



2017
ANNUAL REPORT



A YEAR IN REVIEW

The research is clear: environment plays a significant role in shaping food choices. But, increasing access to healthy foods is not enough. For individuals and families across our city, finding healthy food is only one small part of the daily struggle to access all the opportunities needed to live a healthy life. That's why our mission is about increasing access to healthy, nutritious food and the supports to live a healthy life.

On any given week we distribute our fresh produce and provide educational support and outreach to as many as 30 locations. This map best captures the breadth of our work, but in the following pages I hope you will also get a sense of the depth of this work. Behind each dot on the map are programs and people, recipes and relationships. Some are new - like our work with local health clinics to connect Prescription Produce Plan participants with healthcare providers while developing new skills to cook healthy food. Some are old - like our work in Creighton Court where for six years we have been offering a range of programming such as our Prescription Produce Plan and Grown to Go Mobile Market.

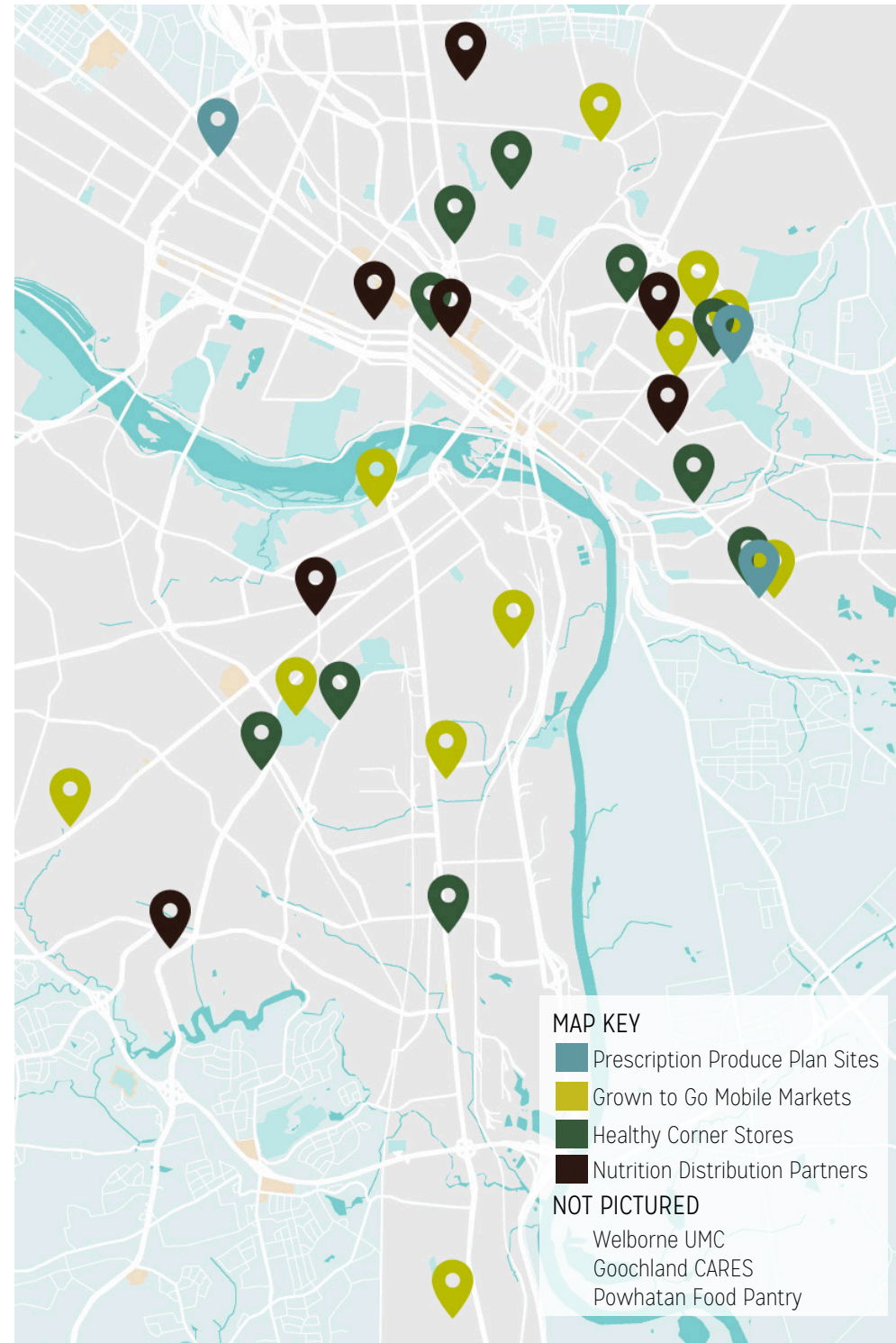
As you read more about Shalom Farms, please know that your support makes it all possible. Thank you for helping us to provide food that is good for our bodies, good for the environment, and good for our communities.



