

Community Markets Inc. 2023 Impact Report



COMMUNITY MARKETS INC.

Locally grown. Locally connected.

“...some [seed] fell upon good ground; and being sprung up, yielded fruit a hundredfold.”

Luke 8:8

Connecting locally grown food to families in need since 2021
www.communitymarketsinc.org

Letter From the Director

December 2023

Dear Partners, Donors, Volunteers, and Friends,

I am filled with gratitude and hope as Community Markets Inc. releases its inaugural impact report! Herein you will find the first fruits of the seed planted over two and a half years ago by CMI's founding president and board. You will see how a little watering and fertilizer in the form of community partnerships and private donors yields more fruit exponentially. Weeding and harvesting by committed volunteers keeps programs running smoothly. Our impact to date, though modest, shows the power of individuals and community organizations collaborating to make food grown by local farmers accessible to everyone in our community, especially our most vulnerable families.

2023 saw major growth for our young nonprofit, most notable in the establishment of the AmeriCorps VISTA Program in October through WV's Promise – The Alliance for Youth and in our partnership with UniCare begun in July which funded the purchase of our first refrigerated trailer and truck and allowed us to feed hundreds of hungry Appalachian families in eight additional counties in West Virginia. CMI is grateful for the many partnerships we established this year, and also wish to highlight those partners who have backed us from the beginning, particularly B.E.S. Technology, Inc. and St. James the Greater Catholic Church – CMI simply wouldn't exist without the continued support of these two major partners.

What CMI with our partners accomplished in 2023 was all done on a shoestring budget of under \$100k! Consider the greater impact we will achieve together in 2024 if we double or triple that number. Look two, five, ten years ahead and see a thriving local food chain in the Eastern Panhandle of West Virginia where farm fresh food is widely available through food distributions, mobile farmers markets, restaurants, mom & pop convenience stores, schools, food pantries, home gardens, community gardens, incubator kitchens, cooking & homesteading classes, and other avenues. With your involvement, dear reader, the seed planted in March 2021 which has taken root and become the young plant of Community Markets Inc. will yield a plentiful harvest, yes, even a hundredfold.

With much gratitude and anticipation,



Mark Peiffer, RPO
Director
Community Markets Inc.

Connecting locally grown food to families in need since 2021
www.communitymarketsinc.org

Mission:

Community Markets Inc. exists to connect locally grown food to families in need.

Vision:

West Virginian grown food is on every West Virginian's plate.

Objectives:

All programs and activities of Community Markets Inc. accomplish the following objectives:

- 1)** Feeding hungry Appalachian families with healthy food from local farms
- 2)** Supporting local farmers
- 3)** Increasing food security throughout West Virginia

Food Box Giveaway Program

Started in September 2022, the Food Box Giveaway Program was the first program of Community Markets Inc. Funding received is used to purchase healthy food from local farmers at a fair price then distributed at centralized locations, like churches and food pantries, free of charge to recipients. The program feeds food insecure families with nutrient-dense food while putting money back into the pockets of local farmers and family businesses.

Statistics include data from September 2022 Food Box Giveaway

Food Box Giveaway Events: 16

WV Counties served: 10

Jefferson, Berkeley, Morgan, Grant, Hardy, Hampshire, Mineral, Pendleton, Randolph, and Tucker County

Families Served: 1,700 (est.)

Individuals Served: 4,500 (est.)

- **Adults:** 2,610

- **Children:** 1,035

- **Age 65+:** 855

Total Local Food Distributed: 60,000 lbs. (est.)

Total Payments to Local Farmers: \$15,875.93

Volunteer Hours: 2,000 (est.)

Local Food Access Program

As the name suggests, the Local Food Access Program focuses on increasing access to healthy and fresh food grown by local farmers for all West Virginians, but especially underserved and low income families. Housed under this program are both mobile farmers markets that Community Markets Inc. took part in during 2023. Food can be ordered online in the days leading up to each Market and picked up on site at the Market. Walk up sales are also available for those who did not pre order.

Total Mobile Farmers Markets: 2

St. Isidore Market
April – Present (Year Round)
49 Crosswinds Dr.
Charles Town, WV 25414
www.saintisidoremarket.com

Union Market
August – November (Seasonal)
970 Washington St.
Harpers Ferry, WV 25425
www.unionmarketwv.com

Unless otherwise noted, data encompasses both Markets. Financial data does not include December 2023 data or revenues from cottage industry vendors' walk up sales.

Total Vendors: 30

Active Vendors (as of December 2023): 17

Total Preorders: 1,014 (St. Isidore)

Total Payments to Local Farmers and Producers: \$41,675.43

**Total Payments to Cottage Industry Vendors, Artisans, and Upstart Family Businesses:
\$4,657.90**

Volunteer Hours: 300 (est.)

2023 Highlights and Notables

Community Markets Inc. has a lot to celebrate from 2023 that doesn't fall under any one program. Here are some of the highlights:

- **April – Present:** CMI reopens St. Isidore Market in Charles Town, WV for its third year after assuming management of the market for the 2023 season.
- **June – August:** Brett Hozdic serves as CMI's first summer AmeriCorps VISTA Member, establishing CMI's Summer AmeriCorps VISTA program through West Virginia's Promise – The Alliance for Youth.
- **August – November:** In partnership with local community members, Community Markets Inc. founds Union Market in Harpers Ferry/Bolivar, WV, serving as the anchor vendor for the Market's pilot year.
- **October:** Ellie George and Brett Hozdic become CMI's first class of year-long AmeriCorps VISTA Members, establishing CMI's Year-Long AmeriCorps VISTA program through West Virginia's Promise – The Alliance for Youth.
- **July:** Community Markets Inc. partners with UniCare to improve health and wellness for West Virginian families in the 10 eastern-most counties through increasing access to nutrient-dense food grown by local farmers.
- **September:** CMI purchases a 8.5'x16' refrigerated trailer with funding from UniCare. The trailer is divided into a 7' refrigerated section and a 9' garage section.
- **November:** CMI purchases a 2005 Ford F250 with funding from UniCare. The truck is used to pull the refrigerated trailer so that healthy food can be transported from farms to families.

