In 2019, DC Greens turned 10 years old! As we look back on the last decade, we see a very different landscape from the one that surrounded us when we launched DC Greens just months after Michelle Obama planted the first White House garden. Since that time, we have worked tirelessly to meet the challenge of building a healthy, resilient and equitable food system in the nation’s capital. What we’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 its work with a spirit of relentless incrementalism in order to build new structures in this city.

Our Produce Prescription Program is a great example. 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.

At DC Greens, we believe that access to healthy food is a basic human right. We also believe that all of the things embedded in food - community, cultural expression, self-sufficiency, pleasure - all of them are basic human rights. When we take a food as medicine approach, it’s not just about being healthy, it’s about being *well*. It’s not just about an individual. It’s about the impact that access to healthy food can have on the social fabric.

As we enter the next ten years of our work, we know that there is so much more to do. And we know that the work of building a food system that advances health equity must go deeper than programs and span more than one sector. It takes community-directed policy solutions and deep, innovative collaboration. And we are here to do the work.

Thank you for your support over the past decade. It has been an honor and a privilege to do this work by your side.

Sincerely,
Lauren Shweder Biel
Executive Director
Food Access
We believe that access to healthy food is a basic human right.

Our city-wide farmers’ market food access program, run in collaboration with DC Health and 38 farmers’ markets in every ward. Customers receiving a federal benefit (SNAP, WIC, TANF, SSI Disability, Medicaid, Medicare QMB, Senior Grocery Plus) can get $10 to spend on produce up to twice a week.

<table>
<thead>
<tr>
<th>Customers served</th>
<th>Redemption rate for checks</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,586</td>
<td>94.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>People volunteered for the Farmers’ Market Brigade</th>
<th>Market Champions hired in their neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>257</td>
<td>15</td>
</tr>
</tbody>
</table>
Produce Rx

In 2019, we launched Produce Rx in partnership with DC Health, Giant Food, AmeriHealth Caritas DC, and clinic partners throughout DC. With this program, doctors in D.C. can write prescriptions for fresh fruits and vegetables for Medicaid patients with diet-related chronic illnesses.

In 2019, DC Greens launched the District's Produce Rx program which launched national conversations around the need for a broader focus on a Food as Medicine model. The District also became the first jurisdiction to link such a program to Medicaid claims data, allowing for the health care system to better understand the benefits of front-end investments, like fresh fruits and vegetables for patients with diet-related chronic illnesses.

4 clinical partners
292 patients
$37,880 redeemed for fruits and veggies

Food as Medicine

In 2019, DC Greens launched the District's Produce Rx program which launched national conversations around the need for a broader focus on a Food as Medicine model. The District also became the first jurisdiction to link such a program to Medicaid claims data, allowing for the health care system to better understand the benefits of front-end investments, like fresh fruits and vegetables for patients with diet-related chronic illnesses.
Urban Agriculture
The Well at Oxon Run

In 2018, we said goodbye to our K Street Farm, an urban farm that we cultivated for eight years alongside community members in Northwest DC.

In 2019, we announced our plans to continue the efforts of the K Street Farm with the building of The Well at Oxon Run. The Well will be an urban farm and community wellness space in Ward 8, designed in partnership with The Green Scheme, Friends of Oxon Run, residents of the neighboring community, as well as the DC Department of Parks and Recreation. The space will include fruit and vegetable gardens, an aviary, features from local artists, a community gathering space, and a memory forest to remember those in the community lost to gun violence. The space is slated to be completed in the Fall of 2021.
Every year we convene the annual Rooting DC forum alongside City Blossoms, Love and Carrots, and the DC Department of Parks and Recreation to bring together urban gardeners to share skills and build connections.

The 12th year of Rooting DC brought out:

- 1,161 attendees from all 8 wards
- 88 presenters and 75 volunteers
- 63 tables from green vendors, nonprofits, and government agencies at the information fair

This year was the first year the event was held in Ron Brown High School in Ward 7.
School Food
School Food Advisory Board

The School Food Advisory Board (SFAB) democratizes school food in DC Public Schools (DCPS) by creating a space where students, parents, teachers, and other community members are invited to gain insight into and provide feedback on school food.

Good Food Purchasing Program

The Good Food Purchasing Program (GFPP) creates a transparent and equitable food system built on five core values: local economies, health, valued workforce, animal welfare, and environmental sustainability. DC Greens led local advocacy efforts to advocate for DCPS to adopt the core values and become a GFPP partner.

In 2019, DCPS completed its baseline assessment on their adherence to GFPP principles and shared its findings with the SFAB and committed to specific next steps to improve their adherence to these principles.
School Garden Markets

DC Greens launched the School Garden Market program in 2013 in 5 schools. Since then, the program has expanded to many more schools and evolved over the years. As we’ve grown, we’ve had the opportunity to partner with a number of different individual farmers and food hubs in our region.

In 2019:

- 12 schools from all 8 wards participated
- More than 200 students volunteered
- Schools sold $8.7k and 3.7k lbs of produce, and averaged $108 in profit
- The produce was purchased by parents, teachers and school staff, students, and community members
- Most schools sold a combination of garden grown items and items purchased from regional nonprofit food hubs
Our community advocates program was created to build the power of communities most impacted by food injustice to affect food policy at the city level.

