



Program Participants are Grateful for Grow Your Own

A young mother teaches her child patience and the value of hard work. A full-time college student finds new ways to practice her studies. A native Appalachian appreciates her community more than ever. Ashley Keene, of Oakwood, Virginia, shares her gratitude for ASD's food access program. This Buchanan County family knew they wanted to live a healthier, more sustainable lifestyle, but they lacked confidence and resources to grow their own garden. That is until Keene discovered **Grow Your Own**. "This is definitely something we wanted to be a part of," she shares after receiving a recruitment email from a friend.

Established in 2012, ASD's Grow Your Own program empowers beginner gardeners to take control of their access to healthy food by cultivating their own home or community gardens. Some gardeners also earn income from sales of produce. Since 2012, families have grown more than 140,000 pounds of food!

Ashley worried that her backyard wouldn't suffice, so ASD's Agriculture Education team paid a visit to survey her land. "People don't realize that you can garden in a very small area, even in a few small pots. That's something ASD has helped me with," says Keene who is excited to enter her third year with the program. Participants can receive training, technical support, seeds, plants, tools and tilling services. As Ashley prepares for a career in counseling, her busy schedule can get hectic, but her garden gives her peace. "I tell people that gardening is my therapy. It's so amazing; I feel so relaxed!", says Keene. Grow Your Own has not only helped the Keene family grow and share their own crop, but has helped them grow as a family, too! "This program has helped us to get out of our comfort zone and spend time together," says Keene. "And by sharing food with our neighbors and friends, it's made all of our hard work worth it. ASD has provided such an amazing community and how they have done this program is phenomenal," raves Keene. "I am so grateful for Grow Your Own."



Searching for Some Last Minute Holiday Gifts?

Stop by your local Food Country USA or Ingles and grab some of our Appalachian Harvest canned goods. We've got 60+ unique offerings and your purchases help our great cause! We aren't trying to be biased, but the Awesome Sauce, Cherry Butter, Bourbon BBQ Sauce and Blackberry Butter are our personal faves!



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Appalachian Sustainable Development Holiday Lights Contest 2021

Two Contests: Bristol and Abingdon!

Who can sign up?

EVERYONE is welcome to sign up
(Residents, businesses, organizations)
FREE entry

How do I sign up?

Use the QR code below, email Hannah Gibbs hgibbs@asdevelop.org, or visit asdevelop.org



How do I participate?

1. Once you have signed up, you will be assigned a number to get votes.
2. Put together an outdoor holiday lights display that can be seen safely from the road by **December 15th**
3. Your address will be listed on an interactive map so people can see your display and vote for you.
4. Display your sign (we'll provide it to you for **FREE**) in your yard, on your mailbox, or in your window by **December 15th!** Start collecting votes!

How do I get votes?

- Voting will take place **December 15th- December 24th:**
 - **Overall Winner:** Any donation to ASD, \$1 = 1 vote
 - (e.g. \$100 = 100 votes, \$2000 = 2000 votes)
- Bonus categories: Any donation to ASD of any amount = 1 vote.
 - **Most Holiday Spirit**
 - **Most Creative/Most Original**
- Contestants will be featured on ASD's social media platforms.
- Tell your friends, colleagues, family, and more to **vote for you online** at asdevelop.org or donate by check at any of our announced locations.
- **Voting ends December 24th.**
 - Winners will be announced the following week!
- If your business is interested in donating a prize, please let us know!



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For any questions, please free to reach out to Hannah Gibbs at hgibbs@asdevelop.org



Grow Your Own 2022 Recruitment Open!

Grow Your Own is one of over 30 sites partially funded by Thompson Charitable Foundation and Grow Appalachia. We are currently recruiting members for 2022. Interested? Visit:

<https://asdevelop.org/programs-resources/grow-your-own/>.

If you would like to donate supplies or sponsor this program, visit:
<https://asdevelop.org/donate>

Recurring Gifts: Convenient & Secure

Make sure ASD's work continues with a monthly gift! Giving monthly is easy and safe. You choose how much to give and for how long. You can cancel at any time. Gifts of even \$25/month make such a difference! Your gift helps boost local economies by supporting local farmers. You'll also help fight food insecurity! Set up your recurring gift today: <https://asdevelop.org/donate>

THANK YOU for your generosity.



