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Nestled in the foothills of Appalachian Ohio, Rural Action was founded in 1991 on the principle that locally-based, sustainable, and inclusive development is the main strategy for building resilient rural Appalachian communities.

Rural Action's mission is to build a more just economy by developing the region's assets in environmentally, socially, and economically sustainable ways. Together, we envision a region with clean streams and healthy forests; a place where thriving family farms, meaningful livelihoods and vibrant communities exist for everyone; with people engaged as good stewards of the world they live in and working together to make this vision a reality.

As a membership-based organization, we believe the best development is done with participation from diverse groups who have a stake in the outcome. Our role is to empower communities to value and take ownership of our environment, economy, and community, so we can meet the needs of the current generation while also building a just and sustainable future.

Rural Action continues to expand because there is great demand for smart, local solutions to global and regional problems. Our reach is made possible through a robust national service program, administered by Rural Action in partnership with more than a dozen Ohio organizations.





# Program Areas

### SUSTAINABLE AGRICULTURE

Each year we engage with hundreds of small, diversified farmers and landowners to understand their needs and provide tools to increase food production while reducing risk, enhancing profitability, and restoring local ecosystems. Our food access projects deliver healthy food to people who might not be able to find or afford it otherwise, and money is spent with local farmers.

#### SUSTAINABLE FORESTRY

By providing resources for woodland owners we help them identify alternative income opportunities, like forest farming of ginseng, goldenseal, and other forest botanicals, conduct land restoration projects with native plants, and mitigate invasive species that can adversely affect forest health and diversity.

### SUSTAINABLE ENERGY SOLUTIONS

We work to catalyze clean energy development by supporting regional efforts to scale up energy efficiency, renewable energy, and clean transportation. We support a clean energy economy that provides living-wage jobs and the growth of a modern manufacturing sector that attracts and retains our skilled Appalachian workforce.

#### WATERSHEDS

Serving as a leader in stream restoration since 1994, we work with communities to provide watershed management services including chemical and biological water quality monitoring, watershed planning, restoration and protection management, and community organizing around water resources, helping to ensure access to clean water across our region well into the future.

### RESILIENT COMMUNITIES

Our team works with communities to strengthen economic, environmental, and social health. Ecotourism, outdoor and cultural recreation, creative placemaking, and entrepreneurial support provide real opportunities for local communities to thrive.

### **ZERO WASTE**

We promote the development of a zero-waste economy where product development prioritizes conservation of natural resources and product design incorporates ways to facilitate and encourage post-consumer reuse, repair, recycling, or composting, and discards become assets that benefit the people, the planet, and the local economy.

#### **ENVIRONMENTAL EDUCATION**

We connect students and teachers with outdoor learning in Appalachian Ohio. By learning in nature, we help young people develop a sense of place and give them the tools to make informed decisions about their natural resources as well as evaluate their future career paths.

#### NATIONAL SERVICE

Appalachian Ohio Restore Corps members and VISTAs help educate youth and the public, restore, conserve, and preserve environmental resources, improve food distribution, support reduced waste and recycling initiatives, and support economic resilience through climate change mitigation and sustainability projects.

#### **SOCIAL ENTERPRISE**

Social enterprise exists on a continuum that blends a market approach with a mission that helps the community and the environment. The triple bottom line approach of using business tools to foster prosperity, protect the planet, and benefit people is the sweet spot of social enterprise.

Our social enterprises include the Chesterhill Produce Auction, Zero Waste Event Productions LLC, True Pigments LLC, UpCycle Ohio Thrift, the Community Makerspace, and Appalachian Understories.



Rural Action celebrated its 30th anniversary in 2021, an event that prompted several longtime staff and alumni to reflect on the impact the organization has had during its three decades of existence.

Chesterhill Produce Auction. Upcycle Ohio Thrift Store and Community Makerspace. The Reuse Corridor. The Appalachian Green Teachers Conference. True Pigments. Zero Waste Event Productions. These are just a few of the initiatives Rural Action, its partners, and its members have made possible. Each, in its own way, is a key component in developing our region's assets in environmentally, socially, and economically sustainable ways.

But perhaps all it takes to understand the progress is a single, massive channel catfish in Monday Creek. Watersheds Program Director Nate Schlater was water sampling when a local resident showed him a cell phone video of the beefy channel cat, happily swimming in water that was too toxic for fish not that long ago.

