



# *The First of Many*

## Capital Campaign

*People*

*Place*

*Food*



# Who is Small Places?

*Founded in 2014, **Small Places** is a 501(c)(3) that uses high impact urban farms in neighborhoods of low access to provide and foster the tools to cultivate health at every level for every person regardless of age, income, race, gender, or circumstance.*

## *We Believe:*

- 1. Quality nutritious food is a right.*
- 2. The food we grow is for our immediate community.*
- 3. Farms are essential health infrastructure for upending systemic inequalities, especially at the neighborhood level.*

*Our **MISSION** is to nurture a **culture of health** in our communities to renew the bond between **people**, **place**, & **food**.*







# The First of Many Campaign

*This campaign will allow **Small Places** to re-develop and re-open its flagship urban farm, Finca Tres Robles, on their new 1.5 acre property.*

*What makes this special:*

**People:** *The new facilities will allow us to triple the number of households we can feed and the number of guests we can host.*

**Place:** *The 40 year land agreement in partnership with Harris County means we can fully invest in our farm and our community for generational change.*

**Food:** *Our upgraded facilities will allow us to increase food production on our farm and distribution points for increased convenience and access.*

*This will be the model for future farms built in our community and allow us to move closer to our vision.*

## *Our Vision:*

*Neighborhoods where  
farms are part of the  
fabric of the community's  
daily life and where  
everyone regardless of  
age, income, race, or  
circumstance has the tools  
to be healthy.*



# Houston's East End

For the last seven (7) years, *Small Places* has focused our energy within the **Second Ward** and **East End community** through our farm, **Finca Tres Robles**. Not only is Second Ward a food desert, it also lacks keys community infrastructure to be a healthy place to live.

## Hard to be Healthy in the East End

- **Lowest rank for Both Food Insecurity and Health Equity in our County**
- Includes the **lowest scoring zip code of all 132 zip codes** making up Harris County
- **Higher rates of obesity and chronic illnesses** than local and national averages
- **34%** of local families and **52%** of children live in poverty
- Average Household income is 20% below the Harris County average





# Our Core Programs



***Distribution with a Purpose***

- ***CSA Farm Shares***
- ***Neighborhood Produce Program***
- ***Farm Store***
- ***Community Partner Drop-off***



***Farmer Training***

- ***Farm Employees***
- ***Apprenticeship Program***
- ***Work Share Program***



***Community Gathering***

- ***On-site Events***
- ***Potlucks***
- ***Farm Dinners***
- ***Performances***



***Education Programs***

- ***Field Trips***
- ***Classes***
- ***Workshops***
- ***Farm Tours***





# Finca Tres Robles



20,000+ lbs of produce grown  
per year



\$130,000 of Produce Sourced from  
Farmers Since Pandemic\*



1,100+ students led in field  
trips per year\*\*



\$100,000 of Food  
Donated Since  
Pandemic\*



150+ Households Served  
Weekly



30+ Hands-On Classes  
Hosted\*\*

\*March 2020 - December 2021

\*\*Numbers from 2019 pre-pandemic



# A New Home for Finca Tres Robles

Through a partnership with Harris County, *Small Places* is relocating Finca Tres Robles to a new 40 year home on an improved tract of land next door!

To make a successful transition, *Small Places* will make a series of capital investments to address mission-critical needs. These improvements will help us touch even more homes in our community.







