



## Inspire! Grants for Small Museums

Sample Application IGSM-245783-OMS-20  
Project Category: Lifelong Learning

### Wyck Historic House, Garden, and Farm

Amount awarded by IMLS:	\$ 49,287
Amount of cost share:	\$0

The project description can be viewed in the IMLS Awarded Grants Search:  
<https://www.imls.gov/grants/awarded/igsm-245783-oms-20>

Attached are the following components excerpted from the original application.

- Narrative
- Schedule of Completion

Please note that the instructions for preparing applications for the FY2021 Inspire! Grants for Small Museums grant program differ from those that guided the preparation of FY2020 applications. Be sure to use the instructions in the Notice of Funding Opportunity for the grant program and project category to which you are applying.

### **Project Justification**

**What need, problem, or challenge will your project address, and how was it identified?** The Home Farm Foodways Project (HFFP) will address the issue of community wellness by activating Wyck's remarkable resources to build healthier lives in Germantown and beyond. As of July 2019, Germantown was ranked 36<sup>th</sup> out of Philadelphia's 46 neighborhoods in Health Outcomes and Health Factors.<sup>i</sup> This ranking is determined by factors including social and physical environment. The World Health Organization insists that, "to a large extent, factors such as where we live, the state of our environment . . . and our relationships with friends and family all have considerable impacts on health."<sup>iii</sup> The expanded program will combat the decline in community health with nutritional education through culinary exploration, enable neighbors to bond around local history, foodways, and the Quaker values of sustainability, simplicity, and community, and share the therapeutic properties of gardening. We have identified three needs as follows, in part based on a survey of 2019 Home Farm Club participants:

**1. Food Access and Literacy** - Germantown is a food desert.<sup>iii</sup> Food insecurity is not only caused by lack of access, but also an absence of healthy habits and nutritional knowledge.<sup>iv</sup> Wyck's horticulturist noticed that certain types of free vegetables were regularly left behind at the end of farm gatherings. Participants often leave behind unusual vegetables in part because they do not know how to cook or enjoy them. When surveyed, participants expressed interest in cooking demonstrations to learn how to incorporate a larger variety of vegetables into their diets, and an interest in learning more about Wyck's history. In workshops such as "Our Autumn Harvest: Modern Tastes from Heirloom and Unusual Vegetables Gracing the Holiday Table," we will combine these elements by leveraging collection objects (recipes, cookware, etc.) to demonstrate the use of traditionally grown vegetables.

**2. Community Bonding** - The General Social Survey says the percentage of Americans who spend several evenings a month with neighbors fell from 30% in 1974 to 16% in 2016.<sup>v</sup> And, when surveyed, 100% of participants indicated that social interaction was a motivator for attending the Home Farm Club. The HFFP will give participants more opportunities for connection and will increase our capacity to serve more of the community. The program will allow Wyck to collaborate with community members in a program model that is not top-down. Locals will lead the workshops as educators and share recipes, food, and stories as participants. Workshops, such as "Our Neighbors Kitchens," will introduce participants to other sites in Germantown, further connecting Wyck's audience to their community resources.

**3. Urban Green Space** - Mounting evidence suggests that gardening provides substantial health benefits. A meta-analysis of studies on the effects of green space on wellness concluded that a regular dose of gardening can improve public health.<sup>vi</sup> Germantown residents, many of whom are renters or apartment dwellers, are in search of safe outdoor sites: one attendee wrote that Home Farm Club "makes me feel like I'm in the country, two blocks from my city home." There is a shortage of opportunities for new gardeners to learn in a supportive and interactive setting in Germantown. Wyck provides that setting with hands-on lessons on the farm and in the kitchen using fresh produce that participants helped grow. The site's unique resources inspire curiosity, encourage exercise, and build skills that will serve participants throughout their lives.

