



**JONES VALLEY TEACHING FARM**

# 2016

**ANNUAL REPORT**





We are educators, farmers, designers, and aspiring chefs. We build teaching farms on school campuses and deliver food education programming in Birmingham City Schools. Our dream is for all students to have a transformative educational experience using food as a platform for learning.

# K-8

## OUR YEAR

The year 2016 was one of continued growth for Jones Valley Teaching Farm. We hired full-time, salaried Instructors at each of our six Pre-K–8 partner schools. This means that we now have permanent staff collaborating with teachers at every grade level and collectively delivering more than 1,000 standards-based lessons each year. We are proud to continue our strong partnership with Birmingham City Schools.

1. Our success is based on strong relationships with our partner schools.
2. We measure, analyze, and evaluate our work to determine our impact while providing school communities and donors a clear return on their investment.
3. Then we refine and expand our programs so that we can maximize student impact.

## OUR TOOLS

Every great teacher or skilled farmer has a toolbox they draw from that helps them do great work. Here are some of the tools we use to deliver our Good School Food program:

***Standards-Based Instruction***

***Project-Based Learning***

***Youth Entrepreneurship***

***Cooking & Nutrition***

***Social-Emotional Development***

# HIGH SCHOOL

Within its first year of operation, Woodlawn High School Urban Farm has established a strong presence in the Woodlawn community. Under the direction of Scotty Feltman, Program Director, Jones Valley Teaching Farm launched a paid student internship program for course credit. The internship has quickly become a vital factor in Woodlawn High School Urban Farm's rapid success. In addition to leading our first successful growing season, students hosted three Woodlawn Connection community events attracting more than 500 attendees and they also acted as ambassadors for the farm throughout the year.



## TEACHING FARM

In 2016, Jones Valley Teaching Farm hired Woodlawn High School graduate, Mohamed Jalloh, as the full-time Woodlawn High School Urban Farm Manager. In this role, he successfully managed the site's first-ever growing season featuring carrots, kale, radishes, collards, sunflowers, and a wide variety of herbs.



## SCIENCE CLASSES

Birmingham City School Teacher and Woodlawn High School Urban Farm Program Director, Scotty Feltman, delivered Environmental Science to 100 high school students in 2016. In his class, students used the farm behind the school as a platform for instruction and discovery as they explored soil testing, crop rotation, photosynthesis, and water testing.



## FOOD BUSINESS

Last Fall, students sold over 1,336 pounds of vegetables, herbs, and flowers directly to teachers, neighbors, and the larger Birmingham community. In 2017, high school students will launch an on-site farm stand creating a direct access point for fresh produce within the Woodlawn community.

# JONES VALLEY TEACHING FARM

## BY THE NUMBERS

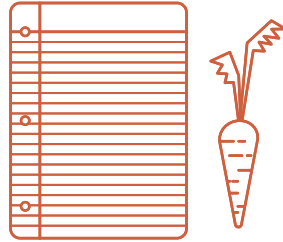
### GROWTH

2015 TO 2016



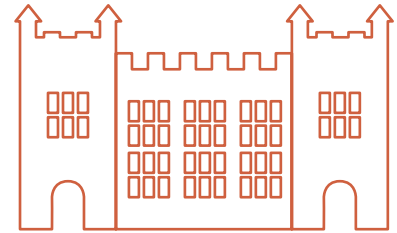
**1 to 7**

**Full-Time  
Instructors**



**0 to 329**

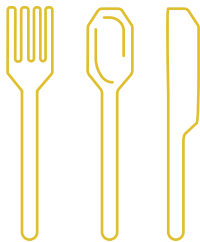
**Culinary  
Lessons**



**0 to 1,910**

**Student  
Internship  
Hours**

### IMPACT



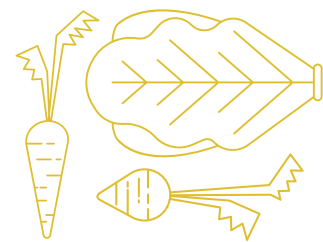
**1,253**

**Taste Tests**



**4,646**

**Students  
Impacted**



**35,000**

**Seeds**

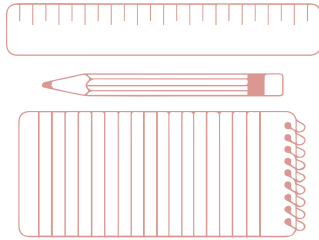
The number of students exposed to fresh fruits and vegetables through taste tests.

