

Joppa Hill Educational Farm

2023



# Annual Report

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## Our mission

Our mission is to preserve a working farm for the purpose of providing people of all ages with interactive educational experiences that create powerful connections with New Hampshire's agricultural past.

**Our report this year highlights the work that our board, staff, and volunteers have put in to operate our community farm.**

**The success of the farm would not be possible without the generosity of our community and the dedication of our volunteers and staff.**



## Contact Us



603-472-4724



[contact@theeducationalfarm.org](mailto:contact@theeducationalfarm.org)



[www.theeducationalfarm.org](http://www.theeducationalfarm.org)

# New year, new look

NEW!

This fall, we unveiled a new farm logo. The new logo was created for us by Heather Bastos. We also introduced a brand guide to allow for a more consistent look and feel.



**KIM WALL** PUBLIC RELATIONS / MARKETING

Kim Wall joined the board in 2022 after several months as a stall mucker. She has worked in marketing and communications for over 20 years, a career spanning non-profit, private industry, and higher education. Kim has a BA in Communications from UNH with a minor in Art and an MS in Organizational Leadership from SNHU. She completed the Master Gardener program with the UNH Cooperative Extension in 2016. Kim and her husband, Seth, moved to Bedford in 2012, where they are raising their two daughters and two spoiled dogs.



**CHRIS BANDAIZIAN** PRESIDENT

Board Member starting in 2007. Lawyer with a Law Practice in Manchester NH. Member of the NH Legislative Commission on the Environmental & Health Impacts of Perfluorinate Chemicals. Prior Community Service includes serving on the following Bedford Boards & Commissions - 4 term Town Councilor, Planning Board, Energy Commission, Parks & Recreation Commission, BCTV & WBNH Radio Board.



**JESSICA GILCREAST** CHAIR

Board Member starting in 2020. Librarian at Bedford High School. Former Board member and Conference Chair for the NH School Library Media Association. Former President of the Manchester Police Wives Association. Jessica grew up in Bedford and now resides in Bedford with her husband and two children.



**MARK NICKLIN** CO- VICE CHAIR (PROPERTY & MAINTENANCE)

Mark is the owner of Country View Landscapes, LLC located in Goffstown, NH. He has 30+ years of experience in the landscaping/excavation industry. Country View specializes in landscaping, hardscaping & forestry mowing. Mark joined the board in 2022 but has a longstanding history with the Educational Farm at Joppa Hill. Mark has frequented the farm since growing up in the Amherst area and it holds a special place in his heart. Mark spends his free time, hiking, biking and traveling with his family.



**ROBERT PETROSILLO** CORPORATE DONORS

Robert's professional experience includes various roles in the field of Marketing, with companies such as Reebok and Coca-Cola Northeast. Currently, he is a Consumer Marketing Manager for LEDVANCE, the makers of SYLVANIA General Lighting products. He has a BSBA in Marketing and Communications from Saint Joseph's College of Maine and is currently enrolled in the MBA program at SNHU.



**JEFF MONHEIT** MEMBERSHIP/ANNUAL APPEAL

Jeff grew up in the NYC area but recently moved to Bedford with his wife, daughter and parrot (see the May 22 issue of Bedford Living to learn more about his parrot). He studied engineering at the University of Rochester and has worked as a Master Electrician and a Technical Director in the Live Events industry. After having his daughter it made sense for him to become a stay at home Dad. Jeff and his family live close to the farm and it has been one of their favorite places to visit in Bedford. Jeff is excited to help out where he can to improve the farm for everyone.



**DAVE GILBERT** TOWN LIAISON

Board Member starting in 2019. Control Account Manager at Raytheon Technologies. Bedford Town Council Member, Member of Bedford Zoning Board of Adjustment and Bedford Parks & Recreation Commission. Member of Bedford Men's Club (former President). Member of Benevolent and Protective Order of ELKS (BPOE). Former member of Bedford Bulldogs Athletic Booster Club (Bedford High School) Former President Joppa Hill Educational Farm Chairperson.



**BRIAN RICHARDS** TECHNOLOGY

Board Member starting in 2023. Director of Development at CommonPlaces Interactive. Brian has played a founding role in several startups in the online marketing and information technology space throughout his career, with 25 years of experience building websites and online portals. Brian grew up in Bedford and now lives in Manchester with his wife and daughter. He can often be found singing or playing his banjo or bass in local music venues. Brian is looking forward to contributing his technology skills to help improve the farm's online presence, and to helping make the farm a better place for our kids as well as future generations.

