



**Hidden  
Harvest  
Ottawa**

END OF SEASON  
REPORT  
2020

# OVERVIEW

## 2020

- COVID-19 impact
- Results from our harvesting efforts
- Growth and impact of our work

## Governance

- Structure and Advisory Committee
- Updates from IT, Outreach, Funding

## Survey Feedback received

- Neighbourhood Leaders
- Tree Registrants
- Volunteers

# COVID-19 IMPACT

Hidden Harvest has been significantly impacted by COVID-19:

- More difficult to rescue fruit (fewer trees, more cleaning and preparing equipment)
- More difficult to donate fruit (fewer locations, times)
- Personal strain on individuals, limited volunteer leader time
- Increased communication required
- Development of COVID protocols & method of tracking agreements
- Strain on funding, staff time
  - major fundraiser cancelled
  - two funding sources for staff fell through



**Hidden Harvest Ottawa** is 😊 feeling thankful.

Published by Katrina Siks · 22 May · 🌐



Yes, we'll be rescuing Ottawa fruit this year! We're busy developing covid-cautious picking protocols in collaboration with nation-wide fruit rescue organizations, and advice from public health agencies. Thanks to [Ottawa Community Foundation](#), we'll be able to hire a Harvest Manager this year, and thanks to [Tides Canada](#) we'll have funds to purchase the equipment and PPE to keep things safe. With access to fresh food being an essential service, and with many families in need across Ottawa, we think it's important to find safe ways to do the work we do. Stay tuned for more updates 😊

**2,093**

People reached

**165**

Engagements

**Boost post**

   78

12 shares

# COVID-19 RESPONSE

May, June: Developed COVID-19 Guidelines

- Consulted leaders, homeowners, food agencies, other gleaning groups
- Published newsletter update, requested emergency funds

July: Rolled out Guidelines, PPE & equipment

- NLs engaged in conversations online
- Emailed all tree registrants, volunteers
- Set up internal contact management system & volunteer agreement “gate”

August: Tree registrant nudging for agreements, more equipment distributed, finally rescuing fruit!



**Hidden Harvest Ottawa**

Published by Katrina Siks · 22 June · 🌐



Wow, just received the first set of handmade masks donated to Hidden Harvest volunteers! So grateful and excited to be able to offer these as an option for fruit pickers who dont have a mask or forget one. I think the polkdots is my fave 😊



