PCC FARMLAND TRUST

A YEAR OF IMPACT

2014 ANNUAL REPORT

Summer vibrance at Jubilee Farm in Carnation. Photo: Dennis Lussier

FRIENDS,

2014 marked PCC Farmland Trust's 15th year working to protect Washington farmland for future generations. It also marked the beginning of a period of accelerated work that we're excited to share with you in the year ahead. Our small but mighty staff has been working hard to consider the feasibility and the impact of conserving more of the properties in our very full pipeline of opportunity – and doing it faster.

You – our community – supported, volunteered, and engaged with us in many ways. You helped us conserve Helsing Junction Farm in Thurston County, and you helped us lay the groundwork to protect at least three other farms in the threatened agricultural valleys of Pierce and Snohomish counties in 2015.

Our work to protect Helsing Junction follows in the tradition of several past efforts, in which the Trust has worked with some of the most successful and progressive independent farmers in the state to help preserve the legacy they've built long into the future – farmers like Nash Huber in Sequim, the Haakenson family in Carnation and the Williams brothers near Walla Walla. Farmers Sue Ujcic and Annie Salafsky built Helsing Junction into a farm that not only feeds more than 1,000 CSA members, but also donates about 20,000 pounds of food to shelters and food banks each year.

Some of the projects you'll see come to fruition in 2015 take different approaches – working to bring historical farmland back into production, protecting it from development and providing an opportunity for new farm businesses to grow and prosper, or working with multi-generational farm families to keep their farms intact and stewarding their land using sustainable and organic farm practices. We learn more every year and build on that work to grow our impact.

Preserving land for working farms is long, patient work, and it requires a community of supporters who share that long view of the future we want for our state. It's not only about the farmers, it's about the people they will feed and the long-term health of the land they steward. We pledge to not only continue this work, but to pick up the pace. The need is clearer than ever.

We are so fortunate to have you with us on this journey. Together, we are having a real impact. Thank you for preserving the past and ensuring the future for Washington's family farms.

Sincerely,

Rick VanderKnyff
Board President

Carrot harvest at Helsing Junction Farm in Rochester. Photo: Audra Mulken

Key Accomplishments

Together, we stewarded 15 family farms, conserved **42 acres** of Helsing Junction Farm, and laid the groundwork to protect **3 more farms in 2015.**

With our partners, we reached out to 65 landowners in Pierce County to provide **resources for conservation and stewardship.**

We saw the positive effects of our "conservation in concentration" strategy, with the **growth of Puyallup Valley farm businesses and partnerships.**

We built a financial toolkit to help us assess creative conservation funding opportunities.

Our innovative affordability and land access tools were **shared at conferences around the country.**

We engaged and collaborated with environmentalists, industry leaders, decision makers, tribal communities and farmland conservation partners to ensure that a robust and diverse group is working to conserve our best farmland statewide.

We were **leaders in advocating for funding, influencing public policy, and building community** around farmland conservation issues across the state and the country.

230 volunteers enhanced 69,000 sq. ft. of habitat. We installed 700 ft. of hedgerow, and 565 native plants on 3 farms in 2 counties.

Our community made **3,790 gifts totaling $1,065,516,** setting us up for accelerated impact in 2015.

430 donors gave for the first time, contributing $60,350. Nearly 150 gave through their payroll.

309 supporters engaged with us in person by attending **10 events in 3 counties** in the Puget Sound region.

We connected with an additional 2,000 community members through event outreach efforts.

We held our first ever *All in for Farms* event, **supporting improvements on 5 western Washington farms,** in partnership with musician Jack Johnson's *All at Once* organization.

We welcomed new board members Natalie Cheel and Betsy Lieberman.

THANK YOU

These accomplishments would not have been possible without the support of our individual donors, corporate supporters, foundation grantors, partners and friends. You each serve an important role, allowing us to be strategic, nimble and responsive when conservation opportunities arise. Your commitment to protecting farmland is truly making a difference, today and for future generations.

Looking Ahead

In 2015 we expect to complete 3 projects,

conserving over 350 acres of family farms in Pierce and Snohomish Counties.

This new rate of conservation will double our past pace,

so we are responding with new tools and organizational efficiencies to keep up with our pipeline of opportunity.

We have been working to streamline our stewardship policies and procedures

to become more efficient and to expand our ability to be a valuable partner and resource for the farming community.

Our new Community Engagement Manager

will reach out to our community to learn more about the types of talks, tours, and events you're interested in participating in, so that we may better connect you with local food and farming educational opportunities.

We are building our foundation of partnerships in Puget Sound

to advance creative collaboration in food, farming and natural resource conservation.