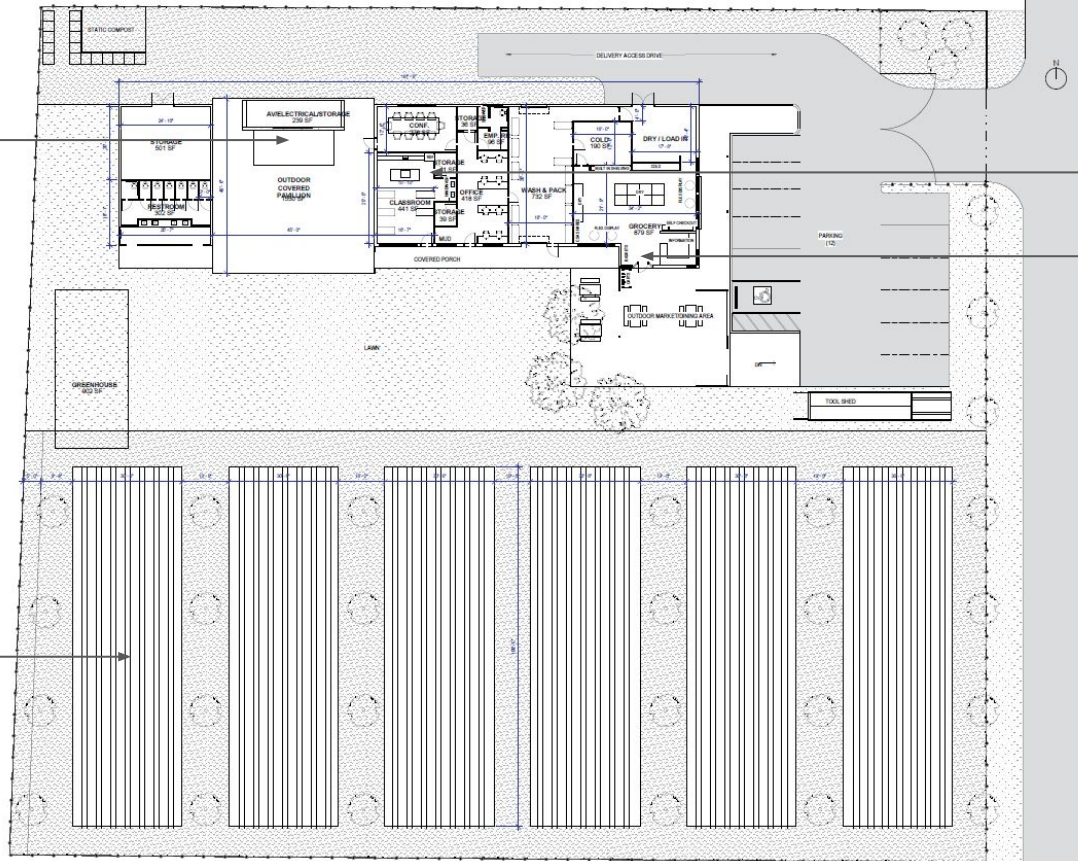
# New Finca Tres Robles Site Plan

**Pavilion  
for Events**

**Teaching Kitchen**

**Grocery Store**

**Farm Beds**  
( $\frac{1}{4}$  acre  
more land  
than  
previous)





A **Grocery Store** to provide a broader diversity of products including grains, breads, meats, and other essential food items.

We expect to increase the number of households we serve every week from **150 to 450 households.**











A **Covered Pavilion** to celebrate together and host a wider range of events.

A **Teaching Kitchen** to host hands-on cooking classes.

This will allow us to **triple** the number of individuals we can host on the farm.

