

# 2019 IMPACT REPORT

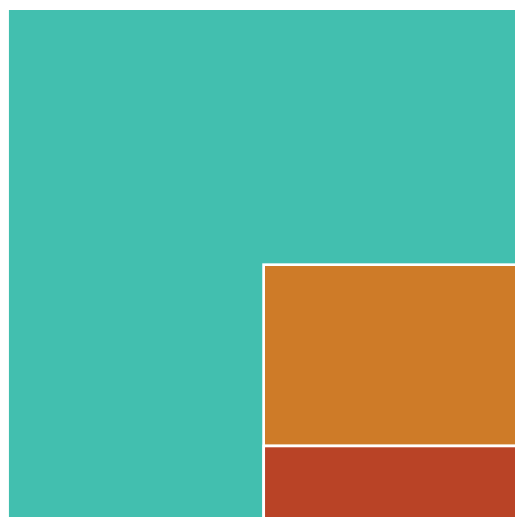
## FINANCIALS

### INCOME



Federal Grants - 30.5%  
Foundation Grants - 21%  
State Grants - 14.6%  
Sponsorships - 11.3%  
Events & Other - 10%  
Contributions - 6.4%  
Program Fees - 6.2%

### EXPENSES



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

Education & Outreach Expenses **\$46,864.23**

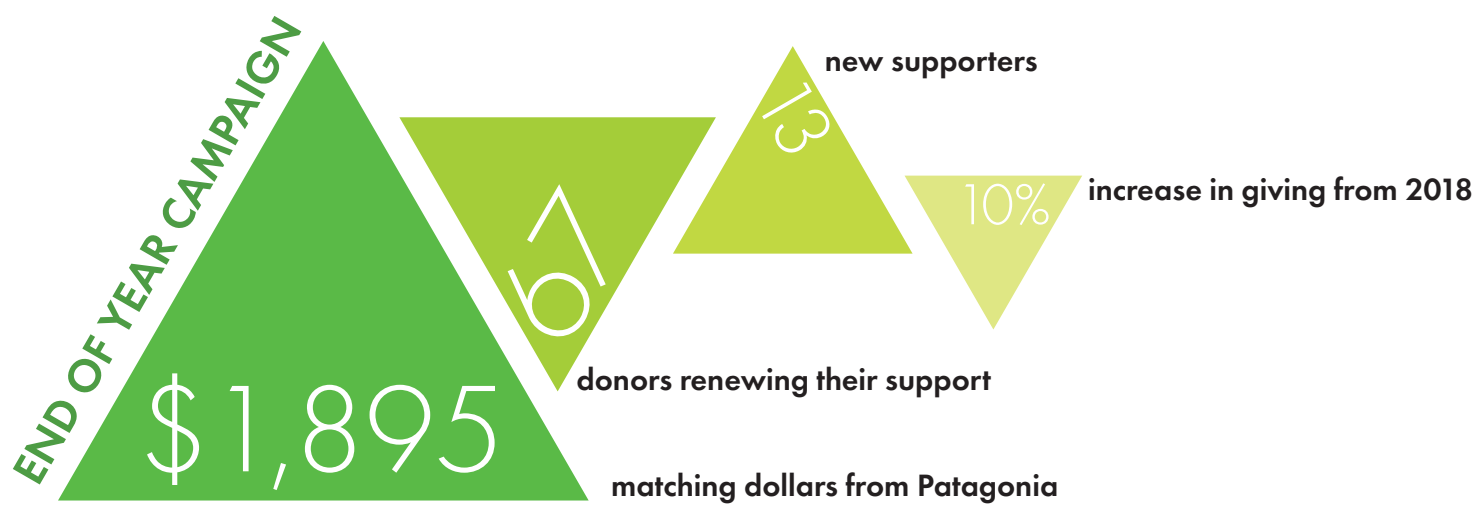
Champaign Farmers Market Expenses **\$53,274.60**

