



wholesome wave georgia

2022 ANNUAL REPORT

WWG Team

CURRENT STAFF

Will Sellers

Executive Director

Sarah Moore

Operations Director

Annamarie Robb

Development Director

Amanda Newsom

Development Manager

James Carr

Communications Specialist

Robin Walker

SNAP Connection Program Manager

Maria Perez

SNAP Connection Benefit Specialist

Mekenzie Gear

Food For Health Program Manager

Alex Duncan

Fresh For Less Program Manager

Moira O'Neill

Fresh For Less Program Coordinator

Mike Rouse

Community Food Ambassador

Trinity Harrison

Atlanta Local Food Systems Fellow

Thank you to Madina Huka, Cassidy Rothfeder, and Jessie Zhao for being a part of our 2022 staff.

CURRENT BOARD OF DIRECTORS

James Irungu, *Chair*

Sarah Pierre, *Vice Chair*

Ashley Smith, *Treasurer*

David Yankey, *Secretary*

Kristie Abney

Lawton Bloom

Ben Tompkins

Josh Berman

Peter Dale

Mallory deGolian

Yvonne Druyeh Dodd

Elizabeth Jump

Keith Pepper

Tony Riffel

Ed Seiber

Tommy T. Thomas

Chris Willett

Thank you to our 2022 Executive Committee: Ben Tompkins as Chair, Kristie Abney as Vice Chair, Myles Emmert as Treasurer, and James Irungu as Secretary; and Teresa Bonanno Hirsh for serving on the 2022 board.



A MESSAGE FROM OUR LEADERSHIP

Like every person and organization, the last few years were turned upside down by COVID-19. At Wholesome Wave Georgia, we saw a massive surge in demand for all of our services: helping people enroll in public benefits like SNAP, matching SNAP/EBT spending at local farmers markets, and enrolling in healthcare courses.

Compounding the issue was record high inflation, which increased the costs of food and fuel. For many of the systematically disadvantaged communities we serve, this hit particularly hard.

For all the challenges we faced, we also had some major accomplishments.

For starters, government at all levels appreciated our efforts. Our testimony in front of the Georgia State Senate Committee on Improving Access to Healthy Foods and Ending Food Deserts led to the Georgia Food Insecurity Eradication Act, which passed in 2022.

We also met with a select group of Senate staffers in Washington D.C. during the White House Conference on Hunger, Nutrition, and Health to share our expertise and experience.

Finally, we partnered with the American Heart Association for a partnership with the City of Atlanta, which led to a \$500,000 grant to improve local food systems and increase access to fresh, healthy, local food. That work continues in 2023.

Last but certainly not least, we held Southern Chefs Potluck in person for the first time since 2019. We hosted over 250 people at The Foundry at Puritan Mill, raising almost \$200,000 for WWG.

As always, we are grateful to do this work, especially during a time of critical need. We look forward to deepening our impact through partnerships and community.



Will Sellers
Executive Director

Ben Tompkins
2022 Board of Directors Chair





MISSION

Wholesome Wave Georgia (WWG) makes fresh, healthy, locally-grown produce affordable and available to all Georgians.

VISION

We steward a network of farmers, neighbors and community partners who believe affordable access to fresh, healthy, locally grown food creates a more inclusive, nourishing, and loving food system in which everyone prospers.

CORE VALUES

Local

We tailor our efforts to serve the unique populations and economic needs of urban and rural communities across Georgia by strengthening and uplifting local farmers, small businesses, and local food systems.

Commitment

We are dedicated to showing up for our partners, having a consistent presence in our communities, and following through with program plans and projects.

Collaboration

We depend on each other and our community to fight food insecurity and support local agriculture in Georgia.

Accountability

We remain accountable both individually and as an organization to uphold our mission and vision with the utmost transparency.

