



# LYNCHBURG GROWS

2020 annual report



# 2020: 100 Years of Growing

Dear Supporters & Friends,

Lynchburg Grows looks much different than it did one year ago. The most monumental additions are four new greenhouses and a new open-air pavilion (The Education Station). The new greenhouses' first growing season is underway and the Education Station will play host to outdoor nutrition classes and volunteer meetings beginning this spring! While the effects of the COVID-19 pandemic disrupted some of the usual farm business in 2020, we adapted, continued to grow, and now plan for more innovation in 2021.



In early spring, when the reality of the pandemic set in, we were unsure if we could continue our CSA program. While we waited out the first month of uncertainty, we donated our entire harvest to local families in need. To keep our at-risk employees safe, we sent them home. Soon, it became clear that fresh produce was going to be in even greater need than usual as stock ran low at grocery stores. With the hard work of our staff and your support, we responded to this need by setting up a drive-through CSA and increasing our CSA subscription base by more than 50%. In these ways, and with your help, Lynchburg Grows continued to provide access to quality produce during a challenging year.

Our farmers with disabilities have had to remain on the sidelines during the pandemic, but we've continued to meet with them as much as possible, including special visits during holidays like Halloween and Valentine's Day. As we welcome them back in 2021, we are launching a new Farm Coach program, where experienced farmers will work one-on-one with our farmers with disabilities. This program will allow close mentorship directed at improving their farming skills. We remain committed to empowering individuals with disabilities to work toward new goals.

Finally, it's important to mark milestones. 2020 was the 100th year of growing on the land where Lynchburg Grows is located. It began with cut flowers and roses and now the farm is devoted to producing good food. 100 years on, Lynchburg Grows continues to serve the community, and for that, we want to thank you, our gracious supporters. We could not do this without your generosity.

A handwritten signature in black ink, appearing to read 'Shelley Blades'.

Shelley Blades  
*Executive Director*

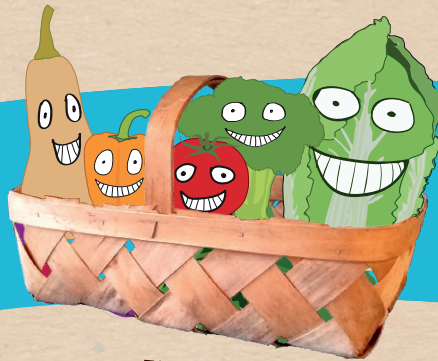
IT ALL STARTS HERE



EMPLOYEES WITH DISABILITIES



VOLUNTEERS



THE FOOD



FOOD DONATIONS



VEGGIE BOX CSA



FRESHRX



RESTAURANTS



THE URBAN FARM



EDUCATION



SUSTAINABILITY



TOURS & EVENTS



BETTER CITY, BETTER WORLD



## The Food We Grow

Just as the spring growing season was getting into full swing in late March, COVID-19 arrived. We had to reduce our staff from 12 to 5 people and to greatly restrict the number of volunteers allowed on the farm. At the same time, there was a surge in interest in procuring locally-produced food, along with a surge in food insecurity, as many families lost sources of income to the pandemic restrictions.

Clearly, our community needed us to grow as much food as we could. We are proud to report that we adapted and responded, producing a total of

**47,296 servings**

of produce that we distributed through the Veggie Box CSA program, the Farm Store, and donations to a variety of local organizations that work to feed the hungry.

Of course, this isn't just any food. This is fresh, nutritious, beautiful produce that everyone needs and deserves. We grow it with all organic methods and lots of love and we are so happy to share it with you.



Pictured here in April, staff members Brittany and Stuart help Kathy from The Gate Mission load up food to be delivered to families in need.

