



# A YEAR in REVIEW

OCTOBER 1, 2023 to  
SEPTEMBER 30, 2024





# REFLECTIONS FROM OUR LEADERSHIP

## Land Acknowledgement

Coastal Roots Farm recognizes and honors this land as indigenous to the Kumeyaay and nearby Luiseño peoples, and recognizes that acknowledgement in itself is not enough.

Agriculture has a history built upon systems of exploitation (of land, resources, and people), and these systems still perpetuate social inequity today. We are committed to partnerships that benefit and support local indigenous communities and seek to continue deepening our understanding of the history of colonialization.

## Board of Directors

- Michael Berlin  
Chair
- Javier Guerrero  
President and CEO
- Todd Frank  
Vice Chair
- Charlene Seidle  
Treasurer
- Elaine Becerra  
Secretary
- James Farley  
Assistant Secretary

Dear Friends of the Farm,

As Coastal Roots Farm approaches our 10-Year Anniversary in 2025, we are deeply grateful for the continued support of our growing community. With your help, the Farm has become a place where people and land come together as we care for one another and our planet, guided by Jewish values including Adam V'Adamah (Interdependence), Tikkun Olam (Repair), Arevut (Mutual Care), Peleh (Wonder), and Kodesh (Sacred Time).

The Farm continues to meet increased community needs, sharing nearly 70,000 pounds of regeneratively-grown organic produce and feeding nearly 48,000 people. Our commitment to education also remains steadfast as we reached nearly 12,000 youth in San Diego County with environmental science and hands-on farming experiences, providing scholarships to any student or camper lacking access. During our community program and agricultural festivals throughout the year, we welcomed thousands of people to gather, learn, and celebrate the seasons including at our Farm-to-Table Dinner Series partnering with local chefs and Farm Film and Music Series. This work is possible thanks to the generosity of supporters like you.

We are excited to announce we are in the middle of a robust strategic planning process in partnership with Social Venture Partners, setting the course for the next chapter of our work. As we reflect on the past decade and plan for the future, we know that the need for Farm's services—

and the support to fuel it—is larger than ever. We approach this moment with optimism, knowing that together we can continue to meet these growing needs while expanding the ways people connect with the Farm.

We have exciting additions coming soon to enhance your time on the Farm, including a new Coffee Cart and Farm Store. We hope these new spaces will offer even more opportunities for community members to spend time here, enjoying the land and connecting with one another.

Lastly, we are thrilled to introduce our new Board Chair, Michael Berlin. Michael has been a dedicated member of our Board since 2022 and brings years of experience in leadership roles across the nonprofit and financial sectors. His deep commitment to the Farm's mission and vision will guide us as we continue to grow and evolve in the years to come.

Thank you for being an essential part of our community. Your support makes every harvest, educational program, and connection on the Farm possible.

With deep gratitude,

*Javier Guerrero*  
President and CEO

*Michael Berlin*  
Board Chair





# GUIDED BY JEWISH VALUES

*What makes a Jewish farm?*

As part of a larger movement of Jewish community farms, we blend Jewish experiential education with agriculture to cultivate community, promote sustainability, foster spiritual growth, and strengthen Jewish life. Our guiding Jewish values inform how we grow food, share resources, care for neighbors, celebrate and improve, care for all living things, and create a vibrant, welcoming community.

