



Grow. Glean. Give.



# 2013 Annual Progress Report

FEEDING OUR NEIGHBORS IN NEED THROUGHOUT NEW JERSEY

# AMERICA'S GROW-A-ROW

## 2013 ANNUAL PROGRESS REPORT

America's Grow-a-Row saw another year of continued sustainable growth in 2013 in all areas of our thriving 501(c)(3) organization. As a dynamic grassroots organization, America's Grow-a-Row is impacting the entire state of New Jersey by addressing the complex problems of hunger and food insecurity through an approach that integrates the efforts of an extensive network of volunteers (more than 3,000 in 2013); the growing, gleaning, and distribution of free fresh, healthy produce; and the implementation of a comprehensive hunger and nutrition education program. Our multi-level approach to addressing the hunger and nutrition crises makes us unique. We are the only organization in New Jersey tackling these issues from multiple angles. **We have donated over 2.5 million pounds of free fresh produce since our inception in 2002.**

### Increased Staff Capacity

America's Grow-a-Row held a highly successful fundraising event, Farm to Fork, in June 2012 featuring Former New Jersey Governor Thomas H. Kean as Special Guest Speaker and PBS Anchor Steve Adubato as Keynote Speaker. As a result of this event, America's Grow-a-Row was invited to apply for and was awarded a \$250,000 grant from the Robert Wood Johnson Foundation to be used to increase America's Grow-a-Row's staffing to include a full-time Director of Development, who was hired in April 2013. Thanks to this grant, America's Grow-a-Row has increased its staff capacity to 3 full-time and 4 part-time employees and is positioned to continue to grow the organization in all areas. In 2013 we also saw a shift in Board leadership as Jackie Etter, former Vice President and Director of Development of America's Grow-a-Row, resigned from her staff position and transitioned to Board Chair, allowing Chip Paillex to focus on his duties as President while remaining a member of the Board.

### 2 Million Pounds of Produce Donated

In September 2013, during the heart of the harvest season, America's Grow-a-Row, through the support of our volunteers and donors, reached the mark of donating 2 million pounds of produce to those in need since the beginning of the program in 2002. This was a record-breaking year for America's Grow-a-Row. In 2013 alone we more than doubled our volume to 860,000 pounds of free fresh produce delivered (compared to 328,000 pounds in 2012), doubled our number of Free Farm Markets offered, and doubled the number of children educated. Starting in 2014 we expect to donate over 1 million pounds of free fresh produce *each year*. The fresh food we grow, glean, and harvest at America's Grow-a-Row is donated to hunger relief agencies across the state of New Jersey, including the Community FoodBank of New Jersey, Franklin Township Food Bank in Somerset, Somerset Food Bank Network, Flemington Area Food Bank, My Brother's Keeper of Camden, Interfaith Food Pantry of Morris County, Community Soup Kitchen of Morristown, and many other local agencies. Our volunteers also pick up excess produce that would otherwise go to waste from local grocery stores year-round and deliver it to food pantries, food banks, soup kitchens, and crisis centers. America's Grow-a-Row has become New Jersey's leading service organization dedicated to growing and gleaning fresh, healthy produce to be donated to those suffering from hunger throughout the state.



*Our September 6, 2013 Facebook post*



*Many volunteers, including this corporate team from AT&T, helped us reach this amazing milestone!*

## Land Resources

Progress continued at our 138-acre farm in Alexandria Township (Milford), New Jersey with several capital improvements. Thanks to the funding received from several foundations, America's Grow-a-Row completed the installation of a 19,000-square-foot permanent transportation facility, consisting of a driveway with new bridge crossing, parking lot, and truck turnaround. The new permanent transportation facilities at the farm will sustain America's Grow-a-Row's efforts to reduce the hunger crisis because they provide safe and easy access to and from the farm for trucks that transport produce, and they provide ample parking facilities for our volunteers of all ages who come from rural, suburban, and urban communities to harvest crops for those in need and learn about the hunger crisis, agriculture, and healthy eating.

