

# Farm2People

## — 2023 Annual Report



April 2024



[farm2people.org](http://farm2people.org)

# Summary

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# 01 — Mission / Values



April 2024



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# Mission

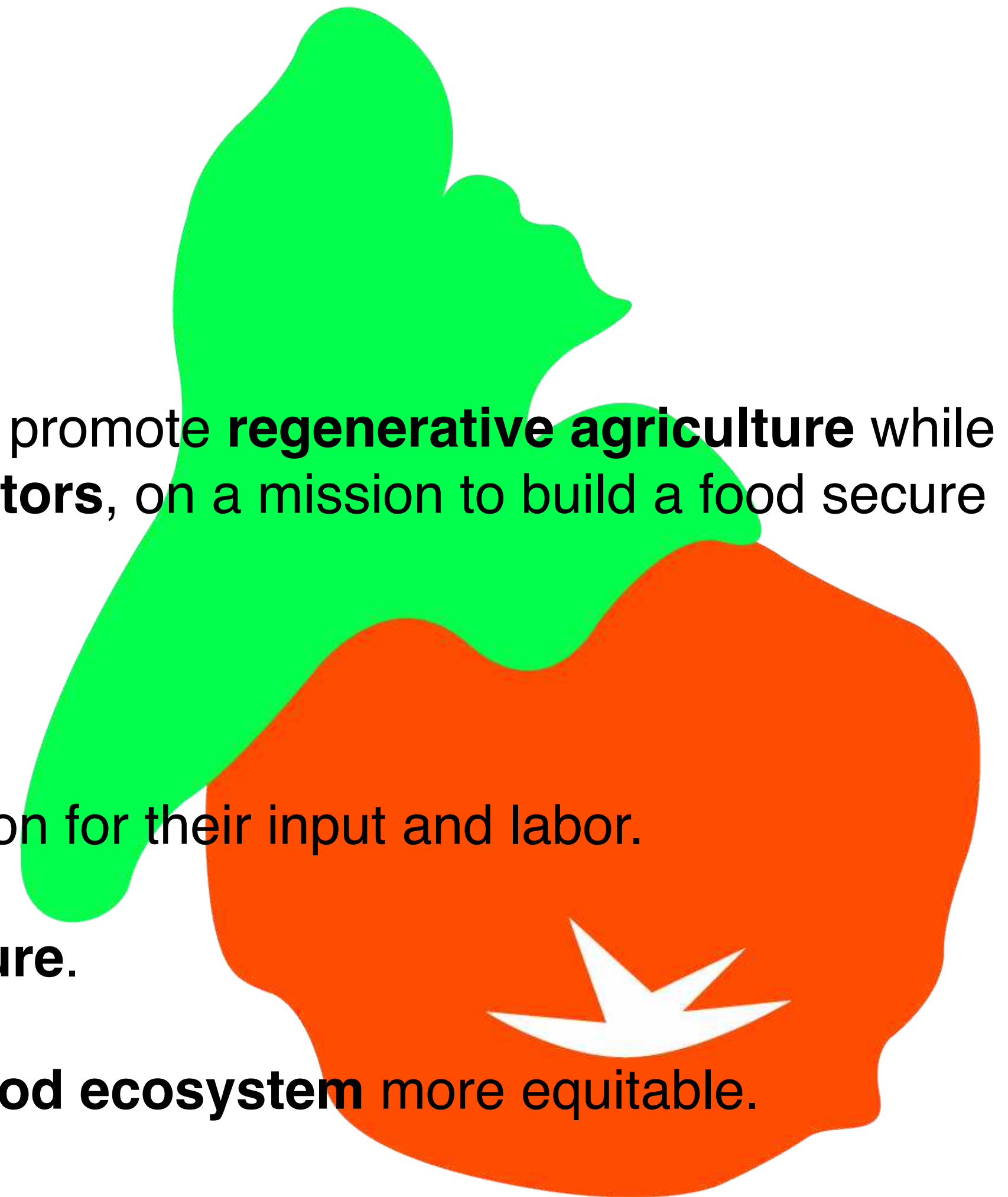
Farm2People brings **local farm produce to food insecure people**. We promote **regenerative agriculture** while **fighting hunger** in and around Los Angeles. We are **value chain operators**, on a mission to build a food secure SoCal region while providing dignity to our growers and residents alike.

We believe healthy and culturally appropriate **food is a human right**.

We believe independent **farmers deserve support** and fair compensation for their input and labor.

We believe regenerative agriculture is the key to a **climate resilient future**.

We believe mission driven, collaborative solutions will make our **local food ecosystem** more equitable.



