

SEEDING REVOLUTION



HEAL Food Alliance
2024 Year in Review

2024

Through the chaos, clarity.

Our vision is clear.

In the future we dream of, all of us have the opportunity for meaningful, dignified work, and deep, lasting connections to the land. In our vision, vacant lots become vibrant gardens where pollinators thrive, rural communities breathe freely, and riparian restoration heralds the return of clean drinking water. Our families are nourished in body and soul. Neighbors support each other, and governments prioritize people and the planet over corporate greed.

This isn't just a dream—it's a future HEAL members are actively creating.

There's no question that the year ahead will be challenging. We're clear-eyed about the attacks on immigrant and migrant food and farm workers, threats to nonprofit organizations, and ecosystems sacrificed for privatization and profit.

But here's what always remains true: *there is no pathway to a better future without ecological stewardship, the preservation of traditional knowledge, and the power of working people.* And - there is no pathway to this future without deep connection and solidarity with each other. Our survival depends on it.

We've been here before, but this time, we're fortified.

In 2024, we grew our membership to 57 diverse, multi-racial, multi-sector organizations. At our first in person Member Summit in five years we deepened relationships, dug our hands in the soil, and dreamed together. We celebrated policy wins, like the historic inclusion of food and farm worker protections and traditional ecological knowledge in the Senate's version of the Farm Bill. We defended against attacks on BIPOC farmers and directed millions of dollars to BIPOC-led organizing efforts.

Recently, a dear friend ¹ beautifully said "*solidarity is when we are so deeply interwoven that you can't tell the difference; we are threads of the same sheet*".

This is how we're moving into 2025: knowing that our struggles, our victories, our humanity, and our survival are interwoven, and that **our collective power is unstoppable.**

As we enter a new year, we're inviting you to join us in this work. Together, we are cultivating the seeds of revolution—grounded in connection, resilience, and the unwavering belief that a better future is within reach.



Navina Khanna
Executive Director
HEAL Food Alliance

¹ Shantell Bingham, co-executive director, LIFE (Liberating Investment for the Food & Farm Ecosystem)





ABOUT HEAL

Our Mission

HEAL is building collective power for food and farm systems that are nourishing for all families, accessible and affordable for all communities, and fair to the working people who grow, distribute, prepare, and serve our food – while protecting the air, water, and land we all depend on.

Our Vision

For all people and all communities to have the right and the means to produce, procure, prepare, share, and eat food that is nourishing, free from exploitation of themselves and any other people, and to be in their full power in harmony with the rest of the natural world.

Our Alliance

HEAL is a national member-led, multi-racial, multi-sectoral alliance of 57 diverse organizations that represent over two million rural and urban farmers, fishers, farm and food chain workers, Indigenous groups, scientists, legal and policy experts, and community organizers. We believe that true transformation requires the diverse skills, roles, and resources of each of us working together. We organize to move from an extractive and exploitative economic model towards community controlled systems rooted in care for the land, meaningful labor, and healthful communities, while supporting the sovereignty of all living beings.

HOW WE WORK

Since our inception in 2017, HEAL has organized relentlessly for justice and transformation. We uplift our members' solutions; train community-based leaders through our School of Political Leadership; organize for protections for working people and resources for Black, Indigenous, and People of Color (BIPOC) farmers; confront corporate control; win local and federal policy change; and redirect resources to BIPOC-led efforts in frontline communities.

HEAL organizes through five core methods:



HEAL connects and unites groups across race, sector, and geography.

We strengthen relationships between organizations and sectors by facilitating collaboration, growing alignment, and organizing to support each others' campaigns.



We connect and nurture existing and emerging campaigns.

By organizing in solidarity with each other, HEAL members are able to achieve more together than any one of our organizations can achieve alone.



Political education and analysis are key components of our work.

We know that the transformation we seek is not yet politically possible – it is up to us to make it so. We build political alignment across groups, cultivate shared understanding of policy and the political landscape, and take powerful action as opportunities emerge.



We organize resources for a BIPOC-led grassroots movement for change.

