

ANNUAL REPORT 2021



GROW. *connect.*

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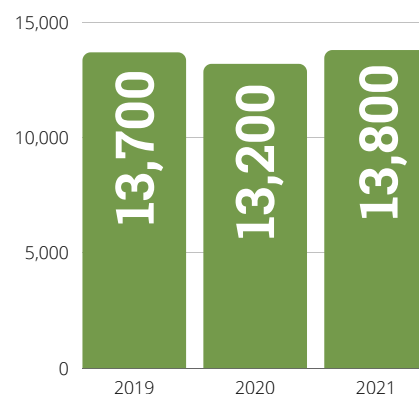
Kayla Nichols

Marketing & Communications

Director



**POUNDS OF FOOD
GROWN BY BUILD
IT UP FAMILIES
PER YEAR.**



2021 EXPENSE BREAKDOWN

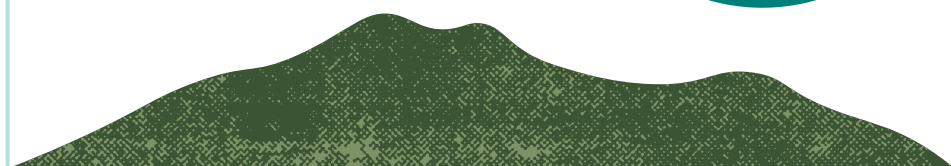
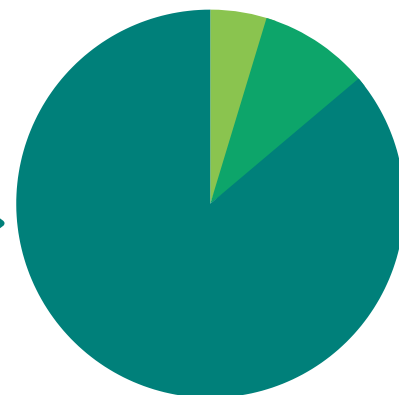
5% — Fundraising: Raising money to support our work.

9% — Administrative: Keeping the lights on.

86% — Programs: The things that matter to you and improve your community.

\$534,512

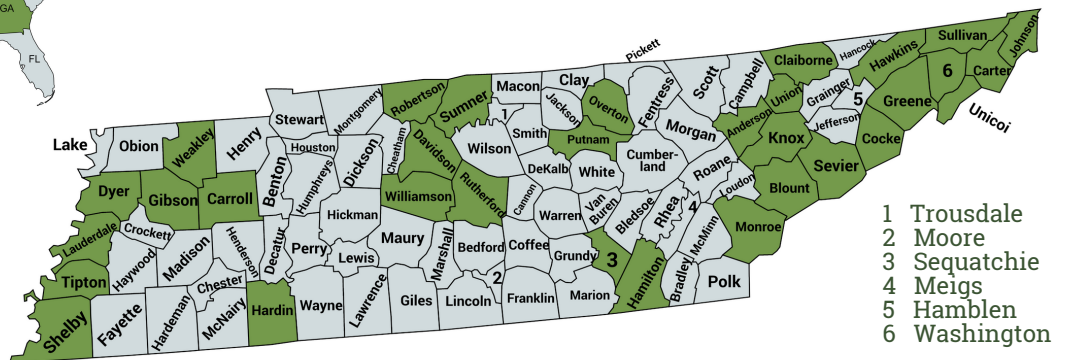
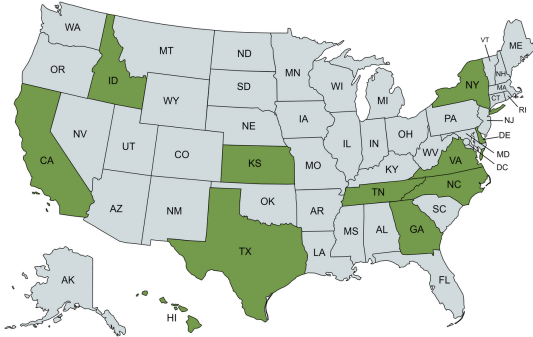
Invested into our
communities this year.



PRESERVE. *foster.*

IMPACT MAP

Our work reaches across the state and around the nation. Through our 2021 programming, we reached 32 counties in Tennessee and 10 additional states.



One of our young Build It Up participants proudly holds up a zucchini he grew!

Making farming accessible to more people:

The average age of farmers in Tennessee continues to steadily rise. **One of the goals of Field School, our beginner farmer business training program,** is to make farming an accessible career path for people of all ages so that new generations of farmers continue to enter the industry.

National Farmer Statistics

USDA Agriculture Census Data (2017)

- The average age of farmers is **57.5**.
- **96%** of farms are family-owned.
- **11%** of farmers are active military or veterans.
- **36%** of farmers are women.

