



2013 Annual Report



Mission

Founded out of a faith community, rooted in the Roman Catholic tradition, CFET directs its efforts to all people, particularly those who live in the neighborhood of Waterfront South and the City of Camden, NJ. We seek to educate people into a more environmentally responsible way of living on our planet.

Introduction

2013 has been a whirlwind of activity at the Center. This report documents what can be counted, recorded or otherwise documented. What the report cannot capture is the vitality of our programs, the energy of our volunteers, the creativity of our staff, the vibrancy of our young people, the excitement of the children and the spirit of the hundreds of young people who came to spend a day, a weekend or a week with us. In addition, this report cannot express the depth of gratitude that we at the CFET have for those who support us financially, for those who have spent hours in preparing grants, coordinating fundraising events, and spending the time necessary to make sure that we do what we say we do in our mission. We hope you enjoy reading about our work, and we hope the reading inspires you to join us in the “great work” that is before us in this wonderful, but challenging, city of Camden!

Main Accomplishments of 2013

- Hiring Ari Rosenberg, urban farmer and educator
 - Launching a new website (www.cfet.org)
 - Increase of retreat participants by 184%
 - 789 people, of all ages, volunteered at CFET
 - Increase of grant money secured by 31%
-

Farm Education

This year has been one of great transition in our Farm Programs. Our new Urban Farmer and Educator, Ari Rosenberg, started in March. She hit the ground running, working with the Neumann University retreat group to start our seedlings and start turning beds for spring plantings of potatoes, peas, and onions. Ari has focused on enhancing our record keeping, tracking everything from the germination rate of each variety of seedling to the exact number of pounds of each vegetable or fruit we've produced this year. Below are some of the number highlights:

- CFET produced 3,735 seedlings; 406 seedlings were sold at area plants sales and at our farmers' market and 132 were given to local schools and organizations starting their own gardens in Camden.
- As of December 9, 2013 our gardens have produced 2299.56 lbs. of food. 1158.43 lbs. were used in our cooking and nutrition programs, donated to RESPOND in North Camden, preserved, or brought home by program participants and volunteers. 1141.13 lbs. were sold at our Farmers' Market, to Greensgrow Farms for their SNAP box program, or to the Food Bank of South Jersey for their Cooking Matters class. We still have salad greens, carrots, greens, kohlrabi, turnips, and a variety of other cold tolerant crops in the ground and plan on using them throughout the winter and spring.
- We've had 789 volunteers on the farm this year including 167 people over 23 years old, 568 individuals between 14-23 year olds, and 54 individuals 13 or under. These volunteers have collectively worked 3201.25 hours! Among those groups, in addition to our retreat groups, that spent time with us are the following:

Cherry Hill East HS
Princeton Theological Seminary
Fordham Prep, the Bronx, NY
Olney High School, Philadelphia

Holy Eucharist Catholic Church,
Cherry Hill, NJ
Various Groups from the Romero
Center, Camden, NJ

Other farm highlights include:

- Tearing up all of the grass pathways at the Liney Ditch Garden and replacing them with



cardboard and wood chips. This is not only more aesthetically pleasing but also easier to maintain.

- Building compost systems at Emerald Street, Liney Ditch, the Winslow St. Orchard, and the Native Plant Nursery.
- Planting blackberries, raspberries, and blueberries at the Liney Ditch garden.
- With support from the CCMUA, building 4 raised beds at the Native Plant Nursery in order to produce vegetables that staff at the CCMUA can take home.
- With support from The New Jersey Tree Foundation and TD Bank, CFET also

transformed the old tree nursery on Ferry Ave into a fruit orchard and took over ownership of the lots. The new orchard is home to baby apricot, plumcot, plum, and pear trees. In the spring we will plant elderberry, fig, persimmon, and asian pear trees to fill in the rest of the lot. Most of the old trees have been replanted in Liney Ditch park or at Rain Gardens throughout Camden. We still have about a dozen left and are happy to give them to Camden residents.

