

# THE FOOD LITERACY PROJECT



2019 ANNUAL  
IMPACT REPORT



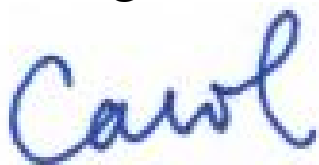
# Dear Friends,

With support from folks like you, we have worked alongside youth, community stakeholders, and businesses to combat social justice issues, the rising obesity epidemic, and the disconnect between where our food comes from and how we can live more sustainably utilizing urban agriculture.

During this past year we expanded our food and agriculture service-learning programs at Iroquois Urban Farm, fresh food access initiatives, youth entrepreneurial programs, and the South Points Farmers Market. Our efforts focus on addressing gaps in knowledge, experience, and access to empowering young people, their families, and neighbors urgently in need of positive interaction with and regular access to healthful foods. The ripple effect of their learning continues throughout their communities, creating better health and improved capacity for learning. With your support, youth become change agents, promoting healthy food-ways and environmental sustainability in their families, schools, and communities.

Together, we are bringing change to the family table. THANK YOU!

With gratitude,



Carol Gundersen  
Executive Director

## Board of Directors

Nikki Boyd  
Charlie Crawford, Treasurer  
Luckett Davidson  
Rick Harned  
Nancy Kupper-Smith, President

Craig Oeswein  
Dr. Julia Richerson  
Chef Patrick Roney  
Brad Savko  
Brenda Stokes





# Our Mission

Youth transforming their communities through food, farming, and the land.

# Our Vision

A healthy and equitable community where people and places thrive.

# Our Values

**Energy:** We are bold and inspired by our community.

**Roots:** We are grounded and purposeful, connected with people and dedicated to sustainably addressing community needs.

**Discovery:** We embrace the joy of learning by doing.

**Cultivation:** We bring great care to our work and relationships; we nourish growth in our community and, in turn, are nourished ourselves.

**Abundance:** We leverage our community's diverse assets to achieve personal and social change.

**Justice:** We pursue fairness and equity.

# Our Staff

**Seamus Allman**, AmeriCorps VISTA Community Outreach Coordinator

**Dani Bartlett-Asenjo**, Program Coordinator

**Alix Davidson**, Director of Programs

**Nicole Funk**, AmeriCorps VISTA Educational Resources Coordinator

**Martha Geier**, AmeriCorps VISTA Philanthropy Coordinator

**Rebecca Grau**, Advancement Manager

**Carol Gundersen**, Executive Director

**Erin Hargrove**, Program Manager

**Zac Jones-Gomez**, Communications & Advancement Associate

**Kelli McAllister Bailey**, Administrative Assistant

**Sarah McCartt-Jackson**, Director of Programs

**Grace Mican**, Farm-Based Educator

**Ime Okpokho**, Director of Programs

**Angelique Perez**, Assistant Executive Director

**Bonnie Scott**, Program Associate

**Casey Sterr**, Business Manager

## YCAP Crew

Ali Alfredawi

Fathma Alfredawi

Marissa Anderson

Jasmine Beckham

Nathaniel Burney

Mung Lian

Patrick Mallon

Nina Martinez

Eric Morales

Elise Overlin

Kaitlyn Ruppert

Danaee Trumbo

Derek Trumbo

## YCAP Community Food Leaders

Neima Abdu

Ali Alfredawi

Fathma Alfredawi

Dayanni Alvarez

Marissa Anderson

Jasmine Beckham

Elise Hoerauf

Eric Morales

Nishal Rai

Danaee Trumbo

Derek Trumbo



# Youth Community Agriculture Program

"This isn't like any other job. Every day is educational and fun."

- Marissa "Mango," YCAP Crew Member



YCAP cultivates extraordinary youth leaders equipped with the skills to lead healthy and productive lives and transform their food system and communities. Youth 16-20 years of age are engaged as YCAP Community Food Leaders, learning and earning, improving nutritional proficiency and becoming agents of change in their local food system and communities. The teens grow and market fresh foods, support farm and garden education and community engagement programs, and engage in projects to advance policy, systems, and environmental change. They drive an urban agriculture operation and the South Points Farmers Market to improve food access at the community level. They make their voices heard by sharing their perspectives and experiences with local leaders.