## Food Donations

To help meet the needs of our community during this difficult time, we placed a special emphasis on food donations during 2020. We harvested, processed, and donated every week for a total of

**18,354 servings**

of food to organizations that include:

- Miriam's House
- Rush Homes
- Salvation Army
- Lynchburg Daily Bread
- Community Access Network
- The Miller Home for Girls
- The Gate Mission
- Society of St. Andrew
- The WIC Office

Since the founding of Lynchburg Grows, our friends from St. John's Episcopal Church have managed one greenhouse at the farm and devoted all of the food harvested from it to this donation effort. We are so grateful for their ongoing commitment to getting healthy food to as many people as we can!

# The Veggie Box CSA

When concerns about our food supply chain made the news in mid-March, interest in joining our CSA (Community Supported Agriculture) program soared. Clearly, we needed to push ourselves to accommodate as many families as we could. After some thought and analysis, we got to work and expanded from 115 families served in 2019 to

## 200 families served

in 2020. The Veggie Box CSA program provides members with 6 items to take home each week (or every other week for half-shares). Members choose from a selection of 14 or 15 items that we grow or that are produced by other local farmers. The 2020 season ran from April into December.

When the season began, we adapted to COVID-19 restrictions by creating our first-ever Drive-Thru CSA, then transitioned to pick-up days in the Packing Shed with lots of ventilation, masks and hand sanitizer required, and a limit of two customers inside at a time. Thanks to our wonderful members, the whole season ran smoothly!

The pandemic inspired people across the nation to source their food locally and/or grow their own. A stronger local food system is one bright spot in an otherwise difficult year and we hope this interest keeps growing well into the future.



Two weeks after the lockdown last spring, we opened the CSA on schedule as a Drive-Thru with pre-packaged shares.



Later, as we had more information on how to operate safely, we moved back into the Packing Shed, with open windows and doors.

## CSA Scholarships & The Farm Store

The Veggie Box CSA Scholarship Fund gives memberships to those who can't afford them. In 2020, we had to cancel in-person classes for our FreshRx veggie prescription program due to COVID restrictions, so we offered free memberships to FreshRx participants and were able to provide them to

**15 families**

to help them maintain a healthy diet in a challenging time.

Most of the funding for the scholarships comes from generous CSA members who either donate their pay-in-full discount or add a donation to their monthly payments. But anyone can make a donation to the fund, whether a CSA member or not.

The Farm Store also remained open to the public throughout the growing season, with the same safety protocols as used on Veggie Box pick-up days. We provide a 25% discount to customers using SNAP/EBT benefits at the store and many families who live near the farm use it as their neighborhood source for fresh, local produce and artisan food items.

### Scholarship Spotlight



*I love all the veggies I can choose from, and I enjoyed trying new things with cooking!*

*- Shelby Whitlock*

Shelby is a graduate of our FreshRx program and was a 2020 CSA Scholarship recipient. We're thrilled to help her continue to pursue her better-health goals.

## Volunteers

In normal times, we regularly have large groups of volunteers from colleges, high schools, and churches come to the farm to help us get big jobs done quickly. But due to restrictions in 2020, we had to largely rely on a small group of regular volunteers. They rose to the occasion and came more often, sometimes four days a week. All-told, farm volunteers logged a total of

# 3,875 hours

and helped us accomplish an amazing amount of work this year!

We thank the St. John's volunteers, the supporters who came out for the few group day volunteer events we held to help with big projects, and especially our Super Volunteers, who did so much to keep the farm going in a crazy year. It is not lost on us how lucky we are to call these kind, generous, and dedicated people part of our farm family here at Lynchburg Grows.



Super Volunteer Krista Wilson was there for us every week to harvest and process produce and to care for the rose greenhouse.



Chris Naisawald joined us in 2020 after a recent retirement and has become a regular and essential member of the crew.



# The Capital Campaign

The Capital Campaign is a three-year endeavor to complete a list of projects that are critical to our objectives of expanding production capacity, sustainability, and community outreach and impact through a renewed focus on farm-based education. The Campaign relies on single donations and three-year pledges from individuals and businesses in the community.