## Tikkun Olam

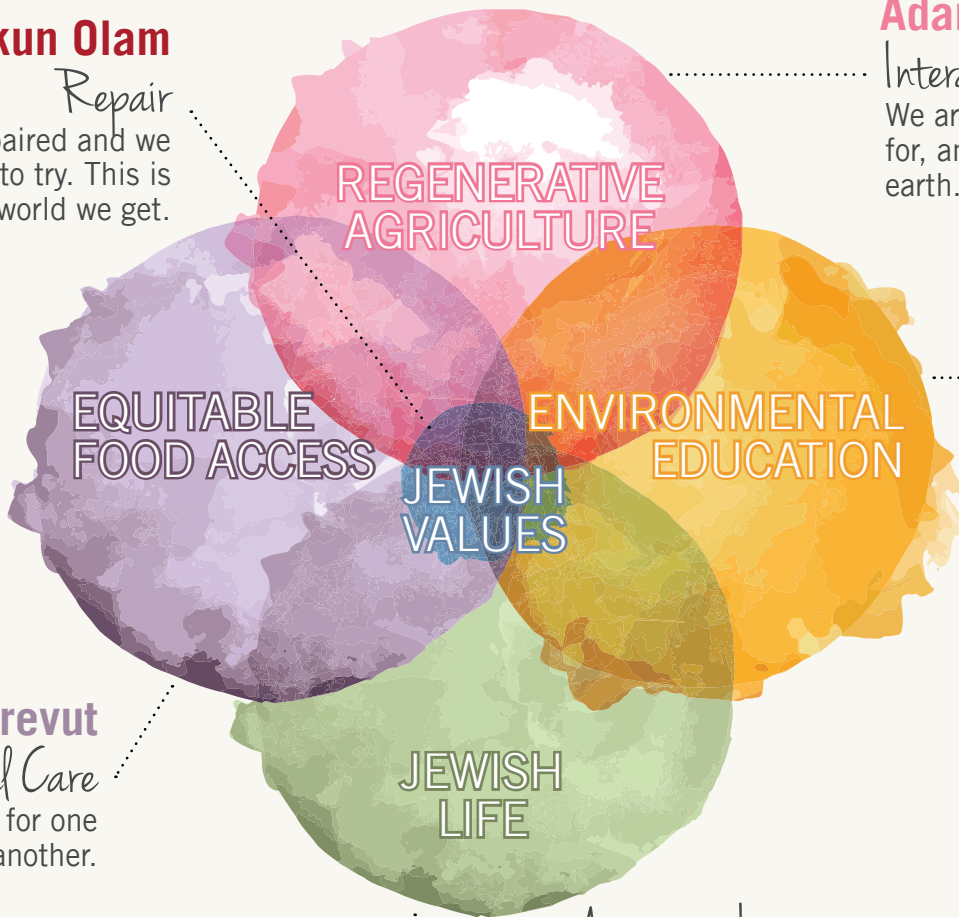
*Repair*

Our world can be repaired and we have an obligation to try. This is the only world we get.

## Adam V'Adamah

*Interdependence*

We are part of, responsible for, and interwoven with the earth.



## Peleh

*Wonder*

Awe inspires action, promotes curiosity, and encourages humility.

## Arevut

*Mutual Care*

We are responsible for one another.

## Kodesh

*Sacred Time*

The Jewish calendar and tradition guide how we farm, rest, celebrate, mourn, and what we uplift communally as sacred.

*A space where everyone is welcome*

We welcome people of all identities, offering many points of entry to explore Jewish values and traditions through hands-on, inclusive, non-denominational experiences. Here, everyone is invited to connect with the land, the community, and themselves. By sharing Jewish wisdom across diverse communities, we foster appreciation and understanding, creating positive connections with Jewish culture and contributing to a more inclusive society.

# OUR IMPACT SINCE INCEPTION

2014-2024 Q4



**549,176 pounds**

of organic food grown using regenerative techniques that restore soil health, sequester carbon, and conserve water.



**343,460 people**

fed including low-income seniors and families, Holocaust survivors, active-duty military and veteran families, Latinx families, and Indigenous/Native families.



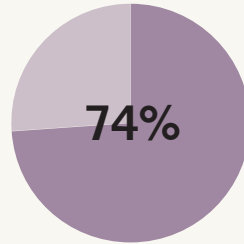
**42,956 youth**

reached through Pre-K - 12th grade programs including [Nature Play](#), [Farm Camp](#), [After School on the Farm](#), and [Field Trips](#).



**6,470,185 pounds**

of waste diverted from the landfill and turned into rich, biodiverse soil.



**harvests donated**

through our pay-what-you-can Farm Stand and during no-cost off-site distributions in partnership with other social service and food system organizations.