Heidi J. Hertz

Heidi Hertz
Board Chair

PROGRAM SITES



MISSION & VISION

**OUR MISSION IS TO WORK WITH
COMMUNITIES TO ENSURE ACCESS TO HEALTHY FOOD
AND THE SUPPORT TO LEAD HEALTHY LIVES**

Our vision is for all communities
to have opportunity-rich food
environments with equitable resources
to make healthy choices.

**TO ACHIEVE OUR MISSION AND VISION,
THESE THREE THINGS MUST HAPPEN:**

**Meet
immediate needs**
in a holistic way
that prioritizes
human dignity
and justice

**Overcome
existing barriers,**
individual and systemic,
to finding and consuming
fresh produce

**Develop a
just food system**
through opportunities
for education and
advocacy

**TO MAKE THESE THREE THINGS HAPPEN,
WE USE THE FOLLOWING BUILDING BLOCKS:**

Positive experiences
with healthy food

Knowledge and
information

Physical and
economic
accessibility

Tools, skills, strategies
and abilities

Advocacy

PROGRAM PARTNERS

All of our programs were designed to be collaborative models that leverage the strengths of our partners. In 2017, we partnered with over 75 organizations across the city. We would like to thank the following core partners.

GROWN TO GO MOBILE MARKET

Better Housing Coalition
Bon Secours Care-A-Van
The Bon Secours Sarah Garland Jones Center
Calvary United Methodist Church
Creighton Court Resource Center
Community Food Collaborative
Fairfield Court Resource Center
Highland Park Senior Apartments
Hillside Court Recreation Center
Jefferson Trace Apartments
McGuire VA Hospital
Medical Reserve Corps
Richmond Redevelopment and Housing Authority
Ramsey Memorial United Methodist Church
Richmond City Health District
Stonewall Senior Apartments

NUTRITION DISTRIBUTION NETWORK

31st Street Baptist Church
Belmont United Methodist Church
Better Together Food Coop
CAPUP
Church Hill Christian Wellness Center
FeedMore
Goochland CARES
Love Center of Unity
MARCH
McGuire VA Hospital
Peter Paul Development Center
Powhatan Food Pantry
Ram Pantry at VCU
Salvation Army
Welborne United Methodist Church

PRESCRIPTION PRODUCE PLAN

Bellevue Elementary School
Calvary United Methodist Church
Capital Area Health Network
Creighton Court Recreation Center
Creighton Court Resource Center
Greater Richmond Fit4Kids
Health Brigade & the Food Farmacy
Neighborhood Resource Center of Greater Fulton

HEALTHY CORNER STORES

Richmond City Health District
Rudy's Exotic Mushrooms and Produce
Victoria's Kitchen LLC



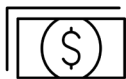


GROWN TO GO MOBILE MARKET



101,101

servings sold through the Mobile Market



469

SNAP transactions, matched dollar for dollar



1,000

estimated customers shopped at the market

In partnership with fifteen other organizations, the Grown to Go Mobile Market directly connects families with an affordable source of fresh fruits and vegetables, as well as community resources and support to maximize the benefits of a healthy diet. The custom designed refrigerated truck, display carts, and check-out kiosk bring the best elements of a farmers market into communities with limited access to fresh produce.

In 2017, over 1,000 customers visited the Mobile Market in 12 different communities. In partnership with the Richmond City Health District, the market connected customers with clinical resources, including free blood pressure screenings, public health outreach, and nutrition demos and tool giveaways to support families interested in making healthy lifestyle changes with additional resources and services.