Peaceful Valley Orchards, the 150-acre farm in Pittstown, New Jersey, that has been America's Grow-a-Row's main headquarters since 2002, is owned by a third party who has signed a 2-year lease for purchase agreement with America's Grow-a-Row. America's Grow-a-Row is raising funds to purchase this farm, which includes 150 acres, one barn and one outbuilding, fully mature orchards, irrigation, deer fencing, driveways with a large parking area, and animal structures. Securing this property will enhance our ability to donate fresh produce to our neighbors in need throughout New Jersey as we expand our reach.



*Peaceful Valley Orchards, Pittstown, New Jersey*



*Hands On Education*

## Community FoodBank of New Jersey Partnership

America's Grow-a-Row's unprecedented partnership with the Community FoodBank of New Jersey (CFBNJ), New Jersey's largest hunger relief agency, enables our produce to reach all corners of the state. CFBNJ has never before partnered with or provided support to another organization at this level, and this partnership is ensuring greater distribution efficiency and increasing the number of inner-city youth participating in our education programs. In 2013 we donated over 665,000 pounds of fresh fruits and vegetables for distribution by CFBNJ, compared to 193,000 pounds in 2012, an increase of 244%. CFBNJ received bumper crops of corn, tomatoes, green peppers, broccoli, cauliflower, cabbage, potatoes, sweet potatoes, and winter squash as well as gleaned nectarines, apples, and peaches.

This partnership was also successful in providing approximately 525 elementary-school children with a day of hands-on education about nutrition, healthy eating, and farming. The children spend a day at our farm harvesting free produce to take home to their families and communities, reviewing the nutritional benefits of fresh fruits and vegetables, playing games, and learning about agriculture and the necessity of preserving farmland and the environment.

**America's Grow-a-Row's unprecedented partnership with the Community FoodBank of New Jersey, New Jersey's largest hunger relief agency, enables our produce to reach all corners of the state.**



*Grow Your Row Pilot Program*



*Inner-City Youth Days*



*Free Farm Market in Camden, New Jersey*

## Expanded Free Farm Market Program

Given that we now have the staff capacity, land, and volunteer resources to feed and educate even more people in need, in 2013 we significantly increased the Free Farm Market program that we run in poverty-stricken New Jersey cities and “food deserts” – areas that lack access to fresh, affordable produce. We work with agencies, churches, and community groups in Newark, Jersey City, Camden, and our newest city, East Orange, to set up biweekly markets that allow local residents in need to come and select produce at no cost. We offer a solid selection of free healthy produce for those suffering from hunger and provide instruction on how to prepare these new food options in order to reduce major health risks and improve the overall health of these communities. This year we also piloted a program, Grow Your Row, that teaches people living in urban areas how to grow their own produce on a small-scale basis.

As part of the Free Farm Market program, we bus inner-city children to our farm during the summer months. Like the children who visit our farm through our partnership with CFBNJ, the children spend a day harvesting free produce to take home to their families and communities, reviewing the nutritional benefits of fresh fruits and vegetables, playing games, and learning about agriculture and the necessity of preserving farmland and the environment.

In 2013 we implemented a multi-question survey for Free Farm Market clients as an evaluative measure to better meet the needs of our recipients. We also began offering our Free Farm Market clients volunteer opportunities to harvest produce to be donated to other communities in need. This opportunity to participate in the program in a volunteer capacity enables our clients to give back to the program in a fulfilling and meaningful way. Three recipient groups harvested over 22,000 pounds of produce to be donated to others in need.

**Our Free Farm Market Program expanded to include Newark, Jersey City, Camden and East Orange.**

**In 2013 we piloted the Grow Your Row Program that teaches people living in urban areas how to grow their own produce on a small-scale basis.**

**Recipient Volunteering enables our clients to give back to the program in a meaningful way.**

## Education Programs

America's Grow-a-Row conducts educational programs on the field during the planting and harvesting seasons and off the field year-round. In 2013 we provided 6,010 people of all ages with a hands-on educational experience focusing on the hunger crisis, healthy eating and nutrition, and agriculture. At America's Grow-a-Row we find that the need for our education programs is great. For example, many inner-city children who visit our farm or participate in our classroom presentations are unfamiliar with a variety of fresh fruits and vegetables because their families have never been able to afford them. In fact, we have worked with teenagers who have never eaten a fresh vegetable. We educate these children about different types of fresh produce and about the benefits of healthy eating with the goal that they learn to make healthy choices whenever possible. We then make deliveries and set up Free Farm Markets in their neighborhoods to supply them with the fruits and vegetables that they and their families need. We also find that many school children who volunteer with America's Grow-a-Row or participate in our classroom hunger education program are unaware of the hunger problem that exists in their own towns, throughout the state, and nationally. We teach these children about the hunger crisis and then give them a hands-on opportunity to be part of the solution.



