



LYNCHBURG
GROWS

2019

annual report

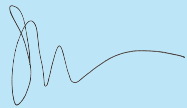
At Lynchburg Grows, we want everyone who steps foot on the farm to feel that this is a special place to work, one that deals in kindness. Our workers, each of whom work with a physical and/or mental disability, are responsible for harvesting and cleaning the produce our customers (you!) purchase.

But the relationship is more than transactional. Our customers are our neighbors; those who work and live in Lynchburg, and who support our mission with their continued patronage. Our employees feel supported by our customers. We hope our customers and donors feel nourished and supported by our presence, by our reach into the community, and by the kind spirit of the entire Lynchburg Grows family. You are our community, and together we make this work!

As many of you noticed, 2019 was a year of exciting transition and development at Lynchburg Grows. We removed two greenhouse structures, began planning for new greenhouses, and completed the renovation of the packing shed. With multiple projects underway simultaneously, our 2019 workdays sometimes felt like an ever-changing rhythm, but the constant goal remained: high quality, healthy food for our community.

We wholeheartedly seek to better the farm and community each year. In 2020, we will add two new greenhouses and two new seed-starting greenhouses. We will also continue to build on our successful FreshRx program, a weekly, doctor-prescribed food education program that pairs our fresh produce with practical cooking and nutrition classes.

Thank you to every donor, volunteer, and partner who supported our work. Together we grew over 50,000 servings of produce for individuals and families in our community. Here's to another great year of serving the Lynchburg community!



Shelley L. Blades
Executive Director



Shelley (middle) celebrates with Mariel and Chris P. at the Salad Days event

IT ALL STARTS HERE



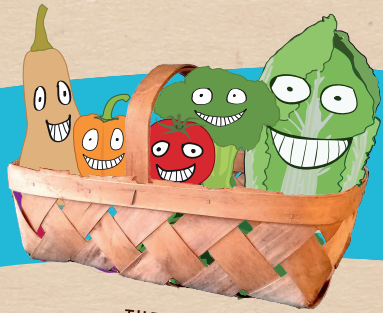
EMPLOYEES WITH DISABILITIES



VOLUNTEERS



THE URBAN FARM



THE FOOD



FOOD DONATIONS



VEGGIE BOX CSA



FRESHRX



RESTAURANTS



EDUCATION



TOURS & EVENTS



SUSTAINABILITY



BETTER CITY, BETTER WORLD

OUR PEOPLE

2019 Staff

Shelley Blades
Executive Director &
Farm Manager

Jennifer Porter
CSA Manager &
Assistant Farm Manager

Laura Wingfield
Volunteer Coordinator &
Assistant Farm Manager

Farmers

Olivia Boyce

Gary Dillard

Mariel Hackman*

Karen Harris

Keith Kervin

Latrell Langhorne

Chris Matheson

Chris Price

Joseph Schriffer

Markye Witcher

2019 Board of Directors

L. Kimball Payne, President, Lynch-
burg City Manager (retired)

Carl Schilling, Vice President
Genworth Corp.

Kevin Camm
Virginia Cooperative Extension

Stephanie Fees
Scratch Pasta Co.

Robb Foster
Jamerson Lewis Construction Co.

Linda Jones, Dominion Seven
Architects (retired)

Mary Margaret Little
Meriwether Godsey

Dr. Scott Lowman, Institute for
Advanced Research & Learning

Rick Sorenson
Woods Rogers Attorneys

Kay Van Allen
Humanitarian Gardener

Martha Wade
BWXT (retired)

*Super-mega-volunteer who farms with us every week



Employees & Volunteers

Our employees with disabilities work hard at farm chores that result in healthy food for the community. But working at Lynchburg Grows isn't just about doing manual labor. We've created a fun and efficient workplace where they constantly practice new skills and responsibilities, knowing that staff and job coaches are supporting them with patience and enthusiasm.