# Values

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**Promote Food Security** *\*Local Focus, LA and Orange County*

**Strengthen Local Foodways** *\*Regionally, from the Central Valley to SoCal*

**Foster Community Health** *\*Culturally Appropriate & Dignified*

**Provide Whole Nutrition** *\*Plant Based, Organically Grown, Traceable*

**Promote Regenerative Farming** *\*Independent, Non-Commodity, Biodiverse*

**Foster Climate Resilience** *\*Climate Smart Farm Practices, Healthy Soils*



# 02 — Story / Impact



April 2024



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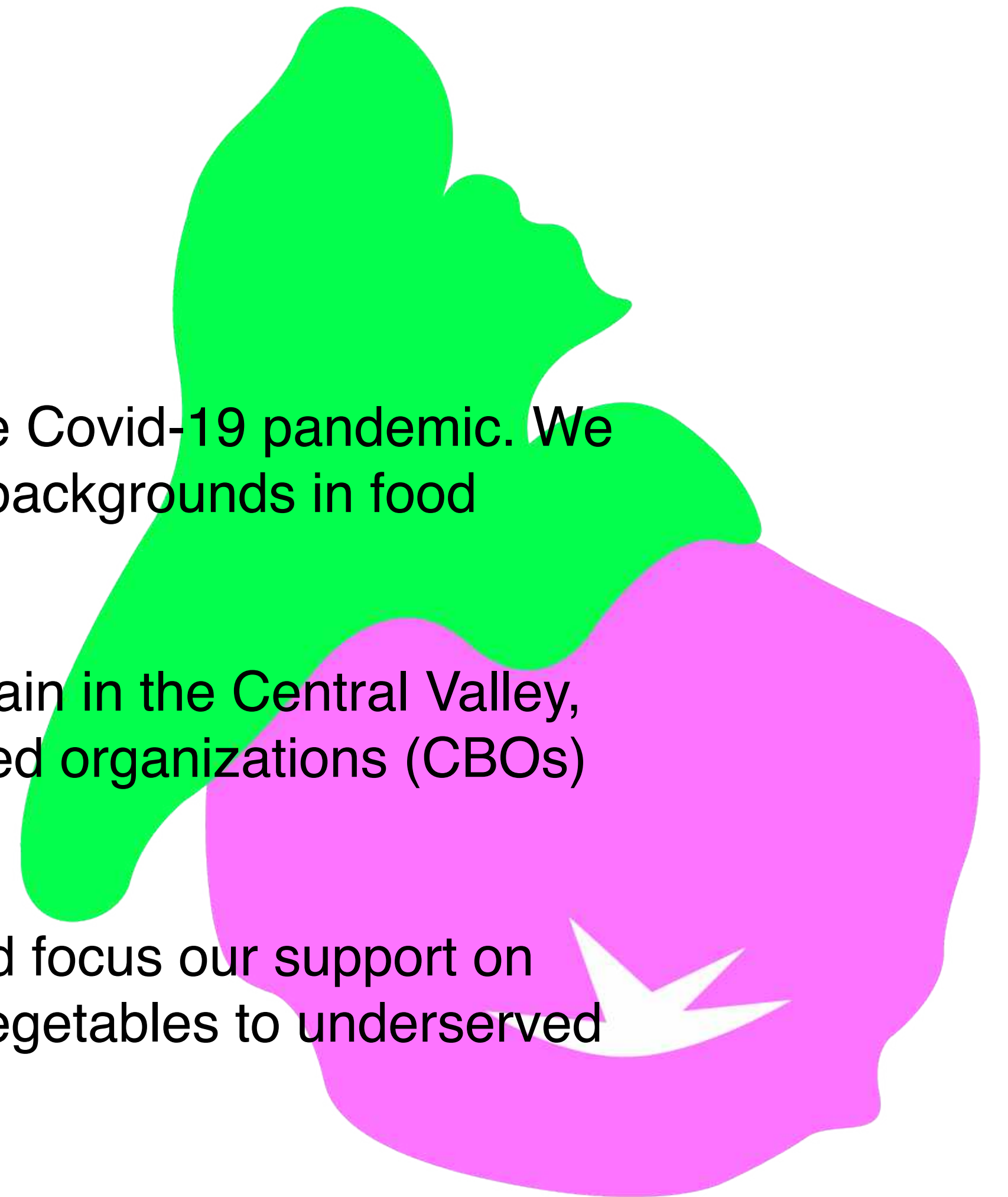
# STORY

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Farm2People started as a grassroots emergency response project to the Covid-19 pandemic. We began as a collaboration among volunteer individuals with professional backgrounds in food operations.

