



Friends of
Holly Hill Farm 
A Farm for Teaching & Learning
Celebrating 20 Years!

GROWING AND TEACHING SINCE 2002

**ANNUAL REPORT
2022**



OUR MISSION

The Friends of Holly Hill Farm strives to provide healthy, organically grown food for the local community, and to foster good stewardship of the land by educating all ages about the practices of conservation and sustainable farming in a welcoming environment.

LETTER FROM THE EXECUTIVE DIRECTOR

In 2022 our non profit organization celebrated its 20th anniversary of growing, teaching, and serving our community. This milestone year allowed us the opportunity to celebrate with our community, reflect upon our past successes, and give thought to the years ahead. (You can read a little about where we started and our celebration here on the pages ahead)

After celebrating our anniversary with our community, in true farm-fashion during our first FARM FEST event, we buckled-down and got to work on our organization's strategic planning work for 2023-2025.

This year was my first as Executive Director. This monumental year provided quite a wonderful way for me to connect with our community, get to know our organization, and be part of where our organization is headed in 2023 and the years ahead.

In other ways 2022 was also a special and unique year of its own and not to be forgotten for its own set of accomplishments.

We hired a new farm team, expanded our on and off the farm educational programming, created more ways to offer everyone access to healthy food, and offered our community new ways to re-connect together as the pandemic slowly retreated from the forefront. We were delighted to host dinners, a family fun day, and to have our farm stand customers visit us in person regularly for 50 weeks of the year!

As we look to 2023, we invite the community to participate on the farm in educational programming, to be part of mitigating climate change, to help us address food insecurity for our neighbors, to shop our farm stand, to join us as volunteers, and as always, be a part of our Holly Hill Farm community!



Meredith Laban

MEREDITH LABAN
Executive Director



LOOKING BACK AT 20 YEARS



Since we were founded as a non-profit organization in 2002, we have come a long way!

Our founders set out to grow responsibly and organically for our community and to educate the next generation about sustainable agriculture.



In the years since 2002 we have:

- Expanded our growing capacity and ability to grow year-round
- Developed educational programming that now reaches over 11,000 students on and off-the-farm
- Created a year-round Farm to Food Pantry Program to feed our neighbors in need
- Increased efforts on important conservation work to protect the land, its creatures, and for all to enjoy.



DID YOU KNOW?

Growing sustainably, and in a way that best cares for the soil, land and the health of our community has been at the center of our farming practice since the start. We have been Certified Organic for every year since 1999 too!






CELEBRATING 20 YEARS

In celebration of our 20th anniversary, Friends of Holly Hill Farm hosted our first-ever FARM FEST event on Saturday, September 24, 2022. The celebration brought together over 200 attendees, community sponsors, and supporters. Guests enjoyed delicious bites and sips from local restaurants and breweries, outstanding local live music, a very spirited live auction, thoughtful words from co-Founder Jean White, and a special video commemorating 20 wonderful years and exciting current happenings on the farm. We couldn't have asked for a better night!






OUR FOUNDERS

In 2002, Frank and Jean White established the Friends of Holly Hill Farm as a 501c3 non profit organization that operates Holly Hill Farm. They set out to grow food for the community responsibly, to teach the next generation about sustainable farming and being good stewards of the land, and to make the precious natural space available to the community. 

Holly Hill Farm has been focused on sustainable growing since its start, and ahead of its time in many ways, having received its first Organic Certification in 1999. The Farm has continued to meet these strict standards and has received Certified Organic status every year since then, including 2022!

In 2010 the Friends of Holly Hill Farm established the Frank H. White Scholarship fund in memory of its late founder, Frank. Jean continues to serve as an active Board Member and devoted caretaker of our beloved farm animals. 





2
0
2
2



GROWING FOOD RESPONSIBLY FOR OUR COMMUNITY YEAR-ROUND

In 2022 we received our USDA organic certification for the 23rd consecutive year. However, growing organically is just one step we take to care for the land, our crops, and the health of our community. We have continued to follow regenerative farming practices such as the use of cover crops, no-till techniques, and crop rotation to name a few. By doing so, we help reduce damage to the soil, rebuild healthy soil, increase plant root health, increase the soil's ability to pull and store carbon from the atmosphere, and help protect the land against erosion.

