



ANNUAL REPORT 2015-2016

CULTIVATING HEALTHY COMMUNITIES THROUGH FOOD AND EDUCATION





























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Green Mountain Farm-to-School's mission is to restore and strengthen local food systems in the Northeast Kingdom of Vermont by promoting positive economic and educational relationships among schools, farms, and communities.

A Letter from the Executive Director

Dear Friends:

ine years ago, I worked with a few students to plant a small garden at the Jay Westfield School. I had a few seed packets, a shovel, an amazing school to partner with, and the belief that all children deserve healthy food.

That first year was pretty informal. I invented lessons the night before I taught them, delivered food in the back of my Subaru, used my guest room as an office, and was thrilled when I secured my first grant — for \$250.

But even with those limited resources, I could

see that the garden was making a difference. I watched kids get excited about tasting kale for the first time, teachers doing math lessons out in the garden, and food service staff starting to order food from local farms. I heard from more and more schools who wanted to get involved with our program. And in 2008 an incredible team of farmers, principals, parents, and funders launched Green Mountain Farm-to-School (GMFTS).

I had no idea that we would become a team of 12 committed staff teaching a published curriculum to thousands of children, delivering over \$1M worth of local food to schools and institutions, and thriving on the financial and intellectual support of our community and Board of Directors.

As GMFTS has evolved from a rapidly growing start-up organization to a stable, secure part of the community, our focus is



Katherine Sims

shifting to sustainability and long-term planning so we can continue to grow. Over the last year, we have deepened our commitment to quality by ensuring that we have the operations, infrastructure, and resources to support our robust programs now and in the future. We've expanded our staff, implemented organizationwide planning systems, built a reserve fund, and strengthened our evaluations.

One key piece of this evolution is hiring a new executive director to lead GMFTS into our next phase of growth. As I transition to the role of development director in 2017, I am thrilled to welcome James Hafferman to the GMFTS community (see

pg 2 for more detail about his background). James' leadership will position us for even higher levels of impact as GMFTS continues to innovate, model, and deepen our commitment to strengthening the local food system in the Northeast Kingdom - and there's lots of work to be done!

In this annual report, alongside stories from the past year, we're excited to share our future vision for our four programs. Check out the new business plans on the coming pages. We look forward to working with you to bring them to life. Thank you for all of your support.

Sincerely,

Katherine Sims Founder and Executive Director

2015-2016 Board of Directors

2015-2016 Staff

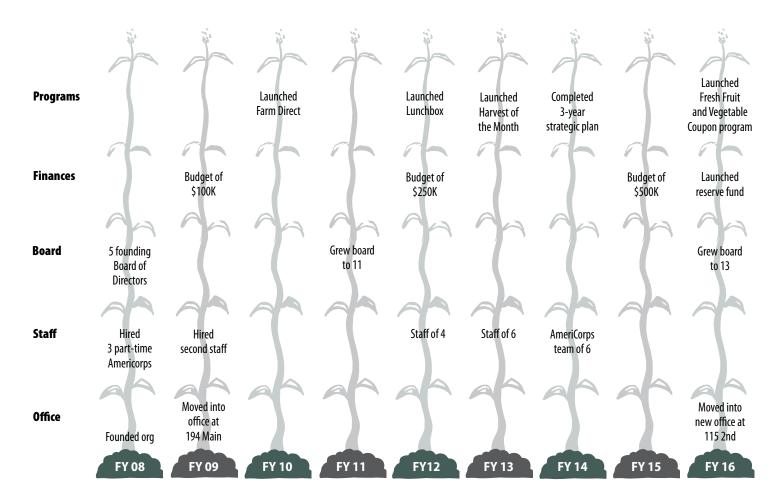
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- Maire Folan, Farm-to-School Program
- Manager
- Rebecca Mitchell, Consumer Education Coordinator
- Shane Rogers, Communications, Outreach, and Development Associate
- Caroline Aubry, Farm-to-School Coordinator, AmeriCorps

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GREEN MOUNTAIN FARM-TO-SCHOOL THROUGH THE YEARS

hile working in the Northeast Kingdom of Vermont we have an opportunity to ensure that Vermonters of all income levels have access to healthy, affordable, local food and that our farms are thriving.



New Executive Director

MFTS is thrilled to announce that we have selected James Hafferman as our next executive director. James will be taking over leadership of the organization as our founding executive director, Katherine Sims, transitions to development director.

James brings a wealth of experience in financial management, fundraising, nonprofit leadership, and strategic planning. He comes to GMFTS from Salvation Farms where he currently serves as the director of administration and development. During his 16 year career, James has held key leadership



positions including chief operating officer of CLASP, an energy efficiency non-profit, in which he was instrumental in its management and development from a small start-up to a global organization. James is passionate about food systems and building sustainable infrastructure and is excited to bring his strong organizational development skills to help promote and grow GMFTS and its service to the Northeast Kingdom.

