



ANNUAL REPORT 2019

GIY IRELAND CLG AND GIY IRELAND (ACTIVITIES) LTD



GIY is a social enterprise that supports people to live healthier, happier and more sustainable lives by growing some of their own food.

OUR VISION

A healthy, happy, more sustainable world where people grow some of their own food.

OUR MISSION

Inspire, support and teach people to grow their own food at home, school, work and in the community.

FOREWORD BY TIM HOLMES

I'm delighted to introduce the 2019 Annual Report for GIY. The GIY organisation and movement continues to go from strength to strength with the fantastic engagement programmes, development of GROW HQ and the continued success of our Grow, Cook, Eat TV show.

GIY's primary aim is to support people to live healthier, happier and more sustainable lives by growing some of their own food. We do this through a series of campaigns and programmes focussed on schools, communities, workplaces and homes. In 2019 our activities in these areas expanded and our impact increased substantially. The year also saw the second series of our television show, broadcast on RTE in a prime viewing slot with fantastic viewing figures.

We have set ourselves a bold new ambition which Michael will explain later in this report. This is aligned to the UN Sustainable Development Goals which are now a vital part of the way we live and develop as a society into the future. We believe that GIY has a significant role to play in directly supporting the delivery of these goals.

GIY is run by an amazing, energetic team of people – led by the wonderful Michael Kelly. The team continued to expand in 2019 in line with our activities and focus. I'd like to thank each and every one of the team for their input, dedication and sheer hard work during the year.

If you haven't had a chance to visit GROW HQ, the gardens and award-winning café you should put it on your to do list for 2020. You won't regret it.

Finally a few words of thanks to our Board. We have a fantastic board of 9 volunteers, with a huge diversity in backgrounds and perspectives. They give their time voluntarily at Board meetings and more importantly on an ongoing basis to Michael and the GIY team. Their experience and input enriches the GIY organisation.

Tim Holmes, Chairperson



INTRODUCTION FROM MICHAEL KELLY

2019 was a year when climate action moved centre stage globally and we saw the first big bold sustainability moves by corporates worldwide. GIY has always worked with some of the leading brands in the world on programmes and campaigns (including our key partners innocent and Energia), and I still believe that big business is one of the most powerful forces for change across the planet. It's timely then that our new corporate sustainability programme GROW Circle launched in Q4 of 2019, and we've already signed up leading Irish brands like AIB and Diageo. We've been incredibly impressed by the bold sustainability moves taken by these organisations and look forward to working with their teams in the years ahead.

I was proud to welcome Barry Flinn to the Leadership Team in late 2019 as our new Head of Communications. I always feel that GIY punches above its weight in terms of communications and we've always invested in this space. But putting a leadership communications role in place with its own budget and resources is a significant step up for us, and recognition that a huge part of our job is communicating the why and how of GIYing at a mass scale.

Speaking of mass scale... at the end of this year, we committed as an organisation to aligning ourselves to the UN Decade of Action, and reaching 100 million people by the end of 2030. It's a goal that seems almost ridiculous in its ambition, but is reflective I think of the urgency of the need and our confidence in our potential to deliver.

Our keynote campaigns and programmes reached in to schools, homes and communities across Ireland, the UK and US at serious scale in 2019. Series 2 of GROW COOK EAT was broadcast and we got series 3 in the can for broadcast in spring 2020. GROW HQ continues to develop and we were delighted to welcome over 73,000 visitors and get a number of Top 100 listings (Irish Times, Sunday Times) and awards, including the Georgina Campbell Café of the Year for 2020.

I would like to thank my board and leadership team Shona, Claire, Karen and Barry, the brilliant team at GIY and GROW HQ, our sponsors, partners and all of you who took their first steps on their GIY journey this year.

Happy Growing

Mick Kelly, CEO and Founder



TOGETHER WE GROW

2019 IMPACT SUMMARY

715,787

People
impacted by a
GIY programme

2,119,000

Viewers of
Series 2 of
Grow, Cook, Eat
on RTE 1 TV

212

GIY Groups in
North America

5,750

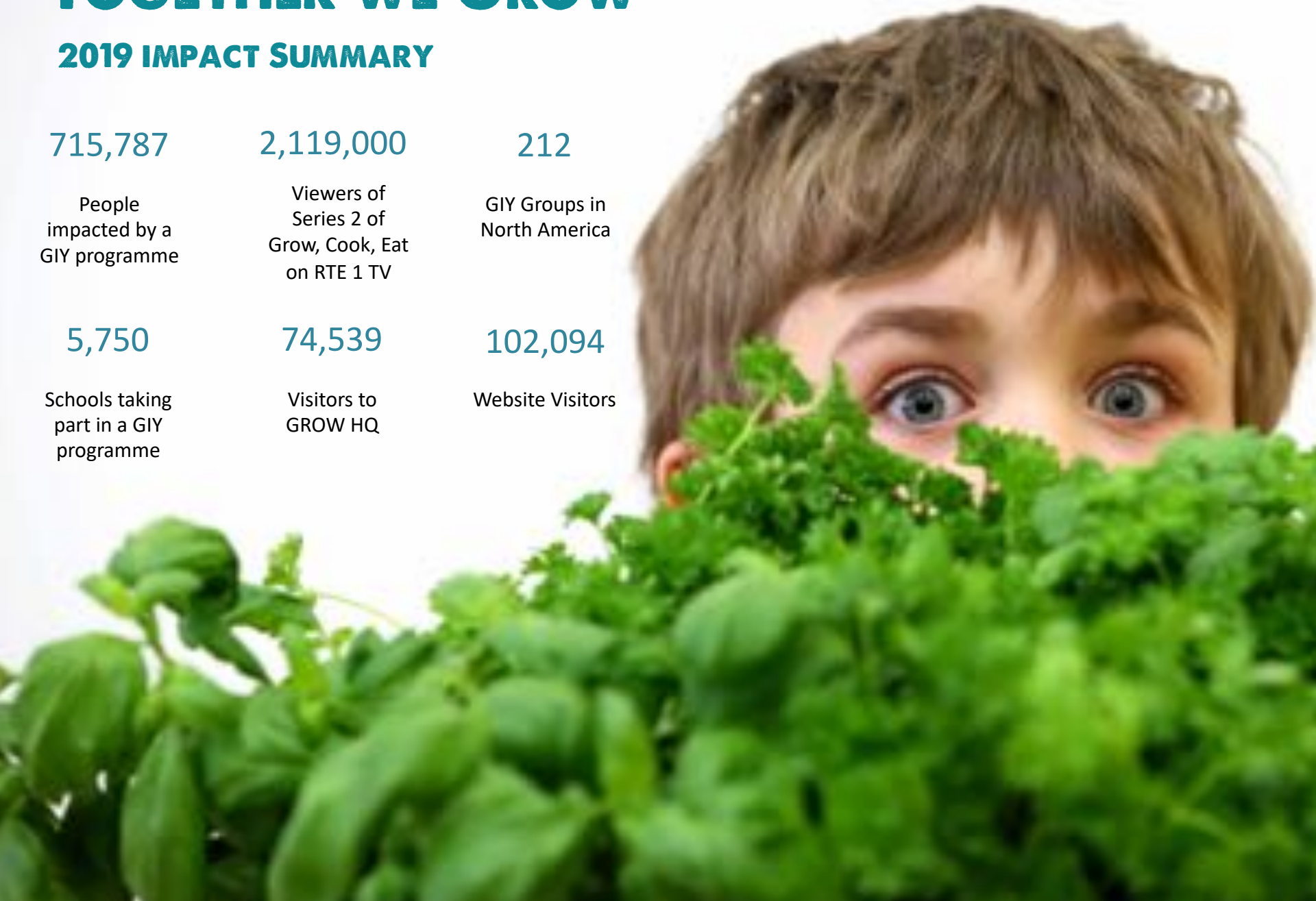
Schools taking
part in a GIY
programme

74,539

Visitors to
GROW HQ

102,094

Website Visitors





ABOUT US

GIY AT A GLANCE

THE PROBLEM

- The global food system is putting an impossible strain on the planet, responsible for a third of GHG emissions, 69% of water use, and 70% of biodiversity loss. 2 billion of our people are still hungry and there are 2 billion more people to feed by 2050.
- “The SDG for climate change can’t be achieved unless we shift our diets and the way we produce food.”*
- On a personal level, people feel overwhelmed and lacking the knowledge or confidence to take action. There is a profound lack of connection with food and little understanding about how it’s produced or where it comes from.

THE SOLUTION

- Food is the defining issue of the 21st century and the strongest lever to transform human health and environmental sustainability.
- People who grow, cook and eat some of their own food are empowered to become healthier and more sustainable.
- GIY inspires and supports people to grow some of their own food as a powerful every-day food action that progresses the SDG’s.
- *EAT-Lancet Commission

GIY THEORY OF CHANGE

- When people grow some of their own food they develop a deeper understanding and connection with food which we call ‘Food Empathy’.
- Research shows that food growers have better diets and eating habits; show higher levels of knowledge about nutrition; recycle and compost more, and waste less food. GIYing is a proven path to a healthier, happier and more sustainable lifestyle.
- Our objective is to inspire and support people to grow some of their own food on a mass scale. Our education programmes, campaigns and resources inspire and support people to their first, successful food growing experience at home, school, work and in the community.
- We are a social enterprise which means we fund our work by providing people and companies with the products and services they need to grow food.
- We partner with some of the world’s leading brands and philanthropic organisations to make that happen.
- In 2016 we created GROW HQ in Waterford - a home for the movement and a 3D textbook of the GIY life and a sustainable food business.

THE GARLIC STORY

GIY Founder Mick Kelly worked in IT for ten years, but his life changed the day he noticed that a bulb of garlic he was about to buy in his local supermarket was imported from China.

He started growing some of his own garlic (badly..) and got smitten by the idea of growing his own food.

In 2008, Mick started a local GIY group so he could meet and learn from other like minded folk in his community. A year later he founded GIY as a not-for-profit social enterprise to inspire and support others to grow their own food.

The insight that GIY was founded on is that even if you grow only 1% of your own food, it has a profound impact on the rest of your food choices and can lead to a healthier, more sustainable life.