One of our former advocates, LaTón “Pumpkin” Dicks, is a grandparent of a student of aDC Public School. In 2019, she championed efforts to increase funding for school breakfast in DC’s budget— a campaign that resulted in nearly $1 million of additional annual funds.
Community Advocacy

2019 marked a shift in our community advocacy programs. As our third class of advocates was preparing to complete the program, we began focusing our efforts on building the capacity of community-led grassroots food justice movements.

One such movement was Don’t Mute My Health, led by DC natives Ronnie Webb and Stuart Anderson an effort in Wards 5, 7, and 8 to reclaim community health from outside interests and influences. The group holds panels, rallies, and other events to increase public education and action around health and wellness issues in DC.
Internal Equity Work

In 2019, we invested in internal racial equity facilitators in response to staff calls for greater equity in our hiring, operations, and program work. Over the course of 2019, and into 2020, we did the deep, intense work of unpacking and unlearning white supremacy culture as it manifests in ourselves and in our organization.

We see this financial investment and intentional time commitment as necessary to unravel centuries of ingrained white supremacy culture, and we urge all organizations who are committed to living out the value of equity to make similar, if not greater, investments.

This work is an ongoing process. Staff started it in 2016, we invested in it in 2019, and there is still much work to do moving forward.
Our Boards

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Melissa Jones
Philanthropic Consultant and Food Systems Advocate

Kirsten Lodal
CEO & Co-founder, LIFT

Trenor Williams
Founder and CEO, Socially Determined

*In 2019, we lost our dear friend, Don Brown. Don was an early and constant supporter of our work, and remained so through 2019. He is missed every day.
Our Funding Partners

$500,000 & Above
DC Health
Michael and Susan Dell Foundation
The Hillside Foundation of Allan and Shelley Holt

$50,000 - $100,000
American Heart Association
Bainum Foundation
J. Willard and Alice S. Marriott Foundation

$20,000 - $49,000
Cafritz Foundation
JBG Smith

$10,000 - $19,999
Emma Shapiro
John Edward Fowler Memorial Foundation
Kay Kendall & Jack Davies
Melissa Jones
Tait Sye
Transwestern

$5,000 - $9,999
Catherine & Philip Bye
Samantha Holloway
Kim Larson & Gary Knell
Alice & Mike Leiter
Skye Raiser & David Perlin
Missy & Mike Young
Amazon
The Alisann and Terry Collins Foundation
Corina Higginson Trust
DCPS Food and Nutrition Services
FD Stonewater
Giant Foods
The Jefferson, Washington, DC
May-Riegler Companies
Open Society Foundations
Optum
Pepco Foundation
Socially Determined
Statistics Collaborative
World Bank Community Connections Fund
Our Funding Partners

$1,000- $4,999
Ann & Joe Andrew
Carolyn & Jamie Butler
Gina & Brooke Coburn
Jamie & Daniel Edwards
Martha Raddatz & Tom Gjelten
Ben Heineman
Jay Knott
Bridget & Joe Judge
Melanie & Larry Nussdorf
Gail Ifshin & Steve Salky
Jennifer & Richard Schifter
Julie Kay & Joshua Sherrod
Meredith & Martin Sumner
Greta & Bailey Williams
AmeriHealth Caritas DC
Barre3 14th Street
Bluestone Law, Ltd.
Boston Consulting Group
CareFirst BlueCross BlueShield
Greenstein Delorme & Luchs, P.C.
Health Care Cost Institute
Horning Foundation
JF Bonder, PLLC
Kaiser Permanente
Lyft
The Mark and Sally Ein Foundation
MedStar Health
Neighborhood Development Company
Northern Trust Charitable Giving Program at Chicago Community Foundation
Petite Potter Georgetown
Potkin, Williamowsky & Pillay, PLLC
Ronald D. Paul Companies
Sweetgreen
Torin Consulting, Inc.
Willco
2019 Financials

Revenue
- Major Donations: $850,000
- Foundation & Corporate: $761,934
- Individual Contributions: $74,022
- Government Grants: $1,298,880
- Contract Revenue: $87,093
- In-kind Donations: $258,352*
- Special Events: $258,352*
- Miscellaneous Income: $13,347
- Total Revenue: $3,343,281

Expenses
- Personnel: $1,389,123
- Professional Fees: $378,646*
- Supplies, Postage, Printing: $107,062*
- Food Incentive Program: $895,455
- Staff Education & Training: $6,195
- Occupancy Expenses: $137,760*
- Travel: $19,238*
- Insurance: $6,025
- Miscellaneous Expenses: $1,736*
- Total Operating Expenses: $2,941,240
- Depreciation: $13,507
- Capital Loss: $-0-00
- Total Expenses: $2,954,747

*Due to a change in GAAP reporting rules, the audited financials show expenses for our annual event as net of Special Event expenses. For continuity's sake, we have chosen to show these figures in full. The net surplus amount shown in this report and the audited financials are the same.
Expenses by Program

Year over Year Revenue Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,000,000.00</td>
<td>$3,000,000.00</td>
<td>$3,000,000.00</td>
<td>$4,000,000.00</td>
</tr>
</tbody>
</table>

- Food Access: 63.9%
- Other Programs: 13.9%
- Lobbying: 0.3%
- Policy: 9.9%
- Urban Agriculture: 4.7%
- Food Education: 7.4%