



Donor Frequently Asked Questions

1. What is your Sustainable Business Model or Revenue Model (Strategy)?

PTCH operates on a diversified revenue model that integrates donations, community support, and program fees to sustain its operations. The model includes:

- **Local Restaurant Accounts:**
 - Recurring revenue streams that include Birnam Wood Golf Club, Jacks Bagels, BUNS Bunny Shelter, and LOCAL Montecito.
 - Accounts like these are used to help us fully cover operating expenses.
- **Grocery Store Sales:**
 - Partnerships with local grocery stores to sell living produce (greens, herbs, and microgreens)
 - Competitive advantage emphasized with nutrient content, shelf-life, and tax write-offs for the store.
- **Seedling Sales:**
 - Online seedling website capable of selling a large variety of seedlings nationwide.
 - In person seedling sales to support people with residential hydroponic towers.
 - Overgrown or older seedlings discounted for CSA members to help avoid waste.
- **Community Supported Agriculture (CSA) Memberships:**
 - Local community members pay an annual donation of \$52 (\$1/week) to take part in our offerings:
 - Farm Share Program: Small (\$20) and Large (\$40) no commitment required but weekly/monthly subscriptions accepted
 - Community Meals: Our resident meal program is open to the community for a requested donation of \$15 per meal. EBT/CalFresh Food Stamps accepted.
 - Local Honey: (\$15 for CSA members, \$10 for residents)
 - Compost: High quality compost sold to Pilgrim Terrace community gardeners and greater community.

- Art Program: Small donations requested to participate in resident art classes
- **Pilgrim Terrace Community Garden:**
 - Community gardeners pay an annual fee of \$150 to rent a personal garden plot to grow their own food
- **Education and Intergenerational Learning:**
 - Teaching schools with our core Curriculums while providing intergenerational exchanges with our residents
- **Cost-Reduction Strategies:**
 - Sustainability practices like reducing to-go Tupperware, portion control, and converting entree leftovers into soups to minimize waste.
 - Local partnerships provide discounts and donations that drastically reduce kitchen expenses (Trader Joe's, Jordano's, Food Bank of Santa Barbara County)
- **Donations and Grants:**
 - Community donations, corporate donations, community foundations
 - Grants from organizations and other nonprofits aligned with our mission (including collaborative application partnerships)
 - Personal asset protection of donors to protect wealth while giving to our nonprofit through interest income earned

These strategies collectively reduce costs, increase revenue, and promote sustainability while maintaining services for residents.

2. Who else is doing work similar to our organization and how is ours different?

Many organizations in Santa Barbara provide services similar to PTCH. Although PTCH collaborates with these organizations whenever possible and is distinct in having a cohesive model that aims to support at risk populations through multiple offerings including:

Community Supported Agriculture Program:

Pilgrim Terrace Unique Features:

- Aeroponic farming enables year-round availability of fresh produce, independent of seasonal constraints. Offers living products for maximum nutrient retention
- Microgreens to provide high amounts of additional nutrients to the offering
- Compact and efficient urban farming model tailored for limited spaces in urban areas using eco-friendly agriculture methods that generate high quality food

- Community Supported Agriculture (CSA) membership offers access to farm shares, community meals, local honey, educational workshops, living produce/ harvest-to-plate, seedlings, and art classes
- Non-recurring obligation to pick up produce meaning members have the option to get produce at their convenience

Other Organizations:

- Plow to Porch
 - Sources produce from 10 different farms, emphasizes seasonal availability
 - Differentiation: PTCH grows its own produce on-site to ensure eco-friendly practices and quality
- Blosser Urban Garden:
 - Offers seasonal produce from their urban garden
 - Difference: PTCH's aeroponic systems and microgreens allow for more variety and year-round production with some items
- Center for Urban Agriculture at Fairview Gardens:
 - Operates on 13 acres, allowing for large-scale production
 - Difference: PTCH focuses on efficient farming within a small urban area, ideal for replicating in other urban areas
- Farm Box Collective
 - Subscription services provide weekly deliveries from multiple locations
 - Difference: PTCH directly connects members with its own farm, offering transparency and sustainability in farming practices

Low-Income Seniors:

Pilgrim Terrace Unique Features:

- Provides one healthy meal a day, incorporating with fresh produce grown on-site
- Full-course meal includes entree, soup of the day, salad bar, and drink
- Offers independent living with support services, including transportation, social programs, educational activities, social events, and community outings/field trips

Other Organizations:

- Laguna Cottage for Seniors
 - Focuses on housing and provides walking/bus transportation with kitchen access for self-cooking
 - Difference: PTCH's meal program ensures consistent nutrition
- St. Vincent's/ Rona Barrett Foundation/ Valle Verde
 - Housing-focused services, some with additional amenities