Jr. Farmers

Ari, with support from Chloe Warnick, an AmeriCorps volunteer, was also able to revamp the Jr. Farmers program into a comprehensive job-training program focused on building leadership skills for teens ages 14-19. This year Jr. Farmers were able to work more hours and their pay was increased! Nine teens completed the eight-week long summer program. Using gardening and nutrition as vehicles to teach about being positive role models and active community leaders, the Jr. Farmer program literally grows young people into responsible adults. This year the Jr. Farmers completed a four week train-the trainers nutrition education program led by Robin Waddell of the Rutgers Cooperative Extension. After completing the program one of the Jr. Farmers worked with the Food Bank of South Jersey to co-lead a Cooking Matters class held at Urban Promise. Jr. Farmers also participated in workshops on the history of Camden, introduction to food systems, *The Story of Stuff*, fracking, environmental racism, leadership, and job training including resume



development and budgeting. The Jr. Farmers also participated in two Youth led Participatory Action Research (YPAR) projects. During the first project Jr. Farmers surveyed Waterfront South residents about their interest in potential value-added products that CFET may be able to produce. Residents are most interested in hot sauce, pickles, and jam! The second YPAR project involved going to 5 area corner stores and analyzing the products available. Jr. Farmers also interviewed store management. Through this project Jr. Farmers learned that there are very few “healthy” options at the area corner stores: most of the fruit and vegetables that were offered did not look fresh and were expensive, most beans had added salt, and none of the stores offered whole wheat flour or low-fat dairy. One of the stores expressed interest in learning more about buying produce from CFET.

Three Junior Farmers were able to go with Ari to the Rooted in Community conference in Los Angeles. The five day conference included field trips to urban farm sites throughout Los Angeles, opportunities to connect with other young food system leaders from organizations throughout the country, and youth led workshops on everything from spoken word poetry and button making, to running successful campaigns, to climate change and land grabbing. The second of the YPAR projects came from questions that came up for Selena, Gloria, and Marisely while they were in Los Angeles.

Five of the Jr. Farmers continued to work with CFET throughout the fall – supporting monthly volunteer days, the Farmers' Market, and our Garden SEEDS program.

Thanks to feedback from this year's crew we're going to be renaming the program. If you have any ideas please let us know!

Other Programming at CFET

NATIVE PLANT NURSERY

With support from Camden SMART (Stormwater Management and Resource Training) we decided to focus on growing native plants that bloom in the fall and can enhance rain gardens at the end of the season. CFET produced around 700 native plants this year. 555 were planted in rain gardens throughout Camden in coordination with Camden SMART. The rest were donated or sold to Camden schools and residents. Native plants are particularly important in Camden because of their ability to absorb water and help reduce the amount of water flowing into our combined sewer system. Thanks to the CCMUA for housing the nursery, supporting our expansion into raised vegetable beds, and for use of the sprinkler system! The nursery would not exist if not for their support.

GARDEN SEEDS

Garden SEEDS (Service, Eating, Education, Diversity & Silliness), also new in 2013, is a program for children ages 9-13 to engage in hands-on cooking and garden exploration activities, that uses a seed-to-table curriculum developed by CFET staff that focuses on the hands-on exploration of food and where it comes from. Participants met twice weekly throughout the summer, exploring nutrition themes, gaining cooking skills, and exploring everything from good and bad bugs, germination to harvesting, and soil composition. During the school year participation slowed as kids had after school programs and sports. In January CFET will start a trial program with Urban Promise's Camp Freedom to offer Garden SEEDS once/wk to participants in their after school program. 23 kids have participated in Garden SEEDS to date.

CAMDEN GROWS

CFET has continued to contract with the Camden Children's Garden to lead workshops for adults in their USDA funded project called Camden Grows. In 2013 the first class of Camden Grows participants graduated. They participated in 9 workshops led by CFET and participated in a weekend retreat at the Center. The second class of participants started in November and has already participated in workshops on composting, preparing gardens for winter, and preserving fall vegetables. We are excited to continue to support adult gardeners in Camden in 2014.