The number of students across all seven partner schools.

More than 35,000 seeds were sown for distribution to seven farm sites via the WHS Urban Farm greenhouse.



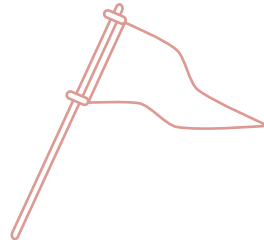
# IMPACT



**31 points**

**Standards-Based Learning**

Of students who completed pre/post-assessments related to standards-based lessons, there was a 31-point improvement.



**88%**

**Social-Emotional Development**

After participating in after-school Farm Lab and Farmers' Market Clubs, 88% of students said they got better at "being a leader."



**\$2,920**

**Youth Entrepreneurship**

Students sold \$2,920 worth of fruits, vegetables, and flowers to their communities through student farmers' markets.

# TEACHING FARMS



**\$30,446**

**Revenue from Teaching Farms**

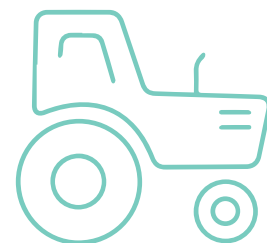
Jones Valley Teaching Farm sold \$30,446 worth of produce and flowers to the Birmingham community.



**258**

**Total Volunteers**

Jones Valley Teaching Farm engaged 258 volunteers represented by corporations, universities, and community members.



**13,259 lbs**

**Produce Harvested**

Jones Valley Teaching Farm harvested 13,259 pounds of produce from the teaching farms located at school sites.

# STORIES

## Woodlawn High School Urban Farm Student Internship



### What do you hope for the Farm?

*"For one, I hope it stays here. When I come back in a couple of years, I want to be able to buy as many persimmons as I can. I just want to see the farm grow and see how it has changed because we are the first group that has had it ... the first generation, I guess you could say."*

**Dominike' Bowman, Senior**

### How do you think working here will influence you, and what would you say to younger students about this place?

*"It is going to influence me a lot of ways. I am learning how to make my own little garden, eat my own fresh fruit and vegetables, and keep my body and diet healthy. That will help me in the long run. I would tell younger students that hard work pays off."*

**Steve Coleman, Senior**



### What do you look forward to about the farm every day?

*"Every day that I come out here I think about my future. Here. Like, what I want to do three years from now. I know I want to do something with Jones Valley, believe it or not."*

**Jerick Hamilton, Junior**

### Tell me one thing you learned about yourself.

*"I learned that I have another passion, because growing up I never thought about working on a farm or being near a farm or being interested in growing my own food. So I learned that there are a ton of other things in this world to explore, and when you have a chance to, you should take it, because it becomes a part of you."*

**Shundria Mack, Senior**



### What are you most proud of?

*"I am most proud of how I came into this organization when I was in the 9th grade and seeing how I've progressed through the years by my networking skills and by my organization. Pretty much everything about my skill set has improved so much through this organization."*

**Taylor Witt, Senior**

### What do you look forward to about the farm every day?

*"Like a childhood kind of memory. I know these trees are going to be way bigger, there is going to be different things out here and it is like I am going to come back and see the progress and I am going to be happy and I am also going to be sad. I am going to be sad because it is not as it once was, but I am going to be happy because they did it for progress. It's like I am a dad. Like watching my kid grow up and soon they will change everything after I leave. I am going to engrave my name somewhere, though..."*

