



January 12, 2012

Dear Friend:

Over 12% of all New Jersey residents suffer from hunger, and 1 in 8 New Jersey children lives in poverty. In addition, nationally nearly 1 in 4 children are currently experiencing food insecurity.

One of our most basic human needs is healthy, fresh food. At America's Grow-a-Row we address that need through our unique hands-on work. America's Grow-a-Row is a thriving 501(c)(3) that donates farm-fresh produce to food pantries, soup kitchens, crisis centers, and food banks throughout New Jersey. We have over 1,700 volunteers of all ages who assist in the planting, harvesting, and delivery of fresh produce to people suffering from hunger. Our volunteers include school children, inner-city youth groups, corporate teams, families, and church groups. We recently became the proud owner of a 138-acre property in Alexandria Township, NJ and are busy imagining the possibilities and the amount of produce that can be grown and delivered to those desperately in need all across NJ with this enormous opportunity. That's the good news. The challenge for us is that we must now turn this property into a fully functional farm so that we can expand our numerous programs like our **Free Farm Markets** and **Inner-City Youth Days**, which allow children to harvest and bring home free, fresh produce. Your support will help us turn long-term possibilities for America's Grow-a-Row into realities for our neighbors in need.

The mission of America's Grow-a-Row is to:

- Provide fresh produce to those in need
- Educate people of all generations about hunger and ways to help
- Introduce our youth to farming and healthy eating
- Cultivate tomorrow's leaders to give back
- Contribute to the sustainability of agriculture

We are contacting you to ask your support of our Farm to Fork Fundraiser at The Brady Life Camp in Pottersville, NJ on June 9, 2012. This year's fundraiser includes a unique farm-fresh meal and amazing entertainment that will encourage you to dance the night away.

We invite you to support America's Grow-a-Row!

There are several ways to support this outstanding event: 1) Donate a product or service from your business to be used in our live or silent auctions; 2) become a sponsor and receive advertising benefits and tickets to the event; or 3) place an ad in our Farm to Fork event advertising journal, which will be distributed to hundreds of families and local businesses. Attached to this letter you will find forms with details about each opportunity to support America's Grow-a-Row.

Thank you in advance for your continued support and generous contributions. We hope to see you at our Farm to Fork Fundraiser!

Very truly yours,

Julie Palmer
Farm to Fork Fundraiser Chair
julspalmer@yahoo.com

BOARD OF TRUSTEES

Chip Paillex
President & Founder

Jackie H. Etter
Vice President

Philip Prentice
Treasurer

Meredith Compton

Kevin Feeley

Daniel Velez

Edward Vander Veen

Leena Waite

AMERICA'S GROW-A-ROW IS A REGISTERED NON-PROFIT 501(C)(3). ALL DONATIONS ARE TAX DEDUCTIBLE.

150 PITTS TOWN ROAD, PITTS TOWN, NJ 08867 • 908.310.2824 • WWW.AMERICASGROWAROW.ORG





CORPORATE SPONSORSHIP LEVELS

We're offering several sponsorship levels, each of which entitles you or your organization to complimentary tickets, recognition at the event, and advertising in our Ad Journal. **For Platinum Sponsors, America's Grow-a-Row will include your logo in all advertising for this event.**

The goal of this event is to raise money and make a solid investment in the future of America's Grow-a-Row. The funds we raise will sustain our operating capital and allow us to continue our work of providing fresh, healthy produce to our neighbors in need.

PLATINUM SPONSOR—\$10,000

- A table for 8 at the Farm to Fork Fundraiser
- Standard full page color ad
- On-site acknowledgements
- Inclusion in the event advertising

GOLD SPONSOR—\$6,000

- Complimentary tickets for 6 to the Farm to Fork Fundraiser
- Standard full page black and white ad
- On-site acknowledgements

SILVER SPONSOR—\$4,000

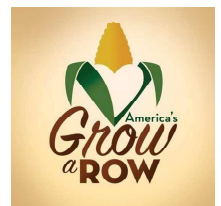
- Complimentary tickets for 4 to the Farm to Fork Fundraiser
- Standard full page black and white ad
- On-site acknowledgements

BRONZE SPONSOR—\$2,000

- Complimentary tickets for 2 to the Farm to Fork Fundraiser
- Standard half page black and white ad
- On-site acknowledgements

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AMERICA'S GROW-A-ROW

FREQUENTLY ASKED QUESTIONS

The mission of America's Grow-a-Row (AGAR) is to provide fresh produce to those in need, but who actually does all of the planting? Our volunteers help us plant crops that will be harvested for those in need. Additional and larger plantings are completed with farm machinery due to the size and amount of acreage we currently manage.

