



SHALOM
FARMS

2018

ANNUAL REPORT





MISSION

Shalom Farms' mission is to work with communities to ensure access to healthy food and the support to live healthy lives.

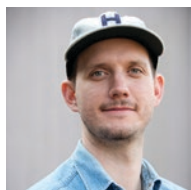
A YEAR IN REVIEW

2018 will be remembered for the rain - so much rain! 63.5 inches of rain fell, making it the second rainiest year since 1889. All that rain took its toll. As a result, 2018 was the first year we didn't grow more produce than the prior year. However as we prepared this annual report, we were reminded of how many more successes than failures there were, and how our collective impact has never been greater.

136 days of rain over the course of the year could've easily kept volunteers, customers, and participants away from the farm and our program sites. Instead, 6,241 volunteers braved the elements to participate in the transformative power of growing and sharing food. On our innovative Grown to Go Mobile Market, we saw record participation and enthusiasm as we sold and distributed over 100,000 servings. Sheltered from the rain in clinics, kitchens, and classrooms, our Prescription Produce Plan deepened its impact and scope thanks to partnerships with Health Brigade, VCU, Bon Secours, and Change the World RVA.

The following pages are just a brief snapshot of what we were able to accomplish with over 50 partner organizations, 500 donors, and 6,000 volunteers in 2018. We hope you will visit the farm, browse our website, or give us a call to learn more. Incredible things are possible when we work together - rain or shine.

Thank you!



Dominic Barrett
Executive Director

2018 HIGHLIGHTS

422,500 servings of produce harvested

9,500 individuals impacted by our food access programs

7,793 volunteers and visitors to our farms



ON THE FARM(S)

2018 was the year we officially earned the "s" at the end of our name! It was our pilot year for a second farm location, our new Northside Farm at Union Presbyterian Seminary. We put just under an acre into production, built out our greenhouse, and are gearing up to turn under 2 more acres and build additional infrastructure in 2019!

Volunteers of all ages, abilities, and backgrounds continue to power both our farms. Across both sites, volunteers invested over 17,000 hours during 6,241 visits, equivalent to the value of seven full-time employees. These volunteers helped our farm staff and "Farmers-in-Residence" produce over 400,000 servings of fresh fruits and vegetables. An additional 1,552 students and visitors took part in specialized, on-farm educational lessons and tours.

While we have been committed to regenerative growing practices over the last nine seasons, 2018 marks the year we officially became Certified Naturally Grown! We prioritize land stewardship and soil health in many ways, including regular cover cropping, composting, and crop rotation.

422,500
servings
harvested

6,241
volunteer
visits

1,552
educational
visits

VOLUNTEER SPOTLIGHT

ReEstablish Richmond

In 2018 we began partnering with ReEstablish Richmond, a nonprofit dedicated to helping refugees establish roots, build community, and become self-sufficient. Once a month Bhutanese refugees volunteer with us on the farm and take home a share of the produce they help to cultivate. Many of our ReEstablish Richmond volunteers are accustomed to a life more centered around agriculture and fresh food than they now experience here in Richmond. We have found so much joy in working together through this partnership.

Pictured below: Daikon radishes originally planted as a cover crop are harvested by ReEstablish Richmond volunteers. Daikon is quite popular in Bhutanese cuisine.



SCOPE OF OUR PROGRAMS

The map on the left illustrates the breadth of our programming in 2018: 5 Prescription Produce Plan cohorts, 11 Healthy Corner Stores, and 13 Grown to Go Mobile Market sites. But behind each of these icons are deep partnerships that make our programs possible. Last year, we partnered with over 50 organizations across the city. We would like to especially thank the following core partners listed below.

Program Partners

31st Street Baptist Church
Belmont United Methodist Church
Better Housing Coalition
Better Together Food Coop
Bon Secours
Calvary United Methodist Church
CAPUP
Change the World RVA
The Communities at Southwood
Community Preservation and Development Corporation (CPDC)
FeedMore
Goochland CARES
Health Brigade & the Food Farmacy
James River Villas
Love Center of Unity
MARCH

McGuire VA Hospital
Medical Reserve Corps
Neighborhood Resource Center
Peter Paul Development Center
Powhatan Food Pantry
Ram Pantry at VCU
Ramsey Memorial United Methodist Church
Richmond City Health District
Richmond Redevelopment and Housing Authority
Rudy's Exotic Mushrooms and Produce
Salvation Army
VCU Richmond Health and Wellness Program
Victoria's Kitchen LLC
Welborne United Methodist Church

Map Legend



Healthy Corner Stores



Prescription Produce Plan Sites



Grown to Go Mobile Markets





20,841
servings sold



11
participating
stores



65%
increase in Shalom
Farms produce sold

HEALTHY CORNER 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 corner store owners and the Richmond City Health District, the Healthy Corner Store Initiative served 11 stores in 2018, distributing

over 20,000 servings of fresh produce. The program includes twice-weekly deliveries of fresh produce to stores in communities without full service grocery stores or other options for fresh produce. In addition to deliveries, we provide technical assistance to store staff to build healthy retail skills, and offer in-store tastings, demos and marketing.

GROWN TO GO MOBILE MARKET



103,477
servings sold



64%
increase in
SNAP transactions



1,200
estimated customers

Now in its third year, the Grown to Go Mobile Market directly connects families with an affordable source of fresh fruits and vegetables, as well as community resources to maximize the benefits of a healthy diet. The market offers a range of incentive programs, including a 50% discount for customers using SNAP/EBT (formerly the food stamp program).

