### INCOME
- Federal Grants - 30.5%
- Foundation Grants - 21%
- State Grants - 14.6%
- Sponsorships - 11.3%
- Events & Other - 10%
- Contributions - 6.4%
- Program Fees - 6.2%

### EXPENSES
- Program - 75.5%
- Management & Admin - 17%
- Fundraising - 7.5%

### Financials
- **$46,864.23** Education & Outreach Expenses
- **$53,274.60** Champaign Farmers Market Expenses
- **$200,636.71** Farmer Training Program Expenses

### Contributions
- **$56,576.29** spent directly supporting farmers, researchers, and industry leaders
- **$12,462.74** received in in-kind contributions
- **$3,604.98** spent purchasing local food and farm products

### End of Year Campaign
- **$1,895**
- **67 new supporters**
- **10% increase in giving from 2018**
- **67 donors renewing their support**
- Matching dollars from Patagonia

### Website Traffic
- **50,976** Unique Visitors
- **64,894** Sessions
- **134,204** Unique Pageviews

### Social Media Presence
- **5.1K** Fans
- **669** Posts
- **3.4K** Reactions
- **931** Shares
- **2.6K** Followers
- **116** Tweets
- **47** Likes
- **14** Retweets

### Collaborations
- **1.5K** Followers
- **63** Posts
- **778** Likes
- **14** Comments
PROGRAMS
FARMERS MARKET

24 Market days
22 Market vendors
12 New Market vendors

$9,012 Total value of SNAP incentives distributed
4,000
11 Average # of days before coupons were redeemed
Approximate lbs of fresh fruits and vegetables purchased

$5,468 Total value of SNAP benefits distributed

$5,400 Total value of SNAP Winter Bonus incentives distributed

388 Total # of SNAP transactions
146 Total # of SNAP shoppers
99 # of SNAP repeat shoppers

Total # of Winter Bonus participants
2,600
36 Approximate lbs of fresh fruits and vegetables purchased

361 Total # of Senior Farmers Market Nutrition Program shoppers
39 Total # of WIC Farmers Market Nutrition Program shoppers
1,700 Approximate lbs of fresh fruits and vegetables purchased

Total value of WIC & Senior Farmers Market Nutrition Program incentives distributed

$4,610

FARMER TRAINING

12 events held
8 videos produced
7 downloadable resources created

187 people attended the 3rd annual Organic Grain Conference

835 people attended Farmer Training events

211 people attended the 3rd annual Midwest Mechanical Weed Control Field Day

150 volunteer hours donated

STAFF
Jacquelyn Evers, Executive Director
Julia Degler-Whitmore, Development Coordinator
Cassidy Dellorto-Blackwell, Farmer Training Program Manager
Cay Diamond, Farmers Market & Outreach Manager
Hyde Taidghin O’Brien, Marketing & Communications Manager

BOARD
Joe Wetzel, President
Lisa Bralts-Kelly, Vice-president
Sue Lannin, Secretary
Jacob Taylor, Treasurer

Directors
Will Glazik
Mina Hanna
Thomas Harrison
Irene Kaufman