



# **JOVIAL CONCEPTS**

**Annual Report  
2019**



“ Our school only provides for us food two days per week. We cannot get a check, even though my husband works very hard. We love the food here, it is so much better than anywhere else, my kids are full and happy and want me to come back. They say to me, “Mom, we like the place with the burritos and chocolate milk.” The girl on Thursday with the long hair, she paid our Xcel bill and she did not make me feel like my family shouldn’t be here. She gave food to me for all 3 of my children. It is hard to know where we can go right now. She was very kind and there was also the girl who helped us with short hair and speaks Spanish. It is nice that she speaks Spanish. We are very scared and this place really helps us. When our SNAP money comes in we will come back to buy food.

”

**- Maria**

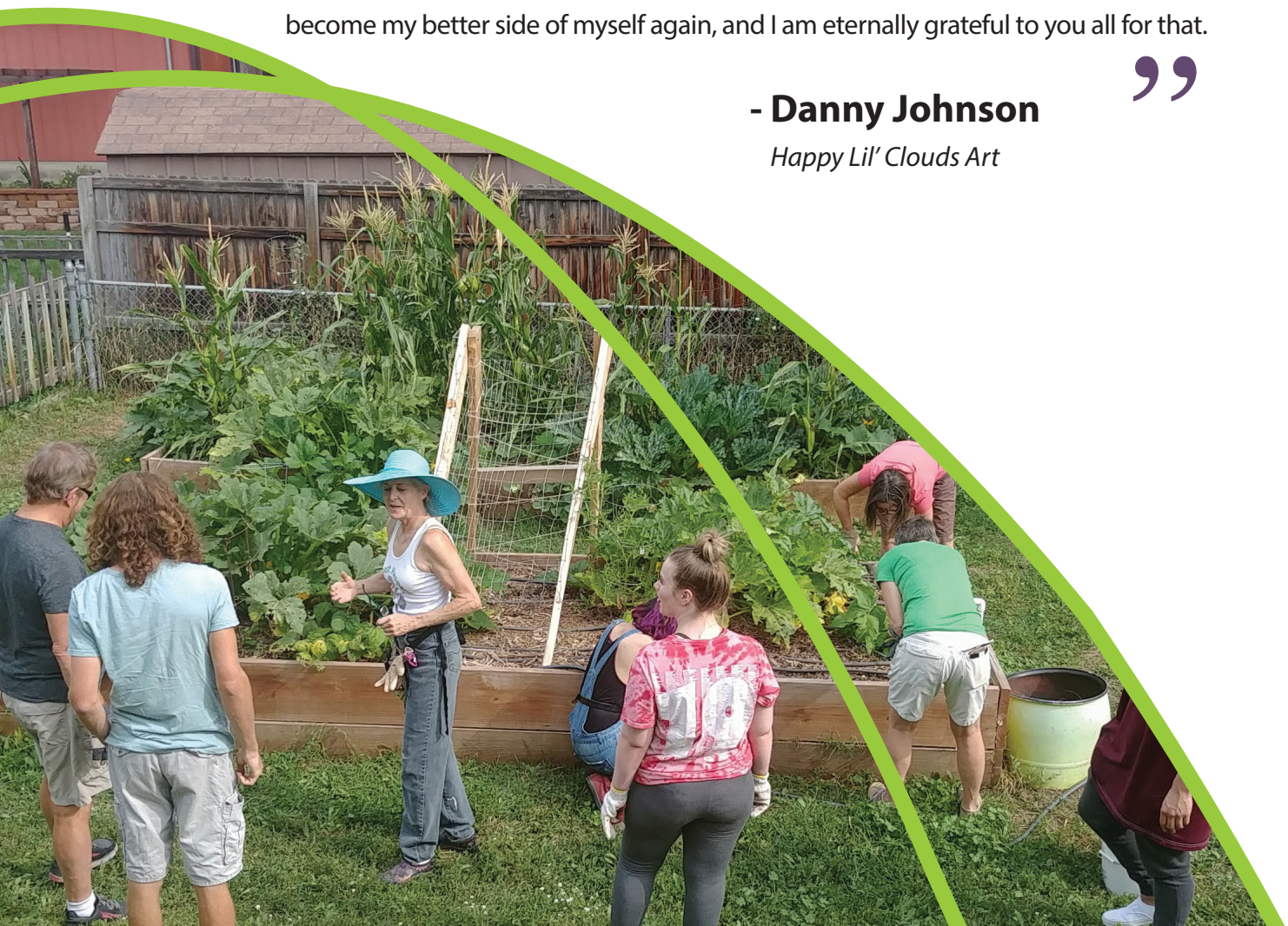
*West Barnum Resident*

