

the
farmlink
project annual
report

2021



our mission

The Farmlink Project connects farms with surplus to food banks to feed people in need, reduce carbon emissions & empower the next generation of changemakers.



2021 Congressional Medal of Honor Service Award Winner

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As we are such a young organization, you are receiving this annual report just following our 2nd birthday. Accordingly, this report covers Q2 2021 - Q1 2022. Next year, you can expect to receive the 2022 Annual Report in January.

year in review

As we write this, the COVID-19 pandemic continues to disrupt daily life, and new geopolitical conflicts have stepped into the place of previous ones. Today's gas prices are so expensive that food banks' budgets are running out, while those who depend on them struggle even more to access fresh and healthy produce. The Russian invasion of Ukraine has exacerbated these issues leading to soaring gas prices, increasing fertilizer expenses, and surging food costs affecting vulnerable U.S. households.

These new challenges add urgency and strain to a foundational problem that won't make the same headlines but remains at the center of our mission. Each year, we grow enough food to feed every person on the planet, yet 1/3rd of all food grown is wasted while over 2 billion people struggle to put food on the table.

With the constant stream of heavy news filling our news feeds and televisions, we have seen how as a society we can become numb and disenfranchised from facts like this, losing our hope, character and motivation in the process.

Our team has done exactly the opposite. In the face of these new and continued challenges, The Farmlink Project has been able to more than double its impact from last year.

What started as students cold calling farmers and renting U-hauls has now saved 70 million pounds of fresh food from going to waste. Our unrelenting focus to work on behalf of American farmers and communities, provide a platform for the voiceless, and to invest in projects for long-lasting change has transformed Farmlink into one of the most efficient food rescue organizations in the United States.

This is not a coincidence.

This progress is a product of the optimism of the young people, farmers, donors, community members, parents, and supporters from across this country who believe that these big problems are solvable. It's the grit of our incredible Farmlink students, who have proved that it's possible to feed millions of people while attending in-person college (and high school) classes. It's the Doer approach of our lean full-time staff, who will rest at nothing until there is either no surplus food or no hungry person left to need it.

Two years ago, we founded this project at the onset of one of the greatest crises in modern human history. Each person who took the risk to join this venture happened to share one habit: showing defiant hope in the face of enormous challenges. Our community's response to the new challenges of the last 12 months has shown how that commitment to stubborn perseverance has grown from a shared habit to an integral part of our DNA here at Farmlink.

To be a member of this community is to be a part of that DNA. Thank you for investing in the future with us, for meeting new challenges with tenacity, and continuing to transform this generation's hope into real change for generations to come.

Yours,
James, Ben, and Aidan



Board of Directors

Mary Ellen Kanoff
Legal Council Peninsula Pacific

Kevin Reilly
Television Executive

Andrew Goldman
CEO of Writable Inc.

Nathan Chappell
Senior Vice President,
DonorSearch Aristotle

origin story about the farmlink project.

Many people remember March of 2020 as a time when the COVID-19 pandemic took over and life as we knew it was put on hold. For much of the Farmlink team, this change also meant being sent home from college. A few students from Brown and Stanford sat at home watching as the food supply chain was devastated. Unemployment and hunger were skyrocketing, with 54 million Americans going to bed hungry every night. Yet farmers were being forced to throw away millions of pounds of food as restaurants were forced to close and commercial orders plummeted. The produce was available, but simply was not getting to where it was most needed. These friends began cold-calling farmers in the hopes of finding surplus that they could redirect to a local food bank experiencing unprecedented demand. After contacting a farmer that was on the verge of sending 10,800 pounds of eggs to the landfill, these students rented a truck and delivered the eggs to food banks throughout Los Angeles. And thus, The Farmlink Project was born.

Since our inception in April of 2020, we have worked with farms all across the nation, providing the logistics to deliver the food to where it is needed most in the United States, including food deserts and underrepresented communities. Our team has grown to encompass hundreds of volunteers from across the country, who tirelessly work to move millions of pounds of food every month. We feel so fortunate for our success thus far, and we are so excited for what the future of the Farmlink Project will hold!

*Aidan Reilly at Farmlink's first delivery
transporting 10,800 eggs*



meet the team



Ben Collier
Co-CEO

Ben's favorite thing about the Farmlink team is talking to people who feel like they have grown because of this organization, and who found a community when they needed it most.



