



ANNIE'S PROJECT

EMPOWERING WOMEN IN AGRICULTURE



2021 Annual Report

CO-CEOS STATEMENT

Dear Friends,

In 2021, we continued increasing the reach of Annie's Project. The Annie's Project program is now in 37 states and 1 US Territory. The continued expansion of Annie's Project is exciting! We appreciate all of our facilitators who believe in the mission of Annie's Project. Your efforts help us in the education and empowerment of women in agriculture!

Another way we have grown this year is by the addition of 7 new board members and new advisory committee. The phenomenal individuals on the Annie's Project board and advisory committee have brought new thoughts and ideas to implement our strategic plan. It's been a fun year of planning for the future!

As we look forward to 2022, we still have a long list to work on including:

- Continued implementation of our strategic plan
- Finalizing new curricula
- Continued work with Working Groups
- Meeting unmet demand for Annie's Project
- Continuing the connection with our program coordinators, facilitators, and other stakeholders
- Increasing the reach of Annie's Project, including engaging with underserved communities, and starting program delivery where there has not been a history of Annie's Project.
- Collaborating with others in the area of alleviating farm and agriculture stress.
- Finalizing a new evaluation tool, in addition to expanding the use of our evaluation data to improve Annie's programs
- Expanding new partnerships

Sincerely,

Karisha Devlin and Doris Mold



WHAT IS ANNIE'S PROJECT

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 support 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/

WHAT IS ANNIE'S PROJECT

The classes Annie's Project has developed, address the variety of issues confronted by female farmers, growers, 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 retirement, succession, transition and estate planning.

Know Your Number - 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 eighteen 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.

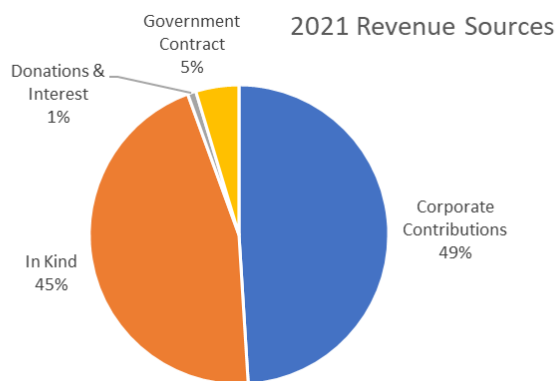


FINANCIALS

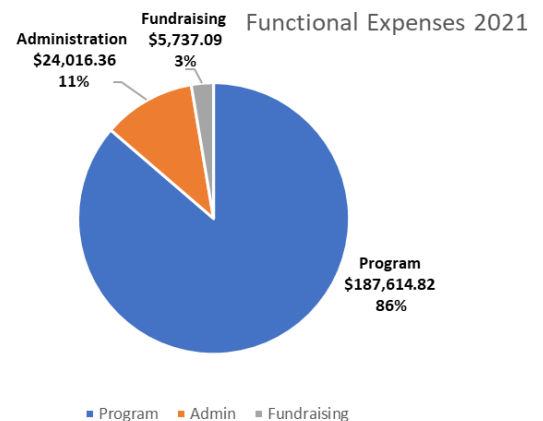
State and local coordinators determine registration fees, which typically range from \$50 to \$125 depending on the location. Program costs in excess of registration fees are paid through various sources such as grants, class sponsorships, and generous contributions from national, state and local businesses 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.

A total of 45 Annie's Project programs were delivered across the country. This number reflects the programs that were reported by the initial deadline. Twenty-six Annie's Projects served 461 women, Inspired by Annie's Project served 333 women with 12 programs, and 7 Know Your Numbers - Know Your Options programs served 34.

At the national level, we held 8 facilitator training courses adding 91 trained facilitators. We also offered agricultural stress programming for our facilitators and program coordinators reaching 81, and collaborated with the Cultivating Resiliency agricultural stress programming reaching over 400 people. Additionally, presentations to outside organizations about Annie's Project reached another 431 people.



TOTAL REVENUE FOR 2021 WAS \$306,062.



