



Grow – Glean – Give 2019 Annual Report

Healthy Food for Healthy Living

America's Grow-a-Row donated nearly 1.5 million pounds – 6 million servings – of farm-fresh produce to our neighbors struggling with food insecurity across New Jersey and the region in 2019. Our dedicated volunteers participated at 350 planting and harvesting events to provide 17 different varieties of fruits and vegetables for the people we serve. Produce was distributed through local and regional hunger relief partners and over 200 Free Farm Markets in Camden, East Orange, Hunterdon County, Jersey City, Morristown, Newark, and Trenton in New Jersey, and Bethlehem and Philadelphia in Pennsylvania, among others.

One of the most popular activities at America's Grow-a-Row is Kids Farm Days. In 2019, we hosted 825 children from underserved areas on the farm in July! Kids love visiting the farm, picking fresh produce, and taking home a bagful to share with family and friends. This year, our young visitors enjoyed making a snack in our new Farm-to-Fork Juniors' Kitchen.

America's Grow-a-Row partnered with Team Walker in Jersey City and the East Orange YMCA to present a series of healthy eating lessons for children in the winter months. Kids learned about a variety of colorful fruits and vegetables, the importance of eating fresh produce for strong minds and bodies, and how to make a simple, healthy recipe. Participants visited our farm in the summer to experience firsthand where their food comes from.

"They loved it. You do an excellent job," said Rosa Martinez, a teacher at Team Walker." The kids are so excited to eat and try a variety of vegetables and they get to see where vegetables come from. It's an enrichment experience."

We're grateful for the 9,000 community volunteers who make this work possible! Our volunteers include individuals, families, school groups, corporate teams, and community groups who plant and harvest crops, and assist in education programs and produce delivery.



Partner Highlight: Custom Alloy

Corporate Social Responsibility financial and volunteer support is a key part of our success. We're grateful for the businesses that partner with us! Our longtime partners at Custom Alloy regularly deliver produce to the Camden Free Farm Market and volunteer in the fields, and in 2019 served as Barn Dinner Event Sponsor and helped lead a Town Hall discussion on the value of community engagement.

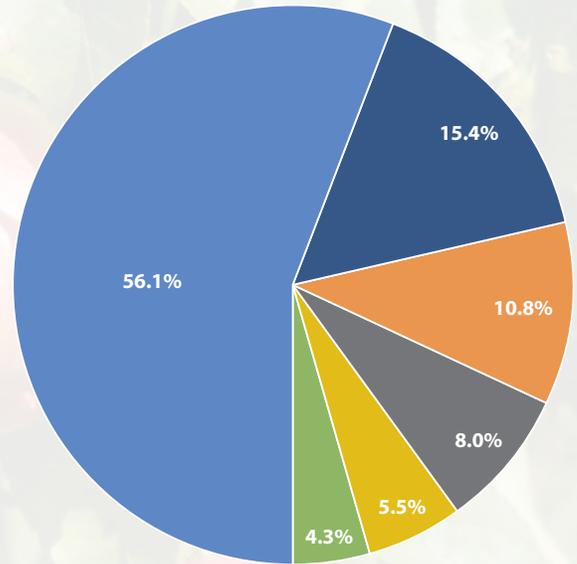
"Having the opportunity of seeing our employees' faces and listening to the excitement in their voices from what they were able to give back to the community, makes it easy for us to put Grow-a-Row as one of our top non-profits to support."

Adam Ambielli
Custom Alloy, President





2019 Revenue Sources



Individual & Community Giving: \$ 1,097,140 (56.1%)

Corporate Foundations & Giving: \$ 300,267 (15.4%)

Private Foundations: \$ 210,680 (10.8%)

In-kind Donations: \$ 156,537 (8.0%)

Special Events (net): \$ 106,642 (5.5%)

Program/Other Income: \$ 84,156 (4.3%)

Total: \$ 1,955,422

In 2019, 87% of our expenses were program related.



Mission Statement

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 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 in tomorrow's leaders the habit of giving back to the community
- Contribute to the sustainability of agriculture



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Due to the Covid-19 pandemic, our 2019 Annual Report is an abbreviated edition.