

# City of Ashland - 2017-2018 Grant Report

---



## Overview

Rogue Valley Farm to School is dedicated to educating children about our food system through hands-on farm and garden programs and increasing the amount of local food served in school meals. We are committed to cultivating healthier children, caring for our ecosystem, and helping our farmers and the Rogue Valley to thrive. The City of Ashland has been instrumental in helping Rogue Valley Farm to School (RVF2S) become a leader of farm to school education in the state, supporting local education programs in Ashland as well as RVF2S's annual fundraiser The Siskiyou Challenge. In 2017-2018, The City of Ashland

---

---

awarded Rogue Valley Farm to School \$12,000: \$3,000 to support the Siskiyou Challenge and \$9,000 to support nutrition and garden education in Ashland Schools. Rogue Valley Farm to School was able to leverage the \$3,000 in tourism funding provided by the City to raise more than \$60,000 in business and individual support for the organization through the 8th annual Siskiyou Challenge, highlighting the beauty of the watershed as a recreational asset and bringing together hundreds of athletes to compete. We were also able to match the \$9,000 in funding for education programs with more than \$12,000 in foundation and other grant funding, including from the Ashland School District to provide Tasting Tables in all of the schools and a year-long, in-depth gardening program at Walker Elementary School. Following is a report that details the success of both the multi-legged Siskiyou Challenge race, as well as the education programs. Rogue Valley Farm to School serves 8,000 students annually through our education programs throughout the Rogue Valley. The support of the City of Ashland plays an important role in helping us bring these programs to the Ashland community. Thank you.

### **The Siskiyou Challenge**



*They're off! Athletes battle for a lead in the paddle leg of the Siskiyou Challenge at Emigrant Lake.*

---

The Siskiyou Challenge is a fantastic multi-legged race and outdoor adventure that highlights the many recreational assets of our local watershed, as well as serves as a cultural community-building event and tourist attraction. The event begins and ends at ScienceWorks Hands-on Museum and was sponsored by more than 50 businesses in 2018. A multi-sport, six-legged relay race, The Siskiyou Challenge incorporates a range of athletic activities that our region is celebrated for, including long distance as well as trail running; both road and mountain biking; and water sports. In 2018, the race expanded to include a Health and Fitness, Outdoor Adventure Expo featuring 16 businesses. We expect this to expand even further in 2019. The event also featured local, farm-fresh food from Fry Family Farm, making it a unique race not only in the region, but the Pacific Northwest.

The Siskiyou Challenge serves as an important fundraiser for Rogue Valley Farm to School, and provides a great opportunity to encourage everyone in the community to get out and explore our watershed, and live a healthier lifestyle overall. Rogue Valley Farm to School uses the event as an opportunity to highlight local businesses, advertise our region throughout the Pacific Northwest, and promote local farmers, healthier eating, and the need to support healthy meals and school garden education in schools. Musical entertainment both at the finish line and along the race course make it a community event as well as an athletic event, bringing together hundreds of athletes, volunteers, and families. In 2019, we are planning to expand the community aspect of the event even further, building on the Outdoor Adventure Expo launched in 2018 to feature a wide range of outdoor adventure business and highlighting the wide range of recreational activities available in our region. Funding from the City also helped to produce a film of the race to use as a marketing tool throughout the Pacific Northwest.

The 8th annual Siskiyou Challenge in 2018 was held on the last weekend in April, with more than 300 racers and 80 volunteers braving rain to participate and support the race. The race returned to its 6 leg format (only five legs were in the 2017 race), much to the praise of the athletes. The race began and ended at ScienceWorks Hands-on Museum, highlighting the museum (and its new exhibit opening) as well as providing a venue for the addition of the new Outdoor Adventure Expo. The six legs allows for increased participation with larger teams and creates a larger event closer to town. One of the great aspects of the race is the course route that brings athletes through town, providing fun and excitement for tourists,

---

as well as creating an enthusiastic reception for the athletes themselves. The band up at the swimming reservoir, where many of the legs cycle through, was a huge hit. Overall feedback via our surveys to racers, volunteers and sponsors was overwhelming praise for the event, with businesses in particular expressing their appreciation for having a focus on healthy living in our community. The Siskiyou Challenge has built longstanding relationships with a range of local business sponsors, including real estate brokers, restaurants, rafting companies, hotels, and other small businesses --each of which see the event as a great asset to the community. This is shared each year through their continued sponsorship, race participation, and feedback of gratitude for the promotion of their business and our region. In 2018, more than 340 athletes participated in the race, supporting nutrition and garden education in schools throughout Ashland and the Rogue Valley and serving as an inspiration to people of all ages visiting and living in our community.