# Educational Programs

- This year we provided educational programming to **288-youth** through our Summer Camp, Counselor-in-Training program, and Field Trips.
- We offered **8-dynamic weeks of summer camp** for children ages 5-8.
- Each week had a different theme based on animals living at the farm. Campers had the opportunity to explore the sprawling farm and forest grounds, interact with the friendly animals, engage in **hands-on learning** experiences, and more with the support of knowledgeable and enthusiastic guides.
- We proudly offered **small instructor-to-child ratios** to facilitate the best camp experiences for our campers.



**MEG PETROSILLO** EDUCATIONAL PROGRAMMING

Meg is the Chief Operating Officer of a small education curriculum company and the founder of The Bedford Mom. She has her master's degree in Curriculum and Instruction from Lesley University. She is passionate about the field of education and supporting elementary teachers. She is excited to share her knowledge and experience to support the educational goals of the farm.



**KATIE SCHELZEL** FARM MANAGER, SUMMER CAMP DIRECTOR

Katie joined the team in 2022 after volunteering for a year on the farm. Katie has a Bachelor's Degree in Business Administration with a concentration in Organizational Leadership, and is currently enrolled in a Master's of Business Administration program. Katie is passionate about the fields of agriculture and animal husbandry, and her commitment to continuous learning in these areas is evident in her daily work at the farm. Katie is a former recipient of the NH Union Leader's 40 Under Forty award, with an extensive background including nonprofit leadership, program development, and youth recreational camps. While not at the farm, Katie is an active "horse show mom," and can be found with her daughter, preparing for the next show season.



## The Farm Stand

- The farm stand sells **locally made goods**, and our own **farm-fresh eggs**.
- Operated with love and dedication through over **600 volunteer hours** in 2023
- The farm stand is a vibrant space that helps sustain our farm.
- With every purchase, you're investing in the farm - the heartbeat of a community that understands the profound impact of supporting local.



**AMANDA UNDERWOOD** SECRETARY, FARM STAND MANAGER

Board member since 2020. Mandy has worked as a Family Medicine Physician Assistant for 21 years at DMC Primary care, the last 6 years in their Bedford office. She was formerly involved with the Bedford Parent Teacher Group for 9 years with 2 of those years at the Executive Board level. A member of the EFJH Community Garden for 10 years, she and her family are regular volunteers in the gardens as well as with the barn and animals. She has been the Farm Stand manager since its inception in December 2020.

## The Gardens

- By March our **40 plots** were filled with a waiting list for 2024.
- In June we held an **Open Garden Day** where 50 families joined us for refreshments, free pollinator flowers, tours and information.
- A weekly **garden newsletter** provided awareness of insect and pest issues, crop ideas, and garden techniques.
- The gardens also supplied flowers and vegetables to “meals on wheels” and the Joppa farm stand.
- Colby, an **Eagle Scout** along with his family, built a patio and pergola that will be expanded in the coming years.



**BETSEY GOLON** GARDENS

Betsey Golon joined the board in 2023. Widowed in 2018, Betz co-owned Common Folk Farm, where she sold organic herbal products through L.L.Bean, botanic gardens, specialty food and museum stores internationally for 40 years. She managed the Sabbathday Lake Shaker herb gardens, acted as their herbalist, commissioned agent and director of their internship program for 20 years. She is currently the herbalist honorarium for George Washington's Mount Vernon Estate in Virginia. Betz moved to Bedford in 2020 and found her “Common Ground” in the Joppa Hill community garden. She is a hands-on grandmother at the Golon Compound of her son Nicholas and became a new bride recently when she married Jim Flatten of Bedford.

