CitySeed

General Information

Contact Information

Nonprofit        CitySeed
Address          817 Grand Ave Ste 101
                 New Haven, CT 06511
Phone            (203) 773-3736
Web Site         Web Site
Facebook         Facebook
Twitter          Twitter
Email            info@cityseed.org

At A Glance

Year of Incorporation        2004
Organization's type of tax exempt status        Public Supported Charity
Organization received a competitive grant from the community foundation in the past five years  Yes
Mission & Areas Served

Statements

Mission
To engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture.

Background
What began in 2004 with four neighbors in search of a fresh, local tomato, has grown into a statewide effort to get more local food to more people, promoting community development and sustainable agriculture in Connecticut. Our programs increase access to local, healthy food; promote farm viability and food entrepreneurship; engage the community through outreach and education; and advocate for policy change.

Impact
We started our first Farmers Market in 2004 and expanded to include three additional Farmers Markets the following year. In 2005, our Wooster Square Farmers Market became the first Farmers Market in Connecticut to accept SNAP/Food Stamps. That same year, CitySeed helped form the New Haven Food Policy Council to advocate for better food for a better city. Our programming has expanded throughout the years but is focused on building an equitable, local food system through increasing urban residents’ access to fresh, healthy food; supporting farm viability in CT; and supporting food entrepreneurship and economic development. In 2007, CitySeed was key in securing a significant increase in State funding so all of CT’s 54,000 eligible seniors could participate in the Senior Farmers’ Market Nutrition Program. Also in 2007, CitySeed started a Community Supported Market to ensure the viability of a Farmers Market in a low-income neighborhood. In 2008, in order to help thousands of consumers connect with locally grown food and farm products, we launched www.buyCTgrown.com. In 2010, we published New Haven Cooks | Cocina New Haven, a bilingual community cookbook that celebrates the cultural richness of New Haven through food. We also increased our technical assistance to our Farmers Market colleagues across CT with an online Farmers Market Resource Center at www.buyCTgrown.com/marketmanagers. In 2016-2017, CitySeed built out a commercial kitchen and launched a suite of culinary programming. One of these programs is Sanctuary Kitchen, which works with over 35 immigrant and refugee chefs each year to lead cooking classes, put on supper clubs and special events, or cater -- all with the aim to foster intercultural understanding while providing supplementary income. CitySeed's commercial kitchen is also a space for food business incubation, and we offer resources and training for growing food entrepreneurs, as well as links to our Farmers Markets.

Needs
Our organization's top needs are to secure funding for staff during the slow-season when planning for our market season activities, and to secure funding for expansion of our food entrepreneurship and food business incubation services as we grow.

CEO Statement
CitySeed is unique in that we are able to collaborate with a wide array of actors in the food system, all with the goal to build a more equitable, local food system. We work to change the system, building access to fresh, local food as a basic right, and supporting economic development through food -- whether through local agriculture, small food business development, catering, or our farmers markets.
Since CitySeed launched in 2004, we have worked to create a sustainable model of local economy, urban community, regional agriculture, environmental stewardship, and well-being through food. We do this through our farmers markets, advocacy, education, and entrepreneurship. CitySeed has seen an exciting amount of growth and success with its kitchen focused programming. We launched Sanctuary Kitchen in 2017 with two critical goals in mind: 1) to promote and celebrate the culinary traditions of refugees and immigrants in Connecticut and 2) provide incubation training and business development opportunities for these residents. In our first year, we worked with cooks from Iraq, Afghanistan, Mexico, Ecuador, Syria, the Democratic Republic of Congo, and Sudan. We also continue to strive to make our markets profitable and enjoyable for CT growers, and accessible and welcoming to New Haven residents. For a relatively small organization, CitySeed has been able to conduct unique, high quality programming that serves the City of New Haven. We are incredibly fortunate to live in a city of passionate and engaged citizens who support our efforts with their time, skillsets and hard-earned dollars. These volunteers and donors are critical to our growth and success, and require a nimble, well organized, and easily digestible data management system. Tracking data well is also critical to the success and growth of our markets, and will help us continue to better serve New Haven. I chose to volunteer with CitySeed because I was moved by the organization’s mission long before I became a New Haven resident. While in graduate school, I studied food policy and community food systems, and interviewed CitySeed staff for my MA thesis. I visited friends in New Haven while I was living in Boston, and going to the market was always a highlight. Then, while working as a farmer in both California and upstate New York in my 20s, I often thought of the CitySeed markets, and the organization’s commitment to supporting local food and growers. Serving as Board Chair for this dynamic organization has been both challenging and fulfilling. This organization is poised to do needed and exciting work in New Haven, and our dedicated community of staff, Board, and volunteers are equipped with the passion and skill-sets to do the work.