**Who or what will benefit from your project?** Our project will benefit Wyck's neighbors, including retirees, families, and lifelong learners. It will serve those in need of free and fresh produce, those interested in gaining gardening experience, those in search of building a neighborhood social network, and those curious about local history and the joys of horticulture and cooking. It will provide a new opportunity; no other site in the area offers similar programming. Nearby Awbury Arboretum offers a series on foraging and Bartram's Garden offers a series on home apothecaries, but Wyck's community and history focused farm-to-table initiative would fill an important niche in kitchen gardening in the city.

88% of attendees surveyed indicated that they attend Home Farm Club for the educational elements and to gain skills and all participants indicated that they are interested in learning about connections to Wyck history (i.e. historic recipes, tools, farm records, etc.). Considering the need for community bonding activities, the interest in

culinary education, and the unanimous curiosity in Wyck's history, we believe that expanding the proposed elements will most effectively serve the broadest audience.

The historic landscape also benefits as the gardening club actively preserves the appearance of the centuries old kitchen garden. Instead of breaking the farm into plots or letting it go fallow, it functions as a collaborative community-run home farm, which facilitates docents' interpretation of the farm in its historical context.

**How will your project advance your institution's strategic plan?** Wyck's Board of Directors believes that the future viability of historic sites across America will depend on their ability to be relevant within their communities. By expanding public programs and pulling in more community members our project will serve that overall focus as well as address several more specific goals. Our plan states that we will thematically and purposefully connect the chief aspects of the site so visitors can experience the rich interconnection of the house, the household collections, the rose garden, and the home farm. Wyck's strategic plan also states that we will research and pilot new interpretive strategies and increase interpretation of the home farm.

The HFFP advances all of these crucial initiatives by improving and expanding a model that has successfully introduced new visitors to Wyck. By engaging neighbors experientially through farming, recipe sharing, and breaking bread together, the HFFP fulfills its mission of community engagement. And, by incorporating elements from its historical collections into the educational workshops, Wyck utilizes the entire site.

**How will your project address the goals of Inspire! Grants for Small Museums and align with the project category you have chosen?** The HFFP aligns well with the goals of the Lifelong Learning category of the Inspire! Grants for Small Museums by providing experiential, cross-disciplinary (drawing from historical, horticultural, and culinary disciplines), and collaborative educational opportunities for learners across the age spectrum. In addition, tying the house's collections to the home farm through the culinary workshops which will utilize historic artifacts will highlight the distinctive role of museums as a source of information.

By enabling Wyck to offer a longer season and more hours for the HFC, this grant would also align with IMLS's goal of building capacity for museums to serve as trusted spaces for community engagement. With an expansion of the Home Farm Club season and workdays, as well as an expansion of community outreach activity, we expect to attract significantly more community members. And by leveraging program evaluation mechanisms we can clearly understand community needs, ensure that we address them and maintain the trust of our constituents.

### **Project Work Plan**

#### **What specific activities will you carry out?**

**Activity 1: Planning** During this period, Wyck will devise a plan and schedule for Activities 2-6 below. All contract educators will be secured and the evaluator will be hired. Purchases will be made for the gardening club expansion and new workshop series. Personnel assigned to Activity 1: Executive Director, Director of Interpretation and Public Outreach, Horticulturist

**Activity 2: Marketing** Wyck will ensure a successful execution and robust attendance for the HFFP with a diversified marketing strategy. This will commence with a press release announcing the award of the grant and the programs it will fund. Advertising will focus on recruiting new participants for the gardening club, and announcing the culinary history workshop series to prospective participants region-wide. Personnel assigned to Activity 2: Director of Interpretation and Public Outreach

**Activity 3: Evaluation** Wyck will work with an evaluator before, during, and after the HFFP to ensure that we fulfill our project justification statement. The surveys we devise will measure what aspects of the workshop series and gardening club expansion are successful and responded to a need or problem in our community. After the conclusion of the grant, we will have a market-tested and fine-tuned program that will be impactful for years to come. Personnel assigned to Activity 3: Evaluator, Director of Interpretation and Public Outreach

