SUSTAINABLE ECONOMIC ENTERPRISES OF LOS ANGELES (SEE-LA)

ANNUAL REPORT 2014-2015
A MESSAGE TO OUR SUPPORTERS

It’s been quite a year at Sustainable Economic Enterprises of Los Angeles, better known as SEE-LA. Continued program growth dominated our work and efforts in 2014-2015 – and on many fronts including farmers’ markets, nutrition education, and benefit and incentive programs that help low-income shoppers and residents of Los Angeles County.

Major accomplishments of the year revolve around our continued success in obtaining grants that are helping build and sustain our myriad programs. While SEE-LA was initially founded as a producer of Certified Farmers’ Markets in Los Angeles County (Hollywood the first – launched in 1991,) we’ve also been able to expand and enhance our service in many ways. We continue to produce eight Certified Farmers’ Markets – with an emphasis on serving low-income neighborhoods where there is little or sometimes no access to fresh food. Additionally, we are in a partnership with the County of Los Angeles and the Department of Public Health through their “Nutrition Education Obesity Prevention (NEOP)” program, with our “Pompea Smith Good Cooking/Buena Cocina Nutrition Education Program” educating Supplemental Nutrition Assistance Program (SNAP)/Electronic Benefit Transfer (EBT) – eligible parents, caregivers and family members who shop at our farmers’ markets about the necessity of good nutrition and healthy preparation of meals.

The other – and fastest growing effort SEE-LA is involved in is the innovative “Market Match” Program. This statewide (nationwide as well) incentive program addresses food insecurity by matching EBT and WIC benefits, dollar for dollar, up to $10 at most of our farmers’ markets. SEE-LA initially piloted Market Match in 2010 and over the past five years has been able to, through grants, diversify and grow the program to six of our eight farmers’ markets with the remaining two coming on line in 2016. To ensure the longevity of Market Match, we have funding partnerships with First 5 LA and most recently at the federal level through the Food Insecurity Nutrition Incentive (FINI) act which provided funds through the recently approved Farm Bill. Some $31 million dollars was made available nationwide by the Congress to help SNAP/EBT consumers purchase fruits and vegetables.

While 2014-2015 was a very positive year for SEE-LA – we did have to make a difficult choice related to The Farmers’ Kitchen. We chose to not renew the lease on the Kitchen when it came to term in May, 2015. The Kitchen was a financial burden for the agency and we felt the losses incurred could and should be better spent on our other programs.

Financially speaking, we are very sound. The Staff and the Board of Directors take very seriously the fiduciary responsibilities we are held to, in order to continue to provide the highest quality service to our customers and clients.

We’re looking ahead to a busy and CELEBRATORY year in 2016, as the Hollywood Farmers’ Market will turn 25 years old in May. We’re planning a program of activities and recognition set for this coming spring – please check frequently our Facebook pages – both SEE-LA’s and the Hollywood Farmers’ Market’s as well.

It’s been another great year at SEE-LA. We thank each of you for your support.

Michael Woo, SEE-LA Board Chair
James Haydu, SEE-LA Executive Director
Certified Farmers’ Markets operated by SEE-LA

4,162

Unique “Market Match” customers served at SEE-LA markets in 2014-2015

$218,421

CalFresh/EBT dollars spent at SEE-LA markets in 2014-15

3,300

Individuals served in the Pompea Smith Good Cooking/Buena Cocina Nutrition Education Program the 2014-2015 year.

$109,251

“Market Match” Healthy Incentive dollars redeemed at SEE-LA farmers’ markets in 2014-15