Service Categories

Primary Organization Category

Food, Agriculture & Nutrition / Food Programs

Areas Served

New Haven
State wide

We operate food-based programming serving both the Greater New Haven area and Connecticut agriculture state-wide.
## CitySeed Farmers’ Markets

**Description**  
Nationally recognized by both USA Today and USDA for bringing local food to those who need it most, this network of five neighborhood farmers’ markets in New Haven supports farmers who sell what they grow. In 2012, CitySeed Farmers’ Markets redeemed over $80,000 worth of federal food benefits from low-income individuals. That translates to over $80,000 worth of fresh, local produce on the plates of our fellow community members! Many of our other programs have been built off of our farmers’ market platform and we anticipate creating more innovative and far-reaching programs based on our markets’ success.

**Budget**  
$0.00

**Category**  
Food, Agriculture & Nutrition, General/Other / Food

**Population Served**  
Adults / Families / K-12 (5-19 years)

**Program is linked to organization’s mission and strategy**  
Yes

**Short Term Success**  
Provide an access point for local, fresh, healthy food.

**Long Term Success**  
Increase the health of all residents in New Haven.

**Program Success Monitored By**  
Attendance, market sales, redemption of food assistance benefits

**Examples of Program Success**  
In 2005, Farmers’ Market-Wooster Square became the first farmers’ market in Connecticut to accept Food Stamps through Electronic Benefit Transfers (EBT). In 2007, we gained recognition by the USDA as a Golden Grocer for our work in providing Food Stamp access at our markets and guiding other markets in doing the same.
### Mobile Market

**Description**
This market on wheels is a partnership between CitySeed and Common Ground High School which grows much of the food and provides student help in selling the produce. The Mobile Market concentrates on visiting food insecure neighborhoods in New Haven.

**Budget**
$0.00

**Category**
Food, Agriculture & Nutrition, General/Other / Food Distribution

**Population Served**
Adults / Elderly and/or Disabled / General/Unspecified

**Program is linked to organization’s mission and strategy**
Yes

**Short Term Success**
To visit at least 5-10 different sites per market season and see at least 1,000 individuals.

**Long Term Success**
To reduce food insecurity in New Haven.

**Program Success Monitored By**
Customer counts and federal benefits are all counted for each Mobile Market day of operation.

**Examples of Program Success**
We know this program is doing well when we see federal benefits being redeemed at the Mobile Market. We finished our pilot season of the Mobile Market and are planning our new market season and expectations with the community right now.

### Food Business Incubation

**Description**
Through its commercially licensed kitchen, CitySeed provides Food Business Incubation services for growing food entrepreneurs, including: commercial kitchen space rental, limited dry goods storage, a Pre- Incubation training program for food entrepreneurs at the concept stage, basic food business advising, referral to a network of mentors and resources, and access to guest vending opportunities at our Farmers Markets.

**Budget**
$0.00

**Category**
Food, Agriculture & Nutrition, General/Other / Food Distribution, General/Other / Food Distribution

**Population Served**
Adults / Elderly and/or Disabled / General/Unspecified

**Program is linked to organization’s mission and strategy**
Yes
Sanctuary Kitchen

Description
Sanctuary Kitchen’s objective is to promote and celebrate the culinary traditions, cultures, and stories of refugees and immigrants resettled in Connecticut, while providing them with economically viable culinary opportunities that have personal income potential. Sanctuary Kitchen works with refugee and immigrant chefs to lead cooking classes, supper clubs, and special events.

Budget
$0.00

Category
Food, Agriculture & Nutrition, General/Other

Population Served
/

Program is linked to organization’s mission and strategy
Yes

Sanctuary Kitchen Catering

Description
Sanctuary Kitchen Catering provides authentic, multicultural catering that supports professional culinary development and cultural integration of refugees and immigrants in the Greater New Haven Area. This is an extension of our Sanctuary Kitchen program, and provides a platform for refugee and immigrant chefs interested in catering and food entrepreneurship to get their start.

