

ANNUAL REPORT 2021

Friends of
Holly Hill Farm 
 A Farm for Teaching & Learning



LETTER FROM OUR EXECUTIVE DIRECTOR

As we approach the end of year two of the pandemic, we reflect on all the teachings this unique moment in time has offered us - as a farm, as educators, as stewards of the land, as members of our community, and as global citizens.

Friends of Holly Hill Farm has been growing and teaching for nearly 20 years. We have always focused on: growing food responsibly for our community; teaching children and adults the importance of sustainable growing and gardening; making conservation efforts a priority here on the farm and in our community; offering access to nature to our community.

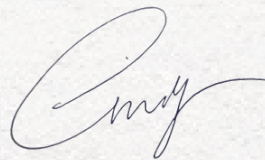
Staying focused on our mission, and applying our teachings from 2020 (and our ability to pivot our offerings), we found ways to meet the needs of our schools, students, customers, and community.

This year, we enhanced our on-the-farm educational curriculum and programming, expanded our offerings, and reintroduced our popular summer camp programming for children ages 3-13.

Our farmers continued to grow organic produce year-round for our community - including more organic seedlings than ever before, for our annual customer plant sale! We are proud to continue to serve as one of the areas largest organic plant sales of its kind and finding new and safe ways to do it.

With on our community and the environment in mind, always, we continued to donate critical fresh food to three area food pantries. We also furthered our on-site composting abilities and actively collected and removed 1,500 pounds of food waste from the trash every week - and turning it into nutrient dense compost for use on our farm.

May we continue to grow, teach, learn, and evolve as a integral part of our community into the coming year and years ahead.



CINDY PRENTICE
Executive Director



OUR FARMING PHILOSOPHY

The health of our earth, the land, the soil, the produce and flowers we grow, and YOU, our greater community are of the utmost importance to us.

ORGANIC AND BEYOND

Holly Hill Farm has been **CERTIFIED ORGANIC** by the USDA for over 20 consecutive years. This official certification requires that foods are grown and processed according to strict guidelines addressing factors like soil quality, pest and weed control, the use of additives, etc...

For small farms, like ours, this important certification is a significant process requiring hours of time, diligence, and extensive costs.

We don't stop there.

Additionally, the **REGENERATIVE FARMING PRACTICES** we follow here at Holly Hill Farm allow us to go even further in our efforts to protect the land, soil, air, wildlife, pollinators, and all that we grow for you.

By taking these additional steps, of crop cover, no till farming, crop rotation, and more, we help promote healthy soil, support biodiversity - while at the same time, reducing our carbon output and water usage, and removing and trapping harmful carbon from the atmosphere.

We will continue to try to find the most responsible ways to care for this precious land, and you.

EDUCATING THE NEXT GENERATION

In the second year of the COVID-19 pandemic, we were able to adapt our programming and find new ways to engage children and teens into 2021. Our unique outdoor curriculum and improving public health conditions allowed us the opportunity to find ways to increase our year round programming too!

Education - On and Off the Farm

Offering children and teens access to nature, enriching curriculums and a focus on being good stewards of the land is at the heart of all we do.

Bringing these lessons to over 30 schools the greater South Shore Community and Metro Boston by way of school gardens, in classroom teaching days, and field trips to the farm, allowed us creative ways to keep children learning during an uncertain and ever-changing school year. We reached thousands of students during an uncertain year!

In 2021 we were able to reach hundreds of children by reintroducing our popular Summer Enrichment Programs, which we were not able to offer in 2020. We also expanded programming to include sessions on the farm during every season of the year! Examples include programming for children ages 3-14 and opportunities for families who were homeschooling their children too.

TEENS & ADULTS MAKING AN IMPACT



FARM-TO-FOOD PANTRY



CONSERVATION +
STEWARDSHIP



VOLUNTEERS

Staying focused on our work, finding ways to better the local environment, and helping to feed our community remained important themes in 2021. And, we did it with important help from teen and adult volunteers!

In 2021, food insecurity continued to challenge our country and local communities. Together with teen volunteers, our FARM TO FOOD PANTRY program helped to plant, grow, harvest, prepare and deliver nearly 2,000 pounds of healthy fresh food to local food pantries - helping to feed our community during an especially critical time.

Teens were also empowered to help fix and better the environment. Specific Conservation and Stewardship programs included the removal of harmful invasive plants, preparing native seedlings for the coming year, and helping to bolster pollinator, insect and wildlife populations - helping to create a healthier and more biodiverse landscape.