A Message from Kathlyn Terry Baker, CEO

I feel like I've written this before (perhaps because I have!) – what a year it has been! It seems that we hardly blinked and the year is gone. And yet when I look back on all we have accomplished in 2021, it is so amazing. In fact, so much has happened that I can't possibly address it all in this short article so I am sharing just a few highlights below.



Despite COVID restrictions, our Appalachian Harvest food hub didn't miss a beat as they connected farmers with large market opportunities and helped feed those in need, generating \$3.2MM in sales to support local farmers and food producers and help feed hungry people. We are working with food pantries across the region to find ways to get more fresh, healthy food to their constituents and recently received a \$170K grant to help make that happen. With support from a grant from No Kid Hungry and the VA Department of Education's assistance we launched a new Farm to School program that enables us to get fresh, local food into our schools. We are excited about building on this work in 2022 and will be adding a micro-processed line of products to reduce the need for schools to prep food, a necessity in these times of staffing shortages.

This was a year of growth for us. We added 6 new staff members and are expanding programs to help more people and have greater impact in our region. Our agroforestry work has received grants that demonstrate the enthusiastic support and interest in this value chain. The latest grant of almost \$740K received from the Edwards Mother Earth Foundation was one of only 4 grants given nationally. Virginia is a leader in agroforestry work and our small team is at the forefront and working closely with VA Tech to expand this work to benefit more producers. The herb hub is in the process of developing a business plan that will help us dramatically ramp up production to fulfill large wholesale buyer demand. We also received a grant to help us develop a Point of Harvest certification system that will enable those who do not own land to become certified to harvest (and cultivate) forest botanicals sustainably, resulting in higher prices received and more money in their pockets. Groundwork, our workforce development program, started a digital media cohort that got its first paying customer and created fantastic videos for ASD! They also started a cut flower enterprise called Late Bloomers that helps participants learn the ins and outs of business while also building their horticulture skills. We are excited to announce that we recently hired a Veteran Program Assistant to help us engage veterans in all of our programs!

Despite our home office continuing to be homeless, our staff has persevered through this temporary virtual time as we continue to look for the right home for ASD's headquarters. I have been honored and humbled to work with such a great staff and board who are engaged, creative, and committed to ensuring that our beautiful rural place can thrive. And we could not do any of this work without the support of our donors and partners who share our vision and passion for this place and who continually honor us with their investments of their time, talents, and **treasures**.

Kathlyn Terry Baker, Chief Executive Officer

Grant Writing Intern Wanted

Help ASD raise money for food access and agriculture training programs to increase the number of farmers in Appalachia and increase access to fresh healthy food! Students interested in gardening, farming and agriculture, issues related to food justice and sovereignty are encouraged to apply. No experience necessary. Assist with finding, writing, editing and compiling grant proposals. Create proposal templates, develop tools to track activities and other metrics across the various ASD programs. Participate in subcommittees designed to improve the provision of services. Contact Della McGuire for more info: dmcguire@asdevelop.org.

Essential skills needed:

- Desire to raise money for ASD
- Excellent verbal and written communication
- Strong editing for content, grammar and style
- Basic internet research and document formatting
- Experience with Google Docs and Microsoft office
- Ability to work independently on tasks under minimal supervision
- Ability to follow directions, meet deadlines and manage time

Additional skills desired:

- Experience with google analytics
- Grant tracking and metrics for SMART objectives
- Accounting and budgeting





IT'S THE SEASON OF GIVING!

Please consider making an end of year donation to ASD. Your donation helps local and region farmers and feeds hungry families. 100% of your donation remains in Central Appalachia and is tax deductible. You can also include ASD in your planned giving (will, living trust, retirement plan or insurance policy) or donate any gifts of value like collections and real estate.

Send your gift to: ASD, PO Box 475, Duffield, VA 24244 or give online at: <https://asdevelop.org/donate>.

Thank you in advance!

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ASD's mission is to build a thriving regional food and agriculture system that creates healthy communities, respects the planet, and cultivates profitable opportunities for Appalachians.

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