# RESULTS

ACTIVE NLS: 12

HARVESTS: 47

VOLUNTEER OPPORTUNITIES: 197

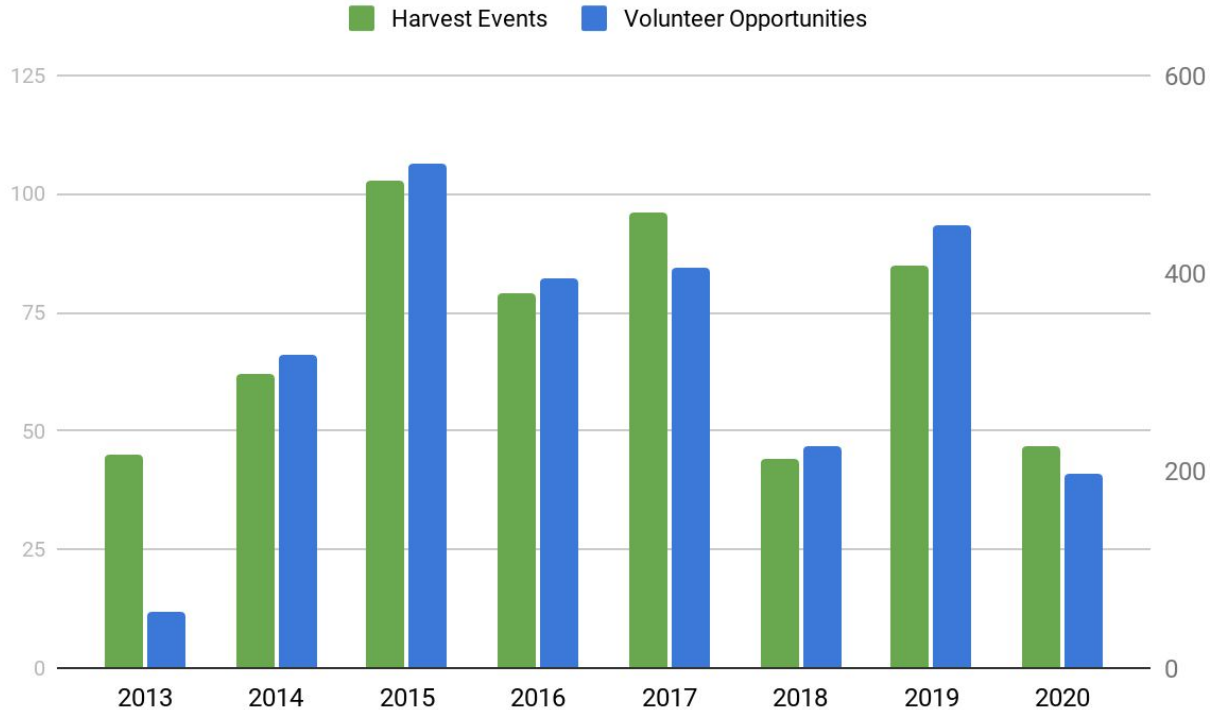
LBS RESCUED: 5,602

LBS DONATED: 3,713

*AND WE DID IT ALL IN MASKS!*



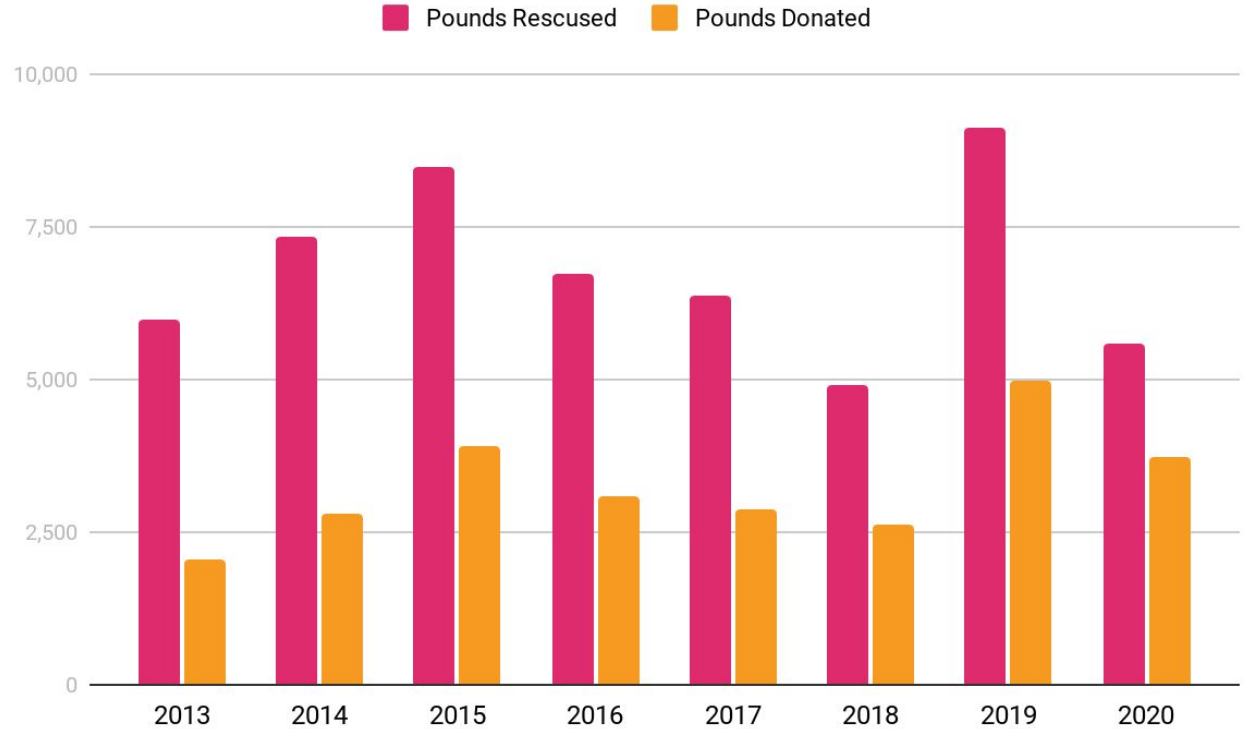
# HOW 2020 EVENTS COMPARED







# HOW 2020 HARVEST COMPARED



# 2020 GROWTH

NEW NEIGHBOURHOOD LEADERS: 3

NEW NLITS: 10

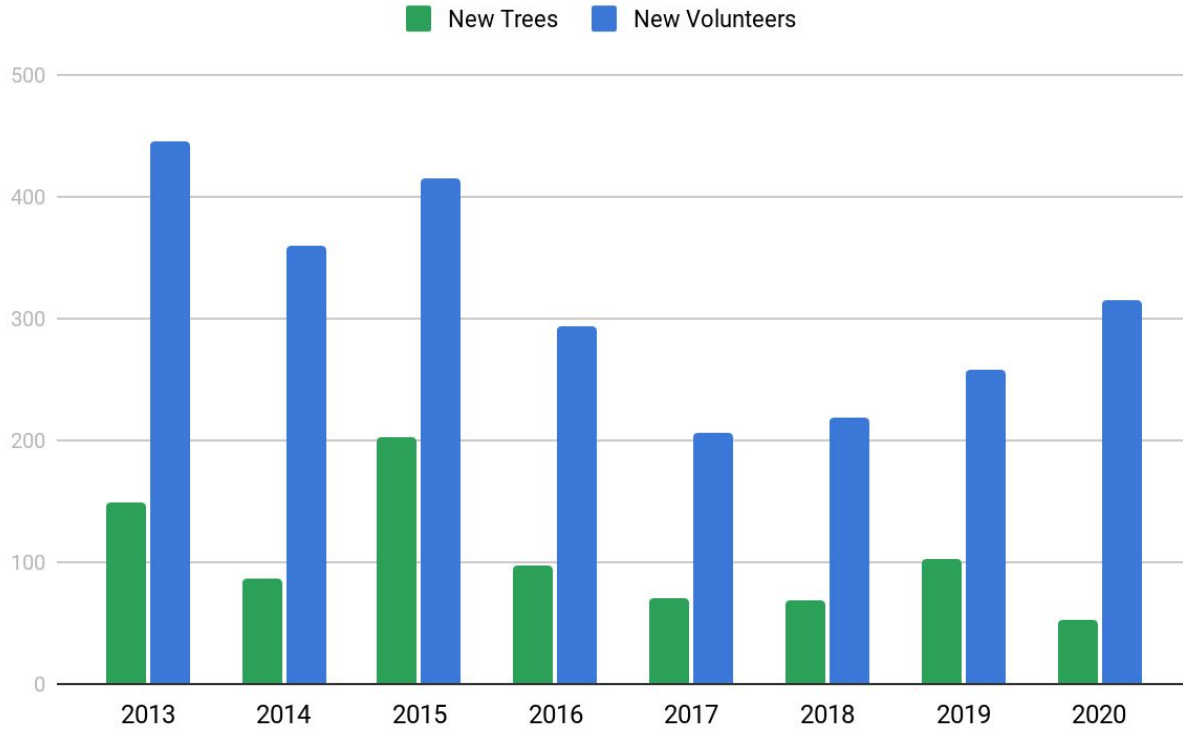
NEW VOLUNTEERS: 315

NEW TREE REGISTRATIONS: 74

NEW DONATION LOCATIONS: 4



# HOW 2020 GROWTH COMPARED





## 2020 IMPACT



“Since owning my house, I’ve developed crippling arthritis.

I would look back at my first years harvesting my cherries, and then how every subsequent year harvesting and upkeep has become more difficult, more fruit would fall and spoil, making me “the bad neighbour.”

Then I discovered Hidden Harvest. Everything has turned around. I get to keep some fruit, I can focus my limited mobility to maintaining my trees throughout the year, and I know that my fruit is going to support my community in a few ways. The mental relief has been a life changer.”

- Tree Registrant Survey 2020



## 2020 IMPACT



“It was awesome volunteering to prevent good organic food from going to waste. Educating that passers by on what was going on, and seeing the approving smiles was great.

I enjoyed the enthusiasm of the house owner where I picked. She worked side by side with us high up on the ladder sharing her wealth of knowledge. It was a beautiful early fall day I remember very clearly.

And I still picture the less fortunate enjoying the fresh apples we picked that day.”

- Volunteer Survey 2020



## Hidden Harvest Ottawa

Published by Katrina Siks [?] · 4 September · 🌐



Got grapes? 72 lbs rescued, with 60 lbs headed to food agencies 😊



**2,464** People Rea

**262** Reactions, con

**182**

 Like

**47**

 Love

**8**

 Wow

**13**

Comments

**12**

Shares

**174** Post Clicks



## Hidden Harvest Ottawa

Published by Katrina Siks [?] · 10 September · 🌐



Picking in the Glebe today, almost 500lbs with about 380lbs headed to food agencies including Shepherds of Good Hope and Centretown Emergency Food Cupboard. And gosh, we only scratched the surface! Two more harvest events coming up to gather more of these beauties.



**4,299** People Reached

**364** Reactions, comments and shares

**240**

 Like

**58**

 Love

**10**

 Wow

**30**

Comments

**26**

Shares

**488** Post Clicks

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- Tree Registrations
- Volunteers



# GOVERNANCE



HHO is a charitable project of MakeWay

- MakeWay reports to CRA, holds insurance policy, does bookkeeping, reviews grants and fundraising initiatives
- Advisory Committee meets monthly, acts similarly to a casual working board and oversees Funding, IT, Outreach, Strategic Planning
- **Alexis**, new Project Manager, liaises with MakeWay



A project of

**MakeWay**

# GOVERNANCE



Advisory Committee focus:

- Grant writing, fundraising
- Annual plan
- Projects that the AC is excited to dive into :)
- Seeking additional members



A project of

**MakeWay**

# GOVERNANCE



Advisory committee seeking 1-2 more members with expertise or interest in one or more areas:

- Ottawa's local fruit, harvesting fruit, fruit trees, volunteer management
- Grant writing, fundraising campaigns, charitable donations
- Communications, graphic design, website development



# INFORMATION TECHNOLOGY (IT)



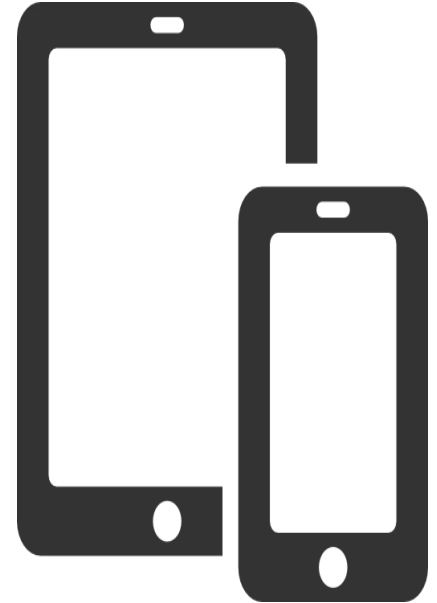
This year's focus was making sure our COVID-19 protocols were reflected in the processes and messaging for our volunteers.

