

dcgreens



2017
Annual
Report

Advancing Food Justice in the Nation's Capital.

In 2017, DC Greens emerged as a food justice organization. With a new strategic plan in place, we have continued our work of building a healthy and equitable food system through food education, access and policy. What has shifted is our approach. To practice food justice is to recognize the structural inequalities in our food system, and to address them. It requires deep investment in community ownership. It shifts decision-making power towards those most impacted by the problem. In 2017 we made a commitment to build pathways for food insecure community members to exercise their power - as market champions, community advocates, and above all as staff members.

Our work is richer. Our programs run deeper. Our purpose is more clear.

I couldn't be prouder of our team and our accomplishments over the past year. It is a privilege to share them with you. Thank you for your support and for helping us build a food system that works for - and with - all members of our community.

Sincerely, Lauren Shweder Biel, Executive Director





Our Year in Review

Food Access.



We believe that access to healthy food is a basic human right.

In a city with crushing health disparities and unequal access to healthy food, our programs are designed to increase both affordability and accessibility for residents struggling to feed themselves and their families. We are working towards systemic shifts so that healthy food access is integrated into the fabric of our city, as both a social justice issue and an economic driver unto itself.

Produce Plus

Our city-wide farmers market food access program, run in collaboration with DC Health and 38 farmers markets in every ward. Customers receiving a federal benefit (SNAP, WIC, TANF, SSI Disability, Medicaid, Medicare QMB, Senior Grocery Plus) can get \$10 to spend on produce up to twice a week.

Produce Rx

Through this program, doctors in D.C. write prescriptions for fresh fruits and vegetables that can be redeemed for free produce to help at-risk patients manage diet-related chronic illnesses.

Produce Plus



9,453

participants



19,657 additional
family members
served



**48% of
customers**

live in

Wards 7 and 8



Produce Plus is Run With and By Customers



284 volunteers

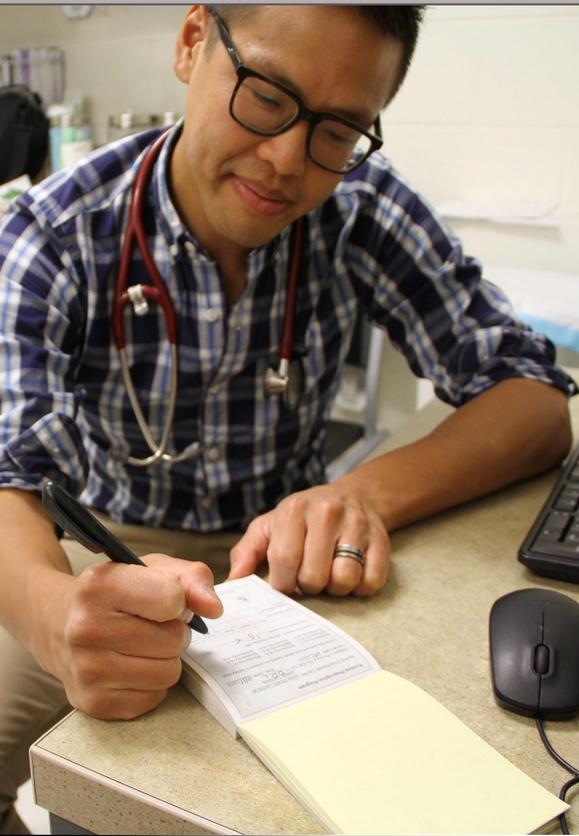
26% of volunteers were
Produce Plus customers



21 customers hired as
Market Champions in
their neighborhoods



Produce Rx



5 Clinical Partners



112 Patients



food as medicine



50%
Reduce
BMI

90%
Improve
Relationship to Dr.

64%
Increase
Produce Intake



School Support.



We believe that our schools can be powerful drivers for food justice - both in terms of what is taught and what is served.

We work to put food education on the menu in every classroom, supporting teachers to fully integrate food education into the standard curriculum.