Nate told me this year that he's spent years monitoring fish in Monday Creek and never seen anything like this come out.

The fish's presence is an indication of how much local waterways have healed in the wake of historic coal mining that left many streams in Appalachian Ohio orange and lifeless. It's taken 30 years. Much still remains to be done. But, working together, we're making progress.

In 2021, we began laying the foundation to help us meet the challenges of the next 30 years. Looming large is climate change. Appalachian Ohio is expected to fare better than many places in the world in this regard, though we will still feel the impact, and we expect to see an influx of climate refugees.

In this report, you'll read about 2021 initiatives that are designed to prepare Rural Action to meet the challenges of climate change, protecting our environment, providing healthy food, and creating a sustainable economy. It's a story of growth. And it's a long game. Solutions don't come quickly or easily. Thanks to our partners, donors, and members, we will be better prepared for what's next.

Here are a few of the efforts you'll read about in this annual report:

- **True Pigments** using innovation to counter the effects of historic coal mining on local waterways.
- The Reuse Corridor a network of individuals and organizations who are collaborating to make our region zero waste, from dealing with difficult to recycle items to processing recyclables in local communities to create economic opportunities and avoid the carbon footprint of shipping materials long distances to be processed.
- National Service a program critical to our ability to "get things done" is about to undergo a major expansion, placing more members in streams, on auction floors, and at the forefront of countering climate change.
- H2Ohio an expansion of our Watersheds program that will have us working initially on water quality in the west Lake Erie basin and that will create numerous new opportunities to expand and grow our efforts to restore watersheds.
- Entrepreneurship programs that provide help and mentorship to beginning farmers, including a forest farmer who has been able to quit his day job to dedicate his time to growing mushrooms and forest botanicals.

In short, we're not resting on our laurels. The initiatives we launched in 2021 will better prepare our organization to help the people of Appalachian Ohio meet past, present, and future challenges.

"Seeing a fish in a stream that hasn't been there for 100 years is exciting," Nate shared. "You tell those stories for years to come."

We hope this is one of many fish tales we'll be telling when we celebrate our 60th anniversary.





# How We Work

#### **OUR MISSION**

Our mission is to build a more just economy by developing the region's assets in environmentally, socially, and economically sustainable ways.

#### **OUR CORE WORK CENTERS ON:**

- Helping small communities do big things
- Growing local businesses and jobs
- Restoring our environment
- Cultivating the next generation of leaders

Our decades of experience working in Appalachian Ohio have taught us some critical lessons which have shaped our approach to participatory development. Our approach is rooted in the work of many partners across Central Appalachia and rural America who believe we have the power to write our preferred future.



#### **OUR THEORY OF CHANGE**

Rural Action's community development approach is the result of decades of careful work to increase local control over the region's rich assets and to give power to the people who are committed to this place, whether for generations or new arrivals. Appalachian Ohio is still recovering from the effects of extractive industries, especially coal mining, which declined by the mid-twentieth century. Such industries resulted in widespread environmental degradation, unemployment, population loss, and weak economies that persist to this day.

To counter these forces, the region needs development from within that is consistent with its assets. Rural Action members have a goal of more equitable development and greater opportunities for the people of Appalachian Ohio. We believe achieving this goal requires the wide adoption of sustainable systems and practices in the region.

To do this, Rural Action brings people together to understand their options and support locally derived development and decision-making. We believe learning is essential to long-term change, from experts who have new models, to the wisdom within our communities. Educating young people on the region's natural history and heritage is a long-term strategy for ensuring good stewardship and job creation from natural resource assets. Once engaged and informed, Rural Action facilitates change by supporting communities to understand, map, and control their assets; build appropriate and accessible infrastructure; and connect those assets and infrastructure to markets both within and outside of the region.





Additional counties reached through AmeriCorps partners

Additional Ohio counties served through Rural Action social enterprises

Rural Action has six offices located on the ground in communities where we work. In 2021, Rural Action reached 39 Ohio counties, 32 directly through Rural Action programs. Six additional counties were served through our Zero Waste program.

