



RODALE
INSTITUTE™



Rodale Institute
2021 ANNUAL REPORT
GROWING *the* ORGANIC MOVEMENT
SINCE 1947

INVESTING *in* HOPE

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

OUR IMPACT

CORPORATE PARTNERS

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.

"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

"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

BEGINNING FARMERS

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.

“We think that Rodale 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

DONORS

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.***

RESEARCH

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](https://rodaleinstitute.org/annualreport)

BE PART OF THE IMPACT

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



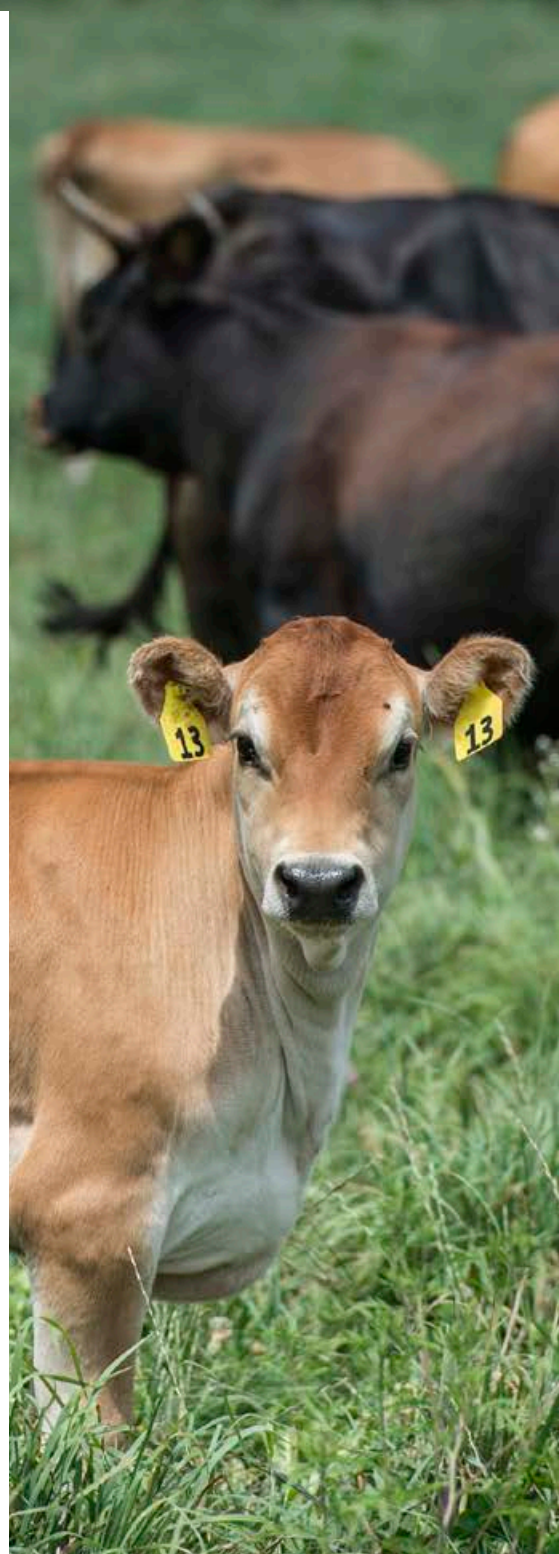
VIRTUAL EDUCATION

- 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**



JOIN THE J.I. RODALE *Leadership Society*

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.