Aidan Reilly
Head of Partnerships

To Aidan, Farmlink represents a cultural shift in America (and around the world); one that rewards action over inaction, cherishes innovation for a more sustainable future, and invests in the next generation.



Eliza Inder
Head of People Operations

Eliza loves to see people who care about something greater than themselves. Hope is an underlying theme of all the people in Farmlink even within different skills and interests, but hope and belief in the community brings unity.



Cerina Corrigan
Head of Finance

There is a very passionate Farmlink community where people work on a volunteer basis but spend a lot of time to the cause. There is a certain energy brought to the table that everyone bounces off, and we are truly inspired by good leadership.



James Kanoff
Co-CEO

When talking about the community and the Farmlink family, James said that the work that everyone is doing inspires him and that the team exemplifies that "anything is possible."



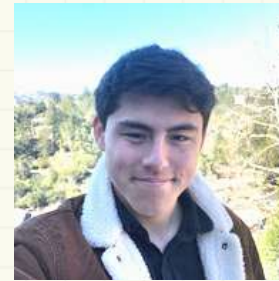
Emma Worth
VP of Development

Farmlink did not set out to be a non profit, it started from goodwill of students who got together through a process of discovery then they unearthed a bigger problem to be solved. The fellow aspect is what keeps it going.



Luis Yepiz
Chief Procurement Officer

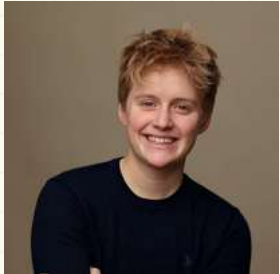
Through his role at Farmlink, he most enjoys being able to support a community of young fellows who are all extremely motivated to learn about food security and make a difference in our food systems.



Jules Fogarty
Head of Sustainability

Jules was drawn to Farmlink because of the climate impact that the project is rooted in. Jules noted that his favorite aspect about the program was "the passion." Everyone at the project is ready to dive in headfirst and make a serious, tangible impact.

meet the team



Kate Nelson
Head of Creative

Through her role at Farmlink, she enjoys working alongside people who display so many different skill sets, yet share similar values and mindsets toward social change.



Margaret Li
Head of Design

Margaret was initially drawn to Farmlink's heavy focus in the food waste sphere, but confirms that the drive and passion of the community is what makes Farmlink truly unique and capable of achieving anything.



Risa Fox
Development Associate

After a short time working with Farmlink, Risa realized that the organization's success was rooted in its passionate and energetic team. Risa feels lucky to be able to share Farmlink's energy with funders and partners to expand the community.