# By the Numbers

## 114 BUSINESSES

improved through the Resilient Communities program with over \$96.000

in Resilience Fund Emergency Grants, website creation and training, small business workshops, and the Trail Town Business Challenge

#### **OVER 100 ATTENDEES**

at Tuscarawas County outdoors events including canoe floats, kids camps, and watershed tours



### 1,700 TREES PLANTED

in Riparian areas by the Watersheds and Forestry programs, which help reduce flooding, build up of sediment, and erosion, keeping our waterways clean and intact

### 4,485 INDIVIDUALS EDUCATED OR TRAINED

in environmental stewardship and environmentally conscious practices through trainings led by national service members

Appalachian Understories, Rural Action's newest social enterprise, coordinated

### **20 TOURS AND EVENTS**

before the new year following their launch in September 2021

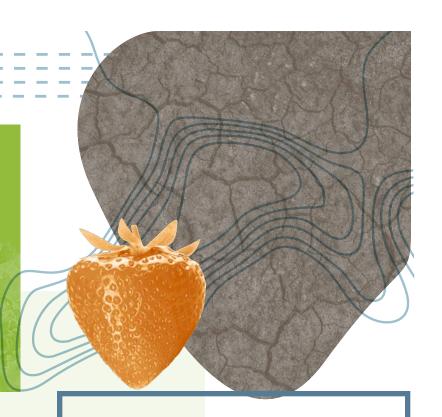
Provided a tool library service out of the Community Makerspace in partnership with Athens County Public Libraries to community with

3,000+ FREE LOANS OF 298 TOOLS



### 260 FAMILIES IN 5 COUNTIES

served through produce prescriptions distributed through partnerships with Coplin and Hopewell, which provide access to fresh produce and nutritional advice as preventative healthcare



#### 650 HOUSEHOLDS REACHED

through CHaRM (Center for Hard to Recycle Materials) events and

#### 148,128 POUNDS OF MATERIAL

diverted from the waste stream

### 1,378 ACRES OF LAND

evaluated and provided with management plans through site visits from the Forestry program, and

### 1,600 RAMP BULBS AND 80 POUNDS OF GINSENG

sold to promote non-timber forest products

# READ ON FOR STORIES FROM OUR PROGRAMS AND PARTNERS

#### 257 SAMPLES

taken in the Walhonding Watershed, which help identify areas for preservation and restoration

The Silver Creek site in the Mud Run Watershed achieved a biotic integrity

#### SCORE OF 40,

up from of 26, reaching its goal for acid mine drainage recovery



#### OVER 48 HIGH SCHOOL INTERNS

placed through the Environmental Education program at Rural Action and various partners and businesses across the region





Department of Natural Resources (ODNR) and Ohio University, Rural Action launched True Pigments, which will treat the 988 gallons of AMD entering Sunday Creek every minute.

In 2021, Michelle and our partners at Ohio University, ODNR, and other entities worked to prepare for construction to begin on the True Pigments plant.

"We had a chance to run more experiments on site at Truetown during 2021 and we answered some of the lingering questions that we've had on how to scale up the process," Michelle says. "Moving into 2022, when we'll be breaking ground, we ran the pilot plant through specific batches, doing new experiments, and running it continuously. We harvested more iron to send to Gamblin Artist Colors for use in paint."

True Pigments also brought in West Tech, a Salt Lake City-based engineering firm that has experience scaling up big industrial plants.

"We updated the business plan and met with potential investors," she says. "Talking with investors is a lot of educational outreach. It's such a niche business. It's not a traditional pigment or wastewater treatment business. It's this weird thing no one else is doing right now for profit. That's been a learning curve."

To her credit, the potential investor finally came to understand True Pigments' goals and why an alternative location wasn't an option. "We have people who have asked for second and third meetings on investment, but we're still navigating that," Michelle says.

"We've created the conceptual foundation and framework for both the business and the physical plant," she says. "It's really exciting because we're going to be breaking ground soon."





"We are seeing a slight decrease in trash that's being pitched thanks to the CHaRMS," Rick says. "We had no idea how bad it was when I came to this job. The volume is slowing down a bit but there's a lot of work to do to get caught up."

"I can see these mobile CHaRMs being a convenient avenue for a lot of people to get involved in recycling instead of staying on the sidelines because it's too much effort."

There's also a potential economic benefit to processing materials locally instead of sending them to far-flung places.

"There is money in trash," Rick says. "There is money in recycling. That's what I'm hoping the end result will be with all these meetings and groups combining their talents."