201

*varieties of vegetables
grown and offered at our
farmstand*

40,000

*organic seedlings grown
and sold to our
community during our
annual plant sale*

GROWING OUR TEAM

In 2022 we added new staff members, including three new support roles, to help with the extensive work of year-round farm operations.

By doing so, we were able to continue growing and harvesting year-round, and offer our community 50 weeks of shopping! In 2022, we were pleased to offer our community the most in-person shopping weeks since the start of the pandemic in 2020!

As in-person shopping grew, customers continued to enjoy our online shopping experience that we launched in 2020. In 2022, we offered our customers more local products than ever before. Over 24 new local products were added to our farm stand and online store (made in Massachusetts), in addition to our fresh organic vegetables, herbs and flowers. Customers enjoyed fresh-baked breads made right up the road, in addition to fresh locally prepared foods, and more. By supporting other local small businesses we were able to provide a well-rounded and diverse shopping selection for our customers every week.

HOSTING ONE OF THE REGION'S LARGEST PLANT SALES OF ITS KIND

In addition to growing healthy food year-round for our community, we also grow thousands of organic seedlings for individuals and families to plant at home too!

In 2022, we hosted our 21st annual organic plant sale for our community. Our farmers and dedicated volunteers helped grow over 40,000 organic seedlings from seed to sale, featuring annuals, perennials, vegetables and flowers. The event has grown in size considerably over the years, and is now one of the region's largest sales of its kind. For some customers this year's plant sale marked their very first visit to the farm, and for many the sale has become one of their favorite annual traditions.



It's such a blessing to have Holly Hill Farm in our town. We enjoy many trips to the farm in all seasons and enjoy exploring all there is to see. We always make sure to stop at the stand - and our older daughters enjoyed various educational programs there this year too! - The Duffy Family

EDUCATING THE NEXT GENERATION

Connecting children and teens to nature is at the core of all our education programs. We offer unique hands-on learning opportunities here on the farm and through our partnerships with over 40 Massachusetts schools. In 2022, we enhanced our year-round programming to include on-the-farm programs 48 weeks of the year, including three school vacation weeks!

100

*Educational garden boxes
built off and on the farm
for schools*

11,000

*total students taught on
and off the farm*

A NEW EDUCATIONAL FARM EXPERIENCE

In 2022 we created an afterschool STEAM program (science, technology, education, arts & math) to engage students ages 9-13 in a hands-on way. Children learned how to be both citizen scientists and engineers while studying aspects of nature and agriculture to inspire and inform decisions.

EDUCATION OFF THE FARM

Friends of Holly Hill Farm was asked to participate as an on-site educational exhibitor in the “**Rise Up Boston: A Climate Change Event**” hosted by the **Museum of Science, Boston**. The educational event was attended by thousands of individuals and families from the greater New England area.

We expanded our work in three Quincy elementary schools to include **STEAM curriculum** and the construction of eight **educational garden boxes**, thanks to a grant issued by the Battelle Foundation.

In 2022, Friends of Holly Hill Farm visited 800 classrooms around the South Shore!

FRIENDS OF HOLLY HILL FARM
ANNUAL REPORT 2022



“ Our daughter came home buzzing with joy every single day this week after her Garden Goats program at the farm. Thank you for putting on such a lovely and nurturing program. ”

**ABIGAIL
PARENT**

TEENS MAKING AN IMPACT

We provided teens with opportunities to make an impact in our community and on the land - right now. Teens gained real-world experience, helped solve current problems in the community, learned new skills, made new social connections, and expanded their perspective too!

163

*Community service days
offered to teens in 2022*

430

*Hours of community
service opportunities for
local teens*

INCREASING COMMUNITY ACCESS TO HEALTHY FOOD

*Our **Farm to Food Pantry** Program gave teens a direct way to help provide food to neighbors in need and local food pantries! Teens participated all seasons of the year, and helped with seeding, building garden beds, harvesting, preparing items for pantries, and putting the gardens to bed.*

In 2022 we grew and donated over 2,000 pounds!

