

10 years of SHALOM FARMS

2019 ANNUAL REPORT



A DECADE OF GROWING TOGETHER

Reflecting on the culmination of 10 incredible years while in the midst of a pandemic response has proved challenging in many ways. In other ways it has provided a powerful reminder of what is ultimately most important about our work. We do complex and nuanced work with a diverse portfolio of food access programs and dozens of community-based partnerships. However, at the end of the day everything we do is about working together to get healthy food to those who desperately need and deserve it.

Looking back over the last 10 years, there are many ways to measure our impact - including ones we never would have imagined a decade ago. Few could have fathomed that one day we would measure our distribution by the millions of servings, or that we would be able to track the impact of our produce by measuring dramatic improvements in diabetic A1Cs and blood pressure levels. Nor could we foresee that tens of thousands of folks would volunteer to help us ensure that tens of thousands more would have fresh produce on their dinner plates.

We know there will be significant challenges and uncertainty in the years ahead, but our purpose and focus has never been more clear; the need for our work, never more obvious. And so we celebrate the successes highlighted here, not because they tell a

story of what we've done, but because they are glimpses of what we can accomplish as we move forward together.

It can be tempting to think of an annual report as a snapshot of a runner celebrating their accomplishments at a finish line. But instead we would encourage you to think of these pages as a snapshot of a runner receiving a pep talk at the starting line, being reminded of how well prepared they are and just how many runners are on the journey with them.

Thank you for being a part of our journey!



Dominic Barrett
Executive Director

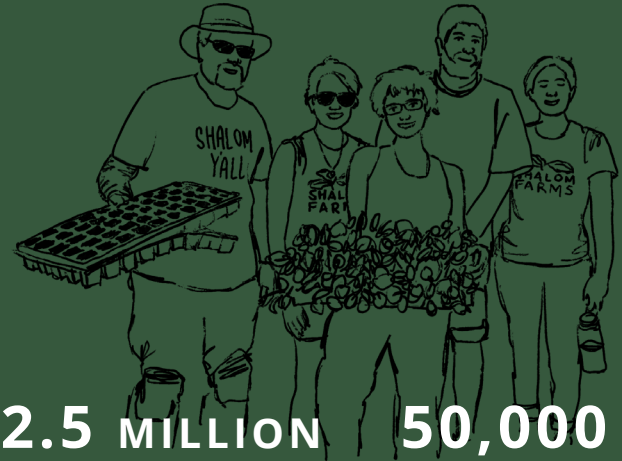
Roger Boeve
Chairman of the Board





10 years of growing, sharing, and learning together

Since 2009 we have grown from 1 acre in Goochland to 15 acres across two centrally located farms supplying our multifaceted, food access programs. Thank you for making this decade of growth possible.



2.5 MILLION
Servings shared

50,000
Volunteer visits



25,000
Miles on the Mobile
Market



15,000
Prescriptions of
Produce

10,000
Healthy Corner
Store deliveries



ON THE FARMS

After a rainy and challenging 2018 growing season, 2019 was one for the record books. Across both farms, spanning 6 hoop houses and 7 acres of field production, we saw a 25% increase in harvests over last year. We welcomed a record number of volunteers of all ages who helped with every aspect of our farming operations. More than twice as many kids participated in on-farm educational programming on topics ranging from plant parts to pollination.

Our Lead Volunteer program also saw dramatic increases. Over 30 volunteers participated in the program, each committing to volunteer at least 1 day per week over the course of the season. Some lead volunteers worked as many as 400 hours!

In an effort to increase our capacity and long-term sustainability, capital improvements continued on both sites. A generous group of donors allowed us to install two large solar arrays at our Powhatan Farm and they are on pace to produce over half of our energy needs. At our Northside Farm at Union Presbyterian Seminary we installed a greenhouse in partnership with Virginia Credit Union and 3,000 sq. ft. hoophouse in partnership with Altria.

