

# Everybody Eats

# Annual Report 2016

## More Local Food for People in Need

2016 was a year of growth for GardenShare's core programs that are designed to help low-income and working families afford fresh, healthy, locally grown food.

Thanks in part to a grant from Excellus BlueCross BlueShield, along with donations from loyal supporters, GardenShare was able to double the value for SNAP (Supplemental Nutrition Assistance Program, formerly food stamps) customers at all five of our County's farmers markets.

This resulted in a 70% increase in the use of SNAP at the markets! Thank you for helping to make it possible.

In addition to the increases in SNAP at farmers markets, GardenShare was able to expand and grow our Bonus Bucks program, which helps lower-income households purchase CSA shares. We raised the income limits for the program to better reach working families who may still have very tight budgets and increased the amount of the subsidy to 50% of the total cost of the CSA Share. These changes helped 39 families purchase CSA shares in 2016, compared to 25 in 2015.

We're excited to tell you that our success with these continuing programs last year has us expanding them for 2017. Be sure to visit our website and read the newsletters for all of the latest news.



Another annual project at GardenShare is the Local Food Guide and after we produced the 2016 guide, we were so pleased to get a call from our founder, Phil Harnden, calling it "the best Local Food Guide ever!"

### GardenShare's 20th anniversary

of service to the community was observed in 2016. It was a great chance for us to reconnect with our original mission and some old friends!



*"Today, after twenty years, GardenShare still believes that the pleasure of eating delicious, wholesome food belongs to all of us and all of us deserve a place at the table. I'm gratified to know that, with energetic leadership and loyal supporters, GardenShare is still dedicated to ending hunger and strengthening food security in the North Country."*

-Phil Harnden, Founder, GardenShare

## Increasing Volunteerism

At GardenShare, we believe that solving a complex problem like hunger will require engaging everyone in the community and in a variety of ways.

So, we were excited to get a grant from the State of New York to help recruit more volunteers for GardenShare as well as for some of our local free will dinners and farmers markets. Would you like to volunteer? Get in touch at (315) 261-8054 or [info@gardenshare.org](mailto:info@gardenshare.org).

## Hunger 101

A key tool of our recruitment efforts is the Hunger 101 role playing workshop. This program lets people feel what it might be like to be struggling to put food on the table for your family. Over 100 people have taken part so far.

Do you have a group that would like to experience this powerful program? Get in touch with us!



# A Message from our Leaders

Another busy and successful year, but with so much left to do!

While we made great strides in reaching low income and working families with resources to help them acquire locally grown food, we know we have just scratched the surface of the need in St. Lawrence County.

So, we are also thinking ahead and trying to develop new ideas and projects that will help strengthen our local food system, support area farmers, and ensure that people of all means are able to access healthy, locally grown food.

Recently, some brainstorming groups made up of interested local residents have given us a lot of ideas to consider as we explore how best to solve the problem of hunger in our midst.

In order to better focus our mission and re-sources, GardenShare's Board of Directors made one difficult decision this past year — we decided to discontinue our Food Day Youth Summit. As much as we all love this program, attendance had been declining over the years. And with our tiny staff it was such a huge undertaking to produce this event. We do recognize the need to engage the next generation and are developing some new youth programming that we can take "on the road" to educate students about food system and hunger issues.

Building and maintaining this momentum requires a lot of people power — with donations of time, talent and treasure. We would love to have you at the table. If you would like to be involved, we hope you'll get in touch!



Carol Pynchon  
President, Board of Directors



Gloria McAdam  
Executive Director



Runner up to the Local Food Guide Cover Art Contest, Alexandra Conn, Grade 12, Massena Central School.

## New Faces

New people joined the GardenShare team in 2016, including:

- Members of the Board of Directors, Tamera Rizk and Philip Paige
- Full-time AmeriCorps VISTA volunteer Brianna Blackburn
- Volunteer Coordinator Rhonda Rodriguez
- Several interns did great work over the course of the year
- Many volunteers helped at the farmers markets and other ways

*Would you like to join us in 2017?*

## Fight Hunger 5K Doubles in Size!

On Sunday, September 11, more than 100 people turned out for the second annual Fight Hunger 5K—twice as many as participated in the fall of 2015! Students and local residents walked or ran together to express our concern about our hungry neighbors and to raise money to support GardenShare's mission. Save the date for this year—September 17, 2017!