Get Involved!

No matter who you are and who you're connected to, YOU have a role to play in increasing local food access and food security in our communities. From forming a new partnership with a community organization or foundation to a volunteer helping out for an hour or a community member donating a bag of food, everything large and small works towards feeding families in need, supporting our farmers, and increasing food security and food access in West Virginia. Take the CMI Locally Connected Challenge: Select one action item from the list below and do it now, then revisit this list a month and pick another action item and do it. Repeat this step monthly until you've worked through the entire list!

Community Markets Inc. is a 501(c)(3) nonprofit organization. All donations are fully tax deductible.

Become a Monthly Donor. Visit www.communitymarketsinc.org/donate and select the "monthly" option when filling out the donation form. Monthly donations are automatically made each month and allow your donation to be spread out over the entire year in smaller monthly amounts. Becoming a monthly donor benefits CMI because we can plan programming more accurately when we can count on a certain amount of money consistently coming in each month. Don't underestimate what \$50, \$25, or even \$10 a month can do! No donation is too small!

Make a One Time Donation. Your donation of any amount will be used to feed hungry families in our community and put money back into local farmers' pockets, all while increasing food security and local food access in West Virginia. Any amount helps. We honor donor intent – if there is a specific program or purpose you wish your donation to go towards, please Contact Us at the time of donating and let us know so your donation is restricted for that purpose. Visit www.communitymarketsinc.org/donate today to make your gift.

Shop at the St. Isidore Market. Our weekly mobile farmers market has hundreds of local foods and products available and is conveniently located in Charles Town! Visit www.saintisidoremarket.com to place a preorder each Friday – Tuesday at noon before the Market. Pick up is every Thursday during normal Market hours. See the website for most up to date information. Be sure to sign up for the email list and be the first to know about new products and the latest Market news!

Donate Non Perishable Food. While CMI's focus is local food access, a stocked pantry is also part of food security. Donated unexpired shelf stable food will be distributed as need arises or at the next Food Box Giveaway. Food donations can be dropped off at CMI's office or at any of CMI's mobile farmers market. Want to ship food directly to us? Shop our Amazon Food Wishlist [HERE](#).

Volunteer Your Time. There is always something that needs done! From packing and delivering food, to office tasks, to driving to pick up food, to helping run the mobile markets – Contact Us and see what current volunteer opportunities are! Have a skill you can donate? Photography? Car Mechanic? Let us know!

Get Involved! (Cont.)

Donate Excess Harvest. Have excess produce from your home garden? Too many eggs from your chickens? Excess product on your shelves? Reach out and let us know! CMI can likely distribute it to hungry families.

Donate Supplies. Want to donate program and office supplies? Send useful items from CMI's Amazon Wishlist directly to our office!

Engage with CMI on Facebook. Like, follow, and share CMI's Page and posts.

Share Content. Know some who loves local food and our farmers? Send this Impact Report to them or our many downloadable flyers found on our website. Word of mouth recommendations are the most powerful way to spread the joy of local food!

Offer Your Feedback. Send Director Mark Peiffer an email with your thoughts and questions! We always want to find more ways to partner with those seeking to serve our community with local food.

Community Markets Inc. is a 501(c)(3) nonprofit organization. All donations are fully tax deductible.

Thank you for your generosity!

Help CMI Buy Another Trailer

The growth Community Markets Inc. has seen in 2023 has brought its own challenges and poses an opportunity. Our 7' refrigerated trailer simply isn't large enough to meet the demand for local food at our mobile markets. We were at max capacity for our Thanksgiving Market! In July, the City of Charles Town committed \$10,000 of ARPA funding towards the purchase of a new refrigerated trailer which is energy efficient and has a 6'x16' cold storage compartment which can serve either as a refrigerator or freezer. With a \$40,000 price tag, the City tasked CMI with raising the additional \$30,000 needed to fully fund the trailer. If the money is not raised by July 2024, the City will require their \$10,000 investment to be returned. As of December 2023, \$26,500 still needs to be raised. **At CMI, we honor donor's intent** – we intend to use the funds committed as the City of Charles Town intended them to be used! Can you help us reach our goal so that more hungry Appalachian families can be fed? Please visit www.communitymarketsinc.org/donate or mail a check to CMI's office at 203 S George St. Charles Town, WV 25414. Make checks payable to Community Markets Inc. with "Trailer Fundraiser" in the memo. Please share the flyer below with friends and on social media to get the word out! **Thank you for your generosity!**

Help Us Buy the Trailer!



Make a donation today:

www.communitymarketsinc.org/donate

Connecting locally grown food to families in need since 2021

www.communitymarketsinc.org

Contact Us

Have a question or comment? Did something in our Impact Report spark inspiration in you? Please contact Community Markets Inc. Director Mark Peiffer using the information below. I look forward to hearing from you!

Mark Peiffer, RPO
Director
Community Markets Inc.

(703) 789-1879
mark.peiffer@communitymarketsinc.org
203 S George St.
Charles Town, WV 25414

www.communitymarketsinc.org
www.facebook.com/communitymarketsinc

www.saintisidoremarket.com
www.facebook.com/st.isidoremarket

Community Markets Inc. is a 501(c)(3) nonprofit organization located in Charles Town, West Virginia whose mission is to connect locally grown food to families in need.



Connecting locally grown food to families in need since 2021
www.communitymarketsinc.org