- 250 teens engaged since 2009
- 100% of Crew Members feel confident cooking a healthy meal
- 92% report eating less fast food
- 75% cook at home 3 or more times per week
- Crew members sat on a panel at the Sowers of Justice conference and spoke about their experiences

YCAP Community Food Leaders worked hard in 2019 to transform their communities, through food, farming, and the land in the following ways:

## **Facilitated programs for:**

- Field-to-Fork Club members
- Community events at Iroquois Urban Farm

## **Transformed a vacant lot into Iroquois Urban Farm:**

- Grew 22 varieties of produce
- Provided produce to members of the Field-to-Fork Clubs

## **Contributed to the Iroquois Urban Farm Advisory Council:**

- Shared their perspectives and experiences with local leaders
- Joined door-to-door neighborhood outreach efforts

## **Supported the South Points Farmers Market:**

- Sold their crops and shared insight into production efforts with market-goers
- Assisted in the management of the market
- Led cooking demonstrations to increase familiarity with using fresh, local foods

Our academic YCAP track engages immigrant and refugee students at-risk of aging out of high-school before they are able to graduate. These students use farm-based education, project-based learning and cultural exchange to accelerate academic progress. Iroquois Urban Farm serves as their living laboratory; they investigate, gather evidence, problem-solve and put ideas into action. In 2019, students representing 18 countries and speaking 22 languages prepared and shared recipes highlighting their cultural traditions for a community meal. 82% of 2018-2019 students graduated and 18% stayed in high school.



# Farm-Based Education

"I had a great, great, great time. I want to work at Oxmoor Farm one day." - Amelia "Apple," Student

Our experiential education programs invite people of all ages to experience hands-on activities as they get their hands dirty, taste new foods fresh from the field, and get involved in the work of the farm.



1,190 students and 135 teachers and caregivers engaged in hands-on learning experiences to increase fresh food knowledge, cooking skills, and healthy behaviors through Farm-based Education. Forty-nine percent (49%) of student participants had never been to a farm before their experience with Food Literacy Project.

## Field-to-Fork Clubs

"My favorite thing about field to fork club is that we get to cook. It's really fun. I love to cook so much that I want to become a chef when I grow up. I like to cook Iraqi food because that's my culture but when I become a chef, I want to have a seafood restaurant. My restaurant will have shrimp and fresh water fish. Maybe you can come to my restaurant one day." - Haidar "Celery"

Our Field-to-Fork Club is an after-school program that offers students the opportunity to enhance their culinary abilities, get their hands dirty, and engage in educational activities in a relaxed and joyful environment. This year 110 students and their families participated in our Field-to-Fork Clubs at three elementary schools, taking home no-cost fresh produce shares to bring change to the family table. Students increased engagement in cooking and gardening activities at home and improved nutritional proficiency throughout the 10-week program.



At the end of the year:

- 86% of club members reported they had eaten a vegetable they harvested themselves
- 79% learned how to prepare a healthy recipe from scratch
- Impacted over 100 students and family members in 3 schools

# Truck Farm

"Truck Farm, it was nice to play with your worms. It was nice to meet you."

- Kxia, student

Truck Farm is a mobile, edible, educational garden that reaches thousands of children, families, and neighbors in our community. Truck Farm is a unique community resource that enables the Food Literacy Project to "bring the farm" into more schools, especially those that don't have their own gardens, to more community events such as farmers markets, community fairs and festivals, and to collaborate with other community organizations.



- 15 stops across the community
- Engaged 900+ farm-minded folks and travelled over 300 miles



## South Points Farmers' Market

"It keeps me from going hungry. I like to can food and food from the market is best for canning."

- Anita, customer

A fresh, local food access point and education space in south Louisville, the market operates weekly throughout the growing season providing fresh fruits, vegetables and other local items. In its first two seasons under Food Literacy Project management, the market engaged 5 farms, reached more than 900 customers and sold nearly \$9,000 worth of fresh, local produce, while engaging youth leaders and accepting and doubling SNAP and Senior Farmers Market Nutrition Program vouchers. The market has one of the highest redemptions of senior vouchers in Louisville, due largely to coordination with Neighborhood Place, to ensure seniors are informed about the vouchers and how to redeem and double their benefits.



