

GROWING VETERANS' 2014 ANNUAL REPORT

OPERATIONAL ACHIEVEMENTS- we solidified our *three main program areas*:

- **Main Farm/ VA Markets-** by establishing the first ever market stand at the **Seattle VA Hospital**, we were able to provide additional employment and outreach opportunities to our veterans. Food we grow is sold to veterans and care providers who visit the hospital and we donate our extras to the **Puget Sound Fisher House**.
- **Outposts-** *creating opportunities beyond our Main Farm*, our Outpost pilot project proved to be a success. With the support of **RallyPoint/6** and their AmeriCorps program, we were able to hire two Iraq & Afghanistan veterans to serve as Growing Veterans' Outpost Coordinators. One coordinates the Seattle region at our Outpost host sites: **21 Acres** and **Seattle Tilth**. The other coordinates the South Sound region at our Outpost partner host site: **GRuB**.

- **Peer-Support-** through the sponsorship of a private donor, we were able to send a *multigenerational* (Vietnam, Bosnia, Iraq & Afghanistan) group of 9 of Growing Veterans' members to Israel, to learn from **Achim L'Chaim**, an organization that has a powerful peer-support model. Through combining our observations in Israel with pre-identified peer-support research and our own experiences on the farm, we are in the process of creating a Peer-Support training program model unlike anything ever seen in the US.



NOTABLE RESULTS FROM OUR 2014 ANNUAL SURVEY:

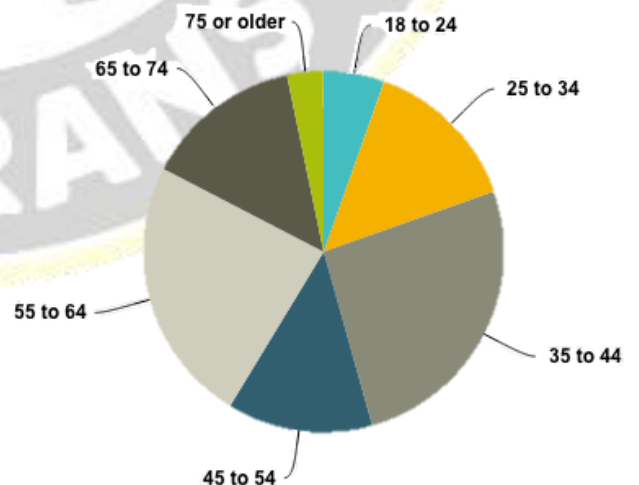
Top 3 "benefits of working with GV":

- 1) *Being part of something larger than myself* (90%)
- 2) Nurturing a healthier environment and community (70%)
- 3) Sharing camaraderie with veterans and community members (67%)

Top 3 "changes among myself":

- 1) I feel better about helping others and my community (80%)
- 2) I am eating healthier/ making smarter food buying decisions (60%)
- 3) I feel more confident in my leadership abilities (60%)

What is your age?

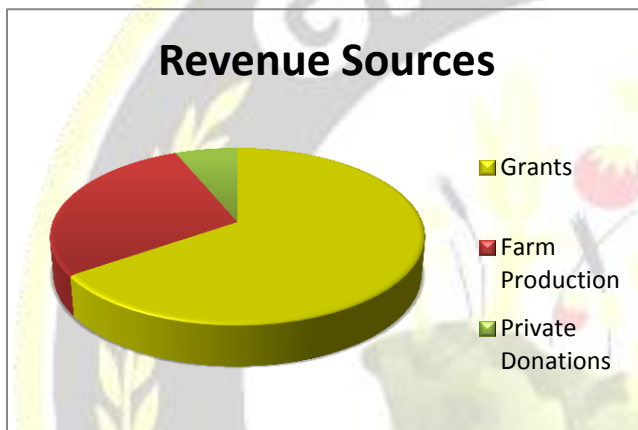


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FINANCIAL ACHIEVEMENTS- we had a few successes and are continuing to gain momentum:

- We received grants from **Bob Woodruff Foundation, Schultz Family Foundation, Tom's of Maine, Orange County Community Foundation, Outerwall, Bellingham Food Co-op, and Starbucks-** coming to combined total of \$104,000.
- Our farm staff produced nearly \$45,000 in wholesale value vegetables. Next year we hope to double the value as we'll be selling at market rates.
- Our support from private donors came in at just under \$10,000.

