



DC Greens
2018 Annual Report

Letter from the Executive Director

We have known since our inception in 2009 that there is a network of people in DC, across all professional sectors, who yearn to affect large-scale food system change but lack the capacity to connect. So DC Greens has taken on the role of connector and convener - doing the work of collaboration. In 2018, we forged new partnerships and built new bridges. We brought health care providers together with farmers' markets and grocers, parents together with school food service providers, and real estate developers together with grassroot nonprofit organizations. We also moved away from a model of "direct service" towards one of "direct collaboration" with those who are most impacted.

What I've learned over the years is that the only way to drive transformational change is to imagine the future as it *could* be. Over the past ten years, DC Greens has approached our work with a spirit of relentless incrementalism to build new structures in this city. Our Produce Prescription Program is a great example of it. Doctors write prescriptions for fresh fruits and vegetables that low-income patients can redeem for free produce at the Giant pharmacy in their community. Everyone loves this program. They say "doctors connected with grocery stores! That's amazing! Now what exactly is DC Greens' role?" And my answer is: making it happen. Building the processes, finding the funding, proving the return on investment, creating the pipe structure that will allow our healthcare system to shift towards a food-as-medicine approach. And once the pipes are built, we will no longer be needed in the middle. Because that's what real systems-change looks like.

We are so grateful to all of our partners who have been on this journey with us. And as we continue our own transformation as an organization, we look forward to moving out of the era of relentless incrementalism. We are ready to finish the pipe structures and let things flow.

Sincerely,
Lauren Shweder Biel
Executive Director and Co-Founder

2018 in Review



Food Access

- 9,041 customers served with Produce Plus
- 94.87% redemption rate for Produce Plus checks distributed
- 3 clinics participated in the Produce Prescription Program
- 55 patients enrolled in the Produce Prescription Program



Food Education

- 1,158 attendees at Rooting DC, our urban-gardening forum
- 449 volunteers cultivated the K Street Farm
- 5,000 seedlings distributed to school garden markets citywide
- 150 teachers trained in food education and school garden market integration



Food Policy

- 236 attendees at the first three School Food Advisory Board meetings ever
- 9 candidates for DC public office participated in the Candidate's Food Forum
- 620 DC residents engaged in the Food Forum, in-person or over livestream

Our Boards

Board of Directors

David Perlin, Chair
Founding Partner, Pearl Investment Partners

Laura Herman, Secretary
Healthcare Strategic Innovation Executive, Salesforce

Heidi Keller, Treasurer
Business Process Consultant, Blue Ally

Ruben Garcia
Research and Development Director, Think Food Group

Aaron Jones
Principal, Washington Business Dynamics

Kim Larson
Board Member, Rodale Institute

Amanda McClements
Owner, Salt & Sundry

Drew Nannis
Chief Marketing Officer, KIND

Laura Rankin
Founder, Epoch

Dana Thompson
Principal, Podesta Group

Trenor Williams
CEO, Socially Determined

Board of Advisors

Richard Bradley
Senior Advisor, DowntownDC Business Improvement
District (BID) Corporation

Donald Brown
Founder & Director, The JBG Companies

Whitney Cohen
Education Director, LifeLab

Michael Curtin
Executive Director, DC Central Kitchen

Maggie Gyllenhaal
Actress

Allan Holt
Partner & Managing Director, The Carlyle Group

Jill Iscol
President, IF Hummingbird Foundation

Melissa Jones
Philanthropic Consultant & Food
Systems Advocate

Kirsten Lodal
CEO & Co-founder, LIFT

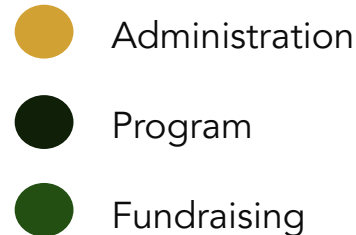
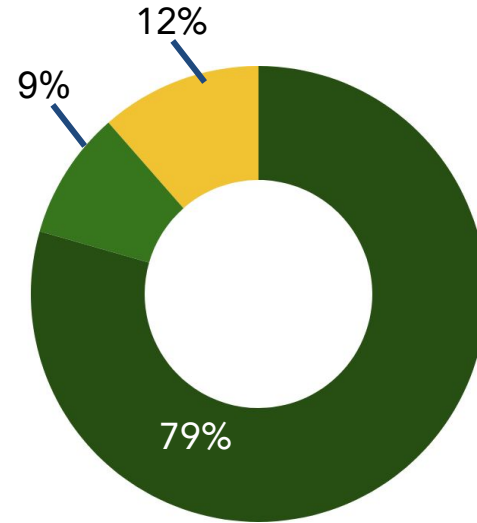
2018 Financials

Revenue

Major Donations	\$675,000.00
Foundation & Corporate	\$331,236.00
Individual Contributions	\$59,710.00
Government Grants	\$1,202,566.00
Contract Revenue	\$20,437.00
In-kind Donations	\$151,350.00
Special Events	\$190,855.00
<u>Miscellaneous Income</u>	<u>\$6,613.00</u>
Total Revenue	\$2,637,767.00