How does AGAR harvest all of the acres of fruits and vegetables that are picked throughout the course of the season? Our volunteers pick the crops that are planted to help feed those in need and also glean produce that our local farmers have not been able to harvest. The farm market partners we work with allow us to pick produce they cannot use or have not been able to harvest in order to minimize waste.

How does the AGAR experience teach volunteers about the hunger issues that plague our society? During each of our planting or harvesting sessions, we educate our volunteers, both young and old, about local, national, and international hunger issues and then provide them with a way to be part of the solution.

AGAR is extremely reliant on its volunteers to accomplish its mission. Where does the organization get most of its volunteers? Our volunteer base consists of children and adults in community organizations, schools, religious groups, families, and corporations. AGAR also has been graced with volunteers who have been recipients of our produce through local food pantries or other hunger relief agencies.

Many of the young volunteers who support AGAR live in semi-rural or suburban areas. How does AGAR enable children who live in urban settings to participate in the program? AGAR invites inner-city youth to participate in our program. This provides a day in the country for them as well as an opportunity to experience a real working farm while they pick produce to support their own families and to distribute to their neighbors in need.

What type of hunger relief agencies does AGAR support? AGAR provides fresh produce to hunger relief agencies all across New Jersey. Our program is the largest of its kind in the state and donates fruits and vegetables to food pantries, soup kitchens, food banks, battered women's shelters, group homes, drug rehabilitation centers, and many other similar mission-based organizations.

With hundreds of thousands of pounds of fresh produce being delivered to those in need each year, how does AGAR get all of the fruits and vegetables to the hunger relief agencies? AGAR relies on both its volunteers and other hunger relief organizations that already have trucking and delivery infrastructure in place. These collaborative efforts with other non-profit organizations allow us to focus our time, money, and energy primarily on educating our volunteers while preparing them to plant and harvest. Our off-the-field produce rescue program allows local volunteers to deliver produce to select agencies that require smaller amounts of produce than the large quantities that the food banks generally need.

Does AGAR ever cook any of the fruits and vegetables for the hunger relief agencies and their clients? From time to time our team of volunteers prepares and cooks some of our harvest, such as apples. We deliver the food in a way that allows the clients to consume it easily. For example, some of the soup kitchen guests have dental issues, so we convert apples into applesauce for their convenience. Other times we bake items such as zucchini bread if we have an abundance of a particular vegetable.

What key performance indicators are used to evaluate the output and outcomes of the program? Traditionally, AGAR measures our success by the total poundage of produce donated as well as by how many different hunger relief agencies now have access to fresh produce when they did not before. To measure the impact or outputs of the program, we track the number of pounds delivered to each agency. In addition, we track new deliveries to other hunger relief organizations that we did not originally have a working relationship with. Our agencies help us determine the outcome data in terms of the number of clients served.

(Continued on next page)

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AGAR FREQUENTLY ASKED QUESTIONS — PAGE 2

What funding sources does AGAR rely on in order to keep the program not just functional but also growing? The total program budget is funded by a mix of private donations and foundation grants. In addition to applying for numerous grants to cover our expenses, we have an Annual Fund Campaign that occurs in the late fall. AGAR also plans fundraising events throughout the year.

How does AGAR recognize funders and donors? AGAR recognizes its funders in numerous ways via our website, monthly e-newsletters, and several public media outlets. This recognition can be customized based on our funders' needs. AGAR as an organization has been recognized in local, state, and national media over 200 times in print, on TV, and on the radio. We have therefore cultivated many public relations contacts.

Does AGAR apply for or accept any taxpayer funded programs? AGAR does not accept any government funding, state or federal, and is completely funded through corporate, foundation, and private donations. Given the recent strain on state and federal budgets, our efforts at AGAR to feed those people desperately in need of fresh food without any government assistance are now more important than ever.