HOW WE WORK

- Founded in 2008 in Ireland, **GIY** is a not-for-profit social enterprise that supports people to grow food around the world. We employ 29 people based at GROW HQ in Waterford.
- In 2019 GIY supported 715,787 people to grow, cook and eat some of their own food at home, school, work and in the community in Ireland, the UK and North America.
- There are 3 core aspects to our work:
 1. **CAMPAIGNS AND PROGRAMMES** that inspire citizens, chefs, companies and communities to grow, cook and eat their own food.
 2. **CONTENT AND PRODUCTS** to inspire and support people to make more sustainable food choices.
 3. **GROW HQ** as the home of GIY and an exemplar for the GIY Life



DECADE OF >>> ACTION

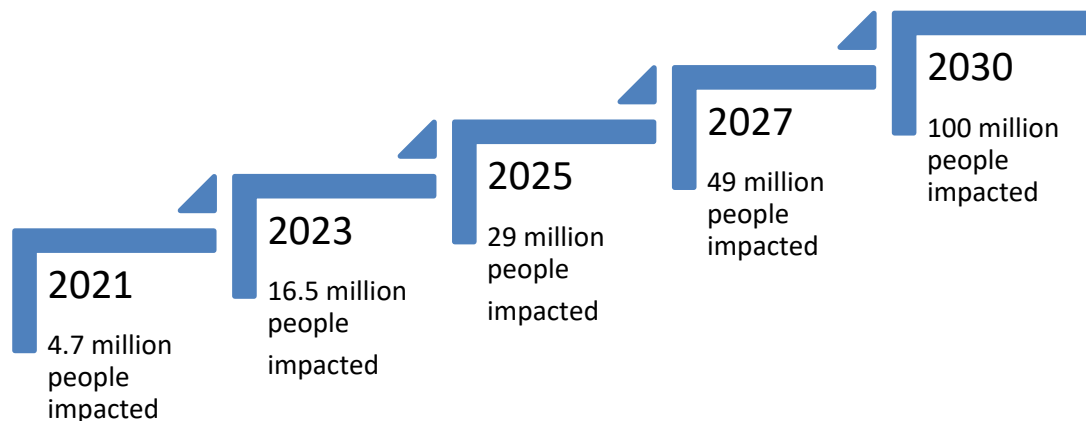
WE ARE PROUD TO ALIGN OUR IMPACT WITH THE SUSTAINABLE DEVELOPMENT GOALS AND THE UN'S DECADE OF ACTION.

AT THE END OF 2019, WE SET OURSELVES AN AMBITIOUS NEW GOAL TO RESPOND TO THE URGENCY OF THE DECADE OF ACTION.

BY 2030, GIY WILL SUPPORT 100 MILLION PEOPLE TO GROW THEIR OWN FOOD.



THE GLOBAL GOALS
For Sustainable Development



GIY & ALIGNMENT WITH THE UN'S SDGs

GIY's programmes, events, campaigns and products are aligned with the following 7 UN Sustainable Development Goals.

1. Goal 2 – End Hunger
2. Goal 3 – Good Health & Wellbeing
3. Goal 4 – Quality Education
4. Goal 12 – Responsible Consumption & Production
5. Goal 13 – Climate Action
6. Goal 15 – Life on Land
7. Goal 17 – Partnerships for the Goals





STRUCTURE & ORGANISATION

LEGAL STRUCTURE & FORM

GIY is a social enterprise. Social Enterprises are businesses whose core objective is to achieve a social, societal or environmental impact. Like other businesses, social enterprises trade in goods or services on an ongoing basis. However, any surpluses they generate are re-invested into achieving a social impact.

GIY comprises two companies:

- GIY Ireland CLG – a company limited by guarantee
- GIY Ireland (Activities) Ltd – a company limited by shares that is 100% owned by GIY Ireland CLG

Though there is considerable overlap between the two entities, effectively GIY Ireland CLG operates our philanthropic activities, while GIY Ireland (Activities) Ltd operates our earned income activities (GROW HQ, retail activities). Both companies have the same board of directors.

Name	Tax No	Tax Clearance	CRO Number
GIY Ireland CLG	9727934N	974485	477525
GIY Ireland (Activities) Ltd	3196896EH	995941	490550

The registered Office for both companies is GROW HQ, Farronshoneen, Dunmore Road, Waterford.

Accountant: Declan Finn
Auditor: O’Sullivan, Scanlon Brazil (OSSB)
Legal: Peter O’Connor & Sons
HR/HS: Graphite

BOARD OF DIRECTORS

GIY is governed by a board of directors, who are elected as per our governance procedures. It currently comprises 9 directors who act in a voluntary capacity and receive no fees or remuneration from GIY. The board provides overall direction and leadership for GIY's corporate strategy and governance and ensure its effectiveness as a social enterprise.

The board are committed to best practice in Corporate Governance and are committed to ongoing compliance with The Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland. As such, the Board is committed to the five principles of the Code (namely: leadership, controls, transparency and accountability, working effectively and integrity).

We are in full compliance with the Code of Governance for Type C organisations since April 2019 and an annual review of the compliance is carried out annually. The CEO is not a member of the board.

Directors are appointed for a 2 year term and directors serve a maximum of 2 terms. The board meets 4 times per year for a full-day board meeting. There were four board meetings held in 2019.

In 2019 a number of board sub-committees were in place with specific terms of reference and reporting to the full board:

Audit and Finance: Trevor King (Chair), Aisling Farrelly, Declan Finn (External Accountant)
Governance: Tim Holmes (Chair), Feargal O'Neill

Joining the Board in 2019 – Eamonn Clarke and Eve-Anne Cullinane

Leaving the Board in 2019 – Helen Cunningham, Trevor King

Name	Title	Board Meetings Attended
Tim Holmes	Chair	4
Gary Graham	Director	3
Feargal O'Neill	Director	4
Karen Hand	Director	3
Helen Cunningham	Director	1
Paul Sweetman	Director	2
Trevor King	Director	4
Aisling Farrelly	Director	1
Naomi Cody Sexton	Director	2
Eve-Anne Cullinan	Director	2
Eamonn Clarke	Director	1

CODE OF GOVERNANCE

On May 17th 2019 GIY officially adopted the Governance Code (A Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland) for Type C organisations after a 2 year compliance journey.

The Governance work was led by a Governance Sub-Committee of our board of directors (chaired by Tim Holmes) working with our CEO Michael Kelly. The sub-committee drew on resources from the board and the executive of GIY as needed and updated the full board on our progress to compliance at our quarterly board meetings. The work focussed on the key headings of:

1. Leading our Organisation
2. Exercising Control over our Organisation
3. Transparency and Accountability
4. Working Effectively
5. Behaving with Integrity

The process established over 25 processes, procedures and forms in the areas of financial control, audit, health and Safety, child protection, conflicts of interest, Code of Ethics, business continuity, risk assessment, board of director processes (including induction, meetings etc), volunteers, data protection and more. We achieved compliance status in all the code requirements (approximately 100 individual items) under the above headings.

Most importantly, excellence in governance has become a systemic part of how GIY operates. We aim to ensure that GIY is a leader in good governance in the social enterprise sector and with that in mind have included excellence in governance as a strategic objective in our current 3 year strategic plan. The governance subcommittee will remain in place and undertake an annual review with the CEO each year.

We are very proud of the hard and often un-sung work undertaken by the governance review team and would like to thank in particular Tim Holmes, Feargal O'Neill and the late Ciaran Walsh.

GOVERNANCE SUMMARY

Leadership

We have a 3-year strategic planning process which includes a clear statement of our vision, mission and strategic objectives. It reflects our constitution. It includes objectives, operational plans, budgets, KPIs and timelines. Our operational plans are produced annually and reviewed/reported on monthly by the CEO. The CEO reports monthly to the board and in more detail at the quarterly board meeting, where strategic objectives are discussed and reviewed. Contracts and employment policies are in place and cover recruitment, induction, supervision, appraisals, grievance and disciplinary procedures. We have HR specialists Graphite as advisors and an HR expert on our board of directors. We have a formal process in place for annual appraisals, goal setting and performance management.

Control

We are in compliance with all legal and regulatory requirements. There is a safety statement in place, reviewed annually. Annual budgets are produced, quarterly P&L and revised budgets produced throughout the year. There is an active list of financial management activities, controls and processes. Management accounts are produced monthly and our accounts are audited annually by external auditors OSSB. We carry out a full risk assessment each year, and update a risk register which identifies risks facing the organisation; assesses and mitigates against risks; and ensures we have processes in place to manage risk. We also have a business continuity plan which is updated annually.

Transparency

Our annual report is available on our website each year. We have an active stakeholder map and comms template. The CEO updates the board monthly in a formally agreed template. Codes of conduct and standards are available on our website (e.g. Child Protection, Complaints etc). We consult stakeholders and solicit their views frequently.

Working Effectively

We have an active board terms of reference and induction process. Board members understand their fiduciary duties. Board performance is reviewed annually against agreed objectives. We carry out an annual skills gap assessment and advertise board vacancies on boardmatch. A board improvement process will be undertaken in 2020.

Integrity

Operating with integrity is a cultural norm in GIY. We have a code of conduct, employee handbook and a culture book which all staff members are briefed on. Directors review and sign a code of ethics and terms of reference. Directors also review a conflicts of interest statement.

THE TEAM

Leadership Team



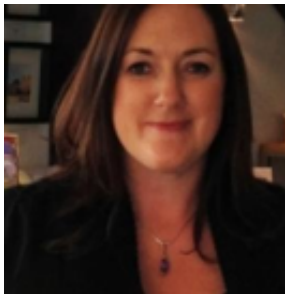
MICHAEL KELLY
FOUNDER & CEO



SHONA DUBOIS
HEAD OF OPERATIONS



KAREN O'DONOHUE
HEAD OF DEVELOPMENT



CLAIRE MCCABE
HEAD OF GROW HQ



BARRY FLINN
HEAD OF COMMS



GIY TEAM

GIY employs 29 people (21 full time and 8 part time) based at GROW HQ in Waterford. 9 people are employed by GIY Ireland CLG and 20 people are employed by GIY Ireland Activities Ltd.