# Farm Stewards

"Being a part of the Farm Stewards means I stay connected to the needs of our community and to the inspiring youth who are working the land and growing our food!"  
- Annie "Appleseed"



The Farm Stewards are a group of young professionals bound together by a desire to help further the mission of the Food Literacy Project. Started in the spring of 2019, this group has hosted a number of fundraisers in their first year, with plans to expand their reach in 2020. Look out for more fun events involving socializing, fundraising, and skill learning in the future!

- \$1,000+ raised towards YCAP transportation costs
- 25 members and growing
- Hosted 4 fundraisers with local restaurants

# Volunteers



"What could be more rewarding than being a part of the effort to inspire our youth, families, and their communities in their quest for healthier lives!"  
- Martha "Mushroom"

- 1,800+ services hours
- 100 volunteers shared their time and skills
- Estimated value of volunteer work: over \$47,000

The work of the Food Literacy Project could not happen without the help of our generous volunteers. In 2019, we hosted a variety of groups and individuals on both Oxmoor and Iroquois Urban Farms to lend a hand with tasks such as weeding, painting, building garden beds, building pathways, and making signs. From faith groups to corporate groups, from out of town guests to community members, we have been made stronger by the willingness to help that people have shown. Contact us to get started with any of our volunteer opportunities - we'd love to see you on the farm!

# Community Engagement

This past year, the Food Literacy Project spearheaded a robust Community Engagement effort, connecting with over 3,000 neighbors, building community support and sharing messages about healthy lifestyles, environmental stewardship and community transformation through food, farming and the land.

Neighbors attended open-farm hours and events at Iroquois Urban Farm - monthly BreakFESTs/Farm-ily Days, fall and spring festivals, community meals and cooking demonstrations.

We conducted wide-ranging canvassing operations, reaching 900+ neighbors, to discuss happenings at Iroquois Urban Farm, the South Points Farmers Market and Kentucky Double Dollars program.

We hosted monthly volunteer projects and weekly open-farm hours, encouraging community members to explore hands-on farming and cooking activities and providing access to natural green space.

We formalized the Iroquois Urban Farm Community Advisory Council, enabling community members to participate as vision shapers and decision makers. The Council includes school personnel, neighbors, community agency representatives, elected community officials, and youth. They are not only being heard but are also actively collaborating with FLP on the development of Iroquois Urban Farm.

The Food Literacy Project ensured Iroquois Urban Farm was included on the summer 2019 Cultural Pass, increasing its visibility and accessibility to Louisville youth and families in our south Louisville target area and beyond.





# Our Donors

We'd like to recognize our generous donors of 2019, including our [Perennial Society members](#).

## Seed (\$5,000+)

Geoffrey Bauman  
Augusta Brown Holland and Gill Holland, Jr.  
Sue and Dave Vislisel  
[Porter Watkins and George Bailey](#)

## Fruit (\$1,000-\$4,999)

Mindy Arndt and Eric Schuetzler  
Teresa and Stephen Bachman  
Mary and Clarence Barton  
Emily Bingham and Stephen Reily  
[Krista and Todd Bradon](#)  
[Prem Durham](#)  
Elizabeth Fowle  
Kathy Gahm  
[Martha Geier](#)  
[Kathy and Jon Gundersen](#)  
[Patricia and Chris Haragan](#)  
[Mary Ellen and Rick Harned](#)  
Patrice and John Hayes  
J.B. and Elaine Hitt  
[Brad Jacobson](#)  
[Sarah Kruse](#)  
[Nancy KupperSmith and Bob Gilewski](#)  
Diane Laughlin and Russ Neill  
[Annette and Richard Manias](#)  
Eleanor Bingham Miller  
Kathleen Pellegrino  
[Susan Points](#)  
[Kaylee and Adam Price](#)  
Paula Schoenhoff  
[Nancy and Darrell Shelton](#)  
Brenda and Chris Stokes  
Mary and Jim Wallitsch  
[Lowry Watkins, Jr.](#)  
Marilyn S. Whisler

