



ANNIE'S PROJECT
EMPOWERING WOMEN IN AGRICULTURE

Annual Report



2024

CO-CEOS STATEMENT

Dear Friends,

We are excited about the continued expansion of Annie's Project. By the end of 2024, Annie's Project had reached over 26,000 participants! We appreciate all of our alumnae, facilitators, stakeholders, and partners who share our belief in the mission of Annie's Project. Your efforts help us in the education and empowerment of women in agriculture!

This year, we introduced a new Crop and Livestock Insurance curriculum. We also provided QPR Training, Annie's Project/Nebraska Women in Ag Book Club, Building Resiliency Project, and NRCS Equity in Conservation Outreach Project. A huge highlight for us was engaging with facilitators at the National Annie's Project Facilitators' Conference. As always, it was wonderful to see everyone in person!

As we look forward to 2025, we have a long list to work on, including:

- Completing our work with the Risk Management Agency, including new crop insurance curriculum classes, webinars, and podcasts
- Working with the Natural Resources Conservation Service (NRCS) as part of its Equity in Conservation Outreach Cooperative Agreements
- Creating new partnerships and strengthening existing ones
- Increasing the reach of Annie's Project
- Meeting unmet demand for Annie's Project courses
- Conducting webinars and professional development opportunities for facilitators, educators, and alumnae
- Continuing the agricultural stress management partnerships with the Cultivating Resiliency Program and the Rural Resiliency Project
- New Annie's Project Showcase sessions
- Starting a podcast
- Updating our National website

Sincerely,

Karisha Devlin & Doris Mold
Annie's Project Co-CEOs

WHAT IS ANNIE'S PROJECT



Annette Kohlhausen Fleck
Circa 1942

Annie's Project is an IRS designated 501(c)(3) organization established for the purpose of providing educational and other opportunities to women in agriculture to enable them to become more effective owners and partners in agricultural businesses.

OUR MISSION

Our mission is to empower women in agriculture to be successful through education, networks, and resources.

OUR VISION

Women in agriculture are change agents who strengthen their businesses, families and communities.

PURPOSE – WHY WE DO WHAT WE DO We offer much-needed support to women farmers, ranchers, growers, landowners, and agriculturalists. It is a unique nationwide program that brings together a collaboration of experts to combine with the lived experience of participants to share knowledge and build critical skills among participants. Nothing quite like it is offered anywhere in this country. Whether a newcomer or seasoned farmer, rancher, grower, landowner, or agriculturalist, whether row-cropping, raising pastured poultry, growing flowers, milking cows or goats, operating a CSA, running a beef cow-calf herd, managing an orchard, vertical growing, in rural, suburban or urban areas: every woman can benefit from our programs.

Every program offers not only timely information and hands-on opportunities to apply that information, but also important networks and invaluable emotional support. Some women have continued to meet regularly for ten years since their first program. The relationships that develop are often multi-generational.

WHO IS ANNIE?

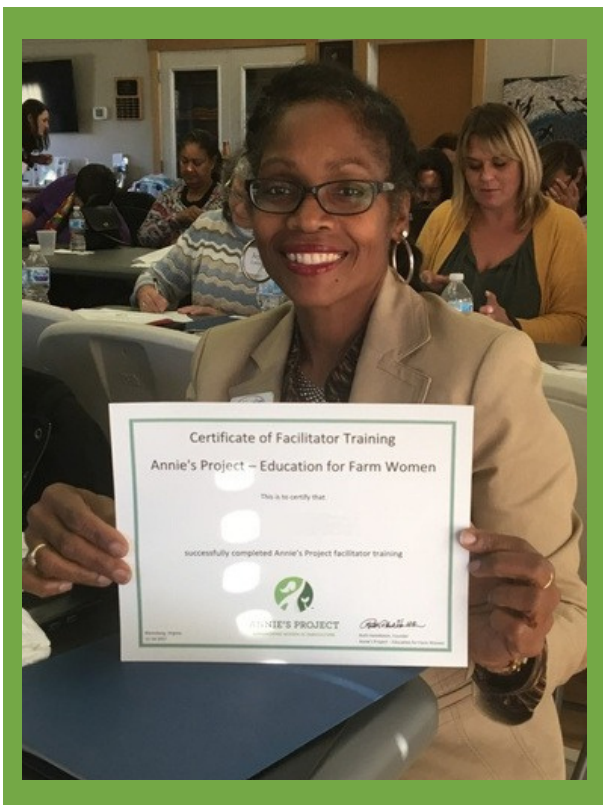
Annie Kohlhausen Fleck grew up in Northern Illinois. She married a farmer and spent her lifetime learning how to be an involved business partner with her husband. Together they did great things, but it wasn't easy. In honor of her memory, Annie's Project is taking her experiences and current information and sharing them with today's farm women. To read more about Annie's Story, visit www.anniesproject.org/annies-story/

