



CULTIVATE
CHARLOTTESVILLE

IMPACT REPORT

FISCAL YEAR 2020

CITY SCHOOLYARD GARDEN | URBAN AGRICULTURE COLLECTIVE | FOOD JUSTICE NETWORK



Cultivate Charlottesville Statement Regarding Black Lives – June 19, 2020

In the wake of a season marked by COVID-19, we have been forced to mourn the unjust loss of Black lives because of the centuries-old traditions of police brutality and hate crimes. We say the names of those recently killed by current or former police officers: Ahmaud Arbery, Breonna Taylor, George Floyd, and Rayshard Brooks, as well as those targeted and killed as Black, transgender folx, including Nina Pop, Tony McDade, Riah Milton, and Dominique Fells. We know there are more.

AT CULTIVATE CHARLOTTESVILLE, WE RECOGNIZE THE ROLE RACIAL DISCRIMINATION HAS PLAYED AND CONTINUES TO PLAY IN AGRICULTURE, EDUCATION, AND HOUSING IN CHARLOTTESVILLE AND THE NATION. BECAUSE WE MANAGE GARDEN SPACES AND WORK WITH PUBLIC SCHOOL STUDENTS AND COMMUNITY MEMBERS AFFECTED BY RACIAL INEQUITIES, WE COMMIT TO BUILDING RACIAL EQUITY IN ALL OUR WORK.

That is our racial equity statement, which lives in our strategic frame alongside our vision, mission, and values. It is embedded in our actions, practices, and policies. It explains how we feel about and approach the work we do, but it does not say it all.

At Cultivate Charlottesville, we are unafraid to see and speak the truth. As Charlottesville community members—as friends, as family, as human beings—we demand change. We are fighting to protect our Black students, coworkers, mothers, fathers, sons, sisters, peers, and neighbors.

The “American Dream” has been a double standard from the very beginning; life, liberty, and the pursuit of happiness were not meant for all. The hard truth our nation is grappling with is that Black lives were never meant to matter. Ours is a democracy built with white supremacy woven in our systems., making it a democracy doomed to fail Black people and doomed to fail us all.

As an organization, we know that hundreds of years of discriminatory policies have made it so that food choice is a privilege—not a right—and we challenge the Charlottesville community to reimagine our local food system as one that is healthy and equitable for people of color. We challenge ourselves, a multi-racial team, to continually deepen our analysis, compassion, and activism as we lean into each other and work together.

Fannie Lou Hammer once said, “Nobody is free, until everybody is free.” This has been a fight for decades in the context of centuries of oppression, abuse, and inequity. If you are starting now, you’re joining fierce, determined, and wise advocates from whom we are learning. This isn’t the start of anything. This isn’t the end of anything. This is one moment in the long fight for justice and freedom for Black lives in the US.

This isn’t done. This isn’t almost done. We are committed to this work. We are committed to this fight and transformation. Say Their Names. Black Lives Matter.

Jeanette Abi-Nader | Yolonda Adams | Wendy Bawcom | Crystal Beasley | Shantell Bingham | Aleen Carey | Rachael Boston | Kimberlee Daniels | Matt Darring | Peter Davis | Megan Donovan | Dan Fellows | Paul Freedman | Shannon Gaffey | Margie Gilbert | Neal Halvorson-Taylor | Rick Harden | Michael James | Jordan Johnson | Gabby Levet | Jenifer Minor | Mackenzie Morgan | Richard Morris | Mike Murphy | Leon Nunez | Audrey Oliver | Daisa Pascall | Sober Pierre | Eliza Thomas | Andrea Trimble | Juan Wade | Sarah Wayne | Tamara Wright

www.cultivatecharlottesville.org

Support Black-owned Businesses | In [Charlottesville](#) | Across the [USA](#)

Learn More about systemic racism in the United States | [The 1619 Project](#) | [The Groundwater Approach](#)

OUR MISSION

Cultivate Charlottesville engages youth and community in building an equitable, sustainable food system through garden-based experiential learning, growing & sharing healthy food, amplifying community leaders, and advocating for food justice.



Crystal Beasley
Board of Directors Co-Chair



Wendy Baucom
Board of Directors Co-Chair



Jeanette Abi-Nader
Executive Director



Aleen Carey
Outreach & Resource
Program Director



Megan Donovan
Organizational & Systems Manager



Shantell Bingham
Food Justice Network
Program Director



Richard Morris
Urban Agriculture Collective
Farm & Foodroots Director



Jordan Johnson
City Schoolyard Garden
Program Director



INTRODUCTION

Fiscal year 2020 was a year filled with planned and unplanned changes, and ultimately abundant growth and expansion. In April 2020, City Schoolyard Garden changed its name to Cultivate Charlottesville, to represent the integration of its three core programs: City Schoolyard Garden, Urban Agriculture Collective, and Food Justice Network. The new integrated structure weaves together Cultivate's work to build a healthy and just food system with individuals—through schoolyard and neighborhood garden engagement; in community—through growing and sharing food in neighborhoods with public and subsidized housing; and across systems and structures—through advocacy and collaboration for more equitable food policies and practices in the City of Charlottesville. The spring launch happened in the midst of increased public attention to long-standing racial inequities in the Charlottesville community and nation, as well as the Covid-19 pandemic which further threatened equitable access to food. Due to more than ten years of hard work and strong partnerships, Cultivate was poised to work together for significant community impact.

Cultivate's work on the Food Equity Initiative in partnership with Charlottesville City Council and dozens of invested partners pushed significant progress in igniting discussion and commitment to food equity. The organization received national attention for the Local Food Local Places planning process, which brought together over two hundred community members and local and state leaders to reimagine urban agriculture in the city. Cultivate also received two federal grant awards, and our staff, partners, and youth food justice interns were invited to present at the National Community Food Systems Conference in Savannah, Georgia. Fiscal Year 2020 has seen staff committed to their work, happy in community, and somewhat tired. The team is looking towards a new year continuing to grow justice in the context of Covid-19, as well as cultivating wellbeing for staff members and the community.