*Hunger Summit at Seton Hall Prep*



*Blind taste test to introduce children to fresh produce*



## In Conclusion

America's Grow-a-Row exceeded our 2013 goal to donate 750,000 pounds of fresh produce to those in need (up from 328,000 pounds in 2012) by donating 860,000 pounds; exceeded our goal of educating 5,000 people through our on-the-field and off-the field programs by educating over 6,010 people (up from 3,470 in 2012); and increased our number of volunteers to more than 3,000 (up from 2,100 in 2012).

All of our accomplishments are made possible by our growing team of volunteers and donors. Our volunteers included groups from many of New Jersey's largest corporations, including Johnson & Johnson, Merck, Unilever, Bank of America, Sanofi, Prudential, ADP, Exxon Mobil, M&M Mars, NY Life, GlaxoSmithKline, United Healthcare, Akzo Nobel, Lilly/Imclone, AT&T, and Verizon among others.

America's Grow-a-Row continues to gain the confidence of numerous private and corporate foundations, and funding from these foundations accounted for approximately 87% of America's Grow-a-Row's total revenue in 2013. In addition, America's Grow-a-Row conducts an Annual Fund Campaign that occurs in the late fall; plans several fundraising events throughout the year, such as our Pennies 4 Produce fundraiser and Music for Food Concert (both new in 2013); and hosts a volunteer recognition Barn Dance.

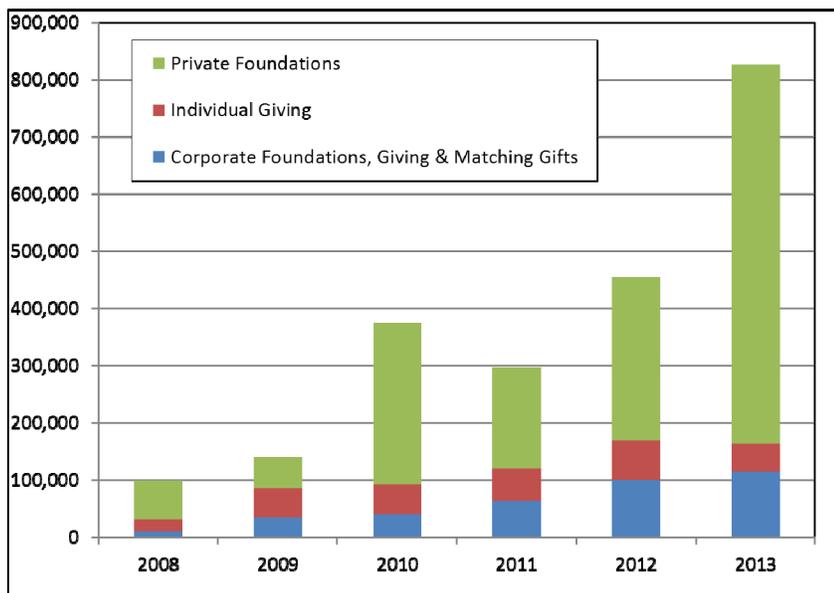
In 2013, we donated 860,000 pounds of farm-fresh produce to our neighbors in need.

We educated over 6,000 people through our on-the-field and off-the-field programs.

Our number of volunteers grew from 2,100 in 2012 to over 3,000 in 2013.