- Access to the app for COVID-19 trained NLs only
- Requiring tree owners to agree to our new protocols
- Requiring volunteer fruit pickers to sign off on protocols before being allowed to register for any events

The app was also updated to help new volunteers attend harvests by placing limits on how many times an individual could register.

Behind the scenes improvements to the admin tools have removed some manual processes that required a lot of labour from our app admin volunteers.

This fall, we are working on a project with students from the Algonquin College SLiDE Lab to revamp our website and social media presence.



# OUTREACH



## **One day there will be events again...**

Lumberjack Competition at the Vanier Sugarbush

International Gleaning Symposium

Harvest Apron sewing gathering

Walnut Harvest & Volunteer Appreciation Picnic

Savour Fall at Rideau Hall

End of Season Celebrations (with crafts, music, food)

## **Online Neighbourhood Leader Training**

Development of new training is almost complete, through modules and quizzes

- Will reduce barriers to leadership role
- Final updates to content, images
- Need implementation efforts:
  - Integration with website
  - Integration / update NL handbook

# FUNDING



## Wins

- **Ottawa Community Foundation** enabled hiring Harvest Manager
- **MakeWay** waived approx. \$8k contribution
- **MakeWay** provided \$5k for equipment



## Misses

- Did not get Trillium grant, or Agriculture Canada grant to hire Harvest Coordinator, or Canada Summer Job grant for a 'volunteer' worker
- Cancellation of Beau's Oktoberfest Midway Games



# FUNDING



## 2021 Scaling Up

- We have what we need to expand (tech, systems, reputation, equipment, charitable number)
- There is much more need for our work
- 5 year plan indicates scale up now
- We hope to find \$100k of funding next year

## Needs

- Grant seekers, writers, editors
- Fundable projects / events
- Beau's Oktoberfest 2021 coordinators (??)





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## **Survey Feedback received**

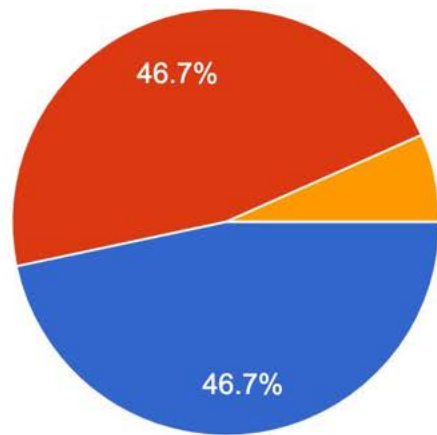
- **Neighbourhood Leaders**
- **Tree Registrants**
- **Volunteers**

# SURVEY OF VOLUNTEER LEADERS



How was the support you received to carry out your role as a leader? (Harvest Manager communications, training and access to online res...boration with other leaders, access to equipment)

15 responses



- More than enough support
- Adequate support
- I would have appreciated more support
- I needed more support

# SURVEY OF VOLUNTEER LEADERS



What did you find to be the greatest help in your role as a leader this year? (people, equipment, online resources)

10 responses

equipment

Other neighbourhood leaders :)

Being pushed by other NLs

Katrina and her help to coordinate and stay in touch with nls, adequate picking poles

Online resources, other NLs, Katrina!

didn't end up leading any harvests this year

online resources

More poles, and able to share bin with another NL. Limiting COVID risk..

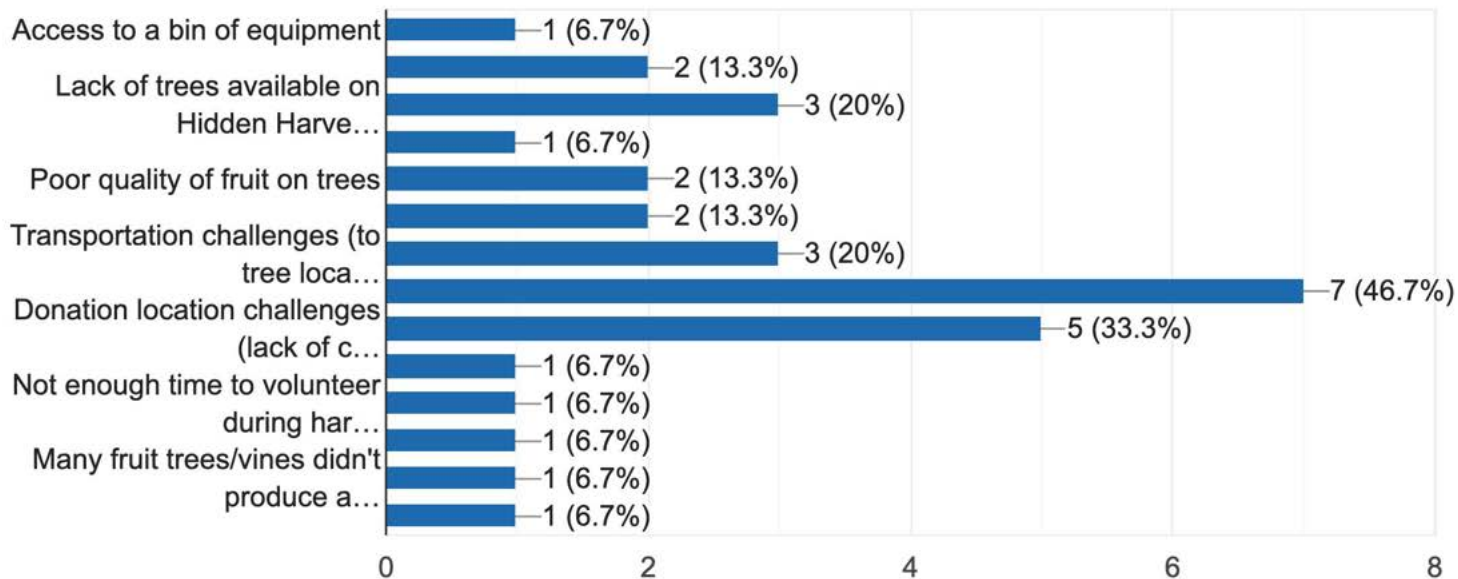
Tony's app page is so fantastic!!! Makes it way faster and easier.

# SURVEY OF VOLUNTEER LEADERS



What barriers to leading events did you experience this year? (select all which apply)

