



Growing a Movement:

CELEBRATING A DECADE OF FOOD JUSTICE



CONTRIBUTORS:

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APPRECIATION FROM TASHA POWELL:

Dear partner and supporter,



At Appetite For Change, our mission is to use food as a tool to create health, wealth, and change in North Minneapolis and beyond. As a lifelong Northsider, I am a believer in the community, serving the community, sharing not just nutritious food but sharing information and skills.

Ten years ago, when Michelle Horovitz, Princess Haley, and I founded AFC, it was very important to us that we engage with and listen to the community. We began by bringing together many Northside residents to cook, eat, and talk. We listened and learned, using that knowledge to build the foundations for our work.

That's how we started, and that's how we continue our work over a decade later. I am proud of all we accomplished in 2022 - we continue to see and celebrate the assets in the Northside, lead with urgency, and share a vision where access to wholesome food is no longer controlled by zip code and financial means.

Thanks for being a part of our growing movement in 2022. With your help, we have been paving the way for lasting change. We have big plans for the coming year. We have been tending the soil to plant seeds of lasting change next year and beyond. We're counting on you to be a continued part of this movement.

Gratefully,

TASHA POWELL

President and Co-Founder, Appetite For Change

See you at the farmers market.



FARMERS MARKET

Cash, Credit/Debit, EBT,
Market Bucks & Fresh Bucks
accepted by most vendors.

June - October | 3pm - 7pm

The Plaza @ Capri Theater (2027 W. Broadway Ave)

West Broadway Farmers Market is a social enterprise run by Appetite For Change. We're creating a dynamic gathering space to increase food access and promote economic development among Northsiders. Swing by on Fridays to join our mission to use food as a tool to build health, wealth, and social change.

See you at our weekly youth-led farmers market.

afcmn.org/wbfm

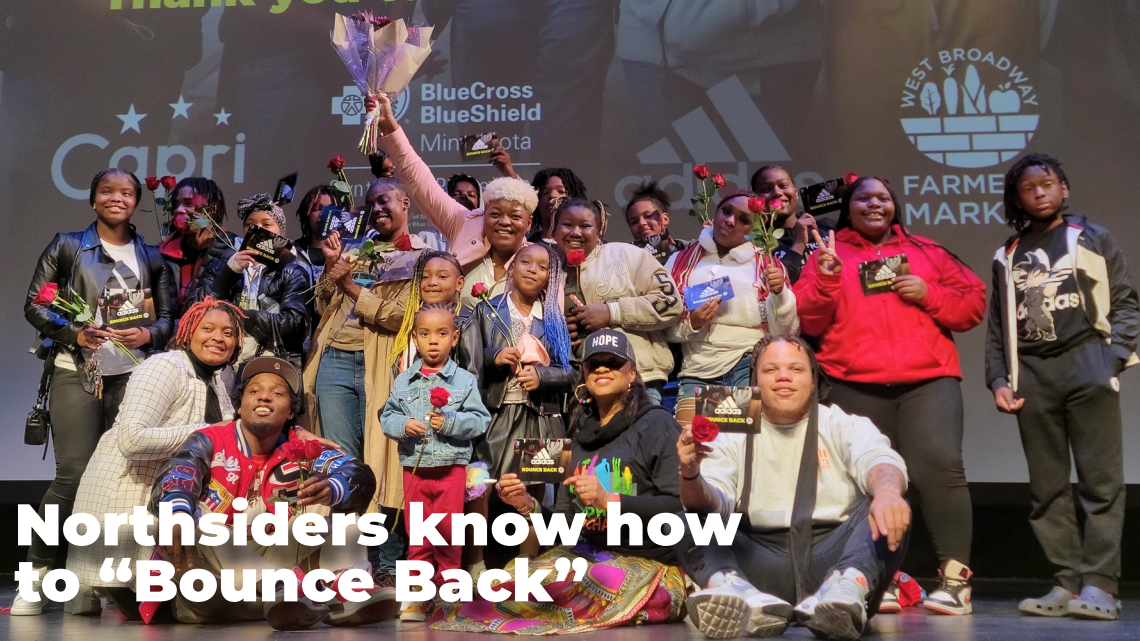
In partnership with:



WBC

West Broadway Business
And Area Coalition

Thank you to all of our sponsors:



Northsiders know how to “Bounce Back”

Our Youth Training and Opportunities Program (YTOP) is one of the many AFC recognizes the value of investing in our younger generations. Through peer-led activities and community-oriented events, our YTOP participants learn to develop a positive self-image and leadership, organizing, and advocacy skills.

Last October, we celebrated the video release of “Bounce Back and Black Queens,” a YTOP retrospective video involving the youth who created our viral video, “Grow Food.” We rolled out the red carpet at the Capri Theater with great energy and gratitude for our young leaders.

Our youth show up for their neighbors: planning, planting, and providing wider access to food. With all the work they do – like staffing our annual West Broadway Farmers Market – they still found time to be movie stars. With their Capri Theater red carpet event, they premiered the Bounce Back documentary and “Black Queens” video.

This short documentary shows how our youth “bounced back” after the pandemic and global uprising derailed their 2020 plans. Although threats from white supremacists resulted in the cancellation of West Broadway Farmers Market’s 2020 season, YTOP was determined to bring the market back to North Minneapolis for years to come.

We’re proud of the leaders they are and are growing into.

**ICYMI: Watch the
Bounce Back
documentary here:**



An Invitation to Dream Big

We continue to be grateful, energized, and humbled by the anonymous donation of \$1.5 million we received in 2022 - the largest single donation in our history. The donor indicated they have long admired our positive impact within our community. They further expressed how they hoped to honor AFC's hard work, mission-driven focus, and dedication of their staff and volunteers with a donation that would help propel us into the future.

This incredible gift is a dream come true for our whole organization, as we have the freedom to dream big and expand programs that are a part of the landscape in Northside neighborhoods. This gift will move us to a greater level of making positive social change, which is why we do what we do.

INVESTING IN OUR TEAM

Our focus has always been to create a solid foundation for future growth. It is because of donors like you that we can support our staff who make this work possible. In 2022, we were proud to apply our mission of creating health and wealth by now offering our employees a full set of benefits.

CELEBRATING A DECADE

2022 marked many huge landmarks for our organization, including our tenth birthday! Here is to a decade of work rooted in food justice. AFC continues to dream big as we reflect on our first ten years and look forward to a bright future, grounded in creating and supporting equitable food systems in North Minneapolis and beyond.

AFC 2023 GOALS

We refuse to lose momentum! Our goals for 2023 are as big as ever.

EARNED REVENUE

\$2,295,000

CONTRIBUTED REVENUE

\$4,000,000

OF MEALS SERVED

325,650

PEOPLE TRAINED / EMPLOYED:

47.5 FTEs

\$ INVESTED IN COMMUNITY:

\$4,326,107

PEOPLE ENGAGED:

215,000

HOURS ENGAGED:

25,000





2022 IMPACT BY THE NUMBERS

CREATING HEALTH

12,500 lbs

of chemical free produce grown

CREATING WEALTH

3.5 Million

invested in community

CREATING SOCIAL CHANGE

20,000 hrs

hours of engagement with our community

FOOD AS A TOOL

309,950 meals

cooked & distributed

YOUTH ARE THE TRUTH

24 youth leaders

engaged through YTOP programming



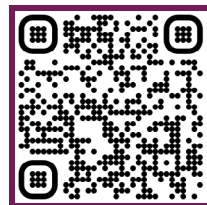
Making a direct impact on the food systems of North Minneapolis has been and will always be a priority for Appetite For Change. We do the groundwork, distributing fresh produce to our community and giving youth the skills they need to continue to grow into engaged neighbors.