## Flower (\$500-\$999)

Kathie and John Buchino  
Ivor and Abby Chodkowski  
[Carol and Irwin Cutler](#)  
Beth and J.D. Dlutowski  
Sarah Dodge  
Carol and Charlie Elrod  
[Carol Gundersen and Brad Elrod](#)  
[Shannon Harris](#)

[Judy Hayes](#)  
Jenny Kute and Craig Oeswein  
Gillian Langley  
Susan Lawler  
Debra Lentz  
Barbara and Bob Michael  
Mary Lee Nelson  
Allen Northcutt Foundation  
Linda Pahner  
[Kaki and John Robinson](#)  
Ryan Rogers  
Bob Weiss  
Sheila and Patrick Welsh

## Stem (\$100-\$499)

Ann Y. Adams  
Helen Adams  
Danielle Bebe  
Jean Bendon  
Robert Bendon  
Gordon Bierley  
Jacob Branch  
Alice and Barry Bridges  
[Beth Brokaw](#)  
Virginia and Bob Bush  
Doug Butler and Jamie Jarboe  
Roderick Cameron  
[Samantha and Graham Clark](#)  
Helene and Charalambos Constantinides  
Brian Coxon  
Phyllis Croce and Jonn Frey  
Luckett Davidson and Steve Woodring  
Jill Decker  
Mary Devereux and Joseph Vetter  
Meredith and Michael Erickson  
Heather Falmen  
Angie and John Funk  
Heidi Geier  
Patricia and Richard Geier  
Councilwoman Nicole George  
Margaret and David Graves  
Rebecca Grau  
Donna and Wes Griffin  
Susan Gundersen  
Claudia Hackworth  
Michael Hargrove  
[Shirley Harmon](#)  
Casey and Chris Hayden  
Claire and Jim Hayes

Karen and Jeff Hayes  
Danielle Kannapell  
Kitty Keith and Gail Perry  
Kathy and Kenny King  
Sandy Kuhbander  
Emmy and Austin Kupper  
[Kendal Lewis](#)  
[Angela Lincoln and Tim Darst](#)  
David Lodestro  
Greg Masterson  
Rachel Mehuron  
Martha Neal and Graham Cooke  
Donna Neary  
Judy Oetinger  
Kathleen Overlin  
Diana and George Pantalos  
Paul Pelton  
Angelique Perez and Jeff Shelton  
Gayle Perry  
Melanie Ratliff  
Kathleen Reno and Tom Payette  
Mike Richardson  
Smith Rodes and Chris Owen  
Beth and Michael Salamon  
Brad and Leslie Savko  
[Kerry Scaggs](#)  
Judy and Larry Schad  
Marilyn Schorin  
Nancy and Ed Seitz  
Anna Huang Shrader and Robb Shrader  
Lisa and Denis Smith  
Larry Snyder  
[Mary Kay and Robert Sterr](#)  
Sam Talone  
Alan Titus  
Denise and John Walsh  
Mary Margaret Wenker  
Becky West  
Annie Williams  
Frank and Keitt Wood  
Peggy Wooldridge  
Charlie Zwischenberger

## Root (Under \$99)

Cindy and Robert Adelberg  
Brandy Allgeier  
Marcy and Tim Allman  
Seamus Allman  
Nancy Anderson  
Ada Asenjo  
LeAnne Ash  
Kelli McAllister Bailey  
Becca Barhorst  
Roger Baylor  
Caroline Behrle  
Denise Behrle  
Kim Behrle  
Freda Bentley  
Eileen Blanton and Rick Nelson  
Marigny and Jon Bostock  
James and Pitsy Buren  
Tracey Burgin  
Rita Butler  
Cindy and Scott Calvert  
Darla Carter  
Noah Chodkowski  
Louis Christopher  
Rebecca and Jon Cohen  
Erin Cruz  
Martha M. Davis  
Michele Deutsch  
Ivana and Kyle Dickey  
Dawn Dones  
Phyllis Fitzgerald  
Sarah Fritschner  
Julie Geier Haddan  
Max Haddan  
Sandra Harned  
Katie Harvey  
Amy Heilman  
Winnie Hepler  
Fred Holden  
David and Mary Horvath  
Jamie Jarboe  
Katie Johnson  
Mike Johnson  
Michael Jones-Gómez  
Jenny Karem  
Tony and Julie Keller  
Grace Kennedy  
Stephanie Kertis