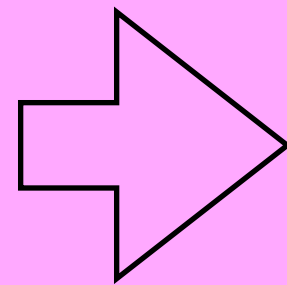
Our first action was to crowdfund the purchase of organic, dry farmed grain in the Central Valley, transport it to Los Angeles, and to distribute it to various community based organizations (CBOs) for free.

We soon realized that our impact would be the most profound if we could focus our support on independent, regenerative producers and on bringing whole fruits and vegetables to underserved individuals and households. We've been growing our story ever since!





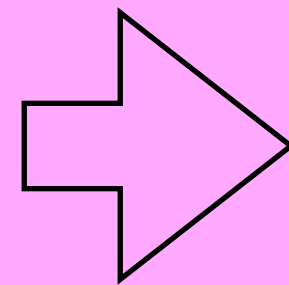
**2020**



F2P emerges as a volunteer solution to food supply chain shut downs.

F2P crowdsources its first \$30k and purchases surplus grain organically grown in Tehachapi. The grain is distributed throughout Los Angeles in partnership with various CBOs.

**2021**

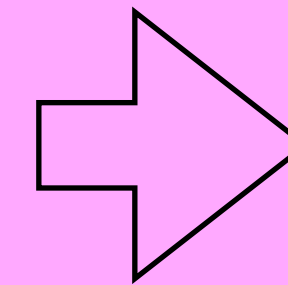


F2P focuses its work on securing farm fresh fruits and vegetables for LA distribution.

F2P doubles its operational budget and delivers double the volume of food to food-seekers.

F2P becomes a 501(c)3!

**2022**



F2P begins sourcing culturally appropriate produce specifically for AAPI, LatinX and indigenous communities, paired with the CBO Asian Americans 4 Housing and the charter school Anawakalmekak, thanks to support from the Office of Kat Taylor’s Growing the Table.

F2P expands its network of regional regenerative farm partners.

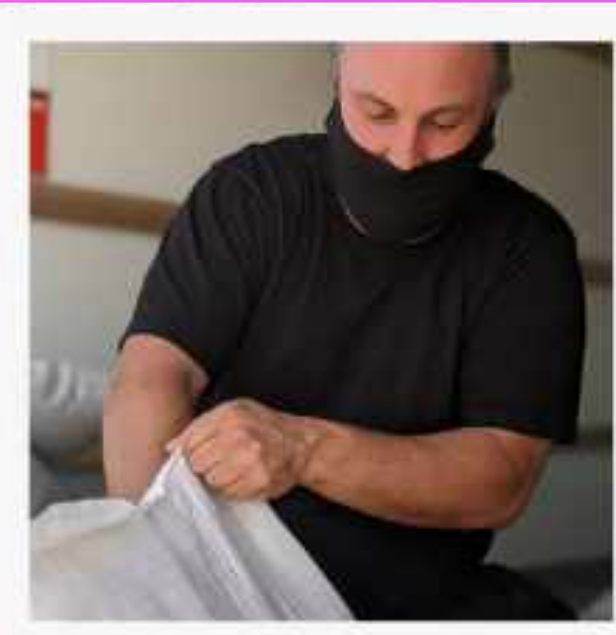
**2023**

F2P partners with CAPOC, fulfilling 350 mixed produce boxes weekly for AAPI Seniors, as part of a “Farms Together” (USDA) LFPA pilot.

Bracken’s Kitchen (OC) and Hollywood Food Coalition (LA) are key partners for F2P’s general programs.

F2P hires its first paid FT employee, its first Programs Coordinator and builds its first Board of Directors!





# 2023 Wrap Up

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2023 was a critical and successful year for Farm2People!

- We fulfilled a **CalWellness earmarked funding grant in support of BIPOC growers** in the San Joaquin Valley.
- We **broadened our distribution services** to Orange County, stimulated by a pilot partnership with the California Association of Food Banks and the Community Action Partnership of Orange County.
- We **deepened our community partnerships** in Los Angeles, most notably working with the Hollywood Food Coalition's Exchange Program to get regeneratively grown harvests into the hands of food insecure individuals and families in LA County.
- We **professionalized** our organization, evolving beyond volunteer-operated and thus securing future opportunities.
- Oh yeah, and we got a facelift courtesy of Kim Holdener's artistry. If our colors and shapes look tight, thank him! And thanks to the OG design queen Theresa Liu for the shapes that started it all.

**In short, 2023 was all about building capacity.** And thanks to 2023, 2024 is already proving our most impactful year yet!