**Zontavious Wilson, Senior**



**We are honored to collaborate and work with a diverse community of students, teachers, administrators, parents, and partners. Here is what they have to say about Jones Valley Teaching Farm:**



**Mohamed Jalloh** *Woodlawn High School Farm Manager*

*"After my graduation from Woodlawn High School in 2015, the WHS Urban Farm was one project I could not forget. I started looking back whenever I got a chance, and I would often go out of my way to drive by and see how the site was looking. It was hard and challenging to try to help improve my school and the community from the outside, but then Jones Valley Teaching Farm gave me an opportunity to come back and help enrich my school and community. Seeing the Woodlawn High School Urban Farm develop from a dream to a word and then onto becoming an actual place was an awesome experience. Now as the Farm Manager at Woodlawn High School Urban Farm, I have the opportunity to share that experience with high school students."*



**Ms. Linton** *Parent of Readus Linton, 8th grader at Putnam Middle*

*"As a result of my son's activity with Good School Food, he has discovered an interest in gardening, learned the importance of agriculture, developed his marketing and entrepreneurial instincts, learned more about conservation, and contributed to the development of an on-site greenhouse. THANK YOU, Jones Valley Teaching Farm, for making such a huge positive impact on him. I'm certain he has learned skills that he will utilize for a lifetime."*



**Llyord Watson** *Birmingham Change Fund*

*"One of the responsibilities of philanthropy is to be a vanguard for ideas. The partnership between Jones Valley Teaching Farm and the Birmingham Change Fund is important because cutting-edge programs have to be supported, tested, and developed in order to make the greatest impact."*



**John Mark Edwards** *Phillips Academy 8th Grade Teacher*

*"This school year, my 8th-grade world history students spent four days at JVTf immersed in the most hands-on lesson of the agricultural revolution that I have ever witnessed. Bringing ancient world history to life for 13-year-olds is an incredible challenge, to say the least, but the Good School Food Instructors were able to turn the teaching farm into an exciting outdoor classroom where students literally used all five senses to learn about one of the most crucial changes in human history. The impact this lesson had on students could be measured in both quantitative as well as qualitative data. The experience had a strong correlation to students' overall understanding of the content, and student reflections illustrated personal growth and enjoyment in the learning process. The potential of JVTf is great, and the relationship has been fruitful for my students, not only through our amazing agricultural revolution lesson that directly impacted my content area, but I have also seen the after-school farming opportunities and cooperative lessons with the science teacher benefit those students as well. Furthermore, I'm excited for the next great opportunity to merge JVTf with my world history class."*

