Looking Ahead to Phase II, Looking Back at How We Got Here

A little more than two years ago, Capital Roots embarked on what seemed like a herculean effort to move – raising $2.8 million dollars for the first Phase of the Urban Grow Center. Thanks to the generosity of many supporters – new and long-time – we reached our goal!

How we raised these funds is a story... one filled with heartwarming commitment by staff and board, passion for a creative idea that enticed new friends into our fold and a solid organizational track record that led long-time supporters to seriously commit to this important effort.

When we decided to take this leap, we of course asked each of our board members to make a pledge to support the campaign. Our board members gave generously, donating almost $300,000 to get the project started. Then we went to our staff... For a staff whose salaries were averaging $12.75 per hour, you can’t imagine how impactful it was to have 100 percent of our employees donating to this campaign. But even more than that, the amount of money we raised from within was staggering - $33,000!

One of my favorite anecdotes from the hundreds of meetings I had with donors throughout this time was actually one of my first. I met with a long-time donor at our old office at 40 River Street. He asked important questions about the project and our plans. When I asked him to donate, he agreed and pledged $30,000. But there was more – he said “I’m making this donation but I really don’t think you can raise this money.” It still makes me smile thinking about that exchange.

There were so many times that we could have been unsuccessful in reaching our goal. But failure wasn’t an option, and best of all we made so many new friends along our journey. SEFCU not only made a generous donation but they also provided a low cost loan for the project. Our Community Campaign was fueled by donations from hundreds of people, many at the $10, $25 and $50 level – adding up to $50,000. All these donations made such a difference to our ability to reach our goal.

When we held our grand opening last year we still needed to raise another $250,000 and, to be honest, we had run out of steam. But our supporters were there for us again. An anonymous donor put forth a matching challenge which inspired $115,200 in additional support for the Urban Grow Center. And then our friends at Callanan Industries put the final cherry on the fruit salad with the donation of our old office property which we are selling to provide the last of the funds needed for this first Phase of the Urban Grow Center’s $2.8 million Capital Campaign.

What made us think we could reach this incredible goal? Vision - Yes. Tenacity – You bet. A community that we knew would be with us every step of the way! Thank you all for your continued support and get ready for Phase II of the Urban Grow Center to begin.

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From Our Food Hub
by Amy Klein, Executive Director

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Support Capital Roots with a donation today!

Name:_________________________ E-mail:_________________________ Phone:_________________________ Address:_________________________ INTERESTED IN GETTING MORE INVOLVED?
Join the Veggie Mobile® team
- Capital Roots News, page 11 -

- 40 years of community gardening -
We grow, educate and provide.
From the opening of its first gardens in 1975, to the dynamic and multifaceted organization of today, Capital Roots has worked to reduce the impact of poor nutrition on public health in the Capital Region. We organize community gardens, improve access to healthy food, offer nutrition and horticulture education for everyone of all ages and coordinate urban greening programs in Albany, Rensselaer, Schenectady and southern Saratoga counties.

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Vice-President – Raymond Smith
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Elizabeth Ruchter, Squash Hunger/Outreach Coordinator
Julia Cosgroven, Produce Project Farm Manager
Katie Doyle, Educator
Brooklyn Esposito, Volunteer Coordinator
Erin Fleming-Shaw Walsh, Healthy Communities Organizer
Oliver Holecz, Garden Organizer
Peter Jenkins, Produce Project Educator
Marissa Pekd, Development Assistant
Tiera Quigknoonah, Community Gardens Program Manager
Wanda Rivera, Programs Assistant
Abby Schumacher-Brooks, Events Coordinator
Amy Scott, Bookkeeper
Mary Smith, Development Coordinator
Lauren Stewart, Healthy Retail Organizer
Emmet Stoffer, Mobile Market Assistant
James Surcio, Mobile Market Assistant
Conor Vallely, Mobile Market Assistant
Kelsey Whalen, Mobile Market Coordinator
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Donations Received November 1, 2015 - February 29, 2016