WHAT IS ANNIE'S PROJECT

Annie's Project uses a unique methodology that builds confidence, develops networks, creates lifelong learners and leaders among women farmers, ranchers, growers, landowners, and agriculturalists. It provides a dynamic learning environment where mentoring is spontaneous, discovery is promoted, and shared experience, connection and safe harbor are key to the learning environment. At the core is a focus on risk management education. During courses at least half the time is focused on discussion and activities, while vetted speakers/educators provide information based on unbiased research.

Our courses are offered in-person and virtually. Course curriculums include:

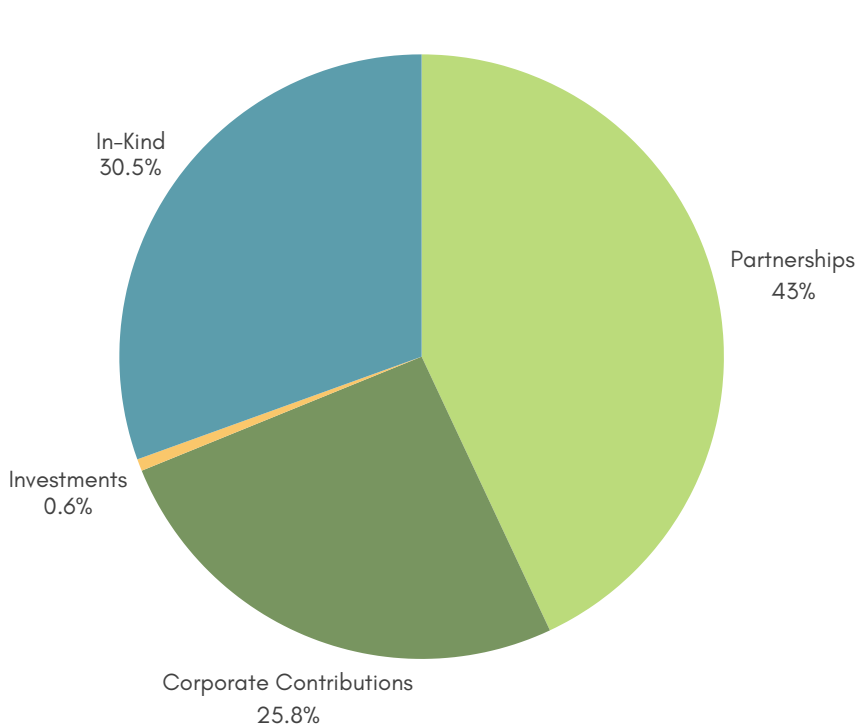
- "Annie's Project 101" covers the five areas of risk management – human, financial, legal, marketing, and human resources.
- "Know Your Numbers, Know Your Options" addresses farm-based financial literacy including financial statements and benchmarking.
- "Managing for Today and Tomorrow" covers business, estate, transition, retirement, and succession planning.
- "Crop and Livestock Insurance" introduces the different types of crop insurance products available, marketing strategies, and importance of record-keeping.
- Inspired by Annie's courses are a wide range of offerings determined by participant needs. Topics have included: marketing, urban agriculture, poultry, cattle, equine, greenhouses, etc, and practical hands-on courses, equipment operation/maintenance, AI, drone operation, and accounting software, among others.