- Difference: PTCH emphasizes an integrated model combining housing, nutrition, transportation, field trips, art classes, holiday events, and social engagement
- Alexander Gardens
 - All-inclusive retirement community for seniors and their families
 - Offers three chef-prepared meals daily, an on-site beauty salon, and fun daily activities
 - Difference: PTCH uses farm fresh produce from the Urban Farm on-site to provide nutritious meals

Food Security:

Pilgrim Terrace Unique Features:

- Operates its own urban farm and integrates harvest-to-plate practices while prioritizing nutrition and quality through living produce
- Ensures sustainability through composting, minimal food waste, resource optimization, and eco-friendly methods
- Accepts CalFresh/ EBT for both meals and farm shares

Other Organizations:

- Foodbank of Santa Barbara County
 - Focuses on food distribution, nutrition education, and disaster preparedness
 - Difference: PTCH produces and distributes fresh food prioritizing sustainability and quality
- UCSB-Community Food Security Initiative
 - Focuses on broader community food security goals
 - Difference: PTCH provides direct, resident-focused services rather than just research or outreach initiatives
- Food from the heart
 - Delivers food once a week
 - Difference: PTCH provides daily meals and encourages active participation in food production
- Rooted Santa Barbara
 - Provide low to no cost nutrition and food skills education
 - Addresses food access issues in underserved areas broadly across Santa Barbara County. Difference: Pilgrim Terrace provides ready-to-eat meals, ensuring immediate nourishment while addressing broader social and health needs for seniors, provides deeper engagement, addressing food

security for a specific, vulnerable population (low-income seniors and people with disabilities).

- Meals on Wheels
 - Affordable, freshly prepared meals delivered to elderly, homebound and disabled residents of Santa Barbara
 - Difference: Pilgrim Terrace fosters an interactive community, where members participate in gardening, events, and health-focused activities beyond just meal accessibility
- Organic Soup Kitchen
 - Provide SoupMeals to provide food security and nutrition to low-income seniors and those with cancer or chronic illness
 - Easy, accessible and sustainable
 - Difference: Pilgrim Terrace offers a holistic approach with farm-to-table options, nutrition education, and fresh produce for members

Serving Individuals with Disabilities:

Pilgrim Terrace Unique Features:

- Focuses on accessibility through wheelchair-accessible garden beds and inclusive resident activities
- Provides a supportive environment for independent living with tailored services

Other Organizations:

- Independent Living Resource Center/Pathpoint/ SBSNAP
 - Offer vocational training, advocacy, or specific resource services for individuals with disabilities
 - Differentiation: PTCH integrates disability-inclusive practices within a residential and community farming model
- Hillside House:
 - Residential care for individuals with developmental disabilities
 - Differentiation: PTCH focus on independence and self-sufficiency through accessible programs and urban farm amenities

Nutrition and Farming Education:

Pilgrim Terrace Unique Features:

- Has a detailed curriculum to educate children on eco-friendly farming as well as the importance of nutrition. Aimed at helping kids learn that they can take control of their food supply and enjoy healthy foods.

Other Organizations:

- Explore Ecology:
 - Empowers our community to protect and preserve the planet with innovative environmental education and nature-based learning.
 - Differentiation: PTCH focuses on nutrition in addition to eco-friendly practices
- A to Z cooking school:
 - Teaches children, teens and adults how to prepare delicious, nutritious, affordable meals made from seasonal and local ingredients
 - Differentiation: PTCH focuses on teaching kids about importance of nutrition while relating it to farming education

An Overview of Differentiating Features at PTCH:

- **Integrated Model:** PTCH combines urban farming, food security, senior care, and inclusive programs
 - **Year-round Farming:** aeroponic systems allow for consistent food production
 - **Targeted Services:** prioritizes low-income seniors and those with disabilities with tailored programs for health, nutrition, and social engagement, and happiness
 - **Sustainable practices:** emphasizes environmental responsibility (composting, waste reduction, pesticide-free farming, etc.
 - **Integration of Services:** A comprehensive program that combines daily meals, urban farming, transportation, social activities, and education.
 - **Focus on Quality and Living Produce:** Aeroponic tower farms producing live produce with superior nutritional value. Helping consumers avoid food waste.
 - **Sustainability and Innovation:** Use of regenerative soil farming, hot composting, and minimal-waste practices.
 - **Community-Centered Model:** Tailored activities and services specifically for PTCH residents, with options open to the wider Santa Barbara community.
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3. Is your nonprofit meeting a need based on valid, sufficient research?