### America's Grow-a-Row Year-Over-Year Total Revenue Received



*From planting to harvesting, corporate teams like these from ExxonMobil and Merck are an integral part of our program*

# AMERICA'S GROW-A-ROW

## Five-Year Record of Support

	2009	2010	2011	2012	2013
<b>Private Foundation Grants</b>					
Foundation Source Foundation	\$50,000	\$150,000	\$50,000	\$151,000	\$200,000
Community Food Bank of NJ				\$63,500	\$174,316
Robert Wood Johnson Foundation					\$125,000
Leavens Foundation		\$5,000	\$5,000		\$25,000
EJ Grassmann Trust		\$10,000	\$10,000	\$10,000	\$15,000
Union Foundation		\$8,000	\$8,000	\$14,000	\$15,000
One Hundred Women Making a Difference-New Jersey					\$15,000
The Hyde and Watson Foundation			\$5,000	\$10,000	\$15,000
Bonaventura Devine Foundation			\$5,000	\$5,000	\$10,000
Victoria Foundation					\$7,500
The Robert and Marion Schamann Brozowski Found		\$3,000	\$5,000	\$6,000	\$7,500
The Conger Family Foundation					\$5,000
The Tyler Foundation					\$5,000
The George W. Bauer Family Foundation					\$5,000
Cannstatter Foundation			\$5,000	\$5,000	\$5,000
The Ralph M. Cestone Foundation					\$5,000
James P. Verhalen Family Foundation					\$5,000
The Plainfield Foundation			\$5,000	\$5,000	\$4,000
The Miles Hodsdon Vernon Foundation		\$5,000			\$3,000
Deupree Family Foundation		\$22,500	\$2,500	\$2,500	\$2,500
Holt Charitable Foundation		\$1,000	\$1,000	\$2,000	\$2,000
The Large Foundation		\$1,000	\$1,250	\$1,500	\$2,000
Lillian Pitkin Schenck Fund			\$2,000	\$2,000	\$2,000
The Russell Berrie Foundation		\$50,000		\$4,000	\$1,000
Ruffle Family Foundation					\$1,000
Anonymous Foundation					\$1,000
Standish Foundation			\$1,000	\$1,000	\$1,000
CW and Marjorie Schrenk Family Foundation			\$1,000		\$1,000
Charles L. Read Foundation			\$500	\$500	\$1,000
The Geraldine R. Dodge Foundation					\$500
The John Victor Machuga Foundation			\$200	\$200	\$500
The David and Eleanor Rukin Philanthropic Foundation			\$500	\$500	\$500
Joy Street Foundation			\$250		\$200
The Bunbury Company		\$20,000	\$20,000	\$15,000	
The Harry Chapin Foundation	\$1,500	\$5,000		\$5,000	
Waldis Family Foundation				\$1,200	
Gralla Family Philanthropic Fund				\$500	
Hawk Pointe Foundation	\$1,000		\$500		
PCUSA	\$1,000	\$1,000			
Gackstatter Foundation			\$50,300		
<b>Subtotal Foundations</b>	<b>\$53,500</b>	<b>\$281,500</b>	<b>\$179,000</b>	<b>\$305,400</b>	<b>\$662,516</b>

# AMERICA'S GROW-A-ROW

## Five-Year Record of Support

	2009	2010	2011	2012	2013
<b>Corporate Grants and Contributions</b>					
Johnson and Johnson Somerset County Companies Healthcare and Basic Needs Fund	\$15,000	\$20,000	\$20,000	\$25,000	\$25,000
The Bank of America Charitable Foundation			\$5,000	\$25,000	\$25,000
ITG (Investment Technology Group)					\$10,000
Church and Dwight Employee Giving Fund			\$4,000	\$9,000	\$10,000
Provident Bank Foundation				\$10,000	\$7,500
ShopRite of Hunterdon County				\$2,000	\$6,000
The Merck Company Foundation	\$15,000		\$10,000	\$2,000	\$5,000
Wakefern Food Corporation/ShopRite		\$5,000		\$3,000	\$3,000
Farm Credit East (CNY Community Foundation)					\$2,400
Vertis (Quad Graphics)				\$1,000	\$2,000
United Healthcare Services				\$1,300	\$2,000
Verizon				\$750	\$1,500
Investors Bank Foundation		\$1,200	\$1,500		\$1,000
Park Avenue Title				\$2,000	\$1,000
Hudson City Savings Charitable Foundation					\$1,000
Greenman-Pedersen, Inc.				\$6,000	
Artisan Wealth Management				\$2,500	
Kings				\$2,000	
GlaxoSmithKline			\$750	\$1,000	
Ignite				\$1,000	
AT&T				\$1,000	
PNC		\$5,000	\$5,000	\$750	
Whole Foods Market	\$5,000				
Columbia Savings			\$350		
Matching Gifts and Misc. Corp Donations		\$8,765	\$16,515	\$8,050	\$12,318
<b>Subtotal Corporations</b>	<b>\$35,000</b>	<b>\$39,965</b>	<b>\$63,115</b>	<b>\$103,350</b>	<b>\$114,718</b>
<b>Government *\$5,000 and above</b>					
<b>Subtotal Government</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Individuals, Community and Cash</b>					
<b>Subtotal Contributions</b>	<b>\$51,036</b>	<b>\$52,584</b>	<b>\$55,995</b>	<b>\$102,451</b>	<b>\$48,455</b>
<b>TOTALS</b>	<b>\$139,536</b>	<b>\$374,049</b>	<b>\$298,110</b>	<b>\$511,201</b>	<b>\$825,689</b>
<b>2014 Sponsorships Paid in 2013</b>					
Greenman-Pedersen, Inc.					\$6,000
PSE&G					\$4,000
<b>TOTAL 2014 SPONSORSHIPS</b>					<b>\$10,000</b>

