



Annual Report



4ROOTS

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LETTER FROM THE CEO



A reflection of 2021 rightfully starts and ends with gratitude. Gratitude for your tremendous support and for the abundant blessings that made 2021 so pivotal in transforming what was once a dream into a reality.

The unprecedented growth of 2021 underscores the increasing recognition that at the core of every healthy community lies access to local, healthy food sources. A right for everyone in the community, and responsibility for those in a position of influence.

One of the year's greatest achievements was the start of construction of the buildings that represent the most influential step in initiating change: Education!

Termed the "Education Phase", Phase 1 features a variety of sustainable growing systems such as hydroponic, aquaponic, soil-based, and permaculture anchored by two state-of-the-art classrooms in the Education Center. The EC will serve as a community learning hub, where guests can attend talks from world-renowned speakers, and participate in classes from healthy cooking to box gardening. Students young and old will work to achieve the Certificate in Sustainable Farming. The hands-on learning experience will give community members the power to change their lives and the health of their community.

The new year also brought a change in leadership as we wished Sara Elliott the best and welcomed Tommy Ward into the position of Director of the 4Roots Farm Campus. Tommy's leadership over

Cover Photo:

Cathy Clay, Kristina De La Cruz, Carmen Gibson, Rebecca Marshall, Tamara Dempster @Tomazin Farms

the past seven years at 4 Rivers combined with an insatiable passion for sustainable agriculture enabled Tommy to step in the role and advance the Farm in significant strides.

Other advancements came in the celebration of many “firsts”. The opening of the first 4Roots Cafe and Food Heroes Exhibit in collaboration with the Orlando Science Center, the first Packing District Farmers Market with Dr. Phillips Charities, and the first 4Roots Farmer’s Market on the campus of Orlando Health. Each project shares similar impacts in creating jobs, generating income for farmers, providing locally grown produce, and creating a space for community education. I’m grateful for the opportunity to work alongside such valued partners to expand our footprint and our impact in the community.

Thank you for a truly fantastic year. A year highlighted by significant progress, meaningful impact, and notable strides toward driving systemic change. I can’t tell you how much I am looking forward to all that God has in store for us in 2022.

Blessings,



John Rivers
CEO & Founder, 4Roots



Meet Tommy Ward

Tommy Ward serves as operational oversight, holding the position of Director of the 4Roots Farm Campus; Mr. Ward’s experience includes 20 years of restaurant and hospitality management experience. For the last two years, Tommy had served 4Roots in numerous capacities, primarily focused on exploring and establishing new distribution channels for local produce, including oversight and management of the Feed the Need program, building and streamlining the relationship with the Farmacy, creating two new farmers markets as well as an on-demand virtual farmers market, managing the implementation of numerous grants, including a recently awarded opportunity with the Environmental Protection Agency, streamlining the 4Farmers Rebate program and managing the partnership with O-Town Compost. Tommy, his wife Elisabeth, and two young boys share a passion for serving the underserved and are actively involved in numerous nonprofits around the Central Florida Community.

Farm Campus & Capital Fundraising Progress

Experiences at the Farm Campus will encourage 21st-century skills such as problem-solving, and critical thinking while fostering cross-curricular STEM with agricultural concepts and principles to increase student achievement and interest. Students will have the opportunity to meet with farmers and explore various food and farming careers.



\$13,062,976

Raised as of 9/30/21



505 jobs

estimated county-wide impact

based on the initial capital investment, and
165 operational county-wide jobs once
the campus is built.



363
unique gifts
received

4Roots made substantial progress assembling the financial resources that enabled the construction of the Farm Campus to begin.

We are truly blessed and humbled by the level of support provided for this unique project.

- Franklin (Trip) Snelson, 4Roots Director of Development

The Farm Breaks Ground

The 4Roots Farm Campus achieved several important milestones in Fiscal Year 2021! The 4Roots team received the “Green Light” to move forward with the first phase of construction. The tremendous community support received for this unique project provided the visibility on funding needed. The site clearing was started and completed and the permit for our Education Building was submitted for approval.

4Roots’ Director of Design and Construction Bradley Watkins commented, “This year we started to see years of visioning translated into actual work on the ground. It is very gratifying to see the beginnings of a unique community asset take shape. This project will be educating and inspiring our citizens for generations to come.”



