



# GROW WITH US

## The Land's Sake Farm Capital Campaign



MASSACHUSETTS

WESTON

“Land’s Sake has been a Weston icon for 40 years and we now have an opportunity to strengthen it and pioneer a modern community farm right here in our own backyards. This will be our legacy for the next 40 years.”

Brynja Smarason  
CAMPAIGN CHAIR



# IT’S TIME FOR LAND’S SAKE FARM TO GROW.

Help us grow year round while enabling a sustainable future

Local produce, vital to our health

Community education on farming and land care

Nutritious donations to hunger relief organizations

Dedication to sustainability and preservation

Personal connections to the land

Fully organic, 100% sustainable farm



*Grow your involvement. Grow your commitment.*  
**Grow with us.**



The Land’s Sake Farm Capital Campaign

# GROW OUR MISSION

Our mission is “connecting people to the land to build community and inspire lifelong stewardship.”



Land’s Sake Farm is the heart of Weston, figuratively as a beloved non-profit institution serving townspeople and hunger relief organizations, and literally due to our location on Wellesley Street. The farm joins many community members who hope to maintain the rural character of Weston.

Since our humble beginning in 1980, volunteers and staff have made the farm an integral source of nutritious fresh produce and valuable education for residents and neighboring communities, especially the area’s hungry and homeless. With a recently acquired long-term lease from the Town of Weston, Land’s Sake Farm will save and transform this seasonal treasure of our community into a year-round operation.

Today, in a time when the American farm and family farmer are disappearing, and local food sources are more important than ever, the leadership of Land’s

Sake Farm is poised to create a sustainable organization that will live on for decades to come. We seek basic infrastructure to continue operations and build the physical spaces which will allow for ongoing farming, education and events, and proper care of our resources, 12 months of the year.

**We have the vision and dedicated leadership to fulfill a growth plan. Land’s Sake Farm is launching a \$5,000,000 Capital Campaign, *Grow With Us*, to fund this vision. You, the people of our community, play an integral role in our success. Please join us in supporting the future of Land’s Sake Farm.**



## GROW OUR MISSION

“Many visitors who come to our farmstand don’t know this amazing green space is a thriving non-profit. We give away one-third of our produce to hunger relief. Aligned with our mission I do believe Land’s Sake Farm can significantly change people’s health for the better.”