# 2023 Impact

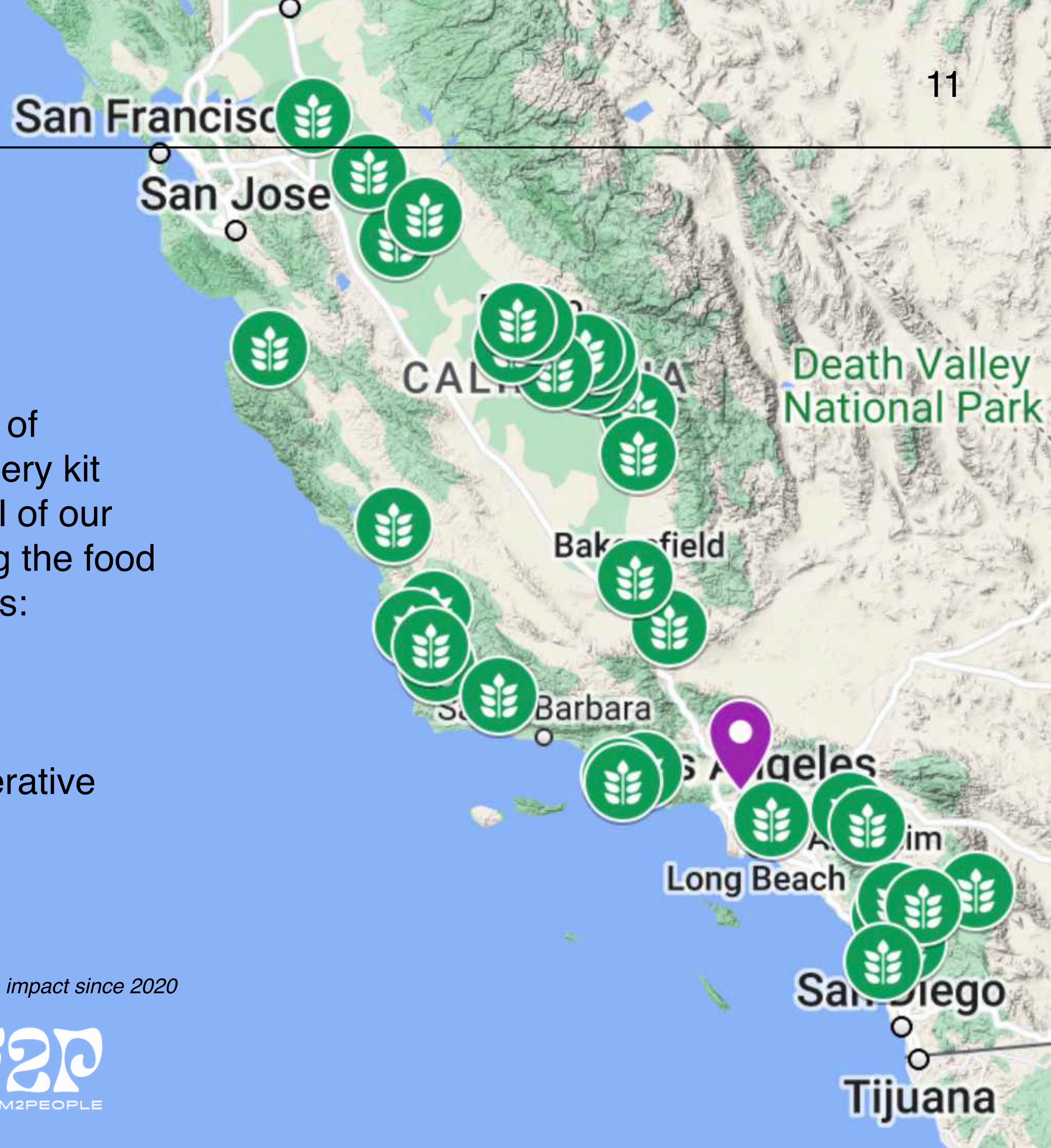
Farm2People estimates that we now serve an average of 25,000 households per year and growing, through grocery kit giveaways, meal programs and critical farm support. All of our impact is made possible through our partnerships along the food value chain. Our cumulative impact can be explained as:

**60+ Independent California Farmers** supported

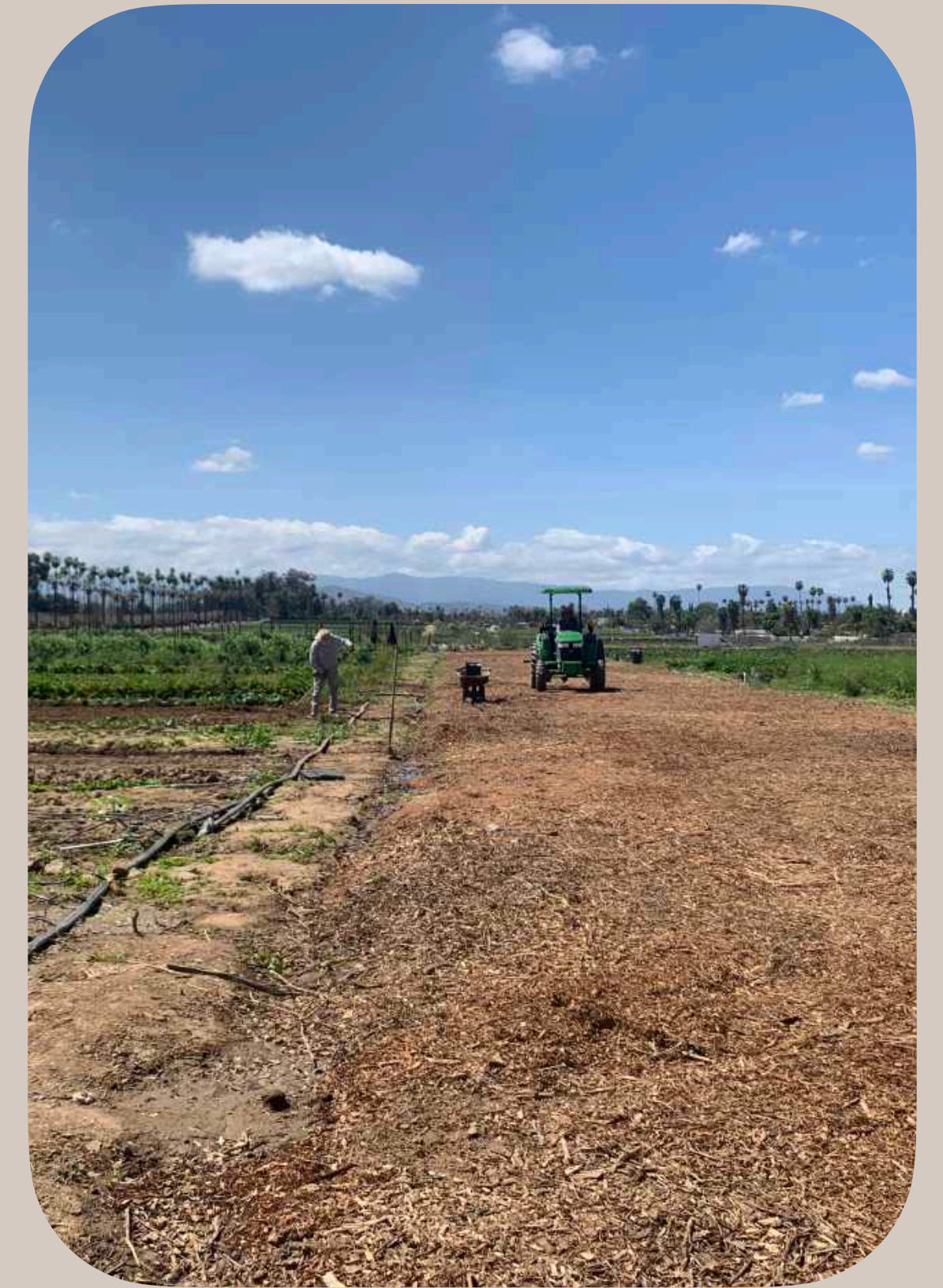
**700,000 lbs Fruits & Vegetables** sourced from regenerative growers

**4 Million Servings** served to food seekers at no cost

*\*Cumulative impact since 2020*



# 03 — TEAM



April 2024



[farm2people.org](http://farm2people.org)