Inclusive

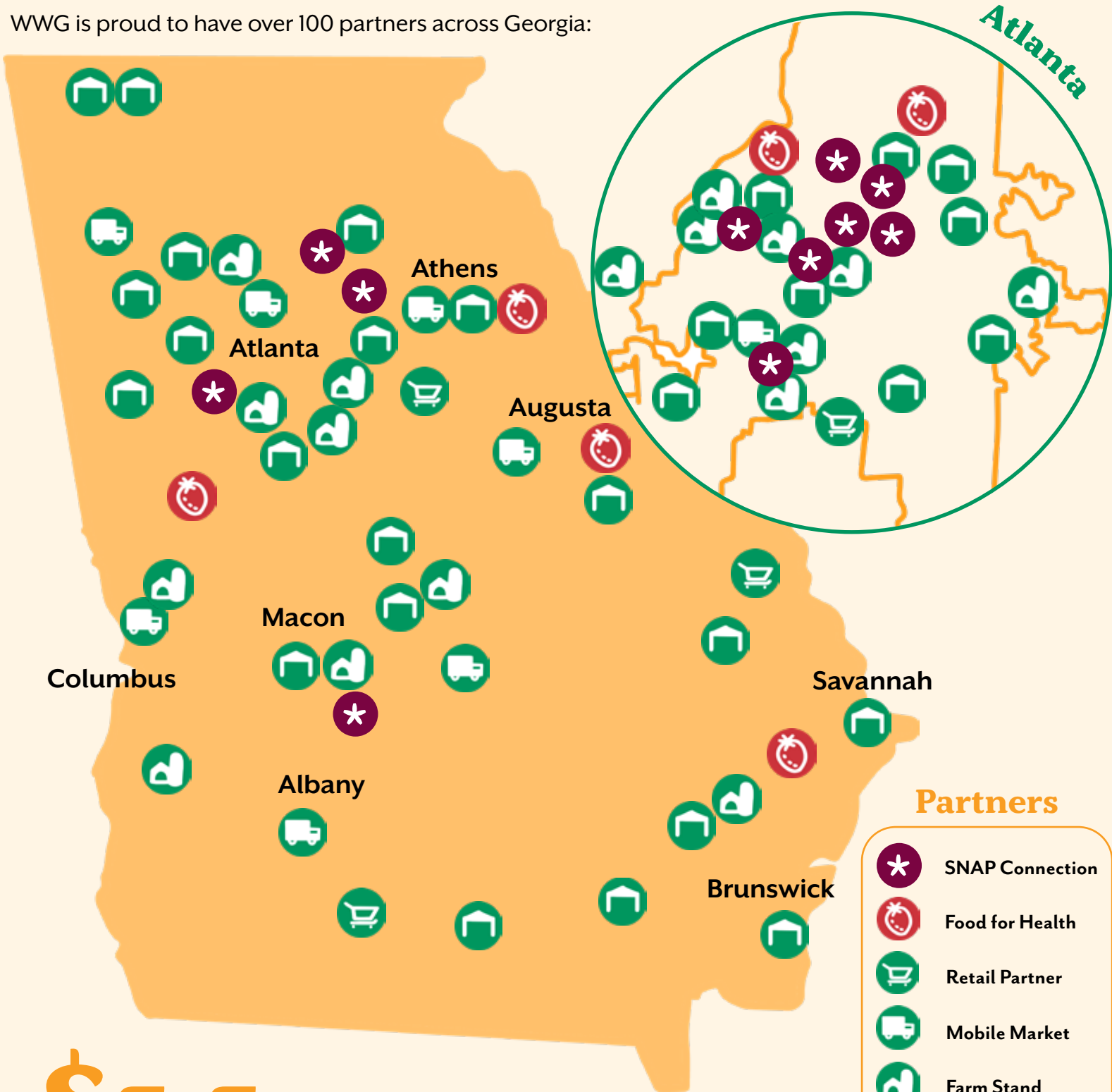
We design programs and processes with equity and dignity for everyone and are proud to be representative of the neighbors, families, and communities we serve.