**Activity 4: Gardening Club Expansion** Wyck will expand the program by extending its season two months and adding an additional session to each week. Extending the season will enable us to utilize the farm to

its maximum potential, demonstrate season-extending agricultural techniques, and introduce a greater variety of fruits, herbs, and vegetables. Adding an additional session to each week will allow us to engage with a bigger, broader audience. To accommodate this broader audience we will add gear and tools specifically suited to empower and excite young children, and modifications and supports for the elderly. Personnel assigned to Activity 4: Horticulturist

Activity 5: New Workshop Series We have identified an opportunity to tie the home farm back to Wyck's history by bringing nourishing traditions to life. We will create a culinary history workshop series that adds value to the crops we grow by illuminating their versatility and linking them thematically. Workshops will be held once a month during the home farm's expanded growing season from April to November 2021 and April to August 2022 and focus on experiential learning and live demonstrations with audience participation and sampling. Wyck will incorporate more historically relevant cultivars and growing techniques to complement the series and provide produce. Personnel assigned to Activity 5: Director of Interpretation and Public Outreach, Horticulturist

Activity 6: Share Results Wyck will study and compile the results of our evaluation, and share our findings internally, and with regional and national partners in horticultural, culinary, and museum tracts. Personnel assigned to Activity 6: Executive Director, Director of Interpretation and Public Outreach, Horticulturist

**What are the risks to the project and are they accounted for in the work plan?** The greatest responsibility Wyck assumes in the Home Farm Foodways project is to ensure we are adequately staffed to support the expansion of the gardening club and workshop series. Should any turnover occur among permanent staff, Wyck will have an interim plan in place as follows: Executive Director's role would be temporarily filled by the executive committee of the board of directors. Director of Interpretation and Public Outreach's role would be temporarily filled by the Executive Director; Horticulturist's role would be temporarily filled by a combination of Wyck's horticulture committee (an active subcommittee of the board) and stalwart long term volunteers. Should any contract educators have to withdraw their participation on short notice, Wyck will ensure that the planned workshop programs are presented by a substitute contract educator or rescheduled.

**Who will plan, implement, and manage your project?** Wyck's Director of Interpretation and Public Outreach will serve as project manager for the Home Farm Foodways project. She will produce the workshop branch and direct the contract educators. Wyck's Horticulturist will oversee the gardening club branch. Wyck's Executive Director will serve as grant and financial manager. Additional responsibilities for the project manager will include implementing the marketing plan and managing the evaluator. All three of these permanent positions on Wyck's staff will work in concert to plan the project and to share the results.

**When and in what sequence will your activities occur?** The existing Home Farm Club will continue for the 2020 growing season.

September 1, 2020: Press release for Home Farm Foodways project and IMLS Inspire! grant award

Fall 2020: Planning. Evaluator hired for project duration. Marketing is launched and scheduled (See Supporting Document 3 - Marketing and Communications Plan)

March 2021: Evaluator and project manager finalize the questions on all participant surveys

April to November 2021: Workshop series runs once per month, gardening club runs twice per week. Staff administer surveys and track attendance as assigned.

Fall 2021: Evaluator compiles and analyzes year one results. Project manager shares results of year one evaluations and successes internally. Planning for year two activities. Marketing relaunched and scheduled. Contract educators for year two hired.

March 2022: Evaluator and project manager make any edits or additions to all participant surveys

April to August 2022: Workshop series runs once per month, gardening club runs twice per week. Staff administer surveys and track attendance as assigned.

August 2022: Evaluator compiles and analyzes year two results. Project manager creates a review summarizing two years of evaluations. This report is shared internally and externally.

Fall 2022 and beyond: Wyck shares the review with relevant regional and national audiences who may benefit from the model or be interested in helping to sustain or grow it. Wyck utilizes this data to make informed decisions and plan future programming pertaining to the Home Farm. Wyck follows up with participants to understand long range impacts of the program.

**What time, financial, personnel, and other resources will you need to carry out the activities?** The HFFP will utilize Wyck's existing land and classroom space to host all programs, but will require the following resources to carry out our IMLS Inspire! grant-funded activities.