We also work to put environmentally sustainable food into the cafeterias, supporting city officials and convening stakeholders to improve school food for all students.

School Support in 2017



Trellis

Our Trellis Program is a series of professional development workshops for garden coordinators, classroom teachers and farm-based educators. We provide resources and networks for these teachers to help them maximize their farms and gardens, and integrate food education into the standard curriculum.



88 teachers



70 schools



**Over 2,000
students reached**





“On a regular basis, we are truly blessed to have DC Greens’ partnership in the mission of increasing access to nutritious meals and education for our students.”

- Rob Jaber, Director of Food and Nutrition Services, DC Public Schools



school food is a food access issue in a city with high poverty rates.

School Garden Markets



Students transform their schools into healthy food access points, and become ambassadors for fresh produce at these student-run farm stands.



Regional School Garden Summit



In 2017, we also convened the first annual Regional School Garden Summit, bringing together more than 100 teachers, administrators and policy makers from counties across the region to activate systemic investment in school gardens and to inspire neighboring school districts to dig deeper.

"The Regional School Garden Summit was a grand slam. Your examples and leadership have helped elevate us to new ideas, ways of succeeding and set an example of the possibilities. It was like planting seeds and you produced a bumper crop of perennial contacts for us. You've helped us build closer connections with neighbors both inside our own district and beyond."

-Mark Pankau, educator, Loudon County

Urban Agriculture.





The K Street Farm. An acre of land. Our demonstration farm.



neighbors
restaurants
churches
schools
pantries
clinics

3,693 lbs
produce
harvested



690 Adult
Volunteers

202 Kids!

Rooting DC

We convene the annual Rooting DC forum - bringing together urban gardeners to share skills and build connections.



- 1221 attendees, all 8 wards
- 64 workshops, 88 presenters
- 69 partner info tables

Community Ownership.

We organized the first-ever Grocery Walk, shining a bright light on the issue of food injustice in the District. With over 500 community members, nonprofit partners and elected officials, we walked 45 minutes from Ward 8's only full service grocery store to downtown Anacostia.

The Grocery Walk received national attention, inspiring similar actions in other cities.

Mayor Bowser announced \$3 million for grocery access in the weeks following the event.



Community Advocates



With support from a Voices for Healthy Kids grant, we continued to grow our Community Advocates training program in 2017. Ten community members with lived experience of food insecurity received trainings on the food system, the DC budget cycle, and community organizing. Over the course of the year, they became powerful voices for healthy food investment at public hearings and community meetings.

"I always wanted to be a part of these conversations, but every time I showed up, I never could understand what everyone was talking about. Now I feel educated on the issues. I feel like I can be a voice for my community"

- Ms. Beatrice Evans, Community Advocate

Our Boards

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Founding Partner, Pearl Investment Partners

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Principal & Cofounder, Insight Public Affairs

Aaron Jones
Principal, Washington Business Dynamics

Laura Herman, (current) Secretary
Strategic Innovation Executive, Healthcare, Salesforce

Heidi Keller, (outgoing Treasurer)
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Laura Rankin
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The Carlyle Group

Melissa Jones
Philanthropic Consultant and
Food Systems Advocate

Kirsten Lodal
CEO & Co-founder, LIFT

Many hands make light work.
We are grateful to all who make our work possible.





Our Funding Partners

\$450,000 & Above

The Hillside Foundation of Shelley and Allan Holt
DC Health

\$50,000 - \$100,000

American Heart Association

\$25,000 - \$49,999

The Morris and Gwendolyn Cafritz Foundation
The Honorable Ann Brown and Don Brown
Sharon Cohen & Elliot Rosen
Melissa Jones

\$10,000 - \$20,000

Prince Charitable Trusts
JBG Smith
Hattie M. Strong Foundation
Wyncote Foundation
Bank of America Charitable Foundation
The Venable Foundation
Jack Davies & Kay Kendall
The Morrison & Foerster Foundation
John Edward Fowler Memorial Foundation
NAIOP DC/MD