527,475
Servings
harvested

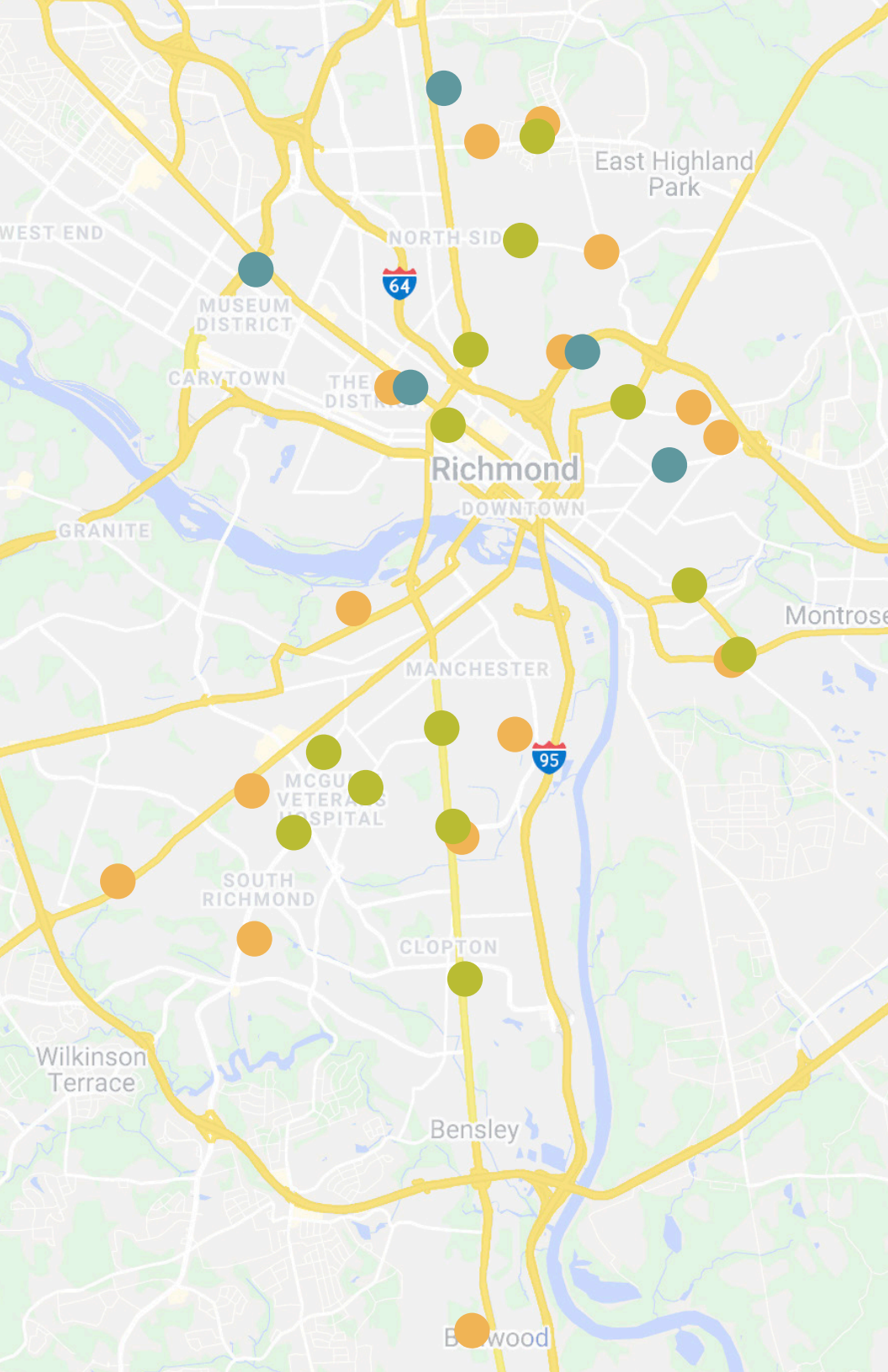
6,296
Volunteer
visits

2,191
Educational
visits



PARTNER SPOTLIGHT BLUE SKY FUND

Over the last ten years, our partnership with Blue Sky Fund has provided on-farm, SOL based, experiential learning for thousands of Richmond Public School Students. The Explorers program has grown to provide monthly field trips for 2,000 students at 14 Elementary Schools across Richmond. While on the farm, students learn about the water cycle, soil science, and erosion.



SCOPE OF KEY PROGRAMS

GROWN TO GO MOBILE MARKET

The Grown to Go Mobile Market directly provides families with an affordable source of fresh fruits and vegetables, as well as community resources to maximize the benefits of a healthy diet.

HEALTHY CORNER STORE INITIATIVE

The Healthy Corner Store Initiative works directly with corner stores, convenience stores, and gas stations to offer healthy options in communities with limited access to fresh, healthy food choices.

PRESCRIPTION PRODUCE PLAN

The Prescription Produce Plan works primarily with health care providers to help individuals and their families overcome barriers to healthy eating through weekly prescriptions of produce, health checks, kitchen supplies, and hands-on cooking classes.