Love

We show love for one another and people in our communities through active listening and by being trustworthy, empathetic, and compassionate. Love is the foundation of our work.

WWG Across Georgia

WWG is proud to have over 100 partners across Georgia:



\$5.5 million

WWG has facilitated more than \$5.5 million in economic impact via spending at partner sites since 2009 by matching the value of SNAP/EBT (“food stamps”) on produce purchases.

Partners

- SNAP Connection
- Food for Health
- Retail Partner
- Mobile Market
- Farm Stand
- Farmers Market

Scan the QR code for our full partner list:



2022 HIGHLIGHTS

MAR

Began initiative to include more brick and mortar stores as partners



APR

Partnered with Unite Us through the coordinated care network, Unite Georgia

JUN

Contributed to the passing of Georgia Food Insecurity Eradication Act

Recognized by House Agriculture Committee Chairman David Scott



SEP

Invited to the White House Conference on Hunger, Nutrition and Health

Attended National Produce Prescription Conference

Presented to Congressional Sub-Committee on Hunger

Attended Veggie Van Training Center's Mobile Market Summit

Visited Jon Ossoff's Office



Panelists with Congressional Staffers at Day of National Produce Prescription



OCT

Received the Fulton County Commission on the Environment Award

DEC

Raised \$7,000 for Giving Tuesday

Received City Atlanta Funding of \$500,000

WWG in 2022



wholesome wave georgia food for health

WWG's Food for Health program provides access to produce in underserved communities through partnerships with healthcare providers, community organizations, and local retailers by providing healthy lifestyle coaching and food prescriptions that make locally-grown food free.

144
Participants
Enrolled

451
Household
Members Impacted

72%
Completion
Rate

\$59,942
Prescription
Redemptions

wholesome wave georgia SNAP connection

WWG's SNAP Connection program offers free SNAP benefits screenings, enrollments, and renewals to help Georgians in need put food on their tables.

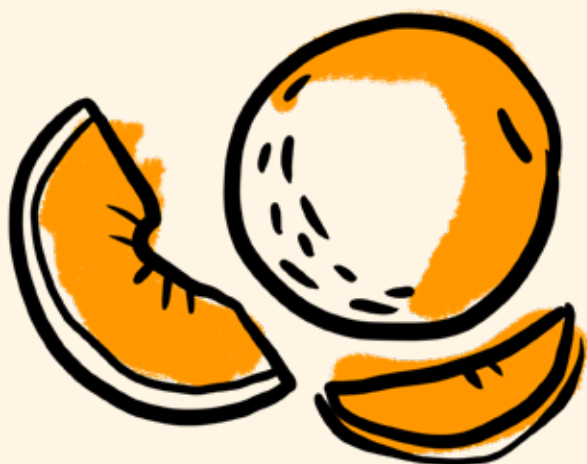
15 Community Partners

46 Counties Served

68% SNAP
Enrollment Rate

38 Spanish-Speaking
Households Assisted

1,421 Total Cases
(9% increase from 2021)





wholesome wave georgia fresh for less

WWG's Fresh for Less program doubles SNAP/EBT dollars used to purchase produce at participating partner sites. Shopping at your local farmers market puts money back into your community while supporting local farmers.

52% increase in EBT card swipes compared to 2021

3,984 new SNAP shoppers

\$368,000

SNAP benefits matched, which translated to:



\$1 MILLION

worth of fresh food sold by local farmers



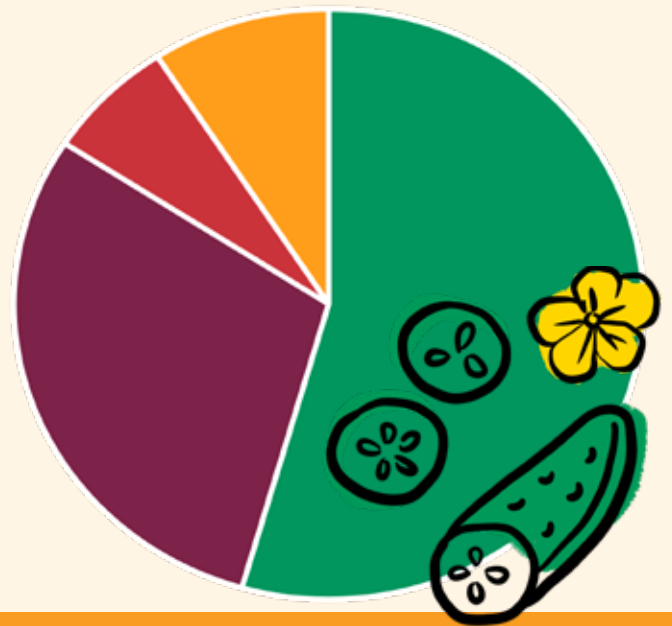
7 Mobile Markets



6 Brick-and-mortar Stores

25 Farms

44 Farmers Markets



Plant 2 Plate

75% attendees were first-time users

66 Garden Kits distributed during 7 Plant 2 Plate Events

Thank You!

Individual Donors

Anonymous Donors (8)

Kristie and Charles Abney

Gill E. Bass

Amy Bearden

Sara Berman

Bill and Haqiqa Bolling

Erin Brown

James Carr

Chen Chang

Catherine Chanin

Kenneth Chapman

Tesha Clemmons

Dottie Cohen

Bryan Coleman

Cassandra and Casey Cornell

Karen Cross

Richard Denny

David Durbin and Constance J. Alexander

Claire Fendrick

Nicholas Fields

Finest Events Rental Services

Joe Fowler

Zachary Hamada

Teresa Bonanno Hirsch and Lance Hirsh

Casey Hoff

Stephanie Hooks

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Lynn Pollard

Colette Pozzo

Melissa Reams

Diana Ries

Liz Robb

Julie Ryder

Paul Schramm

Rhonda Shareef

Kevin Sheldon

Dene Shepherd

Stone Mountain Farms

Ericka Stricklin-Parker

Sarah Yates Sutherland and David Sutherland

**Every \$5 of SNAP
equals \$9 of
economic return.**

Therefore, if every SNAP recipient in Georgia spent \$10 at a farmers market each year, it would generate \$18 in economic revenue.



WE'RE GRATEFUL TO OUR 2022 DONORS & PARTNERS

Marsha Taylor
John Tirrill
Namrata Tripathi
Lucy and Bill Vance
Villegas Family Fund
John Vogel
Elizabeth and Christopher Willett
Womack Family
Rowena Worrall

Wholesome Heroes

Susan Desmond and Deji Alaran
Jonathan Beltran
Josh Berman and Beverly Carey
Gregory Best
Melissa Bowen
Monique Childress
Anna D'Alessandro
Mallory deGolian Family
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Kaitlyn Pruitt
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Annamarie and Sam Robb
J. Edward Seiber
Cleo Anderson and William Sellers IV
Brenda and William Sellers Jr.
Amy Sharma
Samantha Slappey
Kevin Souza
Carol and Paul Stockman
Ben Tompkins and Steven Satterfield
Beth Valentine
Chris Vick
Robin Walker
Mac Wilson
Judith Winfrey
Woodie and Steve Wisebram

Private Grants & Foundations

American Heart Association
The Coville-Triest Family Foundation
Betty & Davis Fitzgerald Foundation
Kaiser Permanente of Georgia
LuluMa Foundation
Wellstar Health System
Wiggle Bug Foundation
Zeist Foundation

Public Grants & Foundations

City of Atlanta
Georgia Division of Family and Children Services (DFCS)
United States Department of Agriculture (USDA) Food and Nutrition Services

Southern Chefs Potluck

Chef Partner Sponsor

Chris Willet of Janney Montgomery Scott LLC

Sustaining Sponsor

Carter & Associates
Verizon

Patron Sponsor

Full Plate Real Estate

2022 DONORS & PARTNERS CONTINUED

Patron Sponsor

Full Plate Real Estate
J. Galt & Associates
MWT Windows
Real Brands
Seiber Design, Inc
Square One Organic Spirits
The Clover by Piedmont Distillers, Inc.