New in 2014

CFET is excited to continue to create more opportunities for young people to have true leadership in our programs and to continue to offer programs that focus on a variety of skills. To meet these goals we're adding three new components to our youth programs in 2014.

Value-added products

Thanks to support from the New Jersey Office of Faith-Based Initiatives, CFET will start creating a line of value-added products to sell at our Farmers' Market, at local corner stores, and in surrounding communities. The project will be incorporated into our Jr. Farmers program, offering more in-depth training on business development and entrepreneurship as well as food preservation and safe food handling.

Food in Schools

In January Lauren Ladov, a service member from FoodCorps, will begin working at CFET.

FoodCorps is focused on three pillars:

1. Teach kids about what healthy food is and where it comes from
2. Build and tend school gardens
3. Bring high-quality local food into public school cafeterias

With Lauren on board we plan to expand our work with Camden's children by offering programs both during and after school.

Assistant Farmers

Designed for alumni Junior Farmers, this program will focus on leadership development. Assistant Farmers will be responsible for leading weekly workshops, developing garden work plans, and supporting the Garden SEEDS children's program. We are hoping to hire 3 Assistant Farmers in 2014. They will spend February and March helping plan the summer Jr. Farmers' program and learning how to create and facilitate workshops.

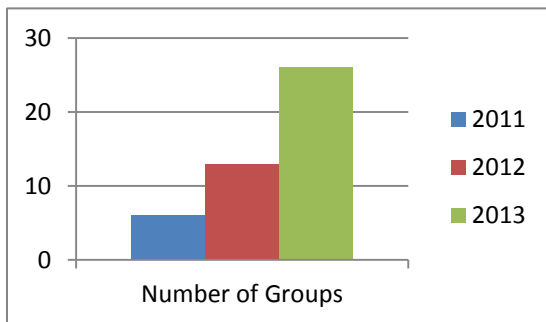
Retreat Program

A. Numbers and details

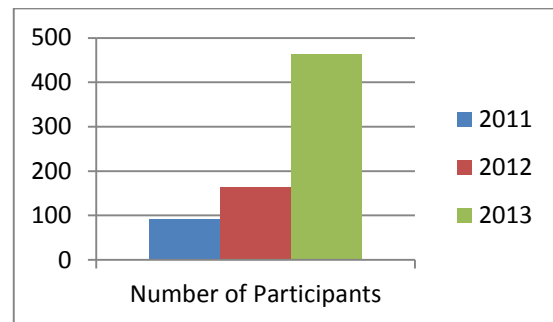
In its third full year of operation, CFET’s Retreat program grew dramatically and followed positive trends established in 2012. The year showed a 184% increase in program participants, up from 2012’s increase of 77%, and for a second, consecutive year doubled the number retreats hosted.

	2011	2012	2013
Retreat Groups	6	13	26
Retreat Participants	92	163	462

Retreat Groups per Year



Retreat participants per Year



Growth in attendance came primarily through day-trip events, the program’s easiest point-of-entry. Lasting between 2-8 hours, these trips typically focus on specific environmental issues or service projects. Schedules for such trips are highly customizable and often augment orientation programs and classroom lectures, provide annual service opportunities to educational institutions, or serve as capstone experiences for team-building projects.

Though collegiate education has continued to focus on integrating service learning into its curriculum, student groups often have difficulty finding time for extended experiences away from campus. Our weekend programming grew noticeably this past year as university groups sought external experiences in the short-term windows they had available.



	2011	2012	2013
Day Trips	0	32	275
Overnight	0	28	32
Weekend	54	46	98
Week Long	38	57	57



New participants in the program came primarily from institutions near Camden, an intentional focus for the year. Most notably, Rutgers University – Camden came to CFET for their first experience and then proceeded to come on three more trips. With a positive reputation for providing quality service learning experiences, the Retreat Program is slated for continued support from these institutions as well as extended growth from referrals and collaborative media outreach.