HEALTHY CORNER STORES



26,822

servings sold through participating stores



10

participating stores



1,040

deliveries made to participating stores

The Healthy Corner Store Initiative (HCSI) works directly with corner stores, convenience stores, and gas stations to offer healthy options in communities with limited access to fresh, healthy food choices. By partnering with store owners and the Richmond City Health District, the HCSI served ten stores in 2017, distributing almost 27,000 servings of fresh produce. The program includes twice-weekly deliveries of fresh produce to stores, technical assistance to store owners and staff to build healthy retail skills, and in-store tastings, demos and marketing.





NUTRITION DISTRIBUTION NETWORK

The Nutrition Distribution Network connects community organizations offering nutrition programs with Shalom Farms' high-quality, fresh produce to enhance and support existing services. By partnering routinely with 12 organizations in 2017, over 380,320 servings were distributed throughout the greater Richmond area. Partners range in size from small community food pantries to organizations as large as FeedMore. Nutrition Distribution Partners are mapped on page three and listed on page five.



380,320

servings distributed to local community partners



42%

increase in servings distributed from 2016



12

routine partners used produce in existing services

PRESCRIPTION PRODUCE PLAN

The Prescription Produce Plan is a ten week program that connects diet and health quality by supporting families with chronic diseases in overcoming barriers to healthy eating and living. Thirty-four families participated in 2017 across three different locations. Participants report eating more fresh fruits and vegetables, trying new vegetables and recipes, and feeling healthier as a result of the program.

Each site provided weekly prescriptions of produce at no cost, health checks, and hands-on classes. Site-specific elements included programming for kids with Greater Richmond Fit4Kids, diabetes monitoring with Health Brigade, and trips to Shalom Farms through partnering with the Richmond City Health District.