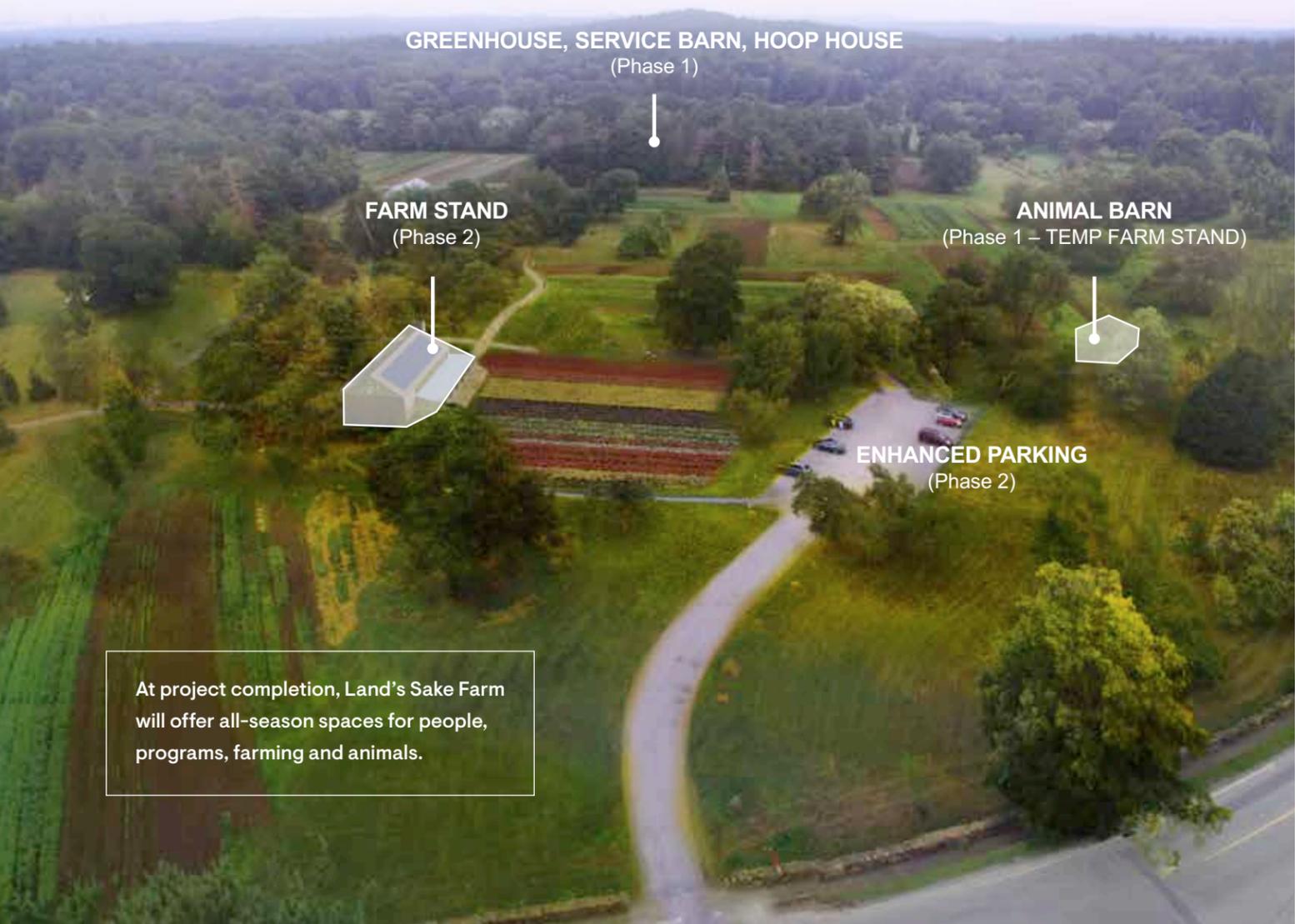
**Beth Marshdoyle**

President, Board of Directors,  
Account Executive, Apple, Inc.



# GROW THROUGH THE WINTER

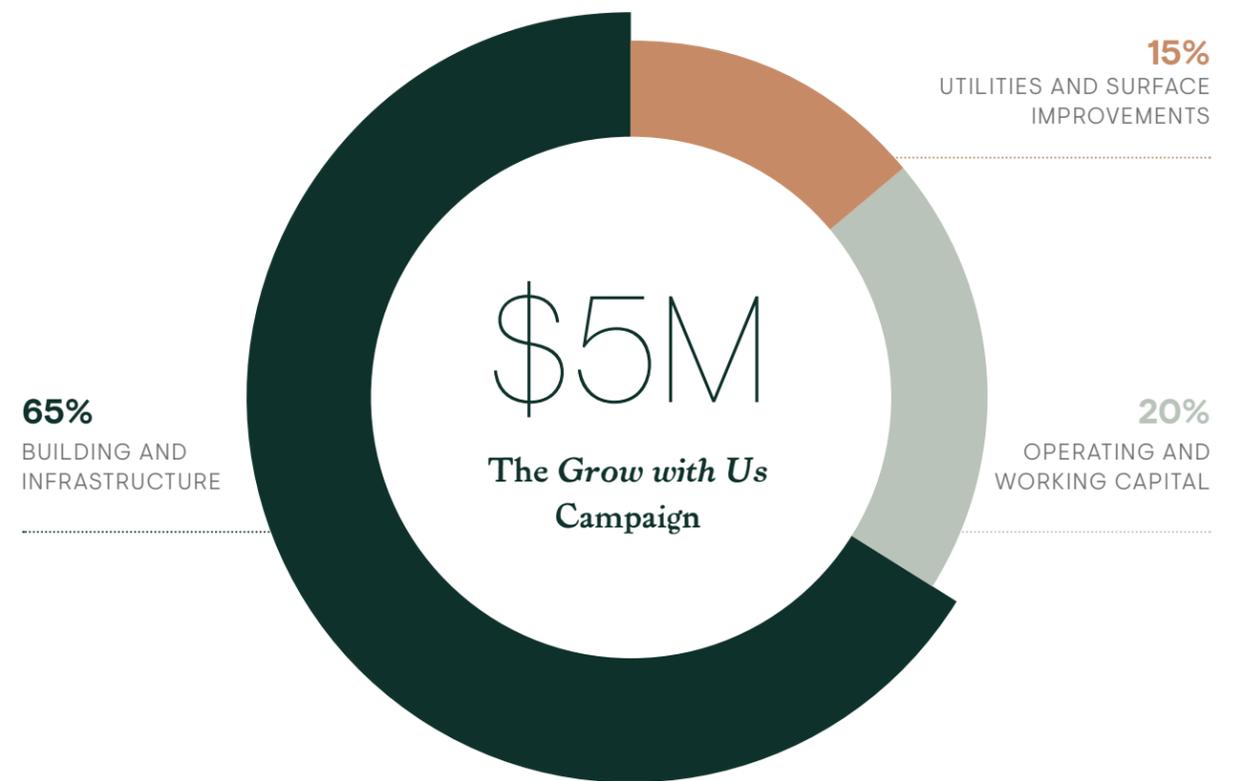
A phased approach allows the farm to expand our growing season immediately.