HEAL organizes the philanthropic community to democratize decision-making and redistribute resources, while organizing for policy change that moves resources towards our communities' leadership.



We're advancing a shared narrative.

Our narrative work values life, labor, and the land, uplifting our members and the movement while progressing real solutions.



OUR MILESTONES

HEAL's incredible staff, supporters, and alliance members helped to make 2024 a powerful year, moving us closer to achieving our shared mission and vision.

CONNECTING & UNITING GROUPS

15 New Members: HEAL strives to build deep connections between our members, who are organizing for change. This year we welcomed fourteen new Core Members (i.e., with voting privileges) and one Connecting Member, growing our alliance to 57 organizations nationwide.

Our first Member Summit in five years: We hosted Seeding Revolution, our first all-Member Summit since before the pandemic. Seeding Revolution brought together 120 leaders from our member organizations for peer learning, collective strategy development, and joy. We put our hands in the soil and danced through a brilliant New Mexico sunset together.



CONNECTING AND NURTURING EXISTING & EMERGING CAMPAIGNS

Redirecting Purchasing Power: We continued to support local and state coalitions driving forward Good Food Communities (GFC) policies that integrate regenerative agriculture, workers' protections, BIPOC producers, and community control. We:

- Introduced a statewide bill in Illinois;
- Won our campaign in New York state, passing legislation that lifts barriers for municipalities;
- With Food Chain Workers Alliance, convened Good Food Communities Coalitions from across the country; and
- Grew the Federal Good Food Purchasing Coalition (which we co-convene) to 60 organizations.

Supporting members' campaigns: Our members led and won many campaigns in the last year, and HEAL supported their efforts, including:

- Chicago Food Policy Action Council's Good Food Purchasing Initiative;
- Farm Worker Association of Florida's Heat Stress Campaign;
- Good Food Buffalo Coalition's Good Food Purchasing Campaign;
- Idaho Organization of Resource Council's Heat Stress Campaign;
- Land Stewardship Project's anti-CAFOs campaign;
- Restaurant Opportunities Center United's Restaurant Workers Bill of Rights; and
- Union of Concerned Scientists' Transformative Farm Bill Campaign.

Defending Fair Lending: We successfully defeated multiple attacks on fairness in commercial lending, sealing the fate of our major victory in 2023 to ensure all producers – including BIPOC producers – have better access to capital. We mobilized organizations and individuals to defend against these attacks through lobbying visits, emails to Members of Congress, and numerous sign-on letters, including a May 2024 letter with 130 organization sign-ons.

DEEPENING POLITICAL EDUCATION & ANALYSIS

Developing Political Power: Our first ever Alumni reunion for School of Political Leadership (SoPL) participants convened 31 people representing all five cohorts.

Understanding the Landscape: We know that the recent Supreme Court decisions overturning the Chevron doctrine will impact our collective work. We hosted a webinar and office hours for our members to understand the impacts and published a statement breaking down the impacts of these rulings on our communities.

Organizing for Worker Protections, BIPOC Producers, and the Environment through Federal Policy Advocacy: We continued advocacy for HEAL's Farm Bill Priorities, which build on our Platform for Real Food and are endorsed by 150 organizations. Together, we:

- Achieved historic inclusion of food and farm workers as well as a nod to Traditional Ecological Knowledge (in the Conservation Title) in the Senate Chairwoman's framework;
- Opposed exclusion of workers and cuts to SNAP and climate programs in the House framework;
- Published a deep-dive analysis of setbacks and wins in each framework;
- Called for a historic investment in land access;
- Held 40 meetings with Congress members, the Agriculture Committees, and USDA;
- Collected support from 65 organizations on a letter to Congress to prohibit child labor abuses in food and agriculture;
- Co-hosted #FoodandFarmworkerFridays on social media to elevate workers' needs;
- Garnered plentiful press coverage, including over 20 mentions specific to our Farm Bill work;
- Analyzed implications of USDA's 2022 Ag Census results and USDA's Equity Commission recommendations;
- Educated the public on the key marker bills we are championing;
- Published a factsheet for the Protecting America's Meatpacking Workers Act; and
- Mobilized individuals in 47 states through a call to action to send over 2,245 emails to Congress urging Congress to pass a bipartisan farm bill that includes HEAL priorities.