Category	Name	FT	PT	Employed by
CEO	Michael Kelly	1		GIY Ireland Ltd
Senior Leadership Team	Shona Dubois (Head of Operations) Karen O'Donohoe (Head of Development) Claire McCabe (Head of GROW HQ) Barry Flinn (Head of Comms)	4		GIY Ireland Ltd GIY Ireland Ltd GIY Ireland (Activities) Ltd GIY Ireland Ltd
GROW HQ Kitchen Team	JB Dubois (Head Chef), Thomas Lazer, Derek Bradley, John Darlington, Katarina Kodsova, Sami Hussain	5	1	GIY Ireland (Activities) Ltd
GROW HQ Front of House Team	Emma Byrne (Assistant Centre Manager), Paul Kiely, Nuala Phelan, Megan Thornton, Kelley Lannon, Niamh Williamson, Alicia Clooney, Alanna Kavanagh, Eimear O'Herlihy, Katie Judge, Daire Grainger	5	6	GIY Ireland (Activities) Ltd
Admin / Accounts	Ann Marie Fahy		1	GIY Ireland (Activities) Ltd
GROW HQ Garden	Richard Mee (Head Grower)	1		GIY Ireland (Activities) Ltd
GIY Operations Team	Rosy Bent (Operations Manager), Alex Hanlon, Tor McIntosh	3		GIY Ireland Ltd
GIY Comms Team	Laura Kavanagh, Tara Hickey	2		GIY Ireland Ltd
	Total	21	8	
	Total GIY Ireland CLG	9	0	
	Total GIY Ireland (Activities) Ltd	12	8	



HOW WE WORK



GET EXCITED

Get your work done well and tell us about it. Get excited. Not excited? Uh-oh. Tell the boss – maybe there's a change needed or a project you could be working on.

SET AN INTENTION

No great task was ever achieved without intention. Call it what you like – an intention, a strategic objective, whatever. Set an intention and be able to imagine (vividly) what success feels like.

EMPATHISE

We have empathy and respect for everyone on the team, knowing that we all bring our unique talents and journeys to the table.

TALK IT OUT

No whispering around corners. Talk direct or talk it out with the team. But mainly, just talk.

WORK HARD

We work hard. Sometimes we have to work really really hard, particularly around springtime (don't ask for time off in Spring..)

PLAY

We also know how to unwind. From the 5-min winddown over tea in the office, we're having the craic as well.

WELLNESS POLICY

In December 2019, we updated and re-vamped our wellness programme and communicated the new details to all the team. Rosy Bent and Emma Byrne were appointed wellness officers and are responsible for delivering our wellness programme with support from the leadership team. The core benefits for GIY employees from the wellness policy are:

- Wellness starts with food. Free homegrown lunch at GROW HQ each day for all staff
- All of our GROW HQ courses in growing and cooking food and wellness are free to staff members.
- Flex Work - we can help manage and take the stress out of the morning/evening commute and/or childcare arrangements with flex-time schedules and home-working options, where applicable.
- Cycle to Work: to encourage healthy commuting, we are offering the Cycle to Work scheme on a phased basis
- Headspace – All members of the GIY team can avail of a free subscription to the world's leading mindfulness app
- Volunteer in the Garden – the team can spend some time working in the garden at GROW HQ
- Volunteer in the community - volunteer two days a year of their time to a charity or not-for-profit that they are passionate about and we pay for it.
- Employee Assistance Programme (EAP) - we operate an online and telephone EAP where GIY staff can call a caring counsellor about any area of their work or personal life to get confidential support.
- Working Environment- both the GIY office and GROW HQ are smoke and vape free environments.
- Quarterly Staff get-togethers – activities in 2019 included meals out, bowling and axe throwing!
- Each year we make a €500 financial donation to a staff-nominated charity. In 2019 we chose Pieta House.



2019 GOALS

STRATEGIC OBJECTIVES 2019-2021

Vision

To create a healthy, happy, more sustainable world where people grow some of their own food

Mission

Inspire, support and teach people to grow their own food at home, school, work and in the community.

Strategic Objectives 2019-2021

1. Develop and deliver innovative programmes in the UK and Ireland to inspire and support 2 million people to grow food
2. Develop a range of resources, products and knowledge to help people to learn to grow brilliantly
3. Make GROW HQ a thriving centre for healthy, sustainable living

Enabling objectives:

1. Well resourced, skilled, motivated, passionate and happy team
2. Excellence in governance and finance processes
3. Create evidence base to show how food growing develops food empathy and results in improved health and sustainability outcomes
4. Influence national policy and be a leading voice in the national discussion on food

Outcomes

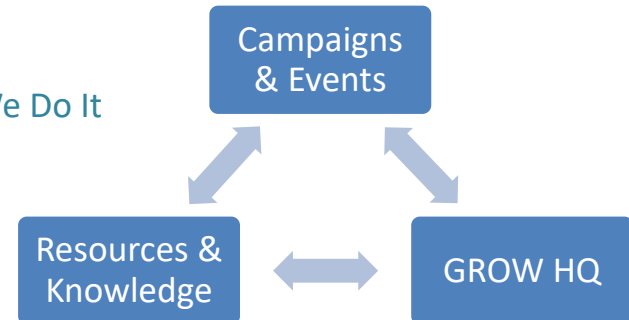
Improved wellbeing, sustainability and food empathy for our target group who:

- Are growing things they can eat
- Have increased food empathy and understanding of their food
- Make healthier eating habits and better purchasing decisions
- Live more sustainably (reducing carbon footprint, food miles, food waste)
- Sharing what they've learned with kids, friends and colleagues

What we Do

1. Drive awareness
2. Engage and encourage people to participate
3. Support and teach them

How We Do It



2019 - STRATEGIC GOALS

Category	Goal	Metric / Score	Actual Score
Impact	Inspire and support 6,000 GIY groups/projects and 500,000 people to grow some of their own food in the UK and Ireland	6,000 GIY Groups 500,000 people	6,169 groups 715,787 people
	Have new conversations about food with 65,000 visitors to GROW HQ	65,000	74,539
Income	Generate €2m in income to support our work	€2,000,000	€2,032,979
High Impact Culture	Wellbeing in the Team	8	6
	Excellence in Finance, HR, and H&S Processes	8	8
	Outcome Measurement at the Heart of our Work	7	5

- In addition to the three key strategic goals set for 2019 above, we set goals for each of the three objectives and the four enabling objectives in the Strategic Plan 2019-2021. Please see Appendices for the KPI report on these goals for 2019.
- The High Impact Culture goals are more subjective – the scores above have been suggested by the SLT and agreed by the board.

2019 - REACH

Category	Detail	Groups	Number	Total
Education	Grow Cook Eat TV series*	0	0	211900
Comm	GIY Groups (Change X)	525	20	10500
Programme	The Big Grow - School	5139	33	169587
Programme	The Big Grow - Home	0	0	56496
Programme	Chef's Manifesto	0	0	100
Programme	Grow at School	31	23	713
HQ	GROW HQ Visitors	0	0	74539
Education	Website (Unique Visitors)	0	0	102094
Education	Social	0	0	48583
Education	Ezine	0	0	18879
Programme	Grow to CEO	365	30	10950
Retail	GROWBoxers	0	0	2946
Programme	Cottage Market	23	40	920
Programme	Events and Festivals	0	0	5000
Programme	Get Ireland Growing	86	30	2580
	Total Engagement			715787
	*10% of total audience of 2,119,000 take action			

KEY PARTNERS 2019

In 2019 we were honoured to work with some of the world's leading brands and philanthropic partners. We would like to acknowledge the significant financial support and engagement from these partners that helps us to run our programmes in communities, schools and companies:

Corporate

- innocent – the big grow
- Energia – Get Ireland Growing
- Cully & Sully – GROW 2 CEO
- AIB, innocent and Diageo – GROW Circle
- Heineken – Growing with our Communities



Philanthropy

- Social Innovation Fund Ireland – Growth Fund, Social Enterprise Development Fund for The Cottage Market and GROWBox.
- ChangeX – GIY groups platform
- Tomar Trust – Community Classroom
- The Community Foundation – GROW at School and our Horticulture Therapy programme



Government

- Bord Bia - Bloom and sponsorship of Grow, Cook, Eat
- EPA – Stop Food Waste sponsorship of Grow, Cook, Eat



SIFI GROWTH FUND



In 2019, GIY were selected by Social innovation Fund Ireland (SIFI), a Government of Ireland initiative for Growth Fund support. The fund supports proven social innovations to achieve widespread impact, significant scale and transformative change in Ireland.

SIFI with funding from the Department of Rural and Community Development, provide GIY with a 50% uplift on capital secured from corporate and philanthropic partners and assigns a dedicated team to support GIY in achieving its growth targets during the 2 year period of the growth fund.

Starting in 2020, we will create a growth fund of €1,220,000 over 2 years to increase our scale and impact and bring about transformative change in Irish society. This funding will help us to support over 4 million people to grow their own food up to 2025.

A YEAR IN PICTURES



With Heineken at Field of Dreams in Cork



Restaurant Association of Ireland – National Winner for Best “Free From” Menu for GROW HQ



Replica of the Grow at School Garden at HQ



Final episodes of GCE aired in April



Mick with JB talking about dealing with gluts in GROW COOK EAT



Growing spinach at De La Salle College for GROW2CEO



CAMPAIGNS & PROGRAMMES 2019



CAMPAIGNS & PROGRAMMES OVERVIEW

We run a range of SDG aligned campaigns and programmes to inspire and support citizens, chefs, companies and communities to make more sustainable food choices.

1. **CITIZENS:** Award-winning engagement programmes in communities and schools that involve over 500,000 people in 6000 projects in the UK and Ire.
2. **CHEFS:** As the action hub for the SDG2 Chef's Manifesto programme in Ireland, we're encouraging chefs to bring sustainability to the core of their kitchen
3. **COMPANIES:** Helping them to support their employees to make more sustainable food choices at home and at work via GROW Circle.
4. **COMMUNITIES:** Supporting and funding a global network of community based GIY groups and projects via ChangeX

SCHOOLS EDUCATION

One in four children in Ireland is either overweight or obese and 27.5% of children in Ireland under the age of five are overweight or obese, making children in Ireland the heaviest in Europe. Poor food choices, poor eating habits and lack of exercise are the reasons behind this national epidemic but evidence shows that children who grow their own food are more likely to eat fruits and vegetables and are also more likely to continue healthy eating habits throughout their lives. Our school programmes include:

- The big grow – classroom based growing experience for children (see slide 31)
- GROW2CEO – food entrepreneurship programme for secondary schools (see slide 32)
- GROW at School – supporting school growing in primary schools (slide 33)
- Community Classroom – linking community gardens with schools to create community classrooms (slide 34)
- Eat Together – in-classroom social eating programme for children in schools in Waterford from GROW HQ
- School Tours and Teacher Training at GROW HQ
- In 2019, Mick Kelly and Michelle Darmody with support from GIY board member Eve Anne Cullinane were involved in creating a new network of stakeholders interested in putting food on the curriculum in Ireland. We held an event in DIT in February and met with Education Minister Joe McHugh in October.