Dr. Phillips Grant

Dr. Phillips Charities generously awarded \$5 million over three years to 4Roots for the construction of its Farm Campus.

This grant has supported the construction of the Education phase of the farm. The facilities and programs offered in this first phase will serve to educate, inspire, and inform guests about local food systems, and it will encourage students to explore career opportunities in agriculture, food science, and other related industries.



Education Building

Direct from our Donors

4Roots Farm Campus & Culinary Health Institute will be a global inspiration. The vision for 4Roots connects food, health and education illustrating solutions that all begin with the soil. 'Let thy food be thy medicine and medicine be thy food' truly resonates with us and we are beyond excited to support 4Roots to strengthen our families, our communities and our planet.

Stacey Ecelbarger, CoFounder,
Parable Foundation

Our Foundation is pleased to support the Farm Campus. 4Roots programs that educate and enlighten about local produce and health will help cultivate the next generation of food citizens.

Dr. Brock Magruder, Jr., President
The Chelsey G. Magruder Foundation

I am so happy and proud to be a supporter of 4Roots. They are truly changing the world in amazing ways, and I look forward to working with them for many more years to come. 4Roots is planting seeds of greatness in our community and our world.

Cynthia Brumback



Elise Vasquez-Warner, John Rivers

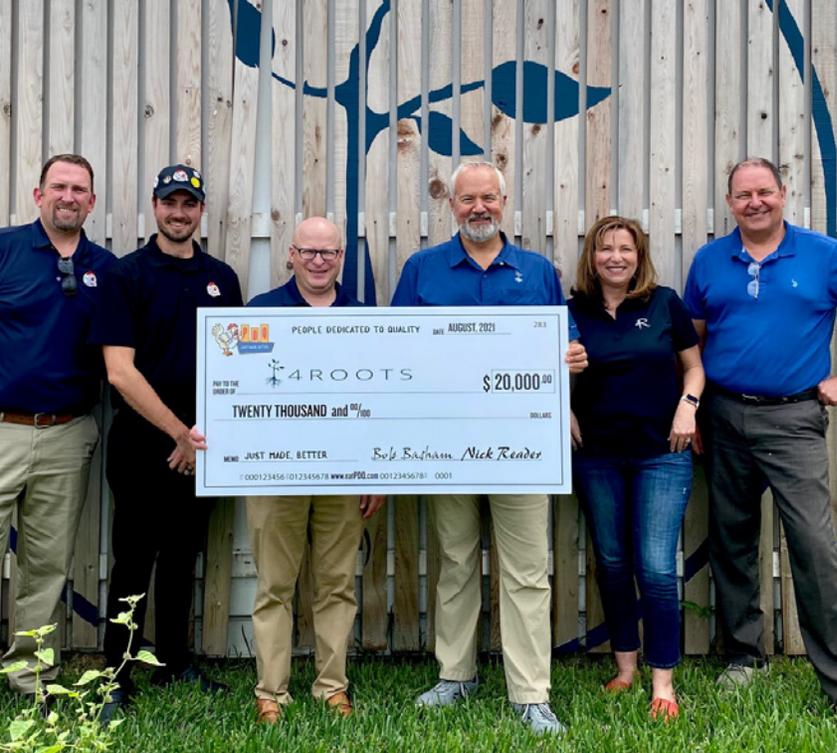
Check Presentations

Walmart Pollinators

Earlier this year, Walmart graciously provided 4Roots with pollinator plants for our garden at the 4Roots Co-Op.

It is estimated that every three bites of food we eat is possible because of pollinators like bees and butterflies. But sadly, over the past 30 years pollinator populations have been declining due to loss of habitat, pests, pollution, pesticides, and a changing climate. It is with gifts such as these from Walmart that we can protect the integrity of our food supply and build a greener, more sustainable future.

Walmart continued to give with a donation of \$20,000 to support our Feed the Need program.



Patrick Sullivan, Brennan Broyles, Jeff Kamis, John Rivers, Monique Waldrop, Trip Snelson

PDQ

This summer PDQ restaurants and 4 Rivers Smokehouse joined together to create a BBQ-inspired sandwich to sell at select PDQ locations in Florida, with a portion of the funds dedicated to 4Roots.