Michael Kessler  
Kristin and Eddie Kidwell  
Aaron Koenig  
Andrew Scott LaJoie  
Penny Leach  
Teresa Lott  
Gwen and Andy McMahon  
Jana McNally  
Terri Molter  
Dennis Murrell  
Rachel and Jason Nally  
Carrie Neumayer  
Mike Palmisano  
Michael Parsons  
Lilias Pettit-Scott  
Ian Post  
Lisa Price  
Shannon Raider-Ginsburg  
Melissa Raley  
Tom Ranz and Bill Trent  
Susan Rostov  
Renee and Lee Rupley  
Ronald Schneider  
Melissa Schreck  
Kathryn Schwartz

Amy Shoemaker  
Katie Shrewsberry  
Jenni Snead  
Nan and James Spalding  
Claude Stephens  
Kristiana and Brian Stevenson  
Colleen and Dan Thomas  
Ann and Joe Thompson  
Kimberlie M. Thompson  
Debbie Tinker and Tom Terry  
Kristin and Rob Townsend  
Gail and Dale Tucker  
Erin Walsh  
Robin Weaver  
Debra S. Wekstein  
Erin Wiedmer  
Rene Williams

# Thank You!!





## Tribute Gifts

In Honor of Esteban Bartlet  
Christine Perlin-Gump and  
Michael Perlin

In Honor of Todd Bradon  
Teresa Young

In Honor of Ivor  
Chodkowski

Porter Watkins  
In Honor of Martha Geier  
Heidi Geier  
Margaret Geier  
Patricia and Richard Geier  
Claudia and Timothy  
Hackworth  
Julie and Jim Haddan  
Judith Fisher Oetinger

In Honor of Carol  
Gundersen

Geoffrey Bauman  
In Honor of Kathy and Jon  
Gundersen  
Barbara and Robert Michael

In Honor of Carol Hancock  
Susan Points

In Honor of Rick Harned  
Sandra Harned

In Honor of John Hayes  
Kristiana and Brian Stevenson

In Honor of Patrice and  
John Hayes  
Judy Hayes

In Honor of Nancy  
Kuppersmith

Robert Gilewski  
In Honor of Sandy Marlow  
Susan Points

In Honor of Kathleen Reno  
and Tom Payette  
Barbara and Robert Michael

In Honor of Patrick Roney  
Ashbourne Farms

In Honor of Nancy and Ed  
Seitz  
Barbara and Robert Michael

In Honor of Pam Wiseman  
Susan Points

In Memory of Abigail Myers  
Geoffrey Bauman

In Memory of the Christian-  
Bullitt Families  
Oxmoor Cemetery Corporation

In Memory of Pamela Grau  
Rebecca Grau  
Nancy Kuppersmith

In Memory of Don  
McAlevey  
Nancy Kuppersmith

In Memory of David Mullins  
Nancy Kuppersmith  
In Memory of Aunt Myrt  
Nancy Kuppersmith

In Memory of Mrs. Dorothy  
Roehrig  
Nancy Kuppersmith

In Memory of Barbara  
Stachowski  
Nancy Kuppersmith



## Foundation, Business, and Government Support

### Seed (\$5,000+)

[Arthur K. Smith Family Foundation](#)

[Ashbourne Farms](#)

Jewish Heritage Fund For Excellence

Kentuckiana Works

KentuckyOne Health/Catholic Health Initiatives

Kosair Charities Committee Inc.

Lift A Life Foundation

Louisville Metro Government

Metro United Way

[Oxmoor Cemetery Corporation](#)

Paradis Foundation

Rotary Club of Louisville

[Sign 4](#)

The Norton Foundation

The UPS Foundation

U.S. Department of Agriculture Farm to School  
Grant

U.S. Department of Agriculture Food and  
Agriculture Service Learning Program  
Young Adult Development In Action

### Fruit (\$1,000-\$4,999)

Brown-Forman Corporation

Community Farm Alliance

Dine Company

Taylor Blvd. Save-a-Lot

Louisville Metro Government External Agency  
Funds

Louisville Metro Government Neighborhood  
Development Fund

[Sign 4](#)