# OPERATIONS



[Anna Rose Hopkins](#) \*  
Executive Director  
\*PAID\*



[Ernesto Ahumada](#)  
Director of Finance



[Henry Fischer](#) \*  
Director of Programs



[Fernando Yuan](#)  
Programs Coordinator  
\*PAID\*



[Brittney Wilson](#)  
Fundraising Consultant



[Kim Holdener](#)  
Design Contractor



[Jillian Muñoz](#)  
Research Contractor

# BOARD



[Eric Holdener](#) \*  
Board Chair



[Safir Bellali](#)  
Board Member



[Craig Davis](#)  
Board Member



[Lindsay De May](#)  
Board Member



[Henry Fischer](#) \*  
Board Member



[Dasami Moodley](#)  
Board Member

*\*Indicates Founding Member*



# 04 — Financials



# Financials

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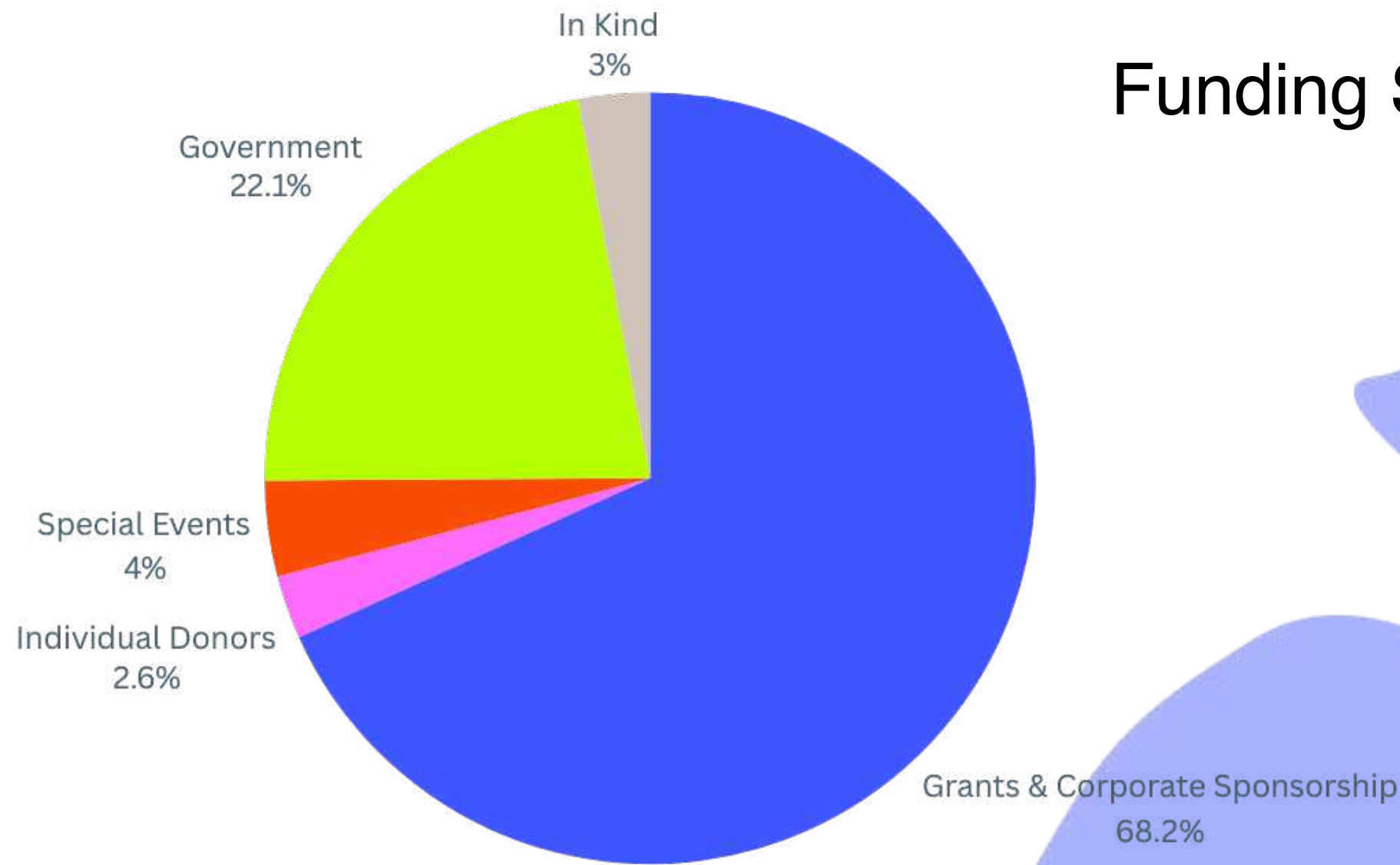
2023 laid the fiscal foundation for 2024's programmatic and operational growth. As Farm2People transitioned from three to four years in service, we grew our farm network, our collaborations, our team and our vision. While our programmatic impact within 2023 did not increase compared to 2022, we laid the groundwork for a significant scale-up in 2024. We successfully piloted our first collaborative government contract and were pre-approved for a half million dollar commitment in 2024. We were awarded both new and repeat grant funding, and we hosted our first live fundraiser event at Alma Backyard Farms.

And what's more — while our Programs and Finance Directors continue to volunteer their time and labor — in 2023 we hired our first Executive Director and our first official Programs Coordinator.

Thank you for making 2023 such a strong foundational year!