“ I had my own pet store several years ago, and long story made short, after losing my shop, I retreated into a 3 year world of seclusion and hiding away from society. Due to my feelings of failing I became BITTER, ANGRY & VERY HOSTILE!! In the 6 plus weeks that I have been here, it has TRANSFORMED me!! My anger is gone, I am HAPPY ME again for the first time in YEARS. It is because of the collaborative efforts of the team that encompasses all corners of this magical place that I have become my better side of myself again, and I am eternally grateful to you all for that.

”

**- Danny Johnson**

*Happy Lil’ Clouds Art*





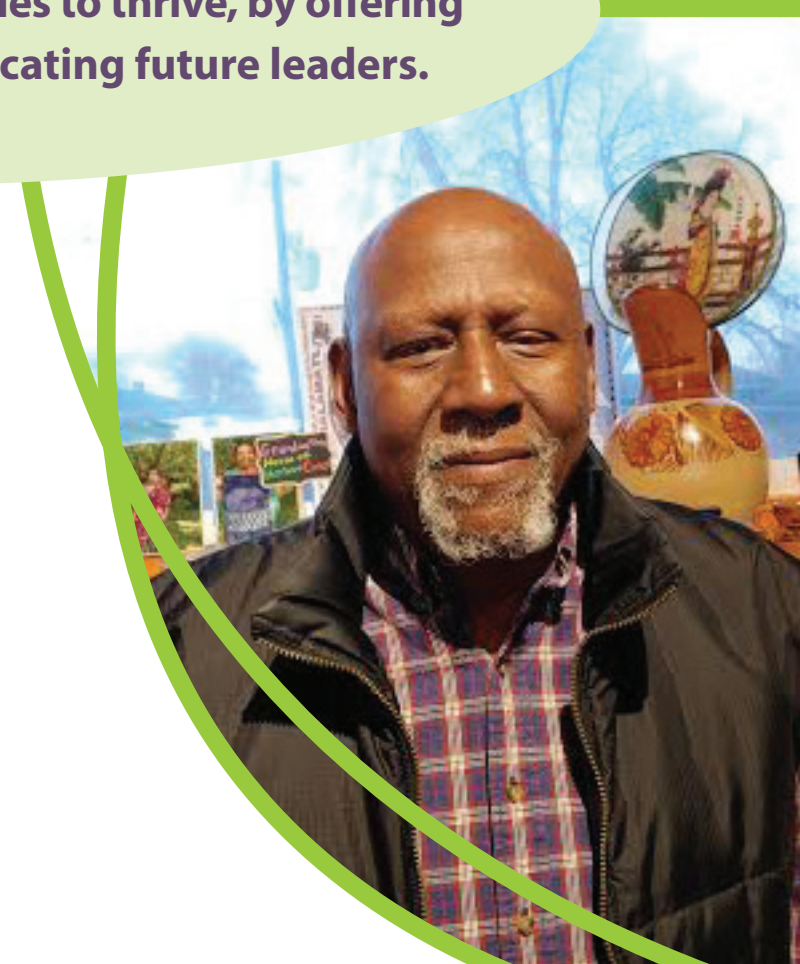
# Vision

Jovial Concepts addresses the problems of food scarcity in low income neighborhoods by converting lawns and other public spaces into garden classrooms. We use the gardens to provide classes and job training which support overall community growth. We use the produce we grow to feed local families in need.



