

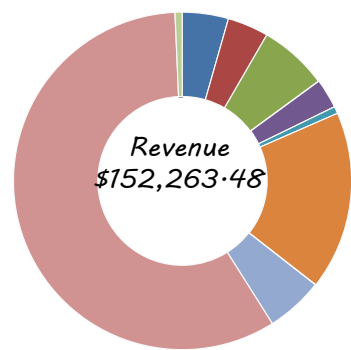


Providing Organic Education Since 1993

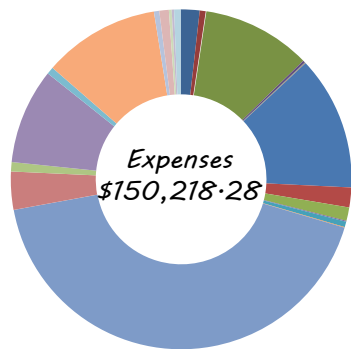


# Annual Report 2014

ORGANIC GROWERS SCHOOL  
 INSPIRES, EDUCATES,  
 AND SUPPORTS PEOPLE  
 TO FARM, GARDEN,  
 AND LIVE  
 ORGANICALLY.



- Corporate Contributions
- Grants
- Growth Partners
- Individual Contributions
- Membership
- Sponsors
- Exhibitors
- Registration
- Silent Auction



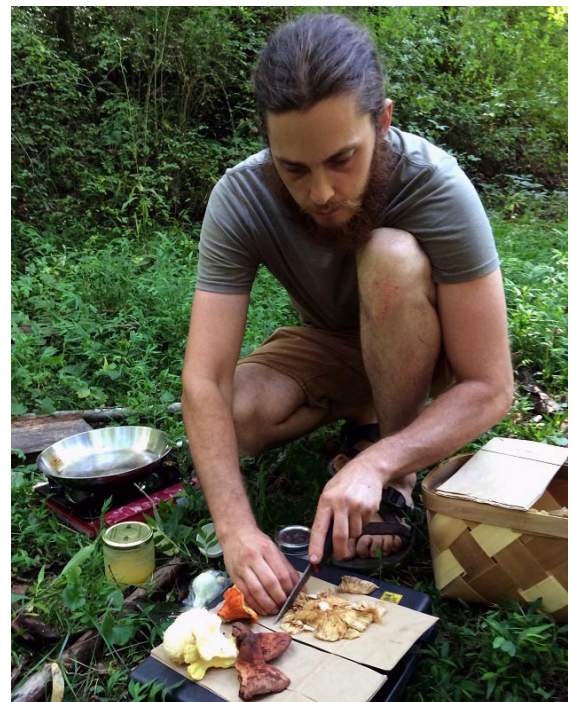
- Bank Service Charges
- Bookkeeping
- Contract Labor
- Development and Outreach
- Education or Staff Training
- Employee expenses
- Event Expenses
- Insurance
- Legal & Professional Fees
- Meals and Entertainment
- Office Expenses
- Office/General Administrative Expenses
- Staff Payroll
- Payroll Taxes
- Program & Curriculum
- Promotion
- Registration Expense
- Speaker
- Sponsorship
- Supplies
- Travel and lodging
- Miscellaneous
- Website

# PROGRAMS

<p>21st Annual <b>SPRING CONFERENCE</b></p> 	<p><b>2,000+</b> commercial farmers home growers urban gardeners local businesses homesteaders permaculturalists</p>
<p><b>Farm Dreams?</b> Explore Your Vision</p>	<p><b>185</b> Training Hours</p>
<p>Organic Growers School <b>CRAFT</b> Collaborative Regional Alliance for Farmer Training</p>	<p><b>86+</b> Organic Farmers &amp; Farm Workers Served Year-round</p>
<p><b>apprentice link</b></p>	<p><b>140</b> 50 Farm Members &amp; 90 Apprentice Members</p>
<p><b>Get Growing!</b> ORGANIC GARDENING SERIES</p>	<p><b>216</b> Training Hours</p>
<p><b>GMO OMG</b> Film &amp; Panel Discussion</p>	<p><b>325+</b> Movie Goers</p>
<p>1ST ANNUAL <b>HARVEST CONFERENCE</b> savor the abundance</p>	<p><b>425+</b> Home Grower Enthusiasts Served</p>
<p>Women in Agriculture Gathering</p>	<p><b>40+</b> Women who are now regionally networked</p>
<p><b>DECODING MEATS</b> WEBINAR</p>	<p><b>74</b> Webinar Students Served</p>



