



FarmOn! FOUNDATION

FarmOn! Changes Lives + Teaches Values

FarmOn! creates a connection to where your food comes from and why it is meaningful, inspiring us all to opt out of the processed food system toward organic practices, food security and marketplaces that taste better, are nutrient dense and have a triple bottom line. Our programming and partnerships foster economic development, vital as a catalyst for reliable access to a local food supply chain for the health of our children, communities and local economies.

FarmOn! Foundation is dedicated to reinvigorating respect for farming and inspiring young people to choose careers in agriculture. By learning the business of food on a working farm and educating entrepreneurially oriented youth with hands-on training about how to create sustainable farming operations, FarmOn! supports succession across generations on family farms.

This engages local communities to participate in the production, distribution and consumption of locally produced food creating an economic engine in New York State and bridging the rural/urban divide with youth education in agriculture for a full circle benefit.

Students live and work at historic Empire Farm to experience agriculture, self-reliance and learn by doing with opportunities as entrepreneurs. This in-residence opportunity provides outcomes and real life skill sets that benefit for a lifetime: how to network, leverage connections, focus, communicate, conflict-resolution, cook and account with confidence to foster pathways with purpose leading to viable livelihoods that are academic, entrepreneurial and vocational for more economically productive communities for strong rural prosperity in America.

“If you want to help make an impact on what organic farmers around the country are trying to achieve in creating healthier foods for our nation, FarmOn! is the “pebble in the pond” that is creating a ripple effect across the country. Utilizing resources in the Hudson Valley to teach values and mechanisms for sustainable, scalable organic farming to the next generation of farmers, FarmOn! is the model to support. You want to be a part of this!”

- Christy K. Mack



FarmOn! Youth Education Programs

FarmOn! Ag-Academy at Empire Farm:

OUTCOME: 100% Job Placement for Students

In the heart of an agricultural community in the Hudson River Valley, historic Empire Farm annually offers 32 students ages 17-27 scholarship opportunities to change lives. Living as a cohort on a 220-acre organic working farm, students learn to earn for three months and receive college credit, cash scholarship of \$3500 in an immersive program for youth interested in business and success. In this formal statewide partnership with SUNY, a first-of-its-kind in New York State, we provide youth with experiences in a “field-as-classroom” for applied learning opportunities. By contract growing for chefs and restaurants including Jean-Georges Vongerichten, abc kitchen, Gotham Bar and Grill, April Bloomfield, Terrance Brennan, Zakary Pelaccio and more. This program connects rural and urban marketplaces maintaining the integrity of a local food supply chain and supports youth education to cultivate 21st century skill sets in the farm-to-table movement.

Fostering the Entrepreneurial Spirit for Youth in Agriculture:

OUTCOME: Shark Tank for Kids with Business Plans + Pitch at Camp FarmOn!

Camp FarmOn! compels kids to think of a profitable solution for farming and culminates at week’s end with a team pitch to a “Shark Tank,” building confidence through trial and a connection to where your food is from, how it’s made with a focus of fostering the entire spirit for youth and agriculture. Camp FarmOn! is a 5-day hands on learning experience day camp during Summer.

FarmOn! Victory Gardens & Slam Dunk your Veggies with the NBA:

OUTCOME: Inspire kids connecting professional athletes + school gardens to slam dunk healthy eating.

School garden programs for the underserved are a victory for all! Implementing in schools K-12 supports food security and fights childhood obesity with access to fresh local food kids grow. FarmOn! builds and amplifies school garden programs with NBA professional athletes in a unique program tied to Farm to School month that inspires youth, connects them to a “seed and soil makes fuel to fly” healthy eating message that engages and imprints. Participation in the school garden then ties to the lunchroom and lesson planning with influencers to inspire youth to slam dunk your veggies.