INCREASING BIODIVERSITY OF IMPORTANT REFUGE LAND

*Our **Conservation and Stewardship** program provided teens with hands-on work clearing destructive invasive plants, solarizing what would become our new native meadow, using citizen science apps to help protect wildlife, birds and insects, and supporting the planting of hundreds of native plants!*

While we have been growing food for food pantries for a number of years now, 2022 marked the first year we made our deliveries every week of the year! With the help of over 100 adult and teen volunteers we were able to deliver over 2,000 pounds of fresh healthy food to neighbors facing food insecurity or financial hardship. (Photo, teens learning to transplant tomato seedlings in our our Farm to Food Pantry Garden. Upon harvest they will be delivered to our two local food pantry partners).

FARM TO FOOD PANTRY GARDEN 2022



FARM TO FOOD PANTRY

In 2022 we redesigned our Farm to Food Pantry Garden and improved our hoop house growing ability, so that we could grow more food for our community and stretch our growing season. In an effort to better serve individuals and families, we surveyed nearly 50 pantry clients to identify gaps in what they were looking for and to better guide our crop selection. An example of new items we began offering included prepared foods from our garden, like pesto and soups, and fresh cut flowers. With this knowledge we also helped make sure people found food that they needed, and minimized any potential food waste.

83

Percent increase in the amount of food donated compared to 2021

2,200

pounds of fresh food delivered to food pantries

SUPPORT THAT HELPED US MAKE HEALTHY FOOD ACCESSIBLE

In addition to our donors, members, and volunteer organizations, we also want to recognize organizations who provided us with supportive grants and underwriting in 2022 to help with important pieces of our Farm to Food Pantry Program.

We thank Pilgrim Bank and Grace E. Brooks Foundation for their critical funding in 2022 to support various aspects of our program including planting, growing, harvesting, preparing, and delivering thousands of pounds of fresh food to local food pantries.



*This year we made great strides in creating a native meadow to better support at-risk pollinators like the Golden Northern Bumble Bee, moths, and Monarch butterflies.
(Photo: Local school spreading milkweed in the native meadow)*

CREATING A NATIVE MEADOW

CONSERVATION AND NATURAL SPACE RESTORATION

Through extensive **conservation efforts**, we continued to remove destructive non-native, invasive plants, like multiflora rose, bittersweet, and black swallow wort, in order to make room for hundreds of native seedlings that we raised from seed!

These efforts will support a healthy biodiversity of plants, insects, birds, and other wildlife.

500

*Native seedlings raised
and planted to create a
native meadow.*

THE POWER OF EDUCATION

To help educate our community about the natural world and important conservation topics, in 2022 we provided enriching learning experiences on the farm. In 2022 our knowledgeable staff, and expert guest speakers offered workshops on topics like, native plants 101, designing a native garden at home, the role of pollinators, capturing and creating nature journals, native seed saving, and more!

FRIENDS OF HOLLY HILL FARM
ANNUAL REPORT 2022



In 2022 we were delighted to host our special guests Joan Meschino, MA State Representative and Patrick O'Connor, MA State Senator to learn with us on the farm.

FIRST-EVER "STATE HOUSE DAY ON THE FARM" - JUNE 2022



“I started volunteering at Holly Hill Farm in 2022. Volunteering alongside the farmers as has been a terrific learning experience, accompanied with a lot of hard work.