First Time Attendees

- Conspire Magazine (Philadelphia, PA)
- Grove City College (Grove City, PA)
- La Salle University (Philadelphia, PA)
- NJ Farm to School Network (Trenton, NJ)
- Philadelphia Higher Education Network for Neighborhood Development (Philadelphia, PA)
- Rowan University (Glassboro, NJ)
- Rutgers University, Camden (Camden, NJ)
- St. Joseph’s University (Philadelphia, PA)
- The Nature Conservancy – New Jersey Chapter (Delmont, NJ)
- The Renaissance Academy (Phoenixville, PA)
- True Deliverance Holiness Church of God (Harrisburg, PA)
- Wyandanch Union Free School (Wyandanch, NY)

B. Stories and Comments

The highly experiential nature of the Retreat Program lends itself well to verbal feedback. Included below are a handful of snippets given to us by a number of sources. Whereas Section A underscores the breadth of growth CFET has experienced, this section shows the program’s depth and importance for individuals who either attended retreats, chaperoned groups, hosted volunteers, or booked service trips.

“I fell in love with Camden while I was here. I think people who live in Camden are so brave, especially the people who choose to raise children in an environment like this. I don’t know if I

am bold and courageous enough for that task. I truly appreciate everything you guys have opened my eyes to. I guess you could say I lived a very sheltered life and you opened my eyes. Thank you for giving me this opportunity to experience a city that I know I would never have seen if it wasn't for this trip."

- Kings College, Student

"I have been participating in the Camden service trip with Loyola students for three years, and each year has offered great opportunity for our students to grow in their knowledge and awareness of issues such as environmental, social, and economic justice. I can confidently say that upon conclusion of each trip, our boys leave with a sense of compassion for the issues present in Camden. This happens through the activities and leadership from members of the Camden community, most importantly through the interactions of everyday people of Camden. It is amazing to me each summer the level of community and love for neighbor that is shown by everyday people in Camden who go through new and old struggles each day. These struggles are foreign to many of our students, so that level of bond and connection within the community which keeps it together is contagious to our students. From the trips to the shelters and kitchens, to the farmers market, playing basketball with the neighborhood kids, and learning about some of the systemic and systematic issues causing the problems from the adult leaders at CFET, the Camden experience truly offers a transformational experience."

- Loyola Blakefield, Chaperone

"I live in Voorhees, about 15 minutes away from Camden. I was surprised at how much I cared about everything we were doing so fast. I really liked that fact that we got to do so many different things. I felt like we got to experience a lot of Camden in a very short amount of time. This retreat was a really humbling experience that I will take back home where I live"

- St. Joseph's University, Student

"I had a great time helping out. It wasn't scary like I thought it was going to be. The people were so nice to me and I was amazed by how much the city had to offer. I have a new perspective.

- Bishop Eustace Preparatory School, Student

"Over the past year we have had a great partnering relationship with the CFET. Whether it's been a group from nearby or far away, whether they're here to help us paint or help out with our Children's Program, each group has been terrific. We've also had our Women's ministry over to the Center for cooking classes, which they loved. What makes this such a great partnership is that we both passionately care for the people and city of Camden. The staff there have a respect for the area and it shows in all they do. We look forward to continuing and growing our partnership with CFET for years to come."

- Fellowship House, Kevin McKinney – Development Director

"I thought I was coming to Camden to learn about environmentalism. And I did. But I learned so much more about people - what beautiful, unique, complex creatures we are and how I cannot live my life without acknowledging the connection among us all and striving to improve the lives of my fellow humans. To make each individual care for his fellow people is to make the whole of society to care for each other because ultimately, society is merely the sum of all of the

interactions among individuals. If we can't change the individual, we will never be able to change society. I was changed. I could not have imagined meeting a more beautiful group of people here at CFET. I don't think I had a single negative interaction with anyone in the area the entire weekend. The neighbors were all very friendly, exchanging casual hellos and "how-are-you's" with us as we passed by - one man even offered to let us borrow his weed whacker."

