

PORTFOLIO

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Environmental Communication and Advocacy, MA

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VA SOIL HEALTH COALITION

INTRODUCTION

In February 2022, I began working remotely with the Virginia Soil Health Coalition through Virginia Tech and the Virginia Cooperative Extension on the "4 The Soil" initiative. The goal is to raise awareness of soil as a valuable resource and emphasize the four core principles of soil health management. So far, I helped the initiative gain over one thousand followers across social platforms, increased the number of pledges and newsletter sign ups, and explored creative ways to approach soil health with different audiences.

I write blogs, create and schedule social media content, and help brainstorm storylines and interviewees to engage diverse audiences.

The following samples include:

- Graphic/photograph and caption for the one-year anniversary of the podcast
- Graphics and caption for Valentine's Day
- Graphics/photographs and caption for May the 4th
- Graphics and caption for winter holidays
- Blog post titled "Why the 4?"

@4thesoilva



GRAPHIC + CAPTION FOR PODCAST ANNIVERSARY



The podcast 4 The Soil: A Conversation is turning one year old! We've been honored to talk with each of our guests and learn from their experiences and knowledge. Stay tuned for a special episode to celebrate the conversations and work of Soil Health Champions.

Know someone who would enjoy conversations #4theSoil? Tag them below!

GRAPHIC + CAPTION FOR VALENTINE'S DAY

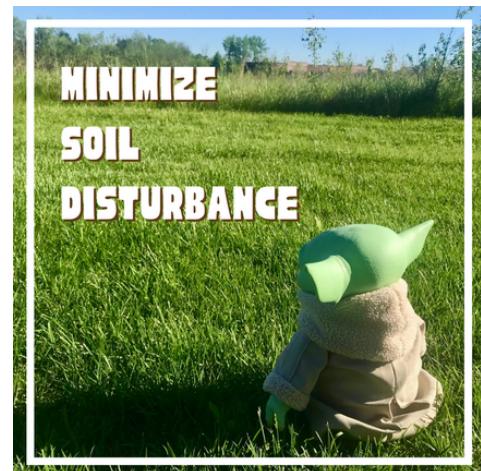


Happy Valentine's Day from 4 The Soil! We enjoyed making these cards to share with fellow soil health champions. Share your favorite with a loved one!

Which of the four core principles of soil health do you think makes the best Valentine's card?

#galentinesday #note #valentines #love #card #soil
#soilhealth #4thesoil #4thefuture #4thelove
#keepitcovered #minimizedisturbance
#maximizeroots #energizewithdiversity

GRAPHIC + CAPTION FOR MAY THE FOURTH DAY



May the 4th (and all 4 soil health principles) be with you!

#maythe4thbewithyou #soilhealth

GRAPHIC + CAPTION FOR WINTER HOLIDAYS



Happy holidays from 4 The Soil! ✨

We are grateful for you, soil health champions, and all we have accomplished together this year! May the new year bring even more ways to care 4 The Soil, for the future.

Send your favorite holiday headgear to a fellow soil health champion! 🎈

BLOG POST: WHY THE 4?

Soil is more than the dirt under our feet and the ground we stand on. It's a living ecosystem and it impacts our world in more ways than we might think.

We can all be for the soil so let's take care of it.

4 the Soil is a campaign by the Virginia Soil Health Coalition to raise awareness of soil as an agricultural and natural resource. By caring for the soil, we can build healthier communities, stronger economies, and a more resilient landscape.

Why does the logo have the number 4?

While soils are complex, taking care of them can be simple. We follow four core principles of soil health:

- Keep soil covered
- Minimize disturbance
- Maximize living roots
- Energize with diversity

Each principle builds on the other. We can start with one and implement each as we grow.

Building healthy soils might seem like a massive undertaking. Every day it faces erosion, compaction, nutrient imbalance, acidification, pollution, and decreased water retention. But we can help.

BLOG POST: WHY THE 4? (CONTINUED)

So where on earth do we start?

Start where your feet are and where you live, work, and play.

All of us have direct and indirect efforts on the soil. Whether we maintain acres of farmland, an urban garden, or routine lawn maintenance, or when we purchase produce and meat at the store, we all influence soil health. Notice how you interact with soil in your daily life.

Whether you're a farmer, a conservation professional, nature lover, or a food lover, you can support soil health.

Check out our podcast "4 the Soil: A Conversation" hosted by Jeff Ishee, Mary Sketch, and Eric Bendfeldt, and join the movement to care for our living and life-giving soils.