Please join the Board of Directors, and the staff in giving James a warm welcome!

STRATEGIC PLAN UPDATE

n 2014, GMFTS' Board and staff leadership underwent a strategic planning process in which we took stock of the organization, developed a thoughtful shared vision for the organization's future, and began to pursue the infrastructure and support we need to strengthen and sustain our work. Here's a snapshot of our progress to date:

Goal 1: We deliver strong and high-quality programs

Progress To-date:

- Completed business plans for all four major programs to optimize our program offerings and program delivery
- Documented program best practices in 12 guides
- Implemented Results Based Accountability framework for measuring program impact

Next steps: Deepen program impact by implementing recommendations from business plans and supporting program coordinators efforts to achieve goals.

Goal 2: The organization is thriving financially

Progress To-date:

- Worked with consultant to develop a fundraising plan
- Reviewed program profit goals and identify revisions to fee structures as a part of business planning process for all four major programs
- · Crafted and implemented a business sponsor program
- Established a reserve fund
- Increased staff capacity through a new part-time development position

Next steps: *Hire business manager and continue to increase major donor income.*

Goal 3: GMFTS has a high profile in the communities we serve and our partners appreciate our work

Progress To-date:

- Reviewed current marketing efforts and developed marketing plan for broad community and school markets
- Updated GMFTS brand and logo
- Launched instagram account and increased social media presence
- Updated and streamlined quarterly e-newsletter format
- Increased staff capacity through a new part-time communications position

Next Steps: *Train staff and board in marketing best practices and increase cross promotion between organization and individual programs.*

Goal 4: We have an effective organizational structure and a healthy workplace

Progress To-date:

- Increased administrative capacity within the organization
- Successful Board chair transition
- Launched Board committees
- Implemented an annual planning and budgeting cycle that links Board and staff planning and evaluation in an integrated calendar
- Defined a healthy workplace for the organization and identified and addressed top goals

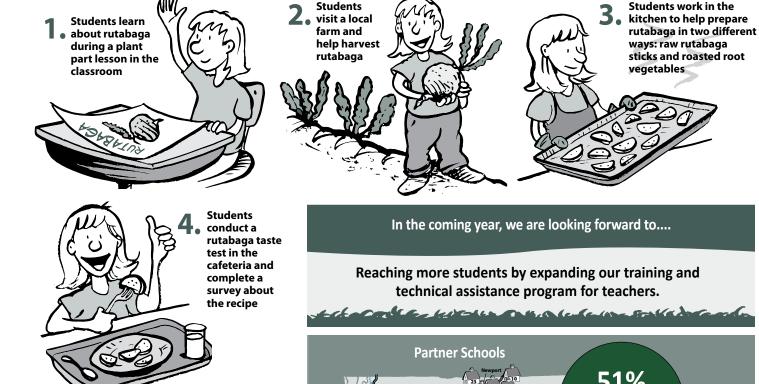
Next Steps: Ensure smooth leadership transition.



FARM-TO-SCHOOL

Changing The Way Kids Eat And Think About Food

he Northeast Kingdom Farm-to-School Program provides programs, resources, and networking opportunities to schools in the Northeast Kingdom, supporting their efforts to build school gardens, source local food, and provide nutrition and agriculture education.



Deepening our impact:

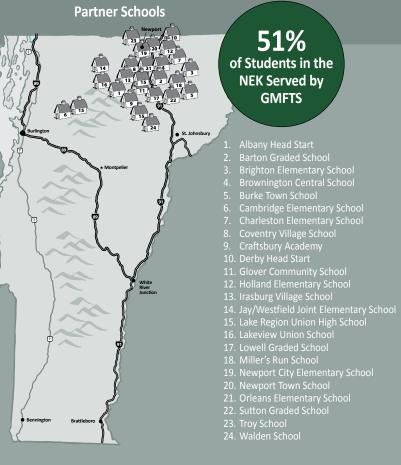
ARM-TO-SCHOOL

- Our partner schools receive, on average, • 32 workshops per year
- Student preference for healthy foods is increasing. As one example of this, 7% more students liked parsnips at the end of the school year.
- 71% of our member schools compost •
- Our school gardens produced over one ton of food for school cafeterias.

Our robust suite of coordinated offerings includes:

- In-class workshops •
- Taste tests
- Composting Farm-to-school
- School gardens
- Farm field trips
- committees
- Harvest festivals

Reaching more students by expanding our training and technical assistance program for teachers.



TRAINING THE NEXT GENERATION OF LEADERS

In the nine years since GMFTS was founded, we have hosted **40** AmeriCorps members for a year of public service in school food systems as a part of our farm-to-school program.