Neighbor Sponsor

Ameris Bank
Mallory deGolian
Will Sellers IV

In-Kind Sponsors

3 Parks Wine Shop
Atlanta Home & Lifestyle
Decatur Glassblowing
Finest Events
Fresh Harvest
Gumbo Marketing
Montane Sparkling Water
Prime Wine & Spirits of Georgia
R&R Secret Farm
Rodney Scott BBQ
Springer Mountain Farms
Square One Organics Spirits
Steady Hand Beer
Taylor English Duma LLP
The Clover by Piedmont Distillers, Inc.
United Distributors

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Mallory deGolian, *Committee Chair*
Kristie Abney
Teresa Bonanno Hirsh
Elizabeth Jump
Keith Pepper
Sarah Pierre
Tony Riffel
Ed Seiber
Ben Tompkins

Volunteers

Emily Adams
Jimmy Breedlove
Rayven Bryant
Abigail Darwin

Bryn Davis
Ramona and Calvin Finnie
Ryan Giometti
Lisa Hanson
Aisha Henley
Texanne Holloway
Anita Kambhampati
Benjamin Klukaszewski
Karthik Krishnan
Katie Lewis
Adam Lipus
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Manny Romero
Aria Shokoohi
Jan Spurlin
Ray Spurlin
Rodd Talebi
Alicen Van Klompenburg
Tasho Wesley
Juanes Zapata
Marie Zogaa

Community Partners

Fresh for Less Partners

A Better Way Grocers
Aluma Farm
Athens Farmers Market
Atlanta Harvest
Beyond Harvest Foods
Brunswick Farmers Market
Candler Black Market
Cartersville Farmers Market
Carver Market
Castleberry Farmers Market
Church Street Farmers Market
Cotton Mill Farmers Market
Decatur Farmers Market
East Atlanta Village Farmers Market
East Point Farmers Market
Farm to Neighborhood

Partner Spotlight

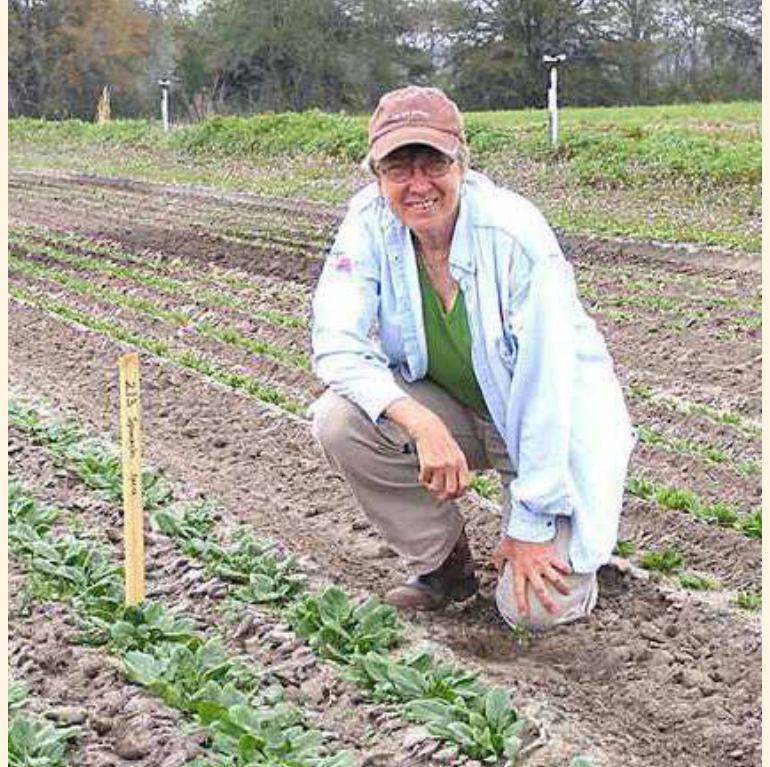
RELINDA WALKER & MICHELLE GIDDEN

Wholesome Wave Georgia celebrated the Statesboro Main Street Farmers' Market co-managers, Michele Giddens and Relinda Walker (pictured here), for the 2022 Judith Winfrey Leadership and Innovation Award which recognizes outstanding leadership and innovation as a farmers' market manager in Georgia.