*Winners of all ages wait to start the race.*



*Delicious farm-fresh food was one of the many highlights of the 2018 Siskiyou Challenge, sponsored by the City of Ashland.*

## **Ashland School District Garden and Nutrition Education**

Rogue Valley Farm to School serves as Southern Oregon's regional hub in Farm to School and School Garden education, as well as in the procurement of local food from local farmers to increase the amount of healthy food in local school meals. In 2017-2018, \$9,000 in funding from the City of Ashland helped to support the Rogue Valley Farm to School Digging Deeper program at Walker Elementary, as well as Tasting Tables throughout the

---

district.



*Enthusiastic Walker School students taking a break from working in the garden to pose for pictures. Funding from the City of Ashland helped to support all of the 4th grade students at Walker Elementary receiving regular garden education, as well as on-farm field trips.*

Rogue Valley Farm to School piloted the Digging Deeper Program with Walker Elementary School in 2016. Primarily supported by Jackson Care Connect, the program offers students weekly garden education programs, monthly Tasting Tables featuring a different locally grown fruit or vegetable, two on-farm Harvest Meal field trips at The Farm at SOU each year (one in the fall and one in the spring) and quarterly teacher professional development to support the teachers' extended use of the garden as a living classroom across the curriculum. Funding from the City of Ashland helped in supporting the development and planning of this in-depth relationship with Walker Elementary School and helped to create a model program for working with other schools and entire districts throughout the Rogue

---

Valley. Rogue Valley Farm to School leveraged the \$9,000 award for nutrition and school garden education to raise more than \$12,000 to support programming in Ashland Schools.

The impact of the program, according to the teachers that we serve, has been tremendous. Teachers and parents have expressed their desire to expand the program to include more grade levels and Rogue Valley Farm to School staff would love to see the partnership expand to the entire district. We are extremely grateful to the City of Ashland for all of your support throughout the years and for providing the means for us to develop programs that not only educate children, but provide an opportunity to inspire young people, their families and teachers to lead healthy lifestyles that care for the environment as well as local producers.



*Rogue Valley Farm to School teaching in the garden at Walker Elementary School, Ashland.*



*School Garden bounty harvested by students at Walker Elementary School, Ashland, OR.*

---

CITY OF ASHLAND  
Grant Report

Ashland School District Garden &  
Nutrition Education and Siskiyou  
Challenge Marketing & Promotion

PROJECT PERIOD: July 1, 2017 to June 30, 2018

	BUDGET	ACTUAL
REVENUE		
City of Ashland Grant Funds	\$12,000	\$12,000
Jackson County Funds /Identify:	\$0	
Other State or Federal Funds /Identify:	\$0	
Other Funds /Racer Registration		\$9,000
Siskiyou Challenge – local business sponsorships	\$5,500	\$30,000 (\$60,000 with in-kind)
ASD Tasting Table and Digging Deeper program support – foundation & individual donors	\$5,230	\$11,000
Other Funds (cont)	\$	
volunteer support – in-kind donation volunteer 600 hours @ \$12/hour = \$4,800	\$7,200 in-kind	7,200 in-kind
TOTAL REVENUE	\$22,730	\$62,000 * additional funds raised via Siskiyou Challenge support RVF2S programs throughout the valley.

---

*EXPENDITURES*

*A. PERSONAL SERVICES*

*Total Salaries  
% of time to project*

<i>1. Executive Director</i>	<i>\$1,000</i>	<i>\$3,000</i>
<i>2. Program Director</i>	<i>\$3,500</i>	<i>\$6,000</i>
<i>3. Support staff time</i>	<i>\$6,650</i>	<i>\$12,000</i>
<i>4. Farm Field Trips</i>	<i>\$1,200</i>	<i>\$2,800</i>
<i>TOTAL PERSONAL SERVICES</i>	<i>\$12,350</i>	<i>\$23,800</i>

*B. MATERIALS & SERVICES:*

<i>Siskiyou Challenge race management - race coordinator</i>	<i>\$4,500</i>	<i>\$6,500</i>
<i>Siskiyou Challenge promotion &amp; outreach materials</i>	<i>\$2,000</i>	<i>\$3,000</i>
<i>Siskiyou Challenge licenses, fees and permits</i>	<i>\$1,000</i>	<i>\$1,000</i>
<i>ASD School Garden &amp; Tasting Table program materials</i>	<i>\$2880</i>	<i>\$1,000</i>
<i>TOTAL MATERIALS &amp; SERVICES</i>	<i>\$10,380</i>	<i>\$11,500</i>
<i>TOTAL EXPENDITURES</i>	<i>\$22,760</i>	<i>\$35,300</i>



*Funding from the City of Ashland helped to bring students to the Farm at SOU to learn about how to grow and prepare healthy food.*