PRODUCTIVITY AND CORE IMPACTS



Friendship Court urban garden

CULTIVATING EQUITY

- Diverse community members connected in dialogue, advocacy, strategy development, and leadership to build equity
- Community power and action amplified

CULTIVATING SUSTAINABILITY

- Equitable food access, connectivity, and health increased through growing and sharing food
- Environmental sustainability increased through farm practices

CULTIVATING YOUTH WELLNESS

- Youth learned about and enjoyed gardening, fresh produce, and healthy & active lifestyles
- Youth developed leadership skills, advocacy skills, and community engagement

CULTIVATING CAPACITY & LEADERSHIP

- Broad, diverse, coordinated partnerships that increased community dialogue and the capacity for food justice
- Mobilized partners and provided food justice thought leadership

Methodology: Cultivate Charlottesville aims to create a 'culture of inquiry' where discovery, questioning, and critical thinking are woven into all work. Staff members engage with the perspectives of those in their programs and embed learning and growth at every stage. This impact report is based on an array of evaluation practices implemented between July 2019 and June 2020. With the arrival of COVID-19 stay-at-home measures in March of 2020, the organization's ability to gather evaluation information was limited. Nevertheless, what emerged from this data are core impact themes aimed to cultivate equity, sustainability, youth wellness, and capacity & leadership. Additionally, achievements and areas for growth related to organizational vitality—as well as future growth and impact—are described.

4,817+

Youth, residents,
neighbors, partners



engaged



Yolonda at the City of Promise garden



UAC Community Market Day

CULTIVATING EQUITY



Youth interns at the Friendship Court urban garden

CULTIVATE CHARLOTTESVILLE RACIAL EQUITY STATEMENT

At Cultivate Charlottesville, we recognize the role of racism in agricultural and educational systems in Charlottesville and the nation, both historically and today. Because we manage garden spaces and work with public school students and community members affected by racial inequities, we commit to building equity in all our work. We believe that fresh, affordable, accessible, healthy, culturally appropriate food is a human right.

Actively building racial, economic, and social equity is woven throughout the organizational structure, programs, and initiatives of Cultivate. This is done by studying the effects of racism, developing programs with intention, centering the voices of community members facing food insecurity, practicing equitable hiring, choosing thoughtful language, seeking out and celebrating diversity, and integrating care and well-being.

Cultivate programs work to connect diverse community members in dialogue, advocacy, community development, and leadership to build food justice, as well as to amplify community power and action. Evidence of this commitment can be seen throughout this report, as well as some specific equity practices shared on the next page.

94%
of teachers
believe the garden
supports student
equity

12
community
advocates
17
food justice
interns
as paid staff
members

1,200+
individuals
advocating for
food justice

City Schoolyard Garden

- Youth food justice interns led the design of a sundial to commemorate the Charlottesville Twelve—students who first integrated our schools
- Amplified Black agricultural leaders in lessons and garden aides created Black Agriculture Leaders bulletin board to educate their peers
- Heightened equity in after-school clubs by providing transportation and eliminating fees
- Garden coordinators addressed implicit bias and worked to build equity by being cognizant of which students were given attention, whose names they remembered, who they called on first, and who they engaged during free explore times. GCs then corrected any imbalance
- Established guidelines with teachers that the garden could not be limited as a disciplinary tool
- Provided opportunities for all students to explore new foods through the Harvest of the Month initiative
- Advanced equity in home gardens through the Spring Seedling Project which distributed over 9,000 plants in communities (Friendship Court, Westhaven, and 6th Street), offered plants for free, and provided soil and containers
- Built a wheelchair accessible garden for a student to access with their support staff
- Youth food justice interns worked to advance the healthy school food goals

Urban Agriculture Collective

- Offered garden training to part-time employees, as well as short-term workforce training; two trainees re-entered the workforce and moved on to other positions
- Engaged community members publicly—through workdays with college students and corporate volunteer programs, and privately—through garden consulting with individuals and organizations
- Reinvigorated the grassroots UAC board which has played a key role in helping the organization to thrive and provide advocacy for gardens in community meetings
- Listened to resident feedback about the location for community markets and added requested spots
- Based Community Market Day processes and protocols on resident input; when residents asked for more tomatoes and potatoes, more were grown
- Created a colorful, diverse landscape garden designed to provide a welcoming space for residents in public and subsidized housing to experience

Food Justice Network

- Developed Food Equity Indicators for advancing progress in 5 focus areas (Healthy School Foods, Food Access, Food Markets, Affordable Housing, Transportation & Food Pathways)
- Linked indicators to city and community partner implementation of action plans—including departmental and MAPP2HEALTH plans; thus, far 21 of 32 recommendations have been implemented
- Employed 5 community advocates and an advocate lead to amplify food equity practices in our community and 6 community collaborators to improve emergency food efforts in Black and LatinX communities
- 130 advocates engaged with Comprehensive Plan small group and surveys
- 65 individuals from the public and subsidized housing community introduced to Comprehensive Plan
- 1,200+ neighbors engaged in food access work and advocacy
- \$520,000 invested in local economy over 8 weeks by Frontline Foods/World Central Kitchen efforts
- \$183,000 invested in 9 Black and minority-owned restaurants by Frontline Foods due to FJN Steering Committee recommendations



CULTIVATING SUSTAINABILITY

BOUNTIFUL GARDEN DIVERSITY AND PRODUCTION

Cultivate Charlottesville maintains eight schoolyard gardens at Charlottesville City Schools, a neighborhood garden at City of Promise in the 10th and Page neighborhood, and an urban farm at the corner of Monticello Avenue and 6th Street. Overall, there are more than 171 varieties of edible, native, and flowering plants and trees.

Fresh produce for COVID-19 wrap-around services



I pick up and deliver vegetables to several of my elderly friends and neighbors who express their sincere thanks and appreciation for my service. Some of them have said, 'I can hardly wait until Friday to see what goodies I will be receiving.'

– Beatrice Clark



Urban Agriculture Collective (UAC) Community Market Days are a primary avenue for growing and sharing fresh produce with neighbors in public and subsidized housing sites. In FY20, UAC grew 5,369 pounds of produce. Over the course of 26 Market Days, 6,053 pounds of produce was shared with 523 neighbors. This was a significant accomplishment given that in 2018, UAC had nearly ceased operations due to redevelopment and funding pressures.

