



***A message from the nonprofit
Friends of Deer Hollow Farm***

Deer Hollow Farm *Needs Your Help*

Deer Hollow Farm: A Living History Center

Deer Hollow Farm is one of the last working farms in California. Located in Rancho San Antonio County Park, this historic 150-year-old homestead farm is a *community* environmental education center, serving many Silicon Valley cities.



More than 5,000 students and 100,000 visitors come to the Farm each year to learn about the source of our food, respect for the land and animals, as well as local history. The Farm has a large replica Ohlone Village for teaching thousands of students each year about the Bay Area's first inhabitants. The Farm's historic



buildings show what life was like on a homestead farm for the Farm's pioneers, the Grant Family, who settled there in the 1860s. Deer Hollow Farm is a living history center.



The Farm is enjoyed by thousands of visitors from many Santa Clara County cities each year at no cost, and yet Farm management has been funded by only one city: Mountain View. This city has provided Farm management since 1976, and for many years, *at a deficit.*

Farm Budget Cuts Considered, Farm Operates at a Deficit

In February 2010 the City of Mountain View, facing a \$5 million budget shortfall, considered cutting all funding to Deer Hollow Farm. After much review and strong public response, it is likely that Mountain View will approve another *deficit* Farm budget for next year, but the City

Manager has strongly recommended that the Farm *become financially self-sustaining*, otherwise Mountain View must consider cutting support to the Farm again.

To do that, the City is raising its Summer Camp fees to be more in line with what other cities charge and is *reaching out to other cities for their modest support.*

Multi-City Meeting Held To Consider Regional Farm Support



Mountain View recently hosted a ground-breaking meeting of representatives from various Silicon Valley cities and the Farm's current funding organizations. They asked these cities, whose residents now visit the Farm for free, to contribute a small amount annually (\$5,000-\$10,000) to help make the Farm sustainable. *Without Mountain View's Farm management, there would be no animals or a working farm for their visitors to enjoy. This 150-year old historic farm would be closed.*

Farm Visitor Survey Conducted, Cities Asked To Pay Their Fair Share

Mountain View conducted a weeklong Farm visitor survey recently which showed the following probable annual Farm visitors by city. These visitors enjoy the Farm animals, the historic homestead buildings, Nature Center, garden, and picnicking in the Hay Barn *all for free.* Building a gate and charging admission for Farm visitors is not cost-effective, since fees raised would go to staff the gate. A small, voluntary, annual contribution from user cities is a fair, reasonable, and affordable plan.



Farm Visitor Survey

City	Estimated Number Annual Farm Visitors
Cupertino	17,000
Los Altos and Los Altos Hills	14,000
Sunnyvale	21,000
Mountain View	11,000
San Jose	23,000
All other cities	14,000
Total	100,000



You Can Help Make The Farm Financially Self-Sustaining Please e-mail your City Mayor and Ask For Modest Support

Ask your Mayor to provide just \$5,000-\$10,000 annually to cover your city's Farm visitors. This amount would be less than \$1 per visitor and yet if every user city provided this modest amount, the Farm's budget deficit could be closed.

Tell your Mayor what the Farm means to you and the community.

Cupertino Mayor Kris Wang: kwang@cupertino.org (17,000 visitors/year)

Sunnyvale Mayor Melinda Hamilton: (21,000 visitors per year)

ecityhall.sunnyvale.ca.gov/contact/contact.aspx?ap=mayor

Los Altos Mayor David Casas: david.casas@alumni.pepperdine.edu

Los Altos Hills Mayor Breene Kerr: breene@bkp.com (LAH & LA= 14,000 visitors/year)



Background:

Deer Hollow Farm has been funded for nearly 35 years by a unique cooperative partnership among various community and government organizations.

The City of Mountain View provides 2.5 employees for \$110,000 (net of cost recovery). They manage the Farm, its outstanding environmental education program, and its 80



volunteers. These trained volunteer docents teach 230 classes a year supporting the State elementary school curriculum in science, history, and social studies. Farm



volunteers teach arts and crafts and archery and lead hikes at Summer Camp.

Volunteers also care for the animals and maintain the Farm's orchard, garden, and replica Ohlone Village used in field trips as well as staff the Farm's new Nature Center, funded by Friends. **Farm management is 95% volunteer.**



Midpeninsula Regional Open Space District, which owns the land and buildings, provides Farm maintenance. Santa Clara County provides \$50,000 for Farm support. The nonprofit **Friends**

of Deer Hollow Farm provides \$15,000 annually for Farm improvements and pays \$13,000 tuition for half the field trips from public donations and community grants. Friends donors also provide \$5,000 annually for Farm animal care.



More than 5,000 children come to the Farm on field trips annually from 44 schools located throughout Silicon Valley. Hundreds more attend Summer Camp. More than 125,000 children from Santa Clara County have participated in Farm programs in the past three decades.

More than half a million people from local communities have visited the Farm for free over the past three decades. It is treasured community asset, loved by families, students, and hikers.



Friends of Deer Hollow Farm is a non-profit, tax-exempt 501(c)(3) all-volunteer organization founded in 1994 to preserve the Farm. Friends donors have provided \$400,000 to the Farm since its founding.

Friends' mission is to:

- Preserve Deer Hollow Farm, an historical area and working farm
- Support the Farm's environmental education program for the benefit of schools and the community by raising funds through donations, grants, and public events.



Read more on Friends of Deer Hollow Farm's website www.fodhf.org. Send an e-mail to Friends at info@fodhf.org with questions and suggestions.