FarmOn! Milk Money Cow-to-Kid in 36 Hours:

OUTCOME: Healthier kids and \$1,000,000 to Dairy

Farms bottom line means they don’t lose their farms By contracting locally sourced milk to school lunch, we not only provide nutrient dense milk to kids, but we provide economic development to regional family farms in a program that contracts local milk to lunchrooms. In partnership with Hudson Valley Fresh Dairy cooperative, together we supply the financial and technical assistance needed to make the switch to nutrient dense high quality locally sourced milk to students - and contract the bid to keep farmers farming + kids healthy.

IMPACT + ACTION = REPLICABLE OUTCOMES

FarmOn! Foundation offers several youth education programs for healthy lifestyles and experiential learning. By teaching kids where their food comes from, the fundamentals of seed, soil and how that relates to business, youth develop a connection with healthy eating during their formative years and this shapes the relationship they have with food, money and self-reliance for a lifetime. This full circle benefit shifts the paradigm in food with a nation of contributors for positive change impacting communities and families alike.



FarmOn! Events for 2017

The future of children rests in our hands. That starts with seed and soil, hard work and the family farm. Sustainability, community, commerce and connecting rural and urban marketplaces are key to succession on family farms raising the next generation to feed us. Join us to celebrate the real stars in food - our farmers, chefs and kids they inspire together with influencers and change makers to remind us all where our food comes from and why that is critical to health and wellness. What do you want to be remembered for? Join us to make a change that impacts beyond taste and farm-to-table with these educational and exciting events in 2017. #FarmOn #Starmer #EmpireFarm

Every Saturday & Sunday

Learn to Farm + Eat at Empire Farm

We partner proudly with school gardens in an effort to fight childhood obesity and feed the underserved population by teaching them how to farm. We invite you to volunteer at Empire Farm (opening ceremony with Alice Waters) anytime. Stop by this summer for OPEN FARM with family friends coworkers and community to shop, plant, eat and enjoy the fresh air on our historic 220 acre historic farm for a full day of fun and discovery. Organic baked treats are available from our Student Teaching Kitchen.

Saturday, July 29th

HOOT! Farm Fresh Benefit

The 7th annual Hootenanny! fundraiser with Roundhouse Beacon Host Chef Terrance Brennan at Empire Farm aims to please as you eat within five miles of your plate! Shake the hands that feed you in this family style grazing event the New York Times calls the "Best event of the Hudson Valley!" and Forbes.com says is a "series of high profile celebrity chef and entertainment driven charity events, if you love food, you might be interested in the FarmOn! delicious summer lineup." Get your FarmOn!

Thursday, October 19th

FarmOn! Big Apple Crunch

Sign up your school or group and coordinate a CRUNCH heard round the world led by NYS Governor Andrew Cuomo Executive Office in a pledge to Eat Local NY, inspire youth with healthy snacks and stimulate economic development with local apples served in lunchrooms from NYS apple growers! Together with GrowNYC, Greenmarkets, regional Family Farms, schools, local business, non-profits, community centers...and YOU!

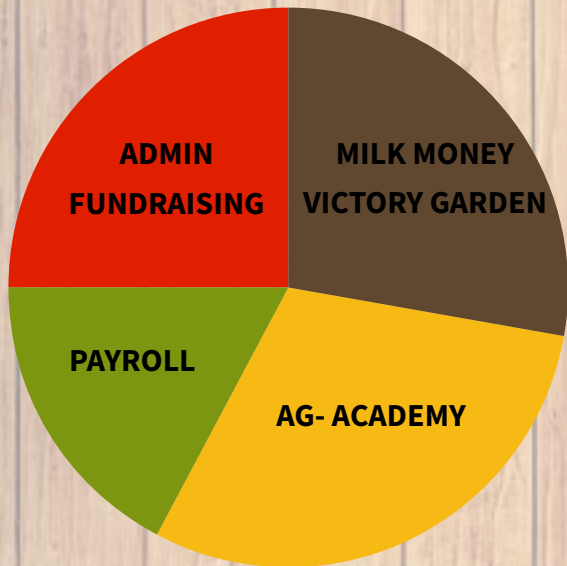
COME TO EMIRE FARM WITH YOUR FAMILY + FRIENDS

For Tickets and Information visit: FarmOnFoundation.org or socialize @FarmOnFarmOn

Financials + Budget

FarmOn! Foundation is a 501(c)(3) non-profit organization and public charity EIN 46-1999952 registered with Charity Navigator and Guide Star.