## Mission Statement

**To empower under-served communities to thrive, by offering sustainable solutions and educating future leaders.**



# Financials

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2019

### Assets

#### Current Assests

USB - Checking	\$10,903.02
USB - Bingo	\$999.76
USB - Checking Co-Op	\$29,374.73
<b>Total Checking/Savings</b>	<b>\$41,277.51</b>

#### Fixed Assets

Furniture/Fixtures	\$100.00
1st Ave Building	\$546,231.00
1st Ave Improvements	\$288,283.68
1st Ave Land	\$60,500.00
Computer	\$3,723.86
Trailer	\$300.00
Truck	\$1,150.00
Loan Fees	\$10,834.00
Accumulated Depreciation	-\$50,954.49

#### **Total Fixed Assets**

**\$860,168.05**

Other Assets	\$25,000.00
--------------	-------------

#### **Total Assets**

**\$926,445.56**

### Liabilities & Net Assets

#### Liabilities

Long Term Liabilities	
CHFA Loan	\$435,392.98
N/P Monacal	\$299,107.21
N/P Trustee	\$19,000.00
<b>Total Long Term Liabilities</b>	<b>\$753,500.19</b>
<b>Total Liabilities</b>	<b>\$753,500.19</b>

#### Net Assets

Net Assets without Donor Restrictions	\$172,945.37
---------------------------------------	--------------

#### **Total Net Assets**

**\$172,945.37**

#### **Total Liabilities & Net Assets**

**\$926,445.56**



## STATEMENT OF ACTIVITIES

For the twelve months ended December 31, 2019

### Support and Revenue

### Unrestricted

### Total

#### Support and Revenue

##### Contributed Support

Individ, Business Contribution

\$5,047.43

\$5,047.43

Corporatate Contributions

\$32,491.70

\$32,491.70

Foundations/Grants

\$153,161.59

\$153,161.59

#### **Total Contributed Support**

**\$190,700.72**

**\$190,700.72**

##### Program Income

Events

\$11,753.27

\$11,753.27

Jovial Gardens

\$3,695.08

\$3,695.08

Co-Op

\$39,173.53

\$39,173.53

#### **Total Program Income**

**\$54,621.88**

**\$54,621.88**

#### **Total Support and Revenue**

**\$245,322.60**

**\$245,322.60**

#### **Gross Profit**

**\$245,322.60**

**\$245,322.60**

### Expenses

#### Expense

##### Program Expense

Jovial Gardens

\$66,312.29

\$66,312.29

Co-Op

\$118,087.05

\$118,087.05

General and Administration

\$23,947.94

\$23,947.94

Fundraising

\$1,800.00

\$1,800.00

#### **Total Expenses**

**\$210,147.28**

**\$210,147.28**

Change in Net Assets

\$40,499.13

\$40,499.13

Net Assets at Beginning of period

\$105,006.18

\$105,006.18

#### **Net Assets**

**\$145,505.31**

**\$145,505.31**

# 2019 Impact Overview

## Volunteers

750

2019

1250

2018

## Volunteer Hours from Adults and Students with Disabilities

1,120

840

## Volunteer Hours

4,890

7,800

## Pounds of Food Donated

4,719

5,114

## Students Served

2,831

935







# Residential Gardens

Jovial Concepts started the garden initiative with just 7 gardens in the Eiber Neighborhood in 2013. We now boast 60 gardens in 6 neighborhoods from Arvada to Littleton and Lakewood to Aurora. We have changed our past model to incorporate better sustainability models via irrigation, compost, poly-culture, and perma-culture practices. We also made changes to increase the emphasis on education for our garden hosts and volunteers by having garden leaders run each neighborhood team. We successfully launched gardens in the Barnum neighborhood where we have 4 active hosts!

