2023-2025
STRATEGIC PLAN

ACTA NON VERBA:
YOUTH URBAN FARM PROJECT

DEEDS. NOT WORDS.
Acta Non Verba: Youth Urban Farm Project has created a Strategic Plan!

Special acknowledgements to Acta Non Verba's Board, Staff, and Supporters for helping to make this happen.

We know that the only way to make a better future for young people worldwide is to utilize all of our imagination, integrity and commitment to excellence, to move the world forward into a better, brighter, more just future.

Thank you to all who participated in this process!

Yours in JOY,

Founder/Executive Director
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Founded and led mainly by women of color from the surrounding neighborhood and larger community, ANV’s mission is to elevate life for youth and their families in Oakland and beyond by challenging oppressive dynamics and environments through urban farming and access to the natural environment.

ANV'S MISSION
ORGANIZATIONAL PROFILE

Acta Non Verba's vision for the future is for a community where youth and their families have access to healthy foods, healthy environments and to inspire all people to strive to be their best and to live a fuller, more confident life.

Using the model of garden-as-classroom, children are encouraged to actively engage in a variety of activities. As each child moves through our programs they have an opportunity to mentor others, the complexity of projects and tasks increases to reflect their age and skill set. We believe that with each concept mastered, the child is empowered to attempt the next, and that this process is necessary in order to excel at future endeavors, academically and otherwise.

ANV has been active for the past 12 years in the East Bay.

Currently the organization operates with a budget of $1.3 million annually, with about 50% of annual revenue stemming from program service and sales fees and 25% from individual donors and corporate contributions.
CAMP ACTA NON VERBA (ANV)

...hosts 4 seasonal sessions from 7:30am to 6:00pm from one-week to eight-weeks when school is not in session serving youth that engages primarily Oakland children in farming, utilizing organic practices and related indoor & outdoor physical educational activities as well as offers instruction and hands-on practice. During farming sessions, youth learn the science of how food is grown. Campers plan, plant, harvest & sell the produce grown.

100% of the profit from these sales are placed into ScholarShare 529 Accounts which can only be used for educational purposes for their educational pathway. Additionally, Camp ANV exposes youth and their families to opportunities that may not be the norm for youth in our communities such as swimming, camping and hiking trips.

Started in 2012 at Tassafaronga Recreation Center in order to meet the needs of working parents and expose neighborhood youth to what's possible inside and outside of their communities as well as to empower them to become the next generation of leaders, advocates and activists. No child has ever been turned away from our programs for lack of funds.

Camp ANV is East Oakland's ONLY Youth Development Program that is accredited by the American Camp Association (ACA).

President Barack Obama hailed our work in 2014 at the White House.

ANV'S AFTER SCHOOL PROGRAM (ASP)

...provides tutoring, homework help, mentoring and enrichment activities like farming, cooking and art classes. Many youth come from Tassafaronga Village, but we also provide a walking school bus from 4 local elementary schools.

Our After School Program provides a safe space where youth have the opportunity to achieve academic goals and become critical thinkers while creating bonds with other youth in their community. It is our mission to create a great working relationship between our staff, parents, and teachers for the holistic well-being of our youth.
THE BEETBOX CSA (COMMUNITY SUPPORTED AGRICULTURE) PROGRAM

...sources seasonal produce from ANV’s three Farms as well as 13+ POC family owned and operated farms who employ natural farming practices in alignment with a more sustainable food system, our ‘Sister Farms’.

We support farmers and their families while generating funds for youth Savings Accounts.

These intentional components of our CSA program operate to maintain a more localized and just food system for our community. We offer pickup twice a week and a delivery option once a week to over 250 households throughout the East Bay (Oakland, Berkeley, Alameda, San Leandro). With the onset of the COVID-19 pandemic we felt the need for a localized and more reliable food system more than ever. While many grocery store shelves were bare and large scale farms were having to turn under crops in the field; smaller scale farms growing more diverse selection of crops were able to continue producing for local food hubs, like Acta Non Verba.

We work with our community to provide affordable healthy options using a sliding scale model. We also provide a 50% discount for EBT/SNAP benefit users to ensure equitable access.