### Funding Sources

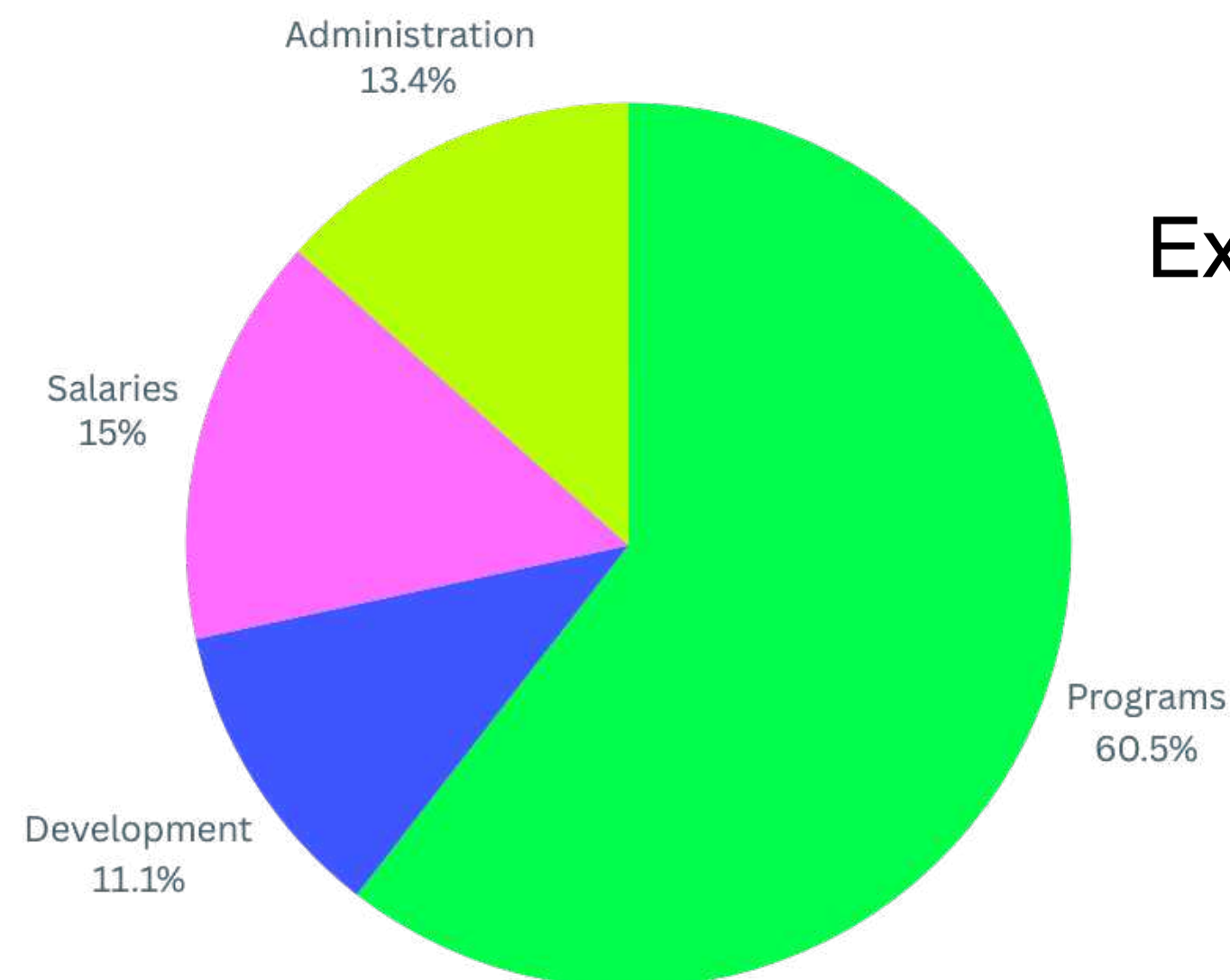


### Statement of Financial Activity

REVENUES	2023
Grants & Corporate Sponsorship	\$168,578.82
Government	\$55,584.00
Special Events	\$10,859.40
Individual Donors	\$6,388.65
In Kind	\$7,066.46
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>\$248,477.33</b>

EXPENSE	2023
Programs	\$89,608.00
Salaries & Wages	\$22,147.60
Administration	\$19,931.40
Development & Fundraising	\$16,607.00
<b>TOTAL EXPENSE</b>	<b>\$148,294.00</b>
<b>TOTAL CHANGES IN ASSETS</b>	<b>\$93,117.00</b>
<b>Net Assets Start of Year</b>	<b>\$66,976.00</b>
<b>Net Assets End of Year</b>	<b>\$160,093.00</b>