## THANK YOU!

GardenShare relies on our local community for contributions of time, talent, and treasure. While our core programs are supported in part with state and federal grant funds, there is always a need for additional resources to tackle the many challenges we face in St. Lawrence County.

Volunteers, college interns, and our tiny paid staff do an amazing amount on a very tight budget. We are so thankful for our many individual donors who understand that it takes dollars to run our programs and to address the challenging issue of hunger.

Thank you to everyone who contributes as a volunteer or a donor! Know that you are making a difference to build a stronger local food system and to solve the problem of hunger. 🍴



# Growing Community Award

In January of 2017, GardenShare honored the Local Living Venture with the 2016 Growing Community Award.

In nominating Local Living Venture for this recognition, GardenShare Board member Jan DeWaters said, "This group has emerged as a leading authority in all-things-back-to-basics. By offering a wide array of educational programming, as well as a number of community gathering events, they are filling a need here for teaching people important, often-forgotten skills our ancestors practiced on a daily basis, and are also bringing people together to join in community as they venture forth with putting their newly-learned skills into practice. To me, this group is a unique and valuable piece of our North Country community building effort."



*Pictured, l to r: GardenShare Board member Jan DeWaters presents the award to the Local Living Venture team: Rajiv Narula, Chelle Lindahl, Laurel Balog, and Jackie Bartholomew.*

## CCE Recognizes GardenShare



*Pictured from left to right are Patrick Ames, GardenShare Board President Carol Pynchon, GardenShare Associate Director Carlene Doane, and GardenShare Board Member Sandy Stauffer.*

In October, Cornell Cooperative Extension of St. Lawrence County recognized GardenShare with the 2016 Friend of Extension Award at the Association's Annual Dinner Meeting. Extension Director, Patrick Ames, cited GardenShare's unwavering commitment to fighting hunger and improving local access to healthy foods across St. Lawrence County.

**This Annual Report is produced with support from St. Lawrence Health System and Stauffer Farms.**



## GardenShare New Home

From 2009 until 2016, GardenShare's office was housed, free of charge, by the St. Lawrence University Environmental Studies Department.

We cannot thank them enough for this support, which made it possible over the years for GardenShare to work toward our mission and deliver services to the community cost effectively.

With growth at both GardenShare and SLU, that arrangement no longer worked.

In December of 2016, GardenShare moved into a space owned by Canton-Potsdam Hospital, also rent-free.

Thank you to CPH for this important support to our work to end hunger and build a healthy community.



# GardenShare

HEALTHY FOOD. HEALTHY FARMS. EVERYBODY EATS.

## Our Mission:

GardenShare's mission is to solve the problem of hunger in St. Lawrence County through policy advocacy work and by strengthening the food system to benefit all County residents.

## Our Vision:

**Healthy Food** – The County has a vibrant, local food system where our food choices are healthy for us, for our communities, and for the environment.

**Healthy Farms** – Farmers are able to make a living that supports their families, contributing to a robust local economy.

**Everybody Eats** – Everyone in the County has access to enough nutritious and affordable food to sustain a healthy lifestyle. When food assistance is needed, whether from government or private sector programs, it is provided in dignified ways that respect both the receiver and the giver of assistance.

## Clip & Mail

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Check all that apply:

Here's my tax-deductible donation to help GardenShare's work to solve the problem of hunger : \$ \_\_\_\_\_

I'm interested in volunteering with GardenShare. Tell me about the opportunities.

I'd like to schedule someone from GardenShare to speak to my organization.

Mail to:  
**GardenShare**  
**PO Box 516**  
**Canton, NY 13617**

OR

Contact us by phone, (315) 261-8054 or e-mail, [info@gardenshare.org](mailto:info@gardenshare.org)

## Board of Directors

Carol Pynchon, President  
Sarah Bentley-Garfinkel, VP  
Anneke Larrance, Treasurer  
Maria Corse, Secretary  
Jan DeWaters, April Grant,  
Michael Lawrence, Philip Paige,  
Tamera Rizk, Sanford Stauffer



## Staff

Gloria McAdam, Executive Director  
Carlene Doane, Associate Director  
Rhonda Rodriguez,  
Volunteer Coordinator  
Brianna Blackburn,  
AmeriCorps VISTA



## GardenShare

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