Tallgrass Farm

Terracon Foundation

### Flower (\$500-\$999)

Chubb Charitable Foundation

Jefferson County Teachers Association

Kentucky Specialty Products

Rainbow Blossom Natural Food Markets

Republic Bank

Rudd Foundation

Wallitsch Nursery and Garden Center

West Sixth Brewing

### Root (Under \$99)

AmazonSmile Foundation

Kroger

Louisville Earth Walk Inc



## In-Kind Gifts of Goods

502 Bar & Bistro  
Ashbourne Farms  
CHI Saint Joseph Health  
Foundations  
Chef Jonathan Exum  
Chef Space  
Elvin Miller Farms  
Farm to Fork Catering  
Field Day Family Farm  
Grabhorn Law  
Happy Jack's Farm  
Haebecker Farms

Horseshoe Bend Vineyards  
and Winery  
John Hayes  
Judy Hayes  
Jack Fry's  
Kentuckiana Works  
Lewis Seed Company  
Richard and Annette Manias  
Marksbury Farms  
Maker's Mark  
Mayan Café  
Morels Catering  
Open Caribbean Kitchen

Linda Pahner  
Prayer Mountain Farms  
Oxmoor Estate  
Porter Watkins  
Rainbow Blossom Natural Food  
Markets  
River City Supper Club  
Republic Bank  
Seed Savers Exchange  
Taylor Blvd. Save-A-Lot  
Wallitsch Nursery and Garden  
Center  
Welch Printing Company, Inc.

## In-Kind Gifts of Services

Stephen Bartlett  
Christina Baumer  
Caroline Behrle  
Nikki Boyd  
Tom Causey  
Sharon R. Corcione  
Tim Darst  
Chef Trevor DeCuir  
Bob Dixon  
Chef Johnathan Exum  
Evi Fenton  
Gabhorn Law  
Chef Steve Gustafson  
Kimberly Flener  
Chef Michael Hargrove

Shirley Harmon  
Jeff Hayes  
John Hayes  
Judy Hayes  
Patrice Hayes  
Cassia Herron  
Chef Sherry Hurley  
Jean Johnson  
Kentucky Yoga Initiative  
Laura Krauser  
Stephen Lewis  
Gillian Langley  
Chef Dallas McGarity  
Chef Jessica Morgan  
Tom Murro

Laura Patterson  
Chef Ernest Pierre  
Chef Annie Petry  
Charity Radcliff  
Mikey Richardson  
Lilias Pettit-Scott  
Chef Cody Stone  
Chef Ming Pu  
Chef Patrick Roney  
Chef Brandy Shackelford-Allgeier  
Chef Dan Thomas  
Chef Bruce Ucan  
Valerie Viers  
Kelsey Voit  
Annie Williams