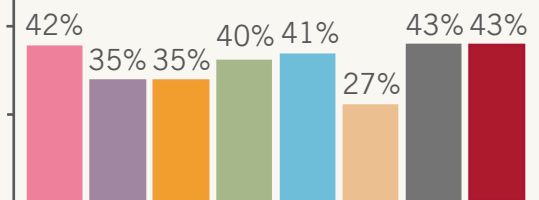


**35,610 people**

attended Jewish holiday programs, workshops, and [community events](#) on the Farm.

## What brings our community together?

Our diverse community is united by shared values and common needs. Guests shared these motivations for attending Farm programs:



- Interest in regenerative agriculture
- Interest in food/hunger
- Unique education opportunities
- Jewish values and community
- Concern for climate
- Spirituality
- Sense of belonging
- Attending with people I know

Figure 1 Community motivation (FY24 event registration data)



# ROOTED IN THE SOIL

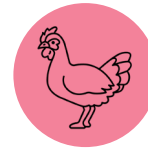
## FROM THE GROUND, UP

Regenerative agriculture is a method of growing that enriches soil, sequesters carbon, and boosts biodiversity. At Coastal Roots Farm, we **prioritize soil health** to grow nutrient-dense food, improve water retention, and strengthen ecosystem resilience, tackling climate change from the ground up.

By nurturing healthy soils, we **grow nutrient-dense food while actively fighting climate change** and fostering a thriving environment for future generations.



**69,625**  
pounds  
grown



**7,230**  
eggs  
produced



**130,600**  
pounds  
diverted

Figure 2 Impact data FY24, Oct. 2023-Sept. 2024

## Did you know? Beneficial Insect Release

Pest populations can often be naturally controlled by beneficial insects. When pests become unbalanced in an ecosystem, predatory insects like parasitic wasps, green lacewings, and ladybugs help restore balance. At the Farm, we periodically release these beneficial insects to manage pests such as aphids, cabbage loopers, tomato hornworms, and scale through natural predation.

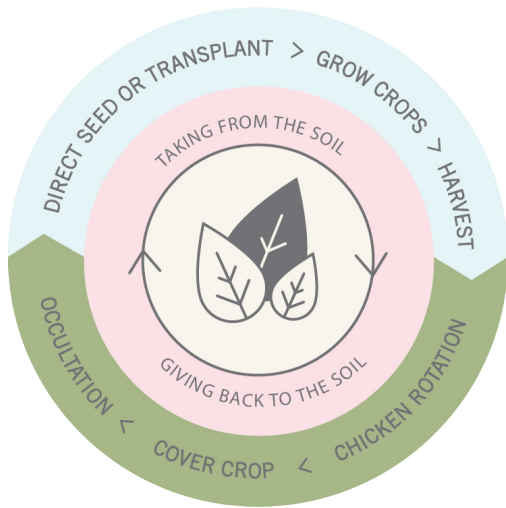


Figure 2 Regenerative farming cycle

## IT STARTS WITH A SEED



This year, our new greenhouse generously funded by the Nelson and Joan Elmore Memorial Fund has transformed operations by improving seed propagation efficiency and enhancing the overall productivity of our agricultural operation. It's a pivotal step in strengthening our capacity to grow and serve the community!



## New! Field to Research Partnerships

Coastal Roots Farm is proud to partner with universities and public benefit companies to create a living laboratory for exploring real-world climate solutions that benefit both people and the planet. Together, we bring high-quality lab research to regenerative agriculture, testing scalable systems to improve soil health, reduce processed inputs, increase yields, add nutrient density in our food as medicine, and refine our food system. This collaborative research offers a promising pathway to climate resilience.



# SHARING OUR HARVEST

## REDUCING COMMUNITY HUNGER

With rising costs and 1 in 4 San Diegans facing food insecurity, the demand for food access continues to grow. Each year, we donate a larger share of our harvest to those in need. As our impact expands, so does our need for increased community support. It's both a challenge and a privilege to meet this growing need and serve our community.