A.F. Gilmore Company
AMDA Inc.
Arroyo General/Pop Produce
Atwater Village Neighborhood Council
Bank of America
Barclays Bank
Bar 326
California Association of Food Banks
CA Department of Food & Agriculture (CDFA)
CA Department of Social Services
CA Department of Public Health
California Market Match Consortium
Cedars-Sinai Medical Center
Chez Panisse
Childrens Institute, Inc.
Coalition for Responsible Community Development
Cooks County
Crossroads of the World
Denley Investment & Management
Dignity Health – Northridge Hospital
EaCa Alley Tenants Association
Ecology Center - Berkeley
Empowerment Congress
Field Trip @ The Farmer’s Kitchen
File Keepers
First 5 LA
Flora Bella Farms
Gay & Lesbian Elder Housing (Triangle Square)
Goodwill Industries of Southern California
Greater Echo Park Elysian Neighborhood Council
Hayground Organic Gardening
Hollywood Chamber of Commerce
Hollywood Entertainment BID
Hollywood Roosevelt Hotel
The Institute of Domestic Technology
Jones and Associates
Kaiser Permanente Community Benefit
Kaiser Permanente LA Medical Center
Kaiser Permanente Watts Counseling & Learning Center
Kilroy Realty Group
LA County Department of Agriculture, Weights & Measures
LA County Department of Public Health - NEOP Branch
LA County Department of Social Services
LA Conservation Corps/Clean & Green Program
LA Department of Parks & Recreation, Cultural Affairs
LA Film School
La Scala Beverly Hills
The Lady Farmer
Lexington Social House
Lin Pictures
Littlefork
Location 3
Los Angeles Elected Officials, City of Los Angeles:
   – Honorable Eric Garcetti, Mayor - City of Los Angeles
   – Bernard Parks, Council District 8
   – Curren Price, Council District 9
   – Joe Buscaino, Council District 15
Los Angeles Food Policy Council
Los Angeles Youth Opportunity Program – Watts Site
Lou Wine Shop & Tastings
Merrill Lynch
Musso & Frank Grill
Natural History Museum
Occidental College, Center for Food and Justice
Original Farmers Market
Pacific Coast Farmers’ Market Association
Page Museum
Payne & Fears LLP
Public Health Foundation Enterprises WIC Program
The Rosenthal Malibu Winery
Saint Felix Hollywood
The Salvation Army - Hollywood
Seeds of Change
South Los Angeles Health Projects (SLAHP)
Stable Foundation Inc.
Sunset & Vine BID Sunset+Vine/Windsor Communities
Tender Greens Restaurant
Underwood Family Farms
US Bank
USDA Farmers Market Promotion Program
Watts Healthcare Corp.
Weiser Family Farms
Wells Fargo Bank - Atwater Village Branch
Wells Fargo Foundation
Wholesome Wave
Youth Policy Institute

– Bernard Parks, Council District 8
– Curren Price, Council District 9
– Joe Buscaino, Council District 15
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Underwood Family Farms
US Bank
USDA Farmers Market Promotion Program
Watts Healthcare Corp.
Weiser Family Farms
Wells Fargo Bank - Atwater Village Branch
Wells Fargo Foundation
Wholesome Wave
Youth Policy Institute
Community Partners/Donors 2014-2015

Dawn Aberg
Sholeh Assil
Belinda Alvarez
David Benevente
James Birch
Phil Borden
Cheryl Bosnak
David Bosnak
Learka Bosnak
Robert Bosnak
Ilysha Buss
Church of the Blessed Sacrament
Chrissy and John Collela
Community Coalition
Culinary Historians of Southern California
Ruth Eliel and Will Cooney
Laurie Dowling
Susan Feniger
Food Forward
Food on Foot
Dara Frimmer
Raul and Michelle Garza
Seth Greenland
Joy Gorman
Andrew Haefele
Jeremy Haneline
Michael Hawley
James Haydu
Diane Hilty
Hank Hilty
Michael Hilty
Demitri Hollevoet
Hunger Action LA
Sally Jacobs
Craig Lawson
Devra Lieb
Sarah MacPherson Besley
Carol Massie
Ernie Mauritson
Baynard Maybank
Tiffany McDaniel
Tom McGovern
Jan McElwee
Eileen Moore
Kerry Morrison
Erik Oberholtzer
Patrick Olmstead
Mark Panatier
Scott Perry
Minh Phan
Stephanie Pincetl
Michele Rigsby Pauly and Michelle Henrickson
Brant Rose
Heather Roy
John Silva
Susan Sprouse
Sandra Stanley
Eileen Stringer
Warren and Mimi Techentin
John Tomko
Tracy Underwood
Roberta Van Cheri
Alex Weiser
Mary Ann Wolf
Michael Woo
Christina Wong
T. Wayne Wyman
Board of Directors List