*CRAFT has definitely left me feeling more connected with the farming community, given me a few practical ideas to play with (always nice), and built my confidence in farming.*  
CRAFT Graduate



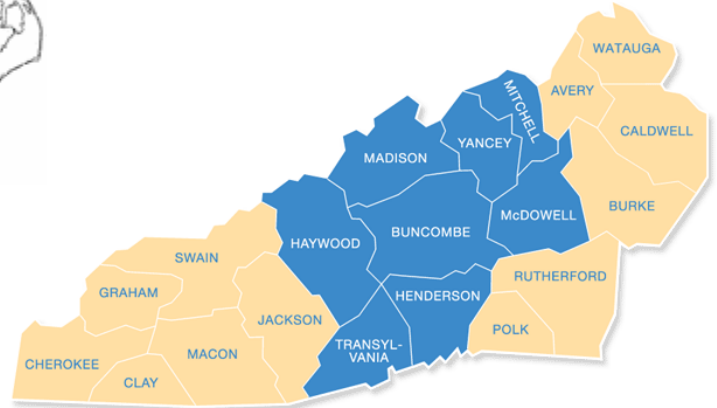
*We recently moved to WNC and I will include OGS classes in my life OFTEN as I found them very fulfilling. It was wonderful to see all walks of life and age groups attend the Spring Conference. I was very impressed and walked away with a smile on my face!*  
2014 Spring Conference Attendee



# REGION





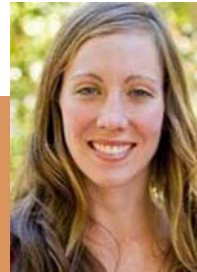


*We serve Adult growers of all races, ethnicities, and income levels in 16 Western NC counties. We are building a mutually supportive network of prosperous farmers, confident home growers, and informed consumers.*



# TEAM OGS

## Staff

				
<i>Lee Warren Executive Director</i>	<i>Jenn Cloke Communications Coordinator</i>	<i>Cameron Farlow Farmer Programs Coordinator</i>	<i>Vaidila Satvika Conference Assistant</i>	<i>Meredith Leigh Conference Coordinator</i>

## Board of Directors

*Tom Elmore, Thatchmore Farm, President  
Ruth Gonzalez, Reems Creek Nursery & Landscaping, Vice President  
Debbie Lienhart, Useful Plants Nursery, Secretary  
Rodney Bowling, Mudluscious Pottery & Gardens, Treasurer  
Vanessa Campbell, Full Sun Farm  
Jeanine Davis, NC Specialty Crops Program  
Kelley Wilkinson, Laughing Frog Farm & Inn*

# CAPACITY

2014 saw a NEW strategic direction • More focused grant writing (and approval from USDA for a Beginner Farmer Rancher Development Program grant) • Targeted demographic collection • Streamlining of our accounting (and customer database) • Transition to Quickbooks • Strategic marketing plan • Participation in the Urban Agriculture Alliance & our local Food Policy Council • Increase in staff • Redesign of our website & social media approaches • Increase in programming • ICCAT assessment • Organizational coaching

## Organic Growers School Strategic Direction

Area	Social Problem	Our Solution
Farmers	<ul style="list-style-type: none"> <li>The average age of farmers is 58.</li> <li>Traditional methods of farming and knowledge transfer have been lost.</li> <li>Barriers to farming are many: access to land, capital, training, support, etc.</li> <li>There is strong development pressure on NC farmland.</li> </ul>	<ul style="list-style-type: none"> <li>To increase the number of viable organic farms in our region.</li> <li>To increase the number of community leaders who advocate for resilient food systems and organic farming.</li> </ul>
Growers	The industrialization of food and growing leaves the average person out of touch with the basics of food, kitchen, and garden literacy. The loss of ancestral knowledge and of a local food community leaves people disconnected, disempowered, and insecure.	<ul style="list-style-type: none"> <li>To increase the number of people who are successfully growing on a home-scale.</li> <li>To increase public and community support for home growing.</li> </ul>
Eaters	Misinformation and manipulation by our current food system are leaving eaters sick and ill-informed.	<ul style="list-style-type: none"> <li>To increase the number of people who shop and eat locally and organically.</li> <li>To increase the number of people who are preparing &amp; cooking food at home.</li> </ul>

# SUPPORT

Thank you for your support!



CLIF BAR FAMILY  
FOUNDATION



CAROLINA  
FARM CREDIT  
Country Mortgages



Ford Motor Company • Beattie Foundation • Wilkinson Foundation