

ANNUAL REPORT



2018



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This Annual Report compiled by Lexie Gozdiff, AmeriCorps

MISSION

Allen Neighborhood Center is a place-based, non-profit organization that serves as a hub for neighborhood revitalization and for activities that promote the health and well-being of Lansing's Eastside community and other stakeholders.

For nineteen years, ANC has pioneered successful programs in health education and outreach, food security and nutrition education, youth development, commercial corridor revitalization, and social capital building-- all with the generous support of an engaged and lively Eastside Neighborhood.



A LETTER FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

Dear Friends and Neighbors,

The big news of 2018 is that we purchased the Kircher complex, the building in which we have been housed for nearly two decades. An extraordinarily generous benefactor stepped forward to loan us the money to make the purchase in late August. We promptly asked the non-profit Cinnaire Corporation, a locally-headquartered, large, affordable housing developer to partner with us in the creation of Allen Place. Allen Place is envisioned as a mixed-use, comprehensive community center offering 38 apartments with integrated services. We are busy raising funds for both the residential and commercial components of Allen Place and are projected to open in late 2020. A large rendering sits on an easel in my office—stop by to see it and tell us what you think of what is unfolding in the 1600 block of E. Kalamazoo St.

Our programs are thriving. In these pages, you can read about the highlights of the year for the Allen Farmers Market, Hunter Park GardenHouse, Exchange Food Hub, Veggie Box, Outreach and Health Enrollment Site, Market Walk, Park Improvement Initiatives, Youth Service Corps, Take Root Garden Club, and Senior Discovery Group. Our Incubator Kitchen is growing as well, with ever more food entrepreneurs finding their way to our kitchens in order to launch their food businesses. Indeed, given the success of the Incubator, we are working to build an Accelerator Kitchen in an empty commercial unit right next door to our Outreach Offices. The Accelerator will be utilized by five graduates of our Incubator Program who require more time and space to grow their businesses. The Accelerator is a key next step in creating a pipeline of small-scale food processing opportunities for entrepreneurs; and connecting those opportunities to the full range of ANC's synergistic, food-related activities. Eventually, the addition of a small, bodega-styled grocery store and other food related businesses will strengthen our emerging, neighborhood-scale, urban food innovation district.

In the coming months, we will continue to nurture our core programs and to diversify revenue streams to ensure a sustainable organization for the long term. We are so very grateful for the support of this mobilized and generous community; and we look forward to working with our neighbors, partners, and stakeholders to bring about even more exciting changes in the year ahead!

Warm regards,

Jonathan Lum

President, Board of Directors
Allen Neighborhood Center

Joan Nelson

Executive Director
Allen Neighborhood Center

ANC BOARD MEMBERS



Jonathan Lum
President



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Vice President



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Secretary



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Abby Harper
Member



Andy Draheim
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Member



Joan Nelson
Non-Voting Member

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Denise Paquette, Outreach Director

Egypt Krohn, Emily Nichols GardenHouse Director

Josh Wald-Kerr, Youth Programs Coordinator

Julia Kramer, Farmers Market & Breadbasket Manager

Kat Logan, Exchange Manager

Lindsay Tarrant, Kitchen and Facilities Manager



AmeriCorps Members: Karalyn Grimes,
Wendy Ashworth, Pa Vang, Kat Kepski,
Lo Drotar, and Lexie Gozdiff

OUTREACH & ENGAGEMENT

Throughout 2018, our **Outreach and Engagement** team provided health enrollment services to neighbors (Medicaid, Ingham Health Plan, IHP-Dental, Affordable Care Act), assistance in connecting with a medical home, and links to a wide range of public health, housing, and human services. Other programs include Senior Discovery Group and Market Walk/Market Moves (integrated food and fitness initiatives in which participants earn tokens to our Farmers Market.)

In 2018 the Outreach and Engagement team worked with Frog Holler and Urandale neighbors, and the City of Lansing to revitalize Foster Park. This effort culminated in a paved multi-use path, installation of a bike repair station and benches, and the planting of over 20 trees in Foster Park. When neighbors gather together they can accomplish wonderful things!

Our Outreach and Engagement team manages ANC's communications:

- Active Neighboring News, a weekly e-bulletin, sent to over 2,700 people.
- The Eastside Neighbor, a triannual newsletter, delivered to 3,500 households.
- Our richly-detailed website, www.allenneighborhoodcenter.org.
- Multiple Facebook pages, and Instagram accounts.
- Annual door-to-door canvass to engage neighbors in front porch conversations about the state of the

ANC's Outreach team served over

4100

neighbors in 2018.

481

neighbors enrolled in health coverage, food assistance, and State Emergency Relief.



OUTREACH & ENGAGEMENT

1864
miles walked by
Market Walk
participants
between May and
September by
128 walkers

“ The classes at the ANC were my first classes ever and I am more confident and don't have the fear of my body anymore.