MAP LEGEND



Grown to
Go Mobile
Markets



Healthy
Corner
Stores



Prescription
Produce
Plan Sites

GROWN TO GO MOBILE MARKET

Founded with support from the Mary Morton Parsons Foundation in 2016, our Grown to Go Mobile Market operates weekly between late May and November. The program expanded to 15 locations across the city this year.

Thanks to farm volunteers and funding partners like Bon Secours, we continue to heavily subsidize our produce to keep costs well below grocery store and farmers market prices. We offer a range of incentive programs, including 50% off to all SNAP customers. Almost 300 customers joined our loyalty program which provides participants with free produce after 4 weeks of shopping at the market.

149,052
Servings
distributed

1,537
Customers
served

Over 1/2 of
customers
are **55**
and older



This partnership is an important part of our holistic approach to improving the lives of our residents. Since most of our affordable housing communities are located in food deserts, the Mobile Market helps ensure our modest income families have access to fresh produce.

Greta J. Harris, CEO of Better Housing Coalition



PARTNER SPOTLIGHT

After our successful partnership at Better Housing Coalition's Winchester Greens property in Richmond's Southside, we were excited to expand to their Lincoln Mews location in Northside. Both properties provide affordable housing to a diverse population, including a large percentage of SNAP eligible seniors such as George (pictured left). Like many customers, George's favorite item was our tomatoes, sometimes harvested just hours before the market.

HEALTHY CORNER STORE INITIATIVE

Through partnerships with locally owned convenience stores and the Richmond City Health District, we aim to create convenient access points for high quality, fresh produce at an affordable price. Year round, we make 1-2 weekly deliveries of both our farm-grown produce and fruits sourced from a local distributor. In addition to deliveries, we provide healthy retail training for store staff and offer in-store tastings, demos, and marketing.

Some customers use the program to grab quick healthy snacks while others stock up on fresh produce for their weekly grocery shopping. In many stores we frequently see loyal customers who plan their trips to the store around our deliveries. Two Northside stores saw such significant growth this year that they doubled the amount of fridges dedicated for fresh produce.

41,856
Servings
distributed

14
Participating
stores

101%
Increase
in servings
distributed

CUSTOMER SPOTLIGHT

Without a car, Hassaon and his wife travel mostly by walking. Hopkins Store is the closest store to their house. Hassaon shares, "All of the vegetables we purchase are from Hopkins store... I mean there is so much that we can get from the store. And that's the way that we really like to cook with our food...we love fresh vegetables and fruits, and that's the best place that we can get it from, the corner store." Hassaon and his wife are pictured here with the slow cooker they won at one of our store events.



Every household needs fresh vegetables. Shalom Farms is helping the community by providing us with fresh, high quality produce in our stores at an affordable price. When customers know Shalom Farms is providing the produce, they feel good, they feel happy.

Harry, owner of Race Track Market Place (pictured below)



PRESCRIPTION PRODUCE PLAN

The Prescription Produce Plan is a 10-12 week program primarily in partnership with health care providers. Each cohort engages and supports an average of 15 households, most struggling with chronic disease. The program tracks health measures, monitors progress on participant-identified goals, and collects feedback on the experience through pre and post program surveys.

Most of our 2019 sites were built around clinical partnerships including Health Brigade, VCU School of Nursing, and Bon Secours. Thanks to support from the Jackson Foundation, we expanded the program to serve young adults aging out of foster care. We created a condensed 5 week curriculum in partnership with the Virginia Home for Boys and Girls, Gatewood Children's Homes, and the Children's Home Society.

14,466

Servings
distributed

85

Households
participating

88%

improved blood
pressure
(Health Brigade cohort)



This is hard for me to adequately express, but Shalom Farms is a self-esteem boost for participants. To have the amazing fresh vegetables that are so lovingly grown and shared does even more for health and morale than we can measure.

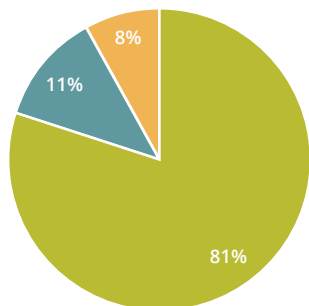
Kathie Hendrick Falls, MSN, RN, ANP-BC, VCU School of Nursing



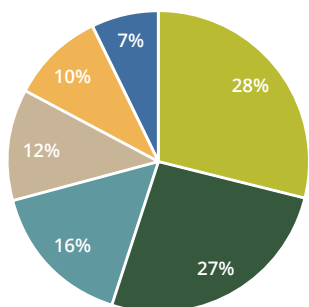
PARTICIPANT SPOTLIGHT

Ms.V is a smart, quick witted 68-year-old with high blood pressure, diabetes, and arthritis. She has a hard time getting to the grocery store from her senior housing development. Through our partnership with the VCU School of Nursing, she began to see the difference fresh produce made in how she feels and in her blood sugars, A1Cs, and blood pressure. She says the program gave her the confidence to cook using new ingredients. Most importantly she was able to come off of one of her blood pressure medications and her A1C is down from 12 to 6.5.