We now have **5,280 square feet** more production area for growing food! Our biggest project in 2020 was the construction of two new production greenhouses and two smaller greenhouses devoted to seed-starting.



Left to right: William Davis, George Zipple, Bill Hobbs, and Doug Lee  
Behind the camera: Bip Fauber

## These Guys!

Special thanks goes to the St. John's volunteers who built us some impressive benches for the seed-starting greenhouses.

Also our endless gratitude goes to Bobbie Babcock and Scot Wilson for the many, many hours they put into engineering and installing a complicated electrical system in the new greenhouses to control the automatic heating and ventilation systems. You are all amazing humans!



Super Volunteers Bobbie Babcock and Scot Wilson at the new Greenhouse 5

# The Capital Campaign Project List

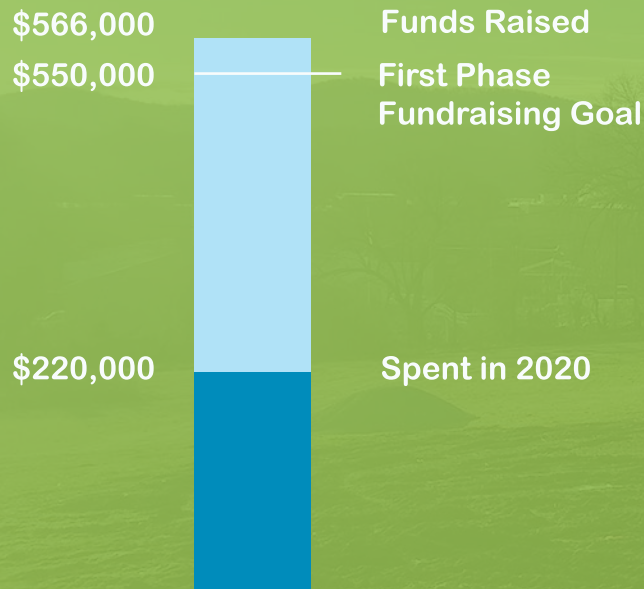
## Completed in 2020

- Fill in old concrete cistern for safety
- Construct open-air education building
- Install new electrical service, including new power poles, to all greenhouses
- Build 4 new greenhouses; install heating, cooling, and irrigation systems; prepare beds for planting

## To Be Completed by 2024

- Construct fencing for outdoor growing
- Repave driveway and parking lot
- Construct new ADA-compliant bathroom
- Restore historic rose greenhouse
- Construct rainwater harvesting system
- Install solar system to help power the farm
- Renovate the historic power plant
- Transform Greenhouse 9 into a teaching greenhouse with a classroom area

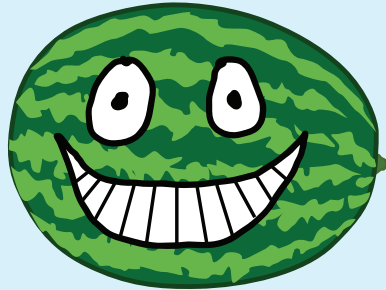
## Great Progress!



The Education Station, pictured here at the end of 2020, will be a gathering place for instruction and group meetings. Built by Falling Acorn Timber Frame, it's a beautiful structure with the best mountain views on the farm.

# The Veggie Society

After we had to cancel our fundraising events for 2020, we focused on creating a program that we had been thinking about for years: a club for our supporters who commit to making recurring donations. We launched it in August and have been so pleased with its popularity and success. Below and on the following page are the Business and Individual members that joined in 2020.