THE BIG GROW



“The boys and girls in my senior infant class really engaged in the big grow, taking care of the plants, rushing in to make sure the soil was moist enough. They were demanding photos with their plants. You can tell, read or show a child where vegetables come from but growing it themselves is the only way to actually grasp the concept”. Mr Foley, Teacher St Aidan’s National School in Enniscorthy.

Giving primary school children a curriculum-linked and teacher led in-classroom growing experience

- Partner: innocent
- Countries: UK and Ireland
- 2019 was year 8 of our partnership with innocent. In 2019 we signed a new, 2-year deal with innocent to continue the big grow in 2020 and 2021.
- Over 226,083 children and adults took part across the UK and Ireland between the schools growing and home-growing aspect of the campaign. 5,139 schools took part.
- Participating teachers receive a big grow kit and lead their classes in a 12 week in-classroom, curriculum-linked growing programme. This year the children grew peas, cress and tomatoes.
- The winning schools for 2019 were St. Aidan’s National School in Enniscorthy (Ireland) and The Oval School in Birmingham (UK).

226,083

Participating
Children &
Adults

5,139

Participating
Schools



The Oval School in Birmingham,
winner of big grow in UK



St Aidans School Wexford, winner of
big grow in Ireland

Team-based growing and food entrepreneurship programme for secondary schools

- Partner: Cully & Sully
- 2019 was the 5th year of partnership with Cully & Sully
- 10,950 students from 365 schools took part (50% of all secondary schools) up from 316 schools and 9,870 participants in 2018.
- 5 finalists came to GROW HQ in May to pitch their food brand idea in a Dragons Den style final.
- The winning school was Gort Community School who won a prize worth €5k that includes a brand new school garden.
- €297k in PR generated for GIY and our sponsor

“From the very beginning these students really embraced this project and wanted to make a difference in the world through the development of a sustainable food product and social enterprise. They reached out to gain as much knowledge as possible from our local community gaining insights from the local bank manager, supermarket, a local horticulturalist and food producers; this really stood to them for their project and it proves how important it is for schools to be inclusive of their local community....we can't wait to continue to learn about growing our own food and include our local community further.” Ms Gardner, Teacher at Gort Community School.

10,950

Participating
Students

365

Participating
Schools



Gort Community School, winner GROW2CEO 2019



GROW AT SCHOOL



Investigating the impact of food growing in school for students and teachers, and whether a better understanding of food leads to behavioural change or health outcomes.

- Partner: Community Foundation for Ireland.
- 2019 was year 1 of a three year Grow at School programme. 36 schools took part in this GIY programme to research the impact of food growing in a school environment.
- Each school was provided with an identical school garden kit of 4 raised beds and soil, a variety of seeds and feeds. The veg included in the experiment were potatoes, onions, beetroot, broad bean, carrots, peas, parsnips, swiss chard, oriental greens, lettuce, radish and pumpkin. An identical demo garden was created at GROW HQ.
- Following delivery of the school garden the schools were sent a garden plan and regular supporting resources including resource guides and demonstration videos presented by GIY's Michael Kelly and Richard Mee.
- Year one research was carried out by Michelle Darmody from TUD and initial results were encouraging.
 - 85% of teachers said the school gardens were a useful teaching resource
 - 96% of teachers say knowledge and resources impacts how confident they feel about managing a school garden

36

Participating
schools

713

Participating
Students



COMMUNITY CLASSROOM

Establish, support and fund a network of community gardens that engage with local schools to provide an outdoor, living community classroom for pupils and staff

- Partner: Tomar Trust
- Recruitment began in autumn 2019 to find the local champions to progress these projects and we are aiming to establish 30 community gardens across Ireland over 3 years starting in 2020.
- The project will leverage best practice examples of Living Classrooms in Ireland including St Brigids Garden in Stillorgan.
- The gardens are run by the community and used by the school, not the other way around. The school staff will have access to the knowledge, skills and practical supports from the community garden members, while the the garden benefits from the presence of the students during the academic year.
- GIY will support the gardens to develop in a way that ensures the space meets critical Health and Safety, insurance and Child Protection requirements.
- GIY will provide the community garden with €3,500 funding to develop the garden facilities, set criteria and create the education resources. We will also provide training, networking and other supports to the participating gardens. We will use an open call to encourage community champions to apply for funding and support through the Community Classroom programme.

30

Target Number of
Community Classrooms
to be created

€3,500

Funding that will be
provided to each
Community Garden



ENERGIA GET IRELAND GROWING



Funding and support for Ireland's most innovative community food growing projects

- Partner: Energia
- 2019 was 3rd year of partnership with Energia & the 6th year of Get Ireland Growing which aims to find, nurture and fund the most innovative community food growing projects in Ireland.
- In 2019 there were over 400 applications for 85 grants and €75,000 in grants was distributed.
- Awards Events held in GROW HQ on March 19th with 60 successful awardees on site as we announced the winner of the Today Show grant of 5k.
- The overall winner was the Zero Waste Community Garden which is dedicated to growing fruit and vegetables in a sustainable and organic way for gardeners and community residents.

"When I started digging here on my own, I had no idea that we would be where we are today. The amount of publicity and interest that's in this is just huge. When I put this application in last year I never dreamt I was going to get the phone call to say you're in the final 3. What I would just say to any community is to apply because you never know". Pat Pender founder of The Zero Waste Community Garden.

€75,000

Grants
distributed

85

Community Food
Projects Supported



Energia GIG Award Finale at HQ in March

Bringing people together in the community to share the joy of growing their own food

- Partner: ChangeX
- At the heart of the GIY movement are local GIYers getting together in GIY groups or creating new GIY projects in their communities to share their knowledge and develop new ideas, building awareness for a sustainable and healthier lifestyle.
- Our programmes and campaigns can lead people to these local GIY groups and vice versa.
- GIY projects can be:
 - A group of GIYers coming together to share knowledge at monthly get togethers, seed swaps or garden visits.
 - A community garden that wants to reach out to its community and connect with other GIY groups
 - A school growing project that wants to join the network to connect with other schools and groups, access specific resources and reach out to its community.
- On ChangeX we provide local champions the opportunity to start a GIY group in their community and provide them with the resources and funding to start a successful group.
- In 2019 we saw real momentum in North America for the first time, with clusters of GIY projects being seeded in Texas, Arizona, Chicago, Southern Virginia, Washington and Minnesota thanks to the Microsoft Community Challenge.

“My involvement in GIY has really helped me in both my physical and mental wellbeing, It has also helped me with the local community and I love helping people to grow their own food.” Share Maher, Local Champion, GIY Dundrum.



Map of GIY groups in US on ChangeX



525

GIY groups /
projects on
ChangeX
worldwide

215

GIY Groups in
North America

GROW CIRCLE

Pioneering sustainability through food

- GROW Circle is a GIY programme that will support 100,000 employees from leading Irish companies to take five food-centred actions (at home and at work) to save 500,000 tonnes of carbon.
- Building through a 3 year programme, GROW Circle supports employees through online and offline learning to make every-day sustainable food choices, under five linked action areas:
 1. Learn how food grows
 2. Eat more plants, and better meat
 3. Eat local and with the seasons
 4. Waste less food
 5. Say no to unnecessary food packaging
- Launched in 2019, GROW Circle helps companies to animate their sustainability plan and actively engage colleagues through food.
- Companies signing up in 2019 include AIB, innocent and Diageo.

100,000

Target Number
of Employees

500,000

Target carbon
reduction (tonnes)



"SUSTAINABILITY, INCLUDING FOOD SUSTAINABILITY, IS ONE OF THE DEFINING ISSUES OF THE 21ST CENTURY. FOR AIB, PLEDGING TO DO MORE AROUND SUSTAINABILITY WILL ALSO MEAN CONSIDERING THE FOOD CHOICES THAT WE MAKE. WE'RE PROUD TO JOIN WITH GIY AND OTHER GROW CIRCLE COMPANIES TO BUILD A MORE SUSTAINABLE FOOD FUTURE FOR IRELAND".
COLIN HUNT, CEO, AIB

GROWING WITH OUR COMMUNITIES



Workplace and Community Growing with Heineken

Growing with our Communities was a 3 year partnership with Heineken focused around food growing and local communities. The programme positively impacted a number of local communities and enabled Heineken employees to connect with community groups where they live and work.

As part of the programme, five community groups were awarded **Star Gardens**, a bespoke garden design plan for a growing space, planting and growing expertise; a financial contribution towards materials and plenty of people power from the Heineken Grow Tribe team to bring the growing spaces to life. The communities were:

- Blackpool Plaza, Cork
- St Michael's Community Centre, Dublin
- New Street Garden, Waterford
- WALK, Dublin
- Field of Dreams Cork

In 2017 the **GROW it Forward** initiative helped four community groups in Ireland to green up their community spaces via hands on help from Heineken Ireland GROW Tribe and specialist workshops from GIY. The groups were:

- Solas Cancer Support Centre, Waterford
- Inchicore Environmental Group, Dublin
- Mad About Cork
- Cork Simon Community

Meanwhile, Heineken employees also got growing with a **Grow at Work** programme centered around a food growing competition, staff volunteering and wellbeing and biodiversity workshops.

To further create healthy and sustainable work environments we also partnered with Heineken on the creation of a Biodiversity Garden project on site in Leitrim Street in Cork and delivered workshops for the Heineken office team. Finally, to provide a fitting legacy to our impactful three year partnership with Heineken, we planted 600 native trees at the home of GIY, GROW HQ in Waterford.



GROWING
WITH OUR
COMMUNITIES



"The benefits of the Biodiversity Garden are threefold; supporting our employees by giving them access to an outdoor area; supporting endangered pollinators with food and security; and taking a visual leadership role in Urban Greening. We are looking forward to watching the garden blossom and grow in the coming years." *Barbara-Anne Richardson, Heineken Ireland Communications and Sustainability Manager.*

GROW AT WORK

Diageo St James Gate Garden



Happy, healthy employees are the sign of a successful company. Not only a means to an end but a positive reflection of a workplace run well. With support from GIY, Diageo first created a food garden at St James Gate in 2015 to leverage the power of food growing to create a healthier workplace and helping their staff to grow food at work and in the community.