24,195

servings distributed to participating families



98%

program satisfaction across all three cohorts



91.5%

participants feel healthier as a result of the program



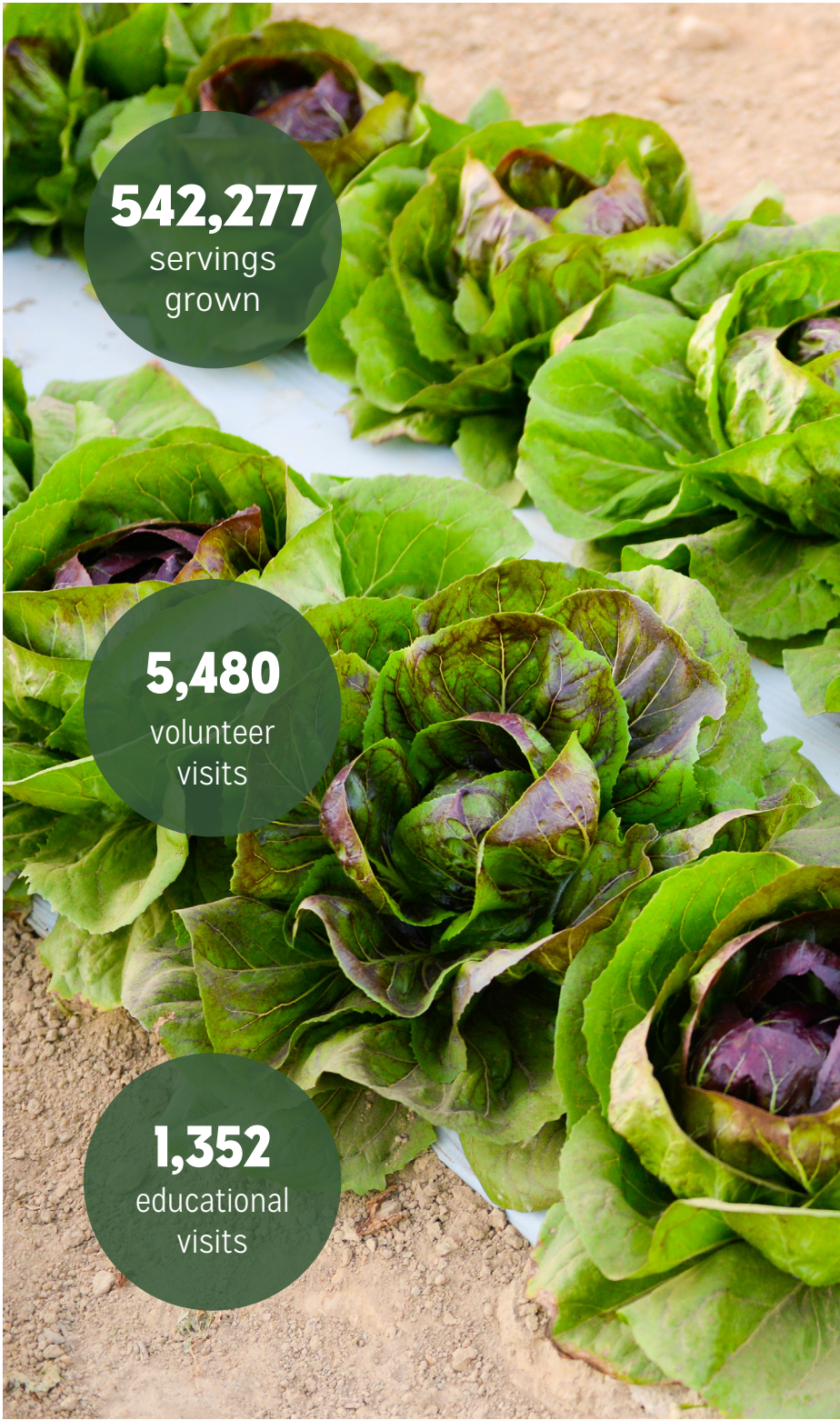
ON THE FARM

In 2017 we relocated and expanded our farming operation to a new site in Powhatan County. Located near Rt. 288 and the James River, the new farm is twice as big and twice as close to the communities that we serve throughout Richmond. In our first season, we produced over 500,000 servings of fresh fruits and vegetables.

While our location has changed, our commitment to regenerative growing practices has not. We continue to make land stewardship and soil health a priority by regularly cover cropping, composting and rotating crops. By using strategies like these and adhering to organic growing standards, we saw a 51% increase in production last season, despite only a 35% increase in farmed acres.

Volunteers of all ages, abilities, and backgrounds power our farm. They assist in virtually every aspect of life on the farm, from preparing the ground to harvesting, sorting, and packing produce. Volunteers invested over 17,000 hours in our organization across 5,480 visits, equivalent to the value of eight full-time employees.

Some groups and individuals volunteer once, while others participate weekly or monthly. Our most dedicated "Lead Volunteers" work as often as 30-100 times annually. The farm also serves as a unique learning lab. An additional 1,352 students and visitors took part in specialized, on-farm educational lessons and tours.



542,277
servings
grown

5,480
volunteer
visits

1,352
educational
visits

GROW SHALOM

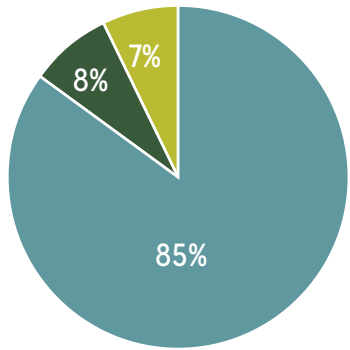
The Grow Shalom Capital Campaign transformed 12 acres of conventional farmland into an exemplary, sustainable farm with six hoophouses, two barns, two walk-in coolers, a 600 square ft volunteer pavilion, an outdoor classroom, a 100 ft greenhouse, three learning gardens, and an on-site "tiny house" for farmers in residence.

Thank you to everyone who made this possible, especially the following lead donors:

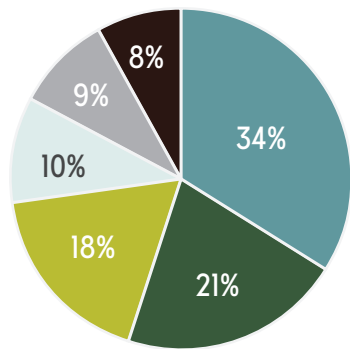
The Cabell Foundation
Impact 100
The Mary Morton Parsons Foundation
Blithewood Farm
The Pauley Family Foundation
Altria
RiverFront Investment Group
Danny and Kim Bottoms
Mimi Siff
Dominion Energy
Midas of Richmond
Barry and Martha Crawford
Town & Country Electrical
Luck Stone Corporation
HandsOn Greater Richmond