WATERMELONS

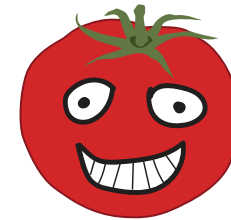
\$6,000+/year

Kent and Katherine Van Allen

John & Cindy Matheson

Kimball & Leslie Payne

Drs. Robert & Stephanie Sullivan



TOMATOES

\$1,800 to \$5,988/year

## Businesses



LINEN PROVISIONS

## Individuals

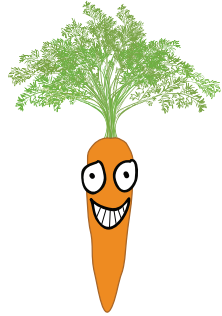
Anonymous

Liz & Jimmy Foster

Cholly & Patty Fox

Robbie O'Cain

Martha Wade



## CARROTS

\$420 to \$1,788/year

### Businesses



ALEX SAYER ART



THARP  
FUNERAL HOME AND  
CREMATORY, INC.  
*Family Owned & Affordable*



### Individuals

Millie Barauskas

Anissa Davis

Robb Foster

Sarah Hellewell

Linda Jones

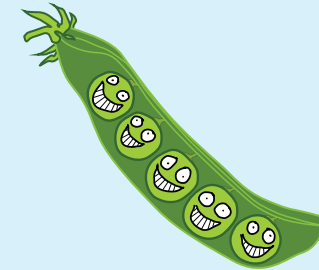
Bev Jordan

Rebecca Keaton

Matt & Rachel Loflin

Chris & Nancy Naisawald

Kappa Peddy



## PEAS

\$60 to \$408/year

### Businesses

Baird: The Johnson  
Davidson Group

Blackwater Bike Shop

Caitlin Conklin Nutrition

Erin McWane, Realtor

Embolden Nutrition

Riverside Runners

Shrader Stone

The Farm Basket

### Individuals

Robin Bates

Alyssa Brown

Polly & Larry Cassady

Amy Cox

Elizabeth Doan

Barbara Edmonds

Rebecca Frye

Dina Gregory

Keith & Burks Harkins

Gail Harris

Laura Henry-Stone

Fred & Claire Ickes

Geoffrey & Ashley  
Kershner

John Leonard

Will & Anna Maxson

Karen Miller

Carol Pomper

Beth & John Schubert

Elise Spontarelli

Laura-Gray Street

Madeline Sweeney

Anne & Alex  
Winstead

Betsy Worthington

# Our Supporters

We recognize here the individuals and organizations that supported our Capital Campaign, our programs and operations, and the Veggie Society members that made additional donations in 2020. A special thank-you also goes to the **249** donors whose individual gifts under \$300 totaled a welcome **\$23,984!**

## **\$50,000 and above**

Appalachian Electric Power Co.  
Gilberte G. Van Treese Estates  
Kimball & Leslie Payne

## **\$20,000 - \$49,999**

Commonwealth of VA Dept. of Housing &  
Community Development  
William Davis  
Rodger & Ann Fauber  
Moore & Giles  
Marc Schewel  
The Al Stroobants Foundation  
George & Heather Zippel

## **\$10,000 - \$19,999**

Sandy & Sharon Ainslie  
Greater Lynchburg Community Foundation  
Opportunity Lynchburg  
Nancy Peters  
Kent & Katherine Van Allen

## **\$5,000 - \$9,999**

Bank of the James  
Frances Giles  
Peter Hulick  
John & Cindy Matheson  
Mr. Robert J. Fagan Charitable Trust  
Charlie & Mary Jane Pryor  
St. John's Episcopal Church  
Richard & Lynn Spies  
The Fees Family Charitable Fund  
Wills Financial Group

## **\$2,500 - \$4,999**

Robert & Teresa Brennan  
Carl & Barbara Calandra

## **\$2,500 - \$4,999 cont.**

Campbell Insurance  
James & Trudy Davidson  
Karin Doyle  
Ford Mays Wealth Management  
M4K Lynchburg  
Parham & Patricia Fox  
McKinnon And Harris Inc.  
Robbie O'Cain  
Scott Insurance  
Watt Foster Family Foundation  
Kenneth & Jane White

