



SUPPORTING AND CELEBRATING OUR VOLUNTEERS

Dear Friend,

January 2021

**America's  
Grow-a-Row  
Board of  
Trustees**

**We believe everyone deserves access to fresh food for healthy living, especially in these trying times.** Since the pandemic and economic crisis began, Feeding America projects a 56% increase in New Jersey's food insecurity rate as a direct result of the pandemic. This translates to an additional 430,000 New Jersey residents becoming food insecure - a total of 1.2 million food insecure residents. It is estimated that approximately 4 in 10 individuals being served by food banks are new to charitable food assistance as a result of COVID-19.

Juliana Drinane  
Board Chair

Our most basic human need is healthy, fresh food. As a dynamic grassroots organization, America's Grow-a-Row's impact is resonating throughout New Jersey, eastern Pennsylvania, New York City, the mid-Atlantic region, and beyond by addressing the complex problems of hunger and food insecurity through a unique approach that integrates the efforts of an extensive network of volunteers; the growing, gleaning, and distribution of free fresh, healthy produce; and the implementation of a comprehensive hunger and nutrition education program. We are the only organization tackling these issues from multiple angles. Reducing the number of people who suffer from hunger requires significant resources, both financial and human. **We have donated over 50.4 million servings, or 12.6 million pounds, of fresh produce since our inception in 2002.**

Gregory Johnson  
Vice Chair

Ron Kazel  
Treasurer

**The mission of America's Grow-a-Row is to:**

- 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
- Contribute to the sustainability of agriculture

Tim Barckholtz  
Secretary

Chip Paillex  
President &  
Founder

Each year, America's Grow-a-Row donates over 8 million servings of farm fresh produce to regional hunger relief agencies and at our local Free Farm Markets, feeding 70k+ people per day in-season, and an estimated 100k people by 2023. We serve our neighbors in need with the help of 9,000 volunteers from families, schools, scouts, faith-based groups, community groups, recipient groups, and corporations who harvest nutritious fruits and vegetables for the most vulnerable in our communities.

Jerry Walker

We are asking for your support as a Farm to Fork Volunteer Sponsor, to help fund all volunteer activities at our farms throughout the season, culminating in the Volunteer Appreciation Barn Dinner on Friday, November 12, 2021. This sponsorship opportunity will provide full-year exposure to over 15,000+ volunteers, supporters, friends, and the general public through press releases, and provides an opportunity to align with local hunger-relief efforts.

Fabian Rojas

**We invite you to support America's Grow-a-Row!** Thank you in advance for your support and generous contributions.

Phil Beekman

Kind regards,

Mike Beneduce



Chip Paillex has been recognized as a Ford Motor Company Go Further Everyday Hero and a CNN Hero. These programs spotlight individuals who help our communities, our neighbors, and our world.

Paige Meade

Jacqui Witte  
Farm to Fork Chair  
Jacqui@americagrowarow.org  
908-268-6501 c

Melody Culton

America's Grow-a-Row is a registered non-profit 501c3. All donations are tax deductible.

150 Pittstown Road, Pittstown, NJ 08867 • www.americagrowarow.org





## 2021 Farm to Fork Volunteer Sponsorship

The Farm to Fork Volunteer Sponsorship funds all volunteer activities at our farms throughout the season, culminating in the Volunteer Appreciation Barn Dinner on Friday, November 12, 2021. This sponsorship opportunity will provide full-year exposure to over 15,000+ volunteers, supporters, friends, and the general public through press releases, and provides an opportunity to align with local hunger-relief efforts. The Volunteer Appreciation Barn Dinner is held at the end of each harvest season to honor the good work done by our vast network of over 9,000 volunteers who harvest and deliver 8 million servings of farm fresh produce throughout our growing season.

Your support provides meaningful and impactful volunteer experiences for families, schools, scouts, faith-based groups, community groups, recipient groups, and corporations who harvest nutritious fruits and vegetables for the most vulnerable in our communities.

