



Greetings Friends of FarmOn!

“We do not inherit the Earth from our ancestors, we borrow it from our children.” The power of change is a collective collaboration, and I’m asking for your support today with an impactful year-end gift we need to help the FarmOn! Foundation continue in New York State and beyond.

Please consider honoring this critical work with a one-time charitable contribution or a recurring monthly donation, to support our educational programs, for the next generation to feed us.

FarmOn! is an innovator of change. It’s a movement that gathers community, develops commerce, practices sustainability and fosters succession educating youth to achieve viable livelihoods in agriculture. All this while building a unique farming model worthy to scale.

It’s a 20 year project that started in 2011 as a simple idea - a community festival to connect people to where food comes from and why it’s important - by meeting your local farmer. It evolved into a Foundation anchored on Empire Farm cultivating a network of influencers supporting education with creative and innovative initiatives in New York State formally as a 501c3 since 2014.

As FarmOn! embarks on its 9th year committed to envisioning a world where sustainable agriculture is valued and profitable, while reinvigorate Farming as a noble and respected profession that rebuilds rural prosperity in America, we are asking for your help with a year-end tax deductible charitable contribution as a donor, sponsor or benefactor, or even all three!

To date the **FarmOn! Foundation has been successful creating and funding educational programs for millions of young people and the community at large.** The programs include apprentice opportunities, youth internships, school group tours and summer enrichment camps as well as improving nutrition at school lunch and creating careers in agriculture for young people:

- Educate apprentices to learn by doing on **Empire Farm** simulating owning and running a small business on our time and dime in a **Business Incubator Accelerator Program**
- Contract local dairy farms with **Milk Money** to school lunch for milk “cow-to-kid in 36 hours” with Hudson Valley Fresh Dairy cooperative in 12 central districts
- Engage millions in a statewide coordinated “**Big Apple Crunch**” challenge - an annual event for the purpose of “Better School Lunch” connecting NYS Apple Growers to school cafeterias, local businesses and NYS offices. In 2018 this initiative went global-millions of participants buying apples from family farms as a statewide economic driver
- Building school gardens that bridge healthy eating to sports with our NBA athlete network, **FarmOn! “Slam Dunk your Veggies” Victory Garden Program**
- Focus on educating the community-at-large with **advocacy & experiences** supporting the vitality of local organic food for both health and economic development reasons

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Strategic Partners help us to lift up local agriculture by bringing awareness through activations, engagements and sponsor dollars and we deeply thank them for supporting us. We invite your company to align with our mission too as a way to give back to FarmOn! Foundation! **With gratitude to: TasteNY, John Varvatos, Bloomberg Philanthropies, Google, Yelp, Harney & Sons, Edible Schoolyard Project, Saratoga Water Company, Mazzone Hospitality, Herrington Fuels, Manicaretti Italian Food Importers, SUNY, Cornell University & 1% for the Planet.**

As a nation divided we find unity in the enjoyment of sharing a meal together and we rely on our farmers to feed us. This year it is more important than ever to bring us all closer to organic agriculture - to eat, to heal, to clothe and shelter us with chemical free sustainable lifestyles that also keeps farmers farming and people healthy!

Ever mindful of collaboration to lift up local farming, this year our Founder Tessa Edick secured an opportunity to help sustain funds for the FarmOn! Foundation **together with the New York State Industrial Hemp Research Partnership Pilot Program!** In an effort to share a template for future business models on family farms for a multi-purpose cash crop to adapt to their business plans for succession. In the interim, we learned to earn on Empire Farm this year with a revenue stream beyond selling organic vegetables to NYC chefs, by teaching ourselves how to grow industrial hemp with support of SUNY and Cornell University to produce CBD oil to sell. We are still mid-way through this project and any funds generated will be 2019 revenue.

You can make a big difference by helping meet our 2018 goals and continue our important work, that started with one farm girl and her good food dream. But we need your support now! Please give, gift or get involved to volunteer or underwrite any program that aligns with corporate or planned giving. We welcome your input and ideas.

Kindly consider any of these incredible opportunities by making a tax-deductible donation to our programs by December 31, 2018:

- **\$5,000 donation, name on gratitude wall 20% off FarmOn! related events in 2019**
- **\$3,000 donation rents Empire Farm 1810 Farmhouse on 220 acres (4 bedroom/4.5 bath historic house for 3 x nights with 1 x farm fresh chef prepared meal**
- **\$2,500 donation secures a HOOT! VIP table (10 tickets) on July 27, 2019**
- **\$1,000 donation builds a school Victory Garden NBA Slam Dunk your Veggies**
- **\$750 donation for dedicated apple tree at Empire Farm & personal time capsule**
- **\$500 donation secures Camp FarmOn! summer enrichment week with supplies**
- **\$250 donation plants a row of vegetables, in your name, at Empire Farm**
- **\$100 donation helps FarmOn! Foundation continue its mission & vision**

Make FarmOn! a reality at everyone's table by making a charitable contribution TODAY in your name or theirs, visit FarmOn.org/DONATE online or mail a check in the envelope provided.

<http://farmon.org/wp-content/uploads/2017/11/M12045-Farm-On-6.75-remit-2.pdf>

Our deepest gratitude, and very warm regards for a happy, healthy and prosperous 2019 from our farm table to yours,

FarmOn! Foundation Founder & Board of Directors