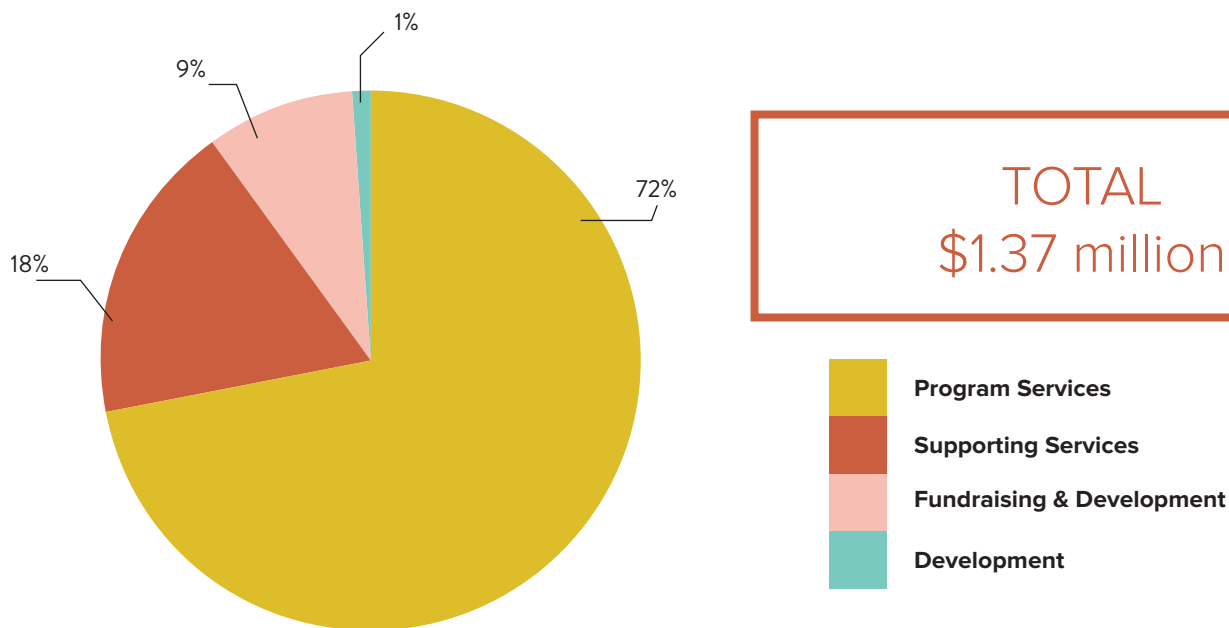


**Mary McGlaughlin** *Community Garden Coordinator / Volunteer*

*"I first began volunteering at the farm in 2009, and I have been coordinating the community garden on the downtown farm since 2010. Jones Valley Teaching Farm is my favorite place in Birmingham, and it made me excited to live here since I first came in 1985. I have learned a lot about raising veggies, and I have met and enjoyed people I would never have met otherwise."*

# FINANCES

## EXPENSES



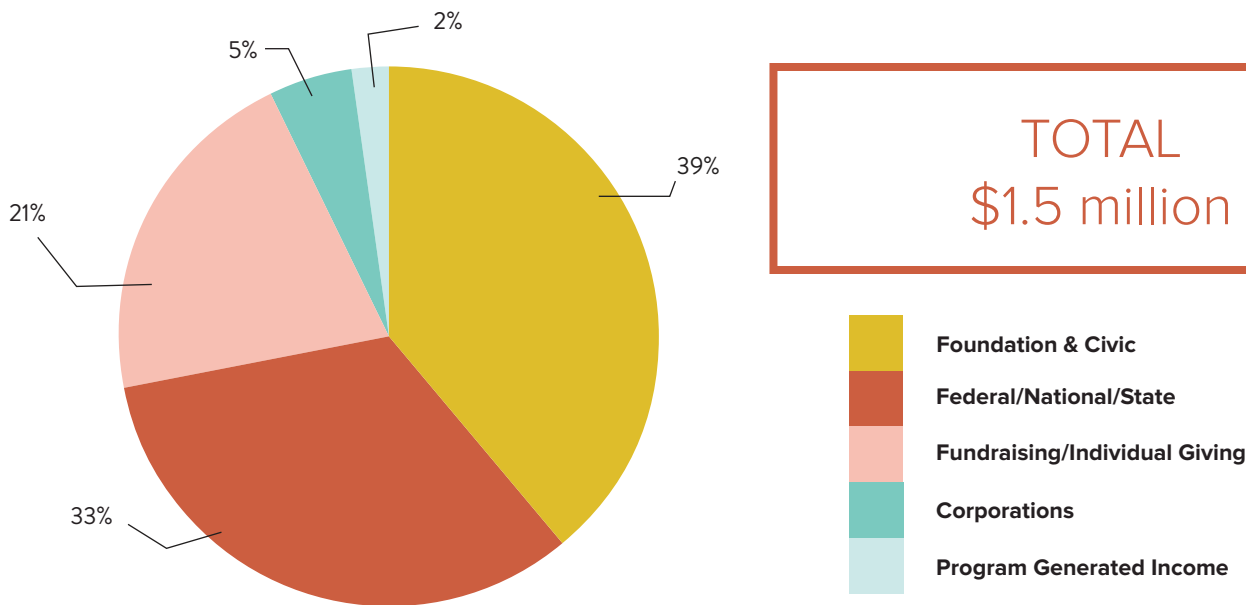
**Program Services:** Jones Valley Teaching Farm operates the Good School Food program as a school within a school. We invest in high-performing and thoughtful Instructors, operations directors, and program coordinators. Our school supply list includes everything from pencils to persimmons, calculators to compost, and salsa to shovels. We also invest in the program's evaluation, overall production, curriculum development, and training, as well as teaching, farming, and cooking supplies. We know that providing our staff with the tools and resources they need will increase our impact on the students we serve.

