



1010 W. Laburnum Avenue
Richmond, VA 23227

www.shalomfarms.org
info@shalomfarms.org
(804) 266-1914



2021
ANNUAL REPORT

LETTER FROM THE BOARD CHAIR

For much of 2021, food insecurity rates across Richmond continued to rise. Accessing fresh and healthy food remained a complex endeavor for the most vulnerable in our communities. Supply chain issues complicated matters for both producers and consumers. And with each new wave of the pandemic, these barriers seemed to grow.

Throughout the year, Shalom Farms worked tirelessly to expand our critical food access programs and network of partners in order to meet the immediate needs of the greater Richmond community. We take very seriously our privilege and role in providing healthy and responsibly grown produce to the communities that need it most, and our commitment to increasing access to meaningful opportunities for folks to choose, cook, and enjoy fresh produce has never been stronger. But this work would not be possible without the continuous support of our volunteers, program and community partners, donors, and supporters. As a direct result of your generous support, we were able to distribute more than half a million servings of Certified Naturally Grown produce within our communities - for the second year in a row.

At the end of 2021 our Executive Director for over a decade, Dominic Barrett, stepped down in order to pursue new ways of serving our community through a position with the City of Richmond's Office of Human Services. Dominic's leadership helped shape Shalom Farms into the organization it is today; we are endlessly grateful to him for the change he inspired and the legacy he leaves behind.

We are excited to share this collection of our 2021 achievements and look forward to continuing the long-term work of building a more equitable and resilient food system with you. We are embarking on an exciting time for our organization as we welcome our new Executive Director, Anna Ibrahim, and we hope you will continue with us on this journey. We are deeply grateful for your support for our organization and our work. Thank you.



Johanna Gattuso

JOHANNA GATTUSO
BOARD CHAIR

IN THIS REPORT

- 1: Letter from the Board Chair
- 3-4: Programs & Partnerships
- 5-6: Grown-to-Go Mobile Market
- 7-8: Prescription Produce Plan
- 9-10: Nutrition Distribution Program
- 11-12: Healthy Corner Store Initiative
- 13-14: The Powhatan Farm
- 15-16: The Northside Farm
- 17-18: Financials, Board of Directors
- 19-20: Staff
- 21-22: Donors



PROGRAM PARTNERS

Grown-to-Go Mobile Market Partners

Anthem, Better Housing Coalition: Lincoln Mews Apartments & Winchester Greens Apartments, City of Richmond, Broad Rock Community Center, Dominion Place Senior Apartments, Enterprise Community Partners (Highland Park Senior Apartments), Fulton Neighborhood Resource Center, Richmond City Health District, Richmond Health and Wellness Program at VCU, Richmond Redevelopment & Housing Authority: 4th Avenue Senior Apartments, Creighton Court Resource Center, Fairfield Court Resource Center, Hillside Court Resource Center, and Stonewall Senior Apartments Community, Thalheimer Properties, James River Villas, VCU Massey Cancer Center, Virginia Department of Health, Virginia Fresh Match

Prescription Produce Plan Partners

Bon Secours, Health Brigade, Richmond Health and Wellness Program, Robinson Theater Community Arts Center