*A third of all those fed were seniors.*

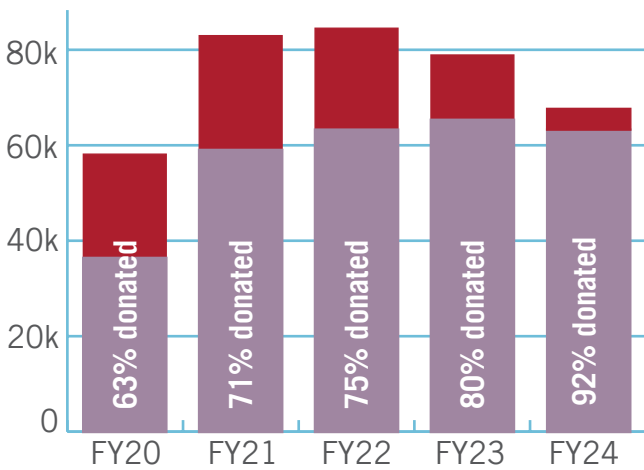


Figure 3 Organic Food Access Program 5-year impact

■ Pounds donated  
■ Pounds distributed

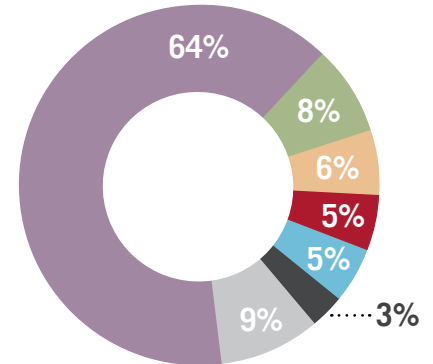


Figure 4 Populations reached via direct donations

- Farm Stand customers benefiting from the "pay-what-you-can" option
- Indigenous/Native families in partnership with San Diego American Indian Health Center and the Iipay Nation of Santa Ysabel
- Holocaust survivors reached in partnership with Jewish Family Services
- Low income seniors in partnership with Mercy Housing's Cantabria Senior Homes
- Latinx and immigrant families reached in partnership with Vista Community Clinic
- Active-duty military and veteran families in partnership with Helping Hand Worldwide
- Other

### Red Earth Movement Partnership

We are honored to partner with Red Earth Movement, an intertribal Indigenous organization, by providing capacity-building mentorship, training, and space for growing as well as offering programming for Tribal youth. Red Earth Movement cultivated a traditional Three Sisters garden, shared traditional ecological knowledge, and hosted a beautiful Seed-to-Table dinner. This partnership has been a meaningful exchange between our two communities with shared values.



*66% of Farm Stand customers rely on the pay-what-you-can option to feed themselves and/or their families.*

*"I am a senior on a fixed income. The first time I came to the Farm, I cried when I got to my car. I was so overwhelmed with gratitude."  
-Farm Stand customer*





# GROWING FUTURE LEADERS

## CRADLE TO CAREER PROGRAMS

We are engaging youth in hands-on environmental education programs that inspire environmental stewardship, climate activism, and a love of nature. As demand for these programs continues to rise, we are expanding opportunities for more kids to explore, play, learn, and lead as they develop essential, real-world STEM skills and become the next generation of environmental champions.

*Demand for Nature Play continues to grow! We expanded to add a third program day and created a punch pass for our regulars.*

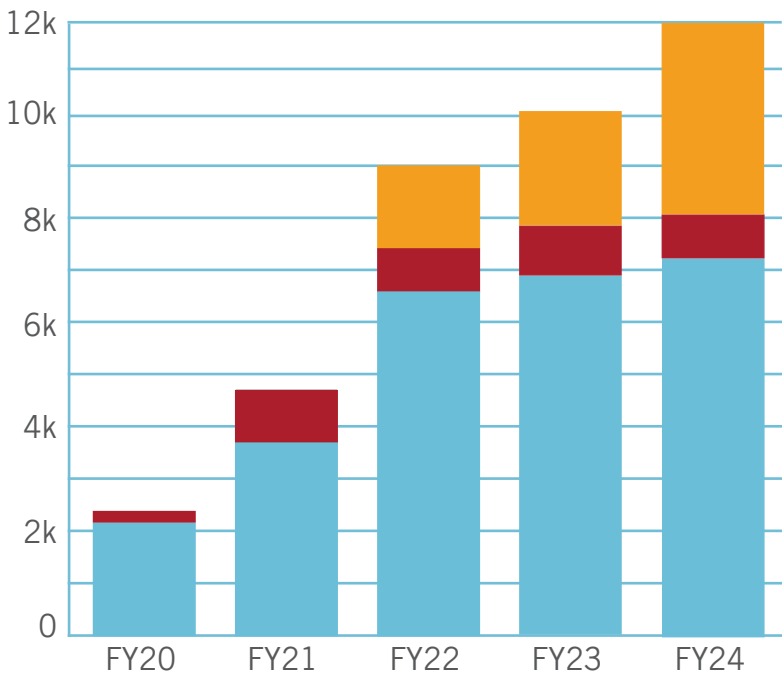
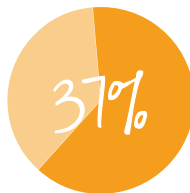