NO LIMIT LEADERSHIP (NLLP) PROGRAM

... ANV’s “No Limit Leadership” Program is designed to prepare middle and high school students for jobs at camp and future careers working with young people. This program is a way to uplift our youth participants' youth development experience to future employers and colleges.

ANV provides Career Development, Job & College Visits, Restorative Justice Training, Youth Development, Social Emotional Learning, and First Aid/CPR, as well as hands-on service projects to help make ANV a Zero-Waste Certified Organization.

There are incentives (such as a cultural exchange trip to Kauai, Hawai’i) for students in the program who maintain a high GPA and stay on track to graduate.
ANV FARMS
...encompasses three plots of land across Oakland. Our farms are food hubs, environmental education locations, providing fresh produce, and safe spaces for our community.

TASSAFARONGA FARM
Located in East Oakland’s Tassafaronga Village Park is a ¼ acre farm where our community can come to learn and explore together. The farm is planned, planted, maintained and harvested with participating youth and community members. This farm is geared towards providing a safe space in nature where all can learn, experiment and explore. We practice 5 styles of composting, keep bees in the Native & Pollinator Garden, start seedlings in the greenhouse, and experience farm to table cooking using our cobb oven. Community is welcome to harvest what is ready free of charge.

A’S FARM
Created in partnership with the Oakland Athletics Foundation and sitting on approximately ⅛ acre on the second level inside of the Oakland Coliseum. This space is utilized for food production as well as a stage for our youth to showcase various farming styles, seasonal & culturally relevant crops, share out what they learned and our program offerings with the broader Bay Area community.

WOW FARM
In production for more than 20 years in partnership with youth and community. In 2018 ANV took on stewardship of the space and continues to produce seasonal fruit and salad greens in abundance, which is sold to locally owned restaurants and provided to our CSA members.

For being a fairly small space, WOW Farm manages to produce more than 1000 lbs of produce as well as compost more than 5000 lbs of material per year.
ANV’S BOARD OF DIRECTORS

Demographics By Race

- African American: 30.8%
- Non-POC: 30.8%
- Asian/Pacific Islander: 15.4%
- Mixed Race: 15.4%
- Latinx: 7.7%

Demographics By Gender

- Female Identifying: 81.8%
- Male Identifying: 18.2%
ANV'S STAFF

Demographics By Race

- Latinx: 38.5%
- African American: 23.1%
- Non-POC: 15.4%
- Mixed Race: 7.7%
- Asian Pacific Islander: 7.7%
- Native/Indigenous: 7.7%

Demographics By Gender

- Female Identifying: 53.8%
- Male Identifying: 46.2%
The densely-populated urban area of East Oakland suffers from pollution, urban blight, and high crime rates. Many residents fear allowing their children to play outside, resulting in severed ties between children and the natural world and a significant reduction in exercise. Only 17% of Latinx and African American residents in our county consume the recommended daily allowance of fruits and vegetables, in part due to lack of access. Our neighborhood is a USDA-defined ‘Food Desert,’ with only 2 grocery stores within 3 miles providing limited fresh produce. Recent studies, like a 2007 Stanford University study, show that, with extensive exposure to poverty, violence, and institutionalized marginalization, “urban youth are twice as likely as soldiers returning from Iraq to have PTSD…. compared with children who suffered no adverse childhood experiences, those who experienced four or more had a 220% increase in heart disease, a 160% increase in diabetes and were 1,220% more likely to attempt suicide.”

ANV’s camp serves low-income African American and Latinx children in a community where local schools, Acorn-Woodland and Encompass, report that 99% of their students qualify for free and reduced school lunches. Only 60% of residents in the zip code are high school graduates or higher; only 7% have a Bachelor’s degree or higher.
ANV'S CORE STRATEGIES & ANTICIPATED CHANGES

CONVENE
ANV creates a safe and creative outdoor space for children, youth, and families.

CATALYZE
ANV builds community in East Oakland and beyond.

CONNECT
ANV deepens young people's connection to nutrition, food production, and healthy living.
CONVENE

THROUGH ANY PROGRAMS, YOUTH...