Beyond the Farm Bill, **we wrote or signed onto 33 federal policy advocacy letters** including recommendations for the EPA to better protect farmworkers from pesticides, and support for OSHA's Heat Stress rule.

Dismantling White Supremacy: Our AWARE (Alliance of White Accomplices for Racial Equity) working group convened 21 participants monthly in a co-learning practice for white-led organizations and staff to increase accountability to HEAL's BIPOC membership and to take action in support of racial justice.

Educating Voters: We developed and released HEAL the Food System: A Voter's Guide to the 2024 Election in both English and Spanish along with a video campaign. The HEAL voter's guide was promoted with three videos in a 4 week digital ad campaign targeting three state districts. The digital ad campaign resulted in over 779,000 impressions with a click through rate of 4% and over 28,800 views of the voter's guide page on HEAL's website.





ORGANIZING RESOURCES FOR A BIPOC-LED GRASSROOTS MOVEMENT FOR CHANGE

Regranting: Thanks to our community's incredible generosity, HEAL redirected nearly \$700,000 to 23 organizations in 2024. This includes \$50,000 via our crowdsourced Rapid Response Fund – a mutual aid effort prioritizing base-building organizations facing urgent needs – and \$633,000 to eight member organizations to support long-term land stewardship and ownership for BIPOC producers.

Influencing Giving: Staff served on decision-making committees to move over \$2 million to HEAL members and other BIPOC-led efforts, including the Transformative Farm Bill Campaign, the Regenerative Agriculture Fund, and LIFE (Liberating Investment for the Food and Farm Ecosystem). And, since our 2020 Open Letter, LIFE has:

- Reclaimed \$4.5 million;
- Shifted \$2.76 million to 56 organizations led by People of the Global Majority; and
- Moved \$650,000 to member organizations and original letter signers to sustain the work.

ADVANCING A SHARED NARRATIVE

Growing Narrative Power: We received over 40 media mentions and coverage in major media and agriculture outlets like Forbes, Salon, Modern Farmer, and Ag Daily, and in radio, podcasts, and magazines - with substantial Farm Bill specific coverage showcasing our influence on federal policy.

- We invested in growing our Instagram base, and launched HEAL's Humans of the Food System campaign showcasing members' stories and efforts.
- Our Food and Farm Worker Fridays social media campaign generated over 16K impressions to elevate the need to include workers' protections in the Farm Bill.
- Our Seeding Regenerative Futures workshop brought together more than 200 people around real climate solutions in agriculture.
- The HEAL The Food System: A Voter's Guide to the 2024 Election video series detailed the impact elections can have on corporate control, worker power, and farmers, with guidance to getting out the vote to champion community controlled food and farm systems.

