



April 1, 2024

Dear Community Member,

Poughkeepsie Farm Project (PFP) is a farm-based non-profit organization committed to cultivating a just and sustainable food system in the New York, Mid-Hudson Valley. On our member-supported farm in the City of Poughkeepsie, we grow fresh vegetables and fruit for our CSA, train future farmers, provide hands-on educational programs, and improve access to healthy locally-grown food. Our mission is to cultivate local leadership in sustainable farming, food access and education, and foster an inclusive, welcoming community for everyone. We have been serving the City of Poughkeepsie and our neighbors since 1999.

**Given your leadership in community building, we would like to invite you to partner with Poughkeepsie Farm Project, and consider being one of our 2024 Corporate Sponsors.**

In 2023, PFP donated upwards of 30,000 pounds of nutritious, high-quality produce. We reached 1,700+ individuals with no-cost farm-fresh produce. 17,000 pounds of produce were donated to Emergency Food Partners in our community. In our education department, we have continued to reach about 4,000 children and adults annually with our food and culinary education – while also taking on a brilliant cohort of 16 paid City of Poughkeepsie youth interns to gain the skills needed to be agents of change in our food system.

**Poughkeepsie Farm Project would not be able to do what we do without supporters like you!**

By supporting PFP with this philanthropic economic investment, you help ensure those in need have opportunities to connect to healthy food for free or at a low cost. Your funds enable our educational programs to teach youth, educators, and our community where food comes from and why it matters. And our Green Jobs for Youth program provides paid internships for Poughkeepsie teens with a focus on job training, practical skill building, and positive social-emotional development. This helps PFP keep a focus on local agriculture as a viable career path by preparing the farmers and food advocates of tomorrow.

We have included a sponsorship proposal for your review. We will follow up within a few weeks to see if you have any questions that we can answer about the proposal or our organization.

Thank you in advance for taking the time to review our corporate sponsorship proposal package.

Sincerely,

Emily Eder

Lydia Hatfield

SonyaJoy Key

Jannelle Koszarek

The PFP Co-Directors, and the rest of the PFP team

**2024 BOARD OF DIRECTORS**

Pam Porath, Chair    Evelina Knodel, Vice Chair    Judith Stoddard, Treasurer    Jaklyn Van Manen, Secretary  
Andrea Albert    V. Balasubramanian    Melissa Kurtz    Claribel Pearce    Ashley Riker

**2024 STAFF LEADERSHIP**

Emily Eder, Co-Director, Farm Production    SonyaJoy Key, Co-Director, Community Education  
Jannelle Koszarek, Co-Director, Operations & Program Finance    Lydia Hatfield, Co-Director, Strategic Initiatives

# About Poughkeepsie Farm Project

## MISSION

Poughkeepsie Farm Project's (PFP) mission is to cultivate local leadership in sustainable farming, food access, and education, and to foster an inclusive, welcoming community for everyone.

## VISION

Our vision is a community that works collaboratively to provide equitable access to nutritious food via a just and resilient food system.

## Sponsorship Levels

### Seed Sower

\$250

- 2 complimentary tickets to Harvest Fest
- Logo displayed on digital screen at 1 event
- Recognized on PFP's "Partner Page" website with logo and link for 6 months

### Farm Builder

\$500

- 3 complimentary tickets to Harvest Fest
- Logo displayed on digital screen at 1 event
- Recognized on PFP's "Partner Page" website with logo and link for 6 months
- Recognition in PFP's newsletters with logo and link (reaches 4,000+ readers)

### Community Circle

\$1,000

- 4 complimentary tickets to Harvest Fest
- Complimentary table at the Summer Brunch
- Logo displayed on digital screen at 2 events
- Recognized on PFP's "Partner Page" website with logo and link for 6 months
- Recognition in PFP's newsletters with logo and link (reaches 4,000+ readers)

### Barnraiser

\$5,000

- 5 complimentary tickets to Harvest Fest
- Complimentary table at the Summer Brunch
- Logo displayed on digital screen at 2 events
- Recognized on PFP's "Partner Page" website with logo and link for a full year
- Recognition in PFP's newsletters with logo and link (reaches 4,000+ readers)

