Every story has an inflection point—a time at which the narrative begins to shift, change, and grow. At that point, the characters in the story are faced with new challenges, budding partnerships, and exciting opportunities.

2021 was an inflection point in the story of Rodale Institute. As we continued to adapt to the new reality of the COVID-19 pandemic and looked towards the future, we found connections, purpose, and meaning like we never had before.

Having been witness to nearly 50 years of Rodale Institute’s history, I can say with certainty that 2021 marked a new era for the Institute.

Our 2021 Annual Report aims to give you a glimpse into the transformative nature of 2021. As we near the end of Rodale Institute’s 75th year in 2022, I feel it’s an appropriate time for both reflection and goal setting.

If I had to pick one word to describe Rodale Institute in 2021, it would be investment. Through our Organic Consulting Service, farmer training programs, micro-grant opportunities, and more, Rodale Institute invested in the future of America’s regenerative organic farmers. Venerable community partners have invested their revenue into the work of our talented and dedicated team. And most of all, our regenerative organic community took the difficulties and the pain of the pandemic and vowed to make a change in the world by investing in regenerative organic agriculture.

Whether we come together around a table or a tractor, we are all joined together by investment in the health of people and the planet. I hope you can feel that as clearly in the stories below as I do every time I shake hands with the folks in our community.

Together, we can grow a brighter future.

JEFF MOYER
Chief Executive Officer, Rodale Institute
In 2021, The GIANT Company, a Pennsylvania grocery chain, was inspired to support the work of Rodale Institute while educating their customers in the process. By sharing Rodale Institute’s work at the cash register, GIANT was able to use their Healing Our Planet roundup program to donate nearly $1.2 million to support our farmer training programs and research.

“RIFT did a great job of introducing us to some of the realities of running a business, and having mentors on the subject was a huge plus.”

ETHAN RIDDLE
Co-Owner
The Grower’s Grange & 2021 RIFT participant

“What I admire most about Rodale Institute is seeing future agricultural leaders who are learning a better way to make sure that food is sustainable. And I’ve never met anyone else who does that to this level.”

NICHOLAS BERTRAM
Former President
The GIANT Company

Bianca Nati and Ethan Riddle completed the Rodale Institute Farmer Training Program (RIFT) in 2021. Building on their experiences at Rodale Institute, the couple were able to launch The Grower’s Grange, an Oregon-based small farm focused on Italian heirloom vegetables.
Lianna Levine Reisner and Elnatan Reisner of New York City first became Rodale Institute donors in 2020 when they read Rodale Institute’s regenerative healthcare white paper, “The Power of the Plate.” In 2021, the couple doubled down on their investment by inviting Institute scientists to conduct an educational program for their nonprofit, Plant Powered Metro New York.

WE THINK THAT RADLE INSTITUTE IS DOING THE RIGHT WORK AT THE RIGHT TIME. WE HOPE THAT WE CAN NOT ONLY LEAVE A BETTER WORLD FOR OUR CHILDREN, BUT ALSO INSPIRE THEM TO BECOME ACTIVISTS IN THEIR OWN RIGHT.”

LIANNA LEVINE REISNER
Co-Founder
Plant Powered Metro New York

2021 marked the 40th year of operation for the Farming Systems Trial, making Rodale Institute’s flagship research project the longest running side-by-side comparison of organic and conventional grain cropping systems in North America. With a growing legacy, expanded research areas, and a new report on four decades of findings, the Farming Systems Trial continues to make an impact on regenerative organic agriculture.

“The FST results point in one direction: focusing on soil health and nutrition pays long-term benefits to farmers and consumers.”

FARMING SYSTEMS TRIAL
40-YEAR REPORT

TO READ THEIR FULL STORIES, VISIT RODALEINSTITUTE.ORG/ANNUALREPORT

Rodale Institute depends on supporters like you to continue the impactful work you see here. Please consider including Rodale Institute in your giving plan this year. Donate swiftly and securely today at RodaleInstitute.org/Donate.
2021 IMPACT
by the numbers

FARMER TRAINING
• Worked with over 300 farmer clients to begin transitioning 26,000 acres to organic
• Trained 7 beginning farmers to launch their careers in regenerative organic farming
• Assisted 10 military veterans in their transition to civilian life or future careers through farming.