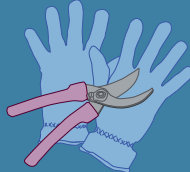
3,572

Hours
Worked by
Employees



5,762

Hours
Donated by
Volunteers



OUR TEAM WORKS

Investing in our employees' work and social skills pays off for the farm, for the worker, and for our customers.

Some of the skills they practiced in 2019 included:

- Writing thank-you notes
- Setting goals and tracking progress toward them
- Learning conflict resolution and team building
- Using computers
- Spelling and math
- Taking photos
- Using new food-processing techniques

The other key members of our team are our volunteers. It's amazing to see groups of college students spend their spring break with us and conquer huge projects on the farm. It's equally amazing to see our Super Volunteers coming day after day, year after year, to support our mission in so many ways. We're so grateful to everyone!

Some of groups we hosted in 2019 came from:

- University of Maine
- Missouri S&T
- William & Mary
- University of Lynchburg
- Liberty University
- Va. Episcopal School



THE FOOD WE GROW

It was a tumultuous year, 2019. While the renovation of the Packing Shed was going on from January to April, we had to run the entire operation without an office building or processing space. So we moved everything to Greenhouse 1 and there we washed and processed produce, ran the Farm Store (or outside under tents in nice weather), and made folding tables into desks.

We also had to tear down two greenhouses last spring, because they had become safety hazards and had more problems than we could fix. That significantly impacted how much room we had to grow food.

But grow we must! So we farmed more intensively in the space we had, planting crops closer together and putting different crops together in the same row. With all that was going on, our harvest numbers were still respectable.

We regained control of Greenhouse 9 last year, after many years of having it rented out. We're working on reestablishing it as a growing area and event space, and to replace the torn-down greenhouses with efficient, modern ones. It's a lot of work, but it's all going according to plan. So, look out world, more wonderful food is coming!

42,112
servings
of food





THE CSA & FARM STORE

The Veggie Box CSA is our most important revenue-producing program. But it's about much more than money. When Veggie Box members visit the farm each week to pick up their share of the harvest, they get to learn about farming and cooking from our CSA Manager, Jennifer Porter, and they get to interact with our employees while they enjoy a few minutes on the farm. They become part of our farm community, putting the "C" in Community Supported Agriculture.

Our CSA members helped fund the Veggie Box Scholarship Fund in 2019, allowing us to provide CSA shares for the rest of the season to two families that participated in our FreshRx program. Two more families received shares through our work-trade positions, and even more benefitted through the shares that we donated each week to Miriam's House.

Meanwhile, The Farm Store had its best year yet in 2019, thanks to Jennifer's care and promotion. Sales continued to increase as more and more people discovered that they can come to the farm to buy fresh, seasonal produce à la carte.



115
families served
by the Veggie
Box CSA

FreshRx



Since its inaugural class in 2017, FreshRx has been a life-changing experience for its participants. Before and after each class series, we gather feedback through self-reporting and it continues to show improved health for nearly every person participating.

Support from Centra Foundation and Genworth funded the program in 2019. Centra doctors prescribed the program to 26 of their patients, who often brought another family member with them. During spring, summer, and fall sessions, nutrition educator Jeanell Smith from our local Cooperative Extension office combined practical cooking classes with nutrition information and, most importantly, a chance to sample the food!

Every participant takes home a free bag of LG produce from class each week to cook and eat at home. In support of the food access aspect of our mission, this is by far the most impactful program Lynchburg Grows has undertaken. We are working on plans to expand the number of classes, locations, and age groups that it serves. We can't wait to bring it to its full potential and see its ripple effects across our whole community.



99%
report their
health improved
after FreshRx



FOOD DONATIONS

18,093
servings
donated

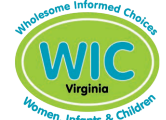
We continued our tradition of sharing the harvest with those who need it most. We also expanded access to fresh produce by creating weekly “pop-up markets” at Community Access Network’s clinic on Fifth Street and at the local WIC office. Patients and clients can take whatever items they want for free, along with print-outs of recipes. The markets were a big hit, with all the produce gone by the end of the day.