## LEAD SPONSORSHIP — \$25,000

### *Secured by Unity Bank*

This exclusive sponsorship opportunity entitles your company to:

- Your company logo banner displayed above our stage at volunteer events throughout the year culminating at the Volunteer Appreciation Barn Dinner in November
- Full-year sponsorship recognition on our website, in all volunteer emails, on social media, and on the invitation
- Corporate logo and/or company name featured on all email invitations and newsletter promotions
- Full-day access to our newly-renovated headquarters for your corporate event tied into your volunteer experience (tent in recreation field, outdoor grills, Wi-Fi, office space, fully-outfitted professional kitchen, etc.)
- Exclusive mix and mingle pre-Barn Dinner cocktail hour for 10 attendees. Enjoy wine, cheese, and crudité with the AGAR Staff and Board
- 10 reserved front row seats at the Barn Dinner
- Lead sponsor exclusive opportunity to speak at the Barn Dinner and thank volunteers
- On-site acknowledgement at the Barn Dinner
- Inclusion in the event's print/web advertising and press releases
- Table space for marketing materials and giveaways at the Barn Dinner, if desired
- 10 swag bags with AGAR field t-shirts, mugs, etc.

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## **CORPORATE SPONSORSHIP LEVELS**

We're offering several sponsorship levels, each of which offers year-long publicity to our growing community which includes 15,000+ volunteers, supporters, and friends and provides an opportunity to align with local hunger-relief efforts.

The Farm to Fork Volunteer Sponsorship funds all volunteer activities at our farms throughout the season, culminating in the Volunteer Appreciation Barn Dinner on Friday, November 12, 2021. Your support provides meaningful and impactful volunteer experiences for families, schools, scouts, faith-based groups, community groups, recipient groups, and corporations who harvest nutritious fruits and vegetables for the most vulnerable in our communities.

### **Platinum Sponsor—\$10,000**

- Your company logo banner displayed above our stage at volunteer events throughout the year culminating at the Volunteer Appreciation Barn Dinner in November
- Full-year sponsorship recognition on our website, in all volunteer emails, and on social media
- Full-day access to our newly-renovated headquarters for your corporate event tied into your volunteer experience (tent in recreation field, outdoor grills, Wi-Fi, office space, fully-outfitted professional kitchen, etc.)
- Exclusive mix and mingle pre-Barn Dinner cocktail hour for 6 attendees. Enjoy wine, cheese, and crudité with the AGAR Staff and Board
- On-site acknowledgement at the Barn Dinner
- Table space for marketing materials and giveaways at the Barn Dinner, if desired
- 6 swag bags with AGAR field t-shirts, mugs, etc.

### **Gold Sponsor—\$7,500**

- Your company logo banner prominently displayed in our education center at volunteer events throughout the year culminating at the Volunteer Appreciation Barn Dinner in November
- Full-year sponsorship recognition on our website, in all volunteer emails, and on social media
- Exclusive mix and mingle pre-Barn Dinner cocktail hour for 4 attendees. Enjoy wine, cheese, and crudité with the AGAR staff and Board
- 4 swag bags with AGAR field t-shirts, mugs, etc.

### **Silver Sponsor—\$5,000**

- Your company logo banner displayed in our education center at volunteer events throughout the year culminating at the Volunteer Appreciation Barn Dinner in November
- Full-year sponsorship recognition on our website, in all volunteer emails, and on social media
- Exclusive mix and mingle pre-Barn Dinner cocktail hour for 2 attendees. Enjoy wine, cheese, and crudité with the AGAR staff and Board
- 2 swag bags with AGAR field t-shirts, mugs, etc.

### **Bronze Sponsor—\$2,500**

- Your company logo banner displayed in our education center at volunteer events throughout the year culminating at the Volunteer Appreciation Barn Dinner in November
- Full-year sponsorship recognition on our website, in all volunteer emails, and on social media
- Exclusive mix and mingle pre-Barn Dinner cocktail hour for 2 attendees. Enjoy wine, cheese, and crudité with the AGAR staff and Board

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## America's Grow-a-Row Frequently Asked Questions

**How does AGAR harvest all of the acres of fruits and vegetables that are picked throughout the course of the season?** We are supported by 9,000 volunteers each season who assist our farm team to harvest the crops grown on our four farms to feed those in need. AGAR receives regular invitations to glean excess produce at local farms as well which our volunteers harvest.