In 2018, over 1,200 customers visited our Mobile Market in 12 different communities. In partnership with VCU, Bon Secours and Richmond City Health District, the market connected customers with clinical resources. These included free blood pressure screenings, public health outreach, nutrition demos, and kitchen tool giveaways to support families in making healthy lifestyle changes.





23,533
servings distributed



126%
more families served
in 2018 than in 2017



92%
participants feel healthier

PRESCRIPTION PRODUCE PLAN

The Prescription Produce Plan helps families with chronic disease overcome barriers to healthy eating and living. In 2018, 77 families participated across 5 different cohorts. Each site provided free weekly prescriptions of produce, health checks, kitchen supplies, and hands-on classes. Additional site-specific elements included exercise

classes with Sportsbackers' Fitness Warriors, diabetes monitoring with Bon Secours and Health Brigade, nutrition education from VCU Dietetic Internship program, and trips to Shalom Farms with the Richmond Health and Wellness Program and Richmond Redevelopment and Housing Authority.

PARTICIPANT SPOTLIGHT

Our Prescription Produce Plan focuses on finding creative ways to support individuals in achieving their health goals. We offer realistic and practical ways to prevent and manage diet related chronic disease. Denise* participated in the program through our partnership with Health Brigade, Virginia Premier, and the Richmond Health and Wellness Program.

Through 22 weeks of programming, she enthusiastically explored new ways to prepare healthy, delicious meals to help manage her type II diabetes. She not only shared this

adventure with her family, but also started sharing her new skills and information with friends!

She brought home recipes, and would teach her own class to share what she was learning with other folks in her community. Denise went so far as to provide kitchen supplies for her friends. She continues to see the way this program has impacted her own health, and the health of her friends and community.

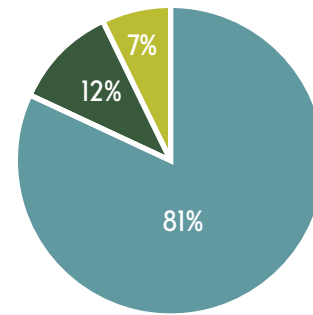
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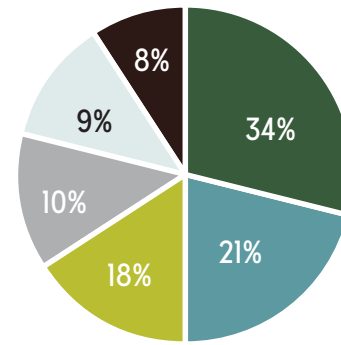
I'm so grateful for how the program showed how vegetables can be so good, not bland, and new ways to doctor them up to taste good and be healthy. I was inspired so much that I'm making a healthy cookbook on recipes that are healthy and taste good for my family and friends!



FINANCIALS



Programs	\$631,372
Fundraising	\$94,989
Administration	\$58,865
Total Expenses	\$785,226*



Individuals	\$234,433
Foundation	\$171,850
Corporations	\$132,551
Faith Communities	\$102,879
Government	\$101,731
Earned Income	\$77,080
Total Revenue	\$820,524

(Full financials available upon request)

PARTNER SPOTLIGHT

Our nutrition distribution network is a partnership with over a dozen food security initiatives, including FeedMore. We work together to enhance these pantry and meal programs by offering Shalom Farms' produce. One of our longtime partners is Atlee Community Food Co-op in the Northside of Richmond.

Between May and November Shalom Farms is the primary provider of fresh produce to the group. Through this partnership, fresh produce and other food items are distributed weekly to over 50 households experiencing food insecurity. The group meets monthly and those receiving the food combine their purchasing power to buy non-produce items at prices that are affordable for all participants.

Fresh vegetables are one of the hardest things for our community to access on a consistent basis. Without Shalom Farms it is very difficult for many of our families to get healthy and fresh food. Its incredible what can be accomplished when you work together.



INVESTING IN SHALOM FARMS

We are extremely grateful to everyone who supported us in 2018. We especially want to thank the following major donors for their transformational gifts:

\$25,000 +

Altria Companies Employee Community Fund
Blithewood Farm
Capital One
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Richmond
Jackson Foundation
Richmond District UMC Board of Missions
United States Department of Agriculture

\$10,000 - \$24,999

Anonymous
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Marietta McNeill Morgan & Samuel Tate
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Shelton Hardaway Short, Jr. Trust
Virginia Credit Union, Inc.
Woodfin

\$5,000 - \$9,999

Anonymous
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MAV Foundation
Midas of Richmond
Salisbury Presbyterian Church

\$5,000 - \$9,999, cont.

Ellen and Brian Shepard
Mimi Siff

\$2,500 - \$4,999

Altria
Barbara J. Thalhimers & William B.
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United Methodist Urban Ministries of
Richmond Auxiliary

\$1,000 - \$2,499

AARP, Inc.
Anonymous (2)
Atlee Community Church
Mary M. Barnett
Bon Air United Methodist Men
Cathy and Howard Bos
Tom and Daisy Byrd
Anthony and Angela Cassano
Church of the Epiphany

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

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Business Manager

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Community Chef

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Manager

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Healthy Retail Manager

Katharine Wilson

Northside Farm
Manager

Hannah Wittwer

Volunteer and
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