As local communities embrace CHaRMS, they're able to adapt the process to make it their own and meet their needs.

"Our successful partnership highlights why the Zero Waste program is doing mobile CHaRMs across eight counties, and it showcases just how successful these can be and how counties can move forward in planning their own mobile CHaRMs or permanent CHaRMs," says Rural Action Zero Waste Manager Maria Bonner.





# CREATING THE NEXT GENERATION OF APPALACHIAN LEADERS

"Wow! That's a great idea."

It's a phrase Rural Action Environmental Education Director Joe Brehm utters often. In this instance, he was responding to a co-worker's off-hand remark that a senior at Trimble High School should apply for an open AmeriCorps position with his team.

"I don't even know what that is," Alison McCoy recalls thinking as Joe pushed forward. But she's known Joe since she first met him during a summer camp when she was 8 or 9 so she knew it must be a good thing, especially if it meant she got to work with Rural Action.

"I can get the paperwork for you," Joe said. And Alison was on her way to serving a year-long National Service term. While she's doing that, she's finishing her senior year working remotely and also taking college classes at Hocking College.

Alison's relationship with Rural Action is an example of how our Environmental Education program strives to educate the youth (and adults) of Appalachian Ohio. They learn to understand why it matters when creeks flow orange with acid mine drainage. They also get a chance to explore potential career opportunities through National Service and the high school internship program we collaborate on with Building Bridges to Careers.

It also shows how our programs work together to enhance their impact. Our Leadership and Service program spent 2021 preparing for a major expansion, with plans to increase AmeriCorps and VISTA positions in the Appalachian Ohio Restore Corps from 41 members to 80. More National Service members will be joining Alison to help us get things done throughout the region, from countering climate change to cleaning streams to distributing fresh local produce in food deserts.



For Alison, who earned Rural Action's Youth In Action Sustainability Award in 2021 and has served internships with Burr Oak Nature Center and Community Food Initiatives' Veggie Van, it all came full circle when she returned to Trimble to talk to students in the talented and gifted class.

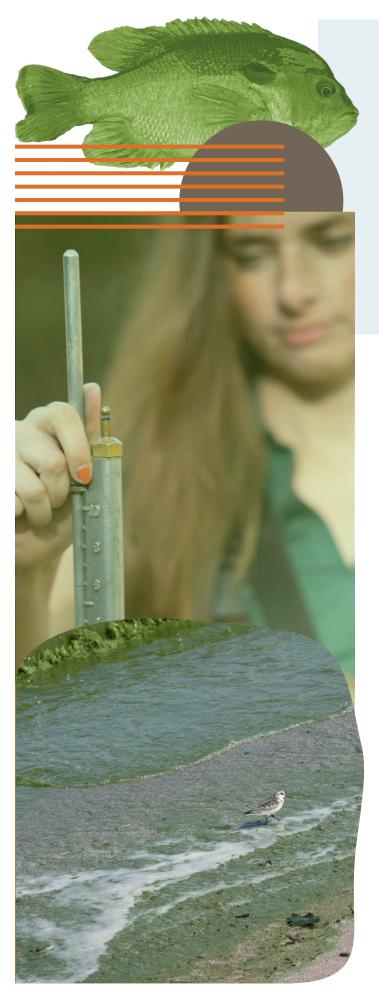
"The same teacher still teaches it, and I was in the first group that went from fifth grade up through high school in that group," Alison says. "She asked me to share my experiences so her students would know what is possible for them."

"I'm getting a stipend from AmeriCorps to do the things that I was volunteering to do as a kid," Alison says. "While I'm in high school, living at home in a family who doesn't have a lot of money in the first place, I'm able to earn money and start saving for things that are important for me."

"I've been told my whole life I'd be a good teacher. This gives me a chance to interact with students, adults and people my own age who I've been able to teach."

"Rural Action feels almost like home," Alison says. "Everything feels so comfortable. It's the safest place I've been in a way. It's done a lot for me outside the work itself. It's gotten me out of my house and helped me see the world more."