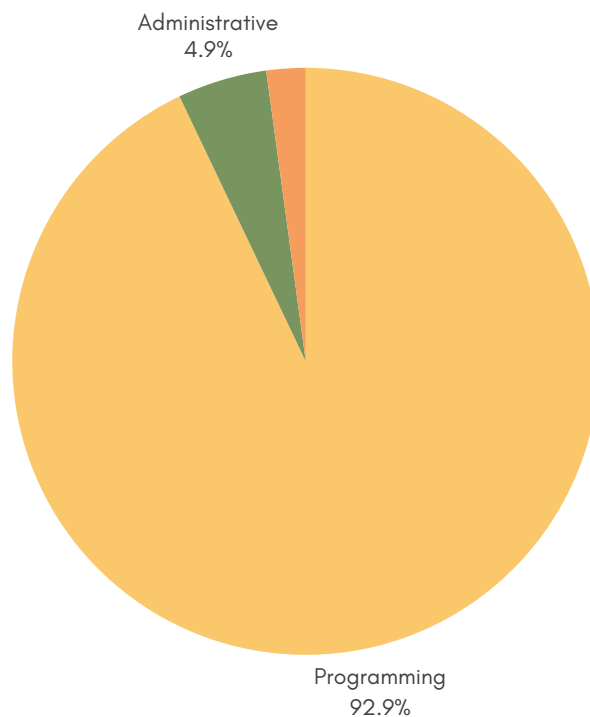
FINANCIALS

State and local coordinators determine registration fees for their courses/programs, which typically range from \$50 to \$125, depending on the location. Program costs in excess of registration fees are paid through various sources such as grants, class sponsorships, and contributions from national, state, and local businesses and organizations. Nationally, Annie's Project programming has been covered by partnerships, corporate and individual donations, and in-kind contributions. Annie's Project makes every effort to maximize the impact of funding and in-kind services received from those who share in our mission.

In 2024, a total of 3,021 participants were educated through Annie's Project. A total of 36 Annie's Project classes were delivered across the country, reaching 767 participants. National Annie's Project educated 2,254 individuals who participated in facilitator training courses, National Annie's Project Facilitator Conference, Annie's Project Showcase, Building Resiliency, NRCS Equity in Conservation, Annie's Project YouTube Channel, and National collaborations such as Cultivating Resiliency/Rural Resiliency, WIA Book Club, CANVAS Conference, and the Mississippi Women for Agriculture Conference.



TOTAL REVENUE FOR 2024.



TOTAL EXPENSES FOR 2024

FIND PAST ANNUAL REPORTS AND OTHER FINANCIAL DISCLOSURES AT:
[HTTP://WWW.ANNIESPROJECT.ORG/ABOUT-US/PUBLIC-DISCLOSURE/](http://www.anniesproject.org/about-us/public-disclosure/)

FOCUS ON CLASSES

Educational delivery methods include in-person, virtual live sessions, virtual self-guided recorded sessions, with many courses using a hybrid approach. There is a mix of expert-led information sharing and activities to stimulate interaction and learning, while providing “hands-on” educational opportunities. A total of 36 Annie’s Project programs were delivered across the country, educating 767 participants. These numbers reflect the programs that were reported by the reporting deadline. Additional classes were held across the country, but we do not have numbers from those classes as the facilitators did not report their information by our publishing deadline. In addition to the classes or courses, we have expanded our national educational offerings to virtual hosted trainings, meetings, and webinars, which have expanded Annie’s Project’s reach to thousands of participants annually.

ALUMNA IMPACT STATEMENTS

“I have done so many things since the start. I am developing a business plan, getting a will and a trust, and drafting updated lease agreements.”

“I see myself as an equal partner in our family farm. I have already introduced a few new ideas into our farm management, such as calculating cost of production/field.”

“Annie’s Project has re-opened the lines of communication between my husband and I as partners and owners in this venture together. It has given us new topics to discuss in more enlightened ways.”

“I am developing more of an understanding of climate-smart agriculture and looking for ways that our farm can get involved in new initiatives.”

“Started having family farm meetings to make sure everyone is communicating.”



FACILITATOR TRAININGS

Facilitators play a critical role in delivering Annie's Project courses and programs across the country. They organize, implement, and evaluate the courses with the help of steering committees, educators, and experts in a wide range of risk-management topics.

A total of five live virtual facilitator training events were held resulting in 101 trained facilitators. The trainings resulted in a renewed interest in Annie's Project, expansion of Annie's to new locations and virtual programming.