TOTAL EXPENSES FOR 2021 WAS \$217,368

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 CLASSES

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 45 Annie's Project programs were delivered across the country. Twenty-six Annie's Projects served 461 women, Inspired by Annie's Project served 333 women with 12 programs and 7 Know Your Numbers - Know Your Options programs served 34. These numbers reflect the programs that were reported by the deadline. We know additional classes were held across the country, but we do not have numbers from those classes as the facilitators did not pass on the information.

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.

ALUMNA IMPACT STATEMENTS

"I feel I have resources and connections to add to my toolbox. It was really great and inspiring to be in community with other women with similar goals and mindsets."

"I loved seeing the dedication and dreams of women farmers in my class."

"The most important part of the program was the depth that was involved in all the educational sessions. I have such a better understanding of the running of the business of the farm and how to plan the estate and for succession planning."

"Annie's Project gave me resources of information and comradery. It's nice to understand you're not alone."

The picture to the right is a virtual Annie's Project class in Missouri. The below picture is an in-person class in South Dakota.



FACILITATOR TRAININGS

One in-person and seven live virtual facilitator training events were held resulting in 91 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:

"This was truly a fantastic training and provides a great opportunity I can't wait to share with my community!"

"Thank you for putting this together, I have wanted to do this for a long time and I haven't been able to attend in person so this was really wonderful!"

"Look forward to joining the Annie's team and helping others build a foundation group for networking"



2021 HAPPENINGS

NEW BOARD MEMBERS

Seven people were appointed to the board of directors, bringing the total number of board members to 11. The new board members are Marji Alaniz, Carolyn Banks, secretary of the board, Cleophus "Cleo" Franklin, Jr., Shannon Dill, Barbara Rater, Dr. Dolarie "Dee" Singh-Knights and Sam Schwoeppe. To learn more about our board members and see their full biographies, visit www.anniesproject.org.

NEW ADVISORY COMMITTEE

A new Advisory Committee was established to augment the knowledge and skills of the Annie's Project Board of Directors in order to more effectively guide the organization. The 14 member advisory committee does not have formal authority to govern Annie's Project, but serves to make recommendations, provide advice, and/or provide key information and materials to the Board. The Advisory Committee members are Kelly McAdam, Alusine Tarawalie, Eunie Beal, Carie Moore, Heather Brannen, Monica McConkey, Laura Hendrix, Lynn Woolf, Susann Mikkelson, Amber Roberts, Erica Goodman, Erin Massey, Freda Pinkle-Carey, and Rebecca Tuxhorn.

WORKING GROUPS & LISTENING SESSIONS

Working groups were initiated to allow set-up to meet a specific need or opportunity that has been identified for Annie's Project. These groups were convened over a period of time to address particular issues, gather information and develop best practices. The 2021 Working Groups included:

- Course delivery- updating guidelines and best practices for virtual, retreats.
- Example curriculum - develop optional example curriculum for Annie's Project
- Know Your Numbers curriculum review- review and polish existing curriculum
- Urban Annie's course - develop optional example curriculum & best practices for urban Annie's
- Evaluation - review and provide

Listening sessions were set up to gather thoughts and ideas on suggested topic areas. The sessions could potentially develop into working groups if deemed necessary. The two listening sessions offered in the summer of 2021 included Inspired by Annie's virtual programming and Leadership topics and needs.

PROGRAM COLLABORATIONS

Annie's Project has continued collaboration with the Cultivating Resiliency for Women in Agriculture stress reduction Program. We reached out to more underserved audiences including the National Women in Agriculture organization, Native American and Latinx organizations and leaders. We are building relationships with the Farmer Veteran Coalition and the Farm Financial Standards Council on developing programming for women and professional development opportunities for facilitators and program coordinators.

DELIVERY OF ANNIE'S PROJECT

Virtual programming continued playing a big role in the delivery of Annie's Project. Along with lingering COVID concerns, virtual enabled individuals to participate in Annie's Project who have not in the past due to work, family, and/or personal obligations. As the COVID restrictions lessened in parts of the country, some in-person and hybrid programming resumed. We are pleased to offer multiple delivery methods to empower and educate women in agriculture.

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 "Dee" Singh-Knights, Barbara Rater, and Shannon Dill



GENEROUS DONORS

GOLD SPONSOR



FARM CREDIT

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 is a 501(c)(3) non profit organization.