Between March 2018 and June 2019 we worked with Diageo to amplify and support their engagement, wellbeing and CSR objectives through an employee food growing programme. The objectives were to:

- Inspire and support Diageo to regularly engage in food growing activities on site centered around the existing garden at St. James's Gate, Dublin
- Celebrate and promote the St. James's Gate garden as an inclusive, health promoting and social space for Diageo employees
- Drive employee engagement and make the most out of a valuable asset
- Generate consistent internal support for the maintenance and development of the St. James's Gate garden

The Millennium Garden at the home of Guinness in St James Gate is a relaxation and recreation space for employees, but also used for outdoor meetings. It contains raised beds which are planted using a crop rotation plan, a green house and potting shed, and (of course) a crop of climbing hops on a south facing wall.

GIY's role is to provide education and comms content, lead onsite workshops and expertise to support the garden development. Regular events in the garden engage employees across the organisation and GIY has supported Diageo to bring these events to life with an on site presence and educational content.

In 2019 the garden events included weekly garden sessions, annual hop harvest and the first Garden Fete, supported by GIY.

"People became more engaged with the garden this year, whether they were attending our weekly garden sessions, picking apples, pears and plums, gooseberries, strawberries and herbs, taking part in our annual hop harvest or simply enjoying their lunch with their colleagues or holding meetings in the open air. Our first ever Garden Fete, which was kindly supported by GIY, proved to be a massive success with people showcasing their own creations using produce they harvested from the garden, which also raised much needed funds for charity. The garden holds a special place in the hearts of staff who enjoy spending time in the patch of green in the Home of the Black Stuff." *Shane Lawlor, Diageo*



HORTICULTURE THERAPY

Using food growing as a therapeutic tool



Horticulture therapy uses food-growing as a therapeutic tool to improve the lives of those living with disadvantage, disabilities and physical or mental health issues.

The immediate impact on participants include a sense of purpose and achievement which fosters increased self worth and self esteem that lasts long after the programme has ended.

In 2019 we completed a 3 year Social & Therapeutic Horticulture programme which was funded by the Community Foundation for Ireland and delivered by our Horticulture Therapist Caitriona Kelly.

Caitriona finished with GIY at the end of 2019 and we wish her well as she moves on to new projects. Highlights from the STH programme in the three years included:

- Delivered 12 week STH programmes in Loughnan House open prison in Cavan; the Direct Provision Centre in Mosney; Air Eiri addiction centre in Waterford.
- In 2018 we also formed a partnership with THRIVE in the UK, to deliver accredited 'train the trainer' STH courses at GROW HQ and elsewhere.
- In 2019, 63 people attended an STH course at GROW HQ in topics including "Using STH for Children Young People" and "STH for Mental Health Support Needs".
- Caitriona also produced a research report on the impact of the 12 week programme at Loughnan House Open Prison.
- With Festine Lente, we were instrumental in the establishment of a network of STH practitioners to advance the discipline in Ireland.

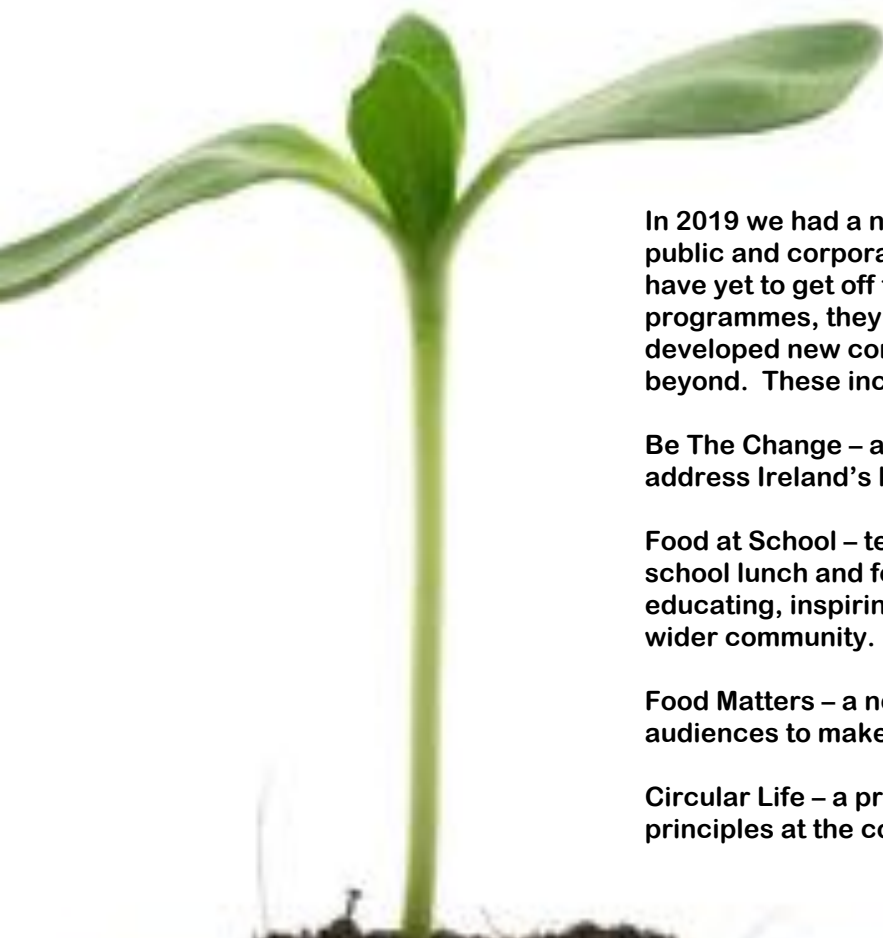


63

Adults trained in
the use of STH

DEVELOPMENT WORK

Nurturing future GIY programmes



In 2019 we had a number of engagements with potential partners in the philanthropic, public and corporate sectors that resulted in the development of programme ideas that have yet to get off the ground. Though these engagements did not yet result in real-world programmes, they developed relationships, increased our profile with those partners and developed new concept ideas that we will actively seek to find partners for in 2020 and beyond. These included:

Be The Change – a practical and authentic national, community-focussed platform to address Ireland’s biggest community sustainability challenges.

Food at School – test the health, social and environmental impact of a comprehensive school lunch and food literacy programme for disadvantaged pupils and their families – educating, inspiring and providing integrated hands-on learning for students, staff and the wider community.

Food Matters – a new TV series production to inspire and help domestic and international audiences to make informed and sustainable choices about the food they eat.

Circular Life – a programme that teaches cafes and restaurants to put sustainability principles at the core of their business and use them to teach and engage citizens.



Food Matters

- Partner: Bord Bia
- We were back at Bloom in the Park in 2019, bringing our key campaigns to life and delivering the Food Matters discussion stage in our beautiful GIY space. We are very grateful to Bord Bia for providing this space to bring food growing to the Bloom audience and engage them in important discussions around food sustainability and the SDGs.
- Campaigns we brought to life at Bloom:
 - The big grow
 - GROW2CEO
 - Energia Get Ireland Growing
 - The Cottage Market
 - Grow at School
- The GIY Food Matters stage in association with Bord Bia and the Irish Food Writers Guild hosted 10 panel discussions themed around the Sustainable Development Goals with topics including:
 - Rebels with a Cause
 - Plant Powered and Meat Free
 - Pollinator Peril
 - Chef's Manifesto
 - Cheap as Chips
 - The Plastic Pledge
 - Local Food, Global Impact
 - Sustainable Food Cities
 - Organic Food for All
 - Weather Alert (the impact of Climate Change on Food Growing)



OTHER PROGRAMMES



Chef's Manifesto

In July 2019, GROW HQ was chosen as the Irish Action Hub for the Chef's Manifesto, a global programme run by the UN SDG2 Advocacy Hub that supports chefs to implement sustainability practices in their kitchens. GROW HQ is only the second action hub in the world, following on from Omved Gardens in London.

As part of the programme GROW HQ will host 4 events each year. The launch took place in GROW HQ with a Wasted Supper Club dinner in September with chefs JB Dubois and chef Conor Spacey.

In November we had our first 2-day Gathering of over 20 chefs and food producers at GROW HQ with Concern facilitating a world café session on the SDGs. Head Chef JB Dubois cooked at the Food Forever event in Google HQ in London with fellow Chef's Manifesto Chefs, showcasing the foods that we might be eating in 2050. JB brought salsify grown by Richard at GROW HQ.

Mick also spoke to chefs about Chef's Manifesto and sustainability at a Taste the Island roadshow for Fáilte Ireland and at Bord Bia.



COTTAGE MARKETS

The Cottage Market

In 2014 Karen O'Donohoe (now GIY's Head of Development) had established a GIY group in Ladysbridge, Co Cork and decided to create a community market to put home-grown, home-made food back in the heart of communities, support grass roots enterprises and provide a much needed place for people to gather and socialise. In 2015, Karen joined the team at GIY and we can began a process of supporting Cottage Markets to scale in to other GIY groups and beyond across Ireland.

Through this award-winning initiative we have found, recruited, trained, funded and supported extraordinary community change-makers to establish GIY Cottage Markets in villages and towns all over Ireland. Each market supports approximately 15 stall-holders and working with other community initiatives they showcase local skills and talents and promote community spirit.

The Cottage Market will separate from GIY in 2020 with a view to starting an independent CLG based on cooperative principles. We have recruited Deloitte to assist with the creation of a 3-year strategic plan which will give The Cottage Market strategic footing for the years ahead. In the last 5 years GIY supported:

- 25 Cottage Markets now operating with approx. 750 traders
- Approx 30 thriving micro-enterprises
- €220k in funding generated
- Partnerships with CEDRA, Ulster Bank Skills and Opportunities Fund, The Ireland Funds and SIFI Resilience Fund.