J.I. RODALE
**LEADERSHIP
SOCIETY**



HARVEST DONORS

\$10,000 and above

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Paul Carmichael &
Katherine Barton
Carol Lynn Eden
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Alice Franklin
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CULTIVATOR DONORS

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HEIRLOOM DONORS

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Daniel and Melissa Green
Hallie and Al Guiseppe
Francesca Gusi
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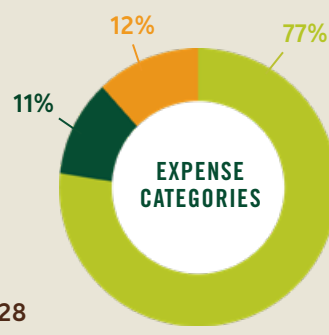
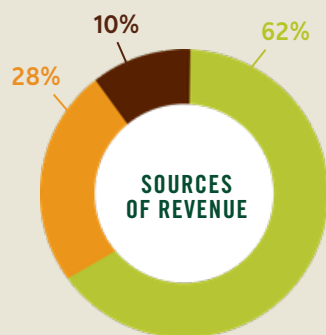
Morning Chorus Farm L3C
Greg and Linda Harrison
Scot and Char Horst
Amy Ippoliti & Taro Smith
Jennifer Ippoliti & Jonathan
Stanton
Lindsey Kleinberg and Family
Susan Knadle-Salocks
Carl Kohls
Roberta and Richard Lang
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Mitch Possinger, Culinesse, LLC
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Rebecca Woods
Chuck Ziccardi
James K. Zynda

***And thank you to our
anonymous donors!***

2021

Financials



STATEMENT OF ACTIVITIES

REVENUE, GAINS, AND SUPPORT	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTALS	
			2021	2020
CONTRIBUTIONS AND CORPORATE GRANTS	\$4,864,584	\$4,465,345	\$9,329,929	\$8,056,272
FEDERAL, STATE AND LOCAL GRANTS	1,116,627	250,000	1,366,627	1,852,232
EDUCATION AND STORE	172,437	-	172,437	77,951
FARM SALES	265,861	-	265,861	142,379
OTHER	130,703	-	130,703	117,591
TRANSFERS				
Endowment spending policy distribution	610,951	(610,951)	-	-
Net assets released from restrictions	3,445,136	(3,445,136)	-	-
TOTAL REVENUE, GAINS AND SUPPORT	\$10,606,299	\$659,258	\$11,265,557	\$10,246,425

EXPENSES

PROGRAM SERVICES				
STRATEGIC SOLUTIONS TEAM	\$4,575,456	\$-	\$4,575,456	\$4,267,771
COMMUNICATIONS	638,866	-	638,866	763,091
EDUCATION	454,900	-	454,900	623,325
ORGANIC CONSULTING	713,501	-	713,501	-
SUPPORTING SERVICES				
MANAGEMENT AND GENERAL	925,280	-	925,280	1,832,278
DEVELOPMENT	1,029,878	-	1,029,878	1,007,964
TOTAL EXPENSES	8,337,881	-	8,337,881	8,494,429
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	TOTALS	
	2021	2020
CASH	\$7,929,552	\$5,200,096
CONTRIBUTIONS AND GRANTS RECEIVABLE	4,016,232	3,933,302
ACCOUNTS RECEIVABLE	377,898	144,433
PREPAID EXPENSES AND OTHER ASSETS	203,655	115,150
INVESTMENTS	26,942,820	23,304,944
BENEFICIAL INTEREST IN PERPETUAL TRUST	682,578	636,497
PROPERTY AND EQUIPMENT, NET	4,700,660	4,790,265
TOTAL ASSETS	\$44,853,395	\$38,124,687

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$932,306	\$783,403
REFUNDABLE ADVANCES	-	42,738
NOTES PAYABLE	9,036	19,041
TOTAL LIABILITIES	\$941,342	\$845,182

NET ASSETS

WITHOUT DONOR RESTRICTIONS	21,767,352	17,774,277
WITH DONOR RESTRICTIONS	22,144,701	19,505,228
TOTAL NET ASSETS	43,912,053	37,279,505
TOTAL LIABILITIES AND NET ASSETS	\$44,853,395	\$38,124,687

2021

Corporate Grants & Partners

CORPORATE PARTNERS

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

GRANTS & FOUNDATIONS

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





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