Meredith Streeter
David Stragatz and Rosalind Thomas
Yonne Super
Michele Susko and Fardin Sani
Robert and Joyce Swanic
Mary and Bob Sweeney
Dorothy T. Szymaszek
George Tannor and Resa Siegel Tanner
Thomas Tegiacchi Jr.
Phillip and Martha Teumim
Lucy and Liz Therrien
Vicary and Peter Thomas
Betsy Thompson
John and Valerie Thompson
Susan Thompson and Al De Salvo
Chris Thorne
Erin Tobin and Roger Bearden
John and Doris Toner
Catherine Townsend
Jane and Fred Trombley
Jessica and Steve Trowbridge
Brenda Twigg
Terry and Dan Tyson
Michael and Aimee Uccellini
Christine Urbano
Edward and Karen Utberg
James Valentino
Jamie Vaughn and Ben Larsen
Sondra Velie
Yvonne and Ed Vinek
Pierrette Vinkler
April Volk
Gail Volk
Larry Volk
Erin and Corey Walsh
Caroline R. Walter
Carrie Ward
Edward and Judy Warren
Linda Wasson
Susan Watson
George Webb and Pat McGowan Webb
Dawn Stuart Weinraub
Colleen and Dean Whalen
Rebecca and Corrie Whalen
Ann L. Wheeler
Lynn White
Dorsey M. Whitehead
Michael and Margery White
Kathy White
Chris Wilber Howard and Richard Howard
Barbara Wiley

Kim Williams
Michael Williams
Nancie Williams
Laura Witkowski
Lianne and Ted Wladis
Michael and Cynthia Woelfer
Michael Wolff and Linda Scarriff Wolff
Karen and John Wolner
Michelle and Sean Wyse
Dave and Janelle Yanis
Mary Yule
Kristen Younger
Sandra and Will Zwickn

Community Partners
Accuprint
AFLAC New York
Albany Society For The Advancement of Philanthropy
Ale House
Altes Family Fund of The Community Foundation for the Greater Capital Region
Architecture +
Auntie and Company
Bard College Press
Benedict Priory
Bethlehem Garden Club
Bonacio Construction
Brown’s Brewing Co.
Cargill
The Carillon Foundation
CLK & Associates
The Closet Shop
Community Resource Federal Credit Union
Community Foundation for the Greater Capital Region
CristuFis Tri-Borough
Delmar Presbyterian Church
Driehaus Foundation
Druners Brewing Company
Duncan & Callah
First Niagara Bank
First Reformed Church
First United Presbyterian Church
Flowers by Pasha
Forward Homes
GE Foundation
Germania
Greenbush Tape and Label
Groff Networks
Hannaford Charitable Foundation
Heatherly Spa
Hilton Garden Inn
Hodgson Russ LLP
Honest Weight Food Coop
Shoppers
Hoosick Valley Contractors
John Faunce and Alicia Tracy
Roach Fund of The Community Foundation for the Greater Capital Region
John Negro Donor Advised Fund of The Community Foundation for the Greater Capital Region
Kal-Harbor, Inc.
Keeper More Student Charitable Foundation
Key Bank Foundation
Kinderhook Bank
Ladies of The Branch of Hope
United Methodist Church
Lawrence and Marie Shore
Demerson Donor Advised Fund of The Community Foundation for the Greater Capital Region
Marsha’s Pharmacy
Marty’s Place Charitable Foundation
The Maximus Foundation
MBC Kitchen and Bath
Modern Press
Mountain Top Septic
Muddaddy Flats
MVP Health Care
Nancy Meyers Preston, Ltd.
Nine Pines Garden Supply
NYC - Capital District Local
Organica: Garden Supply & Hydroponics
Park Pub Restaurant & Catering
Paul and Alane O’Hanrahan
The Ruck
Sage Brothers Company
Schnerf & Feiman
Scotland Glenville Lions Club
SEFCU
Split Rock Charitable Foundation
St. John’s Episcopal Church
St. Paul’s Church in the City of Albany
Stanley Paper
Stuyvesant Plaza, Inc.
Towne, Ryan & Partners, PC.
Troy Police Benevolent Association
Troy Teachers Association
Von’s Service Station
Walter Pratt & Sons, Inc.
William Fredette Painting
The Wright Family Foundation

In Kind Donors
American Meadows Inc.
Baker Creek Heirloom Seed Co.
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Cook’s Garden of Burpee & Co.
The Cottage Gardener
Cramblett Seed Co.
Denise Greene
Dore Kick
David Virdgo
Greane Tree Technology
Heirloom Seeds
Huhtamaki Greiner Centers
Honest Weight Food Coop
Johnny’s Selected Seeds
Lowes’ Home Centers, LLC
MVP Health Care
Ungerner Electric
Peaceful Valley Farm & Garden Supply
Peg Cerutti
Rolling Hills Herbs and Heirloom Farms
Seeds for Peace International, Inc.
Seedway
Select Seeds
Southern Exposure Seed Exchange
Terroir Seeds LLC
Thomas Jefferson Center for Historic Plants
Victory Seed Co.