Facilitator training participant comments:

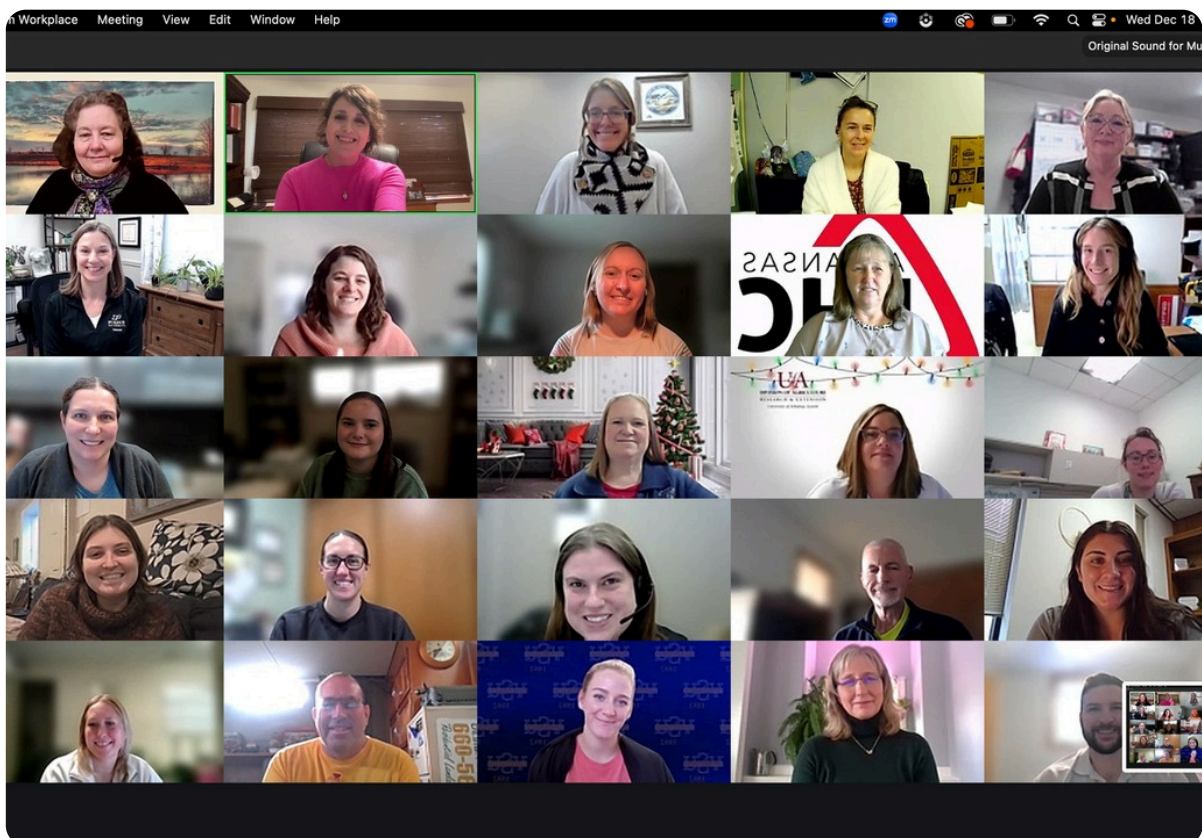
"I really enjoyed the laid-back atmosphere the facilitators created. I thought the training was very well put together and I appreciate the amount of discussion time. It never felt rushed."

"I liked meeting other people from around the United States. I think Annie's Project is a great way to help our communities."

"Since this is a national program, the training information was great, but it was also nice to interact with participants from across the nation and share ideas."

"Hearing from others' ideas about lessons, working with women, what Ag women need in the real world."

Pictured below is one of the 2024 Virtual Annie's Project National Facilitator Trainings.



2024 HAPPENINGS

USDA Risk Management Agency Crop Insurance Education Cooperative Agreement

Annie's Project collaborated with the United States Department of Agriculture (USDA) Risk Management Agency (RMA) and other experts to develop a crop, livestock, and risk management curriculum. In addition to the curriculum, Annie's Project is developing podcasts, webinars, and an online course focused on specialty crops. The podcasts, webinars, and online course will be rolled out in winter/spring of 2025. The cooperative agreement will be completed in March 2025.