There was an increase in people picking up food for their friends, family members, and neighbors. Community Market Days evolved from mere distribution points to opportunities for community connection by providing sliced fruit, apple juice, places to gather, recipes, custom reusable bags, partner organization handouts, and an abundance of “food talk.” In fact, Swiss chard went from the least popular green to a community favorite when cooked samples with recipes were provided at our fall 2019 Community Market days.

Growing and sharing food to enhance equitable access, connectivity, and health in FY20 included the following:

City Schoolyard Garden

- Harvest of the Month staff and volunteers provided 21,000 locally-sourced fresh snacks to 3,500 CCS youth
- Local on the Line increased fresh and locally sourced produce in the school meal line with 84 servings (or crops)
- 10th Annual Fall Harvest Festival held at Buford Middle School in October 2019 with over 600 in attendance

82,502+
pounds of food grown
together



and shared by
neighbors over
10 years

Urban Agriculture Collective

- Spring Seedling Project distributed over 9,000 seedlings and garden pots to students and community members
- Harvest a Bushel For Your Neighbor received donated produce from local farms and neighbors' backyard gardens to supplement Community Market Days
- Black & Brown Farmers' Group launched an initiative to engage and amplify Black and brown farmers



Buford students begin the Spring Seedling Project

Food Justice Network

- Cooperative Grocery residents led research on an economic development project
- COVID Emergency Food Response
 - 40+ organizational partners delivered and coordinated food access services
 - 7,500 school meals distributed across 5 neighborhoods
 - 1,000 lunches for people living with homelessness from donated supplies
- COVID Wraparound
 - 72 food boxes distributed to 5 Covid-19 testing sites
 - 1,600 prepared meals to families with members who tested positive for Covid-19

SUSTAINABLE GROWING

Every year, Cultivate Charlottesville brings new ecologically sustainable features and farming practices to school and community gardens. Features and practices implemented in FY20 include:



A chicken friend at CHS



Living pathways at Jackson-Via Elementary School

City Schoolyard Garden

- Living pathways
- Cover crops for soil health
- No pesticides or herbicides
- Compost food and garden waste
- Chickens added at Charlottesville High School (CHS)
- Solar-powered fans at Buford and CHS
- Salad spinner built from recycled washing machine
- Native and pollinator species at each garden
- Fruit trees and berries for diverse species and harvests
- Season extender passive solar hoop house built at CHS

Urban Agriculture Collective

- Reduced the amount of open ground to reduce weeding and need for motorized tilling
- Repaired rainwater capture system to reduce demand for potable water and the city water system
- Launched biointensive agriculture processes to increase yield in smaller spaces
- Utilized organic gardening practices including no-till cover crops and soil amendments
- Environmentally happy gardening with neighbors
- Planted native species, as well as bee and butterfly gardens, to improve the pollinator profile which benefits the whole community



Gorgeous peach trees at CHS

CULTIVATING YOUTH WELLNESS

Cultivate Charlottesville's roots are in delivering programming that educates and engages youth in nature through garden-based experiences. Through these activities, students learn about and enjoy gardening, fresh produce, and healthy & active lifestyles. Youth develop leadership skills, advocacy skills and community engagement confidence. Each year, Cultivate has measured and celebrated how much students taste and enjoy new produce, step into leadership, feel connected, and contribute to their communities. Evaluation results have shown that positive youth impacts are enhanced through the bountiful and rich experiences in the garden and with their Garden Coordinator mentors.

City Schoolyard Gardens at CCS Elementary Schools

Burnley-Moran, Clark, Greenbrier, Jackson-Via, Johnson, & Venable

- Harvest of the Month snacks: watermelon, zucchini, Asian pears, sweet potatoes, Cripps pink apples, cabbage, salad greens
- 3,500 students received 21,000 local, fresh, healthy snacks (1,961 pounds)
- Increased student engagement in the gardens with regular classes for PreK to 4th grade with less focus on indoor lessons
- 1,810 students and 101 teachers engaged in the schoolyard gardens
- 16,011 student visits to the gardens for 48,024 hours of learning
- 12 partners; 120 volunteers
- Students ate produce out of the garden and got their hands dirty watering and caring for plants; for example, 100% of Johnson Elementary students participated in garden activities
- Students engaged in cooking lessons, free exploration, and planned garden lessons
- After-school experiences or clubs were offered at 5 elementary schools
- Gardens became gathering places where students visited during lunch and brought their families to give them tours



Harvest of the Month posters featuring student artwork



Students in the elementary gardens



Students in the elementary gardens



Students in the elementary gardens

I love to get dirty and I love to garden. I have my own garden and I want to learn different plants that I could choose to get for our garden
- Burnley-Moran Elementary student

Thanks for getting Clark kiddos into the garden. My son was so excited about preparing his own salad tonight and eating it so fast that I couldn't get a non-blurry picture!
- Clark Elementary School parent

I want to be a part of the garden team because I want to make the garden better by putting more vegetables and plants and that classes can go visit the garden
- Burnley-Moran Elementary student

I told my mom that we can just plant this in the ground, like I do at school, that we don't need a big pot of dirt.
- Clark Elementary student at Friendship Court Seedling Giveaway

City Schoolyard Garden at Buford Middle School

- Increased the quality and regularity of garden programming with PE classes, more student engagement, and better PE teacher relationships
- Offered consistent snacks and welcoming space for students to visit between classes and during lunch, both in the garden and in the classroom
 - 474 classes including 4,258 student visits and 211 hours of teaching
- PE students had more opportunity for leadership as their garden visits became more regular and they were more autonomous in their work
- Increased to three Garden Aide classes and students developed their leadership through design of garden plans and work flow
- CSG youth food justice interns researched and designed a sundial to commemorate the Charlottesville Twelve who desegregated Charlottesville City's public school system
- Increased AVID class engagement and leadership of the Fall Harvest Festival field games
 - Fall Harvest Festival: 105 students helped host over 600 community participants

The garden is the only place at school where I know I'm going to learn something real and useful every single time I come here.

- Youth intern

I really need time in the garden during the school day because it's a place I can get my energy out and have fun—it's an important break for me.

- Youth intern

The gardens are so beautiful and sometimes, like when I'm having a bad day, it's nice to be able to look out the window and see flowers and life. Like they're helping you even if you don't get to visit them every day.