Yes, PTCH addresses significant needs validated by research:

- **Nutritional Insecurity:**

- In Santa Barbara County, 1 in 4 individuals are food insecure
- 86% of low-income seniors are nutritionally insecure. PTCH guarantees one nutritional meal per day to combat this issue.
- Malnutrition
 - Deaths attributed to malnutrition more than doubled, from about 650 in 2018 to roughly 1,400 in 2022 (California)
 - Malnutrition is particularly common among older people who are ill, low-income, homebound, or without reliable access to healthy food or medical services
 - Deaths have increase 59% due to malnutrition in Californians 85 or older from 2000 to 2021 (US News)
- Food Insecurity
 - According to the USDA, approximately 17 million Americans, or 12.8% of households, experienced low or very low food security
 - one in four individuals experience food insecurity in our County and demand for food assistance is growing exponentially
- Diabetes
 - Uncontrolled diabetes can lead to serious complications, such as blindness and other eye problems, kidney disease, neurological damage, hypertension, heart disease, stroke, and certain cancers
 - Most impacted demographic subgroups include Hispanics, those aged 65 years or older, those with less than high school education, and those with household incomes below \$75,000

- **Local Available Produce:**

- Fresh produce travels over 1,500 miles before being consumed
- Most produce loses 30 percent of nutrients three days after harvest, on the conservative side
- Almost all the “instant” veggies that you get, spend 5 days in transit before arriving at a distribution center, and another 3 days on a grocery store shelf or the inventory or a platform based grocery seller, before they are purchased by the consumer, who may store them for up to 7 days prior to consumption
- regeneratively grown crops can contain higher levels of key nutrients like vitamins C, E, and beta-carotene, as well as minerals like calcium, magnesium, and zinc

- prioritizing local and regional food systems, regenerative farmers can reduce the carbon footprint of food transportation and make fresh, healthy food available to communities that may not have had access before.
- **Mental Health and Social Interaction:**
 - Seniors experiencing loneliness often lose interest in eating, exacerbating health issues. PTCH's meal program and community activities foster a sense of belonging and purpose.
 - More than 20% of people aged 55 or older may have some type of mental health problem. 3 Biological changes may interfere with the brain's functioning, social changes can lead to isolation or worthlessness and somatic diseases are often important contributory factors too.
 - Mental disorders may exacerbate the symptoms and functional disabilities associated with medical illnesses and increase the use of healthcare resources, length of hospital stay and overall cost of care.
 - Mental health problems can have a high impact on an older person's ability to carry out basic daily living activities, reducing their independency, autonomy and quality of life
 - At this stage of life, meaningful social activities can significantly improve positive mental health, life satisfaction and quality of life; they can also reduce depressive symptoms.
- **Sustainability Practices:**
 - The use of sustainable farming methods aligns with global trends in reducing food waste and environmental impact.
 - Aeroponic towers save up to 95% water compared to soil farming, it saves on average 75% to 90% space
 - Space savings means operating within city limits, circumventing the food distribution chain by delivering freshly harvested nutrient-dense crops directly from the farm to the customer
 - With Tower Farms, you can grow up to 30% more food, 3x faster
 - addresses the climate crisis with practices that sequester more carbon in the soil and help make farmland—and local communities—more resilient
 - Healthy soils with high amounts of organic matter are able to absorb more water during a flood—to the benefit of the farmer and downstream communities—and even help maintain water security during a drought

4. How are you going to measure your outcomes?

PTCH employs both qualitative and quantitative measures:

- **Meal Metrics:**
 - Number of meals served annually (23,690 meals in a recent year).
 - Food waste reduction through portion control and reuse strategies.
- **Resident Feedback:**
 - Testimonials from residents reflecting improved nutrition and social well-being.
- **Program Participation:**
 - Attendance in activities, events, and CSA membership growth.
- **Environmental Impact:**
 - Reduction in waste and water usage through sustainable farming practices.
- **Health Metrics:**
 - Improved health outcomes tracked through resident health surveys and reports, ie. less emergency calls to service, lower rates of chronic disease, etc.
- **Farm Production and Improvements:**
 - Reports on yearly harvest amounts and how it is being improved by our eco-friendly & regenerative practices, ie. 50% increase in harvests.
- **Produce Supplied:**
 - Accounting for produce donated to organizations like the Unity Shoppe, Veggie Rescue, Food From the Heart, etc. that can feed an x number of people
- **Projects Completed:**
 - Updates on projects like the urban farm project at Dos Pueblos High School to improve their lunch program.
- **New Accounts and Supporting Members:** Identifying our improvements quarterly on CSA member sign ups and business accounts that help our nonprofit sustainably operate on its own

5. Who are you as a founder or leader?

John Jeffries is the Founder and visionary of Pilgrim Terrace Cooperative Homes where John leads, develops, and creates programs to benefit our seniors, persons with disabilities, and families of low-income throughout Santa Barbara County.

John is personally responsible for acquiring over 10 Million dollars for the benefit of the general public through grants and the negotiated sale of Pilgrim Terrace Homes here in Santa Barbara, California.