Building Resiliency Project

The Building Resiliency Project is a collaborative program with Intertribal Agriculture Council (IAC), Annie's Project, Rural Coalition, and Alcorn State University. This two-year project will establish a pipeline of crop insurance agents and adjusters within the underserved communities; increasing the underserved representation of insurance agents and loss adjusters providing service to underserved producers. Annie's Project has participants enrolled in training to be crop insurance agents and adjusters. This year we have had successful crop insurance agents and adjusters complete their programs.

NRCS Equity in Conservation Outreach Cooperative Agreement

Annie's Project continues with the Natural Resources Conservation Service as part of its Equity in Conservation Outreach Cooperative Agreements. Annie's Project is working with 10 states to help expand the delivery of conservation assistance to producers who are new to farming, are low-income, identify as one or more marginalized race or ethnicity, and/or are military veterans.

Annie's Project Showcase

The Annie's Project Showcase highlights the work of Annie's Project programming across the United States and U.S. Territories. During each session participants will experience a sample of information, topics, and education covered in actual Annie's classes. These webinars are free for anyone to attend and are recorded and made available for viewing by the public post-webinar. The 2024 Showcase topic was Developing Mission, Vision, and Value Statements to Drive Your Agribusiness featuring South Carolina Annie's Project.

Cultivating Resiliency/Rural Resiliency

Annie's Project is proud to be a part of the Cultivating Resiliency collaboration. The Cultivating Resiliency Program develops tools for women in agriculture to recognize, adapt to, and develop positive coping strategies to life's stresses. Coffee chats are offered on a monthly basis. The program also produces regular live webinars which are recorded and are also made available for viewing post webinar.

Annie's Project National Facilitator's Conference

The 2024 National Annie's Project Conference focused on Annie's Project Facilitators. Our goal was to provide facilitators with new ideas, new tools, networking to reinvigorate their work with Annie's Project. Conference topics and sessions included focusing on some of the innovative strategies from around the country that Annie's Project facilitators are using. National Annie's also offered a glimpse into the new Crop and Livestock curriculum.

WIA Book Club Partnership

Annie's Project and the Nebraska Women in Agriculture program announced a newly formed partnership, expanding the reach Nebraska Women in Agriculture's quarterly Book Club to Annie's Project participants. The quarterly Book Club offers farm and ranch women the opportunity to dive into non-fiction and fiction books related to agriculture, personal, professional, and business development, and rural life. Virtual discussions of the book are led by authors or area and industry experts.

ANNIE'S PROJECT BOARD OF DIRECTORS

Annie's Project is overseen by a diverse board of talented, knowledgeable and influential people. The Board of Directors is our strongest advocate for Annie's Project programs. As the organization has transitioned to a 501(c) (3), the Board of Directors has focused on strategic growth. This emphasis will assure the continuation of quality programming as the various initiatives expand and new programming is developed.

Top Row (left to right): Sam Schwoeppe, President, Dr. Jason L. Johnson, Vice President, Ruth Hambleton, Treasurer, and Carolyn Banks, Secretary. Middle Row (left to right): Dr. Doolarie Singh-Knights, Barbara Rater, Shannon Dill, and Madeline Schultz. Bottom Row (left to right): Erin Massey, Kelly McAdam, and Amber Roberts.



GENEROUS DONORS

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Numerous generous individuals

THE BUILDING RESILIENCY PROJECT IS FUNDED IN PARTNERSHIP BY USDA, RISK MANAGEMENT AGENCY, UNDER AWARD NUMBER RMA22CPT0012772. ADDITIONAL PROJECTS ARE FUNDED BY THE USDA RMA CROP INSURANCE EDUCATION COOPERATIVE AGREEMENT AWARD # RMA23CPT0013617 AND NRCS EQUITY IN CONSERVATION OUTREACH COOPERATIVE AGREEMENT AWARD NR243A750003C.07.

FUNDING FOR ANNIE'S PROJECT PROGRAMS RELIES HEAVILY ON THE GENEROUS IN-KIND SUPPORT OF INDUSTRY AND EDUCATIONAL INSTITUTIONS. INDIVIDUAL REGISTRATION FEES COVER APPROXIMATELY 16% TO 25% OF THE CLASS COSTS. THE REMAINDER OF EXPENSES ARE COVERED BY COMBINATIONS OF GRANTS, SPONSORSHIPS AND IN-KIND CONTRIBUTIONS.

Annie's Project is a 501(c)(3) non profit organization.