Gardeners, support even more people in Contra Costa.

Linda Gorman, President

## PROGRAM COORDINATOR'S MESSAGE

Master Gardeners are part of the University of California Cooperative Extension, an outreach and public service unit of the University of California, Division of Agriculture and Natural Resources (UC ANR). They are an integral part of a network of Master Gardener Programs that reside in 45 counties throughout California. There are also Master Gardeners in most states and internationally.

Contra Costa Master Gardeners are public educators, trained by UC experts in pest management, horticulture, and related home gardening topics, and are chartered to take UC's science-based research to the residents of Contra Costa.

Our public education and outreach programs extend UC ANR's goals to:

- Promote environmentally responsible and sustainable horticultural practices.
- Reduce fertilizer and pesticide pollutants.
- Protect water quality and quantity.
- Reduce landfill materials.
- Improve soil quality.
- Detect and manage invasive species.
- Protect wildlands and urban areas from destructive fires.

Our outreach programs consist of talks and demonstrations, plant clinics, staffing phone help lines, training at community gardens, staffing information tables at Farmers' Markets, fairs and nurseries, writing newspaper articles, distributing information published by UC, and much more.

In Contra Costa our guiding principles are:

- Master Gardeners are teachers whose role is to educate and motivate the residents of Contra Costa County to create healthier gardens and communities.
- We are aligned with the University of California's mission, and all our activities are guided by its research-based knowledge and information.
- We are dedicated to serving the entire county of Contra Costa.

Emma Connery, Master Gardener Coordinator – Contra Costa County

## FINANCIAL REPORT: FY 2011—2012

We are grateful for the financial support of the University of California and Contra Costa County, which makes Contra Costa Master Gardeners possible. UC and County monies fund our office located in Pleasant Hill and our Master Gardener Program Coordinator position. Other financial highlights include:

### INCOME:

- 70% came from educational fundraising events we held—Fall Event, Great Tomato Sale, and *Our Garden* Plant Sales.

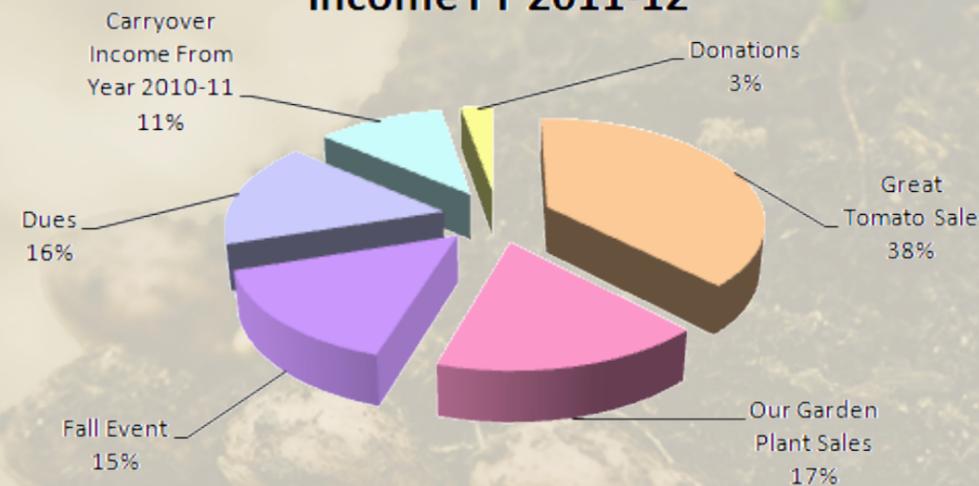
### EXPENSES:

- 17% supported educational fundraising events – Great Tomato Sale, Fall Event, and *Our Garden*.
- 24% went to support other educational outreach programs – Farmers' Markets, Speakers Bureau, and Publicity.
- 10% helped develop and recognize our volunteers who make everything we do happen.
- 49% of our income will carry over to support our work in FY 2012-13.

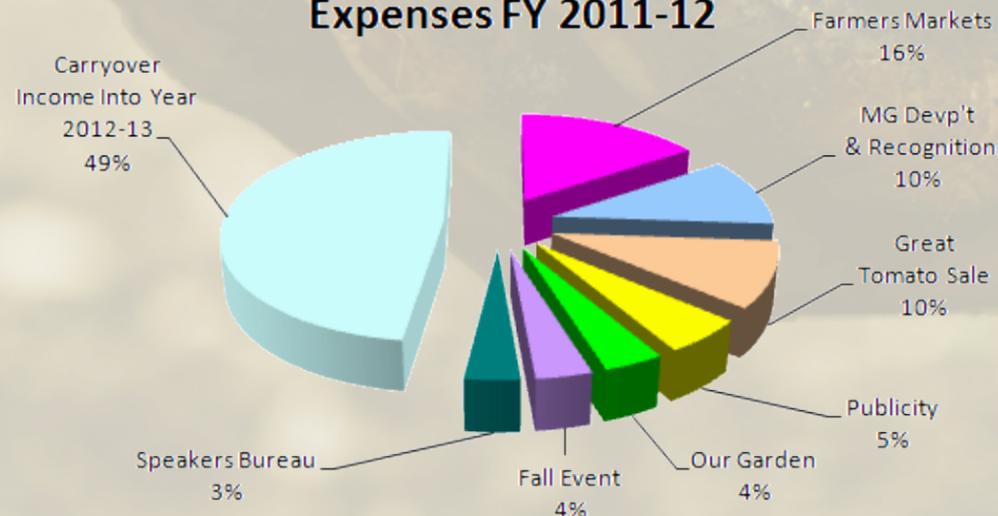
We are encouraged by our ability to raise money and expect to expand our fundraising activities in the next fiscal year.

Jill Bryans, Treasurer

### Income FY 2011-12



### Expenses FY 2011-12



## OUR ACHIEVEMENTS: FY 2011—2012

Contra Costa Master Gardeners (CCMG) support and encourage healthy communities and ecosystems throughout the county by providing seminars and workshops on sustainable gardening practices; by supporting demonstration, school and community gardens; by providing knowledgeable information and answers to gardening problems. In the past year, while we continued to build a stronger internal organization, we also strove to increase our presence and relevancy in local communities in the county.

**Total Volunteer Hours: 15,803 hours**  
**Total Persons Served: 13,239 persons**

### OUR GARDEN

- ✓ Number of pounds of food donated: 2000
- ✓ Number of educational presentations: 30
- ✓ Number of hours donated: 1623 hours
- ✓ Number of people served: 1729

### SCHOOL GARDENS

- ✓ Number of school consultations: 14
- ✓ Number of hours donated: 2639 hours
- ✓ Number of people served: 5143

### HELP DESK

- ✓ Number of hours donated: 2004 hours
- ✓ Number of people served: 730

### FARMERS' MARKETS *Ask-a-Master-Gardener* TABLES

- ✓ Number of Farmer's Markets: 8
- ✓ Number of hours donated: 578 hours
- ✓ Number of people served: 1717

### SPEAKERS BUREAU

- ✓ Number of educational presentations: 23
- ✓ Number of hours donated: 699 hours
- ✓ Number of people served: 469

### MONTHLY PUBLIC NEWSLETTER

- ✓ Number of online subscribers: 1150
- ✓ Facebook Fans: 207