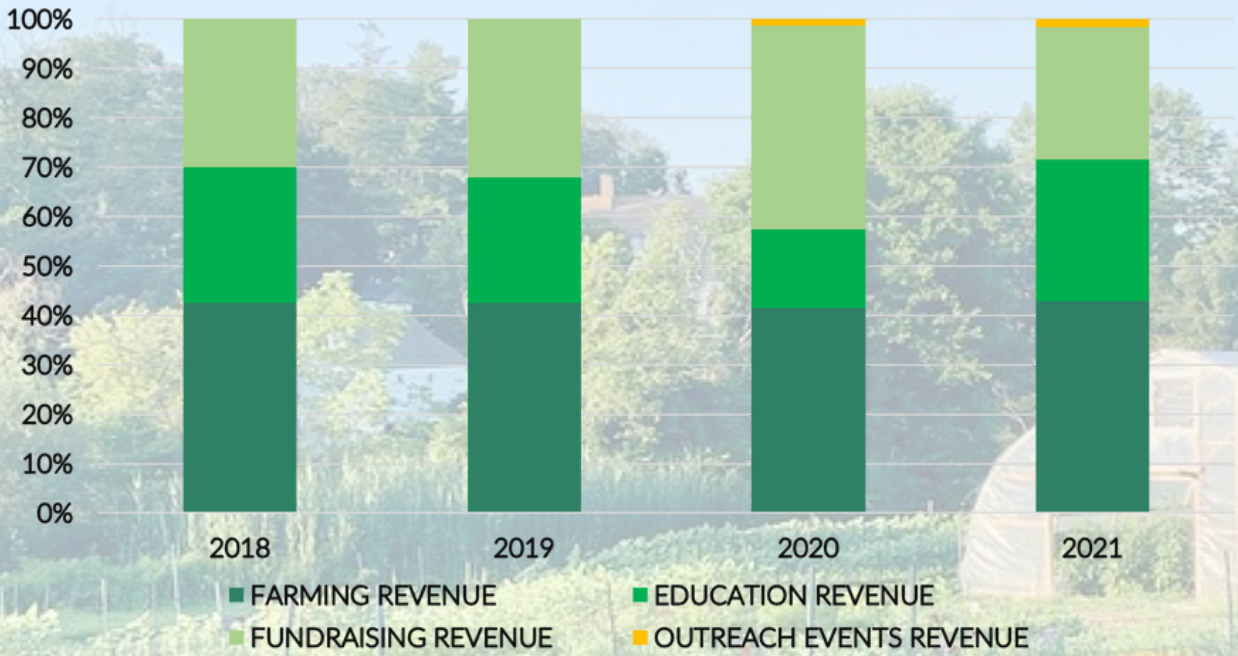
And, not only did teens help roll their sleeves up to help, but adult volunteers, individuals, and local businesses spent countless hours helping support farming, conservation, our farm to food pantry program and more.

BY THE NUMBERS

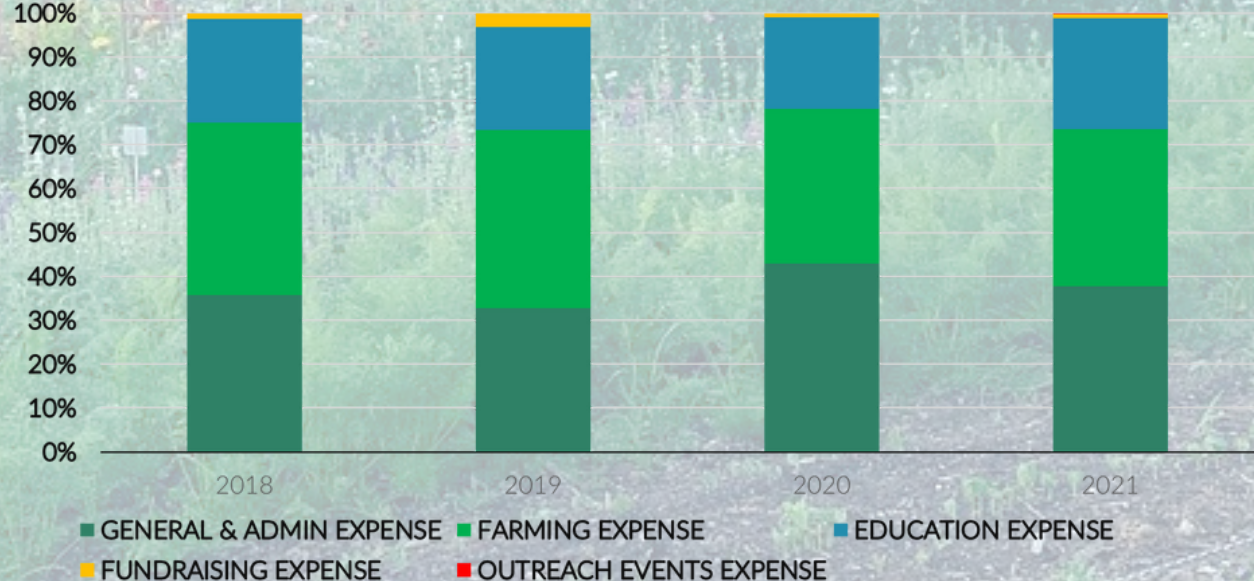
- 60,000** seedlings grown for annual plant sale
- 18,000** pounds of produce grown for our farm stand
- 11,801** students taught in schools and at school gardens
- 2,048** annual plant sale shoppers
- 1,500** pounds of waste removed from public waste stream each week and turned into healthy compost
- 1,992** students participating in seasonal on the farm programs
- 1,651** pints of cherry tomatoes
- 1,494** summer camp students
- 1,478** students taught on field trips to the farm
- 833** flower bouquets
- 400** winter firepit guests and s'mores enjoyed in the safety and beauty of the outdoors
- 270** total varieties of plants grown for our plant sale
- 110** percent increase in winter produce
- 12** fans installed to ventilate our greenhouses
- 3** percent increase in total produce grown
- 1** farm truck added to the farm