-Kelly

Market Walk and Market Moves programs had over 230 participants. These fitness folks participated in 1,038 sessions of walking and moving! That also means that they earned thousands of dollars in tokens to spend at our Farmers Market. In a survey of participants 86% indicated that they purchased fresh produce with their Market Money. Only 7% spent their tokens on premade food or non-food items.

THANK YOU to the Michigan Health Endowment Fund and Blue Cross Blue Shield for their generous support of Market Walk and Market



The **Senior Discovery Group** meets every Wednesday morning for “great conversation and pretty good coffee.” In 2018, discussion topics included history, health issues, ballot proposals, social issues, and international speakers from MSU. This lively group is open to anyone over 50 or to guests interested in a specific topic.



ALLEN FARMERS MARKET

2018 marked the 15th year of **Allen Farmers Market** being open and the 5th year of the market being year round. We are proud of our accomplishments over the years, expanding access to locally grown and produced foods in the neighborhood and supporting mid-Michigan farmers and small food businesses. In addition to the best fresh, baked, roasted, and ready-to-eat foods on offer from our vendors, in 2018 we sought to expand our offerings to patrons by featuring more art and activities during the market.

We booked live music every single week, featured a limited selection of visual artists (which we will expand in 2019), and developed partnerships with several local organizations to host interactive activities for all ages, including Zoo in the Neighborhood with Potter Park Zoo, Impression 5, and Capital Area District Libraries. We are eternally grateful for our team of volunteers from the neighborhood, MSU, and elsewhere for assisting with market set up, greeting patrons, running the Market Bank, and clean up each week.



16,700

patrons attended the Allen Farmers Market in 2018.

Given that 20% of Eastside residents do not own cars, many of our neighbors walk, bus, or bike to the Market, highly visible on East Kalamazoo Street.

Produce and food products traveled an average of 16 miles from farm to market. Most food eaten in the U.S. has traveled nearly 1,200 miles.

The Allen Market Place Kitchen Store was bigger than ever during the outdoor season, featuring up to 6 vendors each week who are creating a wide variety of food products in the AMP Incubator Kitchen, including grilled pizza, kombucha, cheesecake, tea, granola, and soup.

Total market tokens and vouchers redeemed with vendors in 2018:

\$64,176

Note: This represents 25% of total currency (e.g., cash, checks) passing through our Market.

BREADBASKET FOOD PANTRY



The **Breadbasket Food Pantry** has been assisting vulnerable neighbors with access to emergency food since early 2000. Each Tuesday afternoon, we distribute an average of 1,000 pounds of fresh produce and 200 pounds of baked goods to about 100 people.

Neighbors value this program not just for the free food, but for the chance to interact with each other and our volunteers, and to learn about other programs that can benefit them, including

48,000

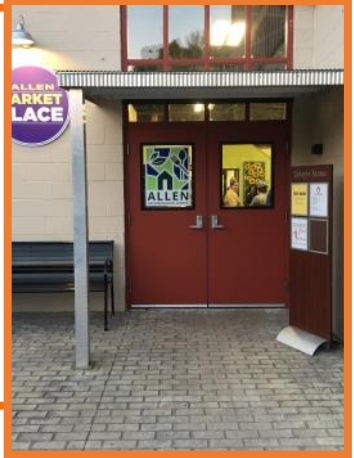
pounds of food, valued at \$1.68/lb, or \$99,000, was distributed to 641 unique neighbors, who visited Breadbasket 4,997 times.



ALLEN MARKET PLACE

The **Allen Market Place (AMP)**, which opened in late 2013, serves as a multi-functional food resource center and food hub. In 2018, it provided a home for Breadbasket Food Pantry, the Indoor Farmers

The AMP features two Kitchens. The fully equipped **Cooking Kitchen** supports nutrition education, culinary job skill training, food entrepreneurship, and cooking classes that celebrate the diverse foodways and cuisine of the Eastside. The smaller **Wash-Pack Kitchen** offers cold and dry storage (large walk-in cooler, chest freezers, reach-ins, pallet shelving) for use by farmers, producers, and food truck



In 5 years, 36 entry-level food entrepreneurs have used our kitchen, including bakers, fermenters, microbrewers, caterers, pasta makers and more. Of these 36 makers, 5 graduates have opened their own bricks and mortar businesses and several have joined restaurants as executive chefs.

At the end of 2018, we began planning an Accelerator Kitchen. The Accelerator will serve 5 graduates of ANC's Incubator Kitchen Program who are seeking an "intermediate step", offering 24/7 access to a licensed kitchen that will provide a small, but exclusive work and storage area for wholesale production and limited retail.



EXCHANGE FOOD HUB

The AMP facility also supports the Exchange Food Hub, providing aggregation and distribution for mid-Michigan farmers and food producers (including the growing number of small urban farmers in Lansing). Currently, this online wholesale marketplace features the products of 142 suppliers, which are available to 219 buyers.