Figure 5 Youth reached through education programs

- Children (Nature Play)
- Campers (Farm Camp & After School on the Farm)
- Students (Field Trips)



of students and campers received *program scholarship*. Nobody is turned away for inability to pay.



*2,951 volunteers and interns contributed 2,933 hours!*



*Did you know? Workforce Development*

To date, **14 past interns have been hired** to join the Farm's team of staff!

*"Many students in our school community do not have the opportunity to visit places outside of their living environment. This Field Trip gave them a chance to explore more of the world and how they can impact our society through their actions."*

-Teacher, Escondido Union School District



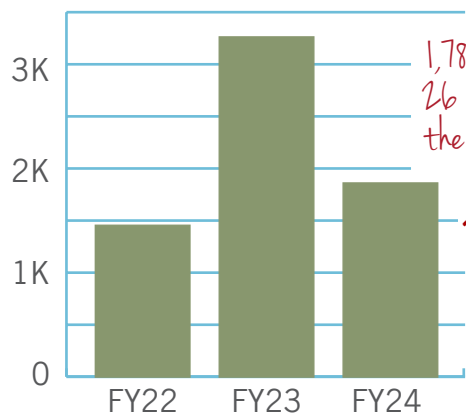
# A VIBRANT JEWISH COMMUNITY

## A HUB FOR EARTH-BASED JUDAISM

At the Farm, we offer innovative, experiential, participatory, non-denominational Jewish cultural and spiritual experiences for people of all backgrounds. We offer many points of entry to engage individuals of all ages through inclusive, multigenerational programs, workshops, and festivals that align with the Jewish calendar, creating a welcoming space for creative Jewish expression in San Diego.

*"The Farm has deepened my connection to Judaism and reminded me I do live Jewishly even if I'm not going to a synagogue."*

- Community survey respondent



*1,783 guests attended  
26 Jewish programs on  
the Farm.*



*Did you know?  
Cycles of the Season*

The Jewish calendar operates on a mostly lunar cycle, which explains the year-over-year variance in our Jewish holiday program attendance.



Figure 6 *Individuals at Jewish programs*

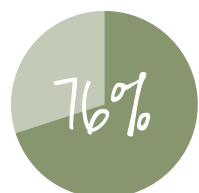
## SENSE OF BELONGING

According to the 2022 San Diego Jewish Community Study, only 39% of San Diego Jews feel a sense of belonging to the San Diego Jewish community. This year, the Farm has focused on increasing a sense of belonging by offering **multigenerational programs** including Chanukah and Passover events, **multiple points of entry** ranging from Nature Play Purim to Sacred Melodies Shabbat, and prioritizing **cohort-based offerings** including our Earth-Based Judaism series.

### *Building Allyship*

The Farm's community includes both those who identify as Jewish and those who do not. A recent study confirmed that 50% of non-Jewish Farm-goers consider the Farm their main space for Jewish learning and community.

This powerful connection fosters allyship as people from diverse backgrounds engage with Jewish values, traditions, and culture. By creating an inclusive environment, the Farm **builds bridges of understanding** and mutual respect, strengthening relationships across communities and **promoting a deeper appreciation for Jewish life.**



of Jewish event attendees affirmed the event made them feel a *sense of belonging.*

*"Without the Farm, I would have almost no insight or understanding of Jewish values."*

- Community survey respondent





# A LOOK AHEAD

## MARKING 10 YEARS

In 2025, we will celebrate our 10-Year Anniversary, a milestone that highlights how far we have come as a community and organization. We are excited to share key insights from our community study and key informant interviews, which will reaffirm our commitment to our core impact initiatives—regenerative agriculture, equitable food access, environmental education, and Jewish life and continuing to prioritize the populations we serve.