~

Join the movement! 4 The Soil is a campaign by the Virginia Soil Health Coalition to raise awareness of soil as an agricultural and natural resource. By caring for the soil, we can build healthier communities, stronger economies, and a more resilient landscape.

FOOD WORKS

INTRODUCTION

Food Works is a nonprofit organization dedicated to creating a sustainable food economy in Southern Illinois. They fund and maintain four main food and farming programs: Southern Illinois Farming Alliance (SIFA), Southern Illinois Farm Beginnings (SIFB), Carbondale Community Farmers Market (CCFM), and administrative assistance to help set up the Supplemental Nutrition Assistance Program and Linked Up Illinois at regional farmers markets.

I started as an assistant in CCFM, helping vendors set up and customers with transactions. I quickly expanded to a communications role, designing graphics for SIFA events and e-newsletters, consulting on their website revamp, and serving as tech support for the SIFB meetings.

The following samples include a digital and printed flyer, a printed newsletter, and a graphic containing all of the logos from each Food Works program to help better show their cohesive story.



FLYER: PRINT AND DIGITAL

CALLING ALL GROWERS & EATERS!

SOUTHERN ILLINOIS FARMING ALLIANCE

FIRST FIELD DAY OF 2022



**SUNDAY,
FEBRUARY 6
1:00 -2:30 PM
VIRTUAL**

RSVP for Zoom link at
www.fwsoil.org/field-days

Join us as we learn about the Home to Market Act and what it means for Illinoisian farmers and cottage food businesses from Molly Pickering, Deputy Director of Illinois Stewardship Alliance.

 Learn more & RSVP at
www.fwsoil.org/field-days

SIFA is a program of
Food Works



Growing the Future of Food



Food Works is a non-profit organization dedicated to creating a sustainable food economy through farmer training and consumer education. We work to create healthy soils, healthy food, and healthy communities in the 23 counties that make up Southern Illinois. Thank you for your support!

Even through these challenging times, **we've been growing!** We want to highlight our amazing collaborators and update you on our programs from the past year.



We have four main programs (the four leaves on our logo!)

- Carbondale Community Farmers Market
- SNAP & Link Match in Southern Illinois farmers markets
- Southern Illinois Farming Alliance
- Southern Illinois Farm Beginnings

Cultivating Collaboration

Illinois Statewide Regenerative Grazing Working Group

a collective effort by farmers, educators, & agricultural leaders to create a Roadmap for Expanding Regenerative Grazing in Illinois (2021-2025).

Learn more:
<https://pastureproject.org/resources/publications>

ReGenerate Illinois

an inclusive statewide network that builds connections to foster powerful ideas & actions to shape a future where Illinois has a strong, representative, and resilient food system that is rooted in regenerative agriculture.

Find out how to get involved and learn more:
<https://www.regenerateillinois.org>



Pasture Project

AT THE WALLACE CENTER



ReGenerate IL





Carbondale Community Farmers Market relocated to the mall & welcomed new vendors

Carbondale Community Farmers Market (CCFM) is housed in the University Mall every Saturday from December through March 10 am-1 pm. The market features local free-range meats, dairy products, a wide range of produce, gourmet mushrooms, health & beauty products, baked goods, local honey, a variety of cottage food items, and local crafts.

2021 marked our first year at the University Mall location. From January through March, we operated with only 13 indoor vendors to allow proper social distancing. We also implemented a curbside pick-up service. We were able to accommodate 9 additional vendors with this outdoor space and had a total of 3,897 customers move through the market.

During our 2021-2022 market season, we've continued to enjoy our space at the mall, as it has given us the ability to accommodate more vendors inside while maintaining social distance protocols. In December of 2021, an amazing 7 additional vendors joined us.

In partnership with Experimental Station and LinkUp Illinois, CCFM offers Link Match to SNAP customers, which matches up to \$25 in produce to shoppers involved in the program.

We've welcomed back live music & fun new events, including cooking demonstrations. Cooking demonstrations are funded through a Southern Illinois Food Security Mini-Grant. They feature products from our vendors & focus on items that are SNAP eligible. Customers are able to see, smell, & sample the great offerings of the market.

Thanks to a grant awarded by the City of Carbondale, we've updated our signage, including a display over Route 13. We've also purchased airtime on local radio stations to promote the local food economy.

2021 was a year of transition and growth for the market. As we move forward into the 2022 season, we'll continue to introduce the community to exciting new vendors and products.

On February 12th, we'll host a **Seed Swap** at the mall, where we'll team up with other nonprofits and feature a kid's activity where they can make seed bombs.