FIELD DAY IMPACT
• Hosted 450 farmers, researchers, educators, students, and consumers from 23 states and territories at the Rodale Institute headquarters for Organic Field Day
• Expanded educational Field Day content to a virtual presentation for nearly 300 additional registrants from across the world

VIRTUAL EDUCATION
• Launched the Virtual Campus, enrolling over 1,300 students from 36 countries in regenerative farming courses
• Hosted 15 virtual webinars reaching over 2,200 participants

INVESTMENT
• Secured $5.8 M dollars through 31 active grants
• Boosted private investment in Rodale Institute by 267% as compared to 2020
2021 News & Updates

**WINTER**

*Virtual Campus Launch*
Rodale Institute launches Virtual Campus with on-demand, online educational courses

*Grow Clean Water*
Grow Clean Water educational hub established in Spring Arts section of downtown Philadelphia

**SPRING**

*Organic Consulting Expanded*
Rodale Institute expands the Organic Consulting Service team, eventually reaching over 300 clients with 12 consultants by the end of the year

*Cornwall Manor Partnership*
Rodale Institute—Trailside Organic Farm at Cornwall Manor was established to provide organic produce and education to older adults at Cornwall Manor Retirement Community

**SUMMER**

*First International Regional Resource Center*
Davines Group—Rodale Institute European Regenerative Organic Center becomes the first international Regional Resource Center and launches work in regenerative organic personal care

*Empowering Farmers of Color*
First-ever Rodale Institute BIPOC Microgrants awarded to emerging organic farmers of color

**AUTUMN**

*New Field Days*
Inaugural Field Days were held at the Rodale Institute California Organic Center and Southeast Organic Center, welcoming farmers from around the regions

*Partnership in Fashion Industry*
Rodale Institute partners with clothing brand Taylor Stitch to promote regenerative organic farming

For more information about Rodale Institute’s work in 2021, view our virtual Annual Report at RodaleInstitute.org/AnnualReport
Thank you, major donors, for your support in 2020! You are making a true impact.

Our community of organic leaders is growing, and we hope you will consider joining this group of change-agents in healing the world. To become a member, email us at LeadershipSociety@RodaleInstitute.org or call 610-683-1400.

Harvest Donors
$10,000 and above
Tod and Christine Auman
Paul Carmichael & Katherine Barton
Carol Lynn Eden
Christopher and Dee Ely
Alice Franklin
Merry Hart
Jerry and Carolyn Holleran
Susan Litowitz
Brian Melito
Maurice Meslans and Margaret Holyfield
Mollie and Bob Rose
Michael Walsh
Rebecca and Ross Williams

Pollinator Donors
$2,500-$4,999
Kristen Arzner
Jon and Annika Barinholtz
Myra and Andrew Goodman
Josh and Lisa Hanke
June Heintz
Kris & Sarah Hughes
Charles and Julie Irsh
Mark Koide
Elnatan and Lianna Levine
Reisner
The Lund Family
Erik Oberholtzer and Antoinette Johnson
Mai Rodale
Jane Scelzi
George and Karin Smith
Alison J. Van Dyk

Cultivator Donors
$5,000-$9,999
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Jeffrey Berstein
John and Anita Fiorillo
The Jenkins Family
Stephen Klein
Tracey McGrath
John & Arlene McLaren
Donna Maria Moniz
Esther and Symon Hallam
Sharon Schendel
Peter and Darlene Sherman
Bryan and Alison Shores
Karen and Ron Stark
Bob Webster and Roberta Churchin