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

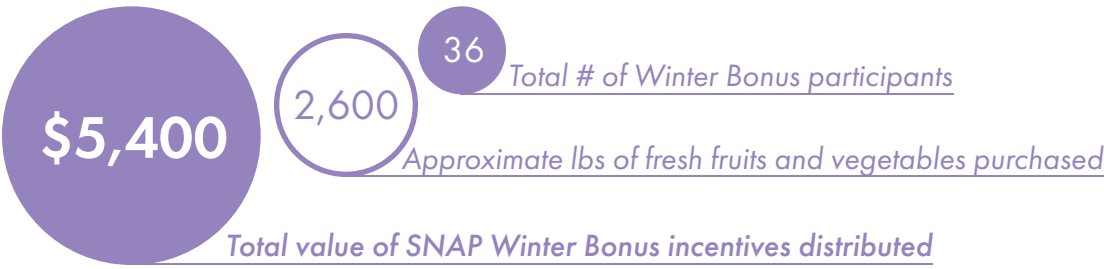
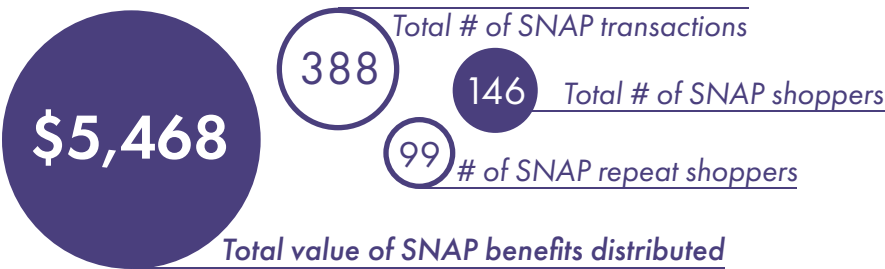
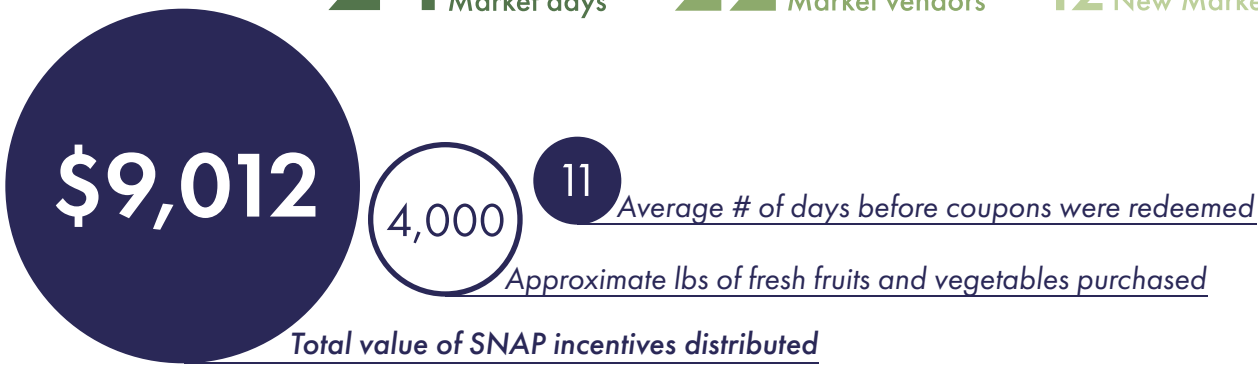
## COLLABORATIONS



# PROGRAMS

## FARMERS MARKET

24 Market days    22 Market vendors    12 New Market vendors



## FARMER TRAINING

12 events held

8 videos produced

7 downloadable resources created

187 people attended the 3rd annual Organic Grain Conference

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

835 people attended Farmer Training events

150 volunteer hours donated

**STAFF**  
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

**BOARD**  
Joe Wetzel, President  
Lisa Bralts-Kelly, Vice-president  
Sue Lannin, Secretary  
Jacob Taylor, Treasurer  
  
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Will Glazik  
Mina Hanna  
Thomas Harrison  
Irene Kaufman