### *Spaces and Places*

As we grow, Coastal Roots Farm is excited to expand the ways our community engages with the land. Coming soon, you'll find a new Coffee Cart and Farm Store creating more opportunities to connect with the Farm. We are also introducing Aloha Point, a beautiful new venue space available for hosting your private or corporate event, along with new mobile restrooms and a new program and event space in the Food Forest. These enhancements will allow us to expand our educational programs and create more special gathering places for community events.



## SAVE THE DATES!

### *10-Year Anniversary Celebration*

Help us mark this important milestone and raise critical funds to fuel our continued work.  
SUNDAY, MAY 18, 2025.

### *Tu B'Shvat Food Forest Festival*

Celebrate the Jewish New Year of the Trees.  
SUNDAY, FEBRUARY 2, 2025.

### *Farm-to-Table Dinners*

Dine in the heart of the Farm and enjoy a beautiful meal featuring the Farm's regeneratively-grown produce.  
SUNDAYS JUNE 22, JULY 20, AUGUST 17, SEPTEMBER 14, AND OCTOBER 19. 2025.

### *Cultivating Impact Mixers*

Network with community members committed to caring for people and planet.  
MONDAYS JANUARY 27, MARCH 24, JULY 7, AND SEPTEMBER 8, 2025.

### *Farm Film and Music Series*

Featuring documentary films, live music, and local partner organizations.  
THURSDAYS MAY 22, JUNE 26, JULY 24, AUGUST 28, AND SEPTEMBER 25. 2025.

*Sponsorship opportunities available.*

Email [kesha@costalrootsfarm.org](mailto:kesha@costalrootsfarm.org) for details.



# BALANCING MISSION AND MARGIN

## Positioning for Future Success

In this last year of growth and investment in the Farm's impact, expenses outpaced revenues. We are continuously refining our sustainability model by prioritizing both earned and contributed revenues to meet increasing community needs. As part of this effort, we are expanding our philanthropy team, engaging in a strategic planning process, and continually growing our revenue-earning programs. These initiatives position us for a strong financial year ahead, ensuring we can continue our vital work with even greater impact.

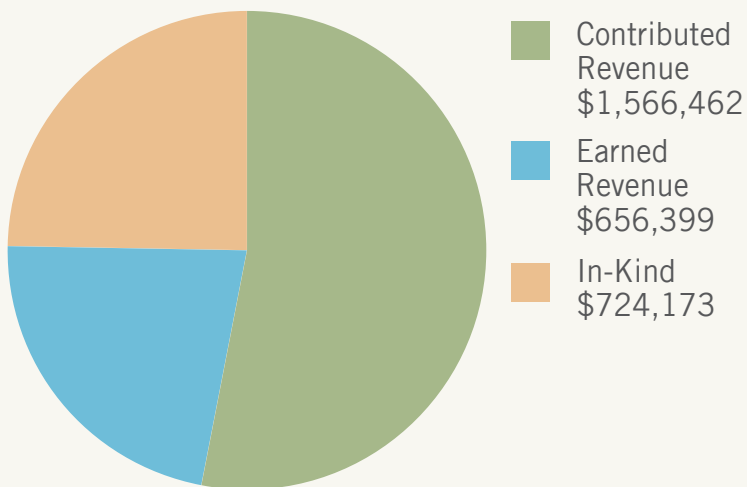


Figure 7 FY24 Revenue (Unaudited)