### Rainmaker

\$10,000

- 5 complimentary tickets to Harvest Fest
- Complimentary table at the Summer Brunch
- Logo displayed as a full banner at the farm
- Recognized on PFP's "Partner Page" website with logo and link for a full year
- Recognition in PFP's newsletters with logo and link (reaches 4,000+ readers)
- Sponsor 2 CSA Distributions
- Large screen digital display at 2 events

### Nurturer

\$25,000

- 10 complimentary tickets to Harvest Fest
- Complimentary table at the Summer Brunch
- Logo displayed as a full banner at the farm for the entire season
- Recognized on PFP's "Partner Page" website with logo and link for a full year
- Recognition in PFP's newsletters with logo and link (reaches 4,000+ readers)
- Sponsor 5 CSA Distributions
- Digital display at all events

# PFP's Key Programs



## Green Jobs for Youth

Our annual paid job training program for City of Poughkeepsie teens and young adults focuses on the leadership, farming and land stewardship skills needed to advocate for a more just and resilient food system.



## Farm to School

PFP serves students and staff in Poughkeepsie, Kingston, New Paltz, Arlington and Broome-Tioga districts with farm visits, culinary workshops, and professional development training for educators and school nutrition staff.



## Community Supported Agriculture

Our production farm produces 100,000 pounds of food annually, the majority of which reaches 430+ households participating in our Community Supported Agriculture program with weekly farm-based produce pick ups.



## Food Share

This program improves access to nutritious and affordable sustainably-farmed food through donations to local emergency food partners, free produce distributions staffed by PFP educators, and Sponsored CSA Shares.



## Community Culinary Arts & Education

PFP's culinary programs engage children and families in high-quality culinary experiences to encourage healthy cooking and eating at home through a variety of food based projects, including recipe kits and videos.



## Seed Saving & Herbalism

Our educators lead young adults and teens in producing and distributing regionally adapted and open-pollinated seeds from our seed garden. We also grow culinary and medicinal herbs for workshops aimed to share culturally-relevant information about the use of herbs in health and healing.

# PFP's Impact in 2023

- 100,000 lbs** of produce grown
- 31,000 lbs** donated to Emergency Food partners
- \$102,000** worth of produce was distributed through the Food Share Program
- \$144** individuals were reached by our Sponsored CSA Share program, including 55 youth
- 365 lbs** of food rescued from the compost
- 16** City of POK young adults employed through our Green Jobs For Youth program

- 20** local college students were engaged on the farm
- 292** recipe kits were distributed with produce
- 1,666** children participated in farm field trips, school garden workshops, and cooking programs
- 1,728** adults were reached by education programs
- 318** educators and school staff attended PFP-led professional development



## Become a Sponsor For PFP's 25th Anniversary!

### Save the Dates!

#### 25th Anniversary Brunch

Sunday, June 23rd  
Vassar Barns

#### Harvest Fest

October 5th  
On the Farm

## Sponsorship Form

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Level:

Seed Sower (\$250)

Community Circle (\$1,000)

Rainmaker (\$10,000)

Farm Builder (\$500)

Barnraiser (\$5,000)

Nurturer (\$25,000)

### Pay with credit card online:

To pay with a credit card, please visit our Online Farm Store, either by visiting this link ([www.PFPFarmStore.com/collections/more/products/2024-harvest-fest-sponsorship](http://www.PFPFarmStore.com/collections/more/products/2024-harvest-fest-sponsorship)) or by scanning the QR code below.



### Pay with check:

Checks should be made out to: Poughkeepsie Farm Project or "PFP."

### Mail form and payment to:

Poughkeepsie Farm Project  
P.O. Box 3141  
Poughkeepsie, NY 12603

We cannot thank you enough for considering becoming a 25th Anniversary sponsor! We are grateful for your support of our organization and the critical work we do in this community.

**Questions?** Please reach out to Jacinta Kroner at [pfpadmin@farmproject.org](mailto:pfpadmin@farmproject.org)