Meeting the Crisis

2020 was a year of unimaginable crisis. It has also offered unparalleled opportunities for systemic change. The pandemic revealed and accentuated enormous gaps and fragilities in our food system, while the collective movement to resist structural oppression in this country lifted up longstanding inequities and the downstream impacts of systemic racism. 2020 shined a bright light on the link between access to healthy food and health outcomes for Black residents.

Washington, DC’s predominantly Black communities - particularly those located east of the Anacostia River - have long faced historic and structural barriers that have resulted in high poverty rates, insufficient access to healthy foods, and soaring mortality rates linked to diabetes and hypertension. While the difference in life expectancy between residents of Ward 8 in Southeast DC and residents of Ward 3 in Northwest DC was already a two-decade disparity as of 2019, the mortality rate during the pandemic is six times higher among DC’s Black residents than its white residents, largely due to comorbidity of diabetes and hypertension. The connection between access to healthy food and health equity has never been clearer. Access to healthy food for all residents is unquestionably a life and death issue demanding urgent action rooted in intentional, direct collaboration with the people who have borne the brunt of this crisis.

Throughout this enduring crisis, everyone in the food community came together to distribute emergency food relief throughout the city. DC Greens’ staff doubled-down on its core value of collaboration, using our relationships and skills to coordinate food distributions and deliveries to high-need communities, collecting and disseminating trustworthy information about where and how to access food, linking urban and regional farmers with much-needed business opportunities, and educating local policymakers about the emerging and demonstrated food needs in our city.

Some bright lights that we see on the horizon: more than ever, our persistent call to invest in food as medicine is being heard – both locally and nationwide. Furthermore, there is a collective recognition that health equity can never be achieved without racial equity.

As our city begins to look toward its recovery phase, we will remain focused on our vision for a city in which health equity is a central value, healthy food is a human right, and all residents have the resources to shape and control policies and programs for their own communities.

Sincerely,
Lauren Shweder Biel
Executive Director & Co-Founder
Food Access
Produce Plus Direct

We believe that access to healthy food is a basic human right.

In 2020, our city-wide farmers’ market food access program, administered in collaboration with DC Health, underwent some changes. In response to customer feedback, and as a response to COVID, the Produce Plus program rebranded as Produce Plus Direct. Instead of receiving $10 to spend on produce up to twice a week, customers were matched with a specific vendor to receive a box of produce for delivery or pickup at one of our partner farmers markets or community sites across the city. Our team worked diligently and under high pressure to ensure the safety of our customers and partners while making the program as accessible as possible to those who were eligible (DC residents who receive a federal benefit).

<table>
<thead>
<tr>
<th>4,500+</th>
<th>customers served</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>of customers agreed that PPD increased their access to food</td>
</tr>
<tr>
<td>17</td>
<td>local vendors supported</td>
</tr>
<tr>
<td>5</td>
<td>Food Champions hired in their neighborhoods</td>
</tr>
</tbody>
</table>
Produce Rx

After launching our produce prescription program in 2019, our team was forced to quickly shift the program’s administration in response to the pandemic, paying particular attention to patient safety given that diet-related chronic illnesses, like those experienced by Produce Rx patients, are comorbidities for COVID.

The program adapted to provide (1) patients with more flexibility to refill their produce prescription at Giant Food, (2) a month’s worth of vouchers at once, (3) pick-up flexibility; and (4) customers with the option to shop for frozen fruits and veggies in addition to fresh produce.

Food as Medicine Internationally Recognized

After winning the Milan Urban Food Policy Pact Award in 2019, the Produce Rx program was honored at their 2020 awards for its adaptability to meet patient needs under COVID. Watch the full video here.
Urban Agriculture
The Well at Oxon Run

In 2020, we hired Jaren Hill Lockridge, as the Director of The Well at Oxon Run. Below is an excerpt from her letter about her vision for The Well, which can be read in full here.

“At the Well, we will plant seeds to disrupt our current food system and cultivate a new and healthier future for our community. I got involved with The Well two years ago when DC Greens began holding visioning sessions in the community surrounding the site. As a Bellevue resident with a passion for my neighborhood, I made it a priority to be present with my children to share my thoughts and contribute to the decision-making process. And now here I am, leading this transformational project.”

- Jaren Hill Lockridge
Rooting DC

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.