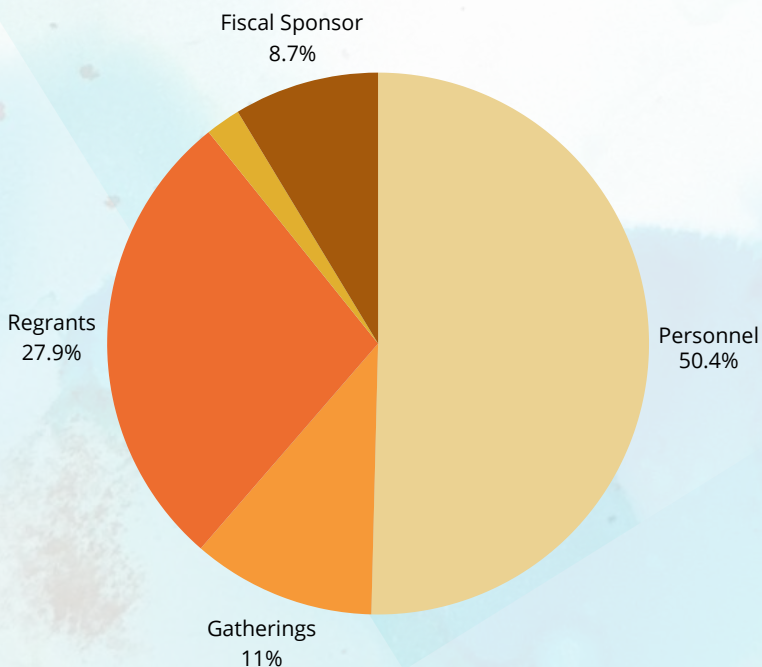
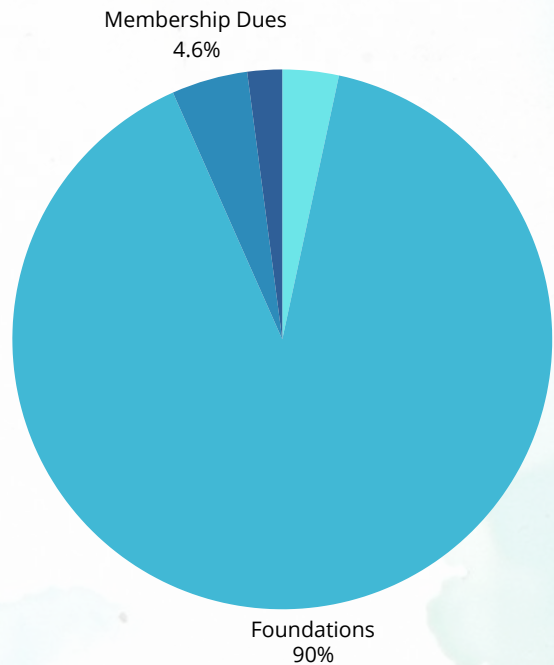
FINANCIALS

FISCAL YEAR 2023-2024



INCOME

Individual Donations: \$98,405
Foundation Grants: \$2,576,183
Membership Dues: \$128,325
Honoraria + Other Income: \$29,878
Total 2024 Revenue: \$2,835,949



EXPENSES

Personnel (Wages, Taxes, Benefits & Consultants): \$1,362,217
In-Person Gatherings (Summit, Reunion, Retreats): \$296,252
Regrants to HEAL Members: \$744,220
Program Supplies & Virtual Office: \$55,540
Fiscal Sponsorship Fees + Insurance: \$235,000
Total 2024 Expenses: \$2,693,229

OUR PEOPLE

HEAL CORE MEMBERS*



Acta Non Verba (Oakland, CA)
Agri-Cultura Network (Albuquerque, NM)
Ayeko Farm (Enumclaw, WA)
Brandworkers* (Queens, NY)
Castanea Fellowship (National)
Chicago Food Policy Action Council (Chicago, IL)
Cooperative Food Empowerment Directive (National)
Cultivate Charlottesville (Charlottesville, VA)
Equitable Food Oriented Development (National)
FarmSTAND (National)
Farmworker and Landscaper Advocacy Project (Chicago, IL)
Farmworker Association of Florida (Florida)
Feed Black Futures (Oakland, CA)
Food and Agriculture Action Coalition Toward Sovereignty (San Francisco, CA)
Food Chain Workers Alliance* (National)
Food Culture Collective (Oakland, CA)
Good Food Buffalo Coalition (Buffalo, NY)
Hand, Heart and Soul Project (Jonesboro, GA)
Health Care Without Harm (National)
HOPE Collaborative (Oakland, CA)
Idaho Organization of Resource Councils (Idaho)
Kitchen Table Advisors (California)
Land Stewardship Project (Minnesota)
La Semilla Food Center* (Anthony, NM)
Lola's Organic Farm (Wheeler County, GA)
Manzanita Capital Collective (National)
Midwest Farmers of Color Collective (Minnesota)
Minnow (California)
National Black Food and Justice Alliance* (National)
National Farm to School Network (National)
Nihikeya (Navajo Nation)
North American Marine Alliance (National)
Northeast Farmers of Color Land Trust (Northeast US)
Operation Spring Plant* (Oxford, NC)
Pesticide Action Network North America (International)
Real Food Media* (National)
Restaurant Opportunities Center United (National)
Reuben V. Anderson Center for Justice (Tugaloo, MS)
Rock Steady Farm (Millerton, NY)
Rural Advancement Foundation International (National)
Rural Community Workers Alliance (Milan, MO)
San Diego Food System Alliance (San Diego, CA)
Soul Fire Farm (Petersburgh, NY)
Southside Food Co-op (Chicago, IL)
Sprout NOLA (New Orleans, LA)
Sweet Freedom Farm (Germantown, NY)
Union of Concerned Scientists (National)
Urban Growers Collective (Chicago, IL)
Urban Tilth (Richmond, CA)
Virgin Island Good Food Coalition (US Virgin Islands)
Warehouse Workers for Justice (Chicago, IL)

