



ANNIE'S PROJECT

EMPOWERING WOMEN IN AGRICULTURE

ANNUAL REPORT



2018



FROM THE DESK OF THE PRESIDENT

While the Annie's Project – Education for Farm Women Board and organization strive to live up to our mission statement, “Our mission is to empower farm and ranch women to be better business partners through networks and by managing and organizing critical information.” we are constantly challenged to view this from every perspective that would influence the life of a farm or ranch woman and be prepared to meet any newly-identified needs. After all, our vision is well-being for rural women.

Looking back on 2018, I am once again reminded of where the collective strength of our organization has taken us. We held our first Annie's Project – Education for Farm Women facilitator training in Wisconsin and also added 114 trainers to six other states to support increased productivity. We also saw the development of a new program and completed six sessions in the two pilot states, preparing us to move it across the country.

For me, the most defining of those moments came as I personally facilitated our newest curriculum, Know Your Numbers, Know Your Options. Experiencing their concerns, I was reminded about how important financial security is to women when one remarked that “This class has allowed for me to better understand...the changes that need to be done to insure strong long term financial stability.”

While resilience training is not a new term, it has certainly crept into agricultural lingo more recently. Preparing for economic shocks and stresses is one step in the resilience building process and the focus of Know Your Numbers, Know Your Options. The nature of all our programs already address and support the social aspect of resilience.

As an organization, we have watched and listened as women experienced losses due to these difficult times. Some were financial, yet others death to suicide. Nothing reinforced the need for both Annie's Project and Know Your Numbers, Know Your Options more than this did.

On yet another front, we have started to tackle additional new programming to support women in leadership roles or prepare them to take on leadership roles. While we work with women in agriculture, we have seen that their training and experience often reach beyond the farm. Look for them on school or hospital boards, advocating for what they believe in or running for office.

We are thankful for the many sponsors and donors who help us do what we do. Over the last sixteen years we have invested in strengthening the role of farm and ranch women. We did it because it was the right thing to do. It was needed then and it still is now.

We're thankful to all those who have joined us on the mission and those who continue to walk with us on this mission. We welcome anyone who is considering joining us and encourage you to take that next step for the sake of today's and tomorrow's farm and ranch women.



A handwritten signature in black ink, appearing to read "Annie Kohlhagen Fleck".

WHO IS ANNIE?

Annie Kohlhagen Fleck grew up in Northern Illinois. Her goal was to marry a farmer and she did. She 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/

WHAT IS APEFW?

APEFW is an IRS designated 501(c)(3) organization established for the purpose of providing educational and other opportunities to woman farmers and ranchers to enable farm women to become effective owners and partners in farm businesses. Programs offered through APEFW are called Annie's Projects.

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

Know Your Numbers, Know Your Options was developed in response to the agricultural climate and the knowledge that women are more likely to broach the discussion about low revenue and slim profitability times. They are more likely to reach out to lenders and accountants to communicate their financial situation and design a plan for moving forward. This newly-developed program debuted in two states at six locations with a total of 42 women in attendance.

All APEFW 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 professional guest speakers and the leadership needed for the educational process to blossom.

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



MY VISION – KELVIN LEIBOLD



Dear Friends,

I am reminded by my co-workers of the quote from Ralph Waldo Emerson “Life is a journey, not a destination.” I grew up on a small dairy farm in Iowa in the 1960’s and 70’s. Then I saw the financial stress of the 1980’s. I think most people who lived in that time period were forever impacted by the stress at that time even if they didn’t personally experience the stress. The whole rural population was impacted: church ministers, lenders, businesses, and producers. I was teaching high school and saw the impact in the classroom as well.

I began working with Extension Service in 1987 and as a result of my experiences during the agriculture crisis I have worked in the area of financial management since I started with Extension. I have worked with families where the women were often unaware of their financial position. They were unaware that they had even gone so far as to give up all of their rights under the state bankruptcy laws.

When I saw the opportunity to educate women through Annie’s Project on topics relating to production, finances, marketing, legal and human risk I knew this was something that I needed to be a part of. I was glad to be a part of the team that developed the women in agriculture program in Iowa. I was fortunate enough to be able to coordinate and participate in teaching the 100th Annie’s Project course in Iowa.

The reason that I have promoted and continue to push for these programs is because of the personal satisfaction that I get from seeing women being empowered to be better business partners, to improve their skills and to build networks with other producers, presenters and their desire for more programs. I work with a women grain marketing group that has been meeting for ten years and they have become a unique group of friends.