A pop-up market donation table at Community Access Network

Our important partnership with St. John's Episcopal Church also continued in 2019. All of the produce from Greenhouse 8, which church volunteers maintain, is designated for donation to the community. They grew nearly half of the food donated from the farm last year.

We also donated two CSA shares each week to Miriam's House. Thanks to Veggie Box members' donations to the Scholarship Fund, we provided CSA shares to two families that participated in the FreshRx program, and we donated shares through our work-trade program to two people who helped once a week during the Veggie Box CSA pick-up day.



ANNUAL EVENTS

Our two annual events bring the community to the farm to eat some amazing, fresh food, learn more about what we do, and have a blast on our little slice of country in the city.

At our spring event, the Salad Days, we created two giant salad bars in the greenhouse so our 134 guests could fill their bowls without a wait. With music by Firecracker Jam, beer from Starr Hill, and lots of good company, dinner on the lawn couldn't get any better.



252
guests
attended



At our fall event, A Greenhouse Dinner, guests took in the sunset during cocktail hour on the lawn, with special cocktails by Belle Isle Moonshine and Blackwater Bitters Co. Then everyone sat down at our communal table in the greenhouse for a four-course feast by Chef Michelle Hamrick Ayers. The evening was downright magical.

THE PACKING SHED RENOVATION

The Packing Shed houses ALL farm operations outside of growing crops, and was long overdue for an upgrade. We began fundraising for it in 2017. Thanks to:

- The Al Stroobants Foundation
- Wiley-Wilson Architects
- Easley Foundation
- Individual Donors
- Wells Fargo
- M-FUGE

work was completed on schedule in 2019, just in time for the Veggie Box CSA season!



The finished Packing Shed has:

- new heating, cooling, and electrical systems and a new roof
- insulated exterior panels; ADA-compliant entrances and bathroom
- a completely redesigned interior to improve workflow and useful space.

This renovation provides a better workspace for our employees, increases our sustainability, and saves us money on utilities. We're so pleased and grateful.

THE CAPITAL CAMPAIGN



\$550,000 FOR FACILITY UPGRADES OVER THE NEXT THREE YEARS

Our Plan began in early 2019. With the Packing Shed renovation nearing completion, we turned to the other facilities on the farm that were demanding our attention. We made a list, prioritized them, and chose the ones that were most important to furthering our vision for the farm.

The capital campaign has been rolled-out in phases, with the final, most public phase to occur in 2020. Reaching our funding goal relies on three-year pledges from donors, as well as one-time gifts.

GREENHOUSES AND PRODUCTION - \$300,000

- Build new greenhouses on existing foundations
- Restore historic rose greenhouse
- Repair and replace glass in production greenhouses for safety and efficiency
- Construct rainwater harvesting system for sustainability and hands-on educational experiences

EDUCATION - \$100,000

- Construct an open-air education building for instruction and group meetings
- Construct ADA-compliant bathrooms for farm visitors