It resulted in PDQ presenting 4Roots with a donation of \$20,000.



Shannon Hallman, Brad Watkins

Donation Everglades Equipment

Everglades Equipment Group is gifting the equipment on an in-kind basis to support the project. Founded in 1963, Everglades Equipment Group is a family-owned and operated full-service John Deere dealership with 18 locations covering central and south Florida.

We are thrilled to showcase John Deere's world-class equipment at the 4Roots Farm Campus being built in the Orlando's Packing District. The 4Roots project aligns with John Deere's priority to provide cleaner, greener, and smarter solutions.

Michael Dacato, Governmental / Commercial Sales with Everglades Equipment Group



Feed the Need (FTN), helps address food insecurity by responding to immediate needs through food distribution. FTN aims to improve the lives of children and youth in Central Florida by promoting growing, preparing, and eating nutrient-dense produce. Through education and collaboration, we will develop long-term solutions that promote ongoing food security throughout our neighborhoods.

By the Numbers

160+
Distribution Events

99,264
Meals Served

111,454
Pounds of Produce Distributed

27
Local Farms Supported

\$341,993
Amount of produce purchased locally

Since Program Inception March 2020:
1,746,086 meals served
677,453 lbs of produce distributed



Volunteers

Last year Feed The Need was the recipient for Visit Orlando's Magical Dining program, where \$1 of every meal that year was donated to us. They continue to give to us, through their time and effort.

This year, the Visit Orlando team joined Feed The Need in an event at the 4Roots Co-Op. In just three hours, 410 bags of fruits and vegetables were packaged for underserved areas in the Central Florida community.

Distribution

4Roots' Feed the Need had another successful distribution event with community partners, One Heart, and PDQ.

On June 16, 2021, FTN provided over 900 pounds of fresh, nutrient-dense produce and PDQ donated hot boxed meals to One Heart's monthly food drive. Minority Leadership Scholar volunteers from Apopka High School helped distribute the fresh produce and hot meals to families in need.



Education

In 2021, Feed the Need not only distributed meals to underserved communities, but also worked with partners to support educational community garden programs, like the Apopka Billie Dean Community Garden. This garden was established in honor of Mr. Billie Dean (agriculture teacher at Apopka High School, Apopka City Commissioner, and Vice Mayor of Apopka), and it is managed by The Big Potato Foundation.

In 2021, 4Roots donated 20 cubic yards of soil from Southeast Soils to support the garden and its mission to create a healthy local food system. We also donated three garden beds for the Minority Leadership Scholar (MLS) volunteers from Apopka High School to grow and harvest produce to distribute back to their community.

Supporting Local Farmers



Jamie Williams, Lipman Farms

2021 in Review:

Distributed over **325,000 lbs. of produce** through the 4Farmers Program.

Generated \$8,390 in revenue to support 4Roots mission.

Participating Farmers:

RC Hatton
Lipman
Pexco
Kalera
Long and Scott

Participating Buyers:

AdventHealth
KPMG
Orlando Health
4R Restaurant Group



Produce Brokering with Reverse Demand

Our 4Farmers program encourages local produce buyers to commit their produce purchases to local farms, thus creating a huge guaranteed demand for the farmers, reducing the mileage between harvest and consumption, and ultimately supporting our local economy.

As the facilitator of this program, 4Roots receives a portion of each purchase to help fund programs that further support the mission of 4Roots.

Program Benefits:

- Strengthen Florida's local food economy by supporting Florida farmers
- Buy fresh produce directly from local Florida farmers
- Reduce carbon footprint associated with high mileage logistics

Florida farmers donate to 4Roots with each purchase to help support a better Florida economy





The 4Roots Cafe and Food Heroes Exhibit are officially open!

Located inside the Orlando Science Center, the 4Roots Café is an eatery as well as a learning hub.

With the hands-on education elements of the exhibit, it is an interactive way for families to learn about food and farming together. The cafe sources as much produce as possible from local growers.

Visitors can come for the plant-forward menu items and leave with a greater appreciation and understanding of the role agriculture and science play together in our lives.

The café is a partnership with the 4R Restaurant Group, and a portion of the proceeds benefits 4Roots.