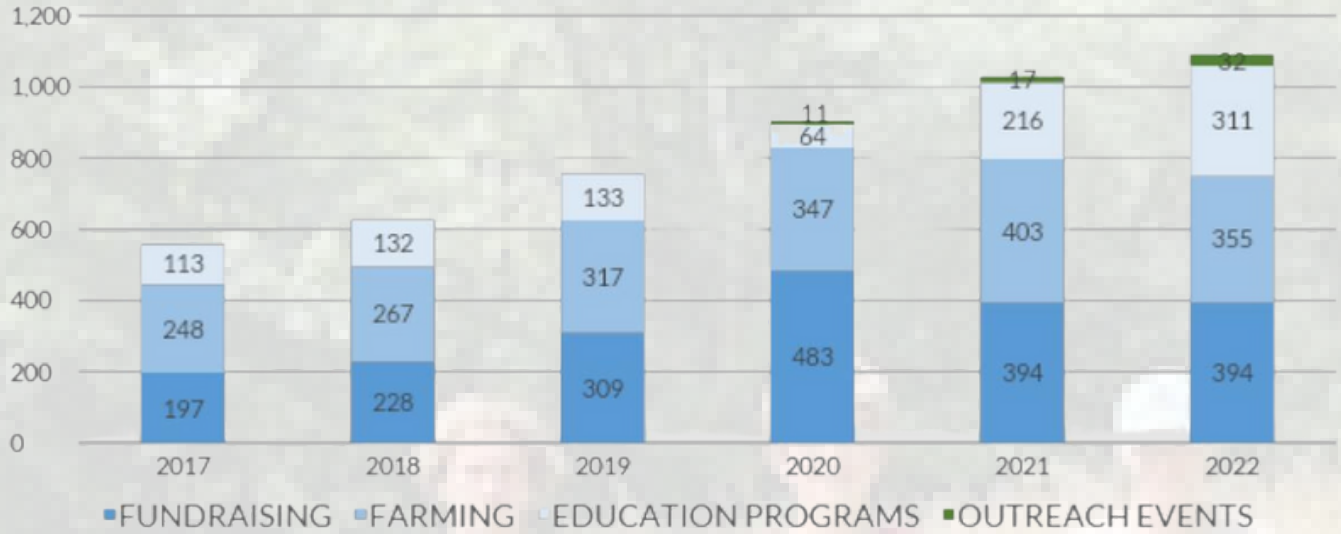
What I have come to appreciate - even more - is the incredible sense of community that exists across the farmers, educators, and everyone who comes to the farm for any reason.

Whether its kids attending a program or adults just exploring the property, you can see how they soak up the beauty of the farm. I take a sense of pride in helping to sustain a place that has such a positive impact on those who come here.”

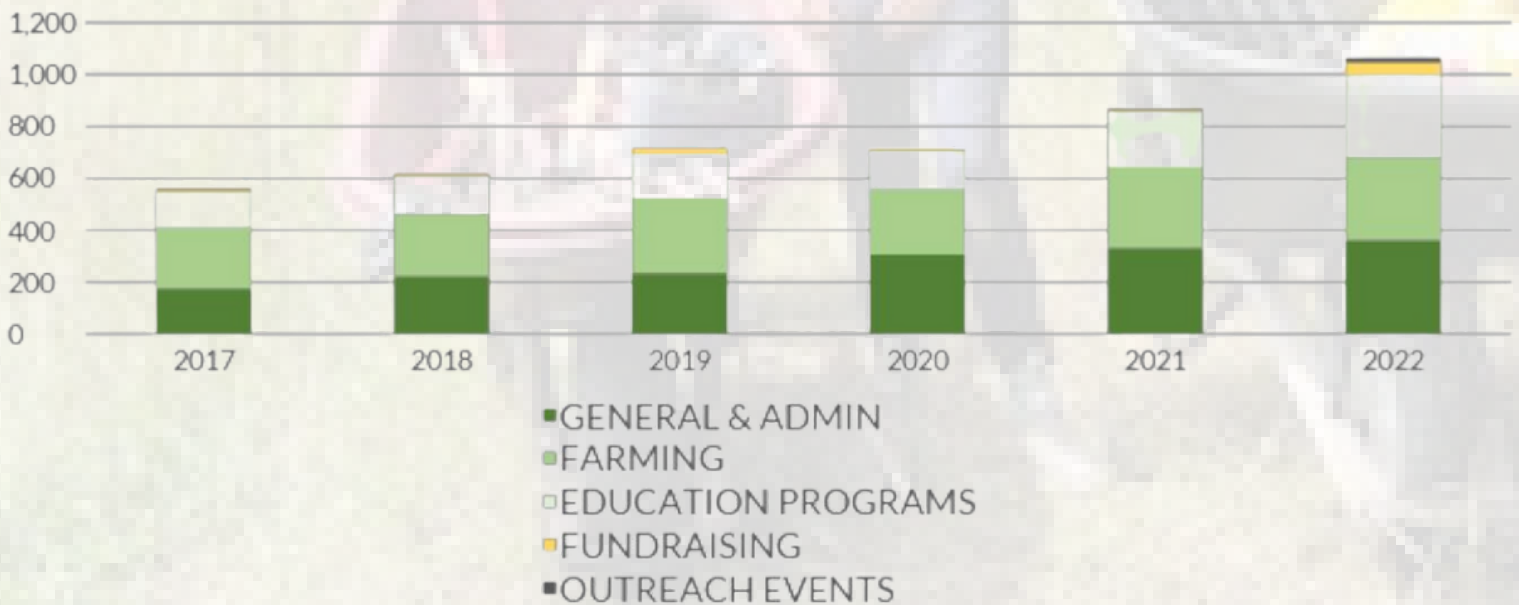
**CAMERON CONGDON
VOLUNTEER
HINGHAM, MA**