- Youth intern



Students with two members of the Charlottesville Twelve



Students in the Buford garden

City Schoolyard Garden at Charlottesville High School

- Hosted 5 Urban Farming classes
- Integrated projects across CHS departments
- Increased classes incorporating the garden: Urban Farming, Garden to Market, Career Studies, US History, Environmental Science, ESL, Art, Special Education, Math, Environmental Science, Latin, Biology, Choir, Government, Counseling, English, Theater, Engineering, Photography, Geometry
- 484 individual classes involving at least 409 students for 10,990 student engagements in the garden



CHS students' wildflower project



CHS students' wildflower project



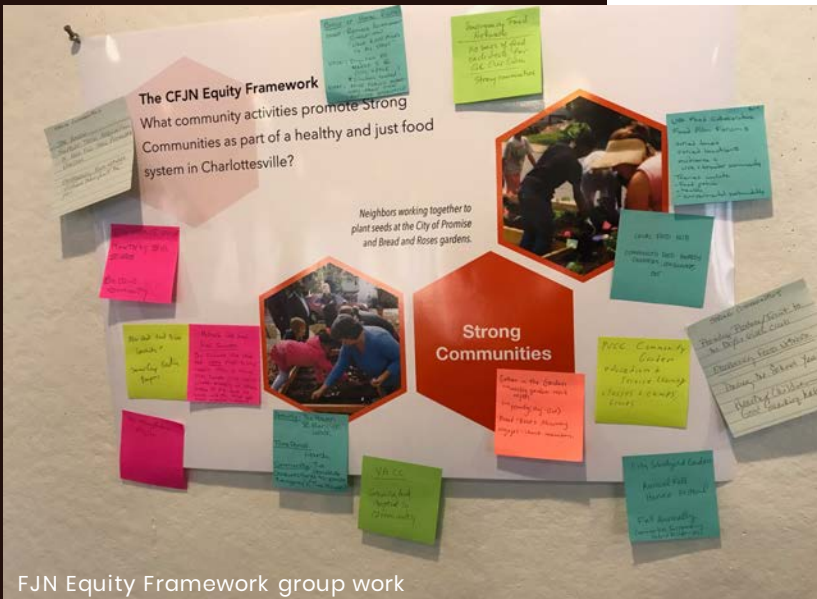
Fresh radishes



CHS hoophouse

Urban Agriculture Collective

- Youth from Buford came to the UAC Friendship Court urban farm to salvage edible, native, and pollinator perennials before they were lost to redevelopment
- UAC personnel engaged community youth in informal interactions during UAC volunteer days, as well as unscheduled interactions when working in the garden



FJN Equity Framework group work



UAC volunteers

Food Justice Network

- Increased partnership between community advocates and summer 2019 youth food justice interns
- Supported youth interns at a school board meeting presentation of student-led Five- Year Plan for Healthy School Foods



Community Advocate Lead Tami & her son



Staff, interns & community advocates at the CHS garden

CULTIVATING CAPACITY & LEADERSHIP

CAPACITY BUILDING PARTNERSHIPS

With the restructuring of the organization, Cultivate Charlottesville deepened its commitment to collaboration with partners and the community, as well as between its own programs and initiatives—aiming for broad, diverse, coordinated partnerships that increase community dialogue and capacity for food justice.

Collaboration between Cultivate's own programs and initiatives:

- Buford Spring Seedling Project expanded to include outreach through UAC and FJN community advocates to distribute home garden kits
- The Food Justice Network led CSG youth interns in advocating for Healthy School Foods
- CSG garden aides participated in field trips to UAC to help rescue blueberry bushes, and the PE students helped prepare the soil for replanting
- Richer partnerships were developed between schools and IRC/New Roots and CATEC Culinary Program, as well as between the FJN community advocates and CSG youth food justice interns

CITY SCHOOLYARD GARDEN | URBAN AGRICULTURE COLLECTIVE | FOOD JUSTICE NETWORK



City Schoolyard Garden

- Charlottesville City Schools (CCS)
- CCS CLASS Program
- CCS Nutrition Department
- CCS School Fairs
- Charlottesville Design Marathon
- Charlottesville Parks & Recreation
- City of Promise
- Community Climate Collaborative
- Little Bluestem Nursery
- Monticello Heritage Harvest Festival
- Panorama Paydirt
- Piedmont Master Gardeners
- CCS Parent Teacher Organizations
- UVA APO Service
- UVA Social Issues in Medicine class
- Virginia Farm-to-School Office

Urban Agriculture Collective

- Charlottesville Redevelopment & Housing Authority
- Charlottesville City Water Department
- EPA Local Food, Local Places
- IRC New Roots Harvest Festival
- Bread & Roses Garden Program
- Loaves & Fishes Pantry
- New Roots Michie Market
- Piedmont Housing Alliance
- Piedmont Housing Association of Residents
- UAC Community Board Members
- UVA Morven Kitchen Garden
- Virginia Organizing
- Virginia State University Department of Agriculture
- Virginia Tech Center for Community Food Systems & Transformation

Food Justice Network

- Blue Ridge Area Food Bank
- Castanea Fellowship
- Charlottesville Office of Human Rights
- Charlottesville City Council
- Charlottesville Office of Human Rights
- Chesapeake Foodshed Network
- Frank Batten School of Leadership and Public Policy
- International Rescue Committee New Roots Program
- Loaves & Fishes Pantry
- Local Food Hub
- Market at 25th
- Move2Health Equity
- PB&J Fund
- The Salvation Army
- Thomas Jefferson Health District
- Trinity Bread & Roses Garden
- UVA Equity Center
- UVA Equity & Environmental Fellows, Office of Sustainability
- UVA Global Policy Center
- UVA Health Systems
- UVA Institute for Engagement & Negotiation
- UVA Office of Sustainability
- Virginia Foodshed Capital
- Albemarle County Office of Diversity, Equity and Inclusion
- City of Charlottesville Departments: Human Services, Parks & Recreation, Economic Development, Neighborhood Development Services, Charlottesville-Albemarle Transit, Social Services, and Public Works



MOBILIZING LEADERSHIP

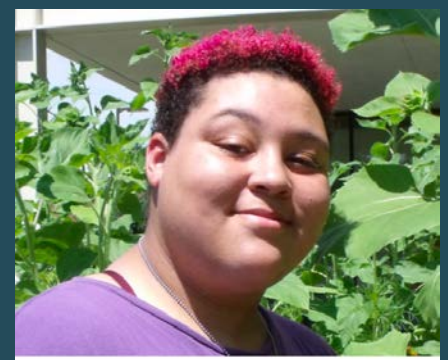
Cultivate Charlottesville seeks to build a stairway to leadership with youth, in community, and among partners by engaging with partners and grassroots leaders in thought leadership that mobilizes change for a more just food system. As described in this report, much of this work is done in collaboration with the youth food justice interns and community advocates. Even the youngest students have autonomy with their garden activities.