15 responses

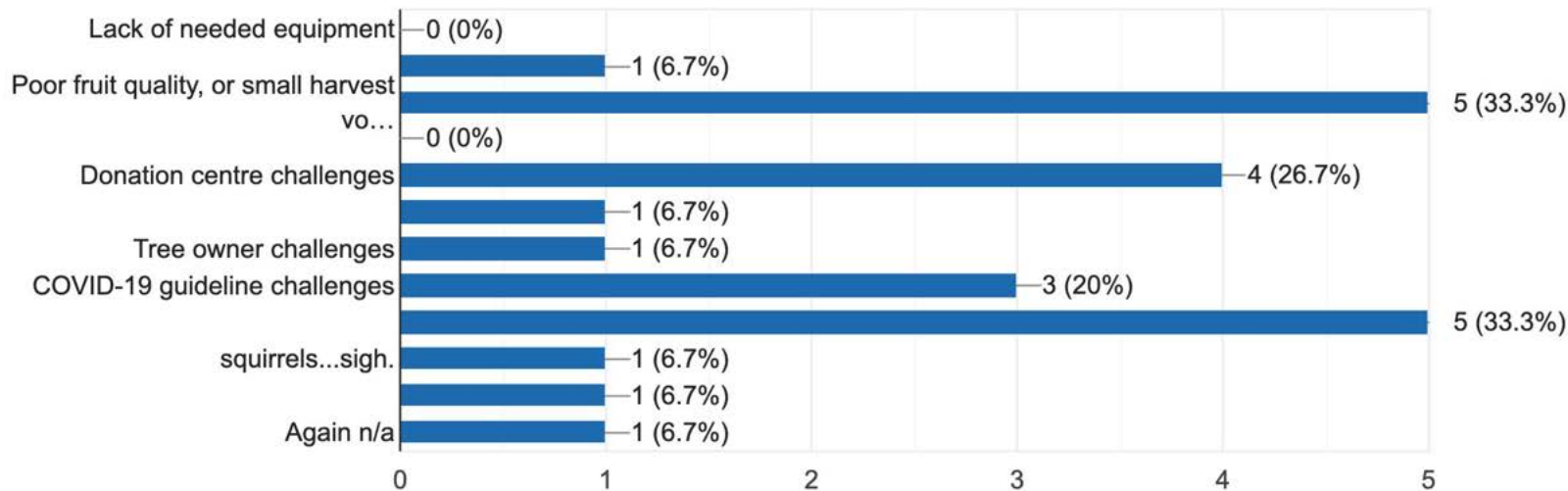


# SURVEY OF VOLUNTEER LEADERS



What challenges or frustrations did you have while leading harvest events this year? (select all which apply)

15 responses



# SURVEY OF VOLUNTEER LEADERS



If you experienced challenges or frustrations while leading harvest events, what could be improved?

4 responses

I think Hidden Harvest did a good job given the challenges we faced from Covid-19. I did not have any challenges with participants not wearing masks or being respectful of the increased guidelines, which was a worry for me. I don't think anything could be done about the challenges with the donation centres' reduced capacity and hours.

need to find more donation locations.

We could send out COVID-19 agreement to home owners earlier. And have donation center agree on them earlier in the season next year.

I don't see an easy improvement for getting fruit to donation centres. It's just a little challenging to arrange, but worth it! One additional comment.. There were a couple harvests I would have liked to do, but the trees were claimed by NLs who weren't harvesting this year. I am also a little sad that the site that is closest to my home and that I've harvested in the past got taken over by another leader. It was nice to connect with my neighbours and I had been building a relationship. It would be great if each year there were a reset of claimed trees, and perhaps the option for each leader to have one '1st choice pick' that is in their neighbourhood. Broadly this isn't a big deal, I just like that hyper-local connection, and don't have time to do a lot of picks, so each one counts.

# SURVEY OF VOLUNTEER LEADERS



What were your key lessons learned this year?

7 responses

don't assume that the harvest size from last year will apply to this year. All of my harvests were smaller than last year because of pruning.

N/A

Always track more trees than you plan to harvest as inevitably there not all good

I need to figure out where to get access to bins

give more time to prepare before heading to the event. get everything into the car takes a lot more time than I thought.

During covid.. if ladders use is required I should have added in the invite notes that most roles will require close proximity with another volunteer. It might be nice to have the option for people to sign up as pairs.

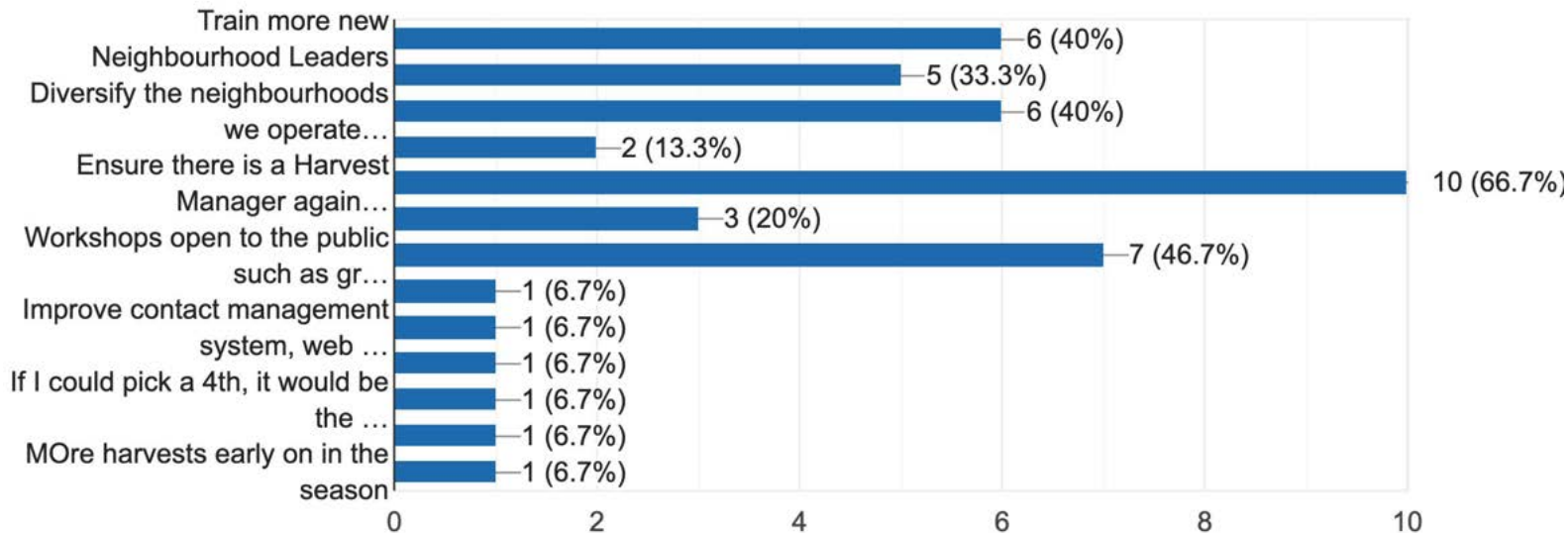
Sign up to harvest events FAST so I can get a spot :)

# SURVEY OF VOLUNTEER LEADERS



What should our top priorities be for next year? Please consider the list, and then select up to 3 options!

15 responses





# SURVEY OF VOLUNTEER LEADERS



## GREAT JOB ON:

- ❖ OTHER NLS! LOVE SUPPORT, CONNECTING
- ❖ WEB APP IS AWESOME, KEEP IT UP
- ❖ HARVEST MANAGER ROLE IS IMPORTANT

## COULD BE IMPROVED:

- ❖ DONATIONS WERE FRUSTRATING. MORE DONATION CENTERS!
- ❖ TREE SIGN-UP RESET?
- ❖ BIN ACCESS

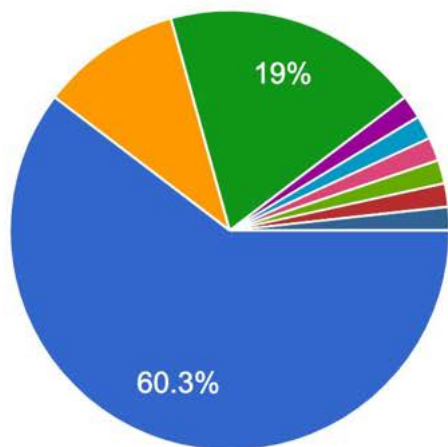


# TREE REGISTRANT FEEDBACK



If we harvested your tree, did we meet your expectations?

58 responses



- Not applicable (my tree was not harvested)
- No, I was disappointed by the event
- Yes, the event was what I expected
- Yes, and my expectations were surpassed
- Not harvested, fruit not saved from space
- Not harvested this year
- Had a bad experience with your volunteers
- As always the volunteers were fantastic

# TREE REGISTRANT FEEDBACK



If we did not meet your expectations, please tell us how things could be improved:

6 responses

You need to contact me a bit more often. Even just once or twice per year

You were not able to harvest my pear tree because it bore no fruit - probably no bees - as there were lots of blossoms.