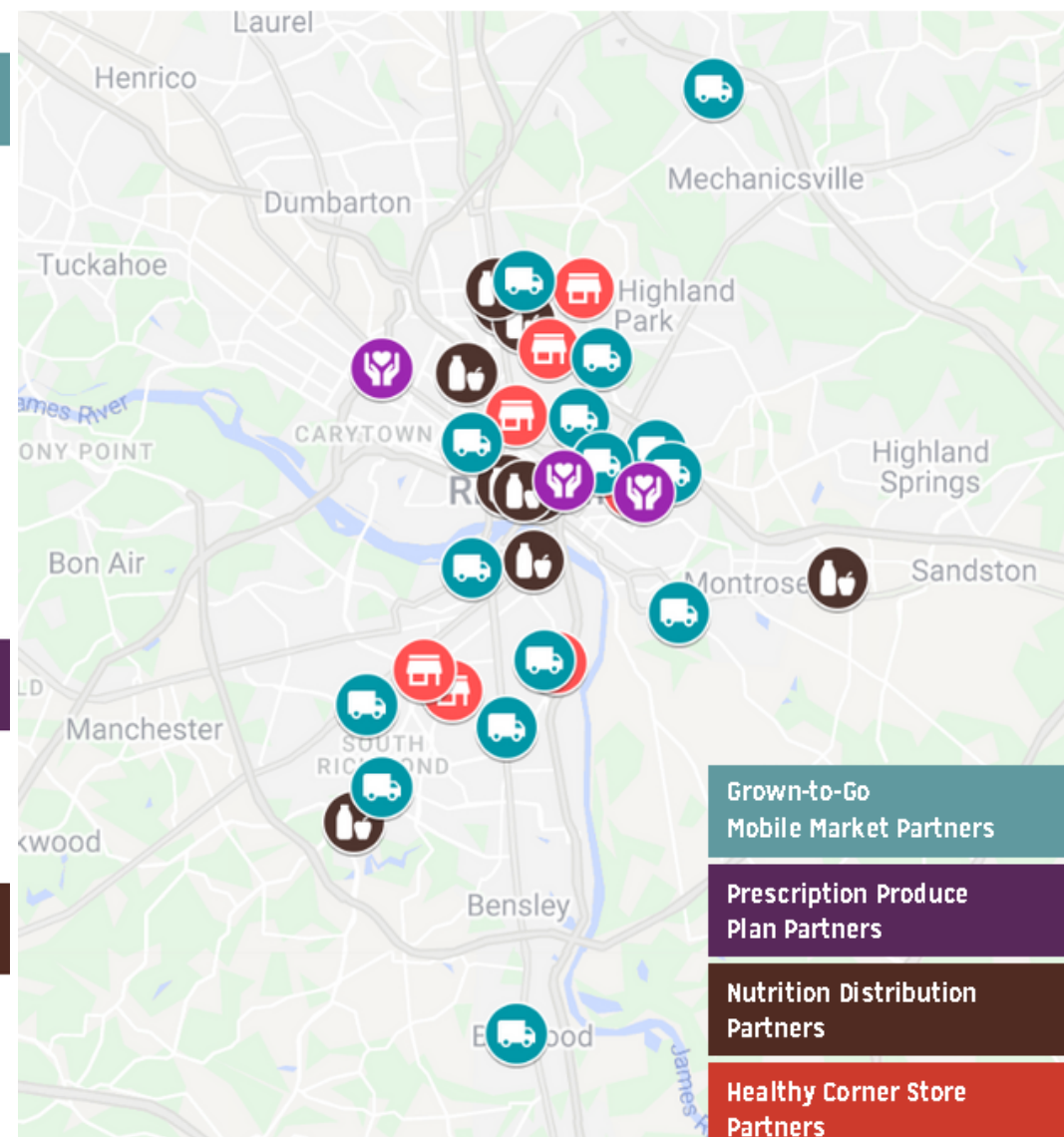
Nutrition Distribution Partners

Atlee Church - Northside, Belmont United Methodist Church, Feed More, Ginter Park United Methodist Church, Mutual Aid Distribution Network of Richmond, MARCH, Nationz Foundation, Neighborhood Resource Center of Greater Fulton, Senior Connections, St. Thomas' Episcopal Church Food Pantry, Underground Kitchen, YWCA/Junior League

Healthy Corner Store Partners

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

PROGRAM LOCATIONS



GROWN TO GO MOBILE MARKET

In 2021, our Mobile Market completed its sixth season and experienced tremendous growth. Fifteen weekly markets were hosted in partnership with a diverse network of community organizations in communities across the city that experience the impacts of food apartheid. In total, we hosted 360 markets - more than ever before. Over 197,000 servings were distributed, and we saw a 38% increase in transactions over 2020.