Total revenue from grants, produce sold, and donations in 2014 equaled **\$167,124**.

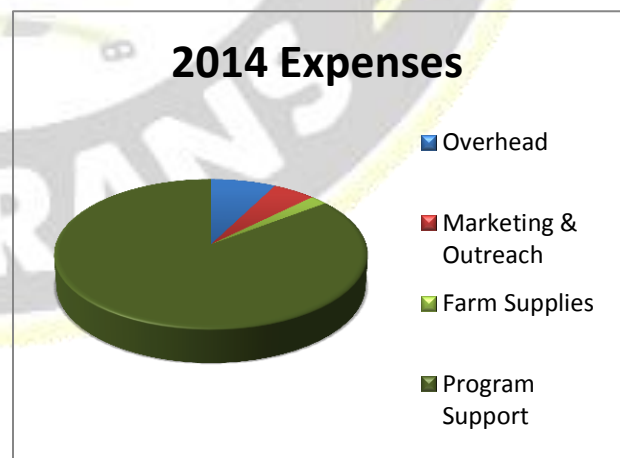


As we move forward as an organization, we are planning to *build our programs to become financially self-sustaining*. Our strategy is to begin focusing more on *building strong relationships with our private donors* and shift our revenue to primarily come from program and farm sales. In the short-term, we will continue to target grants and donations to help us build that self-sustaining infrastructure.

Our **total expenses in 2014** were broken down into four categories: Overhead, Marketing & Outreach, Farm Supplies, and Program Support- equaling **\$107,827**. This left us some funds to keep us going through the winter and start off 2015 strong.

OUR GOALS FOR 2015:

- Continue strengthening our model and our current programs, building capacity.
- Raise a minimum of \$250,000 in grants & \$25,000 in private donations to support our development of self-sustaining programs.
- Acquire a property that can serve as a "Retreat/ Training Center", allowing us to invite veterans and community members from around the country to learn from our model and further our mission of *empowering veterans to grow food, communities, and each other*.



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NOTABLE 2014 ACHIEVEMENTS

EVENTS, CONFERENCES, & PRESS:

- Selected as the pilot organization for research funded by the **Dept. of Veterans Affairs** to look at efficacy of our Community Agriculture Initiative model for effective veteran transition support
- Invited to speak at the **Farmer Veteran Coalition's** historical National Stakeholder's Conference.
- Invited to speak at **WA Tilth Producer's** 40th Anniversary Conference
- Invited to speak at local **Rotary Clubs** from Edmonds, WA to Lynden, WA
- Invited to attend the **Bob Woodruff Foundation's** annual Stand Up 4 Heroes event.
- Invited to attend the **WA State Military and Veteran Families Summit**, an event for recognized WA state leaders in the veteran and military services industry
- Featured in press from **USA Today, Nation Swell, Yes! Magazine, Bellingham Herald, Grow Northwest**, and Dr. Stephanie Westlund's book, "**Field Exercises**".

COLLABORATIONS & PARTNERSHIPS:

We are proud and honored to have collaborated with the following agencies while pursuing our mission to empower veterans to grow food, communities, and each other:

- US Department of Veterans Affairs
- Disabled Veterans of America (DAV)
- Farmer Veteran Coalition (FVC)
- Western Washington University
- Washington State University
- Seattle University
- Whatcom Community College
- Shuksan Middle School
- Growing Washington
- Rallypoint/ 6
- 21 Acres
- Seattle Tilth
- GRuB
- Volunteer Center of Whatcom County
- WA Dept. of Veterans Affairs
- Bob Woodruff Foundation
- Schultz Family Foundation
- Orange County Community Foundation
- Tom's of Maine
- Whatcom Educational Credit Union
- Outerwall
- Puget Sound Fisher House
- Achim L'Chaim
- WA Tilth Producers
- Bellingham Food Co-op
- Starbucks
- Kulshan Brewery
- Casa Que Pasa