At project completion, Land's Sake Farm will offer all-season spaces for people, programs, farming and animals.

# GROW OUR IMPACT

The *Grow with Us* Campaign seeks to raise \$5,000,000 to build Land's Sake Farm's capacity for year-round operations and programs for all ages.



The Land's Sake Farm Capital Campaign

# GROWTH WILL MULTIPLY OUR IMPACT

Land's Sake Farm must have direct water and electricity sources, as well as our own barn space, to continue operations.

We are challenged by our dependence on the hospitality of adjacent neighbors for electricity via an extension cord and barn space needed to protect produce and animals. Our water comes into the farm above ground, which limits our ability to irrigate fields, wash produce and water the animals during winter months. Without direct water or electricity sources, our long-term lease with the Town of Weston will be irrelevant, as we cannot utilize these borrowed resources indefinitely.

With a successful campaign, the farm will grow impact as well as increase revenue opportunities. Planned benefits include:

- Greater availability of fresh farm **produce**. The farm averages over 130,000 pounds of food grown per year, portions for about 260,000 meals. A successful campaign could increase our productivity by up to twofold.
- **Avoidance** of produce spoilage and equipment loss and repair (a symptom of our lack of proper storage)
- More community gatherings and **events**—up to 2x the number of people over 12 months
- Expansion of **classes** for all ages, educating and connecting people to the land, and teaching sustainable land use, allowing us to deliver education programs to 10,000 people per year
- Increased donations to **hunger relief** organizations (seasonal expansion as well as poundage)
- Purchasing **animals** and offering more animal programs (versus current borrowing and renting situation)
- Possibility for **wholesale** food market, such as with local schools and the Josiah Smith Tavern
- Expansion of Community-Supported Agriculture (**CSA**) to include flowers and more seasonal produce
- Expansion of **flower sales** such as catering, grocery, special events
- Additional **farming and forestry** opportunities such as firewood cutting and increase maple syrup production
- **Net-zero energy emission** whereby we make the smallest impact on land as possible



## GROW OUR MISSION

“Where the food you eat comes from and how you procure it is vital to your health. If anything in our 40-year history has illustrated the value and importance of growing local food, it is the 2020 global pandemic.”

Pam Hess  
Executive Director

Land's Sake Farm is the best local farm for the people of Weston. We depend on the community to continue operations and grow. Your support will enable farm leadership to reach and engage with more people.



# GROWTH PHASE I

Fresh Farm Offerings Every Season  
**\$2,000,000**



HOOP HOUSE

RENDERINGS COURTESY OF PAYETTE



## GROWTH PHASE I

We plant, grow, and harvest vegetables and flowers knowing most of the faces of the people who take them home. Our Community Supported Agriculture (CSA) program is a back-to-basics ritual which creates fewer food miles, less waste, and more transparency between subscribers and what they eat.