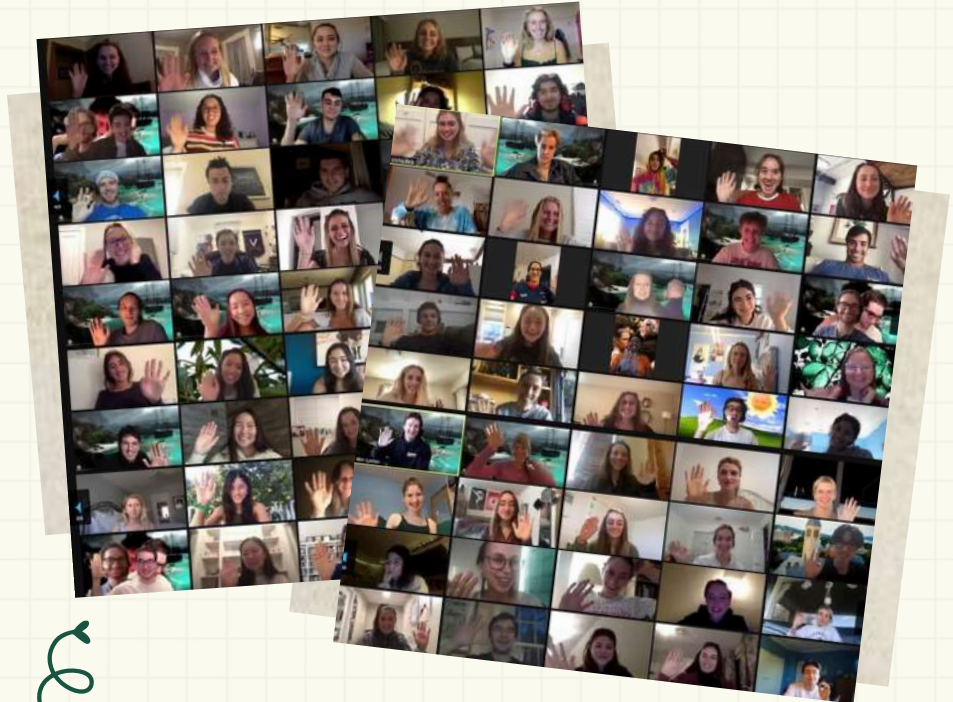
Sophia Adelle
Head of Policy

Sophia is proud to have grown Farmlink's presence in advocacy work, extending beyond direct relief efforts for farms and food banks. Through her role, she enjoys being able to work every day with amazingly talented people and strive for political reform in our food systems.



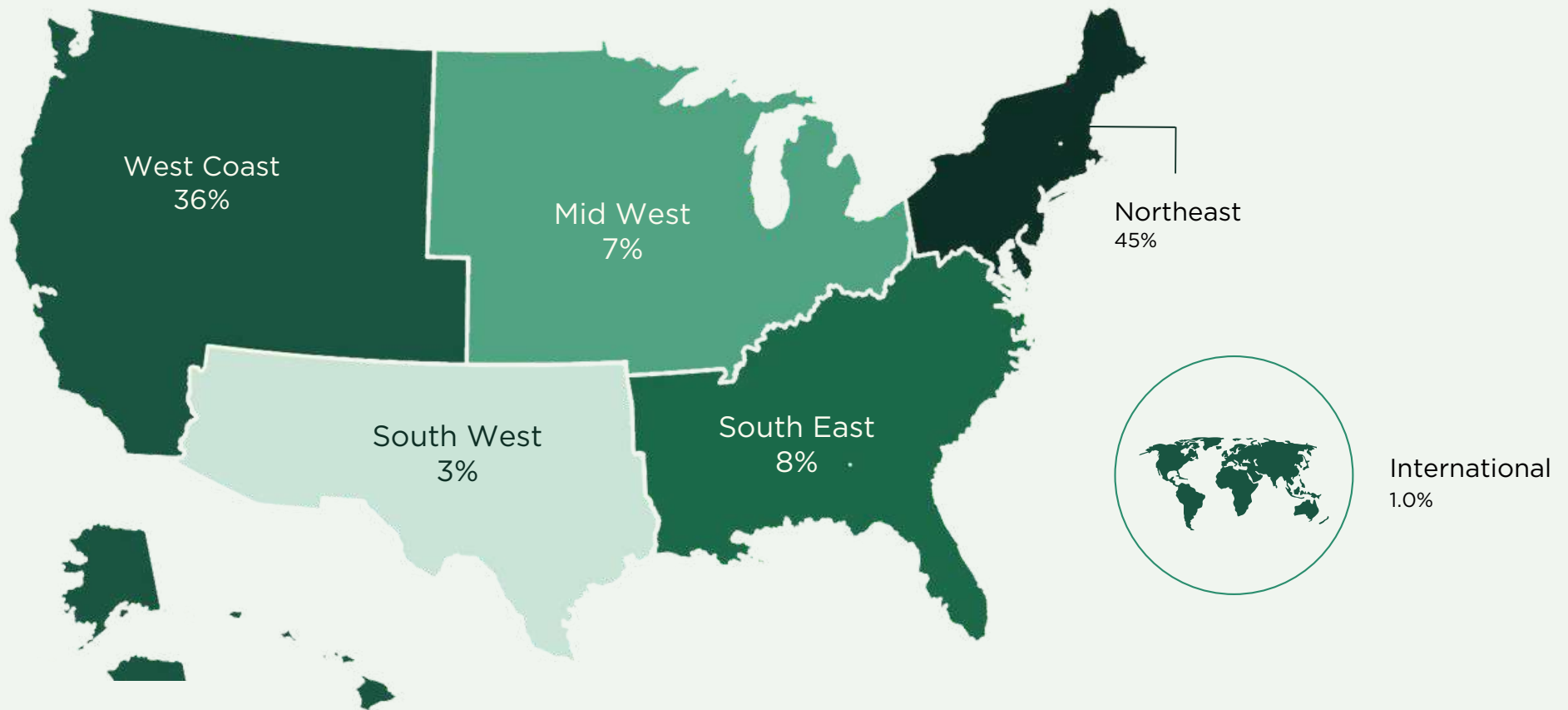
Owen Dubeck
Creative Director

Owen truly believes that five years from now, this organization has the potential to drive systemic change in the food space, and he knows that's an exciting thing to be a part of. No idea is too big, in fact it's encouraged to come to the table with "moonshots."



