



Rid-All Foundation (Rid-All Green Partnership)

December 16, 2024

Greetings Beloved Family, Friends, and Community Supporters:

The year of 2024 has been one for the ages for the Rid-All Green Partnership and all of us as American and Global citizens. Notwithstanding a few minor challenges, the year has arguably been the best ever in terms of highlights, accomplishments, and significant developments. It also marks the thirteenth anniversary of Rid-All's presence in what was once the "Forgotten Triangle" in the Lower Kinsman neighborhood, and we look back with much pride at all that has happened over the thirteen years and how significantly Rid-All has changed the community for the better.

We have emerged from this year stronger than ever and have accomplished many things. As we look forward to 2025, the Rid-All Green Partnership is headed in a positive direction and is extremely well poised for stability, growth, and expansion. We see our greatest strength as being able to bring value and relevance to the local marketplace, as Rid-All has become more than just a farm to Cleveland. It has emerged as a beacon of hope to residents and visitors by showing what is possible and promoting a message of health and wellness, both mental and physical.

Some of our accomplishments this year have included:

- o Expanded our use of the Community Kitchen Restaurant Building where we hosted over 50 special catered events in addition to running the weekly restaurant business every Tuesday and Friday to a supportive and steady group of patrons. Groups that have utilized the space range from the Greater Cleveland Partnership and the Cleveland Browns to veterans' groups, residents and various community organizations.
- o In partnership with Thriving Communities (Freeland, Washington), released a Rid-All Documentary titled "Regenerating Communities" which debuted at the City Club of Cleveland to a sell-out crowd in February and was then featured in the Greater Cleveland Urban Film Festival (September) and the Chagrin Documentary Film Festival (October). The film exposed many Clevelanders to the Rid-All story and led to expanded support of our restaurant and farmer's market.
- o Rid-All was featured in a Bloomberg Media Series titled "An Optimist's Guide to the Planet" which aired globally in February. The host of the show, Nickolaj Coster-Waldau of "Game of Thrones" fame extended a shout out to Rid-All on the Jimmy Kimmel Show and described our farm as one of his favorite stops on his 17-city five continent tour!
- o Expanded the business and overall operations of the Farmer Jones Market, a fresh food market in Maple Heights, Ohio that had been in operation for over 60 years. Rid-All took over operations of the market after it had abruptly closed in 2020 and purchased the property outright in 2023. The market has been quite successful, and the loyalty of the customer base has been strong. Rid-All hosted a Community Day at the market and continues to showcase the market as a viable small business in the community.
- o The Rid-All Green Partnership received the "Global Ties Award" in Washington D.C. at a State Department sponsored event with an audience of over 600 people. Rid-All was nominated for the award by the Cleveland Council on World Affairs based on its hosting of many international delegations over

the last five years. The award was quite significant as the national evaluation process was very competitive.

- o Completed the work of the multi-year Conservation Innovation Grant awarded by the USDA as part of a four-city collaborative focused on bio-char production on urban and rural sites. The project was evaluated by USDA officials in late summer and received high marks! This level of success should generate additional grant opportunities with the USDA in the future.
- o Hosted another very successful Fresh Fest event with Environmental Health Watch. A record crowd of 11,000 people were in attendance and feedback was very positive. Plans are already well underway for the 2025 Fresh Fest event.
- o Successfully landed Meijers grocery store as a point of sale for the Rid-All Urban Fish Farm, selling tilapia there on a weekly basis since September.

Future Plans for 2025 include:

- o Expansion of the Rid-All-Cleveland Tree Nursery including land acquisition and the establishment of a Garden Center.
- o Continued development of the residential property purchased by Rid-All on East 82nd. The second floor is fully developed as an apartment and the focus will now turn to the first floor which will be converted to meeting and office space and a Rid-All Museum and Gift Shop.
- o Finalizing conceptual planning and assisting with fundraising to build the Walter Collins Veteran Housing and Service Center in partnership with the Union-Miles Development Corporation. Rid-All will train residents in urban agriculture and healthy eating habits as a part of the ongoing programming.

All of the aforementioned activities and more are only possible with the generous support of donors and contributors like you. As such, please help us continue our momentum by making a charitable donation to our organization's Annual Fund at whatever level you can.

Donations can be made via PayPal on our website (www.ridall.org), CashApp (\$ridallkeymah) or checks can be made payable to the Rid-All Foundation, 25411 Tryon Road, Oakwood Village, OH 44146 (Attn: Keymah Durden).

Many thanks for your consideration and we wish you a Happy and Healthy Holiday Season.

Best,

Randell McShepard

Keymah Durden

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Keymah Durden

Co-Founder

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****The Rid-All Foundation is a tax-exempt 501 (c) 3 organization. All donations greater than \$250 are tax deductible to the extent permissible under Federal law.***