Tributes in memory of:
Inge D. Bank
by Bryce Clark
Bill and Priscilla Clark
by Kerri Cleary
Eugene Cardish
by Mrs. Lureen DeLonis Cardish

Veggie Mobile Produce Aisle On Wheels
Veggie Mobile Sprout
Farm Stand On Wheels

New Times & Days

Beginning April 4th, the Veggie Mobile® and Veggie Mobile® Sprout launched a new schedule that not only includes more stops than ever before, but reaches more neighborhoods across the Capital Region, helping to increase our customers’ access to fresh, affordable food. While developing our new schedule we had one primary goal in mind: putting a renewed focus on neighborhoods, specifically those that needed more fresh food access. Thinking holistically about our mobile markets and Healthy Stores, we were determined to create a true network of healthy food access.

After months of planning and assessing our previous roster of weekly stops and program locations, we created an enhanced schedule that has some new and exciting elements. For starters, we are drastically expanding the scope of the Sprout by bringing its services to Albany and Watervliet for the first time. We also put a focus on expanding further into the City of Rensselaer. In fact, the Sprout will be doubling the number of stops in Rensselaer, to better combat one of our region’s most desolate food deserts. The Sprout will now be operating on more days of the week than ever before and engaging partners who have been interested in hosting one of our mobile markets for many years.

However our changes are not limited to just the Sprout. Our Veggie Mobile® – entering its 9th year – will also be making some important changes to better serve customers. The most far-reaching changes involve the inclusion of two additional evening stops to help working families have access to our program and operating stops on Mondays for the first time! Based on feedback from our customers, we are hopeful that adding Monday and evening stops will connect a new segment of customers.

With this new schedule, we have a renewed focus on the City of Schenectady, where the Veggie Mobile® will be operating six unique stops per week, which is nearly a twofold increase from our previous schedule. We are additionally meeting our goal of more complete access for our customers by diving deeper into our core service neighborhoods in Albany. Specifically, we are adding new stops in Arbor Hill, West Hill and the South End.

Perhaps one of the most important changes to the schedule for the Veggie Mobile® and Sprout is that we have purposely left room for expansion in the future. Our hope is to not only add more stops later this year in conjunction with school communities, but also lengthen the time we spend at our busiest stops during the height of the local growing season. In March, customers of the mobile markets began receiving informational flyers, including maps of their neighborhood including the nearest stops, to help them gear up for our updated schedule. We are currently in the process of conducting door-to-door outreach and mailing campaigns to help bring customers to our markets; just in time for spring weather. Our mobile market team is excited to help new and returning customers engage with fresh, healthy and local produce where they live. We look forward to helping you shop, too!
HELPING HANDS
Our Siena Bonners

Capital Roots and Siena College have forged a strong partnership, and we’ve been fortunate to have had outstanding students work with our organization through Siena’s Summer Scholar and AmericaCorps VISTA programs. Last fall, Capital Roots became a Bonner Service site hosting five Bonner Service Leaders who steered four-year commitment of direct service and capacity building. Each have been assigned to a Capital Roots program, and we’ve been fortunate to have had them work on the Volunteer Center farm staff, collecting data to identify gaps in food access.

Our Siena Bonners

Barbara and John McDonald
Dr. James and Amy McDonnell
Lisa McGrath
Don and Elizabeth Ann McLaughlin
Benedict Monay
Tom McPheeters and Nancy Ost
Madeline Mead-Wittman
Wendy and Rudy Oles
Bruce Mereness
Heather Merle
Mary and Marney Mesch
Wayne Metsch and Lynn Gelheiser
Brendi Miller
Edward Miller and Laura Garrison
Mary Helena
Barbara Norr
Katie Monroe
Anthony and Debbie Monticello
R. Mihran and Osvanna Mooradian
Diane and Tom Morgan
Shawn Morris and John Howe
Anne and Jonathon Mossop
Wendy Muhlfelder
Bob Nahser
Annette Nanes and Scott Meyer
Anne and Nontaridi
Christine Nealon
David H. Nelson
Sigrin and Jon Newell
Ray Newkirk and Chrsity D’Ambrosio
Aileen Niehaus
Tom Nitido and Wendy Nixson
Arlene Nock
Daniel and Sally Nolan
Lynette and Bernard Noonan
Mary Karen and Mike Noonan
Paul E. Nooney Jr.
Megan Nyman
Kevin and Pat O’Bryan
Jose Monjei Ochoa
Thomas O’Connell and Christine Munik-O’Connell
Margaret O’Connor
Patricia O’Connor and Marion Terenzio
Terry and George O’Connor