The most prominent aspect of the Exchange is the Veggie Box program, a multi-farm CSA that offers complimentary worksite delivery. CSA stands for Community Supported Agriculture, and this model helps to keep sustainable farming a viable way of life for small-scale family farms that are increasingly threatened by large-scale agribusiness. Our model is a multi-farm CSA that unites several growers to feed a common community. It provides the advantages of a traditional CSA, but also highlights crop diversity, minimizes risks and burden, and offers a more cooperative feel. In 2018, we supplied fresh, nutritionally-dense produce to 460 members over the span of 36 weeks; we distributed over 30,000 pounds - 15 tons - of local food to the Greater Lansing Community.

Gross sales to date:
\$283,900
of which 86% goes to
local farmers/
producers/suppliers.



The Exchange saw an 85% increase in sales between 2017 and 2018, yielding a yearly revenue of over \$138,000.

Veggie Box membership has grown by over 1900% since 2015, and will continue to grow in 2019.

HUNTER PARK GARDENHOUSE

The **Hunter Park GardenHouse** is a hub for year-round farm & garden education, where neighbors volunteer to grow food, flowers, and community. The GardenHouse empowers neighbors to grow, prepare, and eat healthy food to better their health and connect with the community. We are open 5 days a week and offer a wide assortment of programs and services.

Educational Workshops

The GardenHouse helps neighbors to be successful at gardening. In 2018, 11 workshops were offered, including Planning your Gardening Year, Intro to Beekeeping, Seed Starting and Transplanting, Plant Therapy, Soil Care, Gardening 101, Organic Pest Management, Container Gardening, Vermicomposting, and Flower Arranging. 90 unique people attended these workshops!



We enrolled 21 Urban Gardeners in our training program in 2018

261 people attend 11 different workshops in the GardenHouse.



Community Supported Agriculture

This year we shifted our production to focus on supporting the rapidly growing VeggieBox program, merging our CSA with the multi-grower CSA of the ANC VeggieBox. We sold over 3,750 pounds of food to the ANC Veggie Box, totaling over \$15,000.



YOUTH PROGRAMS

The GardenHouse also serves as headquarters for two robust youth programs, the **Youth Service Corps (YSC)**, a job, leadership, and life skills training program for 11- to 17-year-olds, and **Take Root**, a nutrition and fitness education program for 5- to 10-year-olds, utilizing a gardening curriculum.

- The Garden-in-a-Box project is a program which involves the building and distributing of 2' X 2' garden kits with soil, fertilizer, and plants to neighbors with limited income, gardening skill, and/or mobility. The 9 boxes distributed by YSC members in 2018 brought the total number of boxes distributed in the neighborhood over the last several years to 157!

- The Edible Park project involves youth designing, planting, and tending to edible garden beds to create a small orchard of fruit trees and bushes, perennial herbs, and annual crops in designated areas throughout the 13-acre Hunter Park. In 2018, youth expanded the Edible Park by building 2 huge garden beds.
- 2 Collection Days were hosted by Youth Service Corps members who give tours and educate neighbors on what is available to harvest in the garden and what to do with it.

Take Root Garden Club had

116

youth attend programming sessions.

Youth Service Corps had

33

unique attendees.



FRIENDRAISING



568 people volunteered with ANC in 2018, contributing over 9,650 hours of service. This is the equivalent of nearly five full-time staff members!



“ I look forward to my weekly volunteer shift. Everyone from the neighborhood and ANC is very friendly and warm. I usually treat myself to delicious food after my Farmers Market shift.

-Nicholas Richard
Volunteer



FUNDS

Sources of Funds 2018 *(Audit took place February 2019.)*

Source	Amount (\$)
Grant Income	\$176,826
Program Income	\$275,062
Contributions and Fundraising	\$363,332
Other	\$24,699
TOTAL	\$839,919

Operating Costs 2018 *(Audit took place February 2019.)*

Source	Amount (\$)
Housing, Health, Family, & Community Building Services	\$559,519
Management and General	\$184,242
Fundraising	\$15,645
TOTAL	\$759,406



- Health Outreach & Engagement
- Gardening Youth
- Management
- Food
- Other
- Fundraising

Estimated Costs & Sources of Funding for 2019:

Jan. 1, 2019– Dec. 31, 2019

\$790,006

Thanks to our generous

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Michael Marhanka	Ryan Kincaid	<i>our most generous</i>
Michael Wetzel	Sarah Schillio	<i>benefactor,</i>
Michelle Oppenheim	Scott Gillespie	<i>Shawn Liu!</i>
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Thanks to our

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LEGS members are a category of donors who value neighborhood-driven, transformative change and seek to provide predictable and steadfast support for its continuation through multi-year pledges.

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ALLEN PLACE

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ALLEN PLACE

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ALLEN NEIGHBORHOOD CENTER
ALLEN ST & KALAMAZOO ST
jpt design



ALLEN PLACE

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ALLEN NEIGHBORHOOD CENTER
DREYFUS ST & KALAMAZOO ST
jpt design





ALLEN
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