AN UNPRECEDEDENT YEAR IN REVIEW

When organizations describe overcoming the challenges of 2020, we often hear the word “pivot.” So many places had to shift where they put their energy during such an unprecedented time. However, Shalom Farms never actually “pivoted.” If anything, we doubled down and focused. The heart of what we do is making fresh food meaningful, accessible, and engaging to all. With the pandemic and resulting economic crisis, not only has food insecurity increased 30% in Richmond, but accessing services has become even more challenging.

As a result, Shalom Farms didn’t need to change the core of what we do. Instead, we needed to find ways to do what we do best, under these new conditions. Because of your support and the support of so many partner organizations, we have been able to accomplish just that. This means growing as much food as possible, as safely as possible. This means ensuring that our produce is getting directly to the people who need it most. This means empowering joy through choosing, cooking, and enjoying nutritious food. And more than ever, this means ensuring that cost is never a barrier and that our programmatic efforts prioritize health and safety at all times.

As the challenges of 2020 stretch into 2021, not only will we continue to meet these immediate needs, but more than ever we commit ourselves to the long term work of building a more equitable and resilient food system. We hope you will continue with us on this journey and we are deeply grateful for your support.

Roger Boeve
Board Chair, 2019-2020

Johanna Gattuso
Board Chair, 2021-2022
THE FARM

Despite all of the challenges of the COVID-19 pandemic, 2020 was a record year for Shalom Farms. With the support of so many, we were able to maintain our agricultural plan throughout this unprecedented growing season and have the most productive year on record. Generous funders and our dedicated Lead Volunteers allowed us to close the gap in labor due to the disruption in our volunteer program. With 7 acres in production across two farm sites, we harvested over 600,000 servings of Certified Naturally Grown produce, a 22% increase over last year.

Our Lead Volunteer Program grew to include 38 individuals. With each Lead Volunteer committing to volunteer at least 1 day per week over the 9 month growing season, this group alone collectively invested over 4,600 volunteer hours. These unofficial staff members continue to be a critical component to our success. Without their support our agricultural program would not have been able to sustain itself through the uncertainty of 2020. These Lead Volunteers are listed here in recognition of their generous service.

LEAD VOLUNTEER SPOTLIGHT

BETH

Beth is an incredible Lead Volunteer at our Powhatan Farm and for the last two years she has been coordinating all of the seeding in the greenhouse! Beth said, “I love being a volunteer at Shalom Farms. There is nothing like digging in the dirt to lift your spirits and heal your heart. All of this, while knowing we are helping to feed our community.” In addition to joining our Farm Policy Committee and designing the barn at our Northside Farm, Beth volunteered 53 days during our 2020 growing season, many of those hours spent meticulously seeding in the greenhouse. We are so grateful for Beth’s dedication!

2020 LEAD VOLUNTEERS

Marcus Allen  
Eryn Alloway  
Colleen Anders  
Jill Ash  
Mary Barnett  
Cindy Birnbaum  
Skye Bruce  
Jill Caples  
Dave Caras  
Allan Chilton  
Chris Christian  
Camille Cook  
Bill Ewing  
Stephanie Feaser  
Christie Fratter  
Johanna Gattuso  
Jenna Guthrie  
Jonna Harrel  
Beth Hilscher  
Barb Kreuter  
Katie Learned  
Ellen Lucado  
John McKenna  
Randy McMunn  
Sarah Milberger  
Joel Nuckols  
Rita Nuckols  
Lou O’Boyle  
Morgan Obrochta  
Michael Peasley  
Nancy Placide  
Ann Rasmussen  
Cheryl Redmond  
Frank Reese  
Abby Russo  
Heather Russo  
Steve Russo  
Patricia Sauer  
Gary Savage  
Darian Scalard  
Porter Schemerhorn  
Sandi Shriner  
Bill Struck  
Travis Thomas  
Lisa Thompson

642,026 Servings Harvested  
7,900 Total Volunteer Hours  
46 Varieties of Produce Grown
**SCOPE OF PROGRAMS AND PARTNERSHIPS**

**MAP LEGEND**

- **MOBILE MARKET PARTNERS**
  - Highland Park Senior Apartments
  - 4th Avenue Senior Apartments
  - St. Luke's Apartments
  - Lincoln Mews Apartments
  - Fairfield Resource Center
  - Creighton Resource Center
  - Fulton Neighborhood Resource Center
  - Stonewall Apartments
  - Hillside Court
  - James River Villas
  - Winchester Greens
  - Broad Rock Elementary School/Community Center
  - Southwood Apartments
  - Dominion Place Senior Apartments