John previously was a Certified Management Agent for the US Department of Housing and Urban Development (HUD) for over 20 years and supervised over 30 properties from San Diego to San Francisco and as far east as Denver, Colorado, while in the employment of the second largest management firm on the west coast.

Prior to becoming a Certified Management Agent for HUD, John worked to develop humanitarian relief programs in Africa, the Philippines and the USA through various government agencies and economic engineers to meet the guidelines of recovery and repatriation of stolen US assets from over 134 accounts worldwide.

PTCH operates under the leadership of an Interim Executive Director, Louis Alvaro, supported by a dedicated board and staff. The team embodies the mission of providing supportive, sustainable, and enriching services to low-income seniors and individuals with disabilities. The leadership emphasizes collaboration, integrity, and community engagement.

6. What are your values?

PTCH values include:

- Equal access to healthy nutrition for low-income seniors and people with disabilities.
 - Sustainability in reducing waste and promoting environmentally friendly practices.
 - Variety and quality in meal offerings.
 - Social enrichment through resident activities and events.
 - Respect, dignity, and inclusivity for all residents.
 - Honesty, integrity, and transparency in operations and communication.
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7. What ethical policies do we have in place to keep our organization accountable to the public that we serve?

- **Transparency:**
 - Clear communication about programs, finances, and activities.
 - **Community Involvement:**
 - Regular feedback from residents through surveys and meetings.
 - **Sustainability Commitments:**
 - Strict adherence to eco-friendly practices and ethical farming methods.
 - **Partnerships:**
 - Collaboration with reputable organizations like Unity Shoppe, Food Bank of Santa Barbara, and Trader Joe's ensures accountability.
 - **Nonprofit Status:**
 - IRS-recognized 501(c)(3) status ensures public benefit and compliance with federal regulations.
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8. Who can we collaborate with and how?

PTCH has established partnerships with:

- **Local Organizations:**
 - Unity Shoppe for receiving gift donations for residents and providing produce for them to hand out
 - Santa Barbara Food Bank for surplus food.
 - Clay Studio for art classes.
 - UCSB and Westmont colleges for internships
 - Santa Barbara school district for urban farm projects and lunch improvements
 - Bethel House recovery and treatment facility with weekly produce boxes
 - Local restaurants and country clubs with produce supply
- **Organization we have supported with our Core Curriculum, Organic Urban Farm, Microgreen production and Aeroponic Tower Farm**
 - Friendship Manor
 - 10 tower commercial farm
 - \$7,470+
 - UCSB
 - Small Farm Development
 - \$3,830

- SBCC
 - R&D research soil regeneration
 - \$3,600
- Franklin Neighborhood Center
 - Full classroom serving Adelante
 - \$20,000
- Food Bank
 - Food and Distribution Center
 - \$1,200/month
- Mental Wellness Center
 - 10 Tower commercial Farm
 - \$8,500
- Turner Foundation
 - 5 towers for youth and events
 - \$2,650
- Samsun Research Center
 - Hosted Veggie I.Q. Program
 - \$500
- La Cumbre Middle School
 - Education, Produce and curriculums
 - \$4,200.00
- Boys and Girls Club
 - Provided food for event
 - \$370
- Veggie Rescue
 - Provided food for Distribution
 - \$15,000/yr
- Unity Shoppe
 - Weekly food donations
 - \$25,000/yr
- Food From the Heart
 - Monthly food donations
 - \$2,500/yr
- Trinity Gardens
 - Seeds/seedlings and labor
 - \$1,450/yr
- Organic Soup Kitchen
 - Food donations via Veggie Rescue
- Alzheimer Walk

- 2,000 sandwiches
 - \$9,000
 - JDRF Walk
 - 1,000 sandwiches and fruit
 - \$4,600
 - Oasis Senior Center (Orcutt)
 - Monthly salads for 20
 - \$500
 - **Expansion Opportunities:**
 - Partnering with more local businesses (e.g., restaurants for excess produce or event sponsorships).
 - Partnering with grocery stores to provide living produce
 - Sponsorship of towers with local businesses or donors
 - Working with clients using the Edward Jones account
 - Working with Montecito Bank and Trust to fund our nonprofit to continue supporting organizations
 - Collaborating with academic institutions for research on sustainable farming methods and senior nutrition.
 - **Volunteer Networks:**
 - Recruiting volunteers for farming
 - Recruiting volunteers for door-to-door donations for CSA program
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9. Are your financial practices solid?

PTCH employs prudent financial management practices:

- **Diversified Income Streams:**
 - Donations, grants, CSA memberships, and fees for garden plots, seedling sales
- **Cost Efficiency:**
 - Reuse of leftovers, reduced Tupperware use, and food donations minimize expenses.
- **Accountability:**
 - Oversight by a financial advisor (Samantha Anderson) ensures fiscal responsibility.
- **Fundraising:**
 - Ongoing efforts to secure grants and donations to sustain and expand programs.