and of course, the beating heart of our organization, our 200+ farmlink volunteers! ♡

farmlink fellowship



227 fellows with
an average age of

21

93+ universities
networked internally



550,000 slack
messages sent

lifetime impact 2020-2022 by the numbers

70,000,000+
total lbs of food rescued

↑ 120% increase

\$4,100,000+
economic relief to
farmers and truckers

48 States
served across across 266
underserved communities

58,000,000+
total meals served

↑ 118% increase

\$12,700,000+
fundraised from individual donors,
corporate & foundation grants

**266 Food Banks &
190 Farms served**



letter from luis

Before Farmlink, Luis spent 15 years working in food recovery. He built the Food Forward wholesale produce recovery program, distributing over 250 million pounds of fresh produce. Luis' understanding of the produce growers, shippers, and recipients that play a role in the charitable food space has enabled our food program to take a progressive step forward this year.

Luis Yepiz
Chief Procurement Officer



At The Farmlink Project, we believe Food Access is an inalienable human right!

Currently, the strategies of large-scale domestic hunger-relief organizations and their distribution timetables have created a wide service gap. Many people, including isolated communities, are often excluded or not served enough to meet their needs

“

Our distribution strategy aims to provide food access for all – churches, trade unions, health clinics, tribal governments, food banks, food pantries, and other nonprofits that serve and know the people we want to reach.”

Our operating model allows all farmers to offer their surplus produce in the most efficient way. We streamline their donation process to just one call with one of our team members, this method allows farmers to save time and effort, access our national network of partner food recovery organizations, and contribute to the global effort to minimize food waste.

Our transportation network of logistics partners gives us national coverage, allowing us to recover surplus food as soon as it is accessible. We help farmers avoid delays and ensure placement, regardless of food amount or location. This clears farmers' cold storage and transportation capacity to focus on their day-to-day operations.

In our first two years of operation, The Farmlink Project has recovered and distributed over 70 million pounds of food. Building upon this success, we focused on actively expanding our outreach to welcome underrepresented and excluded communities across all languages, races, genders, ethnicities, religions, and nations of origin. We also work with small independent food distributors who create separate distribution networks that operate outside the control of large-scale organizations. They procure food and create distribution schedules that work around their community needs. We commit to utilizing tried and true methods redefined by cutting-edge technology and innovation moving forward. We are excited to see how we grow and evolve. Come and join us on this journey.

Yours,
Luis



our strongest year yet ^{year 2!} chipotle x farmlink

This winter season, we were fortunate enough to be Chipotle's Round-Up beneficiary for the second year in a row. Every person that ordered a meal through Chipotle's app had the option to round up and donate a few cents to us -- money which went directly towards supporting our mission of fighting food insecurity and reducing food waste.

With Chipotle's help, we raised \$1.1 million through this program, amplifying our efforts to provide meals to hungry Americans through the rest of this year. Furthermore, we are now partnering with Chipotle's farm suppliers to prevent food waste at the source.

For the first time this year, we also launched a "Name Your Meal" campaign, where if customers named their meal "GIVETEN", Chipotle would donate enough for us to move 10 pounds of food per meal ordered. Through the GIVETEN campaign, Chipotle and Farmlink moved an additional 300,000 pounds of food to people in need.

Our relationship with Chipotle has strengthened The Farmlink Project as a whole, and we are forever grateful for their support and belief in our mission.



stories from the field

navajo nation

It's 6am in Farmington, New Mexico. Our Creative Team Leads, Owen Dubeck and Kate Nelson, head towards Navajo Nation to distribute 40,000 lbs of fresh produce and talk to community members about how The Farmlink Project can better serve the area.