**197,867 SERVINGS
DISTRIBUTED**



360 MARKETS



**1,500 UNIQUE
CUSTOMERS SERVED**



**8,494 TOMATOES
SOLD**

We continued to prioritize produce affordability and strengthen our partnership with the Virginia Fresh Match program, which provides matching funds to double the buying power of SNAP (formerly the food stamp program) beneficiaries. Additionally, our customer Loyalty Program, which offers regular customers a \$3 discount on their fifth purchase, continued to grow, with 768 cards redeemed in 2021.



MARKET SPOTLIGHT: VCU MASSEY CANCER CENTER, SHELLY ARTHUR, VCU MASSEY CANCER CENTER VOLUNTEER

■ Our mission at Massey Cancer Center is to treat the whole person in the course of cancer treatment, prevention, and control. We recognize the importance that nutrition plays in the health and well-being of our patient population and staff. The Shalom Farms mobile market and farm stand at Massey provides our patients and staff with fresh fruit and produce, which many do not have access to in their community, and enables Massey to engage in meaningful discussion and education of the importance nutrition plays in cancer prevention and control.



PRESCRIPTION PRODUCE PLAN

Though the program model for the Prescription Produce Plan has adapted over the years to changing community needs, the mission of the program remains the same: to connect individuals and families facing or living with chronic, diet-related health diseases with increased access to healthy food and the supports to make that access meaningful. In 2021, our classes took place both in-person and online, in English and Spanish. Participants received a diverse assortment of carefully selected produce each week, along with nutrition education materials and recipes incorporating that week's produce selection.

1,200 PRODUCE PRESCRIPTIONS

10,034 SERVINGS DISTRIBUTED

110 HOUSEHOLDS SERVED

35 COOKING EDUCATION CLASSES



Bon Secours Food Rx - Diabetes Management Program and Diabetes Prevention Program

Food Rx is based on the American Association of Diabetes Educators' seven self-care behaviors. The year-long DPP, rby CDC certified Lifestyle Coaches, has full CDC recognition for its evidence-based program. We provide weekly produce prescriptions, recipes, and biweekly cooking classes, supplementing other nutrition, health, and diabetes management education.



VCU Richmond Health and Wellness Program

This interdisciplinary program from VCU School of Nursing engages low-income seniors to improve self-identified health goals. This intensive nutrition support program includes a weekly prescription of Shalom Farms produce, and weekly health coaching and support by RHWP Nursing Faculty and interprofessional student teams.



Health Brigade Food Pharmacy

Through this partnership with Richmond's oldest free clinic, Shalom Farms provides weekly produce prescriptions, recipes, cooking demos, and other nutrition education in partnership with health coach volunteers.



Robinson Theater Community Arts Center

We're grateful to continue our long-standing partnership with this East End community staple for weekly cooking and nutrition classes.

PARTICIPANT SPOTLIGHT JOHN H.

■

In June, John was diagnosed with type 2 diabetes. While working with our partners at Bon Secours, he learned about the PPP program and soon after, he enrolled in our fall cohort. Over the course of the program, John lowered his A1C # from 9.6 to 5.4. Now considered in the normal range for diabetes, he credits the program for providing needed structure and accountability. John's motto? "As long as you work the program it works." John has made long term changes in his approach to carbs and veggies - he now knows it's best to pair his carbs with proteins. And how did the Shalom Farms produce help? "It made the produce more readily available in the house and encouraged reinforcement. It helped on the affordability factor especially during COVID."