SITE WORK - \$150,000

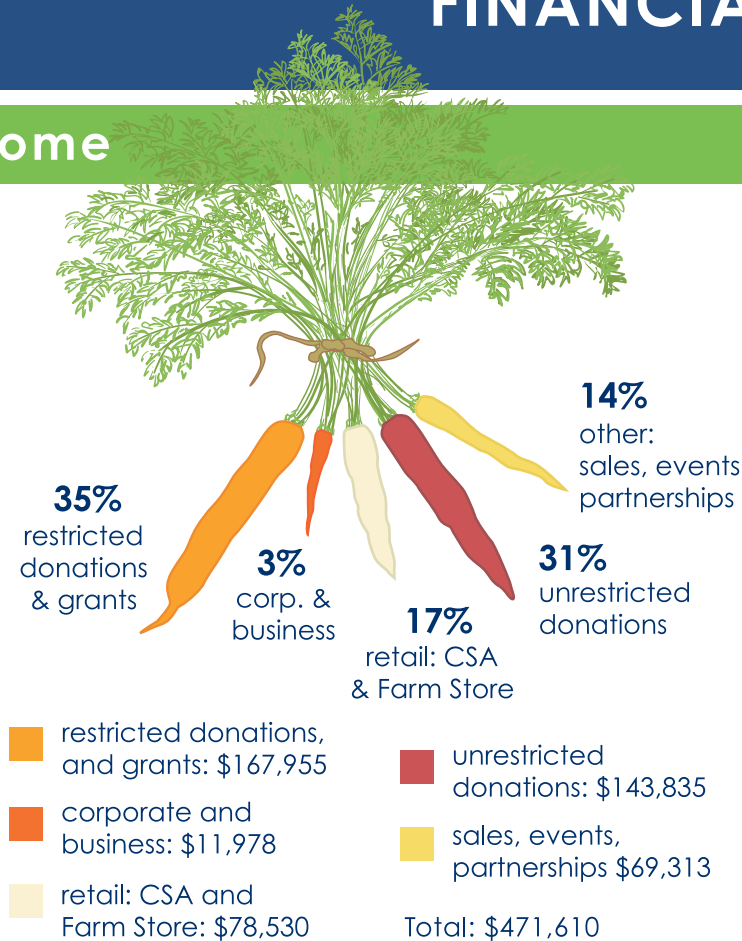
- Fill in old concrete cistern for safety
- Repave driveway
- Build new fence along the farm's border with city stadium
- Renovate the historic power plant building to prepare it for use by the farm

Our Vision for the future is to focus the expansion of food production and programs on reaching more underserved families. At the same time, we'll expand the scope and number of jobs for people with disabilities and improve educational opportunities for all volunteers and visitors to the farm.

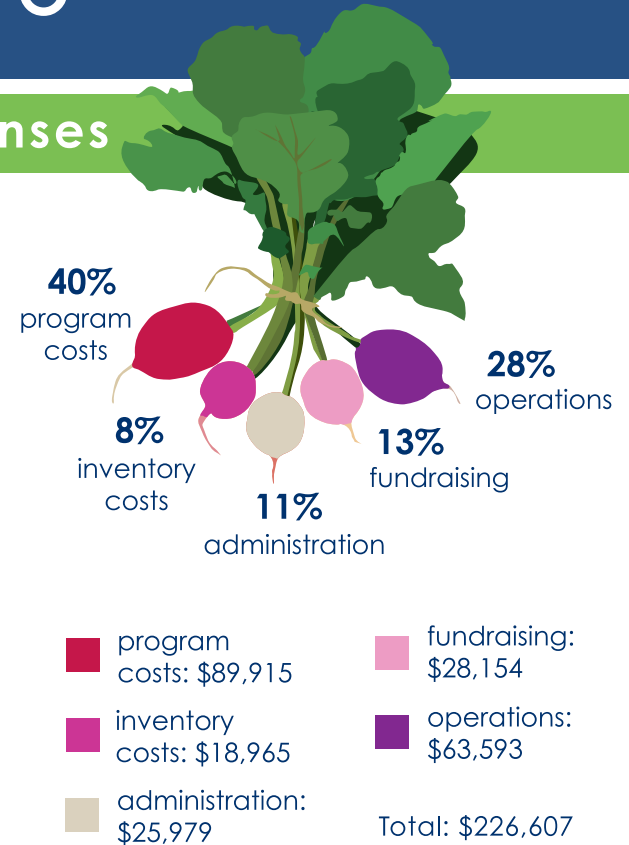
Our Goal is that produce from our farm reaches 1,000 more families per year, especially those lacking access to healthy, affordable food due to location and socioeconomic status.