Across one of the pallets holding boxes of food, an off center sticker reads: "DUMP". It's a sobering reminder that all of this produce was going to be sent to the landfill: all 40,000 pounds. Instead, the produce has been rerouted by The Farmlink Project to this small community that is desperately in need of it.

Community members that showed up left with seven large boxes of fresh produce, including: snap peas, squash, bell peppers, broccoli, corn, melons, and more. All high quality, fresh nutritious produce. Kate and Owen squeezed the boxes into trunks, over car seats and onto the laps of the Navajo community who were eager to share this food with their loved ones.

While loading food into the cars Owen and Kate spoke with community members waiting in line. Irene, who lives on the reservation with her family and many animals, explained that she has to drive nearly 50 miles to get to the closest grocery store. In the first weeks of the war in Ukraine, gas and food prices were spiking to never before seen levels. A roundtrip journey to the grocery store is completely unaffordable for her, but she has no choice. She informed Owen and Kate that this food distribution cut her travel time in half, and although it didn't solve all of her problems, it was a big help to her and her family. She explained, "That's why I'm out here, in the rain, in the snow because I thought this would help my family. It helps a lot."

As the pile of food diminished, Owen and Kate attempted to wrap their heads around the fact that their efforts today were just one twelfth of what The Farmlink Project does every week.

"Irene, who lives on the reservation with her family and many animals, explained that she has to drive nearly 50 miles to get to the closest grocery store."



lamont, ca

stories from
the field



Think about where your food comes from. Who picked it? Who shipped it? Who drove it to your grocery store? Lamont is a city neighboring Bakersfield in Central California with a large farmworker community and, although they are growing our food, they cannot afford it themselves. After their trip to Navajo Nation, Owen and Kate arrived at a distribution to a car line that stretched on for a mile, maybe 700 cars of people. As the sun beat down, the food distribution commenced. Farm workers handing out fresh produce to other farm workers. The same person who picked these vegetables last week is now waiting in line to receive it again, as it has been sent all the way down to Los Angeles just to be denied by grocery stores and sent to “landfill”.

The community here was standing up for one another in a deeply moving way. The Farmlink Project’s deliveries to this area have to be on Sunday, as that’s the only day farm workers have off work. We are proud to be there to help distribute food and learn more about the injustices faced by those who grow it. Awareness is the first step in changing the issues other people face what these hard working Americans are fighting against every day just for a decent quality of life.

natural disaster relief

hurricane ida

kentucky tornadoes

texas winter storms

580,000 lbs of food moved in 2021 in response to disaster relief.

As we work to improve reliable access to produce, we also aspire to be prepared for the extreme moments of need spurred by natural disasters. Over the past year, our team has worked to respond to natural disasters as they've occurred in multiple parts of the country. We take the first moments after a natural disaster to assess the needs of the affected communities. We speak with farmers to understand how they've been affected, and food banks to learn about their needs. If we can provide logistical support to transport shelf-stable food, we will. We believe, though, that fresh produce plays a critical role in the longer term rehumanization of a community following a disaster.

As we move forward with growing our reach and improving our consistent access to more and more produce, we feel even better positioned to provide meaningful support to communities in need of enduring support following natural disasters.

Photo description: After the winter storms hit Texas, Farmlink provided San Antonio Food Bank a truckload with 40,000 pounds of water bottles in the first week, along with over 330,000 pounds of fresh carrots, potatoes, mixed greens, tomatoes, strawberries, pineapples, and more over the following three weeks.





carbonlink

carbon credits

26,768,528 lbs of CO₂e prevented*

*cumulative total from 2020-May 2022

Starting in early Spring 2021, the Sustainability Team set up three goals:

1. Promote sustainable food system practices
2. Quantify our GHG impact
3. Provide funding that promotes sustainability

Through these goals, Sustainability quickly realized that carbon offsets would be the answer. With offsets we could start the cycle of food movement → carbon offsets → funding → more food movement.

Many industries looking to make a climate impact can not operate with zero carbon emissions. Carbon offsets enable these companies to make a quantified impact with us while still serving their communities. This means that carbon offsets provide these companies with a tangible carbon impact while allowing organizations like ours to scale up our carbon reducing activities.