My vision for the future is that *Annie’s Project – Education for Farm Women* continues to be a resource to increase the well-being of agricultural women. We can do that by providing training and support for facilitators, developing new programs and by assisting with programing planning and delivery. We all can take great satisfaction in knowing that we are helping women have a more productive and fulfilling experience through life’s journey.

Sincerely,

Kelvin Leibold

APEFW Board Vice President

OUR MISSION STATEMENT

Our mission is to empower farm and ranch women to be better business partners through networks and by managing and organizing critical information.

OUR VISION

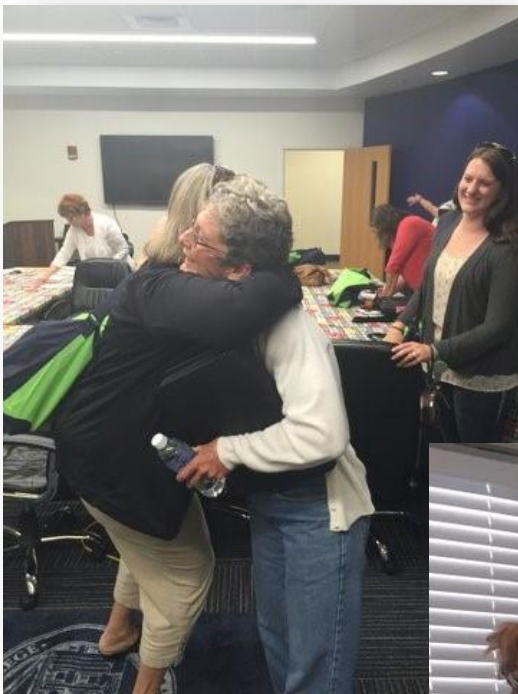
Well-being for rural women.

PURPOSE – WHY WE DO WHAT WE DO

We offer much-needed support to farm and ranch women. Nothing like it is offered anywhere in this country. Whether a newcomer or seasoned farmer or rancher, whether row-cropping or raising dairy goats: every woman benefits from our programs.

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

The feedback we receive from participants during and after the program, as well as third-party evaluations, testify to our success.



"I appreciated getting to meet others with a shared interest and being able to obtain resources that I never would have known about."

CAPACITY – HOW WE DO WHAT WE DO

METHOD

- ❖ Curriculum was developed from research-based information
- ❖ Trained facilitators and local practitioners deliver the program
- ❖ The environment facilitates learning and fosters mentoring

LEADERSHIP

- ❖ National, state and local program facilitators are trained to identify and recruit learned and capable local professionals to deliver curriculum materials.

BOARD OF DIRECTORS

- ❖ The Board that supports and governs Annie’s Project – Education for Farm Women is made up of people with experience, innovation, and passion for this work. Their leadership supports the mission of the organization and the work done by state coordinators and facilitators around the country.

STATE COORDINATORS

- ❖ State coordinators serve as liaisons between APEFW and local Annie's Project program facilitators. Additionally, they provide leadership to facilitators in their states.

TRAINING

- ❖ Facilitator training programs are offered by APEFW-certified trainers to assure adequate opportunities for interested personnel to receive high-quality training.

VOLUNTEERS

- ❖ Subject-matter experts donate the time they spend presenting to and working with the participants.
- ❖ Our volunteers donated more than 5,916 hours in 2018.

PARTNERING

- ❖ National, state and local businesses and organizations often partner in providing resources for women to attend the courses. Their sponsorship is based on APEFW’s national reputation for consistently delivering outstanding programs for farm and ranch women.
- ❖ National, state and private grants are sought and utilized to underwrite and/or augment funding of programs and curriculum development and updates.

FOCUS ON 2018 AND LOOKING FORWARD

FACILITATOR TRAINING

This was a year to focus on broadening our capacity and reach. The expanded training capabilities of the organization have already resulted in numerous additional facilitator trainings.

As a result, we have new states offering the program and have increased capacity within states already offering the program. Yet other states added qualified facilitators to offer Managing for Today and Tomorrow.

WEBSITE

A new website design was developed to update the appearance, attracting all generations, and to improve user friendliness. A flexible tool to provide constantly updated information, the website continues to add support to serve both the public as well as trainers and facilitators.

Almost two hundred and fifty requests were received through the “contact us” feature in 2018 to inquire about the program and express their interest in specific locations.

Course materials and resources as well as public resources continue to be updated to stay current – an ongoing challenge.

FOCUS ON ANNIE’S GRADUATES

This year several magazines covered some of our Annie’s Project alumnae. One interviewed Amanda Krumrine of Maryland about the benefits of Annie’s Project. Read it here: <https://www.carrollcountytimes.com/news/local/cc-annies-project-2018-story.html>.