**Supporting Services:** Costs associated with supporting services include everything from rent and insurance to utilities and technology. Covering these costs allows us to effectively coordinate our program across seven sites and provides our staff with the resources they need to be successful.

**Fundraising & Development:** We invest in strategic initiatives and events that increase revenue and grow our overall financial resources. We also invest in the people who run these initiatives.



# INCOME



We develop strategies within the following four funding categories in order to maintain a balanced yet growth-oriented revenue model.

**Foundation and Civic:** In 2016, JVTf maintained strong relationships and annual partnerships with local foundation donors representing 39% of our annual revenue, which secures our position as a highly relevant and effective organization within Birmingham's broader philanthropic network. Included in this category is the third and final installment from our anchor funder, the Mike & Gillian Goodrich Foundation, who committed \$1 million to Jones Valley Teaching Farm over three years. Our goal is to secure a second multi-year anchor investor in 2017–2018.

**Federal/National/State:** We were fortunate to have received funding from the Alabama State Department of Education, Appalachian Regional Commission, Newman's Own Foundation, USDA Community Food Project, and USDA Farm to School. Over the next two years, we plan to secure a major research grant to begin a longitudinal study of our work as well as additional national foundation partners.

**Fundraising/Individual Giving:** In 2016, JVTf continued to create unique giving experiences through high-quality, demand-driven events and fundraising initiatives. Our popular Twilight Supper event continues to sell out and represents \$275,000 of money raised in this funding category.

**Corporations:** We are fortunate to have local corporations support our work year after year whether through annual contributions or employee matching donations. **Program-Generated Income:** This category is represented by produce and flower sales sold at Student Farmers' Markets, Pepper Place Farmers' Market, Woodlawn Street Market, and our Produce Stand on the downtown farm. As we prepare to open a Farm Stand at Woodlawn High School Urban Farm in 2017, we anticipate this category to increase.

# PEOPLE

## STAFF

**Amanda Storey** – Executive Director  
**Amy Morgan** – Education Director  
**Katie Davis** – Farm Director  
**Zoe Burgess** – Good School Food Director  
**Rita Means** – Program Coordinator  
**Ann Laurel Latimer** – Teaching Farm Resource Coordinator  
**Jesse Schaffer** – Farm Manager  
**Jessica Hill** – Assistant Farm Manager  
**Dominique Villanueva** – Instructor, Avondale Elementary  
**Margaret Weinberg** – Teaching Farm Fellow, Avondale Elementary  
**Tiesha Watts** – Instructor, Hayes K-8  
**Kyle Gatlin** – Teaching Farm Fellow, Hayes K-8  
**Meredith Dempsey** – Teaching Farm Fellow, Hayes K-8  
**Alyssa Dalos** – Instructor, Phillips Academy  
**Hannah Feroce** – Teaching Farm Fellow, Phillips Academy  
**Rachel Spraos** – Instructor, Glen Iris Elementary  
**Sydney Smith-Graham** – Teaching Farm Fellow, Glen Iris Elementary  
**Joi Garrett** – Instructor, Oliver Elementary  
**Anna Claire Rogers** – Teaching Farm Fellow, Oliver Elementary  
**Leah Hillman** – Instructor, Putnam Middle  
**Kelly Baker** – Teaching Farm Fellow, Putnam Middle  
**Scotty Feltman** – Program Director, Woodlawn High School  
**Mohamed Jalloh** – Farm Manager, Woodlawn High School  
**Emily Johnson** – Teaching Farm Fellow, Woodlawn High School  
**Alexander Thompson** – Teaching Farm Fellow, All Sites  
**Sarah Bell** – Teaching Farm Fellow, All Sites