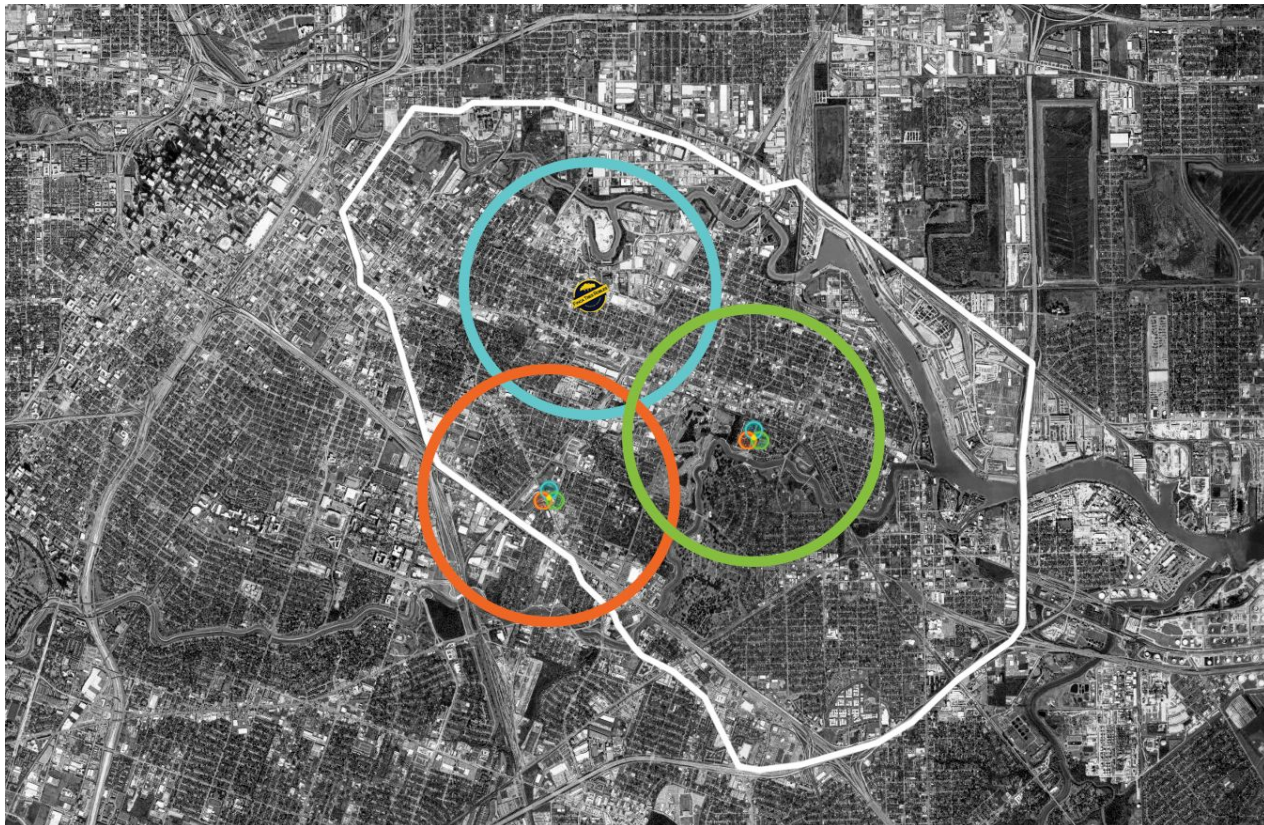




# A Scalable Model to Transform Communities

*Finca Tres Robles, the first Small Place, has been developed with replicability and scalability in mind.*

*We are working to create other farms in the East End and are actively pursuing other sites with the goal to have three (3) farms in our community by 2028.*







# Campaign Budget

**Small Places** is raising \$2.7 million over the next 24 months from philanthropy to fully develop the new *Finca Tres Robles* farm with improved farm land and additional mission critical infrastructure, to expand programming, and to improve the health outcomes of even more residents in the East End.

<b>Soft Costs</b> (Architect, Civil Engineering, Landscape Architecture, MEP engineering etc.)	\$180,000	\$50,000
<b>Farm Land Site Prep</b> (Site excavation, grading, drainage, soil relocation, additional soil, contingency)	\$231,343	\$231,343
<b>Construction</b> (Store, Offices, Classroom, Pavillion, Bathrooms, Parking, Detention, etc.)	\$1,595,000	\$554,650
<b>Start Up Operational &amp; Programming Support</b> (Transitional support, increased staffing capacity pre-revenue, programming start-up)	\$693,657	\$537,567
<b>Total</b>	<b>\$2,700,000</b>	<b>\$1,373,560 (Raised to Date)</b>



# Naming Opportunities

## **Pavilion - \$200,000**

The farm is more than a place to grow food. It is a place to commune together and break bread. This pavilion allows gatherings, arts, celebrations and education to take place on our farm for thousands of more individuals.

## **Classroom - \$175,000**

A comfortable indoor space with the kitchen tools and tables to create an ideal experience for learning how to cook, bake, ferment, and garden right here on the farm. With an anticipated 3,000 students and attendees for our educational programs, this will be well used.

## **Farm Store - \$125,000**

The first store of its kind in our community, this *tienda* allows us to increase the diversity and convenience for access of fruits, vegetables and other essential foods for our neighborhood. Your support means we can triple the number of households served.

## **Three Oak Trees - \$25,000 Sold October 2022**

These trees are the namesake of our farm and an icon of our community. Your contribution guarantees forty (40) more years of “robles” on our farm.

## **Post Harvest Station - \$50,000**

The central hub of our farm work, the post harvest station is where our farm team congregates, plans our days, communicates information, and then washes, packs and prepares our vegetables for distribution. Your sponsorship helps us make this meet Food Safety standards as well as a vital piece of our educational experiences as young and old see how food goes from field to home.

## **Arbor and Picnic Area - \$40,000**

This common space will be used daily by those visiting the farm to buy produce, attend a class or learn on a field trip.

## **Rescued Oak Tree Bench Sponsorship - 10 @ \$10,000 each**

We will rescue the the three (3) oak trees from our original site by converting them into tables and benches by a local carpenter. Maintaining our relationship with our original farm and story in this way is both a meaningful and tangible contribution to our community.

## **Sponsor a Fruit Tree - 40 @ \$1,000 each**

The farm orchard integrated and expanded over the farm space will be here for 40 years. Your investment up front establishes a bountiful fruit harvest of citrus, peaches, persimmons, and figs for decades to come.



***We invest in small solutions  
as the pathway to realizing  
larger structural change.***

***We invite you to join us on  
this journey!***

## Contact Us

If you'd like to learn more about  
the Small Places Capital  
Campaign, please contact:

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