2019 - A YEAR IN PICTURES



Best Café in Ireland 2020 – Georgina Campbell Awards



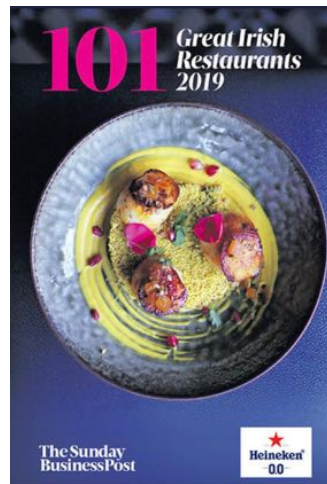
Karen harvesting salads for Series 3 GCE



HQ becomes Action Hub for Chef's Manifesto in Ireland



Harvest Festival



101 Great Irish Restaurants in The Sunday Business Post



Lunch on Terrace for Growing Course Group



CONTENT & PRODUCTS



- Devised by GIY, GROW COOK EAT is a 7-part TV series on RTE 1 TV. Series 2 aired in spring 2019 while series 3 was filmed at GROW HQ in 2019 and will broadcast in 2020.
- The series is sponsored by Bord Bia and Stop Food Waste (the EPA). The series producer is David Hare of inProduction and it is filmed by Nomos.
- GROW COOK EAT is presented by GIY founder Michael Kelly and Head of Development Karen O'Donohoe. Mick and Karen are also executive producers on the show.
- Filmed on location at the home of GIY in Waterford GROW HQ, in each episode we feature one vegetable from plot to plate and visit some of the best food stories in Ireland.

Category	Detail	Metric
Total Viewers	Transmission 1 (March)	1,215,900
	Repeat 1 (September)	903,100
	Total Viewers	2,119,000
Social Audience	Twitter Reach	1,200,000
	Facebook Reach	732,915
	Instagram Reach	127,523
	Total Reach	2,060,438
Website	Website Users	41,740
	Page Views	106,038

“The latest series of Grow Cook Eat is compulsive viewing. I have an allotment and I spend a few hours there every day as it is not far from my house. One of the main reasons I love your programme is that the chemistry and interaction between Mick and Karen is TV gold, the banter and innuendo is unmissable. Keep growing and keep filming. Thanks so much.” John lives in Dublin and started his own allotment in 2009.



GROWBOX

- GROWBox is the 2018 addition to the GIY family, created to fill a glaring market need for Irish consumers to start growing in their own homes, even if this is an apartment. It puts everything we know about growing in to a box making it easy for people to start growing, and feel supported and empowered to do so.
- GROWBox gives people everything they need to grow food successfully right out of the box, with the targeted expert advice and knowledge that they need to grow food successfully and in doing so join a progressive supportive tribe of GIYers to share the journey. There are 10 themed GROWBoxes priced from €10 to €40 sold online (growbox.ie) and instore at GROW HQ.
- GROWBox was launched with a lean start up methodology, and sold approx. 2946 units in 2019. We also took part in a social enterprise development programme with SIFI (Social Innovation Fund Ireland)
- Typical GROWBox customer is a 35-44 year old married woman with one or more children. 76% live in urban areas.
- 95% of customers would recommend GROWBox to a Friend and would buy again.



GIY'S KNOW-IT-ALLMANAC

THE ULTIMATE FAMILY GUIDE TO GROWING AND COOKING FOOD THROUGH THE YEAR

In October 2019 we published our first kid's book. GIY's Michael Kelly and Dig in Diner's Muireann Ní Chíobháin joined forces with award winning illustrator Fatti Burke to bring you a riotous, fully-illustrated kid's almanac guide to growing and cooking food through the year .

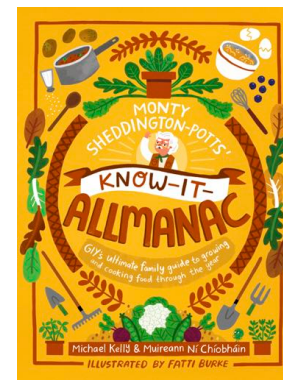
Narrated by GIY's mercurial Grower-in-Chief Monty Sheddington Potts, this incredibly funny, visually ground-breaking book will fire up your child's imagination and passion for growing and cooking food. It's packed with veg characters, amazing monthly projects that your children can do in the garden, and seasonal recipes to bring it all to life. A perfect companion guide for parents and teachers who want to connect their children to food.

The book was launched in Easons on O'Connell Street Dublin on October 16th and featured on the Late Late Toy Show, Alison Curtis (Today FM); Drive Time (RTE 1) and the Today Show (RTE). GIY's Know it Allmanac is available in all good book stores, in GROW HQ and on the GIY website. Priced at €25.

"Two very excited kids when Santa brought them their hero Mick Kelly's book the Know- It-Allmanac for Christmas. We met Mick and Karen at Bloom as well and they cannot wait for this year's Grow Cook Eat. Currently cleaning out their tunnel and getting a compost box ready. A huge thumbs up from us. Well done." Celine, Mum of 2 mini GIYers living in Wicklow.



Launch at Easons O'Connell Street – Mick and Muireann with kids from Glor na Mara and Our Lady of Victories Schools





GROW HQ

GROW HQ IS THE HOME OF THE GIY MOVEMENT AND IS AN AWARD WINNING GROW SCHOOL, COOKERY SCHOOL, HOME-GROWN FOOD CAFÉ, SHOP AND TRAINING GARDENS.

74,539

Total Visits to
GROW HQ

360

Children taking
part in courses,
camps and clubs

887

Adults and children
attended a HQ course

63

Adults trained in the
use of Social &
Therapeutic
Horticulture

60

Primary School
Teachers trained
in how to
develop a
school garden



FOOD AND AWARDS

- The ethos at GROW HQ is to grow food, cook it simply and serve it to our lovely customers. We use the best of seasonal, local and organic veg, fruit, meat and dairy, creating delicious dishes from 9am to 5pm.
- We continued to develop our food offering at GROW HQ in 2019 and we had plenty of fresh produce on the menu.
- We also continued to develop the kitchen and front of house teams, led by JB Dubois (Head Chef) and Emma Byrne (Assistant Centre Manager).
- We were delighted to have our work recognised by listings in:
 - Restaurant Association of Ireland – Best “Free From” National Winner
 - Sunday Times Top 100 Restaurants
 - The Irish Times Top 100
 - McKenna Guides
 - Georgina Campbell Café of the Year 2020
 - Hot Press Top Places to Visit

‘My favourite things about GROW HQ are that the staff are always so friendly, personable and accommodating. The food is always delicious and locally sourced which I really value. I never feel guilty about eating there or treating myself because the food feels so healthy and wholesome.’

Ciara Doolan physiotherapist at University Hospital Waterford and HQ customer.

COURSES 2019

Our education programme for 2019 featured courses in growing and cooking food, sustainable living and social & therapeutic horticulture:

Course	Month	Tutor	No of attendees
Meat Free/Vegetarian	January	JB Dubois	10
Junior Cookery Club	January	JB Dubois	16
Polytunnel & Glasshouse	March	Richard Mee	14
Doughs & Pastries- Sweet & Savoury	March	JB Dubois	17
Junior Cookery Club	March	JB Dubois	14
Introduction to STH practice	March	Caitriona Kelly	6
How Food Grows	March	Michael Kelly	14
Junior Cookery Club	March	JB Dubois	18
How Tomatoes Grow	March	Michael Kelly	5
Spring Lamb - JB	April	JB Dubois	7
Propagation & Preparing the garden	April	Richard Mee	4
Using Social & Therapeutic Horticulture	April	Caitriona Kelly	6
How Food Grows	April	Michael Kelly	12
Junior Cookery Club	April	JB Dubois	11
Easter Camp	April	Various	12
Introduction to STH Practice	May	Caitriona Kelly	5
Cook to Impress- dinner parties	May	JB Dubois	9
How Food Grows	May	Michael Kelly	12
Managing the garden through summer	May	Richard Mee	11
Junior Cookery Club	May	JB Dubois	16
Using Social & Therapeutic Horticulture to benefit people with mental health support needs	June	Caitriona Kelly	15
Al Fresco Dining - JB	June	JB Dubois	8
Keeping Hens - Michael Kelly	June	Michael Kelly	14
Junior Cookery Club	June	JB Dubois	6
Summer Camp	July	Various	36
Introduction to STH Practice	July	Caitriona Kelly	11
Yoga for Families	July	Tina	8
Using STH to benefit people with mental health support needs	July	Caitriona Kelly	10
Summer Camp	August	Various	24
Pizza Night	August	JB Dubois	23
Intro to Growing Tomatoes	August	Michael Kelly	5
Healthy Food on the Go	August	JB Dubois	21
Foraging	September	Jim Brindley	10
Gluten Free & Wheat Free	September	JB Dubois	16
Kitchen Garden	September	Mark Diacono & Lia	16
How Food Grows	September	Mick Kelly	19
Using Social & Therapeutic Horticulture with children & young people	September	Caitriona Kelly	10
Soups, Broths & Breads	October	JB Dubois	31
Junior Cookery Club	October	JB Dubois	16
Fruit Growing	November	Richard Mee	20
Winter Salads	November	JB Dubois	15
Junior Cookery Club	November	JB Dubois	15
Get ready for Veganuary	December	JB Dubois	23
Christmas Biscuits & Sweets	December	JB Dubois	14



HOMEGROWN

In 2019 we started a new visiting chef series called homegrown. Seasonality is a buzz word in food and hospitality but very often it's about lip service rather than genuine commitment. GROW HQ is the ultimate expression of homegrown seasonality, given that we run our restaurant on what's grown in our garden. homegrown is GROW HQ's series of seasonal long-table dinners featuring visiting chefs who share our ethos from Ireland, the UK and beyond. The event showcases their talents, and gets them to build on to the HQ story by delivering a very special seasonal feast for 65 diners. We invite them to take over the kitchen and the garden to prepare their meal and Head Grower Richard is available to help them graze, harvest and forage.