### Expenses



# 05 — 2024 Outlook



April 2024



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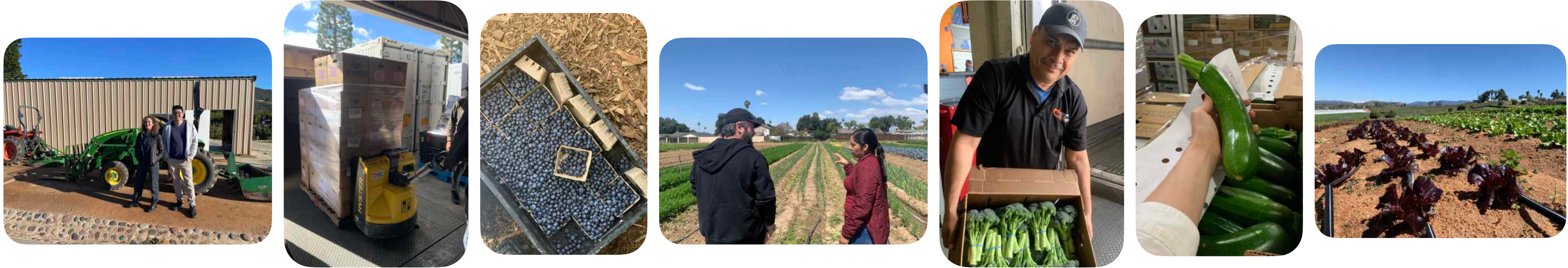
# 2024 Outlook



At Farm2People, we are already living our best 2024! And it's only Q2 :)

Thanks to our new, paid Programs Coordinator Fernando Yuan, we have met the challenges of scaling up the duration and intensity of our value chain operations. He and our super volunteer Programs Director (and F2P co-founder) Henry Fischer are better responding to grower needs while deepening the Farm2People process. Plus, in January, we received a bumper contract through Farms Together. This brought \$200,000 between January and April to support socially disadvantaged farmers and bring culturally appropriate and diverse produce to food seekers.

One of our favorite 2024 happenings is a new and ongoing coalition building project. We're working with the Hollywood Food Coalition (HoFoCo), Asian and Pacific Islander Forward Movement (APIFM), and Polo's Pantry to vision a space where IRL resources and social infrastructure can be shared for the betterment of our distinct and overlapping LA communities! More on that very soon.



## EARMARKED FUNDING

Announcing the **Max Factor Family Foundation** in partnership with the **Jewish Community Foundation of Los Angeles** has donated \$50,000 to Farm2People for our Summer Relief Program!

We're equally thrilled to announce the renewed support of **Butterfly Equity Foundation's** and the **Organically Grown Company** for general programs and operations!

## FARMS TOGETHER

Farms Together was developed by the California Association of Food Banks (CAFB), Fresh Approach (FA), and the Community Alliance with Family Farmers (CAFF) with original support from the CA Dept. of Social Services & CA Dept. of Food & Agriculture via the US Dept. of Agriculture Local Food Purchasing Assistance Program.

2024 brings the promise of contract work starting mid-year. We've just concluded a bonus \$200,000 round of funding!

## COALITION BUILDING

In order to build a **more climate stable and communitarian future**, we first have to envision it.

Farm2People is *so excited* to be in collaboration with **HoFoCo, APIFM and Polo's Pantry**. We've gathered a dozen times this year, collaborated on a strategic grant application and interviewed mission driven advisors to work with us on mapping a plan.

We dream of co-locating, co-visioning and working together to bring more local food into our communities.

# 06 — Supporters



April 1, 2024



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Farm2People’s work is made possible by the generous support of individuals, foundations and enterprises:

Aceso Foundation  
Biondi Family Fund  
Bokhari, Muneeb  
Butterfly Equity Foundation  
California Wellness Foundation  
Clif Family Foundation  
Duclot La Vinicole  
Frost, Benjamin  
Jewish Community Foundation of Los Angeles  
Max Factor Family Foundation  
MidCentury LA / David Pierce  
Mugar, Matthew  
Organically Grown  
Piret, Benoit  
Sands Foundation, George H. and Estelle M.  
TomKat Ranch Educational Foundation  
Toner, Justin and Maggie  
Wonderful Company

Farm2People’s work is inherently collaborative, thanks to the following orgs and institutions:

BOA Logistics  
Blueprint LA  
California Association of Food Banks  
Cal Poly Pomona’s Regenerative Studies Graduate Program  
Community Action Partnership Orange County  
Hollywood Food Coalition  
Sunnyside Packing  
Vesta Foods / Chefs To End Hunger

# THANK YOU!

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This 2023 Annual Report was compiled  
with love by yours truly,

Anna Rose Hopkins  
F2P Executive Director  
[anna@farm2people.org](mailto:anna@farm2people.org)