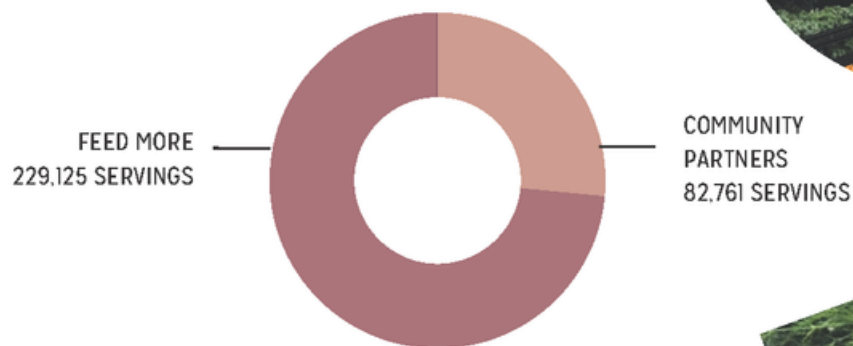


NUTRITION DISTRIBUTION PROGRAM

In 2021, we continued to see an increased demand for fresh produce from all of our Nutrition Distribution Program partners. Since its inception, the Nutrition Distribution Program has supplied local food pantries, community kitchens, and Feed More, the Central Virginia Food Bank, with fresh produce to help supplement traditional pantry donations. In 2022, our Northside Farm will grow produce exclusively for our Nutrition Distribution Program. This farm's location, in the heart of the city's Northside neighborhood, means it is uniquely situated to distribute fresh produce to city-based community partners.

DISTRIBUTION

311,886 TOTAL SERVINGS



12 COMMUNITY PARTNERSHIPS

(see page 3 for a full list of this year's partners)

TOP CROPS: COLLARDS, CABBAGE, AND TOMATOES



PARTNER SPOTLIGHT: ST. THOMAS' EPISCOPAL CHURCH FOOD PANTRY

The St. Thomas Food Pantry has been a mission of St. Thomas' Episcopal Church for over 20 years, and is open to the public every Thursday. Pre-pandemic, their food pantry in Richmond's Northside neighborhood typically served 75-80 households per week. In 2020, that number increased to 300 per week. Now, the pantry feeds about 225 families a week (still about three times more than before COVID-19). In 2021, they distributed 24,530 bags of groceries, including approximately 16,500 servings of Shalom Farms produce, to families in Richmond.



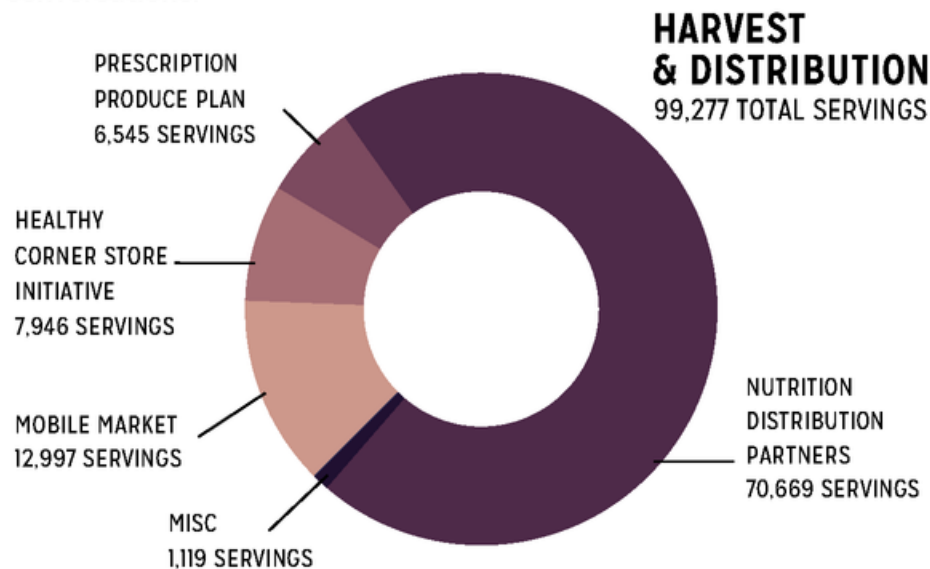
“ [This program has] shown something vital to our guests - that they deserve the very BEST in fresh produce... I believe high quality food gives families a boost in more ways than one. Not only is the nutritional value higher, but there is a certain morale boost in receiving a high quality item. That boost can make all the difference in a person's day, and give them hope for the future.