**How does the AGAR experience teach volunteers about the hunger issues that plague our society?** During each harvesting event, we educate our volunteers of all ages about local and regional hunger issues and then provide them with a way to be part of the solution.

**AGAR is extremely reliant on its volunteers to accomplish its mission. Where does the organization get most of its volunteers?** Our volunteer base consists of children and adults in community organizations, schools, religious groups, families, and corporations. AGAR is also supported by volunteers who have been recipients of our produce through local food pantries or other hunger relief agencies.

**Does AGAR offer education programs about hunger, nutrition and agriculture?** Our comprehensive education program includes instruction by staff members both virtually and at our partner agencies, schools, and community centers, as well as on-the-farm sessions during the harvest season. We provide Healthy Eating workshops for underserved children, featuring interactive lessons about the health benefits of eating a variety of fruits and vegetables. During the summer months, we bus underserved children to our farm for Grow-a-Row Kids Farm Days, which include lessons on nutrition and healthy eating, fun games, and the opportunity to harvest produce they can take home to their families and neighbors. AGAR educates youth in higher income areas of New Jersey about the hunger problem that exists locally and regionally and about the factors affecting the health of citizens in various parts of the state. We also offer these students opportunities to join our volunteer network so they can become part of the effort to solve the hunger problem. AGAR also educates our volunteers—children and adults in community groups, schools, families, and corporations—who participate in our harvesting events. In response to the pandemic and our need to shift education to virtual platforms, we have expanded offerings to include culinary education led by our Executive Chef for community groups that emphasizes budget-friendly healthy meals for families and people struggling with specific diet-related health issues such as diabetes and colorectal cancer. Our virtual education opportunities connect us with school and community partners to reach wider audiences.

**What type of hunger relief agencies does AGAR support?** AGAR is an important source of fresh produce for some of the largest hunger relief agencies in the region, including Community FoodBank of New Jersey, City Harvest in NYC, Philabundance in Philadelphia, and the Mid-Atlantic Regional Cooperative, a regional produce distribution system for Feeding America food banks, currently serving food banks from New England to Virginia. We also donate farm fresh produce to local agencies, food pantries, soup kitchens, and at Free Farm Markets. These agencies are facing unprecedented need right now, as many people are experiencing food insecurity for the first time in their lives. As a dynamic grassroots organization, AGAR's impact is resonating throughout New Jersey, eastern Pennsylvania, New York City, the mid-Atlantic region, and beyond by addressing the complex problems of hunger and food insecurity through a unique approach that integrates the efforts of an extensive network of volunteers; the growing, gleaning, and distribution of free fresh, healthy produce; and the implementation of a comprehensive hunger and nutrition education program. We are the only organization tackling these issues from multiple angles.

**With over 2 million pounds of fresh produce being delivered to those in need each year, how does AGAR get all of the fruits and vegetables to the hunger relief agencies?** AGAR relies on both its volunteers and other hunger relief organizations that already have trucking and delivery infrastructure in place. Our off-the-field produce rescue program with local supermarkets allows volunteers to deliver produce to select agencies that require smaller amounts of produce than the traditional large quantities that the food banks generally need. Each year, AGAR donates over 8 million servings of farm fresh produce to regional hunger relief agencies and at our local Free Farm Markets, feeding 70k+ people per day in-season, and an estimated 100k people by 2023.

**How does AGAR use the Farm to Fork Kitchen?** AGAR brings children from underserved communities to our farm to learn about agriculture and healthy eating, harvest fruits and vegetables to take home, and prepare a snack with fresh produce in our Farm to Fork Kitchen. These visits help forge the connection between farm, plate, and a healthy body. In 2020, we invested in the necessary technology to facilitate virtual healthy eating and culinary education from our Farm to Fork Kitchen, led by our Executive Chef. As a result, we will reach more than 4,000 children and adults through virtual education in 2021 vs. a previously projected 1,000 participants.