"My year with GMFTS has allowed me to work as a community organizer bringing food systems education to a variety of schools in the NEK. It has been wonderful to see how passionate the schools and communities are about the health of their children. I am very excited to be back for a second year to help get more students engaged with the gardens and I cannot wait to celebrate the school's increasing connections with their land and community."

— Caroline Aubry



"Developing relationships with the staff and students at my host schools has helped me to gain an appreciation for all the amazing things happening in Northeast Kingdom schools. This past year, I have continue to develop my skills as an educator and confidence in my abilities as a community organizer. I am looking forward to collaborating even more with teachers this year to enrich their curriculum by including more hands-on activities."

— Herb Page



"The direct service I have performed with the schools gives me the ability to see the results of my efforts in real-time. I value and am looking forward to building on the connections I've made with students, school teachers & staff, and community members to strengthen farm-to-school programs in the NEK."

— Jeyna Diallo



"I am excited to be returning to Green Mountain Farm-to-School as an AmeriCorps member for a second year. The community members, staff, and teachers at each school I have been fortunate enough to work with welcomed me into their community, and I am eager to see where this coming year will take all of us."

— Meg Steward



GREEN MOUNTAIN FARM DIRECT

Delivering food from local farms to our communities

Farm Direct is a regional food hub distributing local food to schools, institutions, and other sales outlets in northern Vermont.

Over the last year, Farm Direct sold over \$350,000 to schools and other institutions, benefiting 34 farmers and food producers.





HOW FARM DIRECT WORKS



- 1. Schools place orders online.

2. We call a farm to place

the order.

- 3. We send a truck to the farm.





b. School food service prepares and serves food.



VERMONT HARVEST OF THE MONTH

Promoting seasonal foods in Vermont's classrooms, cafeterias, and communities

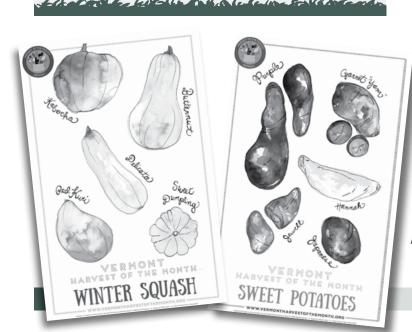
Vermont Harvest of the Month (HOM) is a monthly, statewide campaign providing ready-to-go materials for classrooms, cafeterias, and communities that promote local, seasonal foods.



95% of HOM participants reported that HOM increased the amount of education they provided to students about seasonal, locally-grown foods.

In the coming year, we are looking forward to....

Engaging new participants, like families and farmers, through expanded social media efforts and an updated website.



"Harvest of the Month was the solution I had been searching for—it has been our first step to creating a farm-to-preschool-based community and practice, and the launching point for many other related activities. I am grateful to have Harvest of the Month as such a wonderful resource!"

- Maggie Rubick, Northshire Day School

Communities across Vermont are celebrating Vermont agriculture through HOM:



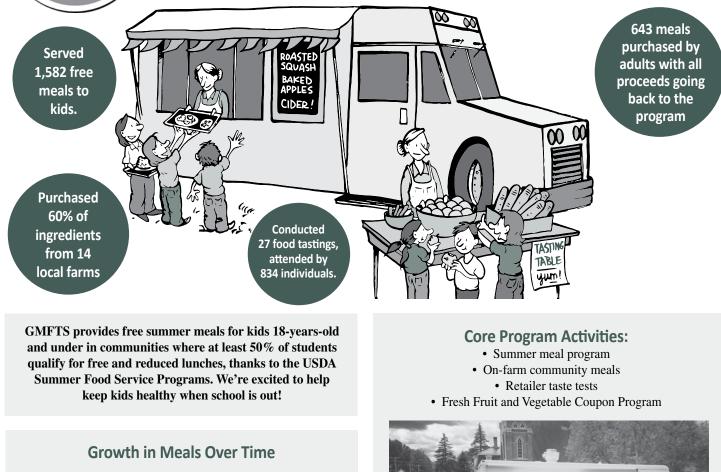
Free online HOM resources include: • Posters • Recipes • Lesson plans

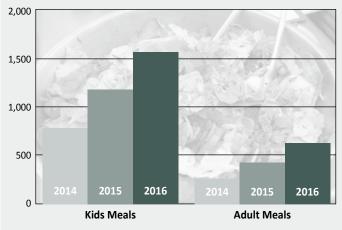
Harvest of the Month is a collaboration between Green Mountain Farm-to-School, Food Connects, and Vital Communities.

THE LUNCHBOX FOOD TRUCK

Serving local food to our community

The Lunchbox brings locally-grown food and food-based education to communities in the Northeast Kingdom through summer meals, nutrition incentives, and consumer outreach.







In the coming year, we are looking forward to....