Tree has never been selected for harvest

I contacted you way too late this year after being out of the country for several years so the timing problem was my fault. The harvest needed to happen the day I reached out to you.

Only the easily accessible fruit was taken (the low-hanging fruit), equivalent to half the potential harvest.

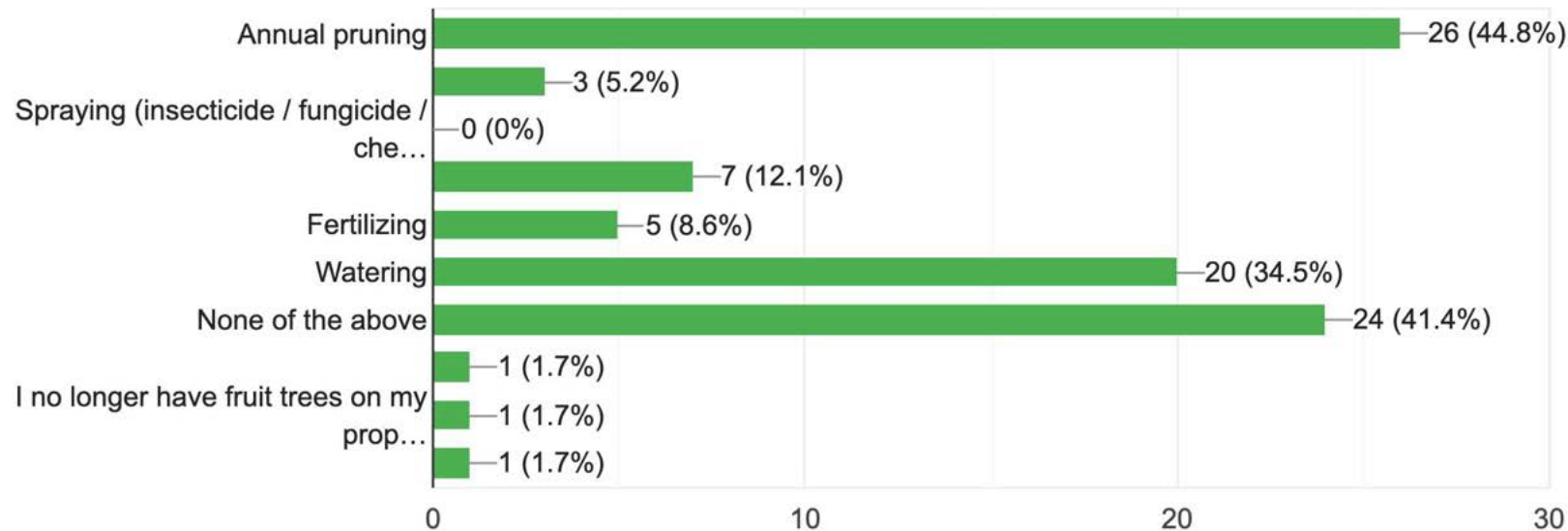
I had offered many trees on my property with fruit, however was not contacted until after they had already fallen off the trees. When I had said they fruit needed to be picked right away no one got back to me for a couple weeks.

# TREE REGISTRANT FEEDBACK



Do you take any measures to maintain your fruit or nuts? (select all which apply)

58 responses

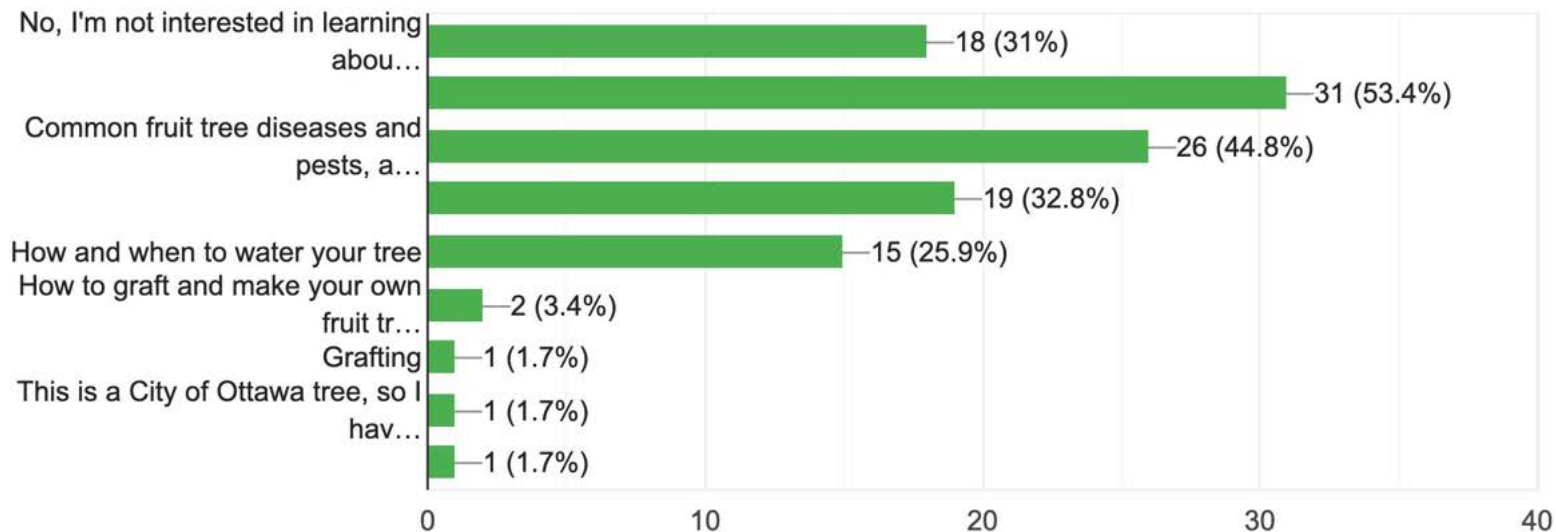


# TREE REGISTRANT FEEDBACK



Do you have any interest in learning more about how to maintain your tree/vine? (select all topics which apply)

58 responses

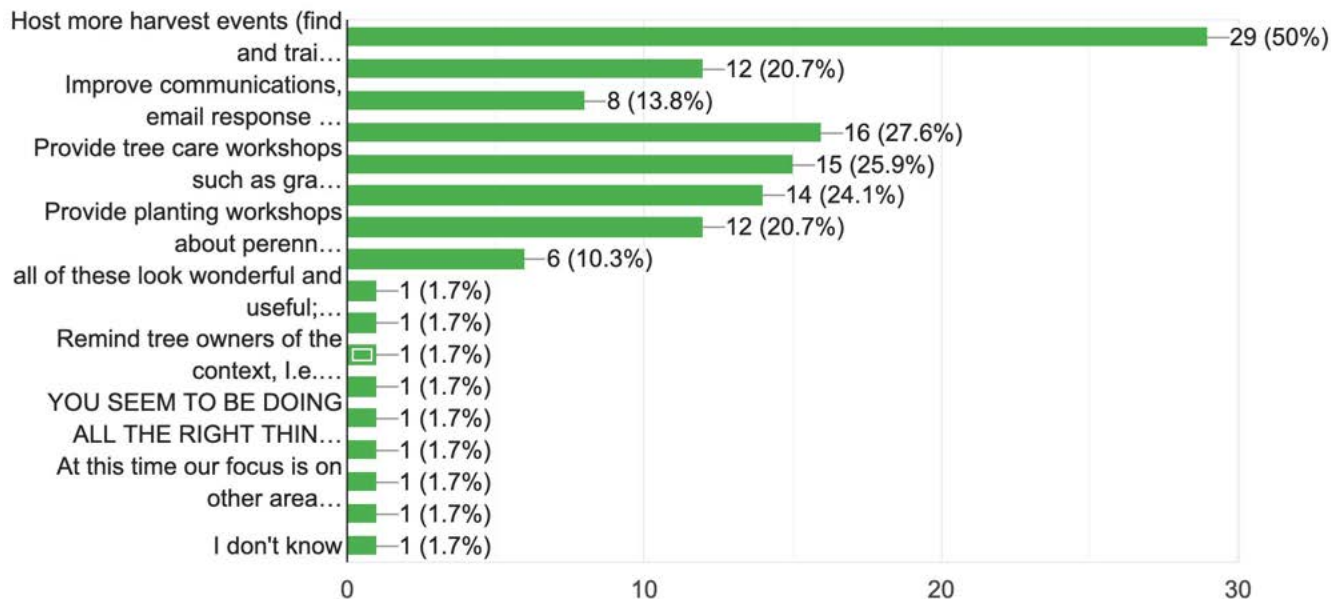


# TREE REGISTRANT FEEDBACK



Every year we have to choose where to focus our efforts for improvement. What do you think our top priorities should be? (please consider the list and choose up to 3!)

