



ANNUAL REPORT 2017





INTRODUCTION FROM MICHAEL KELLY

After the excitement of opening GROW HQ in late 2016, 2017 was a year for knuckling down to make things work. Looking back it was an exciting and challenging year, with new structures and processes needed to accommodate a hugely increased workload and new team members. I am so proud of the team at GIY and GROW HQ for the impact they had in 2017. While GROW HQ bedded down to become a vibrant home for the GIY movement, we saw a huge step up in terms of the scale and quality of our campaigns and programmes, eventually involving over half a million people. So much of that work is centered on food education for young people; the social eating programme EAT Together for primary schools and our best-in-class food growing and food entrepreneurship programmes in secondary and primary schools across the UK and Ireland.

A further significant development for us this year was the development of a Social and Therapeutic Horticulture programme, the hiring of a full time team member in that space and the delivery of programmes using horticulture for therapy in Direct Provision and Drug & Alcohol addiction centres. We also started filming our new TV Series GROW COOK EAT, to be broadcast in spring 2018. It will be a brilliant showcase for our work and promote food growing as a path to a healthy and more sustainable life.

2017 was a monumental year. I would like to thank my board, the brilliant team at GIY and GROW HQ, our sponsors, partners and all the people who took their first steps on their GIY journey this year. Happy growing

Michael Kelly, CEO & Founder



ABOUT US



WHAT IS GIY?

- A global movement of people who grow some of their own food at home, school, work and in the community which started in Ireland.
- Passionate believers in the power of food growing experiences to put people on a path to a healthier, happier and more sustainable lifestyle.
- A not-for-profit social enterprise that will this year inspire and support 500,000 people to grow their own food for the first time this year.
- Our mission is to create a healthier, happier and more sustainable world by inspiring and supporting people to grow food.

WHAT WE BELIEVE

FOOD EMPATHY:

FOOD EM·PA·THY [FOOD EM-PUH-THEE]

**NOUN - A DEEPER UNDERSTANDING OF
FOOD, WHERE IT COMES FROM, HOW IT IS
PRODUCED & THE TIME AND EFFORT
REQUIRED.**

**WE'RE CHANGING THE WORLD.
ONE GIYER AT A TIME.**

GIY AT A GLANCE

THE PROBLEM

- For the first time in human history the number of diet-related diseases has surpassed that of infectious diseases. Over 2 billion people globally are overweight or obese.
- The global food system is responsible for up to one-third of human-caused greenhouse gas emissions, and a major contributor to climate change.
- There is a profound lack of connection with food and little understanding about how it's produced or where it comes from.

FOUNDING STORY

Michael 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 food (badly..) and it made him healthy and happy. In 2008, he started a local GIY group so he could meet and learn from other like minded folk. A year later he founded GIY to inspire and support others to grow their own food. In 2017 GIY will support over 500,000 people to grow their own food for the first time.

GIY AT A GLANCE

THE PLAN

- 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, global scale. Our programmes, campaigns and events are about giving people their first food growing experience at home, school, work and in the community.
- We partner with some of the world's leading brands and philanthropic organisations to make that happen. 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.
- In 2016 we created GROW HQ in Waterford - a home for the movement and a place where people can immerse in all things GIY.



WHAT WE DO

1. Run award-winning campaigns, events and programmes that get people growing at home, in schools, workplaces and communities
2. Support and fund a network of community food-growing groups, projects and markets
3. Run a showcase for the movement – a restaurant, education centre, shop and gardens at GROW HQ in Waterford
4. Contribute and shape the discussion on food issues



2017 - TARGETS



IMPACT

- Inspire and support 8,700 GIY groups/projects and 540,000 people to grow some of their own food in the UK and Ireland
- Have new conversations about food with 61,000 visitors to GROW HQ



INCOME

- Generate €1.2m in income to support our work



HIGH IMPACT CULTURE

- Thriving culture, excellence in governance



2017 - 5 STRATEGIC HIGHLIGHTS

1. Team Development

- Establishment of Leadership Team
- Brilliant new additions to the team with Richard Mee as Head Grower and Caitriona Kelly as Horticulture Therapist