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## AGAR Frequently Asked Questions — Page 2

**What key performance indicators are used to evaluate the output and outcomes of the program?** AGAR measures our success by the total pounds of produce donated to our partner agencies; number of agencies served; number of individuals served; number of servings delivered; number of children participating in our education program and in Grow-a-Row Kids Farm Days; number of volunteers participating in our program and being educated; number of harvesting events hosted; number of Recipient Volunteers participating in our program; number of Free Farm Markets held; and number of varieties of produce donated. Our partner agencies help us determine the outcome data in terms of the number of clients served. We also conduct a survey of our Free Farm Market recipients to measure outcomes and impact of our program with regard to improved eating habits and resultant improved health.

**What funding sources does AGAR rely on in order to keep the program not just functional but also growing?** AGAR is funded by a mix of private donations and foundation grants. In addition to applying for numerous grants to cover our expenses, we run an Annual Fund Campaign that occurs in the spring and fall. AGAR also offers the Pennies 4 Produce initiative and corporate sponsorship opportunities.

**How does AGAR recognize funders and donors?** AGAR recognizes its funders in numerous ways via our website, monthly e-newsletters, social media, several public media outlets, and on our walls in our headquarters barn. Recognition can be customized based on our funder's preferences. AGAR as an organization has been recognized in statewide and national media over 200 times in print, on TV, and on the radio. As a result, we have cultivated many public relations contacts.

**Does AGAR apply for or accept any taxpayer funded programs?** AGAR does not accept any government funding, state or federal, and is completely funded via corporate and private donations. In 2020, AGAR did accept one-time PPP funding to help bridge the gap during the onset of the pandemic and economic crisis.

**How will my donation be used?** With the national average falling somewhere around 75%, AGAR is proud to announce that 87% of our budget supports the programs and services we provide.

**Has AGAR been recognized for its mission and successes?** AGAR has received numerous awards including: Hunterdon Healthcare Foundation Community Spirit Honoree, 2019; Morris County Chamber of Commerce Not For Profit Excellence Award, 2019; National Employee Choice GSK IMPACT Award, 2018; New Jersey Association of Student Councils State Charity, 2017-2018; Bank of America Neighborhood Builders Award, 2017; Farm Credit 100 Fresh Perspectives Honoree, 2016; TEDx Morristown Presenter, 2015; Team Walker Leo Zatta Award, 2015; CNN Hero, 2014; Ford Motor Company Go Further Everyday Hero, 2014; Impact 100 Garden State \$100,000 Award, 2014; Hunterdon County's Top 10 Movers & Shakers, 2014; ShopRite of Hunterdon County Community Service Recognition, 2014; MLK Drum Major for Service Award from Raritan Valley Community College, 2014; *Edible Jersey* Non-Profit Local Hero Award, 2012; Bank of America Neighborhood Excellence Initiative Local Hero Award, 2011; Appointed by Governor to New Jersey Hunger Prevention Advisory Committee, 2011; Governor's New Jersey Hero Honor, 2010; Russ Berrie Making a Difference Grand Prize Award, 2010; Hunterdon County Chamber of Commerce Good Neighbor of the Year, 2010; Acorn Montessori Community Leader Award, 2010; United Way of Hunterdon County Volunteer of the Year, 2008; National Jefferson Award, 2007; NORWESCAP Outstanding Community Service Award, 2007.

**How severe is the current hunger issue in the state of New Jersey?** Feeding America projects a 56% increase in New Jersey's food insecurity rate as a direct result of the pandemic. This translates to an additional 430,000 New Jersey residents becoming food insecure - a total of 1.2 million food insecure residents. It is estimated that approximately 4 in 10 individuals being served by food banks are new to charitable food assistance as a result of COVID-19.

**Why is AGAR so important to the hunger relief organizations it supports and the clients they serve?** Many of New Jersey's food pantries, crisis centers, and soup kitchens tell us that the produce received from AGAR is the only fresh food that their recipients have access to eat.

**Briefly speaking, what are the future plans of AGAR?** AGAR acquired our fourth farm, a 100-acre fully equipped site that was generously donated to us. This new farm will enable us to further expand our operations and reach even more people in need.

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INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 02 2008**

AMERICAS GROW A ROW INC  
150 PITTSTOWN RD  
PITTSTOWN, NJ 08867

Employer Identification Number:  
26-2569598  
DLN:  
17053224336038  
Contact Person: KAREN A BATEY ID# 31641  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
May 6, 2008  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC

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