



Grow – Glean – Give

2021 Annual Report

At America's Grow-a-Row, we believe everyone deserves access to fresh food for healthy living. As the economic fallout from the COVID-19 pandemic continued to impact individuals, families, and communities in 2021, we remained focused on our core service of growing and giving fresh produce to the most vulnerable in our communities. **We are pleased to report that America's Grow-a-Row distributed a record 2.4 million pounds – or 9.6 million servings – of nutritious fresh produce last year, helping feed an estimated 85,700 people facing food insecurity across New Jersey and beyond. Since our beginning in 2002, we have donated more than 15 million pounds of produce to our neighbors in need.**

America's Grow-a-Row resumed the majority of onsite program activities in 2021, including increased volunteer harvesting events, education sessions in our teaching kitchen, and limited Grow-a-Row Kids Farm Days. Progress in key program areas includes:

Farming and Distribution: America's Grow-a-Row continues to evolve and shift operations to meet the demand for fresh produce from hunger relief partners. By implementing program shifts such as commercial-based planting, mechanizing some farming activities, and making adjustments in harvesting logistics, we were able to offset the labor shortage of a reduced volunteer workforce. As a result of our efforts, we donated 2.4 million pounds of wholesome fresh produce to hunger relief agencies and to food insecure residents at **255 Free Farm Markets®** in low food access communities in 2021. Additionally, America's Grow-a-Row, with generous support, made investments in upgraded farm equipment and land improvements to support organizational sustainability and our volume growth model.

Education: We have expanded education offerings to include both virtual and onsite sessions. In addition to our traditional experience-based healthy eating curriculum for children, America's Grow-a-Row also now offers culinary education that emphasizes budget-friendly healthy meals for families struggling to make ends meet and for people with diet-related health issues such as diabetes and colorectal cancer. We were delighted to resume limited Grow-a-Row Kids Farm Days in 2021, welcoming 315 children from underserved communities to our farm to harvest fresh produce and make a healthy snack. Overall, **2,440 children and adults participated in our education programs** last year.



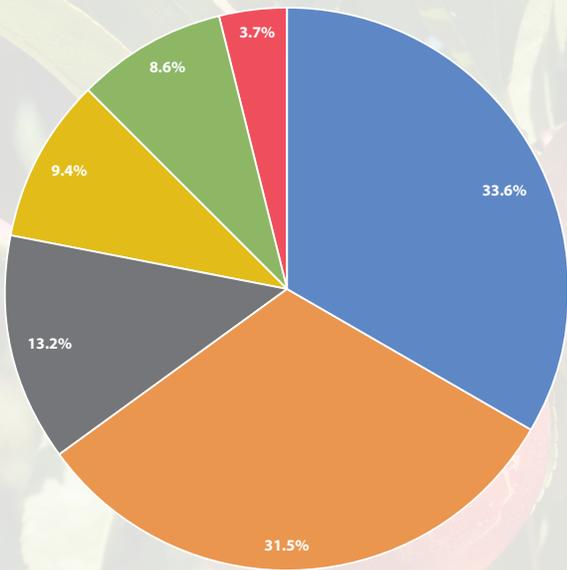
Children attending our Grow-a-Row Kids Farm Days enjoy learning about farming and picking fresh fruits and vegetables to take home.

Community Engagement: Volunteer participation increased in 2021, although not to pre-COVID levels. Over 4,550 people contributed their time to America's Grow-a-Row, many participating on multiple occasions, resulting in 6,578 total volunteer visits and over **17,150 volunteer hours**. Corporate participation remained limited; however, we have welcomed more community groups and individual/family volunteers to the farm and are slowly transitioning back to normal volunteer levels.

Development: America's Grow-a-Row continued to experience financial strain as a result of the pandemic. Limited corporate engagement, increased labor costs, supply chain issues, and inflationary pressure on farming expenses in 2021 resulted in an overspend of roughly \$123,000. Overall, through generous support including an 8% increase in individual giving, revenue exceeded plan by \$250,000, putting the organization in a stable financial position for 2022.

We thank you for your support of our efforts to increase access to nutritious fresh produce for our neighbors in need and are honored that you choose to partner with us!

2021 Revenue Sources



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| Individual & Community Giving: \$858,874 (33.6%) |
| Corporate Foundations & Giving: \$807,994 (31.5%) |
| In-kind Donations: \$337,403 (13.2%) |
| Private Foundations: \$241,959 (9.4%) |
| Program/Other Income: \$219,834 (8.6%) |
| Special Events (net): \$95,346 (3.7%) |

Total: \$2,561,410

In 2021, 85% of our expenses were program related.



Volunteers help bag produce for our first on-site Free Farm Market® event at our Pittstown farm. This event served 426 households of people facing food insecurity in the local community.



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



America's Grow-a-Row provides a culinary workshop for the Hunterdon Medical Center Family Medicine Residency Program to share information about the links between food insecurity and chronic disease to assist residents in helping patients make healthful choices.

"Our community... is beyond appreciative... Not only does the food provide healthier choices for our people but it helps them redirect their discretionary funds to other necessities of life as well. Thank you all so much!"

– Gabriel Wang-Herrera, Frankford Free Farm Market®

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