Heirloom Donors
$1,000-$2,499
Jason Bade
Douglas Bensadoun
George and Anne Bird
Rudolf O. Bock
Peter Boerma
Robin Bot-Miller and Heather Hund
Kareem and Alyssa Brantley
Valerie Briston and Marko Kleine Berkenbusch
Herb Brown
Annie Brown
Dan Carr
TM Castaneda
Jennifer and Gregory Chantz
J. Lyell Clarke III
Nate & Brooke Clemmer
Michael Conner and Marcie Boettger
Mark and Tammy Crabtree
Michael & Aimee DelCiello
Lynn Donches
Sue Elkind and Naime Jezeny
Edward Flynn
Tisha Ford
Vincent Franklin
Katherine A. Frey
Barbara Friend
Susan and Russell Geise
Bill and Donna Gleeson
Matthew Grand
Daniel and Melissa Green
Hallie and Al Guiseppe
Francesca Gusi
Margaretha Haeussler
Ann Hall
Morning Chorus Farm LLC
Greg and Linda Harrison
Scot and Char Horst
Amy Ippoliti & Taro Smith
Jennifer Ippoliti & Jonathan Stanton
Lindsey Kleinfeld and Family
Susan Knadle-Salocks
Carl Kohls
Roberta and Richard Lang
Kim Larson
Peter & Shirley Laundy
Marta Jo Lawrence
Martin LeBoutillier
Ted LeBow
Ms. Lillian Leong
Scott and Tracy Lewis
Francis Lutz
Susie Margolin
Emily and Donovan Mattole
Robert McCarty
Andrew E. McCrea
Simon & Ingrid Moore
Ruth I. Morton
Jeffrey and Gretchen Moyer
Fred and Julienne Mucha
Susan Mudambi
Adams and Karen Murphy
Ariel Nessel
Dorothy Penney and Cornig
Painter
Nathan Pieri
Mitch Possinger, Culinesse, LLC
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John Reid and Karen Flanders
Jaimee Reinertsen
Cynthia Rintye
Dr. Rabbi Stephen Roberts
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Cynthia D. and Rupert N. Rossetti
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Christine A. Schantz
Joshua Schulist
Coralie J. Somers
Dr. Peter Swift and Diana McCargo
Jeff Tkach and Jackie Ney
Lisa Trollinger
Jay Wells
Amy Won and Adam Hulnick
Rebecca Woods
Chuck Ziccardi
James K. Zynda

And thank you to our anonymous donors!
## Statement of Activities

<table>
<thead>
<tr>
<th>Revenue, Gains, and Support</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Corporate Grants</td>
<td>$4,864,584</td>
<td>$4,465,345</td>
<td>$9,329,929</td>
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<tr>
<td>Federal, State and Local Grants</td>
<td>1,116,627</td>
<td>250,000</td>
<td>1,366,627</td>
</tr>
<tr>
<td>Education and Store</td>
<td>172,437</td>
<td>-</td>
<td>172,437</td>
</tr>
<tr>
<td>Farm Sales</td>
<td>265,861</td>
<td>-</td>
<td>265,861</td>
</tr>
<tr>
<td>Other</td>
<td>130,703</td>
<td>-</td>
<td>130,703</td>
</tr>
<tr>
<td>Transfers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowment spending policy distribution</td>
<td>610,951</td>
<td>(610,951)</td>
<td>-</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>3,445,136</td>
<td>(3,445,136)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue, Gains and Support</strong></td>
<td><strong>$10,606,299</strong></td>
<td><strong>$659,258</strong></td>
<td><strong>$11,265,557</strong></td>
</tr>
</tbody>
</table>

### Expenses

#### Program Services

<table>
<thead>
<tr>
<th>Strategic Solutions Team</th>
<th>$4,575,456</th>
<th>$4,575,456</th>
<th>$4,267,771</th>
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</thead>
<tbody>
<tr>
<td>Communications</td>
<td>638,866</td>
<td>-</td>
<td>638,866</td>
</tr>
<tr>
<td>Education</td>
<td>454,900</td>
<td>-</td>
<td>454,900</td>
</tr>
<tr>
<td>Organic Consulting</td>
<td>713,501</td>
<td>713,501</td>
<td>-</td>
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</tbody>
</table>

#### Supporting Services

<table>
<thead>
<tr>
<th>Management and General</th>
<th>925,280</th>
<th>-</th>
<th>925,280</th>
<th>1,832,278</th>
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</thead>
<tbody>
<tr>
<td>Development</td>
<td>1,029,878</td>
<td>-</td>
<td>1,029,878</td>
<td>1,007,964</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>8,337,881</strong></td>
<td><strong>8,337,881</strong></td>
<td><strong>8,494,429</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Change in Net Assets Before Other Changes**

| $2,268,418 | $659,258 | $2,927,676 | $1,751,996 |

**Other Changes**

- Investment income (loss), net of spending policy distribution from investments without donor restrictions: $1,724,657, $1,934,134, $3,658,791, $2,524,793
- Change in value of beneficial interest in perpetual trust: - $46,081, $46,081, $66,894