Board of Directors 2014-2015

Michael Woo, Chair  
*Cal Poly School of Environmental Design*

Hank Hilty, Vice Chair/Treasurer  
*A.F. Gilmore Co.*

Carole Joseph, Secretary  
*Retired Senior Volunteer Program (R.S.V.P)*

James Birch  
*Flora Bella Farms*

Cheryl Bosnak  
*ABC Entertainment Group*

Robert Gladden  
*LAFD, Ret.*

James Haydu  
*Executive Director, SEE-LA*

Tom McGovern  
*File Keepers*

Adam Morgens  
*Barclays Wealth and Investment Management*

Erik Oberholtzer  
*Tender Greens*

Joanne Robinson  
*Kaiser Permanente Watts Counseling and Learning Center*

John Tomko  
*Rain Management Group*

Alex Weiser  
*Weiser Family Farms*
STAFF 2014-2015

James Haydu - Executive Director
Alex Amadeo - Office Manager/Executive Assistant
Javier Arteaga - Manager, Echo Park Farmers’ Market
Elizabeth Bowman - Manager, Hollywood Farmers’ Market
Wills Brewer - Market Site Assistant, Atwater Village Farmers’ Market
Elena Calderon - Peer Educator
Jared Call - Director, Programs
Herminia Caraveo - Manager, Watts Healthy Farmers’ Market
Alejandro Corona - Market Manager/Site Assistant, Glassell Park, Echo Park, Hollywood
Marie-Alise de Marco - Manager, Baldwin Hills Crenshaw Farmers’ Market
Cara Elio - Director of Programs, Nutrition Education
Francisco Flores - Market Site Assistant, Baldwin Hills Crenshaw Farmers’ Market
Marisol Flores - Peer Educator
Eric Garcia - Market Site Assistant, Watts Healthy Farmers’ Market
Ronnie Hinton - Peer Educator
Ariell Ilunga - Manager, Barnsdall Park Farmers’ Market
Joeci Joseph - Peer Educator
Victoria Kraus - Market Site Assistant, Atwater Village Farmers’ Market
Julie Laws - Assistant Manager, Hollywood Farmers’ Market
Patricia Luna - Office Assistant
Kennia Madrigal - Peer Educator
Lupe Mejia - Manager, Central Ave Farmers’ Market/Program Assistant
Cristal Mendoza - Program Assistant, Good Cooking/Buena Cocina Program
Denise Molina - Peer Educator
Ana Oliva - Peer Educator
Scott Perry - LAUSD Farm to School Liaison
Katie Pomeroy - Bookkeeper
Gina Quattrochi - Manager, Atwater Village Farmers’ Market
Yamileth Ramirez - Peer Educator
Atanacio Rodriguez - Market Site Assistant, Hollywood Farmers’ Market
Leo Rodriguez - Outreach Coordinator, Watts Healthy Farmers’ Market
Jackie Saucedo-Rivera - Director, Programs, Benefits and Incentives
Annette Saucillo - Program Assistant, Good Cooking/Buena Cocina Program
Alyssa Seibert - Program Assistant, Market Match
Ivy Solano - Peer Educator
Silvia Soto - Peer Educator
Lonnie Wade - Peer Educator
Hollywood Farmers’ Market
*Sundays* 8 am—1 pm
Ivar & Selma Avenues
Hollywood, CA 90028

Atwater Village Farmers’ Market
*Sundays* 10 am—2 pm
Wells Fargo Parking lot
3250 Glendale Blvd. at Larga Ave.
Los Angeles, CA 90039

Barnsdall Park Farmers’ Market
*Mondays* 11 am—4 pm
Barnsdall Art Park
4800 Hollywood Blvd.
Los Angeles, CA 90027

Echo Park Farmers’ Market
*Fridays* 3 pm—7 pm
Corner of Sunset Blvd. and Logan St.
Los Angeles, CA 90026

Central Avenue Farmers’ Market
*Thursdays* 10 am—4 pm
Central Ave. Constituent Services Center
4301 Central Ave., along sidewalk
Los Angeles, CA 90011

Crenshaw Farmers’ Market
*Saturdays* 10 am—3 pm
Baldwin Hills Crenshaw Plaza
3650 Martin Luther King Jr. Blvd.
Los Angeles, CA 90008

Watts Healthy Farmers’ Market
*Saturdays* 10 am—2 pm
Ted Watkins Memorial Park
Central Ave. & 103rd St.
Los Angeles, CA 90002

Glassell Park Farmers’ Market
*Saturdays* 10 am—3 pm
Goodwill Community Enrichment Center
3150 San Fernando Road
Los Angeles, CA 90065
## Statement of Financial Position June 30, 2015

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>LIABILITIES &amp; NET ASSETS</th>
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<tr>
<td>Cash</td>
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<td>Total Assets</td>
<td>Total Liabilities &amp; Net Assets</td>
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<tr>
<td>452,992</td>
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Income & Expense for the Fiscal Year Ended June 30, 2015

### Income

- **Contributions & Other Income**: $48,636 (3.1%)
- **Farmer's Kitchen**: $30,128 (1.9%)
- **Market Fees**: $907,359 (58.0%)
- **Grants**: $578,488 (37.0%)

**Total Income**: $1,564,611

### Expenses

- **Program**: $1,217,197 (81.9%)
- **Management & General**: $221,444 (14.9%)
- **Fundraising**: $47,558 (3.2%)

**Total Expense**: $1,486,199

**Change In Net Assets**: $78,412