Healthy Food for Healthy Living

At America's Grow-a-Row, we believe everyone deserves fresh food for healthy living. With food insecurity rates soaring because of COVID-19, the need for our healthy, Jersey-fresh produce has never been greater. We are pleased to report that America's Grow-a-Row produced and distributed a record 2 million pounds – 8 million servings – of nutritious fresh produce to our neighbors in need in 2020, helping feed an estimated 70,000 people each day throughout the harvest season.

Our response to the COVID-19 crisis has been to focus on our core service of growing and giving wholesome, farm-fresh produce for healthy living to the most vulnerable in our communities. The America's Grow-a-Row team adapted strategically to ensure that we could fulfill our commitments to partner agencies. Specific steps taken in 2020 to ensure operational sustainability in response to the funding and programmatic challenges precipitated by the COVID-19 crisis include:

**Farming and Distribution:** Leadership and the farm team acted swiftly to ensure uninterrupted operations to meet the increased need for fresh produce. We switched from a volunteer-based model with 9,000 participants to commercial-based for the planting season, made investments in farm machinery so that no produce was wasted, and hired additional farm team staff to bridge the labor gap of a reduced volunteer workforce. As a result, we were able to exceed our produce distribution goal for the year by 27%, donating a record 2 million pounds of Jersey-fresh produce to hunger relief agencies and to food insecure families at 250 Free Farm Markets.

**Development and Communications:** We quickly shifted primary fundraising efforts to emergency relief funding from existing donors as well as new sources specifically related to the pandemic. We provided consistent messaging through email and social media regarding our response to the pandemic and the importance of increasing fresh food access. Thanks to generous support from emergency and traditional sources, as well as a 16.5% increase in individual giving, we were able to close our potential $400,000 funding gap and enter 2021 in a stable financial position.

**Education:** Based on the need to cancel onsite education, we invested in the necessary digital technology to implement virtual healthy eating and culinary education to stay connected with school and community partners and broaden our reach. Through this technology, we will reach 4,000 children and adults in 2021 vs. a previously projected 1,500 participants.

**Community Engagement:** While we were unable to host large volunteer gatherings, smaller groups of 25-50 volunteers worked in the fields and assisted with produce delivery at Free Farm Markets. More than 1,100 volunteers contributed their time in 2020, many participating on multiple occasions, resulting in more than 3,000 total volunteer visits and 8,000 volunteer hours.

**New Farm Acquisition:** In 2020, Valley Crest Farm and Preserve donated their land and facility to us, expanding our farmland to 430 acres. Valley Crest Farm and Preserve, a 100-acre non-profit farm located in Hunterdon County, New Jersey, selected America’s Grow-a-Row to help extend their legacy through our shared mission to grow and donate fresh produce to help people in need and provide education on the farm.
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

“...With so many of our low-income families struggling with unemployment or cut hours due to COVID, the AGAR donation not only helps improve the health of our families by increasing the amount of produce offered at meal and snack time, but it also helps stretch small grocery budgets at this critical time. We are so very appreciative, and so are our families!”

– Penni Trionfo,
Harvest Family Success Center, Flemington

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2020 Revenue Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual &amp; Community Giving</td>
<td>$836,916</td>
<td>38.7%</td>
</tr>
<tr>
<td>Corporate Foundations &amp; Giving</td>
<td>$559,092</td>
<td>25.9%</td>
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<tr>
<td>Private Foundations</td>
<td>$301,000</td>
<td>13.9%</td>
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<tr>
<td>*Paycheck Protection Program Funding</td>
<td>$157,540</td>
<td>7.3%</td>
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<tr>
<td>Program/Other Income</td>
<td>$142,515</td>
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<tr>
<td>In-kind Donations</td>
<td>$104,282</td>
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<tr>
<td>Special Events (net)</td>
<td>$60,852</td>
<td>2.8%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,162,197</strong></td>
<td></td>
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</tbody>
</table>

*Due to extraordinary circumstances in 2020, AGAR received one-time governmental funds through the Paycheck Protection Program.

This revenue excludes the fair value of assets donated by Valley Crest Farm and Preserve in April 2020, which totalled $2,153,584. A detailed description of that transfer can be found in our Consolidated Financial Statements, which are posted on our website.

In 2020, 83% of our expenses were program related.

Thank you to our supporters and volunteers!