Extensive work in building capacity and leadership to advance racial equity occurs through the activities of Food Justice Network and network partners.



“ Food justice is about **the right to nutritious food**, including all the ingredients that nourish the body, mind, and soul, for all people no matter their background. ”

BIMAL CHHETRI
COMMUNITY FOOD JUSTICE ADVOCATE
CHARLOTTESVILLE FOOD JUSTICE NETWORK



“ Food justice starts with understanding what hunger and food insecurity truly looks like in America. It **demands us to create a world where everyone has opportunity to nourishing, fulfilling food at any time.** ”

MAKAYLA HOWARD
YOUTH FOOD JUSTICE INTERN
CHARLOTTESVILLE HIGH SCHOOL



“ Food justice in the school system is the equal distribution of **high quality, nutritious foods for all students in every school.** ”

GRACE KING
YOUTH FOOD JUSTICE INTERN
CHARLOTTESVILLE HIGH SCHOOL



“ Food justice is about **protecting everyone's access** to fresh food and healthier meals regardless of their class or neighborhood. ”

REBECCA JACOB
COMMUNITY FOOD JUSTICE ADVOCATE
CHARLOTTESVILLE FOOD JUSTICE NETWORK

Welcome to Savannah!



Youth interns & staff in Georgia

Community Advocates and Youth Interns

- Youth food justice interns presented at a School Board and a City Council meeting
- Youth food justice interns advanced healthy school food goals by developing a five- year plan that has been funded through CACF
- Youth food justice interns and community advocates presented at national Community Food Systems conference in Savannah, Georgia

Food Justice Network

- 8 Food Justice Network (FJN) Whole Measure community meetings
- 21 FJN Planning Team meetings
- 35 organizations engaged
- 2 national conferences; 4 presentations
- 3 statewide coalitions
- 4 regional coalitions

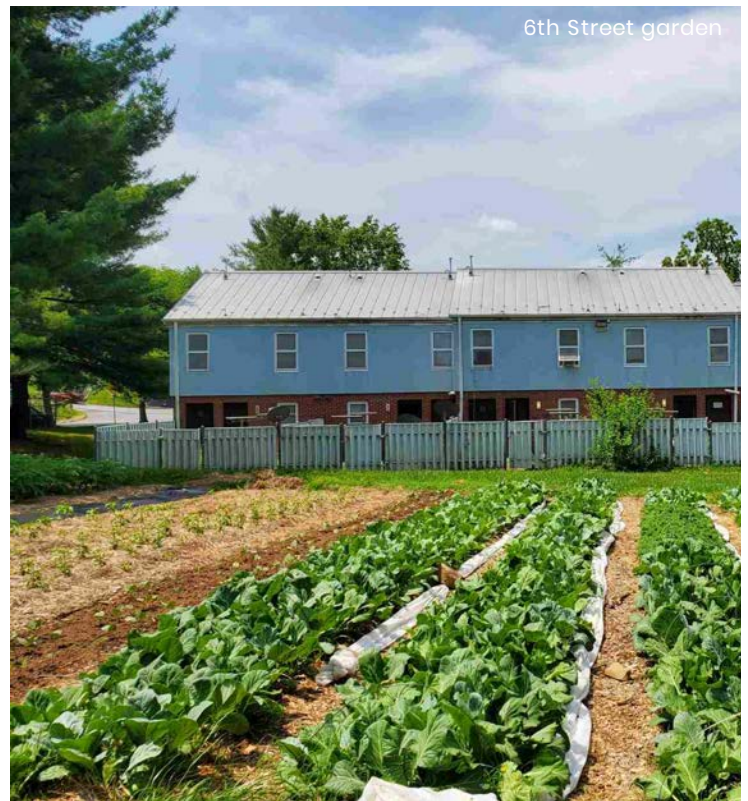


Partners: Food Equity Initiative (FEI) with Charlottesville City Council

- FEI brings together public, private, and nonprofit partners working in unique and complementary ways to build a healthy and just community food system for all Charlottesville residents. FEI is cultivating community driven processes, resident leadership, and city partnerships to improve access to and the quality of nutritious and affordable foods, as well as to address food equity barriers.
- Cultivate collaborated with 15 nonprofit partners, health institutions (TJHD, UVA Health, Sentara), and the city manager's office to prepare two national grant proposals.
- FJN collaborated with CRHA and Riverbend Development to write and win a VDHCD grant for \$2 million towards equitable housing.
- Food Equity indicators were developed for advancing progress in the 5 FEI focus areas. Indicators are linked to city and community partner implementation of action plan and MAPP2HEALTH plan. Thus, far 21 of 32 recommendations have been implemented.
- Cultivate hosted a two-day Local Foods, Local Places workshop sponsored by an EPA grant with over 200 participants to outline a plan for urban agriculture and food equity in Charlottesville.

Partners: Urban Agriculture Land Assessment

- IRC New Roots and Urban Agriculture Collective conducted urban agriculture land assessments to identify potential areas for re-establishing the agriculture land lost through housing redevelopment.
- UAC partnered with Piedmont Housing Alliance, Piedmont Housing Association of Residents and Charlottesville Redevelopment and Housing Authority to design new garden spaces for residents.
- Urban Park Farm: In collaboration with City of Charlottesville Parks and Recreation and multiple FJN partners, worked on initial planning process for implementation of city-wide urban agriculture initiatives



The Food Justice Network has done an incredible job helping people and systems in this community develop a shared language around what food equity actually is. Then they used this new language to engage people in dreaming about what could be different, what could be better, what could be good. They know what they are doing, for sure, but, more importantly, the WAY they do it is respectful, collaborative, thoughtful, supportive and full of good juju.

Who can resist that?!?

