



**ANNIE'S PROJECT**  
EMPOWERING WOMEN IN AGRICULTURE

# Annual Report



2023

# CO-CEOS STATEMENT

Dear Friends,

In 2023, we celebrated the 20th Anniversary of Annie's Project. In the last 20 years, Annie's Project has grown from a class of 10 women to reaching over 19,000 women in agriculture. Today, Annie's Project is in 38 states, 1 US Territory, and international programming has begun. The continued expansion of Annie's Project is exciting! We appreciate all of our alumnae, facilitators, stakeholders, and partners who believe in the mission of Annie's Project. Your efforts help us in the education and empowerment of women in agriculture!

This year we introduced some new educational opportunities from National Annie's Project. We enjoyed engaging with facilitators, educators, alumnae, and stakeholders at our national conference, the first face-to-face event since the pandemic. It was wonderful to see everyone in person!

As we look forward to 2024, we have a long list to work on including:

- Implementing a new strategic plan
- Meeting unmet demand for Annie's Project courses
- Successful conclusion of the Building Resiliency Project
- Continuing the connection with our program coordinators, facilitators, and other stakeholders
- Increasing the reach of Annie's Project
- Working with Natural Resources Conservation Service as part of its Equity in Conservation Outreach Cooperative Agreements
- Introducing a new crop insurance curriculum
- Expanding new partnerships
- Conducting webinars and professional development opportunities for facilitators, educators, and alumnae
- Planning a fall national meeting
- Continuing the farm stress management partnerships with the Cultivating Resiliency Program and the Rural Resiliency Project

Sincerely,

Karisha Devlin and Doris Mold

Annie's Project Co-CEOs



# WHAT IS ANNIE'S PROJECT



Annette Kohlhagen Fleck  
Circa 1942

Annie's Project is an IRS designated 501(c)(3) organization established for the purpose of providing educational and other opportunities to women in agriculture to enable them to become more effective owners and partners in agricultural businesses.

## OUR MISSION

Our mission is to empower women in agriculture to be successful through education, networks, and resources.

## OUR VISION

Women in agriculture are change agents who strengthen their businesses, families and communities.

## PURPOSE - WHY WE DO WHAT WE DO

We offer much-needed education to women farmers, ranchers, and growers. It is a unique nationwide program that brings together a collaborative of experts to combine with the lived experience of participants to share knowledge and build critical skills among participants. Nothing quite like it is offered anywhere in this country. Whether a newcomer or seasoned farmer, rancher or grower, whether row-cropping, raising pastured poultry, growing flowers, milking cows or goats, operating a CSA, running a beef cow-calf herd, managing an orchard or vertical growing, in rural, suburban or urban areas: every woman can benefit from our programs.

Every program offers not only timely information and hands-on opportunities to apply that information, but also invaluable emotional support. Some women have continued to meet regularly for ten years since their first program. The relationships that develop are often multi-generational.

## WHO IS ANNIE?

Annie Kohlhagen Fleck grew up in Northern Illinois. She married a farmer and spent her lifetime learning how to be an involved business partner with her husband. Together they did great things, but it wasn't easy. In honor of her memory, Annie's Project is taking her experiences and current information and sharing them with today's farm women. To read more about Annie's Story, visit [www.anniesproject.org/annies-story/](http://www.anniesproject.org/annies-story/)

