



**ANNUAL REPORT**

**2020**



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

**642,026**

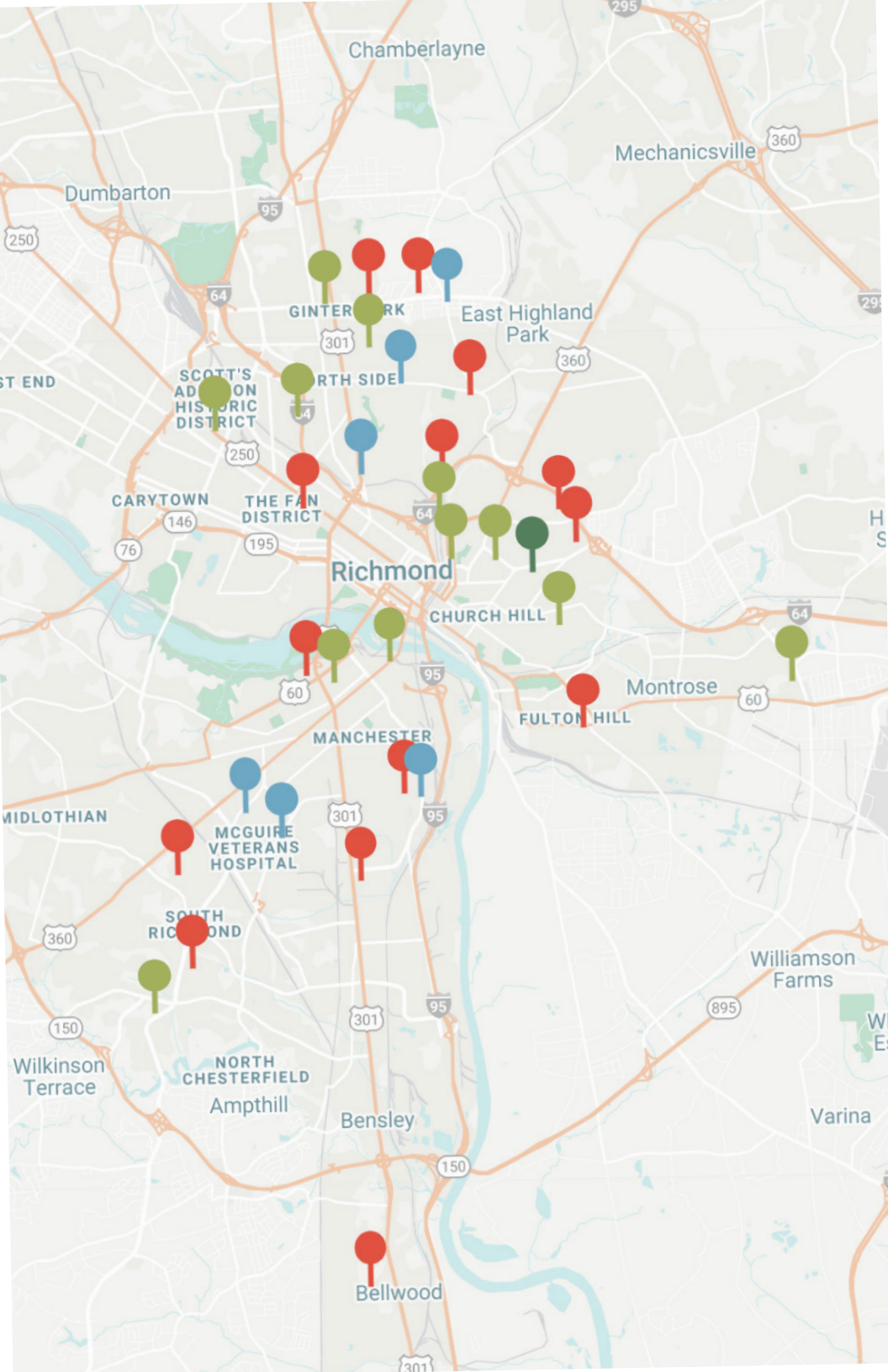
Servings Harvested

**7,900**

Total Volunteer  
Hours

**46**

Varieties of  
Produce Grown



# SCOPE OF PROGRAMS AND PARTNERSHIPS

## MAP LEGEND



### MOBILE MARKET PARTNERS

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



### HEALTHY CORNER STORES

- |                        |                        |
|------------------------|------------------------|
| College Mart           | Red Mini Mart          |
| Race Track Marketplace | River City Market      |
| Hopkins Store          | Commerce Market & Deli |



### PRESCRIPTION PRODUCE PLAN PARTNERS

- |   |                             |
|---|-----------------------------|
| Bon Secours Diabetes Prevention Program | Bon Secours Food Rx Program |
|---|-----------------------------|



### NUTRITION DISTRIBUTION PARTNERS

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



## 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.

## PARTNER SPOTLIGHT

### BETTER HOUSING COALITION

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."



**177,111**

Servings  
Distributed

**1,070**

Customers  
Served

**56%**

Increase in  
SNAP Sales



## NUTRITION DISTRIBUTION NETWORK

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.

### PARTNER SPOTLIGHT

#### UNDERGROUND KITCHEN - COMMUNITY FIRST



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.