2. Campaigns & Corporate

- Working on bigger, multi-year, award winning partnerships with some of the world's leading brands

3. HQ is up and running..

4. Groundbreaking new programmes in horticulture therapy and EAT Together

5. TV Series filmed and ready to go



LEADERSHIP TEAM & BOARD



MICHAEL KELLY
FOUNDER & CEO



SHONA DUBOIS
HEAD OF OPERATIONS



CLAIRE MCCABE
HEAD OF GROW HQ



KAREN O'DONOHUE
HEAD OF COMMUNITY



CIARAN WALSH
HEAD OF FINANCE

Board of Directors:

Chairman: Gary Graham

Directors:

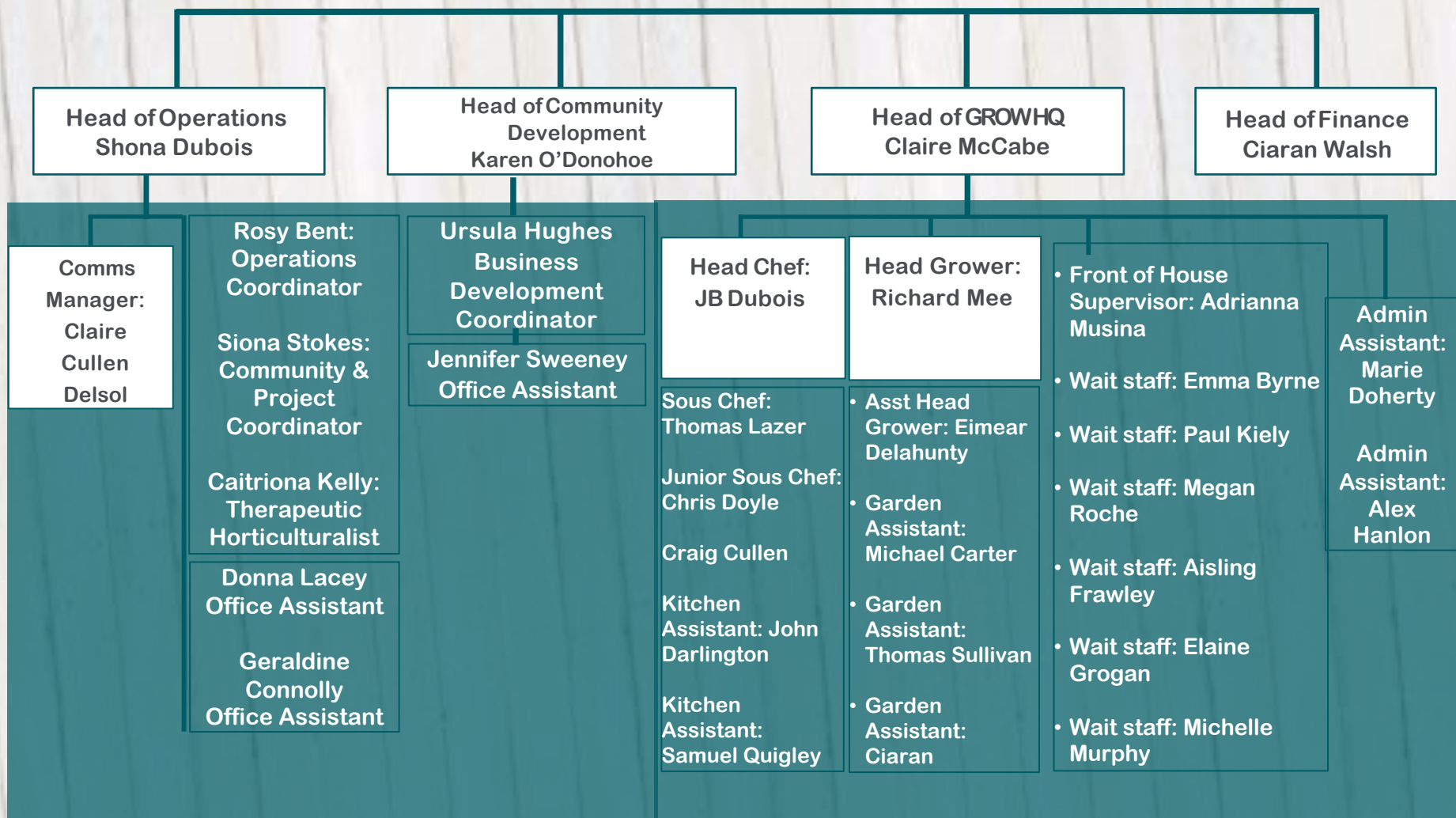
- Feargal O'Neill
- Karen Hand
- Helen Cunningham
- Paul Sweetman
- Tim Holmes
- Trevor King
- Aisling Farrelly
- Naomi Cody Sexton