## BOARD

**Braxton Goodrich** – Timberline Investments – Chairman  
**Dylan Black** – Bradley Arant Boult & Cummings  
**Brian Bucher** – PNC  
**Robin Burgess** – Community Supporter  
**Kate Cotton** – Protective Life  
**Trey Echols** – Highland Associates, Inc.  
**Candace Higginbotham** – Regions Bank  
**Hunter Lewis** – Cooking Light Magazine  
**Ann Marie Eskridge** – Principal, Tuggle Elementary School

**Mike Moss** – Retired, Regions  
**Leroy Nix** – Alabama Power  
**Nick Pihakis** – Jim 'N Nicks BBQ / Fresh Hospitality  
**Taylor Pursell** – Pursell Agri-Tech, LLC  
**Christiana Roussel** – Food Writer  
**Frank Stitt** – Highlands Bar & Grill / Bottega / Chez Fonfon  
**Mashonda Taylor** – Woodlawn United  
**Jerone Wiggins** – Assistant Principal, Putnam Middle School  
**Caroline Yeilding** – Morgan Stanley

# PARTNERS

## FUNDING

Alabama Power Foundation  
Alabama State Department of Education  
Appalachian Regional Commission  
Arlington Capital Advisors  
Birmingham Audubon Society  
Birmingham Change Fund  
Birmingham Originals  
Blue Cross Blue Shield of Alabama  
C. Eugene Ireland Foundation  
City of Birmingham  
Community Foundation of Greater Birmingham  
Crook's Family of Meridian Foundation  
Daniel Foundation of Alabama  
EBSCO  
Estelle S. Campbell Foundation  
Gather Dinner Hosts  
Hattie B's LLC  
HealthSouth  
Highlands Associates, Inc.  
Hugh Kaul Foundation  
IPC Foundation  
James Rushton I Foundation  
Jim 'N Nick's Community BAR-B-Q  
Mike & Gillian Goodrich Foundation  
The Nature Conservancy  
Newman's Own Foundation  
PNC  
Protective Life Foundation  
Regions Bank  
SOW Families  
Sysco of Central Alabama  
Thompson Foundation  
Twilight Dinner Guests  
UAB Benevolent Fund  
UAB Community Health Innovation Awards  
USDA Farm to School  
USDA Community Food Project  
Wells Fargo  
Whole Foods Foundation

## COMMUNITY

1504 Pictures  
Architecture Works  
Alabama Chanin  
Alabama Cooperative Extension System  
Alabama Dept. of Agriculture & Industries  
Alabama Sustainable Agriculture Network  
Birmingham City Schools  
Birmingham Education Foundation  
Birmingham Planning and Zoning  
Cary Norton Photography  
City of Birmingham  
Cooking Light  
Community Food Bank of Central Alabama  
Corporation for National & Community Service  
Craneworks  
Culinary Education Advisory Board  
Edible Schoolyard  
End Child Hunger in Alabama  
Farm Food Collaborative  
Farm to School Collaborative  
Fatback Collective  
Father Nature Landscaping  
Hanna's Garden Shop  
Jefferson County Collaborative For Health Equity  
Jefferson County Health Action Partnership  
Johnny's Seeds  
Jim 'N Nick's Community BBQ  
Nourish Foods  
Leaf N Petal  
Oak Ridge Park Neighborhood Association  
The Market at Pepper Place  
Petals from the Past  
REV Birmingham  
Shipt  
The Nature Conservancy  
Time Inc. Food Studios  
UAB School of Education  
UAB School of Preventative Medicine  
UAB School of Public Health  
UAB Teach  
WE Community Cafe/ Gardens  
Whole Foods  
Wood Fruitticher  
Woodlawn Business Association  
Woodlawn Foundation  
Woodlawn United  
Yellowhammer Creative