- EARN AND INVEST MONEY FOR HIGHER EDUCATION GOALS
- GRADUATE HIGH SCHOOL AT A HIGHER RATE THAN THE GENERAL POPULATION
- HAVE ACCESS TO DIVERSE, POSITIVE ADULT ROLE MODELS AND EXPOSURE TO ADULTS WHO WORK WELL TOGETHER
- DEVELOP A SENSE OF CONFIDENCE AND BELONGING WHEREVER THEY ARE
- ARE LESS STRESSED AND HAVE TOOLS TO MAKE BETTER DECISIONS AROUND SOCIO-EMOTIONAL WELL-BEING AND ANTI-VIOLENCE METHODS
YOUTH AND FAMILIES TO DEVELOP A STRONGER SENSE OF COMMUNITY ACROSS RACE AND ETHNICITY, CREATING A DE-(SELF-)SEGREGATED COMMUNITY WHERE BLACK AND LATINX FOLKS ARE WORKING TOGETHER, PLAYING TOGETHER AND GROWING TOGETHER

FAMILIES TO SEE POSSIBILITIES AND BE INSPIRED TO THINK MORE BROADLY AND SEE WHAT'S BIGGER THAN THEIR IMMEDIATE COMMUNITY AND IMMEDIATE CIRCUMSTANCES
C O N N E C T

THROUGH CONNECTION WITH ANV, YOUTH AND THEIR FAMILIES...

• Make healthier eating choices and explore different types of cultural produce and foods

• Share their new knowledge of healthy eating and foods with their families

• Are inspired to do more and deepen their engagement:
  ◦ CSA customers send kids to camp
  ◦ Camp families sign up for the CSA
  ◦ Family members apply for employment and/or board service
  ◦ Social media followers and fundraising event guests re-connect with ANV in one or more of the ways above
IMPACT GOALS

- Strengthen and expand ANV's Community Hub
- Find a stable home for Camp ANV and the After School Program
- Grow the number of CSA subscribers from East Oakland
- Boost the number of participants who have a ScholarShare 529 Savings Account
- Integrate our program offerings; systematize communications and marketing; dial-in the sustainability of the No Limit Leadership Program
CAPACITY BUILDING GOALS

- Build strong Board governance, fundraising, and recruitment frameworks
- Grow a robust human resources (HR) infrastructure
- Invest in growth, development and learning opportunities for all staff
- Strengthen financial management and reporting systems
- Pilot and refine data collection and reporting systems
In addition to our fidelity to Acta Non Verba’s mission, ANV is a future driven - forward seeking organization and will continue to move our young people as well as the communities we serve ahead.

Having a positive impact on the world will take more than dedication to what has been done before, we will also need imagination, community voices and all the resources at our disposal.

ANV is incredibly blessed and privileged to have such smart, dynamic, intrepid folx on our staff and board of directors who often see objects in our road and raise both concerns as well as solutions as they arise. Proving to the community and to the world at large that "Justice, Diversity, Equity and Inclusion" as well as "Intersectionality" can be and MUST be more than catchphrases and empty sentiments.

These values must come from a root deep commitment from each and every individual to them in order to build a better future for all people.

To that end, in 2023, we aim to accomplish staff and board established goals through the objectives listed.
**2023 IMPACT GOALS**

**GOAL: STRENGTHEN + EXPAND THE COMMUNITY HUB**
- **Objective 1:** Community engagement events and outreach
- **Objective 2:** Develop a community cookbook

**GOAL: FIND A STABLE HOME FOR ANY PROGRAMS**
- **Objective 1:** Partner with Public/Private organizations to identify viable locations.
- **Objective 2:** Initiate Capital Campaign to obtain location in East Oakland.

**GOAL: GROW THE # OF CSA SUBSCRIBERS FROM E. OAKLAND**
- **Objective 1:** 50% of subscribers are from E. Oakland
- **Objective 2:** Identify a second CSA drop off point in E. Oakland

**GOAL: INCREASE THE # OF PARTICIPANTS W/A 529 ACCOUNT**
- **Objective 1:** 50% of eligible youth are ScholarShare 529-enrolled
- **Objective 2:** Quarterly Financial Education workshops are held for families and older youth.

**GOAL: INTEGRATE PROGRAM OFFERINGS**
- **Objective 1:** Create a Communications and marketing campaign
- **Objective 2:** Clients engage across multiple programs
CHEERS TO 12 MORE YEARS!
Thank you!

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