– Kaki Dimock, Director of Human Services, City of Charlottesville

Work with Partners: City of Charlottesville's Comprehensive Plan

FJN—Charlottesville City partnership



- FJN's collaboration with City departments has opened the door for deeper contributions to the City Comprehensive Plan within the transportation, housing, and environmental sustainability chapters.
- Efforts were made to enhance all chapters and FJN will be designing a draft Food Chapter for consideration by the new comprehensive plan consulting team.
 - 12+ Comprehensive Planning meetings attended with advocacy for food equity
 - 130 advocates engaged with Comprehensive Plan small groups and surveys
 - 65 individuals introduced to Comprehensive Plan from public and subsidized housing community
 - 12 suggested recommendations to City Comprehensive Plan to strengthen food equity

ADAPTING – COVID EMERGENCY FOOD NEEDS

Work with Partners: Covid-19 Food Coordination, Wrap-around, Frontline Foods

FJN has been a centralizing stakeholder in the immediate food security response to the Covid-19 pandemic in Charlottesville and surrounding areas:

- 40+ organizational partners deliver and coordinate food access services
- 3 monthly reports to the VA Department of Human Services
- 30 Weekly Situation Reports written in collaboration with UVA Global Policy Center
- 60+ Food Access Resources mapped in Charlottesville City and Albemarle County
- Letter to UVA President with recommendations on equitable food response and recovery
- 25 members joined a World Central Kitchen Steering Committee to provide innovative support and direction towards building equity practices in emergency food relief efforts
- 8 cycles of food resource calendars in English and Spanish
- 11 news articles
- 79 social media posts with Covid-19 food security information
- \$3,000 procured for Text Messaging Service through UVA Office of Sustainability
- 400+ volunteer hours, transporting resources, translating materials, preparing, and coordinating meals
- Support organizing and running 5 Covid testing sites, 12+ organizational partners involved, 72 food boxes distributed; 73 individuals served at testing centers
- 70+ volunteers coordinating support for Covid-19-related meals, wrap-around services, etc.
- 1600 prepared meals to families with Covid-19 positive members
- 50,000 meals distributed: 48% going to Black and LatinX community; 52% going to frontline Workers
- \$520,000 invested in local economy over 8 weeks by Frontline Food/World Central Kitchen efforts
 - \$183,000 invested in 9 Black and minority-owned restaurants
 - 6 Black and LatinX community outreach liaisons hired
 - 7,500 school meals distributed across 5 neighborhoods
 - 1,000 lunches for people living with homelessness from donated supplies
 - \$25,000 procured for CCS Spring Break/Memorial Day meals and The Haven
 - \$5,000 invested in local farms

The Food Justice Network has helped us to ensure that we have the resources needed to best serve our community and to identify strategies to fill gaps in services. The thought partnership and resource sharing has been invaluable during this time.

- Alex London-Gross,
Executive Director, PB+J

The relationships and trust that Cultivate Charlottesville and FJN have established with community members, organizations and local government enabled them to step into both a critical coordination role and to provide direct emergency food assistance during the Covid-19 pandemic.

- Brooke Ray
Operations Manager,
Global Policy Center, UVA

"Thank you so much for all that you are doing!!! I always feel so much better calling patients with their results knowing that wrap-around is available for them."

- Dr. Amy Salerno,
UVA Health System



Gabby buys materials for COVID-19 wrap-around



Volunteers prepare CCS meals for community distribution

MAY
WEEK 25-31

Food Access Resources

City of Charlottesville

MONDAY 25
CCS School Meals will be distributed, 11-12PM, to Westhaven, South 1st St, Friendship Court, Greenstone on 5th and Heartwood
DAILY: M-F
Breakfast @ Haven & Salvation Army: 7AM
Breakfast & Lunch @ Kiehl & Kiehl: 8AM & 12PM
Lunch @ The Haven: 12-1PM
Dinner @ Salvation Army: 5:30PM

TUESDAY 26
Holy Comforter Catholic Church Food Pantry: M, T, W, 10:00AM-12:00PM
208 E. Jefferson Street, Charlottesville, VA 22902
Cherry Avenue Boys and Girls Club - Pearl Island Prepared Meals Pickup: 3:30-5:30PM
1000 B Cherry Avenue

WEDNESDAY 27
CCS Student Meal Pick-Up: 11AM-12PM
will include breakfast snacks and full lunch for 3 days
New Beginnings Food Pantry: 1:00-4:30pm
1130 E. Market St
Loaves & Fishes Family Groceries Pick-Up: 2-4PM
2050 Lombs Rd, Charlottesville, VA 22901 (on site pickups)

FRIDAY 29
TJMC-UU Food Pantry: 8AM-11AM
717 Rugby Rd
Episcopal Church of our Savior Food Pantry: 10:30AM-12PM (Mondays & Wednesdays 12:30-2PM)
1165 Rio Rio Rd, East, Charlottesville, VA 22901
Ministerios Profeticos Palabra Viva - Food Pantry 5-7PM
1827 A Seminole Trail

SATURDAY 30
Loaves & Fishes Family Groceries Pick-Up: 10AM-12PM
1130 E. Market St
New Beginnings Food Pantry: 10AM-2PM
Breakfast @ Haven & Salvation Army: 7AM
Lunch @ Salvation Army: 12PM
Dinner @ Salvation Army: 5:30PM

SUNDAY 31
Church of the Incarnation Food Pantry: 1:30-4:00PM
1465 Incarnation Dr, Charlottesville, VA 22901
Breakfast @ Haven: 7AM
Breakfast @ Salvation Army: 9AM
Lunch @ Salvation Army: 1PM

CULTIVATE CHARLOTTESVILLE
CHARLOTTESVILLE COMMUNITY CARES



Board member Crystal Beardsley & her family distribue CCS meals



Rosa distributes fresh produce at Westhaven



Sarah prepares a COVID-19 wrap-around delivery

ORGANIZATIONAL VITALITY

Cultivate Charlottesville launched a new name, brand, and structure in FY20. Previously, City Schoolyard Garden was the lead organization and managed Food Justice Network and provided backbone support for Urban Agriculture Collective. To increase focus on equity and systems change, build sustainability, and enhance connections, Cultivate Charlottesville launched as an integrated organization with three, inter-related programs. City Schoolyard Garden focuses on school-based initiatives and youth development; Urban Agriculture Collective focuses on community-based initiatives to grow and share food and to amplify neighbor voice; and Food Justice Network—a collaborative—focuses on coordinating systems and advocating for an equitable food system. Cultivate aims to work with community to create a healthy and just food system. This evolution has resulted in a stronger organization with more robust, united programming touching many aspects of the food system.