Hosted early in 2020, before the COVID crisis, the 13th year of Rooting DC brought out:

- 1,600+ attendees over the course of the day from all 8 wards
- 74 presentations on urban gardening and food and 181 volunteers that helped the day run seamlessly
- 60+ tables from green vendors, nonprofits, and government agencies at the information fair

For the second year in a row, the event was held at Ron Brown High School in Ward 7. We were very excited that for the first time ever, Rooting DC also hosted a Green Jobs Luncheon by Dreaming Out Loud DC, and the Humanities Truck, a mobile exhibit with oral histories about DC’s food system.
School Food
School Food Under COVID

Our School Food team worked closely with DCPS to support their efforts to be a steady source of food for kids and families throughout the pandemic and to support the essential school food workers who made it possible.

Photo courtesy of DC Public Schools’ Food and Nutrition Services

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 leads local advocacy efforts to help DCPS implement core values and become a GFPP partner.

In 2020, the DC GFPP Coalition completed its strategic plan and bylaws, and onboarded an Executive Committee. The Coalition formalized its structure as it works to help DCPS and other DC agencies implement GFPP principles in COVID recovery.
Community Advocacy
Policy Win!

DC’s budget season kicked off shortly after the start of the pandemic and healthy food advocates were alarmed to see a decrease in funding for school breakfast and other healthy food programs. We quickly mobilized with other food organizations and advocated heavily to restore funding for healthy schools and healthy food at a time when it was needed more than ever.

At the end of the budget cycle, we guaranteed the following funding for OSSE and Healthy School Programs:

- **$844,000** recurring to fully fund school breakfast subsidies
- **$844,400** restored to the Healthy Tots Program
- **$283,000** restored to the Environmental Literacy Grant Program
- **$440,000** restored to Healthy Schools Act Wellness Grants
- **$480,000** recurring to the Healthy Schools Fund
COVID Food Coordination

We often talk about being a connection point or collaborator with other organizations. In 2020, we shifted our work dramatically to coordinate with other nonprofits, private companies, and DC’s Food Policy Council to provide emergency food relief and resources to DC residents. The following are a few examples of our collaborative efforts:

- Developed a hub for resources around coronavirus, including available meal sites, guidelines for grocery shopping, volunteer opportunities, donation opportunities, and more.
- Launched a grocery delivery pilot with Washington Jesuit Academy to provide grocery and meal delivery to students facing food insecurity (collaboration with Occasions Caterers and Via Transportation).
- Coordinated free Lyft rides for seniors from the Giant grocery store on Alabama Ave in Ward 8 during seniors-only shopping hours.
- Connected Cork to Casa Ruby to provide meals to LGBTQ youth experiencing homelessness and vulnerability.
- Connected Eric Bruner-Yang and Power of 10 to the National Childrens’ Center on MLK to provide 600 dinners to the center’s families three days a week.
- Supported East of the River Services in advancing an application for a USDA waiver which now allows DC to allow online ordering and delivery for SNAP purchases.
- Connected Giant Food with the Rolark House Transitional Family Housing to provide grocery gift cards.
- Launching a produce delivery system for 600 seniors in Ward 8 in coordination with DC Central Kitchen and Via Transportation.
Internal Equity Work

The pandemic, along with the killing of George Floyd, cast a bright light on longstanding inequities and the downstream impacts of systemic racism that have existed in this country for hundreds of years. In 2020, our organization continued to build towards our internal goal of becoming an anti-racist organization.

While our organizational journey around anti-racism started in 2016, 2020 helped move us towards operationalizing equity in our practices. Equity work is ongoing by design, but we are pleased to share some concrete accomplishments from the year that have changed our work and our organization and have resulted in tangible shifts to our organization:

- We launched a pay equity scale, developed in 2019, that works to ensure our compensation practices align with our values (ex: compensating for emotional labor inherent in a particular job description)
- We audited and improved our hiring processes and practices to ensure that we are, to the best of our ability, removing biases
- Bi-weekly time and resource commitment to staff conversations that work to both identify and uproot white dominant cultural practices in the workplace

We commit to continuing the work necessary to create an organization that operates in alignment with our value of equity.
Our Boards

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Vice President & Senior Counsel, eHealth Initiative & Foundation

Amy Gyau-Moyer, Vice Chair
MS, MBA Program Manager, Community Health and Benefit, Kaiser Permanente

Laura Herman, Secretary
Vice President of Partnerships, Cedar Healthcare Strategy

Scott Hughes, Treasurer
Vice President, The Carlyle Group

Elyse Cohen
Senior Director, Food, Health and Wellness Programs, US Chamber of Commerce Foundation

Keith Florance
Principal, Boston Consulting Group

Ruben Garcia
Research & Development Director, Think Food Group

Dominique Hazzard
History Ph.D. Candidate, Johns Hopkins University

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Board Member, Rodale Institute