- Villanova University, Student

"The volunteers from CFET who served in our garden were crucial to the success of our growing efforts in 2013. Thanks to their helping hands, we were able to provide fresh, organic produce to our neighbors through our Community Kitchen. CFET's volunteers were a joy to work with, and we look forward to continuing our work with them in 2014."

- The Neighborhood Center, Michael D'Italia - Assistant Director of Community Outreach

C. Systemic Development

The following steps were taken in 2013 to strengthen CFET's Retreats programming:

- All core curriculum was rewritten based on feedback from retreat participants
- Three new sessions were added to our curriculum portfolio
- Evaluation tools developed in 2012 were utilized and populated with data, giving the program guidelines for future development
- Digital advertising increased greatly with the launch of CFET's website, Facebook page, Twitter account, and Google Plus page
- Work began on new print materials which will be completed in early 2014
- Orders for supplies were consolidated and a permanent discount was brokered for all purchases which has freed additional funding for future development
- Production of in-house, environmentally responsible cleaners began, further reducing supply costs
- On-site laundry capabilities were installed to reduce costs and increase cleanliness
- Volunteer hosting relationships were created with five new Camden institutions: Camden Shipyard & Maritime Museum, Fellowship House, Habitat for Humanity, the Neighborhood Center, and UrbanPromise

D. Future Projects

Looking ahead to 2014, the Retreats Program will focus on four key areas:

1. Completing and distributing a full spread of digital and print advertising materials
2. Strengthening its volunteer pool and tools for volunteer training
3. Developing new, environmentally focused, curriculum
4. Developing and collection information from new evaluation tools

Thomas Berry Lecture

There are several fund raising events throughout the year, including our monthly sale of fair trade coffee at Sacred Heart Church and our Earth Day Celebration, but the highpoint of our fund and friend raising efforts is the annual Thomas Berry Lecture. This year was extraordinary! An effort led by board member, Cathy Nevins, culminated in a concert on October 5, 2013. None other than Grammy-award winning musician and song writer Tom Chapin came to our neighborhood, to Sacred Heart Church, to perform a concert: *One Earth One Family Together*. 480 people bought tickets. The church was packed with people, young and old, who were thrilled by Tom and his band: their music, their banter and their lyrics.



Accompanying Tom was a choir of children from Camden City, Collingswood and Haddon Heights, all New Jersey towns. These 30 children were angelic in their concert apparel and with their eyes aglow in the joy of the music. It is very difficult to describe the power of this event. The music brought children out into the aisles. The musicians got everyone into the singing and gesturing act. It was fabulous! Many thanks to all our sponsors who made the event possible, to Tom Chapin and his band for an unforgettable afternoon, to the children of these three towns, their parents and their teachers, who were perfect in their roles, and to Cathy Nevins and her team. Wow! It was a blessed time in our neighborhood.

Camden City, Collingswood and Haddon Heights, all New Jersey towns. These 30 children

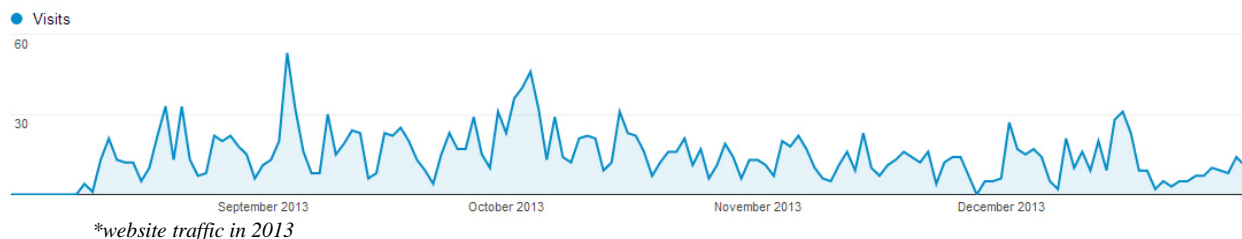
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Media