At Cultivate Charlottesville, we believe that working together to grow gardens, share food and power, and advocate for just systems cultivates a healthy community for all.

Cultivate Charlottesville launch Instagram posts



This Instagram post collage features three images on the left: two children planting a seedling, a field of green plants, and two women working together. The right side contains text about the organization's launch and mission.

CITY SCHOOLYARD GARDEN

URBAN AGRICULTURE COLLECTIVE

FOOD JUSTICE NETWORK

CULTIVATE CHARLOTTESVILLE

Join us this Earth Day as we unite around building food equity.

City Schoolyard Garden, Urban Agriculture Collective, and Food Justice Network are excited to join together as **Cultivate Charlottesville** an integrated approach to building a healthy and just food system personally, in community, and across systems and structures.

As with all things originally planned for this spring, we have postponed our in-person tree planting and will be hosting a virtual celebration on **INSTAGRAM LIVE** on April 22 at 11 a.m. Find us at the current [cityschoolyardgarden](https://www.instagram.com/cityschoolyardgarden) Instagram.

www.cultivatecharlottesville.org

CULTIVATE CHARLOTTESVILLE

City Schoolyard Garden
Urban Agriculture Collective
Food Justice Network

WE'VE LAUNCHED!

We believe that working together to grow gardens, share food and power, and advocate for just systems – cultivates a healthy community for all.

Watch our Instagram Live launch event in our stories!

www.cultivatecharlottesville.org

Structural Changes Accomplished

- New Human Resources protocols and benefits
 - 7 new staff
 - Increased staff salaries for parity
 - New roles for the three program directors (CSG, UAC FJN)
 - Full-time garden coordinators in the schoolyard gardens
 - Codified teamwork structure
- Racial equity training: 21-day Habit Builder, Racial Equity Book Club, CFJN Racial Equity Toolkit and Partner Agreements
- Active, robust, diverse Board of Directors
- Updated communications, website, video, social media
 - 23 press articles
 - 101 social media posts
 - 1 newsletter to 530 subscribers
 - 147 subscribers to the Food Justice Network list
- Developed major donor plan with an equity platform
- Garden Infrastructure Improvements: intensive plantings, mud kitchen, increased production, living grass pathways, garden shade structures, signage
- Expanded office space to accommodate staff of 20
- Upgraded financial tracking and legal documents



Cultivate staff & board members



Each spring CSG, and now Cultivate, hosts ROOT! to celebrate the partners and volunteers who help plant and grow roots with Charlottesville youth and community members.



Kim Powell, William Vest, & Jim Henderson



Yvonne Carey



Millie Carson, Gerry Newman, & their daughter



Richard & Winona Little with Jordan



Students check out the herbs



Joshua with Peter & Sarah Davis & their daughter



Elizabeth Beasley & her daughters



Staff & interns



Margie



Leon & Manuka



Alice Hastetter & Terry Coffey



Achievements

- Awarded four multi-year grants to invest in building a healthy and just food system (2 national, 1 state, 1 local)
- Chosen as Design Marathon 6 Awardee for Cultivate Charlottesville launch
- Launched—with Charlottesville Tomorrow and community partners—a Food Equity Series including several opinion editorials and accompanying articles that highlighted the importance for systems approach and long-term food equity practices to maintain focus in strategy implementation
- Engaged 300+ people through nine presentations and trainings
- Awarded to Shantell Bingham, Food Justice Network Program Director, 2020 National Castanea Fellowship
- Recognized as co-author on National Vibrant Communities award for Innovative Affordable Housing investments



04.30.20 | PUBLIC HEALTH | 4 MIN READ

Community Commentary/Editorial: A case for systemic change amplified through COVID-19

Mihshe, tabouli, hummus, mujudra, kibbee. When I was a kid, coming together for extended family meals was not only about nourishment. Rooted in our foods was the history of our family heritage, of relatives in old country, my giddi's... [MORE](#)



JEANETTE ABI-NADER



Cultivate op-eds in Charlottesville Tomorrow



05.07.20 | PUBLIC HEALTH | 4 MIN READ

Community Commentary/Opinion: Community gardens — Flattening the curve for emergency food

On April 17, The New York Times ran a recipe for a Depression-era chocolate mayonnaise cake. The original recipe was born of a necessity to find a replacement for fresh eggs and butter, which were in short supply during...

[MORE](#)



RICHARD MORRIS

Fundraising

- Cultivate Charlottesville has raised \$150,000 in funds to match the City Council contribution for the FJN's Food Equity Initiative from the USDA Community Food Projects grants and the EPA Environmental Justice Small Grants Program.
- Cultivate Charlottesville, in partnership with Charlottesville City Schools Nutrition Department, was awarded a five-year Shaping Futures grant from Charlottesville Area Community Foundation (CACF) for the youth-led Healthy School Foods project. This grant is partially matched through a three-year Virginia Foundation for Healthy Youth grant.
- Cultivate Charlottesville has leveraged \$90,750 in funds for COVID-19 response efforts through Hartfield Foundation, UVA Global Policy Center, UVA Equity Center, Adiuvars Foundation, and an anonymous donor.
- For FY21, Cultivate Charlottesville has secured pledges for an additional \$75,000 in COVID-19 emergency food relief funding through a CACF CERF grant and an anonymous donor.

Working with Cultivate Charlottesville has been rewarding. It is good to be simultaneously challenged and supported to building equity.
- Staff member

This was an incredible year of growth. Even with COVID-19 we were able to pivot and focus on critical outreach. It was an amazing year!
- Staff member

As things even out this next year, I want to focus more on outreach to families. We will have to explore new ways in COVID.
- Staff member



Youth intern in the garden



Students at youth climate event with Yolonda & Shannon



UAC Friendship Court celebration



Elementary students in the garden with Mackenzie



Elementary students in the garden



FJN large group meeting

FUTURE GROWTH AND IMPACT

Cultivate Charlottesville has an ambitious plan for FY21. With the support of over a dozen key program partners, twenty-four funding partners, and dozens of individuals and businesses, the goal is to utilize an equity approach to build a healthy and just food system with excellence in programming and impact measurement. These opportunities allow for continued vibrancy, initiative growth, and an increase in equity practice. Key initiatives include cultivating healthy schools and youth leaders, building power and agency in residents living in public and subsidized housing to grow and share food, and advancing community-driven food justice advocacy and action through the Food Equity Initiative. Funding for this work includes federal, state, local, and individual donations—demonstrating a breadth of support and deep investment in the mission.