Since then, Mary Helena has become a dedicated helping hand on the Veggie Mobile® on Tuesdays where she loves seeing the regulars who chat with her about their children and how their weeks have been going. She especially enjoys Taste ’n Take, a program encouraging individuals to sample a prepared healthy dish. “They love it,” she says, “and it’s so nice for people to tell you how good it tastes, something they aren’t familiar with everyday.”

Mary Helena especially enjoys working with Capital Roots staff members. “During Christmas time,” she says, “while they were having Treats Week upstairs in the kitchen, we were still out on the truck. And when I came back to have lunch there was a plate of food set aside for me and I was kind of like ‘wow!’ It felt like I was part of the team and not someone who just comes in to help out.”

Mary Helena stands with Volunteer Coordinator, Brooklyn Exposito, in the Volunteer Center at the Grow Center.

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Dr. James and Amy McDonnell
Lisa McGrath
Don and Elizabeth Ann McLaughlin
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Tom McPheeters and Nancy Ost
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Wendy and Rudy Oles
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Terry and George O’Connor

Thank you, Mary Helena!

Mary Helena came to the Capital Roots family last June shortly after moving to Troy from Australia. While on a train heading from Penn Station home to Troy, she met and spoke with a fellow passenger about her move and her interest in volunteering. She learned about Capital Roots and the organization’s efforts to grow healthier communities across the Capital Region.

Shortly after, Mary Helena attended a volunteer orientation and began spending her time with the staff and other volunteers on the Veggie Mobile®, at the Produc Project farm, and with Squash Hunger. She also helped out with mailings in the Volunteer Center.

Heather Ryan is been working with our PR and Marketing Coordinator compiling recipes for a new cookbook (to debut at our upcoming Spring Brunch). Heather’s organizational skills are also utilized by the Community Garden program staff. Alyssa Lofaro is working with our Produce Project to develop curriculum for our youth trainees and assisting with other work in addition, Alyssa has helped develop and distribute a survey to 100+ local food pantries for our Squash Hunger program and is compiling responses and making calls to ensure all have participated.

Our newest Bonner, Kennedy Walsh, felt like I was part of the team and we were still out on the truck. And during Christmas time, “it’s so nice for people to tell you how good it tastes, something they aren’t familiar with everyday.”

Mary Helena especially enjoys working with Capital Roots staff members. “During Christmas time,” she says, “while they were having Treats Week upstairs in the kitchen, we were still out on the truck. And when I came back to have lunch there was a plate of food set aside for me and I was kind of like ‘wow!’ It felt like I was part of the team and not someone who just comes in to help out.”

Mary Helena stands with Volunteer Coordinator, Brooklyn Exposito, in the Volunteer Center at the Grow Center.
Donations Received November 1, 2015 - February 29, 2016

Vanessa Etherington and Jeffrey DiStefano
Lisa Evans
Lorraine and Aaron Evans
Tom and Lisa Evans
Amy Fucia and Fred Cawley
Robert Fakundiny and Anne Finch
John Fallon and Barbara Callahan
Evelyn Stern Farbstein
Chris and Cathie Farnam
Ross R. Farrell
James and Barbara Featherstonhaugh
Rocco and Laurie Farrarao
Laura Ferris & Garrett Hamlin
John Fetscher
Rodger Fink and Laura Paris
Hugh Fisher and Susan Witenberg Fisher
Joanne Fortunato
Carol and Michael Franchell
Debra and Frank Frank
Louis J. Suarato and Ann Marie Franke
Jennifer Freeman
Debra and Wayne Freihofer
Lisa Frisch
Elizabeth Gaffney and James Kopp
Deborah and Kenneth Gall
Jeffrey Gallo
Janet E. Gargiulo
Anthony Garnier
Hon. James Gaughan and Keith Lee
Carolyn B. George and Michael M. Wright
Jean and Antoine Gerbini
Dr. and Mrs. Gregg Gerety
Michelle D. Gerry
Susan Gesell
Mariam Brennan Gogola
Gary David Gold and Nancy Pierson
Owen Goldfarb and Priscilla Fairbank
Marc and Cynthia Goldstein
Jane and Neil Golub
Carlsburg Gonzalez
Nancy Goody
Gail Hill Gordon
Herb and Shirley Gordon
Lynne Gott
Karen and John Graf
Bill Gray
Barry and Karen Greene
Virginia C. Gregg
Valerie Grey
Christian and Debra Grieco
Cory Griffard
Jane Grimes and Lou Carol Lecc.
Drs. Kyle and Anna Flik
Edward and Ellen Flink
Linda Ford and Phil Ferguson
Over some local snacks and some good market for yourself—market.capitalroots.org—and check out the Virtual Veggie Mobile® online demonstration of our online marketplace.