58 responses



# TREE REGISTRANT FEEDBACK



## GREAT JOB ON:

- ❖ YOU MADE ME FEEL LIKE A GOOD NEIGHBOUR, A GOOD COMMUNITY MEMBER
- ❖ I WOULD HAVE HAD TO CUT DOWN MY VINES!
- ❖ MY FRUIT WOULD HAVE BEEN COMPOST

## COULD BE IMPROVED:

- ❖ MORE COMMUNICATION
- ❖ WOULD LIKE TO KNOW WHEN WE'RE NOT GOING TO SHOW UP
- ❖ MY TREE HAS NEVER BEEN PICKED
- ❖ REACHING FRUIT AT THE TOP OF THE TREE

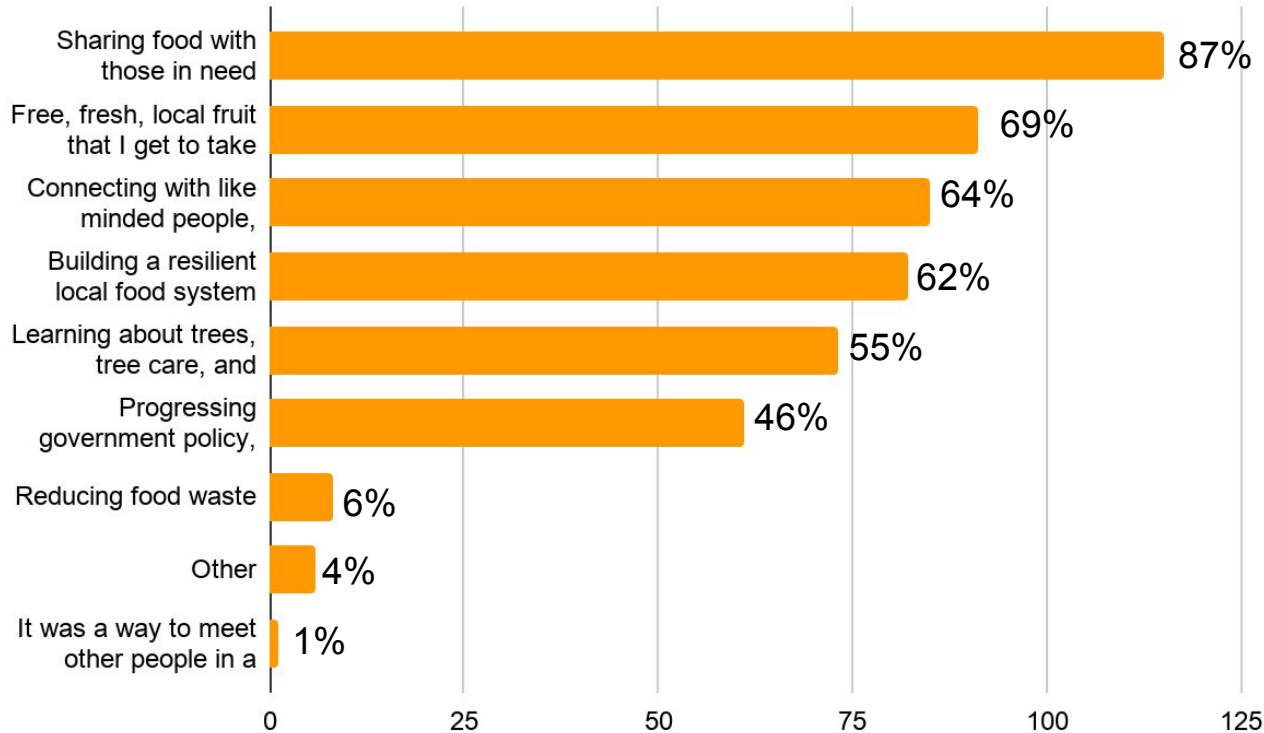




# VOLUNTEER FEEDBACK



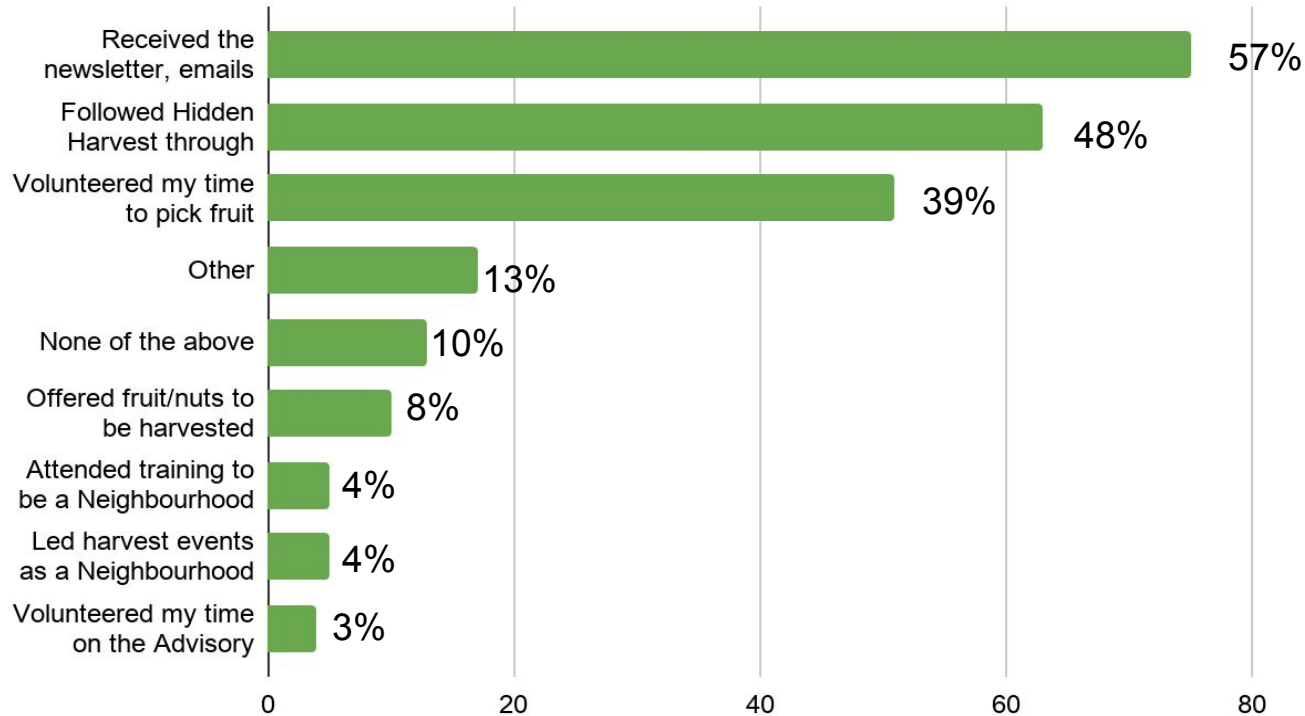
What do you value most about Hidden Harvest's work?



