# 2014 Annual Report

Cornell Cooperative Extension of Tompkins County

Cover Graphic: Echinacea (coneflower) and Rudbeckia (black-eyed susans)

# **2014 ANNUAL REPORT**

*Our Mission: To strengthen youth, adults, families and communities through learning partnerships that put knowledge to work.* 

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Appropriation & Support Illustration of annual support for CCE-Tompkins in 2014

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### 2014 DIRECTOR'S MESSAGE

In reviewing what <u>your</u> Cooperative Extension association has accomplished in the past year, I return again and again to the idea that the credit for the following achievements belongs not to me or to our program leaders, but to the many individuals and communities across Tompkins County who inspired, created or welcomed these projects, then rolled up their sleeves and made this work actually happen for the benefit of our residents. Credit goes not just to our paid staff, but also to more than 2000 community volunteers, and a host of students and faculty from Cornell University and Ithaca College who have chosen to get involved in and support these efforts! To all of you, I offer my heartfelt thanks for the investment of your time and energies in our work, and I hope that you will share our pride in the following highlights of what has been accomplished during 2014.

One area where CCE-Tompkins made substantial progress in 2014 is technology and infrastructure. When ccetompkins.org required redesign (as all websites do, every few years) we partnered with CCE county associations across NY State, hired a local developer, and oversaw the creation of a new shared web platform that not only brings a unified look, feel and mobile compatibility to participating county sites, but also enables us all to share photos and fact sheets, and to "clone" pages from one county to another, greatly increasing the valuable content we each can make available on a variety of devices to residents in our counties. Until now, each county contracted independently for web design and hosting, and the resulting sites looked and functioned very differently, and content varied widely. To date, 40 CCE county associations have joined this project and we expect more to sign on as their existing websites

need to be redesigned. While you won't be able to "test drive" the remarkable back-end features of the platform, I urge you to visit our website at ccetompkins.org to experience the shared look and feel that over two-thirds of our state associations now have adopted.

I've previously reported on our crowdfunding website PEAKS! (at Peaksmaker.com) that has helped dozens of local organizations and programs raise funds for their work. More recently, our on-staff developer used open source software to create a customizable donor database that we – and 4 other local non-profits thus far -- have adopted. At a cost of less than 20% of that of a commercial donor database product, this effort is helping us and other local non-profits to capture and continue to build upon existing relationships with our constituents, making each of us stronger in the process.

Strengthening the local economy is one of Cooperative Extension's longstanding priorities. This year, we worked to develop the infrastructure to support bulk wood pellet delivery in our region, with a \$1.7 million "Cleaner Greener Communities" grant that was awarded in 2013. Our staff identified potential commercial demonstration sites for large wood pellet fired boilers, and worked with stakeholders in the 8-county Southern Tier region to quantify potential demand. You can look forward to hearing details in the coming year on the number of jobs this exciting project can be expected to create, as well the projected amount of carbon emissions that can be offset by converting from fossil fuels to a locally-sourced renewable fuel.

Here in Tompkins County, ten local microbusinesses (including popular food trucks and caterers) now are using our two certified commercial kitchens – the Cargill Teaching Kitchen here in our Education Center and the kitchen at 4-H Acres – to start and grow their businesses. According to Chris Kirby, founder of The Ithaca Hummus Company, "The 4-H Acres has been an incredibly valuable resource for me, and The Ithaca Hummus Co. would not have been able to grow so quickly without it." Community visioning sessions on gaps in our local foodshed long have identified commercial kitchens as integral to growing the local food economy, and we are pleased that CCE facilities are being used to help



Ken Schlather, Executive Director, CCE-Tompkins

strengthen individual businesses and create local jobs.

Tompkins County leads the state in residential solar installations and local energy firms have added tens of new jobs in the last year. Building upon this local need, in 2014 CCE-Tompkins partnered with Taitem Engineering in Ithaca to create the Tompkins County Diversity Solar Apprenticeship Program (TCDSA). Funded entirely through the regular operating budgets of both CCE-Tompkins and Taitem Engineering, this program provides training and apprenticeship opportunities in renewable energy for people who face employment barriers due to a lack of recent work experience or out-to-date skills. TCDSA specifically targets under-represented groups that reflect the ethnic diversity of local residents, and the program has the potential to reduce transaction costs for employers while increasing the chances of success for the apprentices. To date, two apprentices have been placed on the job, and two new firms have signed on and made commitments to hire.

You can see a full breakdown of our 2014 impacts in Tompkins County on page 5 of this publication. But while these highlights may seem like "new" areas for extension activity, you can be assured that we continue to work in our more traditional spheres, helping children and adults, families and communities within our county to become stronger and more resilient – both personally and professionally. With the guidance and direction of our volunteer Program Committees and Board of Directors, we remain committed to our goals of working to support thriving children and families, strong communities, a robust local economy, a healthy environment, and food security for all.

In closing, one of our programs in 2014, the Seed-to-Table Experience, included a type of Iron Chef competition, for kids. As part of that competition in which teams of kids were given a chance to cook a meal from a selection of local foods, winners were selected based on the the presentation, the content, and the flavor of the whole meal that was prepared. Winners were chosen and named, true, but what was clear to everyone involved was that everyone won. Everyone had fun, everyone learned something, everyone gained something. That pretty much sums up our programming and efforts in 2014: The Winner was...All of us!