**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**

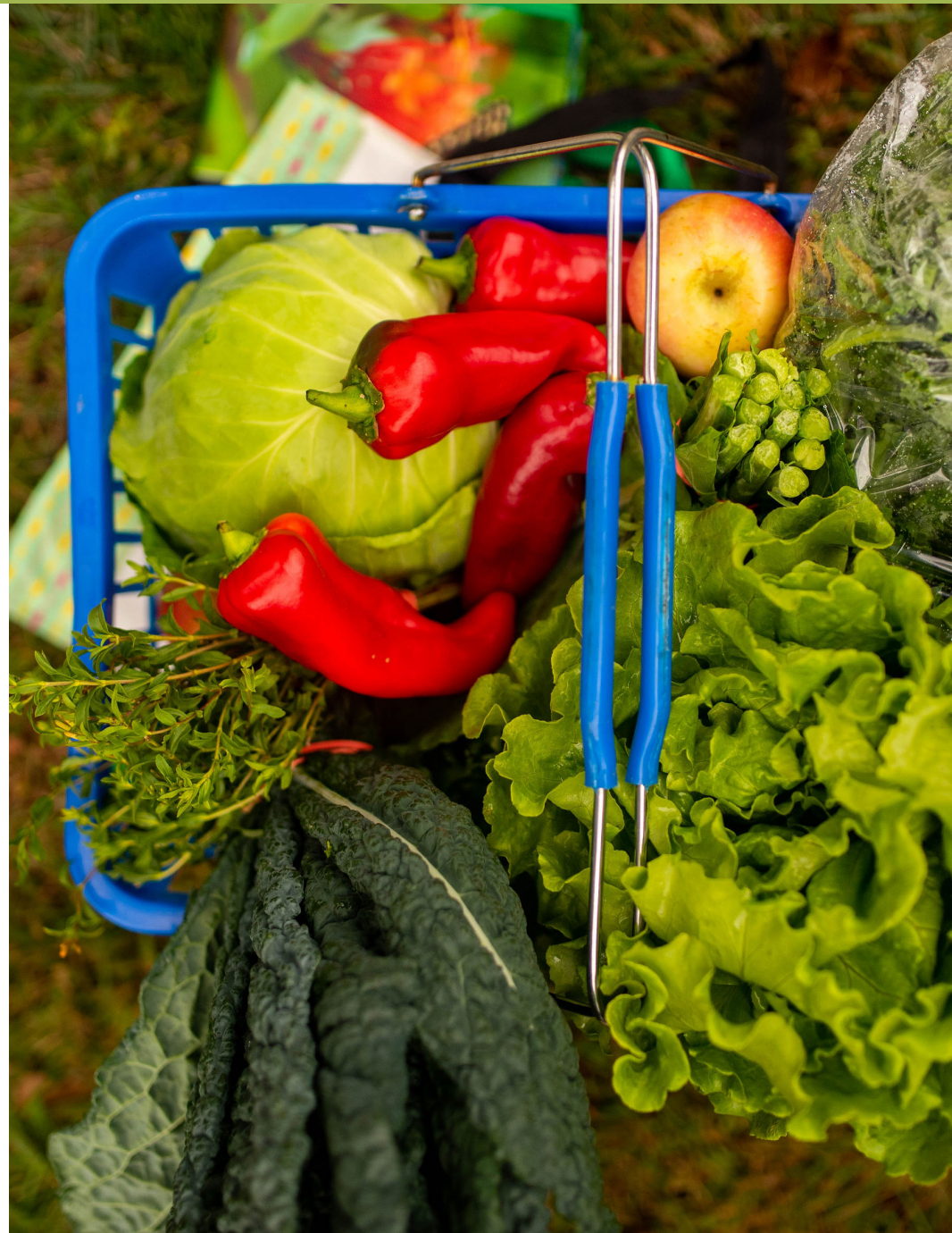
**BON  
SECOURS**



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 BIRDBHOUSE FARMERS MARKET

**34,783**

Servings  
Distributed

**6**

Participating  
Stores

**312**

Deliveries  
Completed

**\$91,840**

Matched SNAP  
Purchases

**6**

Participating  
Retailers

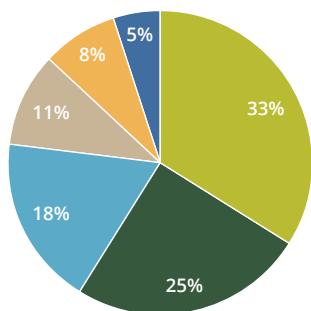
**390%**

Increase in SNAP  
Transactions



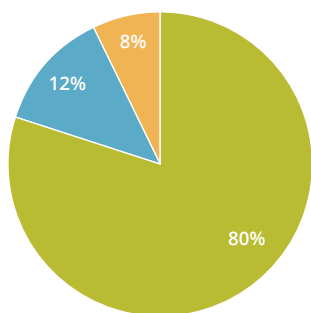
# FINANCIALS

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
<b>Total Revenue</b>	<b>\$1,060,276</b>



## EXPENSES

Programs	\$774,992
Fundraising	\$113,225
Administration	\$81,768
<b>Total Expenses</b>	<b>\$969,985</b>

\* Several years of detailed financial statements are available at [shalomfarms.org/financials](http://shalomfarms.org/financials). A significant portion of the surplus in 2020 is dedicated to capital improvement projects to be completed in 2021.

## 2021 STAFF

**Amber Albee**  
Northside Farm  
Manager

**Dominic Barrett**  
Executive Director

**Arin Burke**  
Volunteer  
and Education  
Coordinator

**Marc Charbonier**  
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 Lipawsky**  
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



# INVESTING IN SHALOM FARMS

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. Thalhimier &  
William B. Thalhimier, 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  
Thalhimier 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 Brandermill 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 Albert  
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

RiverFront Investment  
Group

Robert and Mary Nell  
Dolan Family Fund

Roots Natural Kitchen

Sarah Brush Thalhimier and  
William B. Thalhimier 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







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