# VOLUNTEER FEEDBACK



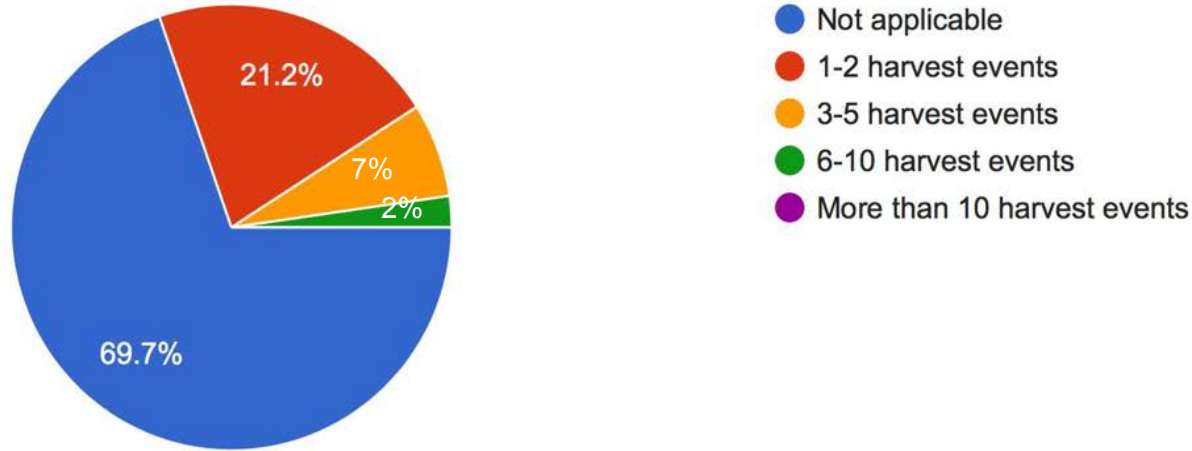
In what ways were you involved with Hidden Harvest this year?



# VOLUNTEER FEEDBACK



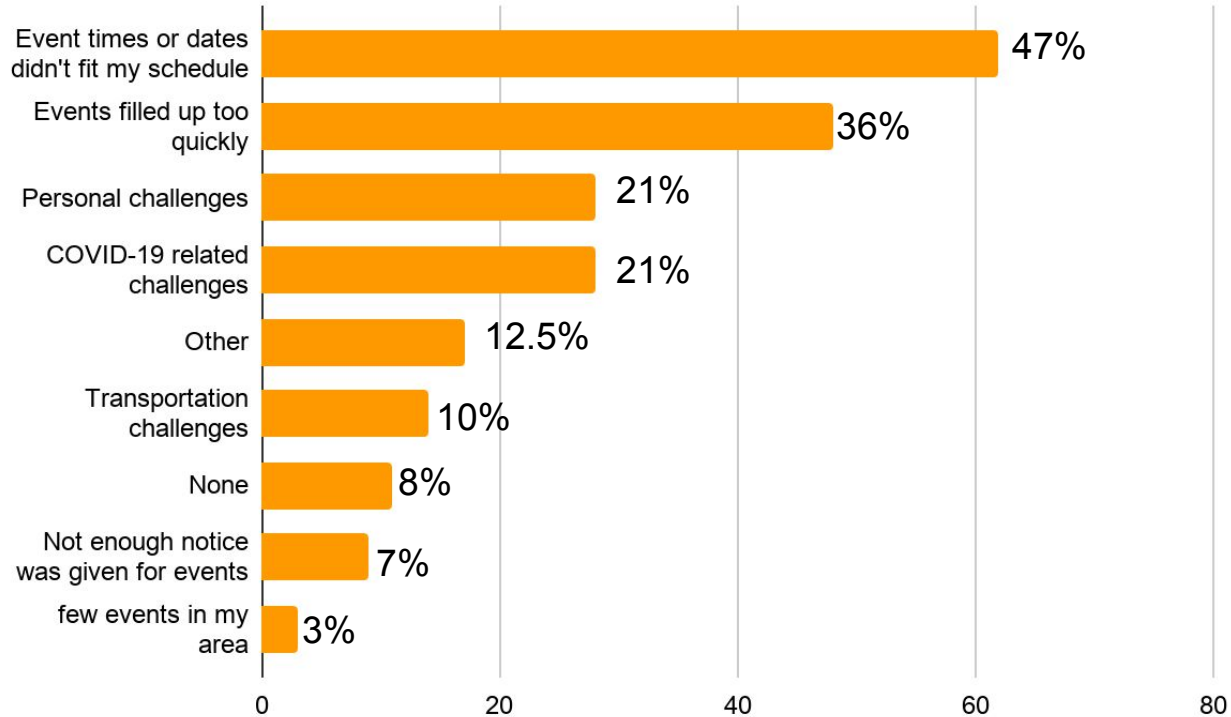
How many harvest events did you attend this season?



# VOLUNTEER FEEDBACK



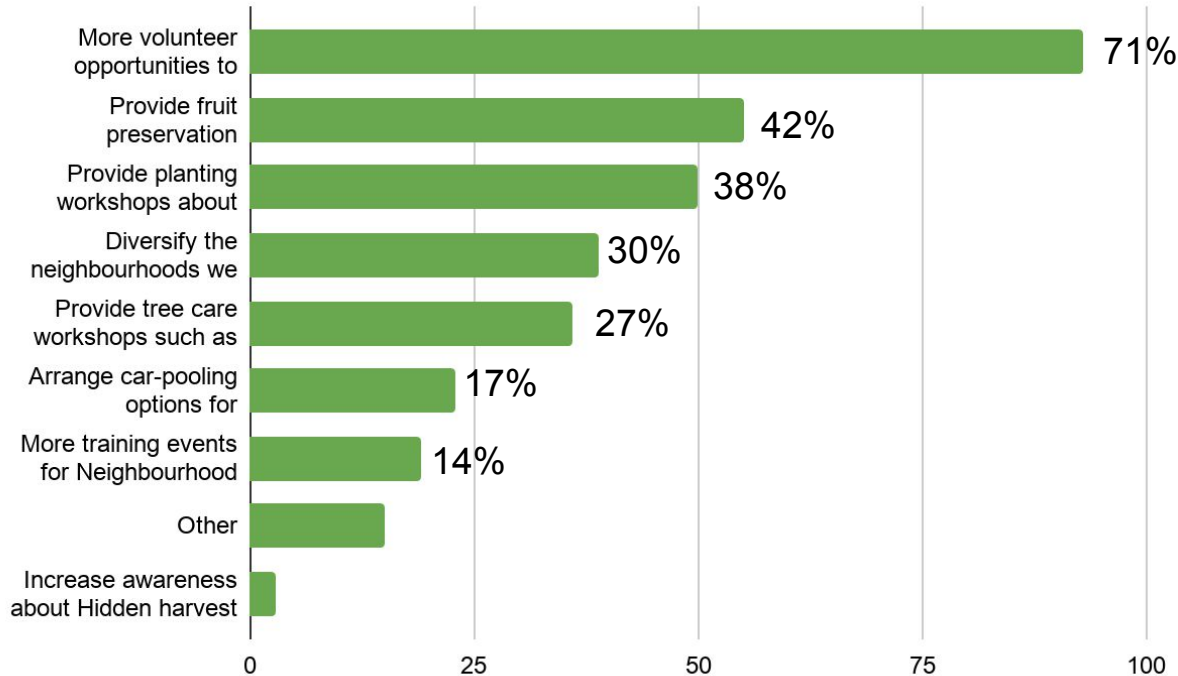
What barriers to involvement did you experience this year?