Reaching more families through an expanded coupon program.

character with an and a large marked

Hunchbox

FRESH FRUIT AND VEGETABLE Coupon Program

ur Fresh Fruit and Vegetable Coupon Program provided food insecure Vermonters with coupons to spend on fresh fruits and vegetables at local grocery stores. Funded by the USDA Food Insecurity Nutrition Incentive Grant Program and a matching grant from the Farm to Plate Network Fund, the coupon program reached 420 residents in the Northeast Kingdom participating in the Supplementary Nutrition Assistance Program (SNAP), formerly known as food stamps. At the start of the sixmonth program period, each participant was given a booklet of coupons worth \$75 which were only redeemable for fresh fruits and vegetables at five participating grocery stores

- 94% of the participants redeemed their coupons, totalling \$29,486 in fresh food purchased.
- 60% of survey respondents reported that the coupon program changed the type of foods they choose.

Coupon Program Snapshot

of households receiving booklets
Total coupons distributed\$31,500
% redeemed
Total # coupon transactions



Feedback from participants:





Orleans county residents line up to receive coupons during distribution at the Vista Market in Newport.

SUPPORTERS

We are thankful to our community of new and long-time friends who have generously supported Green Mountain Farm-to-School between July 1, 2015 and June 30, 2016 as we seek to promote the health of Vermont's children, farms, and communities.

Major Funders

(>\$2,000) Abbey Group Anonymous Community National Bank Concept 2 Rowing Emily H. Dreissigacker Fountain Fund Francis R Dewing Foundation GSDC-Granite State Development Corp. Holborn Foundation Jane's Trust Jay Peak Resort Norman J Fisher & Doris Fisher Foundation Northeast Kingdom Council on Aging Northeast Kingdom Waste Management District Northern Community Investment Corp. Jeff and Tracy Poulin Peter and Diana Poulin Cory and Julie Poulin Poulin Grain Inc. Poulin Lumber Inc. Rona Jaffe Foundation Charles and Violet Schafer Nat and Kathie Sims Stony Point Foundation USDA Agricultural Marketing Service USDA National Institute of Food and Agriculture USDA Rural Development Vermont Community Foundation Vermont Farm to Plate Network Vermont Housing and Conservation Board

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Special Thanks to Our Monthly Donors

Our monthly donors provide reliable, secure funding that GMFTS can count on all year long. To find out more about becoming a monthly donor, please contact Katherine Sims at 802-334-2044 or ksims@gmfts.org.

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Join Our Legacy Society

Everybody can make a lasting and meaningful gift through their will. When you include GMFTS in your will, your vision for healthy local food system can live on forever in our work. Let us know your intentions and we will include you in our Legacy Society. To find out more, or to obtain a copy of our gift acceptance policies, please contact Katherine Sims at 802-334-2044 or ksims@gmfts.org.

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All that David Stackpole does for Farm to School Sam and Marie Bartlett

In honor of:

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Dairy farmers Steve Martin, St. Albans Co-op Creamery, Inc.

Harry and Tonya Williams Barbara and Laurence Thompson

Herb Page and his work to keep us all healthy and our planet sustainable Debra Page

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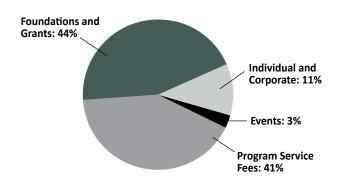


FINANCIAL REPORT

Statement of Activity

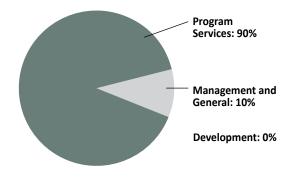
July 1, 2015 - June 30, 2016

Revenue
Individual and Corporate \$113,935
Foundations and Grants \$454,478
Program Service Fees \$420,699
Events \$34,854
Total Revenue \$1,023,966
Cost of Goods Sold \$290,975
Net Revenue \$732,991





Total Expenses
Events \$370
Management and General \$58,251
Program Services \$542,430



Summary Balance Sheet

As of June 30, 2016

Assets

CURRENT ASSETS

Checking/Savings \$78,544
Accounts Receivable \$21,910
Vehicle and Equipment \$41,704
Reserve Fund \$100,000
Other Assets
Total Current Assets \$277,428

Liabilities & Net Assets

CURRENT LIABILITIES
Accounts Payable \$16,179
Other Liabilities \$6,630
Total Current Liabilities \$22,809
Total Net Assets \$254,619
Total Liabilities & Net Assets \$277,428



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Join Us!

Help strengthen your community through food and education by becoming a supporter of Green Mountain Farm-to-School and its efforts to promote the health of Vermont's children, farms, and communities. Gifts of all amounts are appreciated.

> Please make checks payable to Green Mountain Farm-to-School and mail to: Green Mountain Farm-to-School 115 2nd Street, Newport, VT 05855

Or donate online at www.GreenMountainFarmtoSchool.org



















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