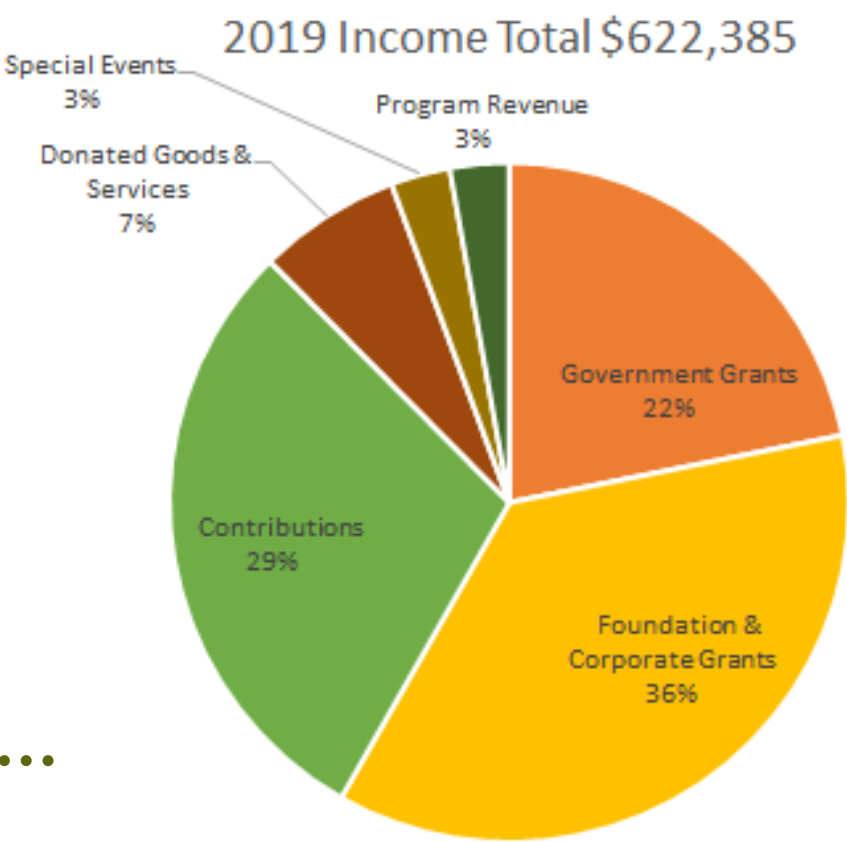




# 2019 Income

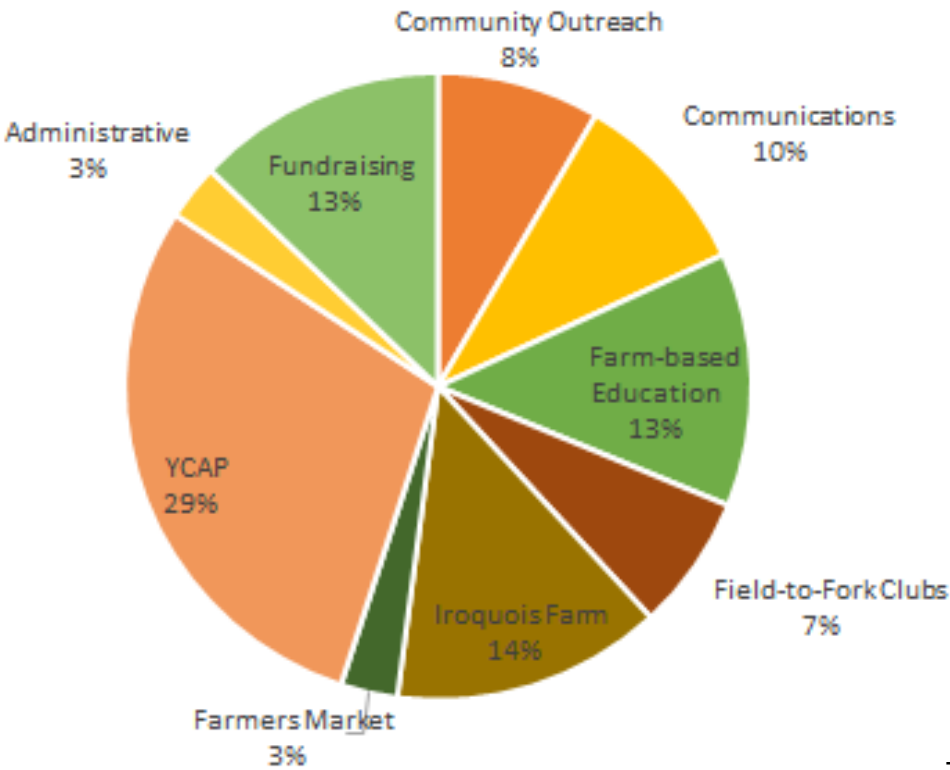
Foundation & Corporate Grants	\$226,640
Contributions	\$182,477
Government Grants	\$135,868
Donated Goods/Services (In-Kind)	\$42,293
Special Events	\$17,585
Program Revenue	\$17,523

.....  
Total: \$622,385



# 2019 Expenses

2019 Expense Total \$582,013



\$169,846.50	YCAP
\$81,138.69	Iroquois Farm
\$75,211.34	Fundraising
\$76,095.86	Farm-Based Education
\$56,615.51	Communications
\$48,806.47	Community Outreach
\$40,509.37	Field-to-Fork Clubs
\$16,706.63	Administrative
\$17,082.26	Farmers' Market

.....  
Total: \$582,012.63

2019 Net Assets: \$390,764