With a cumulative total of 70,000,000 lbs of fresh produce moved, we were able to prevent roughly 26,768,528 lbs of CO₂e (carbon equivalent in methane) emissions. Working with the world's premier carbon registry, Verra, as well as researchers at Quantis, we are working to verify these numbers and create an airtight methodology.

However, the food system as a whole accounts for nearly 40 trillion lbs of CO₂ annually. Therefore the Sustainability Team has been hard at work with other carbon offset projects throughout the food industry to truly make an impact larger than our own. Working with projects that range from capturing methane emissions from livestock to sequestering carbon in soil using innovative agricultural practices, we hope to make a wide impact by pushing sustainability in all parts of the food system.



Luis Yepiz, Ben Collier, and Policy Team Lead Sophia Adelle on Capitol Hill for The United Fresh Conference.

policy team

origin story

The Policy Team at The Farmlink Project works to sustain our mission by communicating the systemic roots of food waste, food insecurity, and climate change to the public. Beginning as a growth project in Winter of 2021, Policy involved fellows from all across The Farmlink Project's teams and quickly gained momentum and formally became a team this past Fall. Now, through research, outreach, and action, the Policy Team works with stakeholder communities and other actors in the policy space to develop opportunities for coalition building, and builds out education and advocacy campaigns to ensure our long-term and permanent impact on the food system.

our advocacy work

We work daily to identify existing legislation and collaborate on new legislation surrounding food equity and access. These opportunities lead us to attend conferences in the nation's capital, participate in committees with leading national anti-hunger organizations, and engage in conversations with local, state, and federal elected officials. With this knowledge we go back to our communities and educate our fellows, our external networks, and youth on The Farmlink Project's mission to raise awareness of the relationship between food waste, food insecurity and climate change.

Over 130 registrants attended our second roundtable, *Share the Plate: Increasing Equity in the Food System*. Here, Kelvin Garvanne, Victor Flores, Rebecca Doyle, and Policy Team Fellow Elina Lingappa speak on how the existing food system unequally serves and impacts communities, and what we can do together to create a more equitable future for food.



William Penn Charter School



education initiatives

This past year, several fellows from the Policy and Sustainability teams came together to present The Farmlink Project's mission and daily work to elementary students at The Rashi School. This presentation was the first of its kind for Farmlink, and motivated our fellows to begin building out a more formal Education Initiatives program.

To date, we have presented about creating sustainable change and pursuing meaningful advocacy initiatives to a number of schools, both virtually and in person. We look forward to continuing to spread The Farmlink Project's mission to the next generation!



Rashi School



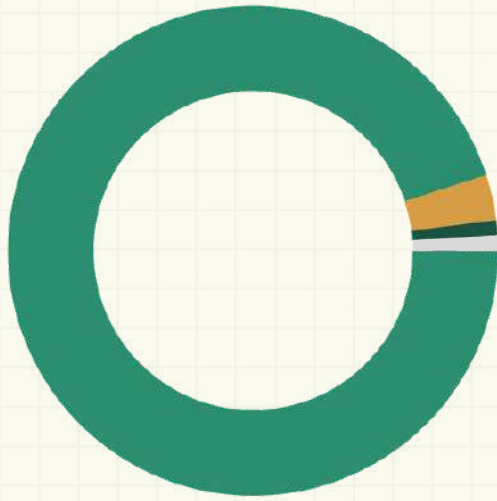
farmlink on air cbs news & ellen show

In July, our team met with CBS correspondent Catherine Herridge, who hosted the Medal of Honor Ceremony. Catherine was moved by our project and mission, and we exchanged information. We did not chat again until December, when Catherine called us out of the blue and said she was interested in doing a full segment on Farmlink. The team was elated. Around the New Year, Catherine delivered not just one, but two pieces that highlighted our team's work, our partners, and our vision for the future. This coverage reached millions across the nation, causing a spike in donations, partnerships, and excitement surrounding our mission.

Several weeks later, a producer from The Ellen Show who watched the CBS piece reached out to Aidan via Instagram to conduct an interview. After several weeks of silence, the producer called back and asked if he could come on the show on the following Tuesday. We responded "YES!!" The feature aired on March 21st, and although Aidan's relatives may have said he was "too laid back", he feels beyond lucky to have been able to speak on behalf of the hundreds of incredible people who make this project possible.