2019 events included:

- Gastrogays (January)
- Derry Clarke, l'Ecrivain (February)
- Gaz Smith, Michaels (March)
- Summer Solstice Dinner with JB (June)
- Currabinny Boys (September)
- Wasted Supper Club, Chef's Manifesto Launch (September)
- Winter Solstice with JB (December)



Derry Clarke with the kitchen team



Gaz Smith (far right) and his team from Michaels with Katarina, John and JB



Summer Solstice Event at GROW HQ



Lia Leendertz and Mark Diacono at HQ for Harvest Festival

HQ GARDENS

- In 2019, led by our Head Grower Richard Mee, we continued the development of the GROW HQ gardens and veg production areas.
- The gardens are used for food production for the café, but also for education and as a visitor attraction. They continue to mature and develop.
- After a 2 year conversion process, we achieved organic status for the veg garden from The Organic Trust in June 19.
- In 2019 with assistance from Colm Warren Polyhouses, we moved the two polytunnels from Carriganore to GROW HQ.
- New pollinator garden planted up at entrance to veg garden



Richard with Organic Certification Award



HEALTH & SAFETY

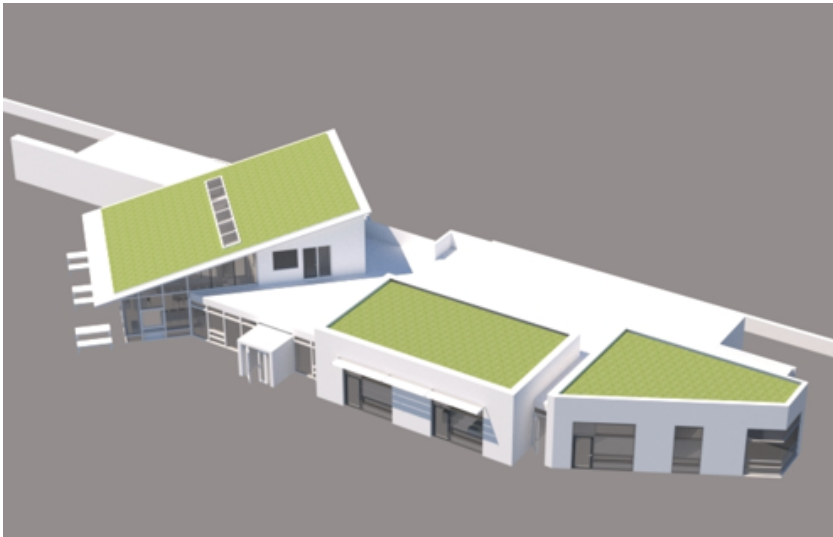
- In 2019 we undertook a major review of Health & Safety across our business, retaining H&S consultant Mary Darlington to complete an audit of the business. 100 action items were identified. We formed a H&S committee led by CEO Michael Kelly, to complete these actions and to put H&S at the heart of all our operations at GROW HQ. At end of year, we achieved the following:
 - 88 now complete
 - 4 in progress
 - 8 incomplete
- Major actions:
 - Training for staff in first aid, manual handling and fire safety
 - H&S training for board and mgt team
 - H&S on the agenda at all meetings
 - Weekly and monthly inspections happening with incidents/issues logged and added to audit
 - Fire Drills completed in 2019
 - Finalised fire safety and evacuation policies and processes
 - New monitoring system added to fire alarm
 - Panic button added to reception
 - Re-started our employee wellness plan

EXTENDING GROW HQ

Due to sustained, increased demand and the limitations on our space at GROW HQ we are planning to extend the building in 2020/2021. This will provide capacity to generate additional income and impact at GROW HQ over the next 5 years. The project will require planning permission and loan finance.

A key insight for us in the last 2 years has been the positive impact on profitability of additional activities at HQ such as events, meetings and training courses. The training room we use for these events is limited in size (approx. 30 people max). We estimate that having additional space available to rent for courses, meetings and events has the potential to increase our turnover by €52,000 in the first full year with a marginal increase in associated costs. We are also investigating the possibility of including in the project some additional sustainability features such as solar PV, water harvesting and an additional meadow roof. The extension will give us:

- Doubling the size of our training/event room (with option to use it as two smaller rooms)
- Additional customer toilet and storage rooms
- More kitchen capacity
- More living, working and meeting space for our expanding team



2019 - A YEAR IN PICTURES



Festive Fun at HQ



JB with Conor Spacey before the Chef's Manifesto Zero Waste Supper



Richard harvesting pumpkins



Mick hosting the Social Entrepreneurs Ireland Awards in the Mansion House



With Muireann and Elaine on Virgin Media



GROW COOK EAT Series 3 filming with Country Crest in Lusk



FINANCIAL INFORMATION

**CONSOLIDATED FINANCIAL INFORMATION FOR 2018 FOR GIY IRELAND CLG AND GIY IRELAND
(ACTIVITIES) LTD**

EXECUTIVE SUMMARY

INCOME STATEMENT*

Profit Before Tax for 2019 at €81,204k was €17,145 (17%) lower than the 2019 budget and €4,966 (6%) lower than 2018.

Gross Profit for 2019 at €1,234k was €11k behind budget driven by:

- **Turnover** €123k lower than budget reflecting lower Corporate income (€155k) and Food & Beverage (€50k) partially offset by higher Retail (€43k) and Grant Income (€35k);
offset by
- Lower **Cost of Sales** by €112k versus budget.

Administrative Expenses at €1,152k is 6k higher than budget reflecting higher salaries (€43k), higher depreciation (€6k) offset by lower overheads (€34k) and lower interest (€10k).

BALANCE SHEET

- **Members' funds** grew by 52% to €236k at 31 December 2019 (€155k at 31 December 2017) reflecting operating profit in the year.
- At 31 December 2019, **Net Current Liabilities** stood at €120k with action taken in early 2020 to further mitigate this through the issue of 5-year loan notes totalling €115k for cash.
- The maturity profile of **Non-current Liabilities** (i.e. maturing after 12 months from the balance sheet date) totalling €1,011k remains manageable with 14% maturing between 1 and 2 years, 50% maturing of the following three years and the remaining 36% maturing after 5 years.

OUTLOOK

The impact of the COVID-19 pandemic on the business has been challenging and management has actively taken steps early in the crisis to help mitigate the impact on costs, profitability, funding and cashflow, whilst aiming to protect staff and jobs throughout this critical phase.

Whilst the Food & Beverage and Corporate lines of business have been challenged due to business interruption, GIY is driving new sales in Retail due to both the TV Series 3 and the renewed interest in growing your own food emerging during the crisis. For the latter, GIY is working with partners in creating and delivering new initiatives across the country.

For 2020 we expect:

- Our income mix to alter significantly against 2019 levels
- 2020 income to be approximately 80% of budgeted income
- Profit Before Tax to be approximately 50-70% of budgeted

* *Based on unaudited 2019 financial statements*

SUMMARY INCOME STATEMENT 2019 V 2018 ACTUAL

GIY Ireland CLG Group		2019	2018		
		Unaudited	Audited	Mvt	Mvt
		€	€	€	%
Turnover		1,802,419	1,775,186	27,233	2%
Cost of Sales		(568,820)	(398,161)	(170,659)	43%
Gross Profit		1,233,600	1,377,025	(143,426)	-10%
Administrative Expenses		(1,152,396)	(1,292,250)	139,854	-11%
Other Operating Income		0	1,395	(1,395)	-100%
Operating Profit		81,204	86,170	(4,966)	-6%
Profit Before Tax		81,204	86,170	(4,966)	-6%
Tax on Profit		(843)	(12,111)	11,268	-93%
Profit for the financial year		80,361	74,059	6,301	9%

Commentary

Turnover at €1,802m was €27k higher than 2018.

Cost of sales was €171k higher than 2018 primarily due to increased campaign costs (€98k), increased stock including the GIY Book (€40k) and increased kitchen purchases (€20k).

Gross Profit at €1,234k was €143k lower than 2018.

Administrative Expenses at €1,152k was lower than 2018 by €140k mainly offsetting the lower Gross Profit.

Profit Before Tax at €82k is €5k lower than the 2018 outturn.

SUMMARY INCOME STATEMENT 2019 V BUDGET

GIY Ireland CLG Group		2019	2019		
		Unaudited	Budget	Mvt	Mvt
		€	€	€	%
Turnover		1,802,419	1,925,610	(123,191)	-6%
Cost of Sales		(568,820)	(680,642)	111,822	-16%
Gross Profit		1,233,600	1,244,968	(11,368)	-1%
Administrative Expenses		(1,152,396)	(1,146,619)	(5,777)	1%
Other Operating Income		0	0	0	0%
Operating Profit		81,204	98,349	(17,145)	-17%
Profit Before Tax		81,204	98,349	(17,145)	-17%

Commentary

Turnover at €1,802m was adverse to budget by €123k. This variance was offset by a lower Cost of Sales which was behind budget by €112k.

Gross Profit at €1,233k was €11k behind budget.

Administrative Expenses at €1,152k was marginally ahead of budget by €6k.

Profit Before Tax at €82k is €17k behind budget.

TURNOVER 2019 ACTUAL V BUDGET

GIY Ireland CLG Group	2019	2019		
	Unaudited	Budget	Mvt	Mvt
	€	€	€	%
Turnover				
Food & Beverage	674,572	725,000	(50,428)	-7%
Education	74,158	70,000	4,158	6%
Retail	126,789	83,900	42,889	51%
Corporate	627,658	782,710	(155,052)	-20%
Grants	299,243	264,000	35,243	13%
Total Turnover	1,802,419	1,925,610	(123,191)	-6%
Cost of Sales	(568,820)	(680,642)	111,822	-16%

Commentary

Turnover was €123k lower than budget due to:

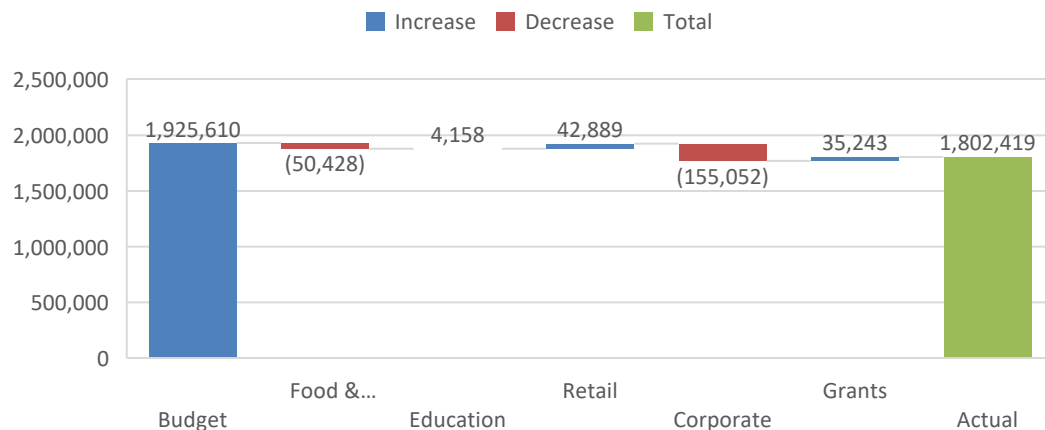
- **Corporate** lower by €155k
- **Food and Beverage** lower by €50k

partially offset by:

- **Retail** higher by €43k
- **Grants** up by €35k; and
- **Education** up by €4k.