About 20 years ago, Michele sought to provide healthier foods to her young daughter, which inspired a visit to her local farmers market. There, Relinda introduced her to local, organic food. What was so wonderful is that she had more interesting foods.

Relinda explains, "I was a founding vendor for both the Statesboro Farmers Market and the Forsyth market in Savannah." Having lived up north for many years, she became "...interested in food and the food movement, and I came back to Georgia." In 2002 she began an organic farm on her father's land.

Michele began working with the Statesboro Main Street Farmers Market in 2013 while Relinda was invited to be the Saturday market market manager in 2018, a position from which she recently retired. "It was declining, and [they] wanted to see if I could revitalize it. Michele and I worked very closely as partners to get vendors to do both markets and that customers were aware of both." With the help of Wholesome Wave Georgia, they reestablished a long lost ability for customers who use SNAP (food stamp) benefits to pay using EBT, which was a critical element of rebuilding the market and succeeding through the pandemic.



Relinda notes that "Michele worked hard to make sure that people were taking full advantage of those bonus dollars. She would email them to say, 'Thank you for your order. You will be charged this much and you have this much credit so you can go back and order some more fruits and vegetables.'"

"I don't think a market should exist without reaching out to the underserved and improving access for everybody in the community," says Relinda. "That was an important part of my mission when I joined the market, and something that Michele and I shared and worked on together. We really worked hand in hand with Wholesome Wave Georgia. Everybody there has been so good to work with and so supportive."



Scan the QR code to read their full story.



2022 DONORS & PARTNERS CONTINUED

Forsyth Farmers Market and Farm Truck 912
Freedom Farmers Market
Fresh MARTA Market, Bankhead
Fresh MARTA Market, College Park
Fresh MARTA Market, Doraville
Fresh MARTA Market, Five Points
Fresh MARTA Market, Hamilton E. Holmes
Fresh MARTA Market, Kensington
Fresh MARTA Market, West End
Good Samaritan Urban Farm
Grant Park Farmers Market
International City Farmers Market
Laney Walker Farmers Market
Lilburn Farmers Market
Little Ones Learning Center
Love is Love Farm
Ludowici Gardens
Marigold Market
Market on Madison
Market Produce LLC
Monroe Farmers Market
Morningside Farmers Market
Mulberry Market
Napier Heights Food Coop
Narrow Way Farm
North Highland Farmers Market
Oakhurst Farmers Market
Oxford College Market and Farm
Patchwork City Farms
Peachtree Road Farmers Market
Rabbit Valley Farmers Market
Rag & Frass Farm
Rockmart Farmers Market
SMV Market
Statesboro Main Street Farmers Market
The Farm Bus
The Food Mill Farmacy
The Green Market At Piedmont Park
The Sun Market
Thriftown Grocery
Trefoil Gardens
Tucker Farmers Market
Unearthing Market & Farm
Unity Farm Stand and Market
Veggie Park Farmers Market

Virginia Highland Farmers Market
Walker County Farmers Market
WayGreen Local Fare Market
Wayne County Farmers Market
West Broad Farmers Market
West End Farmers Market
West Georgia Farmers Cooperative
Westside Growers Market

Food for Health Partners

Athens Farmers Market
Augusta Locally Grown
Expanded Food and Nutrition Education Program
Good Samaritan Health Center
Harrisburg Family Healthcare
Mercy Health Center
University of Georgia SNAP-Ed
Veggie Park Farmers Market

SNAP Connection Partners

Atlanta Legal Aid Society
BeLoved Atlanta
DeKalb County Public Library, Clarkston Library
East Point Housing Authority

Emory



We have taken great care to accurately assemble this list of 2022 supporters, but we know mistakes happen. Please accept our apologies if we have not reflected your generosity correctly, and email amanda@wholesomewavegeorgia.org so we can update our records. Thank you.