- **HEALTHY CORNER STORES**
  - College Mart
  - Race Track Marketplace
  - Hopkins Store
  - Red Mini Mart
  - River City Market
  - Commerce Market & Deli

- **PRESCRIPTION PRODUCE PLAN PARTNERS**
  - Bon Secours Diabetes Prevention Program
  - Bon Secours Food Rx Program

- **NUTRITION DISTRIBUTION PARTNERS**
  - Atlee Church - Northside Ministry
  - Bainbridge Community Ministry
  - Belmont UMC
  - Capital Area Partnership Uplifting People
  - Church Hill Christian Wellness Center
  - Feed More
  - Ginter Park UMC
  - Mutual Aid Disaster Relief Richmond
  - Nationz Foundation
  - Powhatan Food Pantry
  - Reestablish Richmond
  - Underground Kitchen - Community First
  - Salvation Army Food Pantry
MOBILE MARKET

Our Grown to Go Mobile Market operated 14 weekly market sites in 2020, deepening our partnerships with the Richmond Redevelopment & Housing Authority (RRHA), Better Housing Coalition, and VCU’s Richmond Health and Wellness Program. While COVID presented challenges to our community-based model, with food insecurity on the rise, we knew that making healthy food affordable and accessible was more important than ever. We prioritized staff and shopper safety by ensuring physical distancing, distributing hand sanitizer and masks to shoppers, and piloting a new pre-packed “market bag.”

Last year we had more shoppers than ever using SNAP (formerly food stamps) at the mobile markets and taking advantage of our SNAP Match program. On average, 58 SNAP users visited the market each week! Accepting SNAP and participating in the SNAP Match program helps us make our locally grown produce even more affordable and helps stretch SNAP dollars even further than is possible at the grocery store.

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PARTNER SPOTLIGHT

Our ongoing partnership with Better Housing Coalition allows us to reach a large percentage of SNAP eligible seniors living in affordable housing. Shelby Kienzle-Pappalardo, a BHC Senior Services Coordinator reflected that, “During this past unprecedented year, the Shalom Farms Mobile Market was a bright spot in the week for residents at our Lincoln Mews and North Oak properties. The truck came once a week at 4:30pm and residents would start lining up, waiting for the fresh produce, as early as 4pm.”

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82,495
Servings
Distributed
93
Customers
Served
56%
Increase in
SNAP Sales
For over 10 years, Shalom Farms has partnered directly with anti-hunger organizations to support the needs of food insecure children and families in our region. Through our Nutrition Distribution Network we provide regular distributions of Shalom Farms produce to a selection of small community food pantries, as well as Feed More. By partnering with other organizations to support their nutrition and healthy food access efforts, we are able to enrich current offerings to include fresh produce that is often hard to find. In 2020, we tripled our distribution to small community food pantries in order to address the wave of food insecurity caused by the pandemic.

Before the pandemic, you might have known of the Underground Kitchen as a provider of unique, and secretive, dining experiences. But when their business model halted in March of 2020 they shifted to launch Underground Kitchen - Community First, a nonprofit kitchen providing meals to food insecure communities around Richmond. They were just one of several new Nutrition Distribution Partners we added in 2020 to ensure our produce was supporting those most acutely affected by the pandemic.

NUTRITION DISTRIBUTION NETWORK

PARTNER SPOTLIGHT

UNDERGROUND KITCHEN - COMMUNITY FIRST

373,792 Servings Distributed
13 Weekly Distribution Partners
233% Increase to Community Pantries
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. In 2020, our partnership with Bon Secours deepened and we were able to distribute almost 6,300 servings of vegetables through two virtual cohorts in partnership with diabetes prevention and diabetes management programs. Providing virtual classes and educational experiences allowed us to continue providing services to a population particularly vulnerable during the COVID-19 pandemic.

PARTNER SPOTLIGHT

Shalom Farms is grateful for our ongoing partnership with the Bon Secours and their CDC accredited Diabetes Prevention Program. Through this partnership our weekly prescriptions of produce support participants interested in reducing their risk of developing type 2 diabetes. One participant, Ms. T. was able to decrease her A1C from 6.1 to 5.5. This means that she is no longer considered pre-diabetic. Ms. T credits this unique program partnership that combines nutrition information, food skills education, and fresh produce as a critical part of her success.