Another focused on telling the story of Kayla Griffith as, “the kid who returned to the farm.” A link to that article is included here: https://americanfarmpublications.com/griffith-figuring-out-how-to-balance-work-family-in-return-to-her-roots/?utm_source=Copy+of+Campaign+Created+06-22-2018&utm_campaign=November+22%2C+2017&utm_medium=email



FOCUS ON 2018 AND LOOKING FORWARD

INSPIRED BY ANNIE'S PROJECT

In the past year much enthusiasm has been displayed in using this opportunity to offer additional workshops and courses under the *Inspired By Annie's Project* logo. Eighty-one women were served, with many more scheduled for the coming year.



CURRICULUM CHALLENGES

With the wealth of intensive information that is offered in our various curricula it is an ongoing challenge to keep all information up-to-date. Thanks to the dedication of our team, this process is regular and thorough.

NEW CURRICULUM DEVELOPMENT IN 2019 – LEADERSHIP TRAINING

Historically, women have played an important role in the success of farm enterprises. Some contributed quietly in the background, others were very influential in the decision-making processes. Today's farm and ranch women continue to provide strength and guidance to their enterprises, however there is a call for some of them to provide more.

There are leadership roles outside the family, away from the farm, that need to be filled by women. As in any family or business, balance is key. Women can bring balance to organizations much as they do in their home, or their agri-business.

With support from Farm Credit Council, work has begun to develop a Leadership Training Program to give rural women an opportunity to prepare themselves for effective community involvement and expanded leadership roles. A team of Board members, made up of experienced facilitators, agriculture instructors and farmers, is currently preparing to develop the curriculum as guided by the findings of an initial needs assessment.



FOCUS ON OUR VOLUNTEERS

This year, with a 21% increase in women served, we are thankful for the volunteers who stepped up and donated 5,916 hours. Most of these volunteers are APEFW certified facilitators. They are the strength of the organization.

It takes a great deal of effort to prepare for a program that provides the high-quality experience that has come to be associated with an Annie's Project course. We applaud our volunteers who spend many hours doing intense preparation to provide participants with the best there is to offer. They are key to the success of the program. Additionally, their work offers women information tailored to the agricultural areas served. They train, plan and promote programs, seek and vet guest speakers and satisfy record-keeping and reporting requirements.

We value the work of our state coordinators as well. Not only do they provide programming, but they also serve as the program manager and main point of contact for their state or region.

Another key group of volunteers is the guest speakers. These professionals donate time to share their local expertise, answer questions and encourage group interaction. No program would be as effective without them. A big thank you goes out to all of them!



FOCUS ON FACILITATOR TRAINING

Eight facilitator training events were held representing nine states, resulting in 126 trained facilitators. Two of these states were receiving training for the first time. As these newly-trained facilitators went back to work to develop their training network and offer programs, within weeks, eight classes were already scheduled for the early part of the coming year.

The training also revitalized the program in some states and added to their capacity. They too saw an immediately uptick in the courses offered for early 2019.

Participant comments:

“Our Arkansas participants are really excited about Annie’s Project. Thanks so much for helping them to feel confident and competent to conduct Annie’s Project. Your training was perfect for our group.”

“I just want to sincerely thank you for the facilitator training and I look forward to offering the program in Gunnison. I also want to commend you on bringing this training to the agents. Although this was for the Annie’s Project, I feel that this is an extremely valuable class for all agents on how to properly facilitate any program they offer. It’s definitely a great professional development opportunity and one of the best one’s I’ve attended in my career ...Thanks so much, Eric.”



IMPACT ON FEMALE FARMERS AND RANCHERS

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 this program.

“What an amazing set of resources and connections! Women build strong relationships in an industry that keeps us pretty isolated normally. This was the best decision I have made since entering Ag.”

Anna



ALUMNA IMPACT STATEMENTS

“I gained tools to help improve the management of our farm, and insight on how to communicate those resources to the other members of my farm family.”

“I believe attending Annie’s Project is the wisest investment of money I could have made. The amount of information learned from all the speakers is unbelievable. I feel like I can be a real asset to the farm operation now that I have a better understanding of the business.”

“As a result of Annie’s Project, I’ve had great discussions with my husband.”

“I’ve started revamping our recordkeeping system. I feel like I have some direction now!”



“I changed my mind about how to approach communication with my in-laws as business partners.”