FINANCIALS



Programs	\$ 753,734
Fundraising	\$99,182
Administration	\$76,221
Total Expenses	\$929,137



Individuals	\$279,005
Corporations	\$262,878
Foundation	\$152,200
Earned Income	\$116,170
Faith Partners	\$99,885
Government	\$72,004
Total Revenue	\$982,142

*Detailed financial statement available at www.shalomfarms.org/financials

BOARD OF DIRECTORS

Chair: Roger Boeve
Retired, Performance
Food Group

Sharon Blount
Community Volunteer

Sam Davis III
The Davis Group

Charles Fitzgerald
Community Leader

Johanna Gattuso
Grassroots Health
Advisors

Matt Gottwald
Beechwood Farms

Lisa Guthrie
Virginia Transit
Association

Heidi Hertz
Office of the Governor

John Johnson, MD
Virginia Premier

Nan Leake
Partners Group

Devin Lipawsky
Capital One

Peter Moon
United Methodist
Church

Patricia Sauer
Community Volunteer

Whitney Van Der Hyde
Community Volunteer



INVESTING IN SHALOM FARMS

Thank you to everyone that contributed financially to Shalom Farms in 2019. We would especially like to thank the following major donors for their generosity.

\$50,000+

Bon Secours Richmond Health System
Richmond District UMC Board of Missions
United States Department of Agriculture

\$25,000 - \$49,999

Altria
Altria Companies Employee Community Fund
Blithewood Farm
Capital One
Community Foundation for a greater Richmond
Estes Foundation
Jackson Foundation

\$10,000 - \$24,999

Anonymous
Anthem
Anne and Roger Boeve
Johanna and Carl Gattuso
Herndon Foundation
Judith Haskell Brewer Fund
Richard S. Reynolds Foundation
Patricia and Conrad Sauer

Marycatherine and Gary Savage
Virginia Credit Union
Woodfin

\$5,000 - \$9,999

Anne & Arthur Hendrick Charitable Fund
Anonymous (2)
Kim and Danny Bottoms
Ann Bradshaw
Citizens Charitable Foundation
Ellwood Thompson's Local Market
Mr. and Mrs. Matt Gottwald
Ms. Jane Fancher Hendley
Nan Leake and Jon Shepherd

Mary Mauze Siff Family Trust
MAV Foundation
Redeemer Anglican Church
Randy and Kelly Riggs
Salisbury Presbyterian Church
Ellen and Brian Shepard
Kelly and Kirk Tattersall
United Methodist Urban Ministries of Richmond Auxiliary
The Universal Leaf Foundation

\$2,500 - \$4,999

Barbara J. Thalhimer & William B. Thalhimer, Jr. Family Fund
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The Byrd Family Foundation
Anthony and Angela Cassano
The C.F. Sauer Company
Christ Church Episcopal
Martha and Barry Crawford
Susan and Sam Davis III
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Jill and Jim Gaynor
Hardwood Park Craft Brewery
Todd and Pam Hervey
Catie and Albert Niemoller
Real Richmond Inc.
Steve and Heather Russo
St. Stephen's Episcopal Church
John Thompson
Virginia Wine

\$1,000 - \$2,499

Anonymous
Mary M. Barnett
Mrs. Fran Barrett
Rod and Beth Benson
Bon Air United Methodist Church



\$1,000 - \$2,499 cont.

Bon Air United Methodist Men
Rev. and Mrs. John Briggs
David Brooks
Tom and Daisy Byrd
C&F Bank
Liza and Charles Cabell
Church World Service
City Church of Richmond
Brian and Nicole Clark
Cobb Imprint
Concentric Wealth Partners
Richard and Susan Creasy
Melanie and Guy Crittenden
CSC Leasing Company
Donahue Family Foundation
Grace Covenant Presbyterian Church
William Green
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Trinity United Methodist Church
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Eric and Whitney Van Der Hyde
VCU Health System
Virginia Community Capital



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