



Strategic Plan 2019–2022:

A PATH FOR GROWTH AND IMPACT

Edible Schoolyard NYC is thrilled to launch a new strategic plan which covers the period from FY2019–FY2022. The result of a comprehensive, year-long process which included input from a wide group of internal and external stakeholders, the ambitious plan positions ESYNYC to enter the next stage of our evolution as an organization and work towards expanding edible education to all NYC children.

Inspired by Alice Waters' original Edible Schoolyard in Berkeley, CA, ESYNYC launched in 2010 with one program in one partner school in Brooklyn. Over the past eight years, we have grown to three programs and six partner schools, reaching almost 86,000 students and 600 educators throughout NYC last year through direct and indirect service. Now, armed with expertise and proof points, ESYNYC is poised to plant, nurture, and propagate a model of sustainable edible education for New York City and beyond.



**EDIBLE
SCHOOLYARD
NYC**

MISSION

EDIBLE EDUCATION FOR EVERY CHILD IN NEW YORK CITY.

VISION

We believe in a future where all children are educated and empowered to make **healthy food choices** for themselves, their communities, and their environments.

We believe in a **just and sustainable food system for all**, regardless of race, socio-economic background, or geography.

We believe that New York City public schools can, and should, be a **model for other school districts**. We believe that every child in New York City public schools should receive an edible education: a holistic education about food that nourishes mind, body and spirit.

TARGET POPULATION

We work directly with **Title 1 elementary and middle Public Schools** which serve communities in diverse and historically disadvantaged neighborhoods.

We will continue to work with **all schools** for Professional Development (PD), training, and resource sharing.

ACTIVITIES

We partner with NYC public schools to **cultivate healthy students and communities**, transforming children's relationship with food.

- *We work* **directly in schools** through kitchen and garden classes, cafeteria interventions, and family and community programming.
- *We support* teachers through our **Professional Development (PD)** program, teaching them how to implement edible education in their classrooms.
- *We advocate* for **policies** which support our mission and vision, and partner with like-minded organizations to magnify our impact.

OUTCOMES: THE CHANGE WE WANT TO SEE



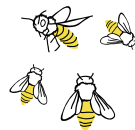
Individual

Kids seek out, prepare, and eat more healthy foods; have positive educational experiences; understand the food system; and become leaders whose knowledge engages and inspires their families.



School

Schools invest in wellness by creating overarching health goals, incorporating more hands-on edible education, offering healthy school lunches, and making gardens and kitchens available as community resources.



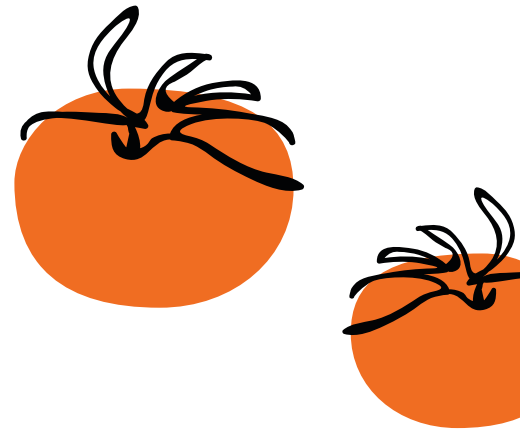
Community

Communities increase coordination between school and community health supports, and partner with schools to increase access to healthy, affordable foods.



Beyond

More teachers are trained to teach edible education, forming a movement of advocates who influence policy discussions and create a mandate for edible education.



Our new strategic plan includes **five ambitious goals** for refining, growing, sharing, powering, and investing in our organization:

1. REFINE THE PROGRAM

Refine the existing direct service model to deliver exceptional edible education that supports the creation of healthy school cultures.

- **Solidify** our Network School model to ensure measurable individual and school change.
- Promote and support **healthy school cultures** at all ESYNYC schools.
- Enhance extracurriculars to **increase community healthy food access** and promote a just and sustainable food system.
- **Model best practices** at our two flagship Demonstration Schools.

2. GROW OUR REACH

Expand our edible education approach to impact more children, schools, and communities.

- Pursue steady growth with **four new Network Schools** by FY22, for a total of eight.
- Deepen and enhance ESYNYC's **Professional Development offerings** to ensure teachers and schools deliver exceptional edible education, **doubling our reach** to 1,200 teachers by FY22.
- Expand **support to edible educators** through dedicated resources and additional touch-points.

3. SPREAD THE MODEL

Help build an edible education movement by leveraging ESYNYC's data, experience, and expertise to encourage adoption by more schools and educators.

- Expand our **investment in evaluation** to support ongoing program improvement and share the efficacy and value of edible education.
- Explore **advocacy platforms and coalitions** to support policies which will positively impact edible education and school health.

4. POWER OUR GROWTH

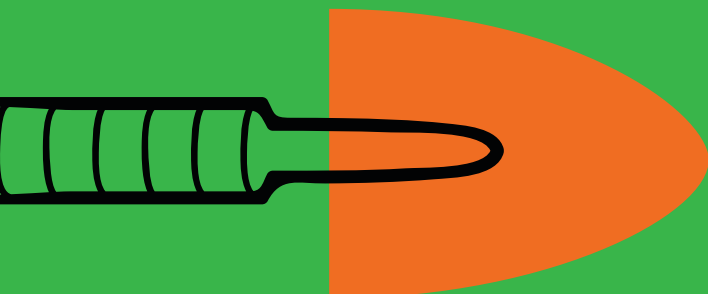
Develop a sustainable fundraising and financial model.

- Strengthen ESYNYC's communications platform, **building awareness** of our programs and impact among diverse constituent groups.
- **Diversify and grow funding sources** to create programmatic and organizational stability.
- Continue **strong fiscal management**, IT and security systems to support a growing organization.

5. INVEST IN PEOPLE

Invest in what makes ESYNYC a high-quality program: the ongoing growth and retention of staff.

- Design a transparent and growth-oriented **compensation structure** for ESYNYC staff.
- Support ESYNYC staff's **professional growth**.
- Nurture a **values-driven culture** and policies which create a happy, equitable workplace.





By **2022** ESYNYC will:

GROW OUR BUDGET FROM

\$2.5 M *to* \$4 M

(A 60% INCREASE)

GROW OUR STAFF FROM

23 *to* 30

(A 30% INCREASE)

GROW OUR SCHOOL SITES FROM

6 *to* 10

(A 70% INCREASE)

GROW OUR PD REACH FROM

600 *to* 1,200

(A 100% INCREASE)

**HELP US MAKE EDIBLE EDUCATION
A REALITY FOR EVERY CHILD IN
NEW YORK CITY.**



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