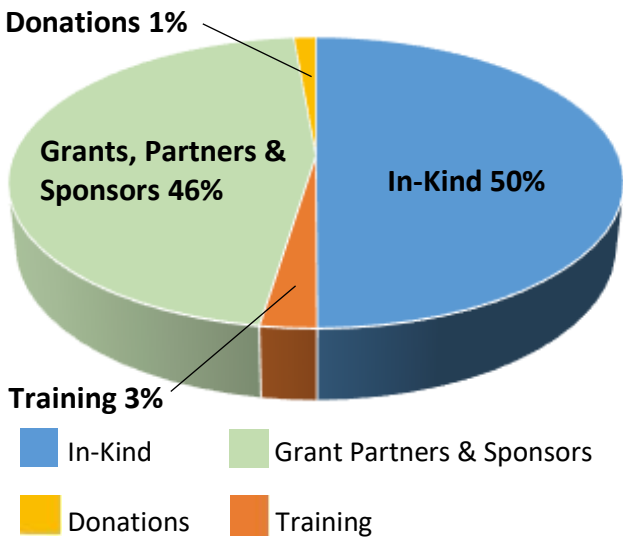
FINANCIAL HIGHLIGHTS

The average cost of a course per participant in 2018 was \$205. Cost increases continue to be off-set by subject-matter experts donating their time to assist in the delivery of the classes. State and local coordinators determine registration fees, which typically range from \$50 to \$125 depending on the location. It is impressive that these fees have remained stable, which is due to the hard work and dedication of our facilitators. 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.

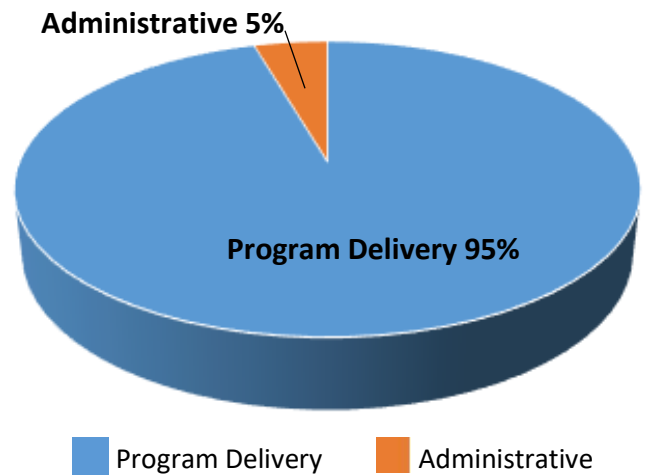
APEFW makes every effort to maximize the impact of funding and in-kind services received from those who share in our mission.

In 2018 a total of 78 programs were delivered across the country. Fifty-nine Annie’s Projects served 931 women, two Managing for Today and Tomorrow courses served 21, Inspired by Annie’s Project served 81 with three programs and six Know Your Numbers – Know Your Options programs served 42. Additionally there were 8 training courses adding 126 trained facilitators. A total of 1,201 farm and ranch women were served.

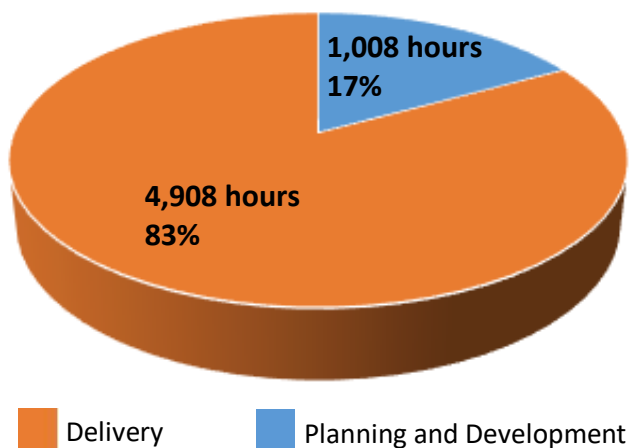
REVENUE



ALLOCATION OF RESOURCES



VOLUNTEER HOURS



Find past annual reports and other financial disclosures at: <http://www.anniesproject.org/about-us/public-disclosure/>

ANNIE'S PROJECT – EDUCATION FOR FARM WOMEN BOARD OF DIRECTORS

Annie's Project – Education for Farm Women 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.

EXECUTIVE COMMITTEE

Ruth Hambleton, President
Kelvin Leibold, Vice President
Jason L. Johnson, Treasurer
Lynn Heins, Secretary



BOARD OF DIRECTORS

Karisha Devlin
Toni Dunker
Willie Huot



DIRECTOR OF ADMINISTRATION

Claudette Roper



OUR GENEROUS FAMILY OF DONORS

GOLD SPONSOR



SILVER SPONSOR



ADDITIONAL SPONSORS



Numerous generous individuals

Funding for Annie's Project classes 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 – Education for Farm Women is a 501(c)(3) nonprofit organization.