Budget
$0.00

Category
Food, Agriculture & Nutrition, General/Other

Population Served
/

Program is linked to organization’s mission and strategy
Yes
### Community Cooking Education

**Description**

CitySeed worked with our partner, Global Local Gourmet, to train New Haven-based cooking instructors through the “Master Cooks Corps” program. We have cultivated a core group of skilled chefs who serve as educators for senior cooking classes and family cooking classes held throughout New Haven when funding is available. The curriculum focus on culturally-relevant, affordable recipes that integrate fresh produce and highlight seasonal ingredients that are available through our farmers markets and Mobile Market, as well SNAP maximization. Education is one of the missing links in the effort to create equitable access to fresh healthy food in urban communities. Cooking education is consistently identified as a primary barrier from low-income community members as to why they do not eat healthier. The intention of the community cooking classes is to provide peer-based cooking education, a unique approach to cooking education that is based on the principle that people tend to learn more easily and be more engaged when the instructor is from a similar background and culture.

**Budget**

$0.00

**Category**

Food, Agriculture & Nutrition, General/Other /

**Population Served**

/ /

**Program is linked to organization’s mission and strategy**

Yes
Leadership & Staff

CEO/Executive Director
Amelia Reese Masterson
Term Start
Jan 2017
Email
amelia@cityseed.org

Staff
Number of Full Time Staff 4
Number of Part Time Staff 4
Number of Volunteers 20
Staff Retention Rate 50%

Staff Demographics - Ethnicity
African American/Black 1
Asian American/Pacific Islander 0
Caucasian 5
Hispanic/Latino 1
Native American/American Indian 0
Other 1 Indian

Staff Demographics - Gender
Male 0
Female 8
Unspecified 0

Plans & Policies
Organization has a Fundraising Plan? Under Development
Organization has a Strategic Plan? Under Development
Years Strategic Plan Considers N/A
Management Succession Plan? Under Development
Organization Policy and Procedures Under Development
Nondiscrimination Policy Yes
Whistleblower Policy No
Document Destruction Policy No
Former CEOs and Terms

<table>
<thead>
<tr>
<th>Name</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nicole Berube</td>
<td>Dec 2010 - Dec 2016</td>
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Formal Evaluations

- **CEO Formal Evaluation**: N/A
- **CEO/Executive Formal Evaluation Frequency**: N/A
- **Senior Management Formal Evaluation**: N/A
- **Senior Management Formal Evaluation Frequency**: N/A
- **Non Management Formal Evaluation**: N/A
- **Non Management Formal Evaluation Frequency**: N/A

Collaborations

CitySeed conducted a partnership retreat in early 2017 with New Haven Farms, New Haven Land Trust, and Common Ground. Since then, the four organizations have been meeting regularly to collaborate on grants, programming, and a search for shared space. As of February 2018, New Haven Farms and New Haven Land Trust have co-located in the same building as CitySeed to facilitate more active collaboration. Additionally, CitySeed is actively collaborating with a number of organizations for our newest program, Sanctuary Kitchen. These collaborators include: Yale Refugee Project, RISE, Integrated Refugee and Immigrant Services, Elmseed Enterprise, Jewish Community Alliance for Refugee Resettlement, Yale Law School, Spring Glen Alliance for Refugee Resettlement, and Atticus Bakery and Cafe.

Comments

**CEO Comments**

In 2012 we finalized our approach to operational procedures, such as financial and personnel policies, in order to be better equipped to make strategic decisions for the organization. We also created Financial, Development, and Executive Review Committees within in the Board of Directors, establishing standing and ad hoc committees to deal with pertinent issues of the organization's management and fiscal present and future. In 2016, we also finalized our Executive Review standards as well as our personnel policies.
Board & Governance

Board Chair
Emma Kravet

Company Affiliation
CT Forest and Park Association

Term
Nov 2017 to Nov 2020

Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lisa Bassani</td>
<td>Yale School of Forestry &amp; Environmental Studies</td>
</tr>
<tr>
<td>Gregg Gonsalves</td>
<td>Yale School of Public Health</td>
</tr>
<tr>
<td>Chris Heitmann</td>
<td>Westville Village Renaissance Alliance</td>
</tr>
<tr>
<td>Sumiya Khan</td>
<td>UConn Health Center for Public Health &amp; Health Policy</td>
</tr>
<tr>
<td>Christine Kim</td>
<td>Community Volunteer</td>
</tr>
<tr>
<td>Elisabeth Moore</td>
<td>Connecticut Farmland Trust</td>
</tr>
<tr>
<td>Nicole Najam</td>
<td>Employment Counsel, Hubbell, Inc.</td>
</tr>
<tr>
<td>Onyeka Obiocha</td>
<td>Yale Center for Business &amp; Environment, Innovate Health Yale</td>
</tr>
<tr>
<td>Susan Pulaski</td>
<td>CT Insurance Department</td>
</tr>
<tr>
<td>David Shufrin</td>
<td>Hurwitz, Sagarin, Slossberg, &amp; Knuff, LLC</td>
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Board Demographics - Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>African American/Black</td>
<td>1</td>
</tr>
<tr>
<td>Asian American/Pacific Islander</td>
<td>1</td>
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<tr>
<td>Caucasian</td>
<td>6</td>
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<tr>
<td>Hispanic/Latino</td>
<td>0</td>
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<tr>
<td>Native American/American Indian</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>3 Arab-American, Indian</td>
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Board Demographics - Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Male</td>
<td>3</td>
</tr>
<tr>
<td>Female</td>
<td>7</td>
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<tr>
<td>Unspecified</td>
<td>1</td>
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Governance