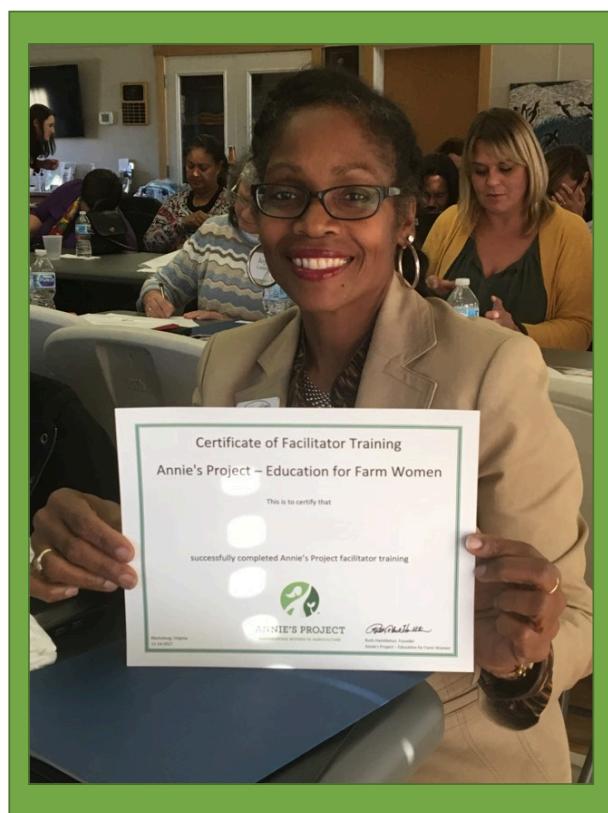
# ANNIE'S PROJECT COURSES

The courses Annie's Project has developed, address the variety of issues confronted by women farmers, growers, and ranchers. The Annie's Project 101 course addresses topics from the five areas of risk as identified by USDA. The Managing for Today and Tomorrow course addresses retirement, succession, transition and estate planning.

Know Your Numbers, Know Your Options was developed in response to the challenges in the agricultural financial climate and the knowledge that women are more likely to broach the discussion about low revenue and slim profitability.

Annie's Project courses are typically localized and conducted in small groups. Women are provided a safe harbor to learn in a stress-free, open environment. They are encouraged to contribute their life experiences to facilitate learning from each other. Course facilitators who organize and guide the event provide guest speakers and the leadership needed for the educational process to blossom.

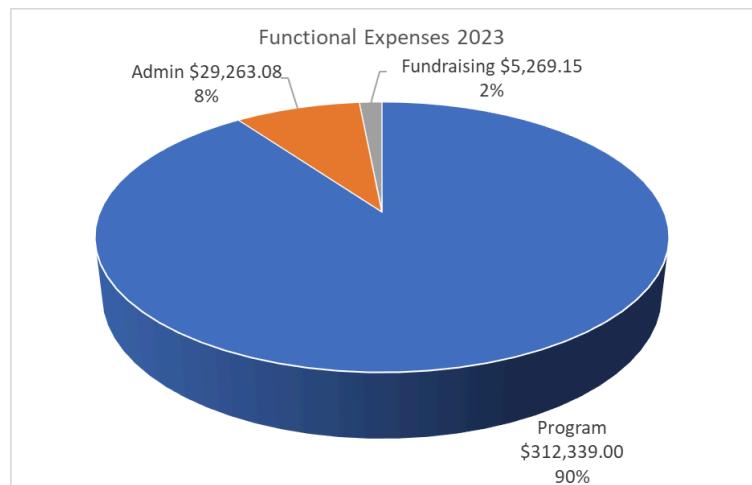
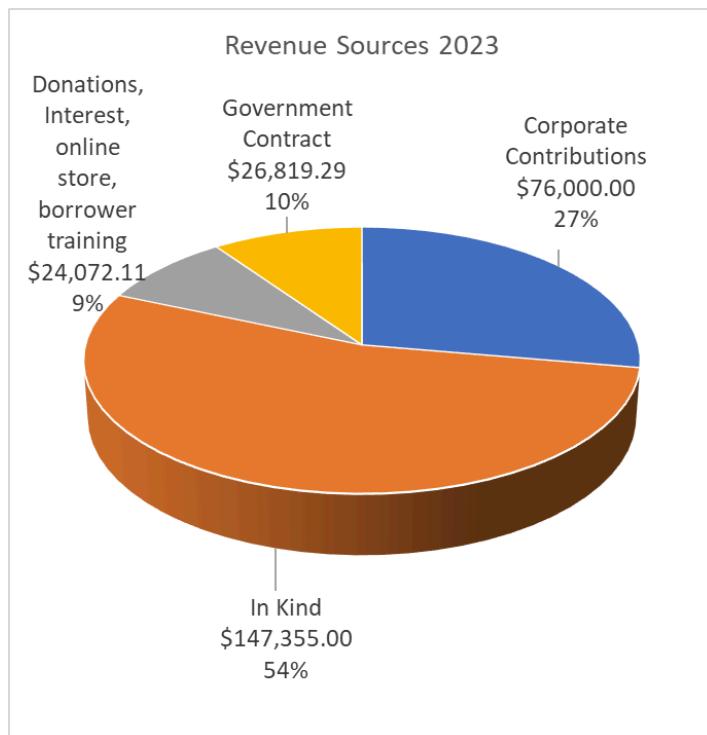
Our courses have been offered for twenty years with a significant impact across the country. Pre- and post evaluations performed across our training network indicate that beyond learning, these experiences result in changed behaviors and greater confidence.