2021		www.carbondalemarket.com	University Mall
		10 am - 1 pm	10 am - 1 pm
JAN. '21 TO MARCH '21		DEC. 2021 ALONE	
Number of Markets	12	3	3
Avg. # Link customer/market	7	12	12
Avg. # of Link sales/market	\$216	\$343	\$343
Avg. # of vendor/market	13 Indoor, 9 Online	22 Indoor	22 Indoor
Avg. # of customers/market	136	523	523

Link Match partnership increased access to local food

Food Works once again partnered with Experimental Station and LinkUp Illinois, and we received funding for the Link Match program. Through these funds, we facilitated and supported the SNAP and Link Match programs at four area markets: the Benton Farmers Market, the Humpday Farmers Market, the West Frankfort Farmers Market and our **Carbondale Community Farmers Market**.

This funding increases equitable community access to healthy and nutritious foods year round for people throughout Southern Illinois. As the program circulates dollars into the local economy, it also provides stability to local farm businesses and farmers markets. It also allows us to assist with the program throughout the season, including assistance with record-keeping and reporting requirements, evaluating strategies to improve future efforts, and additional support as needed.



The Link Match program works at participating farmers markets. Shoppers can use their LINK cards to receive tokens at the Market Information table. Customers receive an additional \$1 in Link Match coupons for every \$1 they take out of their LINK, to spend on fresh fruits and vegetables at the market (up to \$25 each week!). So not only are we able to offer extra produce and fruits to our LINK customers, we are also bringing additional revenue to our farmers!

Between the four markets in the 2021 season, we distributed \$14,000 in Link Match to customers and our farmers redeemed around \$11,000! We appreciate this funding as it makes a huge difference to shoppers, farmers and the community. In 2022, we are looking to assist new markets and expand healthy food access with the program.

Learn more:
<https://experimentalstation.org/linkup-overview>



Questions about SNAP or Link Up?

**Illinois Department of Human Services (IDHS)
Food programs & services**

[www.dhs.state.il.us/
page.aspx?item=29721](http://www.dhs.state.il.us/page.aspx?item=29721)

Applications for Benefits Eligibility (ABE)

[abe.illinois.gov/abe/
access/](http://abe.illinois.gov/abe/access/)

Link Up Illinois - Experimental Station

[experimentalstation.org/
linkup-overview/](http://experimentalstation.org/linkup-overview/)



Join us for
2022 Field Days!



Southern Illinois Farming Alliance hosted a pollinator field day



Though 2021 proved challenging for in-person gatherings, we held one Field Day about Creating, Diversifying, and Protecting Pollinator Habitats (pictured). We hosted approximately 15 attendees who joined us for a walk-through at the Pitcher Patch homestead of Kim Erndt-Pitcher, of Prairie Rivers Network.

Kim taught us about using native plants to create habitat for pollinators and other important invertebrates, as well as inexpensive ways to create, enhance, and protect diverse habitat on the farm or around the home and how to collect and save the seeds of native plants. Each attendee was able to take home a free pollinator plant and everyone had the opportunity to purchase pollinator plants from Southernwood Gardens!



Southern Illinois Farm Beginnings received a major grant & added course topics

The Southern Illinois Farm Beginnings program received a boost with the award of nearly \$50,000 from the Beginning Farmer Rancher Development grant to training a more diverse beginning farmer group in Southern Illinois. We have 11 trainees (pictured) from Franklin, Jackson, Johnson, Madison, St. Clair, Union, Washington, and Williamson counties who are interested in animal husbandry, beekeeping, hemp production, viticulture, fruit & vegetables, nut tree orchards, and transitioning to sustainable farming practices from traditional commodity agriculture.

We added three additional components of education focusing on specialty crops, humane animal husbandry, and land/resource access. We are able to bring additional farmer presentations into the program to guide new farmer trainees. The program kicked off in November and concludes in July with a trio of facilitators: Margie Sawicki, Sonja Lallemand, and Sarah Koth.



WSIU's Kevin Boucher interviewed Margie Sawicki and Jennifer Paulson about the new program and the story aired on Christmas Eve.

In 2022, we hope to apply for an extended 3-year grant to continue building support of farm dreams among new & beginning farmers.



COHESIVE LOGO OF PROGRAMS

The team wanted to make their organizational story more cohesive. Food Works consists of four unique programs, one of which is funded through a partnership with a statewide organization called Link Up Illinois. Community members had told the team they had not realized these programs were part of Food Works.

To help visualize this connection in a concise way, I created an image that displayed the relationship between the four programs and Food Works. Three programs had established distinct logos, so I lined them underneath the larger logo. I then added the phrase "In partnership with" to the logo of the statewide Link Up Illinois program to signify the relationship.