Sara Elliott, JoAnn Newman, Antwan Williams, John Rivers and Kelly Nierstedt

4Roots Cafe and Food Heroes Exhibit

273,531

OSC annual visitors

(much lower than normal due to COVID)

8

4Roots food hero demos

approximate attendance at each demo = 50

2021 Financial Statement

Revenues and other support	Without Donor Restrictions	With Donor Restrictions	Total
Grants	376,202		376,202
Donations and private support	1,140,913	3,033,648	4,174,561
PPP Loan forgiveness	59,600		59,600
In kind donations	147,083		147,083
Other	1,137		1,137
Net assets released from restrictions	894,687	(894,687)	
Total revenues and other support	2,619,622	2,138,961	4,758,583

Expenses	Without Donor Restrictions	With Donor Restrictions	Total
Program services	1,082,402		1,082,402

Supporting Services	Without Donor Restrictions	With Donor Restrictions	Total
Management and general	775,701		775,701
Fundraising	291,259		291,259
	1,066,960		1,066,960
Total expenses	2,149,362		2,149,362

	Without Donor Restrictions	With Donor Restrictions	Total
Change in net assets	470,260	2,138,961	2,609,221

Net assets	Without Donor Restrictions	With Donor Restrictions	Total
Beginning of year	1,195,115	134,130	1,329,245
End of year	1,665,375	2,273,091	3,938,466



Raymond D. Warthen



Cherette Warthen and Raymond D. Warthen

Helping Local Farmers

Included below are letters from local farmers showing gratitude for the support 4Roots has provided:

"Thank you for your donation of a check which is valued at \$5,000. Your donation and support have helped inspire us, motivate us, and help keep us going through the tough times. 2021 for us was a year of evolution. After working so hard through the years, I didn't think anyone was listening or knew what we were building here in The Historic Parramore Neighborhood. Thank you all for showing up, visiting and remaining consistent through our growth and supporting our cause. Having a Farmers Alliance is really inspiring and glad to be a part of the 4Roots community."

You all are cooler than the other side of the pillow.

Thank you again for your generous donation and for helping to make such a huge difference for South Street Urban Farm."

- Raymond D. Warthen
Infinite Zion Farms

"As we pushed through 2020 and into 2021, 4Roots began working to help us move our product through various avenues. They also began to help with organizing weekly volunteers and helping to establish new systems that would enable our farm to continue growing food for our surrounding communities."

We at Tomazin Farms can honestly say without the support of 4Roots in 2020-2021, we would not have survived as a business.

Farming, they say, is one of the most challenging professions that you can get into. From experience, I can tell you that it takes a toll on all areas of your life when you grow vegetables as your only source of income.

4Roots has provided us with many avenues of assistance, which without, we will not be able to continue thriving on this 100-year-old farm."

- Paul Tomazin
"The Barefoot Farmer"
Tomazin Farms



Back: Paul Tomazin, Thomas Ward,
Jordan Johnson, Missy Tomazin
Front: Cathy Clay, Karem Luy



The Farmacy and Local Farmers Markets





At The Farmacy, our mission is to promote health and wellness by providing natural, healthy food choices to the community. By providing locally sourced food, we reconnect people with their food sources while sustaining local, all-natural farms. We encourage others to get back to the Farm and away from the Pharmacy, and to “Let food be thy medicine, and medicine be thy food.”

The Farmacy 2021 Overview

\$534,994 in total sales

Sales

Farmers Market: \$415,744

Online Market: \$119,048

Served over 20,100 customers

To learn more about the Farmacy, visit farmacynow.com or scan the code below.



Local Farmers Markets

New Packing District Farmers Market:

4Roots, The Farmacy, and O-Town Compost have teamed up to bring The Packing District Farmers Market to life.

Every week The Packing District Farmers Market features local produce from local farmers and several local vendors. It creates the perfect space for facilitating community while supporting local businesses.