ORG CHART



Founder & CEO – Mick Kelly





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.

HOW WE WORK



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 spring time (don't ask for time off in spring..)



PLAY

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



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.

WWW.GROWHQ.ORG

HIGHLIGHTS 2017

1. Having opened in Oct 2016, this was our first full year in operation.
2. We had over 60,000 visitors and delivered over 120 courses, classes and events.
3. Introduced Sunday lunch menu and started opening night-times on Friday and Saturday nights
4. Introduced a Sunday morning kids club
5. Launched EAT Together Social Eating programme for local schools
6. Ran our first summer camps and Teacher Training courses in July and August
7. Won Awards:
 - Best newcomer in Waterford in the Irish Restaurant Awards.
 - Michael Kelly was voted Local Food Hero at the Irish Restaurant Awards (and he has the cape to prove it).
 - Farm to Plate Award at Food & Wine Awards
 - Best Food / Agri Business in the Waterford Business Awards.
 - Reviewed in Irish Times (Ticket Magazine), Sunday Times and Food & Wine Magazine





GARDEN DEVELOPMENTS

- Richard Mee joined the team as Head Grower in April
- Stone wall and pizza oven in kitchen garden completed by ETB scheme
 - Development of the GROW COOK EAT TV Garden
 - Development of orchard and fruit area
- Received a grant from the Dormant Accounts Fund to develop additional garden training infrastructure including a new glasshouse and stretch tent