50 BY 25 CAMPAIGN

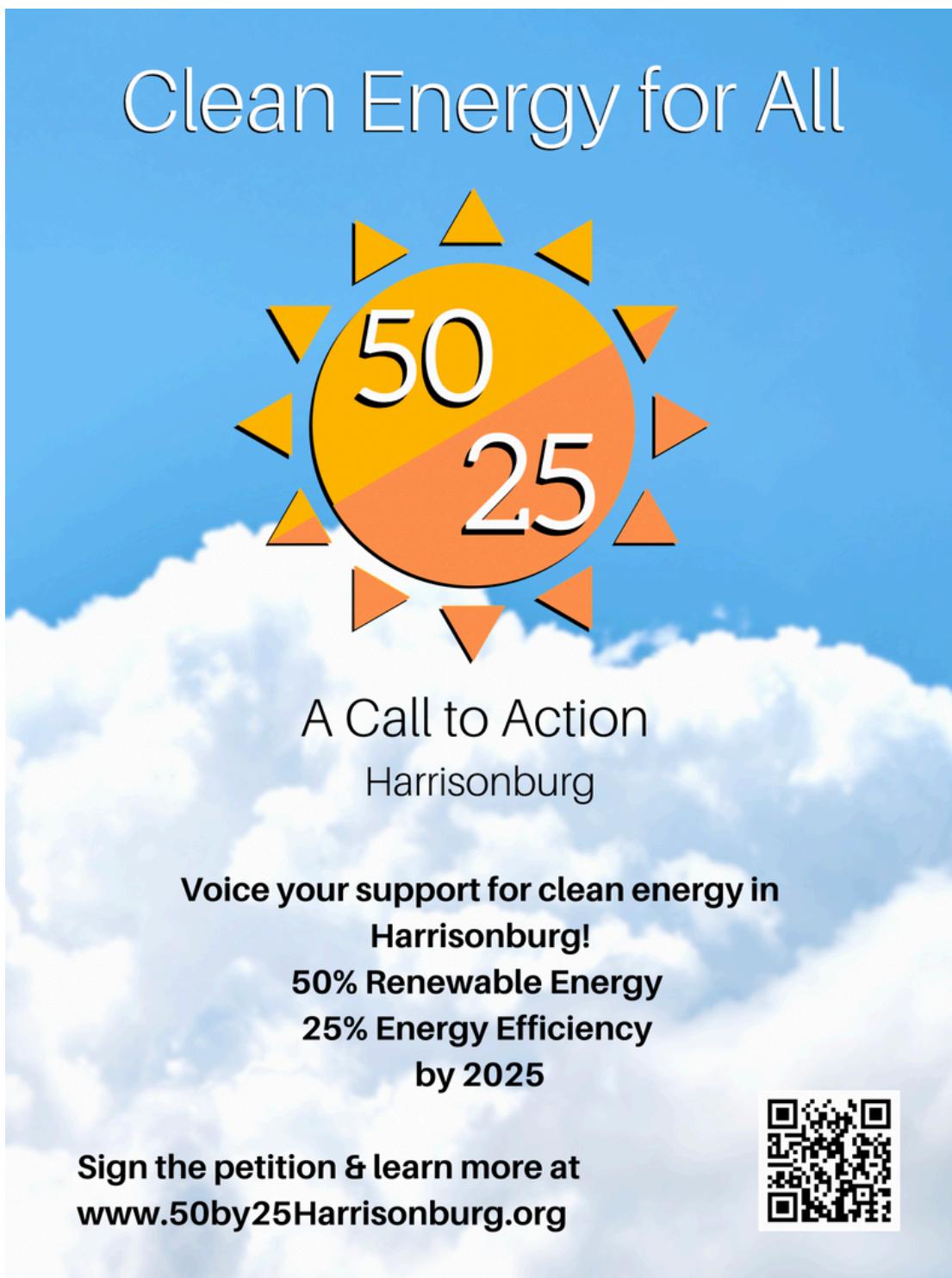
INTRODUCTION & LOGO

From 2019 to 2020, I interned as a graduate student with the nonprofit New Community Project (also known as Vine & Fig) in Harrisonburg, Virginia. The coordinating partners and I built strong relationships, which led to my position as the Media & Outreach Coordinator on their clean energy campaign.

I met weekly with the team made up of local townspeople, professors, entrepreneurs, and students. We aimed to engage diverse neighborhoods and address affordability, so our materials reflect an upbeat, nonpartisan approach. I crafted the logo (below), window posters, postcards to city council members, and a Facebook post that adapted to current events.