Our Funding Partners

\$5,000 - \$7,500

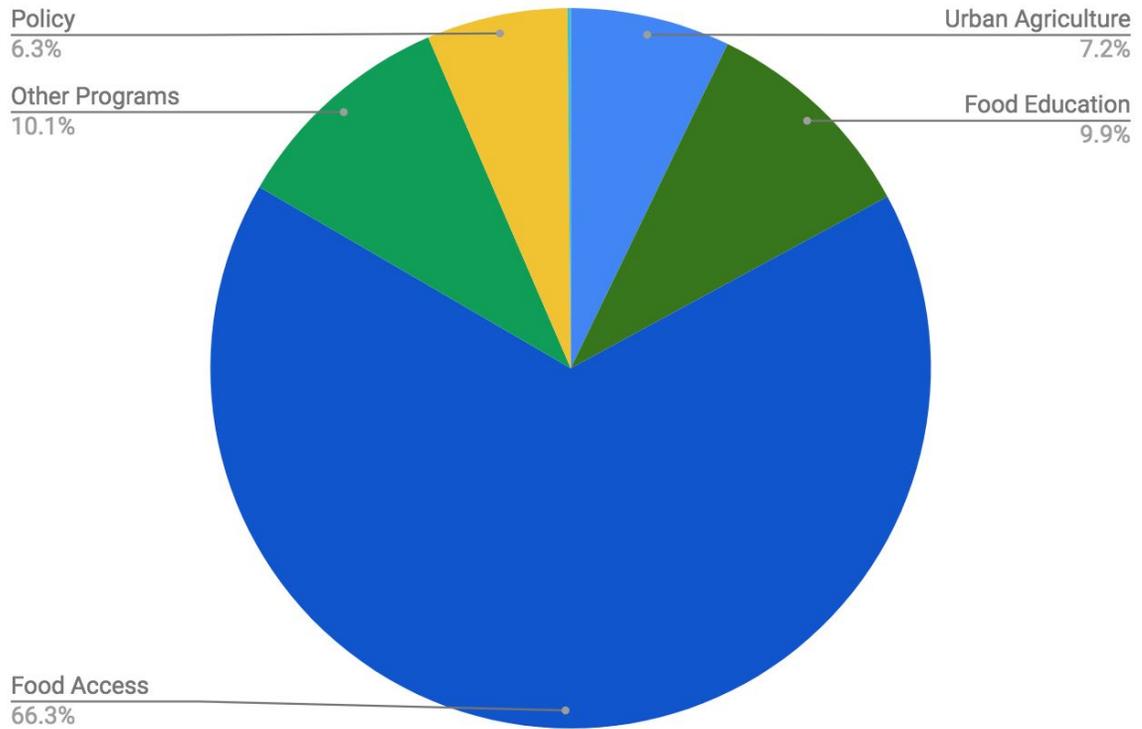
The Richard E. & Nancy P. Marriott Foundation
Patagonia
David and Hollis Silverman
David Perlin & Skye Raiser
Kim Larson & Gary Knell
Goldman, Sachs, & Co
Salt & Sundry
Seattle Foundation
Corina Higginson Trust
Max and Victoria Dreyfus Foundation