www.cfet.org

With a soft launch on August 9th and a hard launch on August 13th, CFET's new website serves as the cornerstone of its internet presence. A total of 1,442 unique visitors across 2,195 viewing sessions have been to the site since its launch and have focused primarily on learning about the mission of the organization, its programming, and available volunteer opportunities.



In addition to the PR benefits of the website, CFET has also received the following through forms and pages available on the site:

- 16 requests for volunteer opportunities
- 1 week-long retreat booking
- 13 donations, averaging \$58 per person

The income generated from these sources has already surpassed the cost of developing the website. In 2014, CFET will focus on strengthening the content and functionality of www.cfet.org, integrating all its social media outlets into the site, expanding the number of social media platforms utilized, increasing traffic to its internet outlets, and training staff in creating multimedia content, deliverable through digital means.

Other Highlights

- Began using Mail Chimp for the monthly newsletter
- 1087 people received a monthly newsletter throughout 2013
- CFET was featured in the *Philadelphia Inquirer* as well as *the Courier-Post*.
- Our Facebook group has 547 members, and we have a new Facebook page
- We began a Twitter account.
- We had a student intern from Rutgers/Camden in Fall 2013 who facilitated much of our social media.

Acknowledgments

We are grateful to the following corporations, foundations and/or governmental agencies for their recognition of the value of our mission, indicated by our successful grant proposals with them:

Campbell Soup Company
Campbell Soup Foundation
Citizens' Bank Foundation
Danellie Foundation
Geraldine R. Dodge Foundation
Dohflinger-McMahon Foundation

Merck Family Fund
Office of Faith-Based Initiatives, State of
New Jersey
Subaru of America Foundation
Susquehanna Bank

We are very grateful to the following individuals/companies who provided welcome financial support to the pursuit of our mission:

Nancy Axelrod & Jim Podheiser
Chipotle Restaurant, Cherry Hill
Fran & Dom Cicali
Mark Doorley

Susan & Rich Dougherty
Debbie & Alex Durand
Fante's Heating & Cooling, Inc.
Cathy Fox

Ted Fox
Josephine & Michael Giacchino
Eugene Gotti
Rosemary & Jim Hally
Jessica Franzini
Cassie & Chris Haw
Aaron Heintz
Doreen & Paul Holmgren
Edna LoMonico
Cathy Nevins
New Affinity Concepts
Barbara & Peter Pizzutillo
Peter Trentacoste
Ellen and Frank Zinni
South Camden Theatre Company