- 6,262 Servings Distributed
- 20 Families Participated
- 92% of Participants Felt Healthier
HEALTHY CORNER STORE

Through our corner store partnerships, we aim to provide consistent access to a variety of fresh fruits and vegetables in neighborhoods that lack traditional grocery options. In 2020 we streamlined this program by integrating deliveries into our Mobile Market route, prioritizing stores that emphasize healthy items, and implementing a new order ahead model that shared ownership of the program with store owners. Six corner stores and markets receive produce deliveries on a weekly basis year-round, which provides their customers with a consistent and wide range of affordable healthy options.

I can say with certainty, Shalom Farms assisted in the growth of customer confidence at River City Market. The high quality, freshly harvested produce built trust in our products and kept customers coming back!

ZATIMA, OWNER OF RIVER CITY MARKET

VIRGINIA FRESH MATCH

Shalom Farms is incredibly proud to be a partner in the Virginia Fresh Match Network, a statewide grant-funded solution that helps farmers markets serve low income shoppers by empowering SNAP benefits to go twice as far. For every SNAP dollar spent at a participating Virginia Fresh Match farmers market or independent grocer, the shopper receives an additional dollar to spend on fresh fruits and vegetables, effectively doubling the value of SNAP. Not only does our own Grown to Go Mobile Market participate in this program, but we also administer the program throughout the greater Richmond region. In 2020, this program provided $91,840 in match funding for SNAP purchases through five participating farmers markets and one local grocery store.

It is Virginia Fresh Match that brings SNAP customers back to the market week after week. It is VFM that keeps them eating well during one of the most stressful and painful times of their lives. It is VFM that brings them to a healthy supportive environment where they can look after themselves and their families.

KATE RUBY, MARKET MANAGER AT BIRDHOUSE FARMERS MARKET

34,783
Servings Distributed

6
Participating Stores

312
Deliveries Completed

$91,840
Matched SNAP Purchases

6
Participating Retailers

390%
Increase in SNAP Transactions
Several years of detailed financial statements are available at shalomfarms.org/financials.

A significant portion of the surplus in 2020 is dedicated to capital improvement projects to be completed in 2021.

**FINANCIALS**

**Year End December 31, 2020**

**Revenue**

- Individuals: $348,487
- Foundations: $270,000
- Corporations: $191,552
- Faith Partners: $115,982
- Earned Income: $84,020
- Government: $50,235
- Total Revenue: $1,060,276

**Expenses**

- Programs: $774,992
- Fundraising: $113,225
- Administration: $81,768
- Total Expenses: $969,985

**2021 STAFF**

- Amber Albee: Northside Farm Manager
- Dominic Barrett: Executive Director
- Arin Burke: Volunteer and Education Coordinator
- Marc Charbonnier: Farmer-in-Residence
- Josh Dziegiel: Packing Coordinator
- Alistar Harris: Mobile Market Manager
- Sara Higgins: Director of Development
- Erin Lingo: Director of Programs
- Steve Miles: Director of Farm Operations
- Bryce Miller: Farmer-in-Residence
- Jason Muckle: Community Nutrition Manager
- Cheyenne Nicholas: Northside Assistant Farm Manager
- Lynne Wachter: Business Manager
- Seyra Whitney: Powhatan Farm Manager
- Hannah Wittwer: Volunteer and Education Manager

**2021 BOARD OF DIRECTORS**

- Sharon Blount: Community Volunteer
- Roger Boeve: Performance Food Group (Retired)
- Darren Broughton: Altria
- Sam Davis, III: The Davis Group
- Charles Fitzgerald: Community Leader
- Johanna Gattuso: Grassroots Health Advisors, LLC
- Matt Gottwald: Beechwood Farms
- Nan Leake: Partners Group (Retired)
- Hyo Lee: Richmond District United Methodist Church
- Devin Lipawsy: Capital One
- Helen Ragazzi, MD: Active Health Management
- Patricia Sauer: Community Volunteer
- Whitney Van Der Hyde: Community Volunteer
- Jennifer Wicker: Virginia Hospital and Healthcare Association

* Several years of detailed financial statements are available at shalomfarms.org/financials. A significant portion of the surplus in 2020 is dedicated to capital improvement projects to be completed in 2021.
Thank you to everyone that contributed financially to Shalom Farms in 2020. We would especially like to thank the following major donors for their generosity.