Headquartered at Empire Farm in Copake New York in the heart of Hudson Valley's agricultural community, FarmOn! Foundation operates on a \$1 million annual budget and is in solid financial standing having achieved \$4 million+ in donations and contributions and property since 2012 with \$1.25 million in assets. Summary of spending:



Fundraising Allocation of \$2.3 million (3 year average):

- 28% Youth Education program donations
- 30% Empire Farm Ag-Academy operations
- 17% Payroll
- 25% Fundraising & Admin

Budget Overview

2017 BUDGET:	\$ 1.25 Million
2015/2016 REVENUES:	\$ 2.41 Million
ASSETS:	\$ 1.25 Million
EMPIRE FARM APPRAISED VALUE 2016:	\$ 2.30 Million

To view our Budget visit
FarmOnFoundation.org/annual-budget

HOW DO YOU WANT TO BE REMEMBERED?



How Can I Help?

- \$3,100 VIP TABLE HOOT! July 29th Benefit Dinner VIP Table for 10
- \$5,000 SUPPORT MILK MONEY for One School District: 2000 kids annually
- \$12,000 ONE STUDENT SCHOLARSHIP AG-ACADEMY, 12 weeks on Empire Farm
- \$20,000 SLAM DUNK YOUR VEGGIES assembly at school of your choice
- \$25,000 SPONSOR 30 KIDS for Summer Camp FarmOn! at Empire Farm
- \$30,000 Greenhouse at Empire Farm IN YOUR NAME with Organic Produce Direct
- \$50,000 CUSTOM GROWING for your CULINARY or CATERING BUSINESS
- \$96,000 NAME/SPONSOR OUR YOUTH EDUCATIONAL PROGRAM AG-ACADEMY
- \$250,000 BUILD A BARN for STUDENT HOUSING at EMPIRE FARM





Leadership + Sponsors + Partnerships

Bloomberg Philanthropies, Christy & John Mack Foundation, SUNY, Cornell CALS, TasteNY, John Varvatos, Kohler, Ralph Lauren Home, Whole Foods Market, Shawn Carter Foundation, John Deere & Hudson River Tractor, Local Economies Project, Yelp, Modern Farmer, Applegate, Bronx Zoo, NYS Dept of Ag & Markets, Hudson ValleyFresh Dairy, Harney & Sons, Maple Hill Creamery, Mazzone Hospitality, Staub/Zwilling, ABC Home, Ed Herrington Inc & Herrington Fuels, Benjamin Moore, Columbia Greene Media, NBA, Mrs Meyers, abc Kitchen, Jean-Georges Vongerichten Group, Gotham Bar and Grill, Roundhouse by Terrance Brennan, God's Love We Deliver, Gramercy Tavern, Edible School Yard Project, April Bloomfield, Candle79, Field Goods, MyCube Safe, Yankees SI, Walt Disney Company, Culinary Partners.

FarmOn! continues to shift the paradigm in food to stimulate millions of dollars of economic development for family farms and engage rural communities in that commerce with healthy and sustainable practices for rural prosperity.

But, not without your support! Your tax-deductible donation is vital to support programs that FarmOn! Foundation has developed and successfully implemented. FarmOn! Foundation is a 501(c)(3) non-profit organization + public charity.

FarmOn! Staff

Key Advisors:

SUNY Chancellor Zimpher, Cornell University Alumni, Christy & John Mack, NOVO Foundation, Alice Waters, Elizabeth Blau, abc Kitchen/Jean-Georges Group, Eric Williams/NBA, TasteNY/NYS Department of Ag/Markets, LaForce NYC PR, and New York State Governor Andrew Cuomo Executive Office

Board of Directors:

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