FINANCIAL INFO

Income



Expenses



OUR SUPPORTERS

\$60,000 and Above

The Al Stroobants Foundation

\$30,000 - \$59,999

Ann & Rodger Fauber
Kay & Kent Van Allen

\$20,000 - \$29,999

William & Jane Davis
Kimball & Leslie Payne
Cary & Robert Roberts
Michael & Elizabeth Harrington

\$10,000 - \$19,999

Greater Lynchburg Community
Foundation

\$5,000 - \$9,999

Mary Jane Dolan
Frances Giles
Charlie & Mary Pryor
St. John's Episcopal Church
Anonymous
Diane & William Walker
Peggy Whitaker
John & Cindy Matheson

\$2500 - \$4,999

Bank of the James
Campbell Insurance
McKinnon & Harris Inc.

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

Moore & Giles
George & Rosemary Dawson
Bert Dodson
Robbie O'Cain
Carl Schilling
Roger Vaden
Martha Wade

\$1,000 - \$2,499

Robert & Theresa Brennan
The Imperial Charitable Trust
First National Bank
The Harry D Forsyth Foundation
George & Cindy Hurt
Bill & Mary Jane Hobbs
Linda Jones
Frank & Gail Morrison
Bobby & Becky O'Brian
Jim & Toni Piggott
Eric Jr. & Sarah Sorenson
Annie Harris Massie Winstead
John Wolfhert

\$500 - \$999

Carol & Robert Day
Robb Foster
Patricia Fox
BWXT

\$500 - \$999, cont.

Sarah Hellewell
Michael & Catherine Madden
Chalmers & Catherine Nunn
Reg & Janice Puckett
The Genworth Foundation
John & Elizabeth Wilson
George & Julia Wingfield
Liz Zellner

\$300 - \$499

Virginia Episcopal School
Seasons To Taste
James & Trudy Davidson
Neal & Emily Davidson
John Wolfhert
Susan Mullin
David & Ellen Petty
Mr. & Mrs. Ramsay
Matt Kaplan & Elizabeth Russell
Sarah Sheehy

Thank you also to the **117**
donors who each gave up to
\$299, plus donors who used
Facebook, Kroger cards and
other community giving
programs for a total of **\$15,073!**

EVENT SPONSORS

A Greenhouse Dinner:

Tier One: \$5,000

Wells Fargo

Tier Two: \$1,000

Berkshire Hathaway Home
Services-- Dawson Ford Garbee
John Wolhfert & Jon Crotsley
McKinnon & Harris
Traditional Midwifery of Lynchburg

Tier Three: \$500

Belle Isle Moonshine
Blue Ridge Bucha
Happily Ever After Event Rentals
High Cotton
Lynchburg Parks & Recreation
Meriwether Godsey
Peery & Woolwine Family Dentistry
Rivermont Pizza
Starr Hill Brewery

2019 Chef:

Michelle Hamrick Ayers

2019 Art By:

Sarah Raessler

The Salad Days:

Tier Two: \$300

Dodson Bros.
High Cotton
Hot Yoga Lynchburg
Lynchburg Freight & Specialty
Lynchburg Parks & Recreation
Pettyjohn, Wood, & White
Riverside Runners
Baird: Johnson Davidson Group
Urbavore

Tier Three: \$150

Central Virginia Counseling
Enchanted Antiques
Pheasants Eye
Sorenson Dentistry
Stifel investments

Chefs/Restaurants/Farmers

Aylor's
Blue Marlin Seafood
Crisp
Crooked Creek Meats & More
Daughters & Sons Pizza
Depot Grille
Dish

Restaurants, cont.

Fox Hill Farm
Fresh Market
Goldman Farm
Good Karma Tea Co.
Grey's
Harry's Bakery
Isabella's Italian Trattoria
Local Food Hub
Magnolia Foods
Market at Main
Moose's Cafe
Pete Hancock
Rendez Vous
Rivermont Pizza
Rivermont Specialty Baking
Scratch Pasta
Sharondale Farm
Tahini's
The Dahlia
The Farm Basket
The Water Dog
University of Lynchburg
Urbavore
Waterstone Pizza

2020 ANNUAL EVENTS

THE SALAD DAYS

May 21, 2020

A GREENHOUSE DINNER

September 26, 2020

lynchburggrows.org