Join us every Saturday from 8 am – 1pm

2310 N Orange Blossom Trl,
Orlando, FL 32804

New Orlando Health Farmers Market

Tuesday mornings 11 am – 2 pm

1414 Kuhl Ave, Orlando, FL 32806
(1st Floor Lobby, next to Subway)

Winter Garden Farmers Market

Every Saturday from 8 am – 1 pm

104 S Lakeview Ave,
Winter Garden, FL 34787

Event Highlights



Top: John Rivers **Bottom Left:** Mayor Buddy Dyer **Bottom Middle:** JoAnn Newman
Bottom Right: Eddy Moratin

Farm Dinner

The Third Annual Friends of the Farm Dinner was held at The Orlando Science Center on November 1, 2020.

This event invites key stakeholders, influencers, and contributors to 4Roots Farm to celebrate the accomplishments of the year and cast the vision for the year ahead.



Greg Francis



Greg Francis, Raymond Warthen, Jim Lewis

Just Harvest

John Rivers joined local attorney Gregorio (Greg) Francis to celebrate the launch of Francis' book, *Just Harvest: The Story of How Black Farmers Won the Largest Civil Rights Case against the U.S. Government*.

Just Harvest details the plight of Black farmers in America: how so many were promised 40 acres and a mule as retribution after the abolition of slavery, but instead faced and continue to face decades of systemic discrimination due to the color of their skin.

4Roots has plans to continue to collaborate with Greg Francis on ways to help aspiring Black students who are seeking a career in agriculture.

At this event we presented local farmer Ray Warthen, of Zion Farms & Market, Inc, with a contribution of \$5,000 to help support his work to educate and promote young aspiring Black farmers.

In 1910, it is estimated there were 925,000 Black farms in the United States; today, there are fewer than 18,000.

John and team, thank you so much for such an outpouring of God's graciousness. The event far exceeded my expectations! I am humbled by this all and will never forget this event. The bonus to all of this is that my mother, wife and children got the opportunity to see me being honored, which is priceless. I am forever grateful. - Greg Francis



Harvard Club Farm Breakfast

The Harvard Club of Florida Alumni hosted their first meeting since 2020 at our Princeton Headquarters.

4Roots Board and Committee Members

Governing Board

John Rivers – Board Chair, CEO, 4Roots and 4R Restaurant Group

Mayor Buddy Dyer – Honorary Board Member, City of Orlando

Des Cummings – President, Creation Development Foundation

FJ Flynn – Deputy Chief Administrative Officer, City of Orlando

Robert Gordon – President and CEO, Fresh Point

Sandy Hostetter – Central Florida Regional President, Truist Financial Corporation

Tony Jenkins – Central Florida Region Market President, Florida Blue

Mark Jones – Senior Vice President, Orlando Health and President, Orlando Health Regional Medical Center (ORMC)

Greg McNeill – Partner, Lowndes, Drosdick, Doster, Kantor & Reed, P.A.

Kay Rawlins – Founder and Senior Vice President of Community Relations, Orlando City Foundation

Tim Seneff – President, National Christian Foundation

Tom Sittema – Executive Chairman, Conversus, a StepStone Company

Demetrius Summerville – Director of Operations, LIFT Orlando

Advisory Board

Doug Doudney – Doudney Investment Co.

Amy Duda-Kinder – Duda Farms

Nathan & Stacy Ecelbarger – The Parable Foundation

Rick Fletcher – Environmental Services

Jose Gonzales – Walt Disney Parks and Resorts

Dr. Terri Graham – Valencia College

Dr. Joel Hunter – Community Resource Network

Dr. Barbara Jenkins – Orange County Public Schools

Jim Lewis – 4R Signature Products

(Advisory Board continued)

Harvey Massey – Massey Services

Ben McLean III – Uncle Matt's Organic, McLean Family Farms

Doug McMahon – Tavistock Group, NEXUS Luxury Collection

Eddy Moratin – LIFT Orlando

Joann Newman – Orlando Science Center

Paul Sohl – Florida High Tech Corridor Council

Mike Thompson – AdventHealth

Campaign Steering Committee

Waymon Armstrong – Engineering & Computer Simulations

Paul Baker – Ligonier Ministries

Dick Batchelor – Dick Batchelor Management Group

Kelly Cohen – Southern Strategy Group

Des Cummings – Creation Development Foundation

Sandy Hostetter – Truist Financial Corporation

Bob Ingram – Retired – Geneva School

Clifford (Cliff) Marvin – CareerSource Central FL

Andrea Massey-Farrell – Massey Foundation

Greg McNeill – Lowndes

Dianna Morgan – Retired-Walt Disney Company

Kay Rawlins – Orlando City Foundation

Monica Rivers – 4Roots

Dayle Seneff – Seneff Family Foundation

Shelly Shafer – Common Good Capital

Jayne Sittema – Riverbridge Capital

Kim Strong – McKinnon Strong

Donor List

Donors by Giving Level from
10/01/2020 to 09/30/2021

\$1,000,000+

Dr. Phillips Charities
The Parable Foundation
John and Monica Rivers
Dayle Seneff