## Our Events

- 2023 we opened our gates to over **2,000 participants** in farm events
- From our Easter Egg Hunt, to Halloween on the Farm, and our Fall Fair, every event echoed with the spirit of community offering fun for all ages.
- Our **Summer Concert Series**, a new event, struck a chord of success, resonating through the fields with melodies and little dancing feet.
- Other successful events included a **Pollinator Party**, our annual **Snowball Gala**, **Tinkergarden**, **Paint and Play with Miss Jen**, **Karla's Fitness Fun**, **Empress Alchemy Healing**, **Miss Kat**, and **Music with Miss Alli**



### **JILL GRANUCCI ANDERSON** CO-VICE CHAIR (PROGRAMS & EVENTS)

Board Member starting in 2022. Originally from Connecticut, Jill is proud to have Bedford, NH as her home. Jill has a Bachelor's Degree in Marketing and has a minor in Hospitality from UNH. Currently, Jill is the Head of Employee Experience and Communications at Medicus in Windham. Before Medicus, Jill held the role of media buyer for advertising agencies in Boston and Manchester, NH. Jill is passionate about making the State of New Hampshire a great place to live, work, and raise a family, and is excited to help to continue to build the farm's brand in the Greater Bedford Community.



### **SASHA RICHARDS** EVENTS / PROGRAMS

Sasha has experience as a Business Development Coordinator with a concentration in training programs. Previously a project manager, director of client relations, and Vice President at 4Walls Media Group. Her expertise is in project management for companies ranging from small businesses to international corporations. Sasha spearheaded a community outreach program to make advanced technology accessible to middle school students. Both the farm and Farm and Forest School are near and dear to Sasha's heart. Throughout the pandemic, Sasha and her family found solace in the farm. Before becoming a board member, Sasha began volunteering in the farm stand to give back to the farm.

## Our Animals

- In 2023, we strengthened our relationship with the **University of New Hampshire Cooperative Extension**. With their guidance and expertise we delved into the art of rotational grazing and best management practices.
- The ducks received a new shelter, another successful **Eagle Scout** project (thanks to Jaden and his family)!
- Our farm family expanded with **new chickens and sheep**.
- The cows received a **new shelter**.



**ANDREA BEJTLICH** ANIMAL SUPPORT

Andrea volunteered at the farm from 2007 to 2016. She began volunteering again at the beginning of 2022. Andrea has a Bachelor's of Science degree in Wildlife and Conservation Biology. Her professional experience is water quality based with a focus on outreach and education. She currently works for the New Hampshire Department of Environmental Services, writing and managing grants. In her spare time, Andrea enjoys taking her dogs to the park and photographing the farm animals. Andrea loves the farm and is excited to educate the public about the animals.

## Our Volunteers

- Managed by our Farm Manager, our dedicated team of nearly **100-volunteers** is the lifeblood of our 35-acre working farm.
- These selfless individuals, ranging in age from 1 to 85, contribute over **3,500 hours annually**, tending to our animals, gardens, and farm stand.
- Having an impact greater than labor, they find comfort and a sense of **community** in our farm. Families come together, fostering a deep connection to our land and animals, while others find solace in nature, escaping the hustle and bustle of life.
- The growing **waitlist** to join our volunteer family is a testament to our enduring spirit.

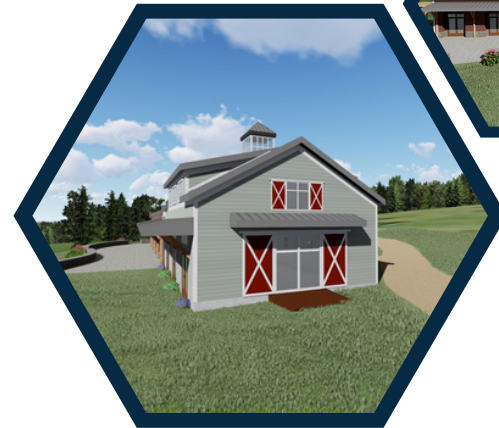


# Looking ahead

Our goal is to make 2024 one of our best years ever by making thoughtful and deliberate changes to our operation. This comes with difficult decisions, but in the end moves us closer to our goal of constructing an **educational building** for the community.

## Financial Snapshot

	2022	2023
Revenue	\$367,973.00	\$ 412,088.00
Expenses	\$325,045.00	\$405,014.00
Profit	\$42,928.00	\$7,074.00



*Thanks  
for your  
Support*

The decrease in profit reflects the farm reinvesting in the organization by purchasing a **new tractor**, a **new gator**, a **cow shelter**, and hiring a new **Farm Manager**.

In 2024, the board is projecting increased revenue, decreased expenses, and no additional full time employees.



**JAIME FAGAN** TREASURER

Board Member starting in 2022. Owner of The Bookkeeper NH, a full service bookkeeping company here in town. This is Jaime's first board position. Jaime is excited to bring process improvement and efficiency to the farm. Former coach for Bedford Little League's Challenger Division.