Cultivate Charlottesville – FY21 STRATEGIC GOALS

Cultivate's work is a collaborative, community approach to cultivating an equitable and just food system through schoolyard gardens and youth leadership, citizen-led urban agriculture and market development, and cross-sectorial action for local food policy.

Strategy #1: Youth Engagement & Education:

Increase number of youth engaged in gardens and build capacity, healthy living skills, and leadership through gardening, growing, and preparing food at eight urban, organic, schoolyard gardens and one neighborhood garden

Strategy #2 Youth Voice, Choice & Equity:

Based on the youth food justice interns' Healthy Schools Plan, increase consumption of fresh, from scratch, and local foods for Charlottesville City School students through upgrades in CCS food service capacity and infrastructure; this will provide healthier, more attractive food options, thus increasing youth participation in the meal program

Strategy #3: Equity through Access:

Increase food access points with the UAC Community Markets, Fresh Farmacy, Harvest of the Month and other food access initiatives for community members, in particular by food insecure or low-income residents of color, youth, and refugees

Strategy #4: Drive Economic Development:

Fuel and sustain economic empowerment through increased community-led urban agriculture, in particular by food insecure or low-income residents of color, Charlottesville City youth, and refugees

Strategy #5: Policy in Action:

Leverage cross-sectorial community efforts to increase equitable food justice policies and practices for community impact and healing in Charlottesville



Staff & board at the Design Marathon reveal



Cultivate staff picture January 2020



Farmer Rich with seedlings at Buford



Cultivate board meeting February 2020



Megan with her husband Devon & baby Frankie



Paul, Margie, & Jeanette at the Harvest Festival



Cultivate ZOOM meeting spring 2020

THANK YOU: CACF | Hartfield Foundation | Oak Hill Fund | Sam & Jess Armstrong | Sarah Lawson | Nancy Damon | Matthew Gillikin | Jeanne Alhusen | Mark Richardson | Anne Ernst | Kimberlee Daniels | Philip Stafford | Michael Bodaken | Edith Brodhead Good | Eric Anderson | Beverly Wispelwey | Ann Rooker | Philip Harway | Mike McBlair | Paul Freedman | Bridge Cox | Patricia Ross | Jeff Dreyfus & Henry Bob Headrick | Jessica Sharp | Andrew Robinson | Peter Grant | Catherine Boston | Alice Fitch | Derek Brown | Miller Susen | Rosemary Mahoney | Erin Braswell | Lara Call Gastinger | Haley Edmonds | William Lanzana | Doris Greiner | John Castle | Miranda Elliott Rader | Aran & Margot Shetterly | Alev Erisir | Jane-Ashley Skinner | Lisa Ellison | Katharine Neckers | Signe Clayton | Preservation Piedmont | Environmental Protection Agency | UVA Equity Center | Lily Fox-Bruguiere | Jon Nafziger | Jill Trischman-Marks | Emily Axelbaum | Matt Wyatt | Michaela Cunningham | Helen Sporkin | Good Phyte Foods | James Mustin | Laura Drummond | Beth Whitehouse | Wolf Josey Landscape Architects | Madeline Smith | Adrienne Dent | Aetna Inc. | Alliance of Nonprofits for Insurance | Craig Swift | Maria Chapel | Katie Kelly | Martha Gimbell | Scott Mitchell | Lauren McQuiston | Chloe Nagraj | Anne Blair | Leigh Freilich | Melissa Goldman | Aldona Dye | Kerri Rafferty | Philip Varner | Anne Janisch | Richard Uhler | Jaqueline Goodrum | Lily Wincele | Abby Self | Natalie Aviles | Megan Tracy | Paige Karp | Krista Weih | Chloe Hawkins | Brooke Ray | Devin Reaves | Kristen-Paige Gordon | The Front Porch | Beatrice Clark | Jessica Swope | Cordelia Gelly | Alice Justice | Sarah Otto | Jeanette Abi-Nader | Saheel Mehta | United Way of Greater Charlottesville | USDA National Institute of Food and Agriculture Community Food Projects Grant | Lisa & Willie Drake | Matt Daring | Laura Braman Peet | Andrea Trimble | Perry Foundation, Inc. | Ms. Foundation for Women | Glenda Regan | Charlie Bruce | Dorothy Carney | Ruth Serven | Kirsten Fuoti | Selena Cozart | Frances Freedman | Susan Patrick | Margot Pleasants | Brianna Hamblin | Anna Van Clief | Rory Stolzenberg | Leanne Schroeder | Alex Bryant | Zack Wajsgas | Samantha D'Alessio | Marcy Wisbauer | Emily Martin | Katherine Scales | Carrie Worrell | Ivy Porpotage | Michele Bambury | Sean Tubbs | James Seitz | Jessica Andruss | Susan McKinnon | Zanne Macdonald | Lisa Banton | Judith Garzolini | Fern Campbell | Tini Bennett | Mary Voorhees | Ronald Burton | Botanical Garden | Carolyn Achenbach | Joan Swanberg | Guinevere Higgins | Beverly Ball | Danielle Sokol | Marsha Musser | Suzanne Slezak | Steven Johnson | Kristin Sanken | Laura Gallo | Linda Ayres | Kids Gardening Inc. | Chris Long Foundation | Chandler McQuoid | Vibrant Community Fund – City of Charlottesville | Rebecca Tippet | Teresita Leyell | Brandon Podyma | Ryan Quish | Vivi Rogers | Jeff Gander | Patrick Hancock | Dominion Foundation | Opaline Fund | Christy Pagels | Roy A. 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Cultivate Charlottesville engages youth and community in building equitable, sustainable food systems through garden-based experiential learning, growing and sharing healthy food, amplifying community leaders, and advocating for food justice.

www.cultivatecharlottesville.org