> Ken Schlather Executive Director

## TOMPKINS COUNTY APPROPRIATION LEVERAGED THE FOLLOWING SUPPORT IN 2014

Cooperative Extension uses its unique partnership with federal, state, and local governments, adding volunteer involvement, fund raising and in-kind contributions to bring an 12-fold return in educational resources for each Tompkins County tax dollar received.

### Direct Support Ratio 1 : 8.1

County Appropriation	\$674,219
State and Federal Appropriations	200,708
Fringe Benefits, NYS	1,653,548
County Contracts	453,142
County Fed./State Pass Through	172,550
Other Contracts/Grants	2,010,909
Donations & Fees	950,029
Total	\$6,115,105
Total	\$6,115,105



### In-Kind & Direct Support Ratio 1 : 13

County Appropriation	\$674,219
State and Federal Appropriations	200,708
Fringe Benefits, NYS	1,653,548
Contracts/Grants	2,636,601
Volunteer Efforts	1,350,126
Cornell & Federal Resources	1,984,464
Donations & Fees	950,029
Total	\$9,449,695



Tompkin

### 2014 Expenses by Type



### 2014 Employees (FTEs) by Funding Source



									-	•			
Program	Savings	Savings to County	Positive Im	Positive impact on County Economy	y Economy	Quality of Life			Loca	Actors/L	Local Actors/Local Buy-In		
	Savings In Budget	Addi Tax Revenues	Outside Grants (In dollars)	Size of Sector (annual sales or product value in \$)	ad Jobs		# of Partici- pants	# of Volun- teers	Hours of Volun- teers	# of Partners	In-kind Contrib's from local bus/org's	# Workstudy Studientis	Work- study FTEs
Agriculture & Environment													
Ag Plan Implementation	45 k		45000	60 milion	1200	Open Space	280	8	뮰	8	\$10,800	2	0.5
Ag Econ Development	35 k	25 k	170000	60 milion	1200		175	15	1 <u>5</u>	₽	\$10,300	-	0.25
Ag Awareness Education			6000	60 million	1200	Familand Preservation	1360	143	999	45	\$5,852	-	0.25
Commercial Ag		10 k	125000	60 million	1200	Economy	3600	12	220	250	\$5,780		
Local Food/Agritourism		25 k	36000	20 milion	300	Local Bus, Farm Viability	4006 7	8	300	48	\$6,000	2	0.5
Home/Commil Horticulture		5 k	12000	6 million	400	Besuñfication	5760	8	1803	62	<b>8</b> 6,500	-	0.25
Compost	×					Waste Reduction	701	8	1859	₽	\$2,000		
Environment/Green Building		<	70000	38 million	200	Env & Water Quality	10790	274	1900	121	\$18,100	7	1.9
Way2Go Transportation Ed.		×	200000	65 milion			5995	8	760	8	\$3,540	4	1.25
Community Beautification	15 k	3k	85000	50 million		Tourism, Comm. Pride	3302	49	2880	45	\$22,050	-	0.25
Ithaca Children's Garden		<	60009			Community Resource	5004	296	2305	8	\$10,000	4	1.25
Family & Community Well-Being						Child Safety, Parenting							
Parenting Ed, Family Visits	80 K		45000			Skills, Family	687	4	240	41	\$10,100	2	0.5
Comm. Support for Families			69000			Reuntication & Strength	260	13	175	8	\$9,050	e	0.5
Community Development	4.2 k		132000			Comm Strength, Diversity	10606"	<u>1</u> 2	1501	6	\$45,775	5	-
Financial Management	1 k	<	25000	195 million		Hhd Fin Mmt, Stress Red.	136	m	31	12			
Energy: Efficiency & Renewable		<	233000	72 milion	800	Home & Env benefits	7476	143	3080	21	\$46,725	12	2.75
Consumer Ed			17822			Reduce health risks	1127	8	177	17	\$600		
Food Safety				84 million	1000	Food quality, safety	624	m	4	12		-	0.25
NutritionEd/Food Access	6.5 k		235000			Improved Dietary Quality; Leaderstin Dev	4511	75	1491	<del>1</del> 85	\$129,990	e	1.5
4-H Youth Development				15 million			2500						
4-H Clubs/Teen Leaders	30k					Youth with life skills,	355	297	28,206	2	\$5,697	4	2.25
Primitive Pursuits	10 K		430000			leadership, health gains	1450	¥	욝	27	\$22,000	2	0.5
Urban Outreach & OURS	80 k		13500			Increased youth opp's,	133	120	8101	13	\$30,340	0	2.75
Rural Youth Services	110 k		125000			risk red., school perf.	1283	5	2029	54	\$43,000	-	0.25
Youth Markets					0	Youth Work Experience	12	0	<del>1</del>	7		2	0.5
Governance/Admin								8	1021			5	1.25
Totals	398.7		68 k 2,133,322				79,444	2014	59,933	1,220	\$444,179	ន	20.4

# The Impacts of County Appropriation Through Cooperative Extension (2014)

107 ···· 0

# **THANKS TO OUR 2014 DONORS**

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