



Photo by Daria Rumyantseva

Not Far From The Tree

A Project of MakeWay Charitable Society



**NOT FAR
FROM
THE TREE**



We Pick Fruit & Share It!

Not Far From The Tree is Toronto's fruit picking and sharing project. We bring Torontonians together to harvest our city's urban orchard, empowering communities to gain access to fresh fruit, forge social connection, and live more sustainably.

When a tree owner can't keep up with their harvest, we mobilize a volunteer team to pick the fruit, and split the bounty 3 ways: $\frac{1}{3}$ to the homeowner, $\frac{1}{3}$ to the volunteers, and $\frac{1}{3}$ is donated to one of our social service agency partners, including food banks, shelters, and community kitchens. Fruit is delivered to agencies via cargo bike to reduce our impact on the environment and demonstrate that a low-carbon food distribution model is possible.

Fruit picking is a simple action that has a big impact. It's an activity that gives people access to fresh fruit, strengthens community ties, and contributes to a resilient, local food system.



By The Numbers (2008-2022)

- Picked and shared **254,043 lbs** of fruit since 2008 (and counting!)
- Planted **845** fruit trees, edible shrubs, and pollinators since 2020
- Over **2,400** trees registered to share their fruit (and growing!)
- Hosted **3,636** picks since 2008
- Operate with a fleet of **11** cargo bikes and equipment sets
- **63** social service partner agencies have received fruit deliveries
- Together, these agencies feed **over 5,000** people and incorporate fruit into meals for their clients



Our Mission

Our mission is to harness the power of fruit trees to create **healthy, resilient, sustainable and connected communities** across Toronto. We empower Torontonians to pick and share fruit that would otherwise fall to waste while providing opportunities to connect more intimately with their neighbours, environment, and food system. We act as, and empower people to become, stewards of the urban orchard to ensure its benefits can be realized for many generations to come.

Our Vision

We envision a Toronto where everyone has access to the urban harvest as part of a resilient, local food system that builds community, and is based on the value of shared abundance. To achieve this vision, we work to:

- Bring people together around the harvest
- Strengthen community ties
- Increase access to healthy, local fruit
- Raise awareness of Toronto's urban orchard as a food source
- Promote the health and sustainability of the urban orchard
- Amplify the work of our social service partner agencies

Our Goals

Entering the third year of a world with COVID, 2022 saw a disruption in the volunteer industry. Partner agencies continue to see unprecedented demand for food and face high staff overturn. This season and beyond, we plan to focus once again on our fruit picking and sharing program to get as much fruit to as many people as possible. One of the primary focuses of 2023 is registering more trees to our program, as more trees registered means more fruit is available to pick! Our goals include the following:

- Register 100 new trees to our program each year
- Recruit and train at least 20 new Pick Leaders
- Register more trees on the edges of our operating area
- Plant additional fruit trees across Toronto
- Provide virtual educational opportunities for tree registrants and volunteers related to tree care and maintenance (e.g., winter pruning, disease prevention)
- Continue to deliver as much fruit as possible to our partner agencies, bring their clients directly on fruit picks, and waive the membership fees for some clients

Core Programming

Fruit Picking Program

NFFTT hosts between 300-400 fruit picks every season, thanks to the help of trained Pick Leaders, volunteer fruit pickers, tree registrants. In 2019, NFFTT developed a fruit pick web application that automatically handles the scheduling process for picks. Our 2023 season aims to improve the equity in participating in our picking program. Our ultimate vision is for everyone in Toronto to have the opportunity to share in the abundant harvest.

Diversifying Partners

We are always looking for more people to be part of our work. This year we are proud to partner with Henderson Brewery to feature our fruit in their beverages, partnering with the City of Toronto to give away 400 fruit trees and shrubs, and collaborate with the Laneway Project to help green alleys in Toronto with pollinator plants.

Animating the Urban Orchard

To raise awareness of the urban orchard and its benefits, we engage communities in activities like tree care workshops, tree tours, market tabling, online workshops during COVID-19, and other activities to highlight the harvest. Many people are unaware of just how much fruit grows in their own city (an estimated 1.5 million lbs!).

Fruit Tree Planting and Stewardship

Our current orchard is aging, and trees continue to die or be cut down every year due to disease and old age. If we want to ensure we have a harvest in the future, we need to act now to care for the remaining trees and replenish the orchard with new, young healthy fruit trees. NFFTT provides educational materials, workshops, and training opportunities for tree registrants to learn how to properly maintain their trees for their long-term health. We also look for opportunities to get more fruit trees planted - whether in backyards, green spaces, or through community orchard projects.





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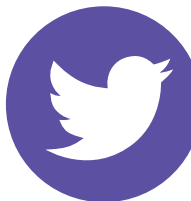
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