How sweet! Planting beets with the Minnesota Lynx

On a balmy summer afternoon in July 2022, beloved WNBA champion and four-time Olympic gold medalist Sylvia Fowles was determined to make a different kind of impact. Alongside her Minnesota Lynx teammates and members of the Minnesota Jr. Lynx Dream Team, she headed down to Appetite For Change's Freedom Farm to plant her favorite healthy staple: beets.

Our youth gave a helping hand, with everyone getting their hands in the dirt to plant a new beet patch, affectionately named "Syl's Sweet Spot." To close out this celebratory day, a bench was unveiled at the garden as a surprise from the Minnesota Lynx to this all-star athlete to commemorate her legacy here in Minneapolis.



Join us in the garden for yourself and get rooted in food justice work: afcmn.org/volunteer

BOARD SPOTLIGHT

Growing the seeds of change

I am honored to work with Appetite For Change as a Member of AFC's Board and as Chair of the Advancement Committee. Over the last four years, AFC has increasingly exceeded my expectations in its ability to use food as a tool to build health, wealth, and social change in North Minneapolis. Not only am I proud to be a part of the commitment to growing the seeds of change, but in my ability as a leader to give life to the values and ventures that Appetite For Change stands for and all the social enterprises represent. As change is a part of our mission and name, it will also be a part of our growth.



Hope to see you at our urban gardens,

Joselynne Fynboh

Global Impact, Enterprise Integration Lead, General Mills

CREATING ART WITH MEANING

Sprayfinger & YTOP



Last winter, youth in YTOP worked with artists from Sprayfinger, a program centering the importance of graffiti as an art form, to create a mural for our Colfax urban garden. After learning about different types of murals with artists Tom and Peyton, they brainstormed a design YTOP could call their own. Together, they created vibrant murals that will last for years to come!

This project was made possible thanks to the Minnesota State Arts Board through appropriations from the Minnesota State Legislature.

Impact vs. Intention

2022 FINANCIAL AND PROGRAM HIGHLIGHTS

EARNED REVENUE

■ ACTUAL □ GOAL

ACTUAL: \$1,750,977 (GOAL: \$1,700,000)

CONTRIBUTED REVENUE

ACTUAL: \$3,949,323 (GOAL: \$2,700,000)

MEALS/FOOD SUPPLIED¹

ACTUAL: 309,952 (GOAL: 289,283)

\$ INVESTED IN COMMUNITY²

ACTUAL: \$3,481,958 (GOAL: \$3,825,000)

NUMBER OF PEOPLE TRAINED/EMPLOYED³

ACTUAL: 162 (GOAL: 100)

NUMBER OF PEOPLE ENGAGED

ACTUAL: 208,235 (GOAL: 24,580)

NUMBER OF HOURS ENGAGED⁴

ACTUAL: 20,180 (GOAL: 84,900)

¹ Community Cooks (Community Cooks & Meal Box program), YTOP (meals served to the youth), Cafe (entrees served at Breaking Bread Cafe), Catering (entrees served at Station 81 & Catering), Urban Agriculture (all produce sold and donated at and outside the Farmers' Market)

² Community Cooks (wages earned by program facilitators, including youth hours), YTOP (wages for all hours not attributed to other programs (i.e. CC, Urban Ag, etc.), Cafe (wages earned by cafe staff and managers), Catering (wages earned by catering staff and managers) Urban Agriculture (unique growers that AFC purchases from, wages paid to AFC employees including % of youth time spent with urban ag, amount paid by AFC to growers for their produce)

³The majority of these are catering and youth staff.

⁴ This number includes all of the programs



We've moved! Here is our new address.

2520 N 2nd St,
Minneapolis, MN 55411

afcmn.org



Come through & cook with us now through November 2023

Our free cooking workshops are BACK! You can make a delicious meal, like this stuffed bell pepper dish, alongside our youth and staff. Explore new ingredients, nutritious recipes, and connect with your community.

afcmn.org/community-cooks