**Total Other Changes**

| $1,724,657 | $1,980,215 | $3,704,872 | $2,591,687 |

### Statement of Financial Position

#### Assets

<table>
<thead>
<tr>
<th>Totals</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$7,929,552</td>
<td>$5,200,096</td>
</tr>
<tr>
<td>Contributions and Grants Receivable</td>
<td>4,016,232</td>
<td>3,933,302</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>377,898</td>
<td>144,433</td>
</tr>
<tr>
<td>Prepaid Expenses and Other Assets</td>
<td>203,655</td>
<td>115,150</td>
</tr>
<tr>
<td>Investments</td>
<td>26,942,820</td>
<td>23,304,944</td>
</tr>
<tr>
<td>Beneficial Interest in Perpetual Trust</td>
<td>682,578</td>
<td>636,497</td>
</tr>
<tr>
<td>Property and Equipment, Net</td>
<td>4,700,660</td>
<td>4,790,265</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$44,853,395</strong></td>
<td><strong>$38,124,687</strong></td>
</tr>
</tbody>
</table>

#### Liabilities

<table>
<thead>
<tr>
<th>Totals</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$932,306</td>
<td>$783,403</td>
</tr>
<tr>
<td>Refundable Advances</td>
<td>-</td>
<td>42,738</td>
</tr>
<tr>
<td>Notes Payable</td>
<td>9,036</td>
<td>19,041</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$941,342</strong></td>
<td><strong>$845,182</strong></td>
</tr>
</tbody>
</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Without Donor Restrictions</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$43,912,053</strong></td>
<td><strong>$37,279,505</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$44,853,395</strong></td>
<td><strong>$38,124,687</strong></td>
</tr>
</tbody>
</table>
2021
Corporate Grants & Partners

CORPORATE PARTNERS

Acre Trader
Allbirds
Allegro Coffee
Ancient Nutrition
Badger Balm
Basil's Harvest
Boiron USA
Boochcraft
Cargill
Comfort Zone
Davines
Everlane
The GIANT Company
Google Inc.
Happy Family Brands
Harrison's Bird Foods
Independent Natural Food Retailers Association
Kauai Energy Institute
KeHe
Kimberton Whole Foods
Lehigh Valley Health Network
Lundberg Family Farms
M&T Charitable Foundation
Mill Creek Capital Advisors
Modern Coffee Enterprises
Mountain Rose Herbs
Nature's Path Foods
Naturepedic Organic Mattresses and Bedding
Nestlé
New Chapter, Inc.
Now Health Group
Organic Mechanics Soil Company
OXO
Pete & Gerry's Organics
Santa Fe Natural Tobacco Co.
Teeccino
Tootaloo
Trailhead Capital
True Grace
Whole Foods
Zenwise

GRANTS & FOUNDATIONS

Berks County Community Foundation
Blooming Prairie Foundation
BlueCow Foundation
Carroll Petrie Foundation
Clemson University
Commonwealth of Pennsylvania
Cornwall Manor
Cousins Foundation
Eugene & Dorothy Martin Foundation
Frontier Co-op Giving Fund
Gaia Fund
Heinz Family Foundation
Iowa Department of Agriculture and Land Stewardship
JHC Foundation
LeAsmis Legacy Foundation
Litowitz Foundation
LL Charitable Foundation
Orange County Community Foundation
Pennsylvania Vegetable Marketing & Research Foundation
PiK Foundation
Purdue University
Ravi & Naina Patel Foundation
SEBA Fund
Strompoulos Family Foundation
Sustainable Futures Fund
The Barnwood Foundation
The Grantham Foundation
The Hearst Foundation Inc.
The Hope Foundation
The Paloma Blanca Foundation
The Robert M. Sinskey Foundation
The Snider Foundation
The Way Foundation
Towards Sustainability Foundation
UNFI Foundation
University of Minnesota
University of Wisconsin
Wild Elements Foundation
William Penn Foundation