FINANCIAL OVERVIEW

REVENUE

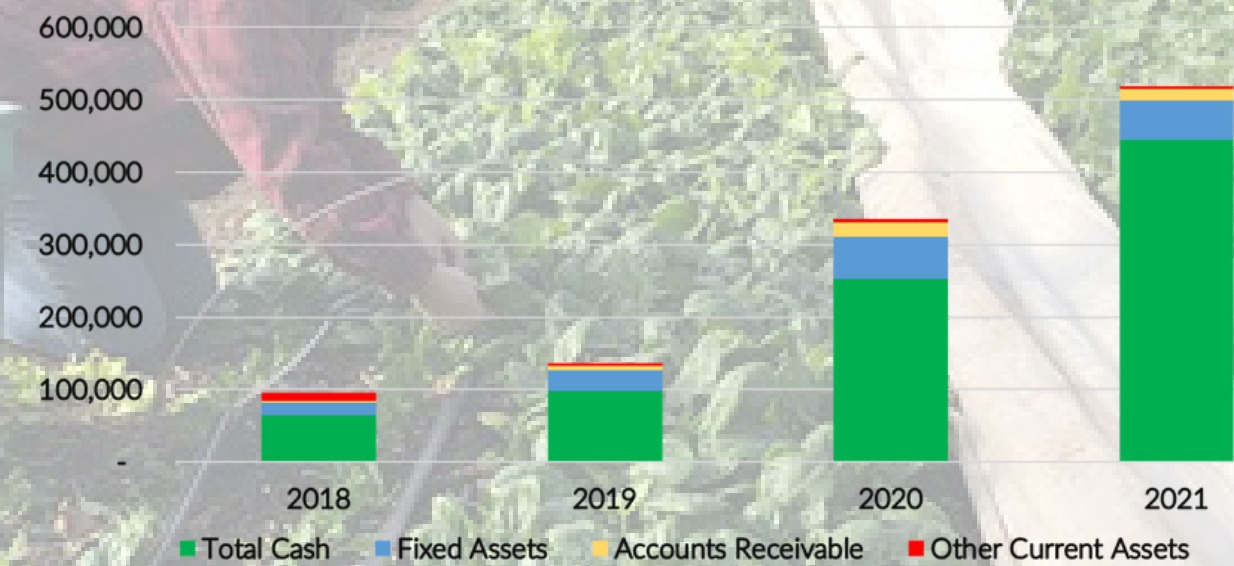


EXPENDITURES

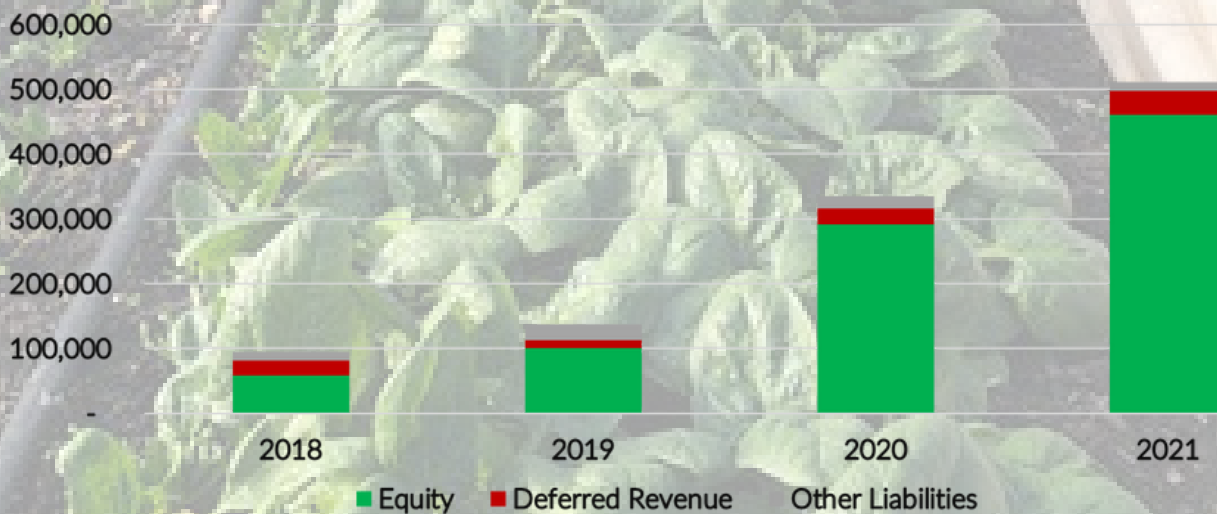


FINANCIAL OVERVIEW

BALANCE SHEET



LIABILITIES & EQUITY



THANK YOU TO OUR SCHOOL PARTNERS

Academy Avenue Elementary School
Clifford H. Marshall Elementary School
Codman Academy Charter School
Cohasset Middle School
Cushing Elementary School
Deer Hill Elementary School
Derby Academy
East Elementary School
Foster Elementary School
Frederick C. Murphy Elementary School
Gates Middle School
Hatherly Elementary School
Inly School
Jacobs Elementary School
Jenkins Elementary School
Lawrence W. Pingree Elementary School
Lincoln Hancock School
Mary E. Flaherty Elementary School
Old Colony Montessori School
Osgood Elementary School
Plymouth River Elementary School
Ralph Talbot Primary School
Saint Paul School
Scituate High School
South Elementary School
South Shore Charter Public School
South Shore Educational Collaborative
Thomas Hamilton Primary School
Thomas V. Nash Primary School
Wampanoag Elementary School
Wessagusset Elementary
Weymouth High School Chard St.
William Seach Primary School

THANK YOU TO OUR CORPORATE AND INSTITUTIONAL PARTNERS

A Taste for Wine, Inc.

Alecco Bakery

Alma Nove

Battelle Foundation Fund

Blue Cross Blue Shield of Massachusetts

Cavanaro Consulting

Cohasset Collision Center, Inc.

Cohasset Farmers Market

Cohasset Garden Club

Cohasset Imports

First Parish Church in Hingham

Kennedy Country Garden Center

Keohane Funeral Home

Liberty Mutual

Mood Food Wellness

Old Ship Church

Pilgrim Bank Foundation

PURE Insurance

Rockland Trust - Blue Hills Charitable Foundation

Rosano Davis

Robbins Garage

Scituate Cultural Council

Scituate Education Foundation

Donald Staszko

Nikki Storrer Art

The Coffee Corner

The Community Garden Club of Cohasset

The Frest Feast

Treespoke

United Way of Massachusetts Bay, Inc.

Untold Brewery

Wellspring, Inc.

Whole Cities Foundation

Womanade