-Liz Pearce,
2021's St. Thomas Episcopal Food Pantry Director



THE NORTHSIDE FARM

In the heart of Richmond's Northside neighborhood, our Northside Farm continues to expand! In 2021, we opened a new field, bringing us to 1 ½ acres in production, and added two new staff positions to help manage our production and distribution operations. We continue to expand opportunities for program participants and community members to join us at our Northside Farm for interactive tours and educational opportunities, and in 2021 hosted our first Fall Farm Day - an afternoon filled with collards, cooking demos, and community conversations.



VOLUNTEERS & VISITORS

866 VOLUNTEERS

124 EDUCATIONAL VISITORS

3,119 hours seeding, planting, harvesting, weeding, pruning, digging, and watering!



VOLUNTEER SPOTLIGHT CARMEN FOSTER

■ *Shalom Farms is by no means a mere vegetable farm. It serves as a community-focused approach to address issues regarding food deserts, food equity, and access. As a leadership coach for public sector executives, I've been excited about engaging as a volunteer doing the literal "ground" work for policy issues that center around food justice.. I consider myself an emerging "eco-womanist" to link theology and environmental justice from a womanist perspective. Not only am I growing vegetables, but I am participating in meaningful work that feeds my spirit and soul*



WE APPRECIATE AND WOULD LIKE TO RECOGNIZE THE FOLLOWING NORTHSIDE FARM VOLUNTEERS FOR THEIR HARD WORK DURING THE 2021 SEASON:

Sara Adock	Johanna Gattuso	Tricia Sauer
Matt Bush	Susan Grymes	Catherine Schneider
Nolan Cheney	Gerri Lynch	Sophie Schneider
Hilary Cifu	Terry McNally	Kittie Storey
Dan Clifton	Lou O'Boyle	Leila Taaffe
Dana Dumont	Morgan Obrochta	Em Weihrs
Maya Ferrera	Nan O'Connell	
Carmen Foster	Stephen Proctor	

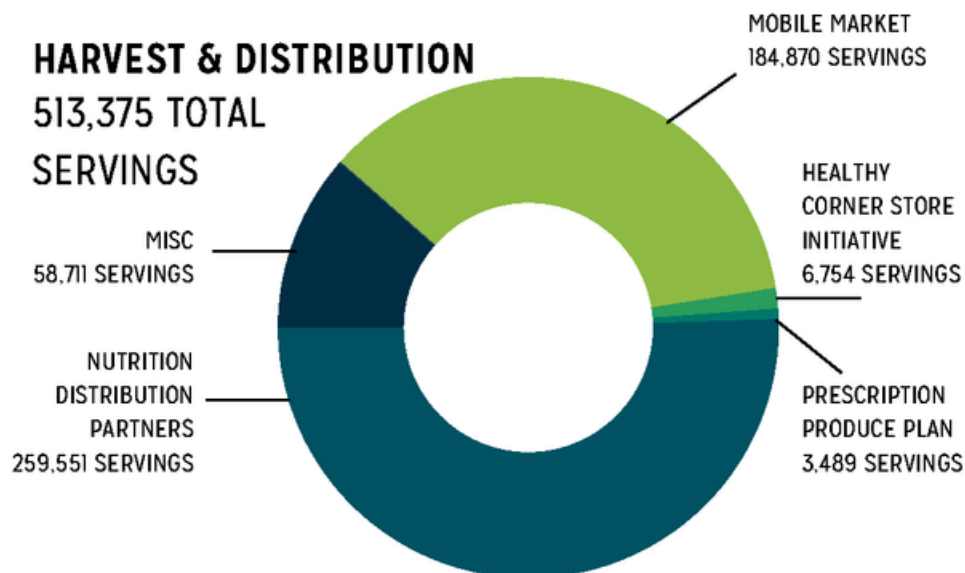


THE POWHATAN FARM

2021 marked five years at our Powhatan Farm! In those five years, we've grown over two million servings of Certified Naturally Grown produce and hosted over 22,000 volunteers and 5,200 educational visitors. We are now working on a little over 8 acres (double the size of our farm in Goochland) with an average of 6 ½ acres in production each season.