We'll be exploring ways to fill a needed land access and business development gap

for new and beginning farmers.

IN KIND SUPPORT

Audra Mulkern Photography
Cadence Winery
Theresa Patton & Don Moody, Brokerage Services
Chipotle Mexican Grill
Cooper Mountain Winery
Jo Arlow Photography
KUOW
Maria Hines
Microsoft
PCC Natural Markets
Powers Winery
Robert Farrell, Esq.
Scott Haydon Photography
Schooner Exact Brewing
Seri Sedlacek
Syncline Wine Cellars

EVENT THANKS

Alexia Allen
Andrew Stout
Annika Wallendahl
Bluebird Grain Farms
Dropstone Farms
Emily Crawford Dann
Growing Things Farms
Heather & Matt McClung
Helsing Junction Farm
Jason Brzozowy
Jubilee Farm
King Conservation District
Michael Roy
Nash's Organic Produce
Pierce Conservation District
Sanford's Farm
SIFF
Source Yoga
Tahoma Farms
Warren Peterson

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Betsy Lieberman
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Seri Sedlacek
Sylvia See
Andrew Stout
Sandy Wood

A list of current corporate and vendor donors can be found on our website. To respect the privacy of our individual and foundation donors, and all those who request anonymity, we are no longer publishing a donor list.

Financial Overview

The 2014 financial year featured investments in organizational capacity in preparation for future accelerated land conservation. The Trust expanded staff proficiencies and internal systems to support the larger conservation fundraising campaigns, community engagement, revolving loan fund, robust farmland conservation project sourcing, and land transaction analysis anticipated for use in 2015 and beyond.

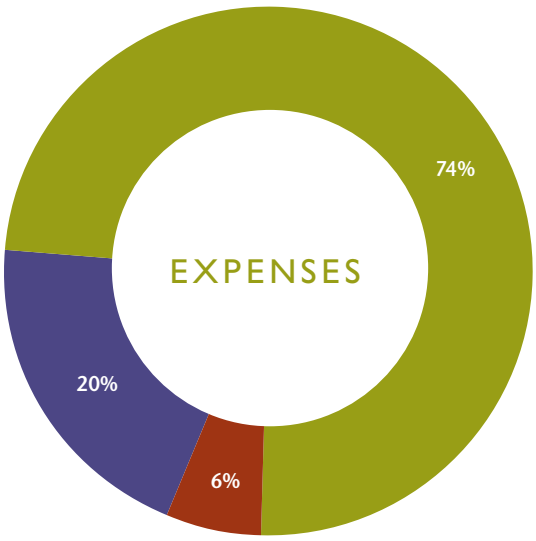
Financial Report JANUARY 1 - DECEMBER 31, 2014

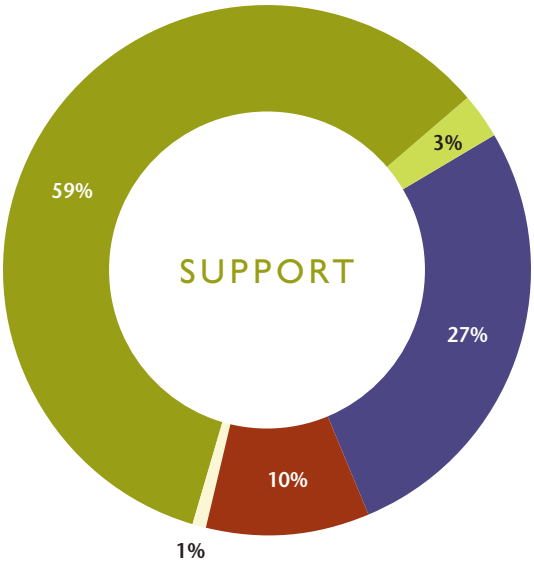
OPERATING EXPENSES

Fund Development	**$204,885**	**20%**
Management	**$65,330**	**6%**
All Programs	**$763,701**	**74%**
Community Education	$328,147	
Stewardship	$224,644	
Farmland Preservation	$210,910	
TOTAL	**$1,033,916**	**100%**

OPERATING SUPPORT

Individual Donations	**$702,536**	**59%**
Corporate Donations	**$317,661**	**27%**
Foundation Grants	**$115,903**	**10%**
Earned Income	**$15,013**	**1%**
Land Lease Income	**$37,340**	**3%**
TOTAL	**$1,188,453**	**100%**





- Fund Development
- Management
- All Programs

- Individual Donations
- Corporate Donations
- Foundation Grants
- Earned Income
- Land Lease Income

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