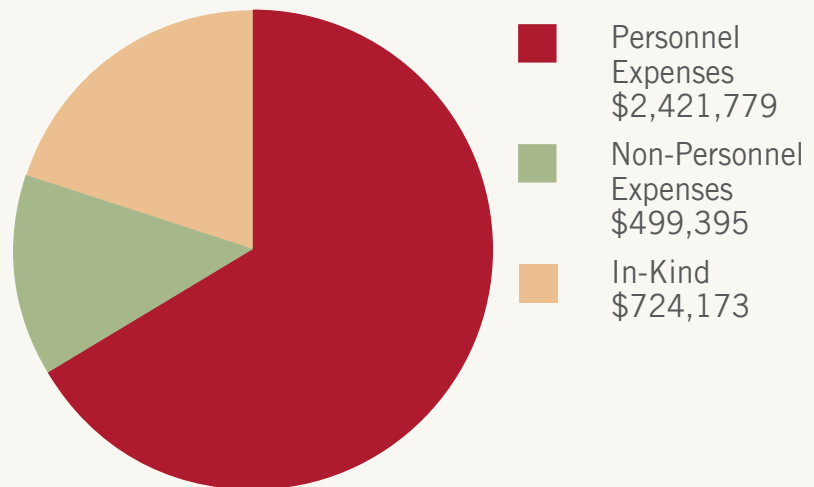


Figure 8 FY24 Expenses (Unaudited)

## WAYS TO SUPPORT

### Make a Gift or Grant

Contribute with a one-time or monthly gift via donor advised fund, foundation, and more.

### Become a Farm Founder

Participate in this giving circle and join a special group of supporters shaping the future of the Farm.

### Join our Legacy Society

A planned gift ensures the sustainability of our critical work caring for people and planet.

### Sponsor an Event

Contribute to the success of our programs while aligning your brand with our values.

### Become a Corporate Partner

Enjoy exclusive benefits while supporting our cause.

### Attend an Event or Spread the Word!

Become a champion of our work by participating and sharing with your network.

### Volunteer

Join regular volunteer opportunities or give back during a private volunteer experience.



