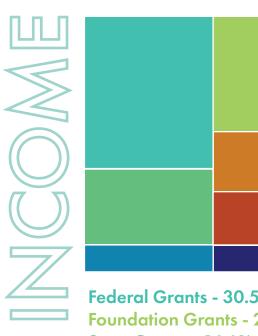


# IMPACT REPORT

## FINANCIALS



Federal Grants - 30.5% Foundation Grants - 21%

**Program - 75.5%** Management & Admin - 17% Fundraising - 7.5%

State Grants - 14.6% Sponsorships - 11.3% **Events & Other - 10%** Contributions - 6.4% Program Fees - 6.2%

Education & Outreach Expenses \$46,864.23

Champaign Farmers Market Expenses \$53,274.60

Farmer Training Program Expenses

\$200,636.71

\$56,576.29 spent directly supporting farmers, researchers, and industry leaders \$12,462.74 received in in-kind contributions

\$3,604.98 spent purchasing local food and farm products



### WEB PRESENCE

#### WEBSITE TRAFFIC

**50,976** Unique Visitors **64,894** Sessions 134,204 Unique Pageviews



**5.1K** Fans **669** Posts 3.4K Reactions 931 Shares



2.6K Followers 116 Tweets 47 Likes 14 Retweets



1.5K Followers 63 Posts **778** Likes 14 Comments

## COLLABORATIONS













## **PROGRAMS** FARMERS MARKET

24 Market days 22 Market vendors 12 New Market vendors

\$9,012



Average # of days before coupons were redeemed

Approximate lbs of fresh fruits and vegetables purchased

Total value of SNAP incentives distributed

\$5,468

Total # of SNAP transactions 388

Total # of SNAP shoppers

# of SNAP repeat shoppers

Total value of SNAP benefits distributed

\$4,610

Total # of Senior Farmers Market Nutrition Program shoppers 61

Total # of WIC Farmers Market Nutrition Program shoppers

Approximate lbs of fresh fruits and vegetables purchased

Total value of WIC & Senior Farmers Market Nutrition Program incentives distributed

\$5,400

2.600

1,700

Total # of Winter Bonus participants

Approximate lbs of fresh fruits and vegetables purchased

Total value of SNAP Winter Bonus incentives distributed

## FARMER TRAINING

videos produced

downloadable resources created

people attended the 3rd annual Organic **Grain Conference** 

people attended Farmer Training events

people attended the 3rd annual Midwest Mechanical Weed Control Field Day

50 volunteer hours donated

Jacquelyn Evers, Executive Director Julia Degler-Whitmore, Development Coordinator Cassidy Dellorto-Blackwell, Farmer Training Program Manager Cay Diamond, Farmers Market & Outreach Manager Hyde Taidghin O'Brien, Marketing & Communications Manager

Joe Wetzel, President **Lisa Bralts-Kelly,** Vice-president **Sue Lannin,** Secretary **Jacob Taylor,** Treasurer

Directors Will Glazik Mina Hanna **Thomas Harrison** Irene Kaufman