WINDOW POSTER: PRINT



POSTCARDS TO CITY COUNCIL: PRINT



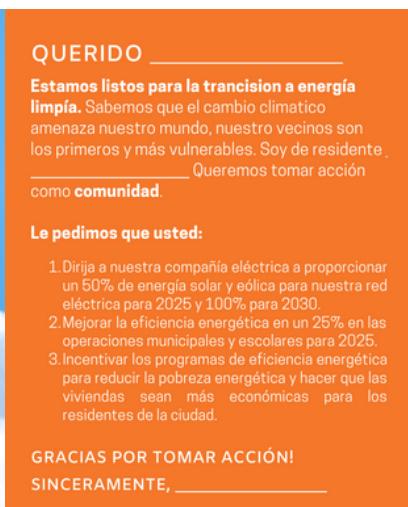
FRONT



TO:
**CITY MANAGER'S
OFFICE**
409 S. Main Street
Harrisonburg, VA 22801
www.50by25Harrisonburg.org

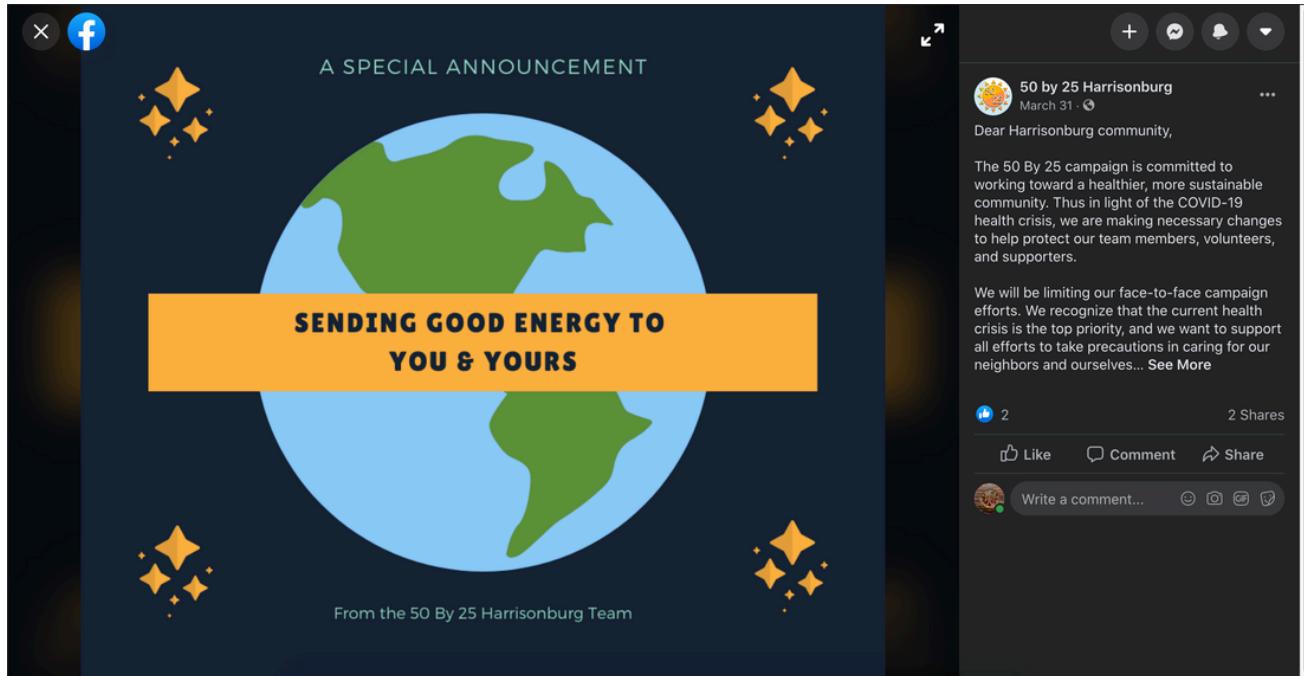


FRONTE



PARA:
**LA GERENCIA DE LA
CIUDAD**
409 S. Main Street
Harrisonburg, VA 22801
www.50by25Harrisonburg.org

ADAPTING MESSAGING: DIGITAL



This post shows the 50 By 25 campaign team's response to the public health guidelines for the COVID-19 pandemic. We wanted to convey our concern for everyone's health while remaining hopeful about our mission.

As of March 2021, the city council adopted this campaign's calls to action in a city resolution. It is in the process of becoming a city mandate.

LET'S CONNECT

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