HARVEST & DISTRIBUTION

513,375 TOTAL
SERVINGS



In 2021, we grew over half a million servings of fresh produce at the Powhatan Farm - for the second year in a row! This sustained increase in production made possible by our Powhatan expansion has had direct implications on our ability to expand our distribution and programming capacity. Almost half of all produce grown at the Powhatan Farm was distributed through our Nutrition Distribution Program to Feed More, the Central Virginia Foodbank, and their network of over 300 partner pantries.



VOLUNTEERS & VISITORS

3,334 VOLUNTEERS

347 EDUCATIONAL VISITORS

10,027 hours spent seeding, planting, harvesting, weeding, pruning, digging, and watering!

LEAD VOLUNTEER SPOTLIGHT MARY BARNETT

I love the multi-pronged approach Shalom takes, far beyond just giving produce to Feed More... I love that you don't just tell [me] what to do, but why [I am] doing it - like, sometimes [I] weed around plants while harvesting, and sometimes not, and you make sure [I] understand why sometimes it's necessary and sometimes not... It's worth repeating: I love that every minute of [my] time at the farm is valued. There's no standing around waiting for something to do, while somebody checks to see what's needed... I am so happy to give you three hours of my week, and I appreciate that you treat that time as worthy.



WE ARE ESPECIALLY GRATEFUL TO OUR LEAD VOLUNTEERS, WHO CONTINUE TO SERVE AS THE BACKBONE OF OUR POWHATAN AGRICULTURAL OPERATION. IN 2021, 51 DEDICATED LEAD VOLUNTEERS CONTRIBUTED 6,000 HOURS OF LABOR: THESE INDIVIDUALS ARE LISTED HERE IN RECOGNITION OF THEIR GENEROUS SERVICE:

LEAD VOLUNTEERS

Eryn Alloway	Camille Cook	Barb Kreuter	Cheryl Redmond
Colleen Anders	Kim Dobzyniak	Andy Littaur	Heather Russo
Mary Barnett	Carly Dolan	Mary Lloyd Parks	Steve Russo
Grover Barrett	Bob Downs	Ellen Lucado	Kim Ruth
Cindy Birnbaum	Mina Estrada	John McKenna	Paula Saddler
Mark Blume	Bill Ewing	Randy McMunn	Gary Savage
Elizabeth Brady	Jonna Harrell	Julie Miller	Sandi Shriner
Skye Bruce	Kathi Hendrick	Joel Nuckols	Bill Struck
Jill Caples	Beth Hilscher	Rita Nuckols	Travis Thomas
Dave Caras	Leslie Hootor	Ishani Pendse	Lisa Thompson
Allan Chilton	Madisen Jeter	Nancy Placide	Jonathan
Valerie Cline	Dalene Johnson	Ann Rasmussen	Trowsell
Deana Collier	Deborah Johnson	Frank Reese	Lois Wallenhorst



2021 FINANCIALS

YEAR END DECEMBER 31, 2021

REVENUE



- INDIVIDUALS \$405,116
- CORPORATIONS \$347,164
- GOVERNMENT \$16,570
- FOUNDATIONS \$320,750
- FAITH PARTNERS \$95,047
- EARNED INCOME \$82,868

TOTAL REVENUE \$1,267,516

EXPENSES



- PROGRAMS \$923,196
- FUNDRAISING \$152,560
- ADMINISTRATION \$89,058

TOTAL EXPENSES \$1,164,814

Several years of detailed financial statements are available on our website:

<https://shalomfarms.org/who-we-are/#financials>

2021 BOARD OF DIRECTORS



Roger Bove (Immediate Past Chair)
Performance Food Group - Retired



Darren Broughton
Altria



Sharon Blount
Community Volunteer



Sam Davis III
The Davis Group



Charles Fitzgerald
Community Volunteer



Johanna Gattuso (Board Chair)
Grassroots Health Advisors LLC



Matt Gottwald
Beechwood Farms



Nancy Leake
Partners Group - Retired



Devin Lipawsky
Capital One



Helen Ragazzi
Active Health Management



Patricia Sauer
Community Volunteer



Whitney Van Der Hyde
Community Volunteer



Jennifer Wicker
Virginia Hospital and Healthcare Association



2021 STAFF



AMBER ALBEE
NORTHSIDE FARM MANAGER



DOMINIC BARRETT
EXECUTIVE DIRECTOR



ARIN BURKE
VOL/ED COORDINATOR



JASON MUCKLE
COMMUNITY NUTRITION
MANAGER



CHEYENNE NICHOLAS
NORTHSIDE ASST.
FARM MANAGER



PATRICK POWERS
FARMER IN
RESIDENCE



MARC CHARBONIER
FARMER IN RESIDENCE



JOSH DZIEGIEL
PACKING COORDINATOR



RASHAD DUCKETT
PROGRAMS ASSISTANT



SARA SCHMATZ-DARLAND
DEVELOPMENT
COORDINATOR



SHANE TIPPETT
DIRECTOR OF FINANCE
& ADMINISTRATION



LYNNE WATCHER
BUSINESS MANAGER



ALISTAR HARRIS
MOBILE MARKET
MANAGER



SARA HIGGINS
DIRECTOR OF
DEVELOPMENT



ERIN LINGO
DIRECTOR OF
PROGRAMS



SEYRA WHITNEY
POWHATAN FARM MANAGER



HANNAH WITTWER
VOL/ED MANAGER



LAURIE YOUNG
PACKING COORDINATOR



NATALIA MELLO
FARMER IN
RESIDENCE



STEVE MILES
DIRECTOR OF
FARM OPERATIONS



BRYCE MILLER
FARMER IN
RESIDENCE



INVESTING IN SHALOM FARMS

We are incredibly grateful to everyone that contributed financially to Shalom Farms in 2021. We would especially like to thank the major donors listed here for their generosity.

\$50,000+

Bon Secours Richmond Health System

\$25,000 - \$49,999

Anonymous
August Heid Trust, Bank of America, N.A., Trustee
The Children's Milk Fund,
Bank of America, N.A., Trustee
Community Foundation for a greater Richmond
Estes Foundation
Hamilton Beach Brands, Inc.

Herndon Foundation
M&T Bank
The Pauley Family Foundation
The William H., John G., and
Emma Scott Foundation
Tito's Handmade Vodka
Wills Financial Group, Inc.

\$10,000 - \$24,999

Anonymous (2)
Anne and Roger Boeve
Capital One
Circuit City Stores Bankruptcy Liquidating Trust
Duke's
Johanna and Carl Gattuso
The Harrison Foundation
Markel Corporation
Meera and Ashok Vasudevan Foundation

Linda M. Phillips
Richmond District UMC Board of Missions
Patricia and Conrad Sauer
Marycatherine and Gary Savage
Share Our Strength
St. Paul's Episcopal Church
Kelly and Kirk Tattersall
Virginia Sargeant Reynolds Foundation
Woodfin

\$5,000 - \$9,999

Anthem, Inc.
Atlee Community Church
Bon Air United Methodist Church
Cathy and Howard Bos
Danny and Kim Bottoms
Anthony and Angela Cassano
Hilary and David Cifu
First Presbyterian Church
Jill and Jim Gaynor
Mr. and Mrs. Matt Gottwald
GroundForce IT
Nan Leake and Jon Shepherd