<table>
<thead>
<tr>
<th>Governance Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Board Term Lengths</td>
<td>3</td>
</tr>
<tr>
<td>Board Term Limits</td>
<td>0</td>
</tr>
<tr>
<td><strong>Number of Full Board Meetings Annually</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Written Board Selection Criteria</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Written Conflict of Interest Policy</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Percentage Making Monetary Contributions</strong></td>
<td>100%</td>
</tr>
<tr>
<td><strong>Percentage Making In-Kind Contributions</strong></td>
<td>100%</td>
</tr>
<tr>
<td><strong>Constituency Includes Client Representation</strong></td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Board Co-Chair**

Christine Kim

**Term**
Nov 2019 to Nov 2021

**Email**
xinekim@gmail.com

**Standing Committees**

Finance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts
Financials

Fiscal Year Start
Feb 01 2019

Fiscal Year End
Jan 31 2020

Projected Revenue
$604,047.00

Projected Expenses
$588,173.00

Spending Policy
N/A

Detailed Financials

Prior Three Years Total Revenue and Expense Totals Chart

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$509,550</td>
<td>$416,515</td>
<td>$310,517</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$519,696</td>
<td>$390,104</td>
<td>$342,058</td>
</tr>
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</table>

Prior Three Years Assets and Liabilities Chart

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$134,736</td>
<td>$117,667</td>
<td>$83,062</td>
</tr>
<tr>
<td>Current Assets</td>
<td>$117,682</td>
<td>$106,363</td>
<td>$70,514</td>
</tr>
<tr>
<td>Long-Term Liabilities</td>
<td>$400</td>
<td>$300</td>
<td>$0</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>$53,907</td>
<td>$26,391</td>
<td>$18,497</td>
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<tr>
<td>Total Net Assets</td>
<td>$80,429</td>
<td>$90,976</td>
<td>$64,565</td>
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</table>

Prior Three Years Top Three Funding Sources

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Funding Source &amp; Dollar Amount</td>
<td>City of New Haven $25,622</td>
<td>City of New Haven $60,391</td>
<td>Lawson Valentine Foundation $25,000</td>
</tr>
<tr>
<td>Second Highest Funding Source &amp; Dollar Amount</td>
<td>The Community Foundation for Greater New Haven $25,142</td>
<td>Lawson Valentine Foundation $25,000</td>
<td>City of New Haven Food Policy Council $15,131</td>
</tr>
<tr>
<td>Third Highest Funding Source &amp; Dollar Amount</td>
<td>Lawson Valentine Foundation $25,000</td>
<td>International Association of New Haven $20,000</td>
<td>Cornelia &amp; Michael Bessie Foundation $15,000</td>
</tr>
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Solvency

Short Term Solvency

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td>Current Ratio: Current Assets/Current Liabilities</td>
<td>2.18</td>
<td>4.03</td>
<td>3.81</td>
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Long Term Solvency

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Long-Term Liabilities/Total Assets</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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Capital Campaign
Currently in a Capital Campaign?
No

Comments

Foundation Staff Comments
This profile, including the financial summaries prepared and submitted by the organization based on its own independent and/or internal audit processes and regulatory submissions, has been read by the Foundation. Financial information is inputted by Foundation staff directly from the organization’s IRS Form 990, audited financial statements or other financial documents approved by the nonprofit’s board. The Foundation has not audited the organization’s financial statements or tax filings, and makes no representations or warranties thereon. The Community Foundation is continuing to receive information submitted by the organization and may periodically update the organization’s profile to reflect the most current financial and other information available. The organization has completed the fields required by The Community Foundation and updated their profile in the last year. To see if the organization has received a competitive grant from The Community Foundation in the last five years, please go to the General Information Tab of the profile.