Amanda McClements
Founder & Creative Director, Salt & Sundry

Laura Rankin
Founder, Its Epoch

Ryan Springer
Manager for Marketing, Communications and Health Program Community Education, AmeriHealth Caritas DC

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Senior Advisor, Downtown DC Business Improvement District (BID) Corporation

Whitney Cohen
Education Director, LifeLab

Michael Curtin
Executive Director, DC Central Kitchen

Maggie Gyllenhaal
Actress, Golden Globe Winner

Allan Holt
Partner & Managing Director, The Carlyle Group

Melissa Jones
Philanthropic Consultant and Food Systems Advocate

Kirsten Lodal
CEO & Co-founder, LIFT

Trenor Williams
Founder and CEO, Socially Determined
Our Funding Partners

$500,000 & Above
DC Health
The Hillside Foundation of Allan & Shelley Holt
United States Department of Agriculture

$100,000 - $499,000
American Heart Association
Bainum Family Foundation
The A. James and Alice B. Clark Foundation
The Michael and Susan Dell Foundation
The Richard E. & Nancy P. Marriott Foundation
The Rockefeller Foundation

$50,000 - $99,000
Philip L. Graham Fund

$20,000 - $49,000
Emma Shapiro
Kim Larson & Gary Knell
Missy and Mike Young
The Honorable Ann Brown
AmeriHealth Caritas
JBG Smith
Prince Charitable Trusts
The Elsie Procter Van Buren Foundation
The Lois and Richard England Foundation
The Morris and Gwendolyn Cafritz Foundation
The Venable Foundation
Washington Jesuit Academy
Our Funding Partners

$10,000 - $19,999
Elizabeth and Jeffrey Toretsky
Gardiner and Nicholas Lapham
Jack Davies & Kay Kendall
4P Foods
Advisory Neighborhood Commission
Eat the Change
Intentional Philanthropy
Milan Urban Food Policy Pact
The Morrison & Foerster Foundation
Upfield US Inc.
The Whiting Turner Contracting Company

$1,000- $4,999
Allison Foley
Andrew and Veronica Nannis
Annie and Jonathan Levine
Ben Heineman
Caleb Jang
Catherine and Philip Bye
Claire Sale
Deborah Sawyer
Elliot and Sharon Cohen
Erik Rydholm
Geoff Patterson
Jane Ottenberg and Richard Creighton
Jessica Millstone
Neil Cohen
Robert Slapnik
American Council of Life Insurers
Anna Beck Designs
FD Stonewater
McCance Foundation
MedStar
Socially Determined
Streetsense
The Chesapeake Bay Foundation
The Max and Victoria Dreyfus Foundation
The Table Church
Transwestern
Whole Foods Market Community Giving Program

$5,000 - $9,999
Alice and Mike Leiter
Brendan and Helen Bechtel
Stephen Solomon
Sterling Speirn and Diana Aviv
Tait Sye
Amazon
Christopher and Jessica Harrison Foundation
Corina Higginson Trust
Cornucopia
Cushman Wakefield
DCPS Food and Nutrition Services
Giant Food
Hollingsworth LLP
Pepco Foundation
Statistics Collaborative
Sweetgreen
Temple Sinai
The Walt Disney Company Foundation
WhyHunger
World Bank Community Connections Campaign
# 2020 Financials

## Revenue
- Major Donations: $825,000
- Foundation & Corporate: $1,297,846
- Individual Contributions: $167,937
- Government Grants: $1,561,161
- Contract Revenue: $117,541
- In-kind Donations: $142,391*
- Special Events: $142,391*
- Miscellaneous Income: $13,347
- Total Revenue: $3,343,281

## Expenses
- Personnel: $1,483,818
- Professional Fees: $595,255*
- Supplies, Postage, Printing: $59,402*
- Food Incentive Program: $1,421,322
- Staff Education & Training: $4,388
- Occupancy Expenses: $140,672*
- Travel: $5,289*
- Insurance: $5,201
- Miscellaneous Expenses: $24,294*
- Total Operating Expenses: $3,739,641

- Depreciation: $12,690
- Capital Loss: -
- Total Expenses: $3,752,331

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*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

- Policy: 6.9%
- Other Programs: 15.8%
- Urban Agriculture: 5.2%
- Food Education: 3.5%
- Food Access: 68.5%
- Lobbying: 0.1%

Year over Year Revenue Growth

- 2018
- 2019
- 2020