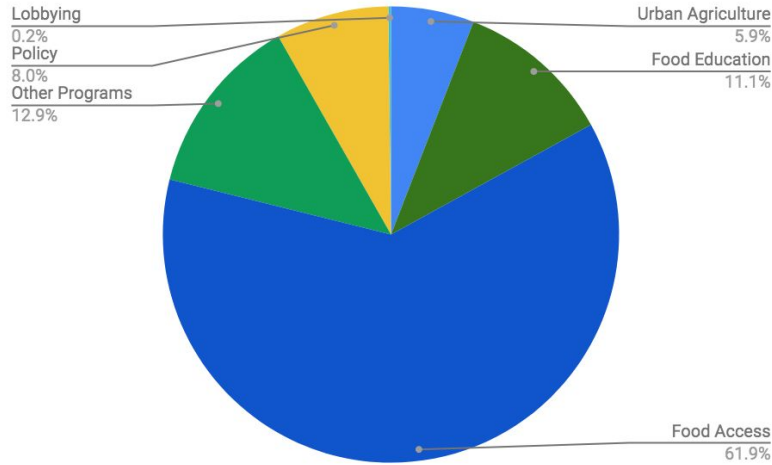
Expenses

Personnel	\$1,074,419.00
Professional Fees	\$398,867.00
Supplies, Postage, Printing	\$88,187.00
Food Incentive Program	\$841,830.00
Staff Education & Training	\$4,018.00
Occupancy Expenses	\$140,644.00
Travel	\$18,819.00
Insurance	\$5,135.00
<u>Miscellaneous Expenses</u>	<u>\$244.00</u>
Total Operating Expenses	\$2,572,163.00
Depreciation	\$10,153.00
<u>Capital Loss</u>	<u> </u>
Total Expenses	\$2,582,316.00

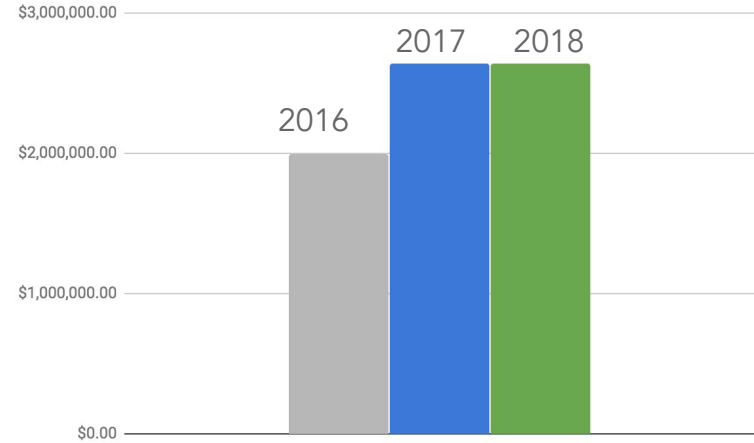


2018 Financials

Expenses by Program



2016-2018 Revenue Growth





Our Funding Partners

\$450,000 & Above

DC Health

The Hillside Foundation of Shelley and Allan Holt

\$50,000 - \$100,000

American Heart Association

\$25,000 - \$49,999

Bainum Foundation

Cafritz Foundation

CareFirst Foundation

JBG Smith

Kaiser Permanente

Open Society Foundations

Prince Charitable Trusts

Rudolph J & Daphne A Munzer Foundation

The Honorable Ann Brown and Don Brown

The Morris and Gwendolyn Cafritz

Foundation

Walmart

\$10,000 - \$20,000

21st Century Fox Foundation

John Edward Fowler Memorial Foundation

KP Financial Services

Melissa Jones

Occasions Caterers

Office of the State Superintendent of
Education

Statistics Collaborative

The Morrison & Foerster Foundation

The Venable Foundation

Wells Fargo

Our Funding Partners

\$5,000 - \$7,500

Corina Higginson Trust	Missy and Mike Young
CoStar Realty Information	Tait Sye
David Perlin & Skye Raiser	The Elsie P. van Buren Foundation
DCPS Food and Nutrition Services	The Richard E. & Nancy P. Marriott Foundation
Giant Foods	Transwestern
Jack Davies & Kay Kendall	World Bank Community Connections Fund
JP Morgan Charitable Giving Fund	USDA
Kim Larson & Gary Knell	

\$1,000 - \$4,999

Alice and Mike Leiter	Health Care Cost Institute
Andrew and Veronica Nannis	Laura Herman
Barre3	Melanie & Larry Nussdorf
Ben Heineman	Northern Trust Charitable Giving Program at the
Bluestone Law, Ltd.	Chicago Community Foundation
Boston Consulting Group	Sharon Cohen and Elliot Rosen
Carrie Marriott	Potkin, Williamowsky & Pillay, PLLC
Catherine and Philip Bye	Salt & Sundry
Clif Bar Family Foundation	Socially Determined
Deloitte	Sweetgreen
Elmo Foundation	The Max and Victoria Dreyfus Foundation
Gina & Brooke Coburn	United Methodist Women Metropolitan Memorial





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