* Organization serves on HEAL's Steering Council

OUR PEOPLE

HEAL CONNECTING MEMBERS

American Society for the Prevention of Cruelty to Animals

Earthjustice

Food Animals Concern Trust

National Resources Defense Council

Northeast Organic Farming Association - Interstate Council

Nourish Colorado



OUR PEOPLE



HEAL STAFF

Our powerful and committed team is grounded in real life experience, leading towards a shared vision of food systems that truly nourish people and the planet.

Celize Christy, Member Organizer Lead
Kade Diakite, Operations and Events Manager
Ashley Fent, Campaigns Researcher*
Rosie Fitz, Director of Operations and Culture
Nichelle Harriott, Policy Director
Neshani Jani, Communications Director
Navina Khanna, Executive Director
Marla Karina Larrave, Political Education Director
Maleeka Manurasada, Organizing Director
Marlene Manzo, Political Leadership Manager
Jose Oliva, Campaigns Director
Eloni Porcher, Communications Manager
En Strader, Communications Designer

* with HEAL through October 2024

WITH GRATITUDE

HEAL extends a huge thank you to our individual supporters and foundation partners for your generosity. We are deeply grateful to everyone who makes our mission possible.

FOUNDATION PARTNERS

11th Hour Project
Castanea Fellowship
Ceres Trust
Chicago Region Food System Fund
Claneil Foundation
Clif Family Foundation
Fund for Liberation
GRACE Communications Foundation
Hidden Leaf Foundation
Food Chain Workers Alliance
Leading Edge Fellowship Program
Lumpkin Family Foundation
Mapleside Fund
Margot and Thomas Pritzker Family Foundation
Mosaic
National Co+op Grocers
Orange Door Fund
Panta Rhea Foundation
Patagonia Works
Robertson Foundation
Rural Democracy Initiative
Stupski Foundation
Stray Dog Institute
Surdna Foundation
Waverley Street Foundation





WITH GRATITUDE

INDIVIDUAL DONORS

**From November 13, 2023 through November 19, 2024*

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Alison Cohen
Alta Irwin
Amelia O'Neill
Amy Walsh
Anim Steel
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Anton Ptak
Ariana Taylor-Stanley
Barbara and Ben Zweig
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Cameron Russell
Carrie Harvilla
Celina Ngozi Esekawu
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Sudha Nandagopal
Susan Sarratt
Tania Roa
Trisha Chakrabarti
Zeenab Aneez

ACKNOWLEDGEMENTS

PHOTO CREDIT & CAPTIONS

All photos by Rion Moon & Jam Rose

Page 2: HEAL members during the Seeding Revolution Summit opening

Page 3: HEAL members and staff tending to plants at Los Jardines Institute in Albuquerque, New Mexico

Page 6: Collective altar during the Seeding Revolution Summit opening

Page 9: HEAL members connecting during the Seeding Revolution Summit

Page 10: HEAL staff during the Seeding Revolution Summit

Page 11: HEAL members gathered together during the Seeding Revolution Summit

Page 13: HEAL members during the Seeding Revolution Summit opening

Page 14: HEAL members connecting with the land and tending to plants at Los Jardines Institute in Albuquerque, New Mexico

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