FINANCIALS

REVENUE (000'S)



EXPENSES (000'S)



THANK YOU TO OUR SCHOOL PARTNERS

Academy Avenue Elementary School
The Accord School
Atherton Hough Elementary School
Beachwood Knoll Elementary School
Bernazzani Elementary School
Clifford H. Marshall Elementary School
Chard Street
Codman Academy Charter School
Cohasset Middle School
Cohasset High School
Cole Elementary School
Cushing Elementary School
Daniel Webster Elementary School
Deer Hill Elementary School
Derby Academy
East Elementary School
Foster Elementary School
Francis W. Parker Elementary School
Frederick C. Murphy Elementary School
Gates Middle School
Hatherly Elementary School
Highlands Elementary School
Hingham High School
Inly School
Jacobs Elementary School
Jenkins Elementary School
Lawrence W. Pingree Elementary School
Liberty Elementary School
Lincoln Hancock School
Merrymount Elementary School
Montclair Elementary School
Old Colony Montessori School
Osgood Elementary School
Plymouth River Elementary School
Ralph Talbot Primary School
Saint Paul School
Scituate High School
Snug Harbor Elementary School
South Elementary School
South River Elementary School
South Shore Charter Public School
Squantum Elementary School
Thomas Hamilton Primary School
Thomas V. Nash Primary School
Wampatuck Elementary School
Wessagusset Elementary
Weymouth High School
William Seach Primary School
Wollaston Elementary School

THANK YOU TO OUR CORPORATE & INSITUTIONAL PARTNERS

5 South Main
Abington Bank
Anchor & Sail General Store
Balance Studio
Barrel House Z
Battelle Foundation Fund
Bloom
Brook and Main
Buttonwood Books and Toys
Cheevers Tavern
Cohasset Farmers Market
Cohasset Garden Club
Cohasset Hospitality Partners
Colony Rug Company
The Cornerstop Eatery
Darilynn's
Dean's Beans Organic Coffee Company
First Parish Church in Cohasset
Grace E. Brooks
High Street Studios
Inly School
Inner Light Skin Care
The Fresh Feast
Kjeld Mahoney
Locales

Massachusetts Cultural Council
McCance Foundation
Mullaney's Harborside Seafood
Nikki Storer Art
Nobadeer Foundation
Outside In
Pilgrim Bank Foundation
PURE Insurance
Rockland Trust - Blue Hills Charitable
Foundation
Saltaire Hotels
Salty Days
SEMAP
South Shore Playhouse Associates
South Shore Music Circus
TAZA Chocolate
Tiffany Nails & Co.
To Dine For
Treespoke
Untold Brewing
USDA
VPNE Parking Solutions
We Capture Carbon
Wild Birds Unlimited
Wyldeflower Hair Studio

2022 BOARD OF DIRECTORS



Mark DeGiacomo serves as the Chair of Friends of Holly Hill Farm. He is a partner at Murtha Cullina, LLP and works as a Department of Justice appointed bankruptcy trustee for cases filed in the Eastern District of Massachusetts. Mark serves as a Director for the Cohasset Conservation Trust, and previously served on the Cohasset Zoning Board of Appeals and the Cohasset School Committee. He is a lifelong resident of Cohasset where he and his wife raised their two sons.