**Special thanks to our Garden Manager Di Collingwood**

**Special Thanks to Our 2019 Garden Leaders:**

Elizabeth Gangware

Teri Connolly

Andrew Gillette

Julie Ethington

**Thank you Audubon International and  
Ewing Irrigation for honoring us with the  
2019 Water Innovator Award for our work  
in water conservation!**

**Thank you Front Range Organic Gardeners  
for the generous donation and the  
beautiful organic tomato starts!**

# Co-op at 1st

Jovial Concepts purchased the building at 5045 W 1st Ave, which was formally used as a food bank and to provide free medical services. This building was donated to the food bank in the late 1970s by two women, Rose Gates and her twin sister. These two women dedicated their lives to feeding people in need and they offered services to people in Barnum. Jovial Concepts is reactivating this building as a food and sustainability hub for the community, continuing a legacy of creating access for those in need.

We are grateful to over 500 community members who spent time helping make the Co-op at 1st project a success. Our building is currently providing access to a variety of health and wellness services, as well as a commercial kitchen, event and exercise space. The tenants of the building have created a monthly Donation-Based Community Clinic. This Clinic offers discounted health and wellness services to the community, including physical, mental, dental and financial health support.

We are proud to have:

- Empowered 83 nonprofits and entrepreneurs.
- Provided 12 free community meals.
- Hosted over 100 free and donation-based classes and medical clinics.

Our building has taken Jovial Concepts to a whole new level of providing education, and gardening services, as well as providing access to a larger scope of economic opportunity and wellness for our local community.





# Looking Forward

1. Increase our harvest to 7,000 lbs donated to families in need.
2. Build a Pollinator Garden in partnership with Ewing Irrigation, Audubon International, and The Colorado Garden Foundation at Edgewater Elementary School to compliment the 3rd graders' research on Monarch Butterflies.
3. Continue to engage the under-served community around the Co-op and explore making The Co-op its own entity to create additional economic equity opportunities in Barnum.
4. Host monthly events with community and cultural meals.
5. Continue to Participate with The City of Lakewood's Annual Earth Day Event.
6. Expand our work with Transition Students with Disabilities to include The City of Denver and incorporate life skill development, such as shopping and healthy meal creation.
7. Create 4 volunteer steering committees to guide the future of Jovial Concepts and The Co-op at 1st.

**Thank you Wolcott Family Foundation  
for supporting our gardens!**







**Thank you Denver Foundation for making  
this partnership possible!**

# Food Bridge


Food Bridge launched a catering incubator in October of 2019 with three chefs who were just starting their catering businesses. Our mission with this program is to bridge the gap between the rising demand for authentic cuisine and the lack of minority-owned food businesses in the Denver-Metro area.

The 3 main components are:

- 1) Mastery of business skills beyond the actual cooking.
- 2) Gaining capital to invest in building their business through consistent sales with high profit margins.
- 3) Establishing a customer base that will support our chefs beyond the completion of the program.

During the program we saw the following progress:

- The partnership with The Co-Op at 1st has proven to be crucial to the success of this program. Having lowered kitchen costs with only a 10 hour per month minimum makes it possible for the chefs to be able to use this training as away to gradually start their catering business without a lot of upfront costs. Reduced kitchen costs also allows them to gain above market-rate profits from catering jobs making it possible for them to invest in cooking and catering equipment. This makes it more efficient to cook their food and deliver.



Maria, owner of Cocina de Nana, regional Mexican Cuisine has gotten quite involved with the pop-up markets that The Co-Op at 1st has been running on 3rd Sundays of the month. She sold Banuelos and street tacos and was pleased with sales. Not to mention she got experience selling directly to customers, which she needs to fulfill her eventual goal of owning and operating a food truck!





- Catering sales saw an increase month by month during the first 3 months of the program, starting at about \$1,500 in Oct of 2019 and growing to \$4,000 by December.

- In addition to The Co-Op at 1st's commercial kitchen being used to store food and prep for catering jobs at discounted rates, the kitchen is also being used for educational purposes. We have already run 2 food safety workshops for the new chefs, and we will continue to offer regular training workshops for subjects like food costing, knife skills, and portion consistency. The Co-op has been hosting their own classes regularly for nutrition, cooking on a budget, mushroom growing, and food preservation. We are excited to be working with professional chefs who own the businesses Alma Catering, Festival Chef, Cooking Matters, Fresh from the Farm Fungi, Taco Block, and The City of Lakewood for these workshops.