Cass Rasnick and Sam Schwartz
Randy and Kelly Riggs
Steve and Heather Russo
Missy and Jim Ryan
Ellen and Brian Shepard
Mary Mauze Siff Family Trust
Midas of Richmond
St. Matthew's United Methodist Church
Judy Waldron
Walters and Mason Retail, Inc.
Zyn Cares Fund

\$2,500 - \$4,999

Anonymous (1)
Altria
Jennifer and David Boyce
Ann Bradshaw
Darren Broughton
Tom and Daisy Byrd
Centenary United Methodist Church
City Church of Richmond
Ms. Jane Fancher Hendley
Brett Hunnicutt
St. Stephen's Episcopal Church
Target Circle
Barbara J. Thalhimer & William B.
Thalhimer, Jr. Family Fund

Evan and Christie Thalhimer Silverstein
Charitable Fund
Sarah Brush Thalhimer and William B.
Thalhimer III Endowment
Travis Thomas
John Thompson
United Methodist Urban Ministries
of Richmond Auxiliary
Katie and Michael Watrous
Edwin Wortham IV Charitable Fund
at the East Bay Community Foundation
Jeff Yount
Zikakis Family Foundation



INVESTING IN SHALOM FARMS

\$1,000 - \$2,499

Anonymous (5)
Fran Barrett
Sharon and Brian Blount
Bon Air United Methodist Men
Julie and David Brooks
Frank Charbonier
Chop't Creative Salad Company LLC
Christ Church Episcopal
CWS - Richmond CROP Hunger Walk
Courtney Wortham Clements
Cobb Imprint
Commonwealth of Virginia Campaign
Barry and Martha Crawford
Richard and Susan Creasy
Barbara and Glenn Custis
Mr. and Mrs. Bradfute W. Davenport, Jr.
Susan and Sam Davis III
The Donahue Family Foundation
Duncan Memorial United Methodist Church
Ellwood Thompson's Local Market
Gilgit Charitable Trust
Ginter Park Presbyterian Church
Ginter Park Residents Association
Kelly and David Gould
Grace Covenant Presbyterian Church
Lisa Guthrie
June and Cliff Henderson
Jason and Cara Hoover
Mark Jaros
Ed and Bev Jennings
Cal and George Jennison

Stacy Luks
Kimberly Marr
Lauren and Nate Mathews
Tom and Robin Miller
Mt. Pisgah United Methodist Church
Helen Ragazzi
Elizabeth Rawles
Franklin and Barbara Reese, Jr.
Pamela Richardson
Presbytery of the James
RiverFront Investment Group
Kim and Adam Scharf
Second Presbyterian Church
Mary Selph
Ethan Seltzer
Shady Grove United Methodist Church
Rev. Patricia Shipley
Showalter Schmitz Family Fund
of the Community Foundation
John and Elizabeth Siegel
Skipwith United Methodist Church
St. Edward the Confessor
Catholic Church
Kelly and Jonathan Stalls
Leila Taaffe
Elizabeth and Shane Tippet
Tuckahoe Garden Club
of Westhampton
Marshall and Dennis Lynch
Jim and Bobbie Ukrop
Eric and Whitney Van Der Hyde
Matthew and Andrea Wherry

RECURRING DONORS

We would also like to thank the following donors for their ongoing support of our work

Chris Barrett and Anne Gibbons
Mr. Glenn Birch
Rev. and Mrs. John Briggs
Emma Covello
Holly Coy
James Irby
Colleen Maitland
Rita Nuckols
Randy and Kelly Riggs
Megyn Robertson
Mark Ryan
Lydia Slottke
F. Sollog III
Deb Sybesma
Taylor Spalt
Ms. Wendy Sprout
Debora Sybesma
Elizabeth and Shane Tippet
Mike Warnalis
Stephanie Workman