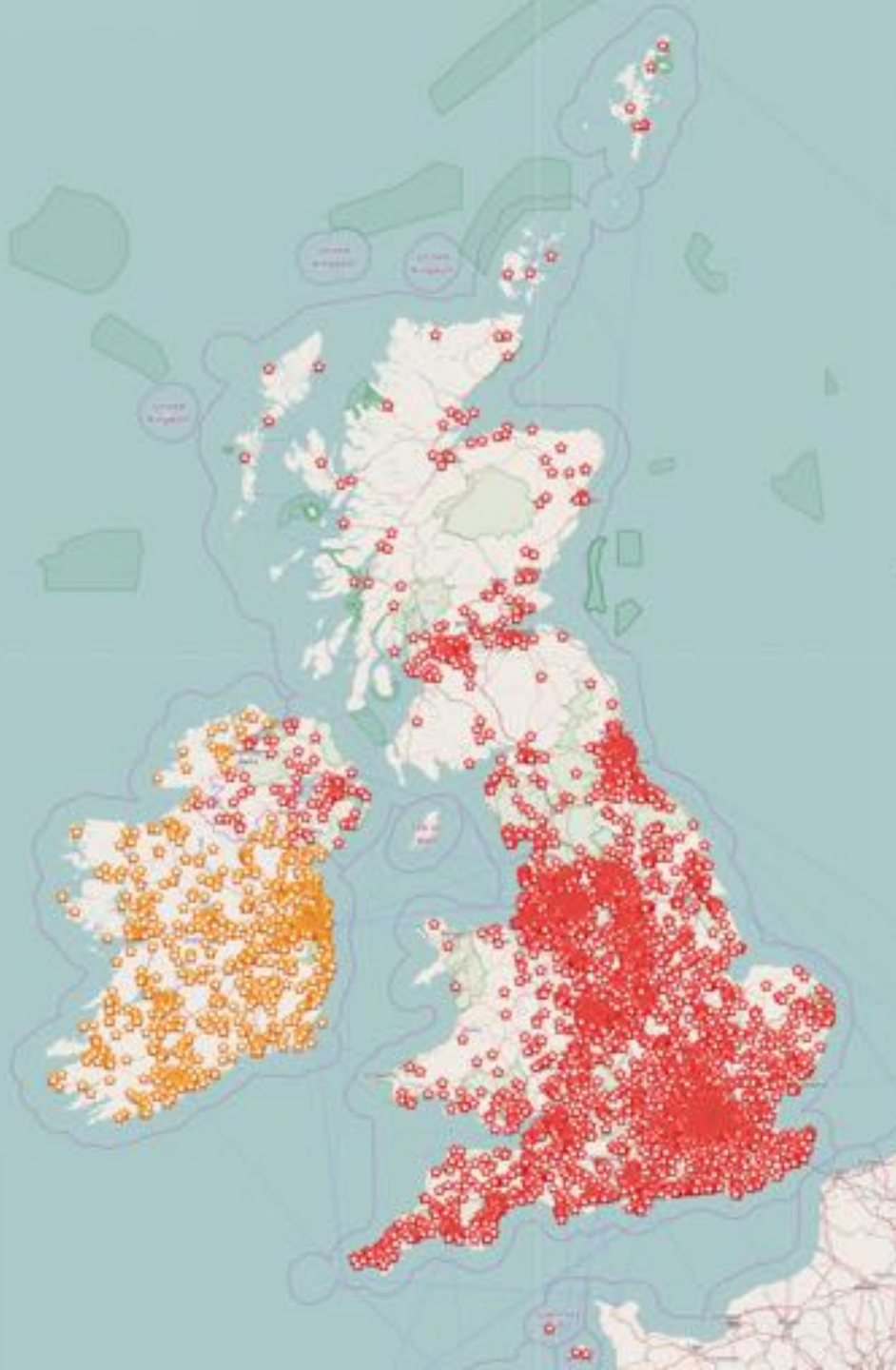
CAMPAIGNS 2017



SCHOOLS - SOW & GROW

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

- Partner: innocent
- Countries: UK and Ireland
- 2017 was year 6 of partnership
- Over 240,000 children took part in 6,500 schools in the UK, 1,500 schools in Ireland
- Winning school in UK was Forest Glade primary school near Nottingham
- Winning school in Ireland from Ladyswell in Limerick met with President Higgins at Bloom
- 2.1m listeners reached in radio day in UK
- Map shows participating schools





GROW2CEO

SECONDARY SCHOOLS

Team-based growing and food entrepreneurship programme for secondary schools

- Partner: Cully & Sully
- 2017 was 3rd year of partnership
- 250 Schools and 10,800 participants
- 5 finalists came to GROW HQ in May to pitch their food brand idea in a Dragons Den style final
- The winning school was St Augustines College in Dungarvan who won a prize worth €5k including a €3k food garden.
- Won Best Sponsorship FMCG Awards 2017
- Map shows participating schools





COMMUNITIES - GET IRELAND GROWING

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

- Partner: Energia
- 2017 was 1st year of partnership
- Countries: Ireland
- 600 applications for funding for 85 community food projects
- Awards took place in GROW HQ in March
- Won Best Grassroots Sponsorship 2017
- Map shows winning projects



PROGRAMMES 2017

KEY PROGRAMMES



1. FOOD EDUCATION IN SCHOOLS

Food Programmes in Schools

Our schools work is about connecting children to a healthier, happier and more sustainable life. 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.

In 2017 we supported food growing, food entrepreneurship and social eating programmes in over 8,000 schools in the UK and Ireland.



2. COMMUNITY MARKETS

GIY Cottage Markets

Cottage Markets are a community led initiative 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. Through this award winning initiative we find, recruit, train, fund and support 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 locals skills and talents and promote community spirit.