**Increased hunger relief** One-third of what we grow is donated to those with food insecurities, offering healthy options to food pantries, shelters, nutrition and cooking education programs, and food access programs. Partnering with local hunger relief organizations, the campaign will allow the farm to increase our impact in MetroWest and beyond.

**Animal barn and improved grazing area** will accommodate animals year-round and provide space for education programs during inclement weather. During Phase I, the Animal Barn will be a temporary farmstand. Once the new farmstand is complete (Phase II), the Animal Barn will host classes to everyone from local school students to senior citizens.

**100,000+ hunger relief meals**

In 2019, our high-quality produce served 80,000 meals donated to families in need. With proper storage and infrastructure, we estimate we can increase our donations by 30 percent.



**Equipment barn, greenhouse, and hoop house** will allow better care and storage of equipment and year-round vegetable production. Currently, our greenhouses are located off-site.

New amenities will include:

- 4-bay barn, with one bay heated for winter work on equipment
- 2,500-square-foot heated greenhouse
- 1,500-square-foot unheated greenhouse to extend the winter growing season

**Utilities** Land's Sake Farm has relied on our adjacent neighbors for electricity and barn space for coolers and summer program animals. Our water connection is only available above-ground, limiting cold weather use. Through the campaign, we will establish water, electric and communication utilities.

**Working capital** is necessary to realign organizational resources over three years, particularly around program growth and resulting human capital needs. Support is needed to ramp up new programs on the farm, including staffing, curricula and purchasing animals. Phase I may include part-time farm stand, education, and seasonal farm staff as well as development/marketing assistance and a construction manager.



# GROWTH PHASE II

Community At Our Heart

\$3,000,000



Our existing farmstand was built as a temporary structure nearly 40 years ago. This seasonal shed has no power or indoor space. The stand must be set up and taken apart each day, a three-hour process. On bad weather days there is no shelter for visitors.

**A new year-round farmstand** will be created on the existing footprint. The 3,000-square-foot net-zero energy-efficient building will serve multiple purposes and offer flexibility to fit the changing needs of the farm. To ensure all-season access, internal roadways will be improved and surface parking area will be enlarged (not paved).

The new farmstand will offer:

- Demonstration kitchen and a multi-purpose space to allow for community cooking, fresh from the farm meals and education programs and workshops
- A roof of solar panels generating electricity
- Proper food handling and storage to include refrigeration, a root cellar and an on-site wash station
- Enhanced public seating (inside and out) along with a coffee bar for patrons to enjoy
- Artisanal products for purchase
- Permanent restrooms
- Offices (currently off-site, interrupting a cohesive work environment)

**Working capital** is necessary to realign organizational resources, particularly around program growth and resulting human capital needs over three years. Support is needed to ramp up and staff new programs and activities on the farm, including staffing, curricula and purchasing animals. Phase II staff may include part-time farm stand, education, and seasonal farm staff as well as an animal educator, maintenance staff and a volunteer/event coordinator.



RENDERINGS COURTESY OF PAYETTE



“The farm has tremendous potential, but we are being held back by things that are easily solvable. Through this campaign, we can step up to make sure people have year-round access to fresh produce, outdoor education and a local gathering space. Having secured the extended land lease, we have crafted a plan and are building great momentum to make the farm amazing—all we need is broader and deeper community support, which we know is out there.”

Chris Sanzone

Vice President, Board of Directors, Attorney,  
Sanzone & McCarthy, LLP



# SUSTAINABILITY COMMITMENT

Land's Sake Farm is committed to providing food grown close to home without the use of synthetic chemicals known to pollute soils and waterways.



We abide by organic methods and expect to pursue organic certification from the USDA as part of this campaign. We operate by the same messages we teach people about living in harmony with the land to combat climate change.

From how we manage the fields and grow the vegetables, to composting, and teaching about everything in between, care for the environment drives our decisions. We engage all users of the farm in sustainable learning and share information about practices they can do at home.