\$1,000 - \$4,999

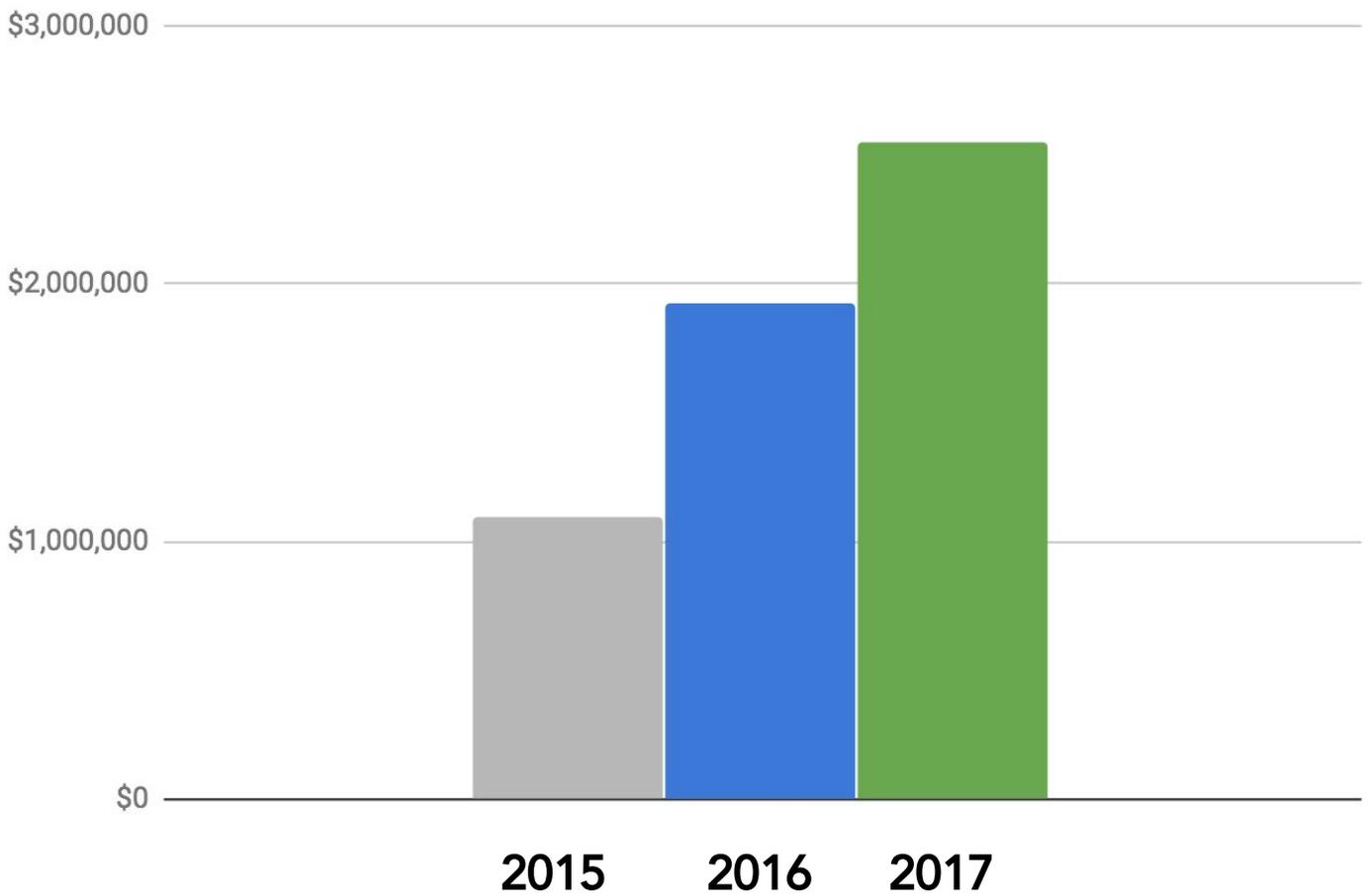
Professional Convention Management Association - Capital Chapter
Boston Foundation
Gina & Brooke Coburn
Tides Center
Office of the State Superintendent of Education
Clif Bar Family Foundation
Johnson Ohana Foundation
Elmo Foundation
Humanities Council of Washington DC
Melanie & Larry Nussdorf
Northern Trust Charitable Giving Program at Chicago Community Foundation
Laura Herman
Tait Sye
Marcy & Neil Cohen
Rene Trujillo
Andrew Nannis
World Bank Community Connections Fund



Expenses by Program



Year over Year Revenue Growth





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