# VOLUNTEER FEEDBACK



Every year we have to choose where to focus our efforts for improvement. What do you think our top priorities should be?



# VOLUNTEER FEEDBACK



We're looking to better understand the positive impact of Hidden Harvest. Do you have a story about a moment that truly warmed your heart?

Last year I helped pick apples (first time with Hidden Harvest) and brought some to the school where I teach. I was thrilled with how the students helped themselves to the fresh apples.

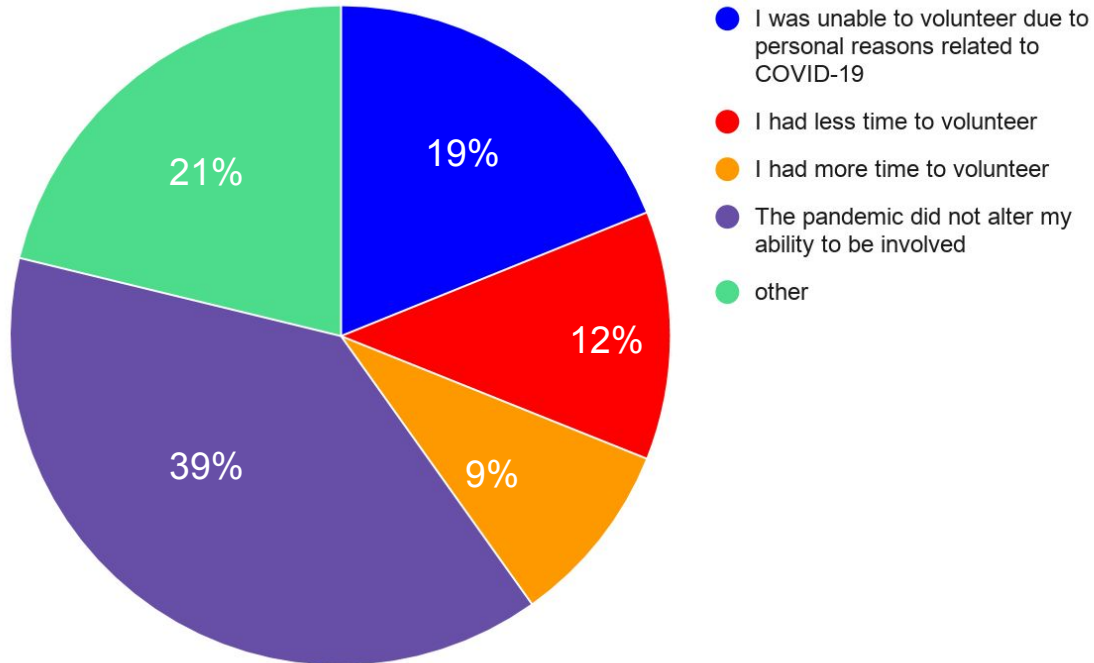
Although there are many features of my Hidden Harvest experience which have added positive things to my life, simply doing the activity (e.g. harvesting fruit) and meeting the other volunteers, has been my favorite. I have enjoyed the people and the activity very much. The few times that I have seen fellow volunteers in public (e.g. at Fabricland near Merivale near Baseline Road, Basics in the same neighborhood etc.), people were very friendly.

Hidden Harvest is an amazing initiative. When people think of food waste they rarely consider the food growing locally in our neighborhood and how it can be used to feed hundreds of people. Not only does this project help feed people but it offers opportunities for connection to one's community and it's natural resources

# VOLUNTEER FEEDBACK



How did COVID-19 impact your ability to be involved with Hidden Harvest this year?



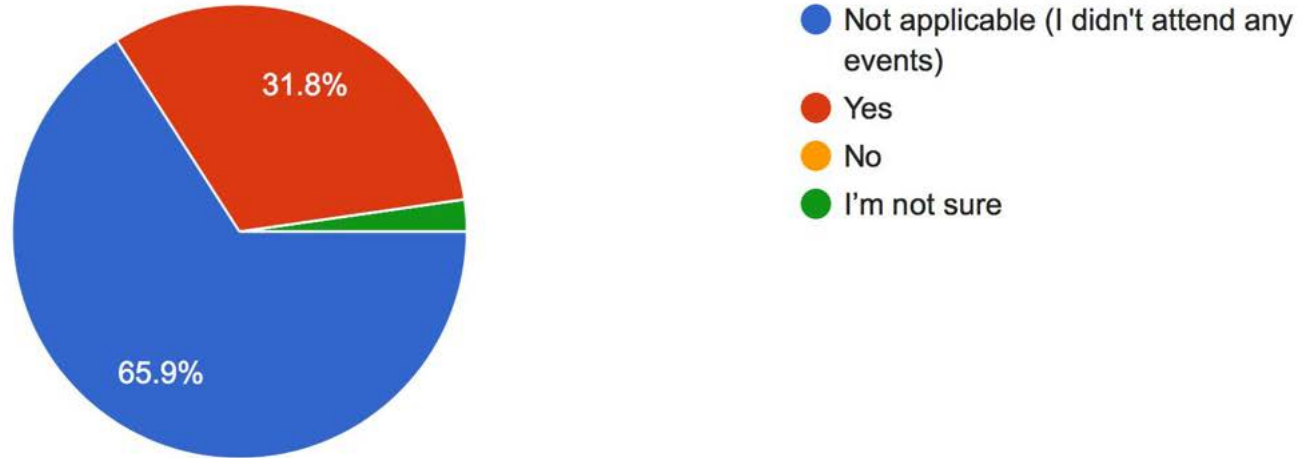


# VOLUNTEER FEEDBACK



Did you find the harvest events that you attended to be inline with the recommendations from Ottawa Public Health?

132 responses

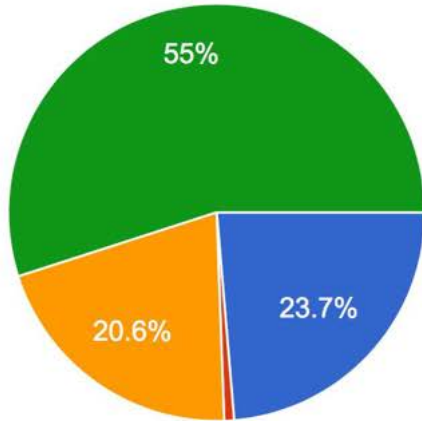


# VOLUNTEER FEEDBACK



Did you find our communications regarding our pandemic operations helpful? (Emails, Covid-19 Guidelines, social media posts)

131 responses



- Not applicable (did not read or receive communications)
- Not at all helpful
- Slightly helpful
- Very helpful

**How could our communications be improved?**

Checking in with tree owners earlier in the season.

# VOLUNTEER FEEDBACK



## GREAT JOB ON:

- ❖ LOVE WHAT HHO DOES
- ❖ REDUCING FOOD WASTE
- ❖ STAFF AND VOLUNTEERS ARE ALWAYS FRIENDLY!
- ❖ EASY TO REGISTER FOR EVENTS!

## COULD BE IMPROVED:

- ❖ EVENTS SCHEDULED WITH MORE NOTICE
- ❖ MORE AFTER-WORK / WEEKEND HARVESTS
- ❖ HOSTING MORE VOLUNTEER EVENTS
- ❖ MORE HIDDEN HARVEST ADVERTISING

# THANK YOU!



**Hidden  
Harvest  
Ottawa**

**Pick,  
Share and  
Take Good Care.**