The new farm will retain its charm and countryside feel, but will employ cutting-edge, sustainable farming practices. As we benefit from pioneering technology, we will keep the farm local and low profile, bringing all of these elements together.

Within the **Grow with Us** campaign projects, we will minimize our impact on the environment by building net-zero systems and facilities, designed to generate sufficient renewable energy and offset energy consumption. For example, passive energy conservation measures such as natural ventilation, highly insulated walls, and exterior shading will reduce energy consumption in buildings. In addition, a rooftop solar array will be utilized to account for remaining energy needs. Likewise, access to the electrical grid will enable us to avoid onsite battery storage and oversized systems.

**Local food tastes better, is better for you, supports the economy and benefits the environment.** The American Farm Bureau Federation estimates only about eight percent of U.S. farms market foods locally, through direct-to-consumer or intermediated sales. As the global population increases (up 2.2 billion by 2050), farmers will need to grow about 70 percent more food than what is now produced. Land's Sake Farm can help grow local food production by operating year-round.



# GROWING LAND LOVERS AND FUTURE LEADERS



Land's Sake Farm is Weston's landscape for learning the basics of agriculture, ecology and local history. Our vision is to transform it into a fully-operational, year-round, community-centered gathering place. Ideally, our future will allow us to be conservators of civic agriculture traditions and programs related to food and sustainability.

But we do more than just teach: by creating connections to, curiosity about, and confidence in nature, we lay the foundation for future stewardship of the Earth, giving people the tools and inspiration to cultivate their own relationship with their community, the food they eat, and the natural world.

In fact, our roots are in education. The town-funded Green Power program began on Earth Day 50 years ago, a decade before the Town of Weston owned our 40 acres. High school students work the land and volunteer for community service organizations. They also participate in service days such as visits from Boys and Girls Clubs. Moreover, our school educational programs are engaging, hands-on and designed to support Massachusetts Curriculum Frameworks.

Our educational programming serves the needs of all school-age groups as well as adults. We explore farming and forestry practices with community members through hands-on exploration and community events: making maple syrup, fresh from the farm meals, volunteer days, as well as our ever-popular open farmyard time in the children's garden.

Today's youth are outdoor less often and more disconnected from the natural world. Not only are they spending less unstructured time outdoors, but while America enjoys a safe and abundant food supply, our society continues to make quick, often unhealthy food choices.