FINANCIALS



Programs	\$631,205
Fundraising	\$61,093
Administration	\$53,292
Total Expenses	\$745,590



Foundation	\$343,222
Individuals	\$206,063
Corporations	\$176,783
Government	\$101,636
Faith Communities	\$88,723
Earned Income	\$79,329
Total Revenue	\$995,756



INVESTING IN SHALOM FARMS

Thank you to the 568 individuals and institutions that invested financially in our work in 2017. We would especially like to recognize the following major donors for their generosity and financial leadership.

\$100,000+

The Cabell Foundation

\$50,000 - \$99,999

Blithewood Farms
The Pauley Family Foundation
United States Department of Agriculture

\$25,000 - \$49,999

Altria Companies Employee Community Fund
Bon Secours Richmond Health System
Capital One
The Community Foundation Serving Richmond & Central Virginia
The Jenkins Foundation
RiverFront Investment Group
Richmond District UMC Board of Missions
The William H., John G., and Emma Scott Foundation

\$10,000 - \$24,999

Altria
Danny and Kim Bottoms
Herndon Foundation
Richard & Caroline T. Gwathmey Memorial Trust
Woodfin

\$5,000 - \$9,999

Anne and Roger Boeve
Ann Bradshaw
Barry and Martha Crawford
Matt and Jen Domer
Estes Foundation
Luck Stone
Midas of Richmond
Plofsky Family Giving Fund
River City Givers
John Thompson
United Methodist Urban Ministries of Richmond Auxiliary

\$2,500 - \$4,999

Bon Air United Methodist Church
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Grassroots Health Advisors, LLC
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Hunton & Williams, LLP
Mr. Kelly Johnston
Nan Leake and Jon Shepherd
Real Richmond Inc. and Fire, Flour, & Fork
Kirk and Kelly Tattersall
Barbara B. and James E. Ukrop

\$1,000 - \$2,499

Mary M. Barnett
Bon Air United Methodist Men
The Byrd Family Foundation
Anthony and Angela Cassano
Church World Service
Jane and Don Cowles
Zachary Dowell
Duncan Memorial United Methodist Church
Ebenezer United Methodist Church
The Episcopal Diocese of Virginia
First Unitarian Universalist Church of Richmond
Sandy and Rossie Fisher
Billy and Heidi Hertz
Cara and Jason Hoover
Rev. Dr. Peter and Lynn Moon
Caroline and Marshall Morton
Richmond District United Methodist Women
Salomon & Ludwin, LLC
Shady Grove United Methodist Church
Ellen and Brian Shepard
Showalter Schmitz Family Fund of the Community Foundation Serving Richmond & Central Virginia
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St. Mary's Episcopal Church
Trinity United Methodist Church

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Richmond District UMC

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LOOKING AHEAD

It is hard to spend much time reflecting, when so much still lies in front of us! In the fall of 2017 we broke ground on a second farm site, centrally located in Richmond's Northside on property belonging to Union Presbyterian Seminary. Like our Powhatan site, this "Westwood site" will eventually produce hundreds of thousands of servings of fruits and vegetables with the support of thousands of annual volunteers. While the farm will maintain a focus on productivity, the highly accessible location and scale of the site will allow for innovative collaborations with new and existing partners ranging from Richmond Public Schools to Union Presbyterian Seminary. With five acres of healthy soil and the ability for in-ground production, the farm will be the largest operation of its kind within the city, and one of the largest in the region.

2018 at the Westwood site will be about planting and planning. With a Westwood Site Farm Manager just recently hired, we will be able to grow on one acre of the property while we develop the full site plan and listen to program participants and community partners about the best ways to leverage this incredibly unique farm project for maximum community impact. Neither big ambitious "shiny" projects like this, nor long term community-based programs and relationships would be possible without your support. As we enter this next phase, we hope you will continue with us on this journey. If you are interested in supporting the Westwood Site or any other aspect of our work, please visit shalomfarms.org/donate.



DB

Dominic Barrett
Executive Director



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