# FINANCIALS

State and local coordinators determine registration fees, which typically range from \$50 to \$125 depending on the location. Program costs in excess of registration fees are paid through various sources such as grants, class sponsorships, and generous contributions from national, state and local businesses and organizations. Annie's Project makes every effort to maximize the impact of funding and in-kind services received from those who share in our mission.

At the national level, we held 4 Facilitator training courses adding 53 trained facilitators. Our Annie's Project Showcases had 246 people participate in the live webinars, the Building Resiliency Project sessions reached 208 participants, online recordings of our webinars had 586 views, and 60 people attended the Annie's Project National Conference. We also collaborated with the Cultivating Resiliency agricultural stress programming reaching 568 people. Additionally, presentations to outside organizations about Annie's Project reached another 1,040 people. Lastly, segments of our Showcases were featured on the Farm to Fork radio series, two on farm succession and three on value added marketing, reaching thousands of radio listeners.



TOTAL EXPENSES FOR 2023

TOTAL REVENUE FOR 2023

FIND PAST ANNUAL REPORTS AND OTHER FINANCIAL DISCLOSURES AT:  
[HTTP://WWW.ANNIESPROJECT.ORG/ABOUT-US/PUBLIC-DISCLOSURE/](http://WWW.ANNIESPROJECT.ORG/ABOUT-US/PUBLIC-DISCLOSURE/)

# FOCUS ON COURSES

Educational delivery methods include in-person, virtual live sessions, virtual self-guided recorded sessions, with many courses using a hybrid approach. There is a mix of expert-led information sharing and activities to stimulate interaction and learning, while providing "hands-on" educational opportunities. A total of 47 Annie's Project courses were delivered across the country. Thirty-three Annie's Project 101 courses served 415 women, Inspired by Annie's Project courses served 92 women with 12 courses, and two Know Your Numbers, Know Your Options courses served 27. These numbers reflect the courses that were reported by the deadline. We know additional courses were held across the country, but we do not have numbers from those courses as the facilitators did not pass on the information. In addition, we have expanded our national educational offerings to virtual hosted courses, meetings and webinars. There are many stories illustrating the passion of our founder, Ruth Hambleton, but nothing sums it up like the lives that continue to be impacted year after year as a result of Annie's Project courses.

## ALUMNA IMPACT STATEMENTS

"Having more knowledge of the business of farming is helpful to keeping the land in profitable shape for future generations to farm on."

"The Annie's Project facilitators did an excellent job of helping us feel connected as a group and have much knowledge of the complexities of running a farming operation in today's world."

"This was an extremely valuable program. The way it helped me understand our own farm and contract and the business of farming in general was very helpful. Also, the introduction to the many resources that are available to us through extension programs, federal resources, etc. was excellent. Before the program I had no idea such valuable resources were there."



ANNIE'S INPSIRED COURSE IN MISSOURI

# FACILITATOR TRAININGS

A total of four live virtual facilitator training events were held resulting in 53 trained facilitators. The trainings resulted in a renewed interest in Annie's Project, expansion of Annie's to new locations and virtual programming.

Facilitator training participant comments:

*"Wonderful group to learn from. I thought it was well worth my time and I'm excited to be able to bring this back to my area."*

*"I appreciated the virtual training as I was able to meet people from across the country."*

*"Although the training was virtual, AP staff created an open and welcoming environment for questions and conversation as if you were participating in person."*

*"Annie's Project is about empowering women and this training did so too! Thank you."*

The below pictures are of Annie's Project National virtual facilitator trainings.