In 2017, in association with Ulster Bank Skills and Ops fund and The Ireland Funds – we started 18 Cottage Markets. 30 Cottage Marketeers came to GROW HQ in March to learn new schools and network. New markets this year in Kildorrery, Nenagh and Newbridge

KEY PROGRAMMES



3. HORTICULTURAL THERAPY

Horticulture Therapy

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.

We deliver 12 week horticulture therapy programmes with drug/alcohol addiction centres, prisons, hospitals, respite care centres, direct provision centres and Men's Sheds groups. 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 programs has ended.

In 2017, Caitriona Kelly joined the GIY team as Social & Therapeutic Horticulturalist and we delivered 12 week programmes in Ais Eiri (Drug & Alcohol Addiction Centre in Waterford) and the Direct Provision Centre in Mosney, Co Meath. We also delivered a number of 'train the trainer' courses in hort therapy at GROW HQ and elsewhere.



4. GROW AT WORK

GROW at Work

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. In 2017, GIY worked with some of Ireland's most innovative companies – big and small – to use the power of food growing to create a healthier workplace. We were delighted to work with Heineken, Diageo, Deloitte, State Street, Energia and more, helping their staff to grow food at work and in the community.

We also welcomed a number of companies including Applegreen and Red Hat to the home of the GIY movement, GROW HQ, in Waterford for employee away days.



OTHER UPDATES

EVENTS & FESTIVALS



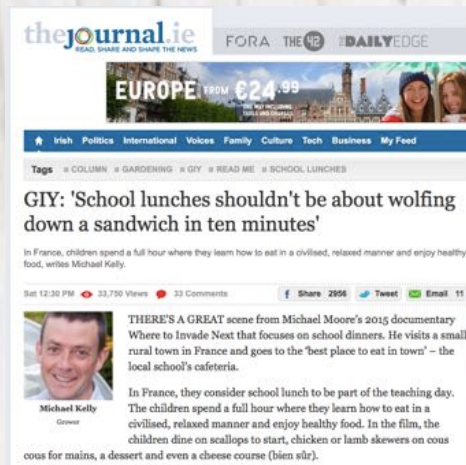
Bloom – in 2017 we brought our sponsors and key campaigns to Bloom as well as delivering the Food Matters discussion stage. The GIY Food Matters stage in association with Bord Bia and the Irish Food Writers Guild hosted panel discussions on the important food issues of the day including food in direct provision centres, horticulture as healing, food seasonality, food porn, gut health and more. Speakers included Dr Donal O'Shea, Rory O'Connell, Orla Walsh, Norah Casey, Suzanne Campbell, Paddy Courtney, Kitty Scully and more.

The GIY crew were also at Body & Soul, Waterford Harvest Festival, Energia Smart Home Summit and Middleton Food Festival.

PR HIGHLIGHTS



- Michael Kelly was on with George Hook on Newstalk
- Sow & Grow featured on RTE News, Drivetime and Weekend with Alison Curtis on Today FM
- Cottage Market featured in Sunday Business Post and Countrywide
- Went over the 10,000 Facebook Followers mark
- Review of GROW HQ in the Irish Independent by Katy McGuinness



How can we make eating healthy easier for families to achieve?

Updated / Wednesday, 25 Oct 2017 19:11





**A 7-PART RTE TV SERIES
SPONSORED BY THE EPA AND BORD BIA
FILMED FROM APRIL 5TH TO OCTOBER 2017, IT WILL BE BROADCAST ON RTE 1 IN PRIMETIME
FROM MARCH TO MAY 2018
PRESENTED BY GIY'S MICK AND KAREN**



2017 - ACCOUNTS

GIY/GROWHQ Consolidated Profit & Loss for the year ended 31 December 2017

	€
Corporate Income	747,056
Food & Beverage	405,356
GROW Circle Sponsorship	85,000
Education/Retail	63,921
Donations	17,500
	<hr/>
	1,318,833
Less Cost of sales	<hr/>
	357,036
Gross Profit	961,797
Less Overheads	
Wages	749,395
Other overheads	180,078
Finance costs	38,750
	<hr/>
	968,223
Net Profit / (Loss) for Year	<hr/>
	(6,426)





THANK YOU

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

051 584422
michael@giy.ie