2021 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.



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.



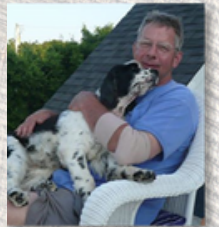
Dick Avery received a BA and MBA from Dartmouth College. After retiring, Dick started a second career, aiding conservation-minded groups, including the Cohasset Conservation Trust, Cohasset Land Foundation, Straits Pond Watershed Association, and Weir River Watershed Association. Working with Boy Scout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



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.



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.



Steve Ivas is a Wetland Scientist with an extensive Environmental Science back-ground. 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.



Jack McCarthy is a Financial Advisor with Edward Jones and a longtime Cohasset resident. He's been involved with Holly Hill Farm for over 25 years, including regularly riding the farm acreage with his quarter horse and 'gentleman farming' his own property adjacent to the farm. Recently, he has acted as "resident walker" for some of the farm's friendly animals. Jack serves on the Fundraising Committee, and can be found splitting firewood for the farm in his free time. He lives with his family just a stone's throw from the farm.



Arthur White earned a BA in Earth and Planetary Sciences from Harvard, and a PhD in Structural Geology and Tectonics from MIT. After finishing his graduate research in Greenland, he joined McKinsey & Co as a management consultant in New York. Today, he is a Partner and Portfolio Manager at MIO Partners where he focuses on commodity and natural resource related investments. Together with other members of the White Family, Arthur is a co-owner of the Cohasset property that the Friends of Holly Hill Farm have used to carry out their mission since 2002.



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 2000. 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.