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Healthy Streets
Safe Routes to Walk & Bike
Making Strides in Troy

Our work to make safe streets to walk and bike has been having a good deal of momentum this winter. We have been working hard to garner resources, finalize plans and rally volunteers and supporters to maximize the positive impact we can make when the warm weather arrives in time for National Bike Month in May. Capital Roots and Troy Bike Rescue are the recipients of a Capital Coexist Grant from the Capital District Transportation Committee to conduct a series of safe cycling classes and group bike rides this year, specifically for underrepresented populations in Troy who are regular bicycle commuters. We also have a growing partnership with the National Park Service to reinvest in the Uncle Sam Bikeway. These efforts include a trail clean-up day on April 23, a bike ride on June 4, and the hiring of a consulting firm to create a needs assessment and design plan for trail redevelopment.

An exciting new development will be easier to see: bike racks! Bike racks will be installed across the City of Troy this spring. Capital Roots has been working with city staff and the Transport Troy citizen-action group to develop this program. Businesses, organizations and individuals can sponsor a bike rack to be installed in front of their business, home or in a central location in the city.

Check out the Transport Troy website—www.transporttroy.com—to learn more about how to sponsor a bike rack, or get involved with other walking, bicycling and trail programs happening each month.


VirtuAl Veggie Mobile
Online Farmer’s Market

In February, Capital Roots hosted a collaborative event with the Agricultural Stewardship Association (ASA) at the Urban Grow Center. Our event was designed to not only help educate local farm producers about how to get connected to our Food Hub, but also learn more about how to protect their farmland for future generations. To say the event was a success would be an understatement! We had nearly two dozen local producers from Rensselaer and Washington counties come to visit the Food Hub and learn about how we can help grow not only their bottom line, but their farms’ brand as well.

Over some local snacks and some good conversations, attending farmers learned how a primary focus of our Food Hub is to source as much as possible from local producers, and that their thousands of small-city customers have an ever increasing demand for their quality goods. Attendees were able to take a tour of our facility, learn more about the interconnectedness of our food access programs, and participate in a live demonstration of our online marketplace. Moreover, our partners at ASA were able to talk with farmers about how they could easily and permanently save their land for future farming and conserve this precious resource.

Since the event, we have had 10 new producers sign on with the Virtual Veggie Mobile® to have their goods—everything from pasture-raised meats to carrots and greens—made available to our customers. In fact, some of these producers have already sold their products for inclusion in weekly fresh produce giveaway program, Taste ‘n’ Take! Our mobile market customers are expressing their love of the fresh, local items they are receiving, even in the winter.

Check out the Virtual Veggie Mobile® online market for yourself—market.capitalroots.org—and shop all of the new, delicious items we have available for you!
Avocado & Tangerine Salad with Jalapeno Vinaigrette

**Ingredients:**
- 1/2 cup fresh tangerine juice
- 1 jalapeño, diced
- 1 small shallot, finely chopped
- 2 tbsp white wine vinegar
- 3 tbsp olive oil
- 2 avocados
- 4 tangerines
- Salt and pepper to taste

**Directions:**
1. Heat olive oil in pan. Add diced jalapeños and cook until soft
2. Let cool and add remaining olive oil, vinegar, tangerine juice and diced shallots. Whisk together and set aside
3. Peel tangerines and avocados and dice both into small cubes.
4. Add all ingredients together in bowl and toss
5. Serve as a side salad and enjoy!

**Who knew?**
Avocados can lower bad cholesterol because they contain “good fats” for the body!