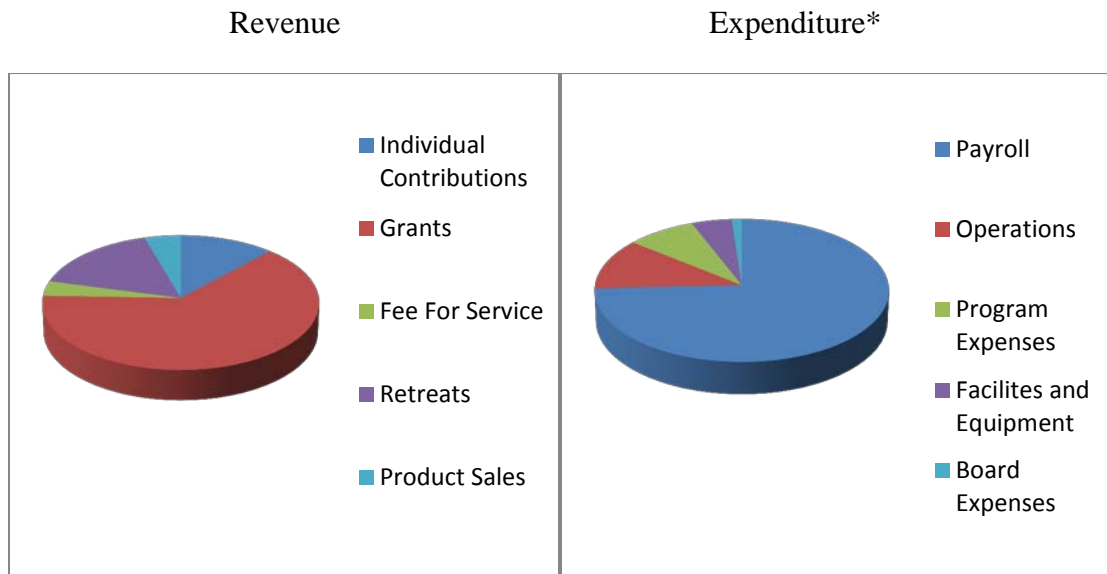
Fr. Michael Doyle
Sierra Club of West Jersey
Edward Cohen
Sandra and Joe Suprenuk
Elizabeth & Jim Delaney
Gary Gadren
Jeremy Sullivan
Richard Van Vranken
Carol Fisher
William Stehl
Joann Held
Natalie Pedersen
Stephen Urciuoli
Charity Services Center, PA

We are indeed very grateful to the following organizations and individuals that have been quite generous to us with their in kind support of our mission:

Camden County Municipal Utilities
Authority (CCMUA)
The Heart of Camden Housing, Inc.
Sacred Heart Roman Catholic Church
The Roman Catholic Diocese of Camden
The Fellowship House, Camden, NJ
The Neighborhood Center, Camden, NJ
The Romero Center, Camden, NJ
Rutgers University/Camden
The New Jersey Tree Foundation
Primex Garden Center

TD Bank
The La Salle Non Profit Center
Johnny's Selected Seeds
MAFCO, Camden, NJ
Baker Creek Heirloom Seeds
Rutgers Cooperative Extension
City of Camden, NJ
William Harden
Sustainable Cherry Hill
Susquehanna Bank

2013 Finances



*Payroll includes our staff and the Jr. Farmers.

Copies of our most recent IRS form 990 can be found on our website.

Finance Goals for FY 2014

- Secure a part time book keeper
- Increase percentage of revenue from individual contributions

Conclusion

It is amazing where this organization has come since its humble beginnings in a church basement, and then a kitchen table, in Fall 2005. What was then the faintest glimmer of an idea has become a vibrant, respected and resourceful center of activity in Camden City. We achieved several of the goals that we set ourselves at the beginning of 2013. There is a significant one that has not been achieved, and it is a central effort of 2014: hiring an executive director. We also hope to secure several additional board members. We intend to get our value-added products on store shelves in 2014. Finally we intend to increase the level of contributions from individuals who want to support this important work.

It would be impossible to do what we do, day in and day out, without the tremendous work of the young adults whom we have employed, the volunteers who do prodigious amounts of work for us, our two staff members (Ari and Micahel) who continue to impress us with their energy and creativity, and the members of the board. Ours is not a board that settles for a minimal approach to its governance role. Each and every board member gives, not only of her or his treasure, but, day in and day out, of her or his talent and time. It is a true blessing! A final word of gratitude to a particular member of the board, Fr. Michael Doyle, whose 40 years in this neighborhood continue to be an inspiration to all of us! We hope that continues for many more.

Board of Trustees

Mark Doorley, President
Rosemary Hally, Vice-
President
Michael Doyle, Secretary
Ted Fox, Treasurer
Susan Cedrone
Cathy Fox
Eileen Borland
Nancy Axelrod
Jim Hally
Felicia Biles
William Harden
Cathy Nevins

Staff

Ari Rosenberg, Urban
Farmer/Educator

Michael Zier, Retreat
Coordinator

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Transformation**

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