Activity 1: Planning This phase will require time from the entire staff, especially the Director of Interpretation and Public Outreach, who will serve as overall project manager as well as the workshop series lead.

Activity 2: Marketing Wyck will need an advertising budget to promote Activities 4 and 5 in print, web, and social media formats for two years.

Activity 3: Evaluation The Home Farm Foodways program will be evaluated for two years by an outside contractor with professional credentials and commensurate fees, including producing a final review at the conclusion of the project.

Activity 4: Gardening Club Expansion One new expense to be incurred is the additional staffing required by Wyck's Horticulturist to work the additional hours and perform the expanded gardening duties. Wyck will also purchase season-extending materials such as frost fabric and seeds for late fall/early spring crops, and age-appropriate accommodations such as scoot-seat stools that enable elder gardeners to weed comfortably.

Activity 5: New Workshop Series The culinary history workshop series will be presented by a core of contract educators from our neighboring community. These educators will be paid a market-rate honorarium and be reimbursed for required materials and supplies. Additionally, we plan some minor upgrades to our classroom in the form of kitchen implements and supplies to be used in demonstrations. The Director of Interpretation and Public Outreach will manage this workshop schedule, take registrations, set up the classrooms, and be the contact for contract educators—all duties which go beyond the scope of her current responsibilities.

Activity 6: Share Results This task will be shared by all of Wyck's permanent staff to audiences that span their respective areas of expertise. Wyck will share the review with relevant regional and national audiences who may benefit from a similar model or be interested in helping to sustain it or grow it further. Wyck will utilize this data to make informed decisions and plan future programming pertaining to the Home Farm.

**How will you track your progress toward achieving your intended results?** A voluntary new member survey will be administered to every participant of the Home Farm Foodways program to gauge the baseline level of gardening and cooking experience, relevant goals and expectations, how they heard about the program, and contact information for each. Additionally, at the gardening club, the Horticulturist will survey attendance at the start of every session for new versus repeat members, age categories, and total number of participants; harvest weights will also be recorded. The Director of Interpretation and Public Outreach will survey attendees of the workshop for their overlap with Home Farm Club when applicable, and whether the class engendered a sense of empowerment in the kitchen, inspiration to grow or cook their own food, or curiosity about Wyck as a whole. At the conclusion of the two-year project, the project manager will work with the evaluator to compile a comprehensive report designed to be shared widely.

**How and with whom will you share your project's results?** Wyck will share the project's results locally with the Historic Germantown consortium with whom our site's history and audience is inextricably linked; several of the member sites also have large landscapes. We will explore publications and opportunities for presentations to organizations such as the American Public Gardens Association, Pennsylvania Horticultural Society, and the Small Museums Association.

## Project Results

**What are your project's intended results and how will they address the need, problem, or challenge you have identified?** The HFFP will build healthier lives in Germantown by unifying the community around local history, providing fresh produce, and showing people the health benefits of gardening.

Specifically, we will increase participation in the gardening club and 1) expand our distribution of fresh produce within the community and 2) expand opportunities for social engagement for club members. The workshops will give additional opportunities for social interaction, and will increase knowledge within the community about 1) vegetable preparation and preservation and a healthy diet and 2) connections between the past and present in food preparation. Additionally, by incorporating artifacts from Wyck's collections into the workshops, we will raise awareness of the collections and stimulate interest in learning about local history.

**How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?** Participants will see Wyck as a valuable community resource and learn horticultural and cooking skills that will serve them long after the program ends. The experiential learning opportunities will provide take-away skills that participants can incorporate into their daily routines to enrich their lives and improve their health. They will be able to start and tend home gardens, prepare new types of healthy meals, and ideally even develop a sense of shared ownership of the home farm.