A central part of our work at The Farmlink Project is spreading our dual mission of ending food waste and food insecurity to people across the world. We depend on media coverage to do this, and are eternally grateful towards CBS, Ellen, and the many other media outlets that helped share our message this year. The support of journalists and publications alike not only brings more volunteers, donors, and farm partners into our network, but it empowers and inspires our team to continue charging forward to make the impossible feel possible.

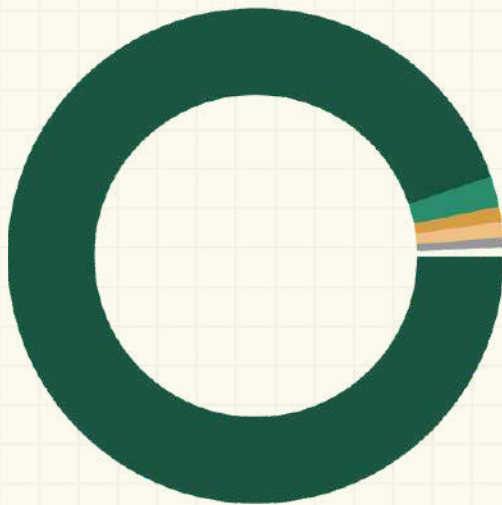
financials



core revenue \$54,973,070

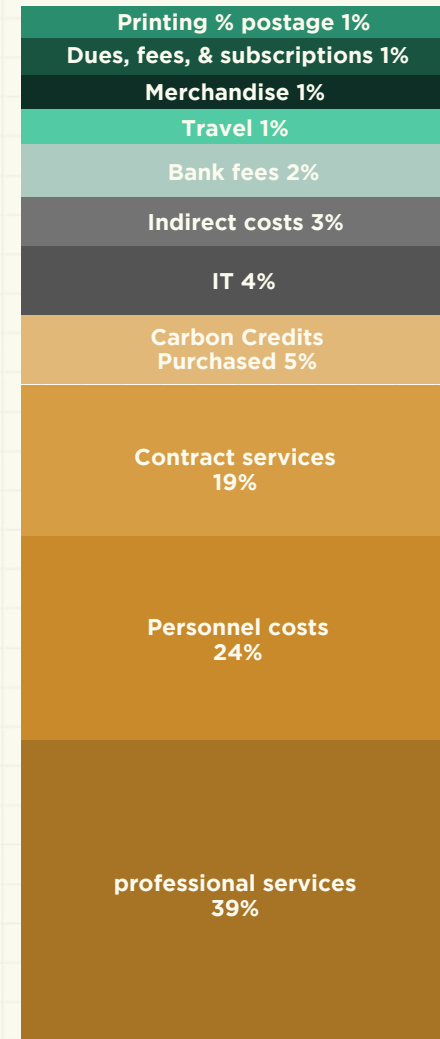
\$2,870,935 dollars raised

- in kind donations of food 95%
- foundation grants 3%
- corporate grants 1%
- individual contributions 1%



core expenses \$52,234,468

- in kind donations of food 94.25%
- food purchased 2.74%
- freight 1.50%
- salaries and wages 0.12%
- equipment rental 0.01%
- other expenses 1.38%



other expenses total:
\$722,489

thank you to our supporters

To all of the new supporters we have made this past year, and to those who have continued to trust in our mission: thank you. From nationwide fundraising campaigns, to elevating our message in the media, to investing in long-term sustainability projects, we simply could not do what we do without your help. We look forward to continuing to feed hungry people and save our planet together.



IDEO



KIRKLAND & ELLIS



allatonce*



McKinsey & Company



BROWN



Google

EREWON
ORGANIC GROCER & CAFE



POPSOCKETS



KITH



OUTFRONT
media

KRAVEBEAUTY

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The Farmlink Project

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Every effort was made to ensure the accuracy of the annual report. For questions or more information, please email contact@farmlinkproject.org. Special thanks to everyone who contributed to this annual report – to Emily Cloonan for her leadership and Margaret Li for the design, and all those involved in the process. Thank you to Hannaford & Dumas Corporation for their kind donation of physical copies of this report.

The Farmlink Project is a registered 501(c)(3) nonprofit organization (EIN/Tax ID 85-1398171).