Intern Spotlight

JOSEF ZHAO



Josef Zhao, a second-year master's student at Emory University's Rollins School of Public Health. Interested in food access since his days as an undergraduate, Josef interned in Emory's D. Abbott Turner Program in Ethics and Servant Leadership (EASL) directed by Edward Queen of Emory's Center for Ethics. Perfecting his matchmaking skills over two decades, Queen has paired area partners — nonprofits, government agencies and socially responsible businesses — with students he and his colleagues have tutored in service, community building and leadership development.

As an EASL intern, Josef supported Wholesome Wave Georgia's Fresh for Less and SNAP Connection programs, including administering a survey designed to improve Wholesome Wave's services.

"I have definitely learned a lot about how government benefits and grants are managed,

both by organizations and individuals applying for them or looking to have their benefits renewed. That's been eye-opening, and I can see these lessons helping me in my education and career," says Josef.

It didn't take Josef long to get a feel for the clientele Wholesome Wave serves. "We definitely have a lot of customers who are not familiar with technology or don't have access to it at home, so we are really doing our best to make the online survey as painless as possible. And just through assisting people with SNAP benefits, I've learned more about the kinds of struggles that people are going through trying to make ends meet."



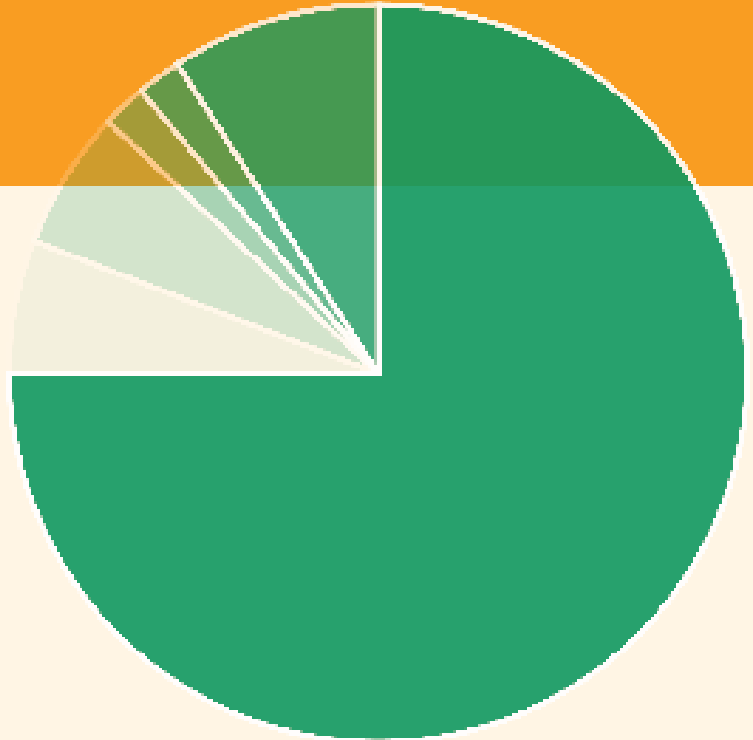
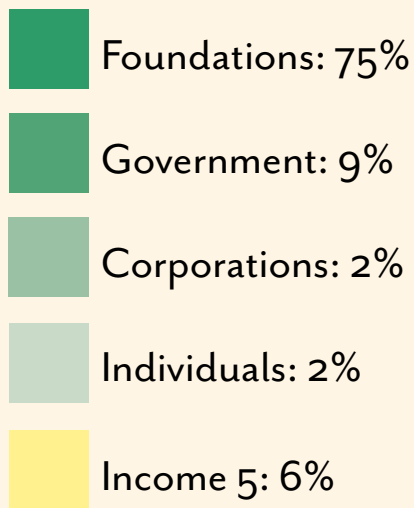
Scan the QR code to read his full story.