Food Bridge is excited for continued partnership with The Co-Op at 1st! Our programs are supporting each other well. Food Bridge is planning to take over marketing and coordination of the pop-up markets that take place on 3rd Sundays of the month and brand them as Culture Shock, with a commitment to support minority-owned businesses in the arts, wellness, and food sectors. In addition to the catering incubator program, chefs have taken it upon themselves to get involved in happenings at The Co-Op at 1st including providing meals during COVID-19 to families in need.

Kitaya, Thai Chef and owner of Benja 5 Elements Thai Cuisine, cooked for the monthly Health Clinics hosted at The Co-op on the first Sundays of the month. She cooks from scratch, a big pot of healthy from-scratch curry and enjoys watching people eat it. She is passionate about food as an important piece of maintaining health.



## **Board of Directors**

Jeff Lawhead - President

Alexis Irias - Vice President

Yvonne Welch - Treasurer

Robin Arnett - Secretary

Jessica Andersen, MBA - Board Member

Quency Moye - Board Member

Courtney Butler - Board Member

Lila Veronica - Board Member

## **Key Support**

Kristina Welch - Executive Director

Kaity Fairchild - Executive Assistant

Carrol Reeves - Reception

Katrina Montoya-Black - Market Manager

Di Collingwood - Garden Manager

Logan Gray - Events and Networking

Alyssa Angel - Sustainability Intern

## **Advisory Board**

Wendy Weiss

Tom Slabe, PhD

Carrie Sonneborn, PhD

Kris Teegarten - Mayor of Edgewater, Retired

Bonnie McNulty - Mayor of Edgewater Retired

James J. Sander - U.S. Geological Survey





# Partners and Donors

*THANK YOU!*

40 West Arts District	Cultivate Balance	Metro Caring
Accelerated Schools	Cultivate Colorado	Mountain Creative
Ace Hardware	Current Commercial Real Estate	Mosaic Roofing
Alameda Connects	Denver Concrete Works	MSU of Denver
Alliance Residential	Denver University	Multi-Dimensional Medicine
Alma Kitchen	Denver Foundation	Overhaulics
Alpine Lumber	DISH Cares	Pher0
Alpine LGBTQ	Eagleton Elementary School	Plant the Seed Project
AmeriCorps	Edgewater Collective Edgewater	Project Helping
American Gift Fund	Elementary School	Rainbow Lightening
Apple	Eiber Resilience Circle	Regis University
Arvada Food Bank	Energy Outreach Colorado	Rocky Mountain Bingo
Athmar Park Active Living Coalition	EPA	Rocky Mountain Independence
Average Joe	FEDEX	Safeway
Barnum Elementary	Front Range Organic Gardeners	Sandie Schafer
BBB Seeds	Food Bridge	SeedMoney
Bill Bowen, Plumbing	Global Giving	Spark the Change
BOSS Compost	Great Works Montessori	Team Electric
Botanical Interests	Green Team Accelerator Lab	Telephone Pioneers
Ceiba USA	Home Depot	The Hydrostore
CHFA	Improve Contact	Third Way
Children's Hospital of Colorado	Jason Ko	Thrivent Financial
City of Edgewater	Jeffco Action Center	T-Mobile Belmar
City of Denver	Jefferson County Ladies	Uproot Colorado
City of Lakewood	Homesteading Group	USGS
Colorado Academy	Joy's Kitchen	VM Ware
Colorado Gives	Karrin Kalb	Western Union
Concerned Citizens of Barnum	KAT Construction MGMT	The WICK
Colorado Health Foundation	King Soopers	Wolcott Family Foundation
Colorado Rapids	Kyndfullness for Kids	
Colorado Symphony	Lowes	
Creekside Gardens	Math and Science Academy	

**info@jovialconcepts.org**  
**5045 West 1st Ave.**  
**Denver, CO 80219**  
**Phone: 303-578-2569**  
**Fax: 720-386-0300**