This lower Turnover of €123k was offset by a **Cost of Sales** which was €112k lower than budget.

Turnover 2019 Actual vs Budget



EXPENSES 2019 ACTUAL V BUDGET

GIY Ireland CLG Group	2019 Unaudited €	2019 Budget €	Mvt €	Mvt %
Administrative Expenses				
Wages & Salaries *	824,905	781,225	43,680	6%
Interest	50,342	60,500	(10,158)	-17%
Overheads	219,116	252,651	(33,535)	-13%
Depreciation	58,033	52,243	5,790	11%
Total Administrative Expenses	1,152,396	1,146,619	5,777	1%

Commentary

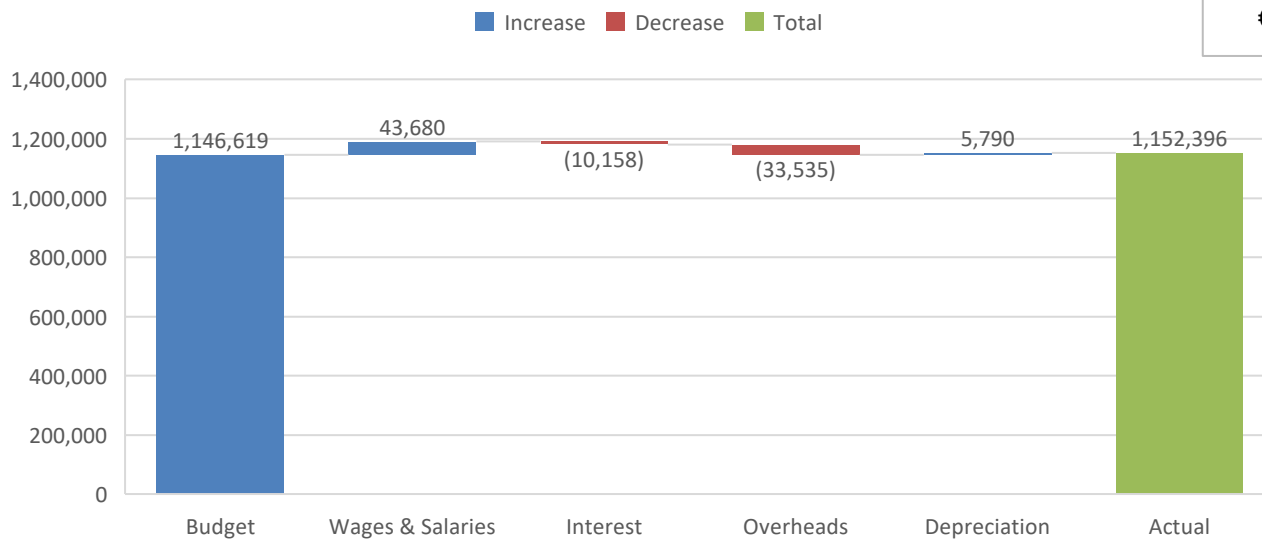
Administrative Expenses was marginally higher than budget by €6k due to:

- Higher than budgeted **Wages and Salaries** of €44k and **Depreciation** of €6k

partially offset by:

- **Lower Overheads** and **Interest** by €34k and €10k respectively
- * The CEO salary for the year ended 31 December 2019 was €75,000 (2018: €65,000)

Administrative Expenses 2019 Actual vs Budget



WAGES & SALARIES 2019 VS 2018 ACTUAL

GIY Ireland CLG Group		2019	2018		
		Unaudited	Audited	Mvt	Mvt
		€	€	€	%
Total Wages & Salaries		824,905	819,706	5,199	1%
Staff Numbers (At 31 December)					
Full-time		16	14	2	14%
Part-time		5	5	0	0%
Total		21	19	2	11%
Staff Numbers (Average in Year)					
Full-time		15	7	8	114%
Part-time		5	3	3	100%
Total		20	10	11	111%
Average Salary		41,245	86,285	495	-52%
¹ The CEO salary for the year ended 31 December 2019 was €75,000 (2018: €65,000)					

BALANCE SHEET 2019 VS 2018 ACTUAL

GIY Ireland CLG Group	2019		2018	
	Unaudited		Audited	
	€	€	€	€
Fixed Assets		1,367,058		1,406,792
Current Assets				
Cash at Bank and In Hand	65,633		136,066	
Stock	75,254		57,562	
Debtors	9,526		73,327	
Other	27,269		602	
	177,681		267,556	
Creditors: amounts falling due within one year	(297,788)		(352,737)	
Net Current Assets / (Liabilities)		(120,106)		(85,181)
Total Assets Less Current Liabilities		1,246,952		1,321,611
Creditors: amounts falling due after more than one year		(1,011,224)		(1,166,244)
Net Assets		235,727		155,367
Capital & Reserves				
Capital Contribution Reserve		95,000		95,000
Profit & Loss Account		140,728		60,360
Members Funds		235,728		155,360

NON CURRENT FUNDING 2019 VS 2018 ACTUAL

GIY Ireland CLG Group	2019		2018	
	Unaudited		Audited	
	€	%	€	%
Mortgage	364,727		387,381	
Financial Institutions	0		19,168	
Local Enterprise Funding	0		12,417	
Lottery Grant	40,580		69,778	
Other Private Funding	605,917		677,500	
Creditors: amounts falling due after more than one year	1,011,225		1,166,244	
Maturity Profile				
Between 1 and 2 years	145,000	14%	99,085	8%
Greater than 2 year and up to 5 years	501,497	50%	544,778	47%
Greater than 5 Years	364,727	36%	522,381	45%
Creditors: amounts falling due after more than one year	1,011,224	100%	1,166,244	100%

2019 MAJOR FUNDERS

Major Grants and Corporate Partnerships				
Category	Funder	Project	Duration	Amount
Corporate Partnerships	Multiple Corporate Partners – innocent, Energia, Cully & Sully, Heineken	The big grow, Get Ireland Growing, GROW2CEO, Growing our Communities		€990,413
Grants	Tomar Trust	Community Classroom	New Grant	€85,000
Grants	Community Foundation	GROW at School	Year 2	€50,000
Grants	Ulster Bank Skills & Opportunities Fund	The Cottage Market	Year 2	€17,500
Grants	Community Foundation	Social & Therapeutic Horticulture Programme	Year 3	€29,000
Grants	Community Foundation	BioDiversity Project at GROW HQ	New Grant	€10,000

2019 FOOD & BEVERAGE PERFORMANCE

Café Day time incl VAT	2017 Actual	2018 Actual	2019 Actual	% Increase on 18	2019 Target	Versus Target
January	€29,191	€36,423	€ 54,451.00	49%	€42,069	129%
February	€31,020	€39,726	€ 52,905.00	33%	€45,884	115%
March	€35,619	€45,298	€ 62,838.00	39%	€52,319	120%
April	€35,863	€51,034	€ 61,442.00	20%	€58,944	104%
May	€36,102	€53,027	€ 65,185.00	23%	€61,246	106%
June	€34,615	€49,239	€ 68,465.90	39%	€56,871	120%
July	€39,218	€57,171	€ 69,118.00	21%	€66,033	105%
August	€40,438	€61,518	€ 65,106.00	6%	€71,053	92%
September	€34,274	€50,786	€ 57,803.00	14%	€58,658	99%
October	€36,614	€51,626	€ 57,842.00	12%	€59,628	97%
November	€35,490	€53,765	€ 55,747.00	4%	€62,099	90%
December	€37,700	€56,991	€ 62,553.00	10%	€65,825	95%
Total	€426,144	€606,604	€ 733,455.90	21%	€700,628	105%



GROW HQ



APPENDICES

STRATEGIC OBJECTIVES DASHBOARD - 1

STRATEGIC OBJECTIVES REPORT CARD



Complete



In Progress



Not Complete















Objective	2019 Strategic Activity	Outcome
Programmes and Events	Sign new multi year deals for the big grow, GROW2CEO and Get Ireland Growing	
	Design and sell grants or corporate partnership for delivery in H2	
	Develop 3 year strat plan for STH	
	Deliver 12 month action plan and develop 3 year strat plan for Cottage Market	
	Develop, deliver and report year 1 of GROW at School, with 30 schools taking part	
	Live a Better World is piloted and ready for scale	
Resources and Products	Deliver 12 month action plan for GROWBox	
	Complete re-branding of website	
	Leverage and integrate series 2 TV content in to website	
	Publish GIY Kids Book	
GROW HQ	• Develop school garden at HQ	
	• Develop plan for Education trail and implement	
	• Develop plan for Woodland and implement	
	• EU Life application with a view to funding Phase II	
	• Develop and pilot a food tourism product	



STRATEGIC OBJECTIVES DASHBOARD - 2

STRATEGIC OBJECTIVES REPORT CARD







 Complete
  In Progress
  Not Complete

Objective	2019 Strategic Activity	Outcome
Well resourced, skilled, motivated, passionate and happy team	Monthly cross-skilling	
	Revise and implement the employee wellbeing plan	
	Create and implement a CPD training commitment	
	All team are briefed on Culture Book	
	Regular support / meetings from line manager	
Excellence in governance and finance processes	Finance function checklist implemented in full	
	Agreed role for Accountant and bookkeeper	
	Audits for 2017/18 completed by end Q1	
	Company Merger complete	
	Annual Report issued by end Q1	
	Health & Safety - complete implementation of recommendations from Mary Darlington	
	HR - all contracts and employee handbooks kept up to date, signed and stored (online and hardcopy). Appraisals, probation reviews & salary reviews complete for all team	
	Governance - Complete governance code. Board skills assessment	
	IT Files - all files moved to Sharepoint	

STRATEGIC OBJECTIVES DASHBOARD - 3

STRATEGIC OBJECTIVES REPORT CARD

 Complete
  In Progress
  Not Complete

Objective	2019 Strategic Activity	Outcome
Create evidence base to show how food growing develops food empathy and results in improved health and sustainability outcomes	GROW at School creates evidence base for impact of food growing in schools, food empathy etc	
	Gather and publish data of STH impact in prisons	
Influence national policy and be a leading voice in the national discussion on food related health and sustainability	Leading the way on Food on the Curriculum for primary schools	
	Food Matters at Bloom	
	Be The Change Development and interaction with Department	
	TV series	





**For more information contact
Michael Kelly, CEO & Founder
GROW HQ
Ardkeen
Waterford, Ireland**

**051 584422
michael@giy.ie**