**What data will you collect and report to measure your project's success?** For each component of the program, we will capture data on the number of participants, their age and address. This data will ensure that we are reaching our primary audience (members of the Germantown community) and provide a basis for future outreach activity. For the workshops, this data collection vehicle will be included in the participant registration. For the farming activities, new participants will complete an information sheet on their first visit, and Wyck's Horticulturalist will track attendance at each home farm gardening meeting.

With oversight from a professional program evaluator, Wyck's staff will collect feedback on a program satisfaction survey after each workshop. We will assess satisfaction with the workshop overall, perceived value of specific workshop elements, and interest in other Wyck programs. Farm participants will be surveyed on perceptions of the program and overall satisfaction at the middle and end of each season. We will also send follow-up surveys to see how participants have incorporated the skills into their lives after the program.

**What tangible products will result from your project?** Tangible products consist primarily of the food that will be produced on the Farm and distributed to participants. Workshops will also have resulting food products, which will be shared by participants. Other tangibles will include recipes and handouts provided to participants, and assessment materials and reports used by Wyck staff.

**How will you sustain the benefit(s) of your project?** By offering various workshops and increasing home farm hours, we can explore what works for Germantown residents. By evaluating the effects of various workshops and farm open-hours, we can tailor Wyck's post-grant offerings to most effectively serve the neighborhood. Also, by teaching competent and interested gardeners, we are building a network of senior volunteers who can lead future gardening sessions and steward the active preservation of Wyck's historic landscape.

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<sup>i</sup> Department of Public Health and Drexel University Urban Health Collaborative, "Close To Home: The Health of Philadelphia's Neighborhoods," City of Philadelphia, 2019, [https://www.phila.gov/media/20190801133844/Neighborhood-Rankings\\_7\\_31\\_19.pdf](https://www.phila.gov/media/20190801133844/Neighborhood-Rankings_7_31_19.pdf).

<sup>ii</sup> Lindsay Abrams and Lindsay Abrams, "The Decline of Communities Could Explain America's Health Problems," CityLab, March 6, 2013, <https://www.citylab.com/equity/2013/03/how-decline-communities-explains-americas-health-problems/4889/>.

<sup>iii</sup> Hu, Liana. "Food Deserts in Philadelphia, PA." [arcgis.com](https://www.arcgis.com/apps/StorytellingSwipe/index.html?appid=44bb412a4aa046a4a3590db600a54a6b). Accessed November 12, 2019.

<sup>iv</sup> Abraham, Tony. "Food Deserts Aren't a Place. They're 'an Experience'." Generocity Philly, November 16, 2016. <https://generocity.org/philly/2016/11/16/next-city-food-deserts-experience/>.

<sup>v</sup> Martin Morse Wooster, "America's Social Fabric is Fraying: Results from Congressional Report," *Philanthropy Daily*, June 28, 2017, <https://www.philanthropydaily.com/our-social-fabric-is-fraying-results-from-congressional-report/>

<sup>vi</sup> Masashi Soga, Kevin J. Gaston, and Yuichi Yamaura, "Gardening Is Beneficial for Health: A Meta-Analysis," *Preventive Medicine Reports* (Elsevier, November 14, 2016), <https://www.sciencedirect.com/science/article/pii/S2211335516301401>.

	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
<b>Activity 1: Planning</b>												
Hire evaluator	█	█	█									
Confirm and schedule educators 2021		█	█	█								
Purchase supplies 2021				█	█	█	█					
<b>Activity 2: Marketing</b>												
Press Release about grant and program	█											
Web update, order signage					█	█	█					
Print and distribute fliers							█	█	█	█	█	█
Social media and eblasts						█	█	█	█	█	█	█
<b>Activity 3: Evaluation</b>												
Staff interviews				█	█	█						
Design and finalize surveys						█	█					
Administer surveys								█	█	█	█	█
Analysis											█	█
<b>Activity 4: Garden Club Expanded</b>												
Expanded from 1 to 2 days per week; Longer season April - November								█	█	█	█	█
<b>Activity 5: New Workshop Series</b>												
Culinary workshops ( monthly)								█	█	█	█	█