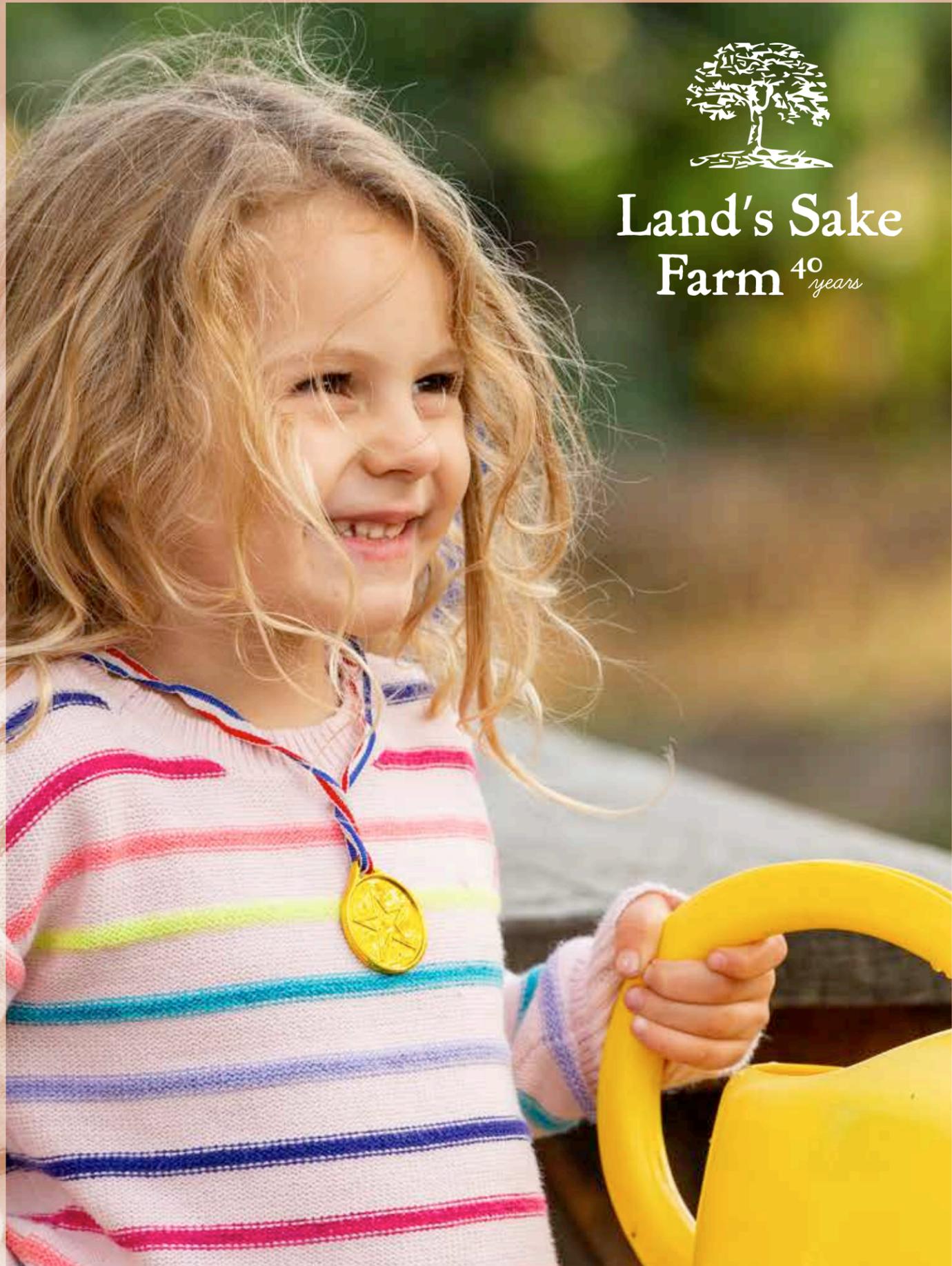
Land's Sake Farm wishes to buck the nature deficit trend. Already, more than 5,000 people participate in our education programs each year. With an all-ages, all-seasons classroom space in the Animal Barn, we expect to double our impact to 10,000 people per year by 2028.

**Through the *Grow with Us* campaign, Land's Sake Farm will offer more opportunities to help our community connect with food, farming, and forestry and to become stewards of the land.**





Land's Sake  
Farm <sup>40</sup> years



# GROW WITH US

The \$5 million **Grow with Us** capital campaign is a once-in-a-lifetime opportunity to create a lasting legacy of environmental stewardship at a precious community resource.

## CAMPAIGN COMPONENTS SUMMARY

### PHASE I

**Farm Offerings Every Season**      \$2,000,000

- Animal Barn (temporary farmstand)
- Net-Zero Greenhouse
- Hoop House
- Equipment Barn
- Utilities and Site Work
- Working Capital and Staffing
- Architectural Consulting+

### PHASE II

**Community At Our Heart**      \$3,000,000

- Farmstand
- Parking Lot expansion (not paved)
- Working Capital and Staffing
- Architectural Consulting+

+Land's Sake Farm is grateful to Kevin Sullivan, President and CEO, and the architectural team at Payette for their pro bono work on the Grow with Us projects.

Contributions are tax-deductible to the extent of the law. Donors may make gifts or pledges over a three-year period. Gifts of cash, securities, and other marketable property are gratefully received.

**Land's Sake Farm exists because this community demanded the Town of Weston purchase the parcel in 1980 for preservation. Continued support from our community will grow the farm's future. We welcome your generosity.**





# GROW WITH US

LAND'S SAKE FARM CAPITAL CAMPAIGN

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Land's Sake  
Farm <sup>40</sup>years

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