\$100,000 - \$499,999

Christine Brumback,
Cynthia Brumback, and Troy
and Helen Brumback Leonard
Harvey and Carol Massey
Foundation
Bob and Genie Stine
Visit Orlando's Magical Dining

\$50,000 - \$99,999

Scott and Jennifer Boyd
Scott and Joanie Cahill
Chesley G Magruder Foundation
Rick and Suzanne Fletcher Jr.
Glenda G. Morgan Charitable
Foundation
Just Harvest Event
Paul Oppedisano and
Jim Bowden
Lance and Patricia Walker

\$10,000 - \$49,999

Bacardi USA
Bailes Family Foundation
Jim and Amy Bruce
Captiva MVP Restaurant Partners
(PDO)
Tim and Paula Carroll
Des and Mary Lou Cummings
Deep Eddy
DIAGEO
Donahue Charitable Trust
Florida Blue
Foundry Commercial
Full Sail

Lipman Family Farms
Little Diversified Architectural
Consulting
Mead Family Foundation
Chris and Kristi Murphy
Orlando City Foundation
Regions Bank
Eugene and Nancy Rex Jr.
John and Laura Riley
Rotary Club of Dr. Phillips
SC Advisors
Robert and Lynn Shoemaker
Southern Glazer's Winter and
Spirits Charitable Fund
Terracon
Truist (Formerly SunTrust) Bank
Wal-Mart
Walt Disney Company
Bradley and Betsy Watkins
Wild Goose Farms

\$5,000.00 - \$9,999

William and Jennifer Dymond Jr
Edyth Bush Charitable
Foundation
Paul and Lisa Ellis
Lowndes
Travaris McCurdy
Greg and Wendy McNeill
Richard Milam
OKTA
PE Group
Publix Super Markets Charities
Red Lobster
Kay Rawlins
RSM US Foundation

\$1,000 - \$4,999

4R Restaurant Group
Round-Up
Blue Ridge Spirits Sales
& Marketing
Crown Audio
Doudney Investments
Duda & Sons
Elliott-Sant'Anna Fund
Embry
Financial Harvest
Steve and Sue Foreman
Jose and Angela Gonzalez
Chris Hite and Javier Ohana
Robert and Marjean Ingram
Mark and Jessica Jones
James (Jim) Lewis
Bob and Robins Miles
Shawn Miller
Si T. and Ninh Duyen Thi Nguyen
Orlando Science Center
Premier Beverage Company, LLC
dba Breakthru Beverage
Daniel and Barbara Preslar
Rotary Club of Winter Park
John and Steph Shackelford
Jeff and Shelly Shafer
Mike and Tina Tetrick
Case and Jodi Thorp
Treasury Wine Estates
Richard and Julie Tressler
Ralph and Lynne Veerman
Velvet & Twine LLC
Verizon Foundation
Luder and Mary Louise Whitlock
Williams Company
Windermere Preparatory School
Jay and Yvonne Zavada

As a little girl, I distinctly remember walking through the dirt behind my uncle's wagon. My siblings and I picked up rocks, one-by-one, and tossed them into the wagon as we helped clear the field so the soil could be cultivated and ready to receive life-giving seeds.

It has now become clear to me...this is what John and his team at 4Roots have done. The rocks are in the wagon. The cultivation has been done. The seeds are being planted. What a privilege it is to come alongside 4Roots as they champion a beautiful stewardship of our land. This stewardship brings with it a fostering of love and conservation for the earth while planting fields and fields of learning. A generous and life-giving harvest awaits! We are ready.

- Dayle Seneff

**Unearthing the power of food
to build healthy communities**



4ROOTS

4rootsfarm.org
(407) 775-6424