# 2023 HAPPENINGS

## ANNIE'S PROJECT SHOWCASES

For the 20th Anniversary, we introduced Showcase Series of Webinars. We kicked off the Showcase Series with a "In the Beginning" webinar featuring Ruth Hambelton and some of the participants of the first Annie's Project class. The Showcases also highlighted six states throughout the year with special webinars that were educational and informational. During each Showcase, participants experienced a sample of information, topics, and education that are covered in actual Annie's Project classes. The Showcases included: Missouri - The Hard but Necessary Conversations on Farm Succession, Iowa - Cybersecurity and Managing Financial Risk, Colorado - Managing for a Margin Squeeze, Indiana - CODE Red (Contingency Planning for Your Family and Farm Operation, Maryland - Ag Law Education Initiative and Right-to-Farm Overview, and West Virginia - The Gateway to Farm Viability and Sustainability Through Education, Networks, and Resources. The last Showcase of the year featured a panel discussion about the anticipated future of Annie's Project in the next 20 years and beyond. Panelists shared insights into how Annie's will be growing the work that strengthens women's roles in modern agricultural enterprises and how that will aid in delivering on Annie's Project's mission, which is to empower women in agriculture to be successful through education, networks, and resources.

To view the 2023 Showcases visit <https://anniesproject.org/20th-anniversary/20th-anniversary-showcases/>.

## BUILDING RESILIENCY PROJECT

The Building Resiliency Project is a collaborative program with Intertribal Agriculture Council (IAC), Annie's Project, Rural Coalition, and Alcorn State University. This two-year project will establish a pipeline of crop insurance agents and adjusters within the underserved communities; increasing the underserved representation of insurance agents and loss adjusters providing service to underserved producers. Annie's Project has participants enrolled in training to be crop insurance agents and adjusters. We were the first of the four partners who had a successful graduate and license recipient of the agent portion of the program.

## NEW FUNDING ANNOUNCED

Annie's Project announced a major agreement with the Natural Resources Conservation Service as part of its Equity in Conservation Outreach Cooperative Agreements. Annie's Project will help expand the delivery of conservation assistance to producers who are new to farming, are low-income, identify as one or more marginalized race or ethnicity, and/or are military veterans. Additionally, Annie's Project received a grant through USDA's Risk Management Agency to educate women about crop and livestock insurance and risk management strategies.

## ANNIE'S PROJECT NATIONAL CONFERENCE - CELEBRATING 20 YEARS

The "Rooted in Success, Growing Our Future" conference was held in St. Louis, MO. The conference brought together stakeholders, donors, alumnae, and facilitators. We had an excellent program that included tours, general sessions, concurrent sessions, roundtable mini sessions, training, and plenty of time for networking. Conference topics and sessions included risk management, women in agriculture, business management, leadership development, current issues, ideas in agriculture, educational tools, and teaching techniques.

# ANNIE'S PROJECT BOARD OF DIRECTORS

Annie's Project is overseen by a diverse board of talented, knowledgeable and influential people. The Board of Directors is our strongest advocate for Annie's Project programs. As the organization has transitioned to a 501(c)(3), the Board of Directors has focused on strategic growth. This emphasis will assure the continuation of quality programming as the various initiatives expand and new programming is developed.

Top Row (left to right): Madeline Schultz, President, Dr. Jason L. Johnson, Vice President, Ruth Hambleton, Treasurer, and Carolyn Banks, Secretary

Middle Row (left to right): Wesley Tucker, Marji Guyler-Alaniz, Sam Schwoeppe, and Cleophus "Cleo" Franklin Jr.

Bottom Row (left to right): Dr. Doolarie Singh-Knights, Barbara Rater, and Shannon Dill



# GENEROUS DONORS

GOLD SPONSOR



FARM CREDIT

## CORPORATE FRIENDS



## OTHER FUNDING SOURCES

THE BUILDING RESILIENCY PROJECT IS FUNDED IN PARTNERSHIP BY USDA, RISK MANAGEMENT AGENCY, UNDER AWARD NUMBER RMA22CPT0012772

FUNDING FOR ANNIE'S PROJECT PROGRAMS RELIES HEAVILY ON THE GENEROUS IN-KIND SUPPORT OF INDUSTRY AND EDUCATIONAL INSTITUTIONS. INDIVIDUAL REGISTRATION FEES COVER APPROXIMATELY 16% TO 25% OF THE CLASS COSTS. THE REMAINDER OF EXPENSES ARE COVERED BY COMBINATIONS OF GRANTS, SPONSORSHIPS AND IN-KIND CONTRIBUTIONS.

**Annie's Project is a 501(c)(3) non profit organization.**