ARCD Field School Participant Statistics

(2019-2021)

- The average age of Field School participants is **44**.
- **100%** of farms are family-owned.
- **39%** of our participants are active military or veterans.
- **55%** of our participants are women.

Each year, we offer scholarships to veteran, minority, and limited resource individuals who want to start or expand their farm.

25%

of farms enrolled in this year's Winter Field School session are on a scholarship.

A YEAR OF PROGRAMMING AT ARCD

January: Build It Up, our backyard gardener program, opens for applications.

April: Local farmers market promotion begins with market season.

June: Northeast Tennessee Farm Tour

March: Build It Up workshops begin.

May: Summer Field School session begins.



"The Build It Up program came into my life at a crucial moment. I suffered a miscarriage in December 2020, so I came into the spring feeling emotionally and physically broken. I think because of the miscarriage, I felt both a compulsive need to successfully grow something, but simultaneously felt that I wasn't capable of creating anything beautiful. Looking at my lush, healthy, chaotic garden now, I can see how important it has been in my healing process."

Hannah Kiger, Build It Up 2021

"This is year two for the Presnells with Build It Up. We continue to learn more about our garden and how to keep it going. In the new year, we have added four more raised beds to our garden. We feel like the support allows us to grow our efforts and experiment in the garden more. We have tried some new stuff this year. Leeks have been our most successful new vegetable in the garden."

Andrew Presnell, Build It Up 2020 & 2021



Our mission

is to conserve natural resources and improve rural economies through community leadership and enhanced educational opportunities.



September: Appalachian Fusion, our farm-to-table celebration and fundraiser

November: The winter session of Field School, Winter Business Intensive, begins.

August: New year of our AmeriCorps service program, AppalCorps, begins.

October: Our state-wide wildfire prevention projects begin.

December: ARCD Holiday Social and Open House



"Serving with Jonesborough Locally Grown has allowed me to learn so much about the local agriculture environment, network with fantastic food producers, learn more about business and the local food economy, and more. I've also been able to interact heavily with locals, which is important to me as someone who moved to East Tennessee within the last three years."

Emily Watson-Lamb, AppalCorps Service Member with Jonesborough Locally Grown

"I chose to be an AmeriCorps member because of my own love of and desire to serve my community. Prior to joining AmeriCorps I was a part time employee for the MCA already, but I was limited to what I could do. However, AmeriCorps helped launch me into the community more than I could ever imagine it would."

Katie Richie, AppalCorps Service Member with Mooresburg Community Association



The impact of your investment in our work is tangible.

All of the programs and services listed below are entirely dependent upon giving. Donations made to ARCD cover these costs.

\$25

Helps pay for regional farmers market promotion. During the pandemic ARCD helped 32 markets pivot to ensure safety protocols were followed while still allowing for farm-to-consumer sales.

\$50

Covers the cost of outfitting one AmeriCorps Service Member with their uniform. AppalCorps Service Members serve across the state working to improve food sovereignty in their communities.

\$100

Covers the cost for one Power of Produce Club for Kids. PoP Club is a fun way for youth to engage in their local food system while learning about nutrition and sampling fruits and veggies.

\$200

Covers all costs for a family to plant a pollinator garden. Pollinator gardens provide native pollinators with a natural habitat and food source while creating a learning opportunity for kids.

\$500

Covers all costs for a family to participate in Build It Up. Our beginning gardener training program provides all the resources needed to plant, harvest, and maintain a sustainable home garden.

\$3000

Covers all costs for a veteran or minority individual to participate in Field School. Our beginning farmer business training program is a comprehensive curriculum covering the legal, financial, and business aspects of farming.



**Appalachian RC&D Council
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Thank you to our funders, partners, and supporting organizations:



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arcd.org



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Dear Friends,

All of us at Appalachian RC&D Council are grateful for another amazing year serving our communities. As we enter our 28th year of providing programs and services, we are proud to show you our work by the numbers in this report. Here are a few more of ARCD's accomplishments:

- Expanded our beginning farmer and rancher program to a hybrid platform of in-person and virtual
- Awarded 17 communities funds to help protect people and homes from wildfires
- Installed or expanded 49 backyard gardens
- Trained 58 new producers in the region
- Provided 12 AmeriCorps Service Members to host sites statewide, serving hundreds of community members
- Provided promotional and marketing support to 32 farmers markets in East Tennessee and Southwest Virginia

I would like to take this opportunity to thank our partners and supporters; we could not achieve all that we do without you!

I would also like to personally thank the hardworking and spirited staff of Appalachian RC&D Council; I am humbled by your commitment to serve others, and you make me proud to work alongside you every single day.

And to ARCD's board of directors, thank you for your volunteerism, your never-ending encouragement, your counsel, and your good humor.

In gratitude,



Susan McKinney

Executive Director, Appalachian RC&D Council