**$50,000+**
- Community Foundation for a greater Richmond

**$25,000 - $49,999**
- Altria Contributing Together
- Anonymous
- Capital One
- Blithewood Farm
- Bon Secours Richmond Health System
- Estes Foundation
- Herndon Foundation
- Jackson Foundation
- Tito’s Handmade Vodka
- Richard & Caroline T. Gwathmey Memorial Trust
- Richmond District UMC Board of Missions
- United States Department of Agriculture

**$10,000 - $24,999**
- Anonymous
- Armadillo Framing, LLC
- Anne and Roger Boeve
- Cathy and Howard Bos
- Johanna and Carl Gattuso
- MAV Foundation
- Oak Foundation
- Linda M. Phillips
- Patricia and Conrad Sauer
- Marycatherine and Gary Savage
- Virginia Credit Union
- Woodfin

**$5,000 - $9,999**
- Anonymous (2)
- Atlee Community Church
- Bon Air United Methodist Church
- Danny and Kim Bottoms
- Dynex Capital
- Mr. and Mrs. Matt Gottwald
- Nan Leake and Jon Shepherd
- M&T Charitable Foundation
- Mary Mauze Siff Family Trust
- Cass Rasnick
- Randy and Kelly Riggs
- Missy and Jim Ryan
- Salisbury Presbyterian Church
- Ellen and Brian Shepard
- St. Matthew’s United Methodist Church
- St. Paul’s Episcopal Church
- Kelly and Kirk Tattersall

**$2,500 - $4,999**
- Altria
- Anonymous (2)
- Barbara J. Thalhimer & William B. Thalhimer, Jr. Family Fund
- Byrd Family Foundation
- Anthony and Angela Cassano
- Christ Church Episcopal
- Martha and Barry Crawford
- Edwin Wortham IV Charitable Fund
- First Presbyterian Church
- Jill and Jim Gaynor
- Ms. Jane Fancher Hendley
- Ed and Bev Jennings
- Cal and George Jennison
- Mt Pisgah United Methodist Church
- Steve and Heather Russo
- Evan and Christie Thalhimer Silverstein Charitable Fund
- St. Stephen’s Episcopal Church
- John Thompson
- Katie and Michael Watrous

**$1,000 - $2,499**
- Anonymous (2)
- Association for Community Affiliated Plans
- Mary M. Barnett
- Mrs. Fran Barrett
- Rod and Beth Benson
- Sharon and Brian Blount
- The Brander mill Church
- Rev. and Mrs. John Briggs
- Julie and David Brooks
- Darren and Gretchen Broughton
- Tom and Daisy Byrd
- City Church of Richmond
- Richard and Susan Creasy
- CWS-Richmond CROP Hunger Walk
- Anne Darby
- Mr. and Mrs. Bradfute W. Davenport, Jr.
- Susan and Sam Davis III
- Donahue Family Foundation
- Julia and Alan Eaton
- Gilgit Charitable Trust
- Kelly and David Gould
- Grace Covenant Presbyterian Church
- Lisa Guthrie
- Todd and Pam Hervey
- Jason and Cara Hoover
- Laurie Petronis Family Charitable Fund
- J. Patterson Lawson
- Kimberly Marr
- Lauren and Nate Mathews
- Midas Service
- Catie and Alberta Niemoller
- Beth and Daniel Phipps
- Pure Farmland
- Elizabeth Rawles
- Redeemer Anglican Church
- Franklin and Barbara Reese, Jr.
- Reveille United Methodist Church
- Pamela Richardson
- River Road United Methodist Church

**$1,000 - $2,499**
- RiverFront Investment Group
- Robert and Mary Nell Dolan Family Fund
- Roots Natural Kitchen
- Sarah Brush Thalhimer and William B. Thalhimer III
- Kim and Adam Scharf
- Showalter Schmitz Family Fund
- Second Presbyterian Church
- Rev. Patricia Shipley
- St. Edward the Confessor Catholic Church
- Kelly and Jonathan Stalls
- Three Chopt Presbyterian Church
- Shea Tuttle and Drew Willson
- Jim and Bobbie Ukrop
- United Methodist Urban Ministries of Richmond Auxiliary
- Eric and Whitney Van Der Hyde
- Jeff Yount
- Karen and Paul Zimmerman