Has AGAR been recognized for its mission and successes? AGAR and its President and Founder Chip Paillex have received numerous honors and awards, and the program has received statewide recognition. For example, in 2011 Chip was appointed by New Jersey Governor Chris Christie to the New Jersey Hunger Prevention Advisory Committee, and Chip received the Bank of America Neighborhood Excellence Initiative Local Hero Award. In 2010, Chip was honored as one of New Jersey's "Everyday Heroes" by Governor Christie at his inauguration, and that summer Governor Christie, his staff, and his family came out to our farm in Pittstown, NJ to pick green beans and help those in need. Chip has received numerous other awards, including the United Way Volunteer of the Year Award and the Russ Berrie Making a Difference Grand Prize Award, for his work with AGAR as well.

How severe is the current hunger problem in New Jersey? Hunger is a rapidly growing concern in New Jersey, especially in our current economic environment. For example, according to the New Jersey Anti-Hunger Coalition, the number of people in New Jersey participating in the Food Stamp program rose from 402,944 in 2006 to 725,238 in 2011. In the past year alone, the number of people participating in the program increased by 21.4%, one of the largest increases in the nation.

Why is AGAR so important to the hunger relief organizations it supports and the clients they serve? Many of New Jersey's food pantries, crisis centers, and soup kitchens tell us that the fresh produce received from AGAR is the only nutritional food that their recipients have access to eat.

Briefly speaking, what are the future plans of AGAR? Our goal over the next five years is to completely build out the infrastructure of our 138-acre farm. Doing so will allow us to donate at least 1 million pounds of fresh produce annually to those suffering from hunger. Our long-term plan is to seek out future farm sites for continued growth and begin the roll-out of additional AGAR chapters nationwide.



**Please join us for our Farm to Fork Fundraiser
on Saturday, June 9, 2012!**

Visit www.americasgrowarow.org for details.

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JOURNAL ADVERTISING

A professionally printed, high quality ad journal will be produced and distributed to hundreds of families and businesses attending or sponsoring the 2012 Farm to Fork Fundraiser. This is an ideal opportunity to promote your business. **Deadline for ads is May 18, 2012.** Please indicate which ad size you prefer.

PREMIUM SPACE RATES

All premium placement ads are full page color only (4.75" w x 7.25" h). Availability is limited.

- Centerfold (10" w x 7.25" h) \$1,000
- Inside Front Cover \$750
- Inside Back Cover \$750

STANDARD SPACE RATES

- Full Page (4.75" w x 7.25" h) \$250
- Half Page (4.75" w x 3.5" h) \$150
- Quarter Page (2.25" w x 3.5" h) \$100
- Business Card (3" w x 2.5" h) \$75

Please complete this form and send your check, payable to **AGAR**, to:

America's Grow-a-Row
 Attn: Ad Journal
 150 Pittstown Road
 Pittstown, NJ 08867

You may also email this form with your credit card information to julspalmer@yahoo.com.

FILE AND LAYOUT REQUIREMENTS

Digital format submissions must be 300 dpi minimum to ensure graphic quality and readability. Ad files should be supplied as a high resolution .pdf file and sent via email to julspalmer@yahoo.com. If you have any questions, please contact Juls at 908.507.5282.

Contact Name _____

Company Name _____

Street Address _____

City _____

State _____

Zip _____

Telephone _____

Email _____

Check enclosed for \$ _____

Please charge my credit card: _____

Visa MC _____

Card Number _____

Signature _____

Expiration Date _____

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AUCTION ITEMS DONATION FORM

If you and/or your business is interested in donating an item, service, or gift certificate for one of our Farm to Fork Fundraiser auctions, please complete this form.

All forms must be emailed to julspalmer@yahoo.com or sent to America's Grow-a-Row no later than May 25, 2012.

If you have any questions about our event or would like more information about our auctions, please contact Juls Palmer by telephone at 908.507.5282 or via email at julspalmer@yahoo.com.

Contact Name

Company Name

Street Address

City

State

Zip

Telephone

Fax

Email

Please provide a brief description of the item, service, or gift certificate to be donated:

Value of donation(s):

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INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 02 2008**

AMERICAS GROW A ROW INC
150 PITTSTOWN RD
PITTSTOWN, NJ 08867

Employer Identification Number:
26-2569598
DLN:
17053224336038
Contact Person:
KAREN A BATEY ID# 31641
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
May 6, 2008
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

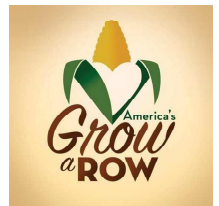
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

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AMERICAS GROW A ROW INC

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC

Letter 947 (DO/CG)

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