*America's Grow-A-Row prides itself in the strong relationships with its donors. We have made every attempt to recognize these generous contributions. If you feel we have made an error or if you feel your name should appear on this list, please contact Heather Mulvey at [heather@americagrowarow.org](mailto:heather@americagrowarow.org).*



# GROW. CLEAN. GIVE.



America's Grow-a-Row's mission is to positively impact as many lives as possible through a volunteer effort of planting, picking, rescuing, and delivering free fresh produce. At America's Grow-a-Row we:

- Provide fresh, healthy produce to those in need
- Educate people of all generations about hunger and ways to help
- Introduce our youth to farming and healthy eating
- Cultivate tomorrow's leaders to give back
- Contribute to the sustainability of agriculture

## AMERICA'S GROW-A-ROW Board of Trustees 2013

**Jackie H. Etter**      *Chair*      1910 Tulpe Way      484-817-1112  
Riegelsville, PA 18077      908-310-2824

Current Affiliations: First Presbyterian Church of Bethlehem, Moravian Academy  
Past Affiliations: Vice President of America's Grow-a-Row, Head of School for Acorn Montessori School, Bethlehem Presbyterian Church (Elder), AT&T

**Kevin Feeley**      *Vice Chair*      24 Laurelwood Drive      908-766-6505  
Bernardsville, NJ 07924

Current Affiliations: Delbarton School

**Philip Prentice**      *Treasurer*      4708 Citation Ct.      908-894-4089  
Mason, OH 45040

Current Affiliations: Johnson & Johnson  
Past Affiliations: South Ridge Community Church

**Daniel Velez**      *Secretary*      41 Upper Kingtown Road      908-735-9592  
Pittstown, NJ 08867

Current Affiliations: Imclone Systems, South Ridge Community Church

**Chip Paillex**      *Trustee*      18 Wyckoff Drive      908-238-9870  
Pittstown, NJ 08867      908-331-2962

Current Affiliations: President & Founder of America's Grow-a-Row, South Ridge Community Church  
Past Affiliations: PNC Mortgage, Bethlehem Presbyterian Church (Deacon), Unilever

**Leena Waite**      *Trustee*      101 Village Drive      973-534-4269  
Morristown, NJ 07960

Current Affiliations: Director of Volunteer Management & Education for America's Grow-a-Row, Chatham Presbyterian Church, Drew University

**Meredith Compton**      *Trustee*      731 Milford Mt Pleasant Rd.      908-963-5737  
Milford, NJ 08848

Current Affiliations: Rutgers University – Agriculture, Peaceful Valley Orchards

**Edward Vander Veen**      *Trustee*      26 Grove Farm Road      908-238-0025  
Pittstown, NJ 08867

Affiliations: Novartis Corporation, Bethlehem Presbyterian Church (Deacon)

**Gregory Johnson**      *Trustee*      PO Box 1014      917-886-6444  
Belle Mead, NJ 08502

Current Affiliations: Greenman-Pedersen, Inc.

**Juliana Drinane**      *Trustee*      22 Rolins Mill Road      908-391-0902  
Flemington, NJ 08822

Current Affiliations: Merck



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