Lydia White Adelfio serves as Vice Chair of Friends of Holly Hill Farm Board. Adelfio, former Board Chair, serves on the Board of Center City Public Charter School, a consortium of six schools in Washington, DC that serves a majority of at-risk students. She also serves on the Board of the Siena School, a school for children with mild to moderate language-based learning disabilities. Previously the Assistant Head of School for Administration at Sidwell Friends school, and has recently served two terms on the school's Alumni Executive Board. Lydia grew up spending a decade of summers and many other annual vacations at Holly Hill Farm with her grandparents, which engendered a deep fondness for the farm and its mission.



FRIENDS OF HOLLY HILL FARM
ANNUAL REPORT 2022

Kristen Astley has lived in Cohasset for 26 years and has been an active member of the Holly Hill community for more than 20 years. Kristen has been a member of the Fundraising Committee, leading the 2021 Gala event and spearheading the 2022 private dinner series. Kristen currently works with small businesses and individuals on financial issues. She also worked at the Joseph Osgood school in kindergarten and with special needs programs. Kristen's early professional life was in public relations for technology companies. Other volunteer experience includes the South Shore committee for the Roxbury Boys and Girls Club where she was instrumental in the development of the summer camp fundraising campaign, critical for families who need supervision for their children when school is out of session. She also volunteered for Dress for Success in Boston, working directly with women (often living in shelters, recently out of jail/drug treatment or are new to the country) to select appropriate clothing for upcoming job interviews or new jobs to help them re-enter the workforce. Kristen's strong belief in the importance of local organic food took hold after her husband's battle with cancer. The Astley's are long-time supporters of the Holly Hill farm stand and local organic CSA programs in Vermont. She has coordinated the delivery of Vermont meat and produce CSAs to Cohasset. Kristen has a BA from the University of Michigan.

Helen Arnold joined the Board of Directors in 2013. She has been practicing organic gardening for many years and appreciates the value of having this amazing resource in the community. She serves as Treasurer, is on the Executive Committee and is Co-Chair of the Finance Committee. Helen spent 26 years in banking and financial accounting. She and her husband live in Cohasset where she is active in the schools, currently serving on the boards of the Prom Committee, the PSO, and the Arts Boosters.



Dick Avery received a BA and MBA from Dartmouth College. After retiring, Dick started a second career, aiding conservation-minded groups, including the Cohasset Conservation Trust, Cohasset Land Foundation, Straits Pond Watershed Association, and Weir River Watershed Association. Working with Boy Scout Troop 28 and as an Eagle Scout Advisor, he has overseen extensive work to enhance and improve access to local conservation areas.



Carolyn Coffey has been an active town volunteer since she moved to Cohasset nearly 20 years ago. She volunteered in the schools her children attended and served on the board of the Cohasset Education Foundation. She has been very involved with Cohasset's public library, most recently as an elected trustee and as a director of the Cohasset Library Trust, which raises money and manages an endowment for the long-term benefit of the library. She is also a member of the Cohasset Town Hall Rebuilding Committee. Her professional background is in finance and she earned a BA from Duke and an MBA from Columbia. She is drawn to the farm by her love of gardening, hiking and the outdoors and is excited to help it transition from family-owned to a non-profit entity.



Christine Cunning is a Managing Principal at Sullivan, Garrity and Donnelly Insurance Agency. She has served as Governor at Eastward Ho Country Club and is a Board Member at the South Shore Art Center, also leading fundraising and planning for the Cohasset Field Hockey boosters. With husband Sean, she's raised three daughters around the corner from the farm, and is committed to its mission of sustainable farming, education, supplying organic food to the needy and protecting open space.

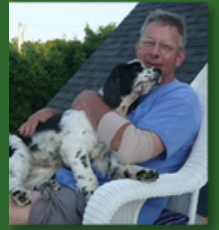


Allison Waters Doherty has 25+ years of agency Operations, Design and Production experience in the marketing and advertising fields. She has held roles on both the brand and agency side, at Tiffany & Co., Lowe & Partners, Arnold Worldwide, and mostly recently, Colossus Creative Co. In 2017, Allison left Arnold Worldwide to join Adam & Co., later renamed A&Co, as Partner. A&Co. currently serves clients across a wide range of categories including lifestyle brands, consumer products groups, commercial real estate & hospitality, higher education & cultural institutions, luxury brands, non-profits and start-ups. In April of 2022 she merged A&Co. with Colossus Creative and now serves as the Head of People and GM of Colossus.