## **\$1,000 - \$2,499**

Boxley Materials Company  
Anna Chytla  
Edward & Susan Craighill  
Stuart & Beth Fauber  
First National Bank  
Max & Dorothy Guggenheimer  
Luther & Lisa Joyner  
Lynchburg Ready Mix Concrete Co.  
Michael & Catherine Madden  
Sam & Jean Meeks  
Robert O'Brian  
Jo Overbey  
Mark Pretty  
Lisa Schenkel  
Ted & Joan Swanson  
Christine Terry  
The GE Foundation  
The Imperial Charitable Trust  
The Men's Central Va Horticulture Club  
F. Rogers Vaden  
Martha Wade  
Anitra Webster  
George & Julia Wingfield

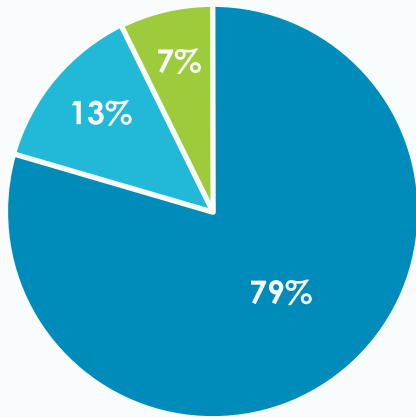
## **\$500 - \$999**

James & Ann Alexander  
Dave & Margaret Anderson  
Michael & Pamela Bradford  
William Carr  
Coleman-Adams Construction  
Jean Fisher  
Bill & Mary Jane Hobbs  
Linda Jones  
Carol & Tinnin Martin  
Old Dominion Box Company Foundation  
Kappa Peddy  
Piedmont Eye Center  
Robert & Cary Roberts  
Ellen Rowson-Hall  
Eric Jr. & Sarah Sorenson  
Brian Sumutka  
Trees n' More  
University of Michigan  
Rob & Margie Vaughn  
Tom & Pickett Viall  
Virginia Episcopal School

## **\$300 - \$499**

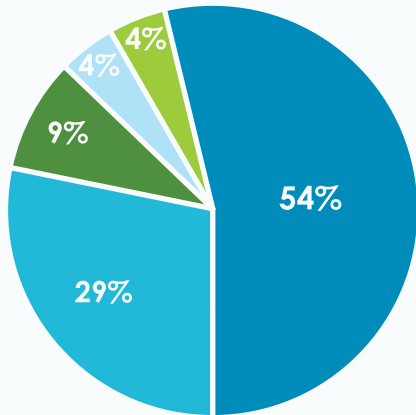
Andrew & Cheri Barauskas  
Al Blades  
Roslyn Cheagle  
Dodson Pest Control  
James & Elizabeth Foster  
Michael & Jodi Gillette  
R. Edward & Marie Meriwether Godsey  
Holy Cross Catholic Church  
Rodney & Margaret Laughon  
Seasons To Taste  
Annie Winstead  
Robert & Mina Wood

## Financials



- Programs \$201,040
- Fundraising \$18,596
- Administration \$33,606

**Total Expenses: \$253,242**



- Unrestricted Private Support \$198,756
- Grants/Restricted Donations \$33,400
- Corporate & Business Grants \$13,760
- Retail: CSA & Farm Sales \$107,590
- Events, Partnerships, Sales \$13,702

**Total Revenue: \$367,208**

## Board of Directors

**Carl Schilling**, President  
Genworth Financial

**Linda Jones**, Vice President  
Dominion Seven Architects, retired

**Jimmy Foster**  
Orthopedic surgeon, retired

**Robb Foster**  
Jamerson Lewis Construction

**Patty Fox**  
Pharmacist, retired

**Kimball Payne**  
Lynchburg City Manager, retired

**Mark Pretty**  
Robin Cellars, Inc.

**Cheryl Valentine**  
Pacific Life Insurance Co.

**Kay Van Allen**  
Gardener-Philanthropist

**Martha Wade**  
BWX Technologies, retired



# LYNCHBURG GROWS

farming for the greater good

[lynchburggrows.org](http://lynchburggrows.org)