Financial Highlights

**Unaudited Financials*

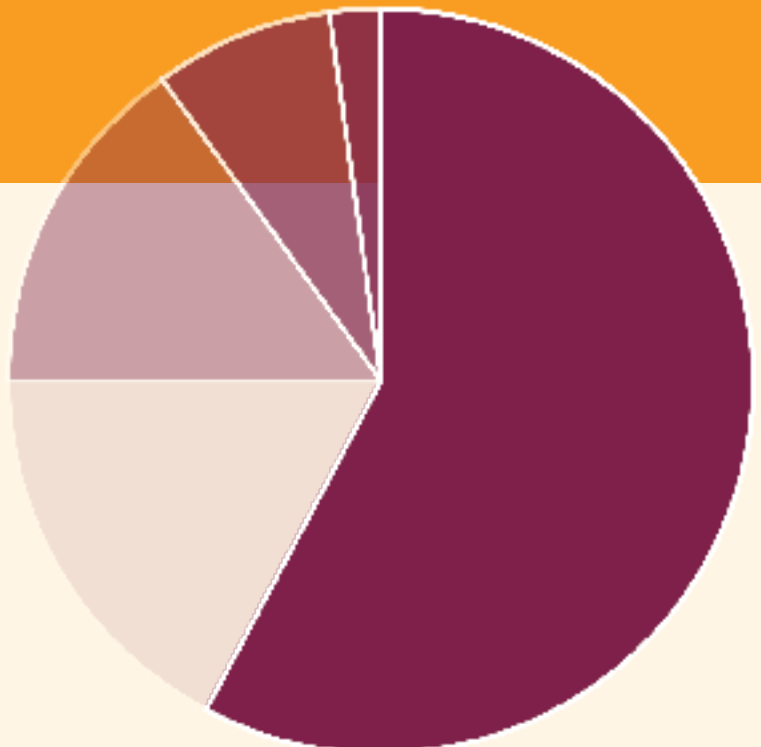
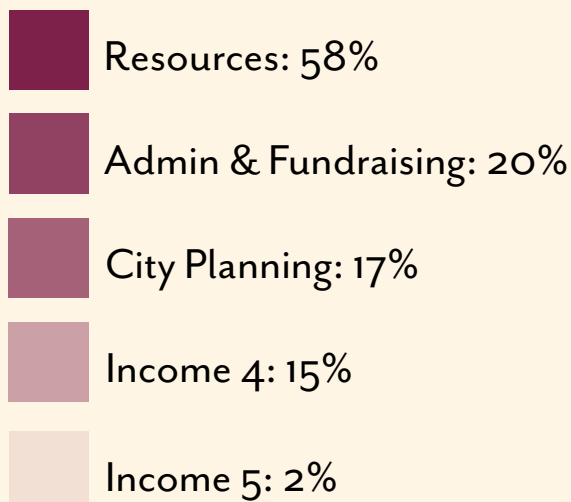
Income

TOTAL:



Expenses

TOTAL:



Ways to Give



DONATE

Like what Wholesome Wave Georgia is doing to provide access to fresh, healthy, local food for food-insecure people across Georgia? Scan the QR code above to donate today!

BECOME A WHOLESOME HERO

Take the next step by signing up for a recurring donation to become a Wholesome Hero! Our work is ongoing, and your continued support can be, too.

BECOME A VOLUNTEER

Your time is valuable to our team! Sign up as a volunteer at: tinyurl.com/wwgvolunteer.

SPONSOR

Your company can get involved, too! Sponsor an event, or join WWG as an annual corporate sponsor. Email annamarie@wholesomewavegeorgia.org to learn more.





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