Allison lives in Cohasset with her husband, three daughters, a rabbit, a Bernese Mountain dog and several thousand bees. She is also a founding member of the Executive Committee for Diversity, Equity and Inclusion at Derby Academy, and a member of the Cohasset Garden Club.

Eric Eisenhauer currently serves on the Cohasset Conservation Commission. A veteran of the US Navy and Viet Nam, he earned his MBA from Harvard University. Eric moved to Europe to pursue a career in business management, meeting and marrying his wife overseas. Early retirement allowed him to pursue his passion for horticulture. A master gardener and Royal Horticultural Society Qualified Rosarian, he frequently lectures about raising roses organically and is a staunch native plant advocate.



Cate Faddis has over 20 years of investment experience in investment management and financial services. For the past 5 years, she was the President and Chief Investment Officer of Grace Capital. Cate is a CFA and member of the CFA Institute, and previously an Analyst at Putnam Investments, and Auditor and CPA at Deloitte. Cate serves on the Executive Board of the Boston Economic Club, on the Board of Directors of La Tienda Corp, and is a Corporator of the Cambridge Savings Bank. She is a frequent guest correspondent on CNBC and Bloomberg Markets. Cate is multilingual, a proud mother of twins, and a beekeeper. She earned a Bachelor in Business Administration at the College of William & Mary and an MBA from Harvard Business School.



Martha Gangemi is a community leader with an interest in environmental advocacy. She was successful in presenting a Citizen's Petition to the Cohasset Town Meeting which resulted in a single use plastic bag ban. Martha currently serves on the Trustees of Reservations Advisory Board, and recently completed her term as president of the Cohasset Garden Club. Martha has been an active provider of pro bono consulting services for Community Consulting Teams for over 14 years, and volunteers as a tutor with School on Wheels. She has a background in finance, having worked in investment management for Aldrich, Eastman and Waltch and in corporate finance for Bankers Trust. In her spare time Martha enjoys working with clients of her residential landscape design company. Martha enjoys photography and serves as a photography competition judge, is a member of the Cohasset Discussion Club, and enjoys any and all racket sports.



Steve Ivás is a Wetland Scientist with an extensive Environmental Science background. His experience has included work in Saudi Arabia helping draft environmental regulations for the city of Jubail, and the kingdom itself. Previously Exec. Director of the North & South Rivers Watershed Association, he is principal of a private wetland consulting company and serves as Conservation Agent for Union Point in Milton. With son Justin, he is steward of Norwell's Black Bog Pond.



Charlie White, has been a part of Holly Hill Farm since his summers spent working for his grandfather, Dick White, and riding horses on the property's extensive trails. Charlie received his MBA at the University of Virginia's Darden Graduate School of Business Administration and has spent most of his career working in the retail industry for national brands such as L.L. Bean, Land's End, and J Jill. He is CEO and owner of Lyn Evans, a regional retail clothing company with an on-line presence and 3 stores in Massachusetts.



Jean White moved to Cohasset in 1998 together with husband Frank White, an educator who had grown up on Holly Hill Farm. Jean and Frank began to farm the land and received certified organic status in 1999. In 2002, they founded the Friends of Holly Hill Farm with the goal of utilizing the land to teach the value of growing healthy food and preserving a healthy environment for the community and all its denizens. Jean remains a daily fixture on the Farm, caring for Holly Hill's resident farm animals.



Jenny White (Clerk) is a clinical neuropsychologist who earned her BA and Ed.M from Harvard University and her PhD from the University of Wisconsin. She is the Director of McLean Hospital's Child and Adolescent Testing Service and an instructor at Harvard Medical School. She spent summers visiting her grandparents at Holly Hill Farm and has been involved with its activities since her parents, Jean and Frank White, began educational and farming operations when they 'retired' to Cohasset in 1998. She joined the Board in 2009.