# WITH GRATITUDE

## THANK YOU FY24 DONORS

AcuLife	Laura Dolloff	Erik Groessl	Lelewer Foundation	Rancho Santa Fe	Joanna Skolnick
Gerald Allen	Brenda and Scott	Kelly and DA Gros	Cheryl and Gary	Foundation	Heather Slotnick
Trudi Andres	Dorsey	Andrea Guerrero	Levitt	Rancho Santa Fe	Sprouts Healthy
Laura Aung	Kesha Dorsey	Carol Guerrero	Travis Levy	Garden Club	Communities
Avila Fund	Dr. Bronner's	Priscila and Javier	Joshua Lichtman	Kylie Rassatt	Foundation
Estee Bartell	Douglas Duncan	Guerrero	Linden Root	Leilani Rasmussen	Susanne Stanford
Elaine and Al Becerra	Kim Dunham and	Kristy Harden	Dickinson	Rebecca Raymond	Stern Leichter
Syd Belzberg	Gus Bergsma	Shakeh	Foundation	Jack Raymond	Foundation
Erica Berick	Nathan Dyke	Haroutounian	Lisa and Douglas	Vivien Ressler	Barbara Stone
Carolyn and Michael	Ecke Family	Hattie Ettinger	Goldman Fund	Revival Einkorn	David Stone
Berlin	Foundation	Conservation Fund	Sylvia Liwerant	Joseph Ricca	Superfeet Worldwide
Emily Berman	EDCO	Alissa Hauser and	Chuck Lowery	Michelle and Floyd	LLC
Beyster Family	Karen Helrich and	Steve Brown	MA Beyster Fund II	Roberson	Mindy Swanson
Foundation	Bert Edelstein	Alison and Amit	Marks Family Fund	Heidi Robson	Frankline Templeton
Trevor Blair	Emily and Daniel	Hazan	Cami Mattson	Andrea and Brett	The Boeing
Rob Borthwick and	Einhorn	Lori Hellman	Keith Mautner	Roggenkamp	Company
Lee Parnell	Robin and Leo	Henry L. Guenther	Marcia McLean	Alison Royle	The Bruce and
Lisa Braun-Glazer	Eisenberg	Foundation	Sydne McMahon	Marie Raftery and	Renee Persky
Cheryl Brechlin	Elia Philanthropies	Hervey Family Fund	Jill and Rick	Bob Rubenstein	Charitable Fund
Rebecca Brewer	Encinitas Coastal	Kelly and Michelle	Mendlen	Teresa Ruiz	The California
Stewart Brown	Rotary	Huang	Merkelson Family	Julie and Kenneth	Endowment
Barbara Bry	Rice Enright	Ann Hunter-Welborn	Roberta Meyer	Saffir	The JEM Project
Kay and Chris	Evan Erickson	and David Welborn	Cohen	Samuel H. French	The JML Fund
Byrnes	Travis Fabian	Carol Hyde	Military Spouse	and Katherine	The May and
Chris Carr	Chee Chee Fang	Illumina	Association of	Weaver French	Stanley Smith
Madelyn Chaber	Judy and Jim Farley	Jerri-Ann and Gary	Camp Pendleton	Fund	Charitable Trust
Change Giving	Esther Fischer	Jacobs	Virginia Murphy	San Diego	The Melvin Garb
Charles and Ruth	Michael Flaster	Ann and Richard	Nani Pua	Foundation	Foundation
Billingsley	Fox Point Farms	Jaffe	Nelson and Joan	Opening the	The Mulligan Family
Foundation	Lynn and Todd	Garrett Jamie	Elmore Memorial	Outdoors	Fund
Delphine Cherewick	Frank	Patty and Frank	Fund	San Diego Gas &	The Thomas C.
Coastal Community	Roxane and Mick	Jones	Mary and James	Electric	Ackerman
Foundation	Fredericks	Joseph and Sima	Nierman	San Marcos	Foundation
Richard Cohen	Angela Freeman	Oppenheimer Fund	Nordson Corporation	Community	Thermo Fisher
Lester Cohn	Sara Freund State	Morgan Justice-	Foundation	Foundation	Jennifer Tillman
Amy Colling	Farm	Black	Northern Trust	Scarano Family	Topo Chico
Coola	Penny Friedman and	Puddy Kast	Vincent Pandes	Foundation	Cesar Trejo
County of San Diego	Ronald Meyer	Shayna and Eric	Stephanie Parker	Wendy Schelew	Carole and Jerry
Cox	Dawn Frier	Kaufmann	Patagonia	Carrie Schimmel	Turk
Dalebrook	Ellen Gabor	Drew Keske	PayPal Giving Fund	Joseph Schuman	Allyson Tutor
Endowment Fund	Laura Galinson	Susan Kessler	Noami Pines	Schuman Family	Sophie Tuttleman
Dandelion Fund of	Cele Gannon	Erin King	Tyler Pinkos	Foundation	US Bank
The Community	Emmy Garnica	Leslie King	Pipe Dreams	Julianne Schwartz	Chad Vargo
Foundation of	General Mills	Jessica Kort	Foundation Donor	Eveie Schwartz	Viasat
Western North	Generous Old	Debra and David	Advised	Charlene Seidle	Alejandro Villegas
Carolina	Geezers	Kramer	Philanthropic Fund	Tamson and Chris	Kelsey Wadman
Sharon Davidson	Melissa Gibbs	Jeff Kucharski	Ann Poppe	Sell	Martha Weesner
Keely Daximillion	Celeste Nevarez	Elizabeth Kurtis	Ellen Potter	Shadpour Family	Betty and Simcha
Dennis Schuman	Joseph and Beverly	Weinrib	Pratt Memorial Fund	Fund	Weiser
Charitable	Glickman Fund	Jessica Laemmler	Allison and Robert	Natalie Shapiro	Sandra Zarcades
Foundation	Marla Goodman	Judith Lampert	Price	Bill Shen	Christie Zare
Destiny Irons	Sharyn Goodson	Susan and Robert	Price Philanthropies	Elizabeth and Mitch	Helen Zeldes
Laura and Dennis	Darcie Gorman	Lapidus	Sarah Price-Keating	Siegler	
Diede	Jennifer Greenberg	Las Patronas	Pure Project LLC	Adam Silberman	
Esther Dobrin	Heather Greene	Leichtag Foundation	Elana Rabinowitz	Maure Silverman	