# SCOPE OF WORK EXPANDING WITH H20HIO

Rural Action's Watershed program spent 2021 preparing for a major expansion in its work with a project to restore wetlands in the Western Lake Erie Basin watershed, funded by the H2Ohio program, which was developed in response to water quality problems including harmful algal blooms on Lake Erie caused by phosphorus runoff from fertilizer, failing drinking water, wastewater, and home sewage treatment systems. Our project will use data to target areas that can have the most impact on solving the problem, which sets it apart from past efforts.

"It's pretty far outside the region we've historically worked in, but it's a statewide initiative," says Julia Sullivan, who joined Rural Action in 2021 as our Watershed Restoration Project Manager to coordinate the project. "We hope to apply what we are learning to the Appalachian region."

Julia is contacting landowners in the Maumee River Watershed, which flows into Lake Erie.

"We'll be constructing wetlands or riparian buffers to capture some of the nutrients and sediment that are causing problems," she says. "We have hundreds of potential properties identified, and we're talking to landowners to see if this project can work for their property. A big focus of this project is to do some of this work on marginal or low producing parts of agricultural lands. It doesn't have to represent a loss of productivity and could actually be an alternative source of revenue."

Landowners can enter parts of their property into a conservation easement, or they could sell it to a land trust or other entity.

"The history of this region is very interesting," Julia says. "It used to be a formidable swamp. When it was settled and converted to agriculture, tile systems were installed to drain the land. There was a whole economy around it, with tile factories emerging throughout the region. Now, we're striving to restore a small percentage of those original wetlands into this landscape that's been so dramatically transformed."

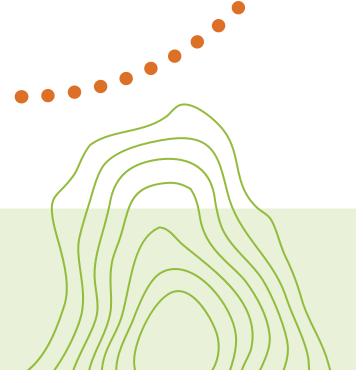
This project would not have been possible without a partnership with Civil & Environmental Consultants (CEC) and Water & Land Solutions (WLS).



The project partners all play an important role — Rural Action is coordinating the project and leading community engagement, CEC is leading design and GIS targeting, and WLS is highly experienced with developing landowner agreements that will make project implementation possible.

In 2022, the project is focusing on landowner outreach, site selection, and conceptual design development. Project engineering, permitting, and construction are expected to occur in 2023-24.

"We'll be determining phosphorus loading off these properties, the acres of wetland constructed, and the number of trees planted," Julia says. "This project is expected to benefit quite a few threatened and highly valued plant and animal species, not to mention the public health and economic benefits that come with improved water quality."



# HELPING FOREST FARMERS HARVEST SUCCESS

Is it really possible to quit your day job to become a full-time forest farmer?

Meet Rick Felumlee, who went from searching the internet for information about non-timber forest products to attending workshops to launching Mayapple Farms. And quitting his day job.

Rick was looking to supplement his income by planting crops on his forested land in Dresden, about an hour east of Columbus, when he first discovered Rural Action's Sustainable Forestry program. It wasn't long before he was attending Rural Action and United Plant Savers workshops about ginseng and ramp production, which paved the way to launching Mayapple Farms five years ago.

"Early on was kind of an experimentation thing," Rick says. "The more we got involved, the more we learned about the market side of things through Rural Action workshops. It came into focus that we could turn this into a full-time business."

Rick currently works full time on Mayapple Farms while his wife, Jan, juggles her job in the insurance industry with work on the farm. They're close to the day when she can dedicate herself to the farm full time, too.

"He is that mythical creature – the full-time forest farmer," says Rural Action Sustainable Forestry Program Manager Andrea Miller. "Everyone is asking if this is possible. He turned it into a serious business venture and did it creatively with a diversified operation."



Rural Action's Sustainable Forestry program moved into new offices at Sugar Bush Farm in 2021 and brought in Karam Sheban as program director. New equipment was acquired to help landowners harvest their timber in sustainable ways, and The Appalachian Wood Craft Scholarship was created in partnership with Hocking College and the Community Makerspace to teach people how to create businesses around woodworking. And major emphasis is placed on non-timber forest products that help landowners like the Felumlees earn income from their land in sustainable ways.

"We're a hybrid with botanicals and ramps," Rick says. "Our main focus has been mushrooms for the past few years, on logs and wood chips. We have a separate indoor mushroom operation."

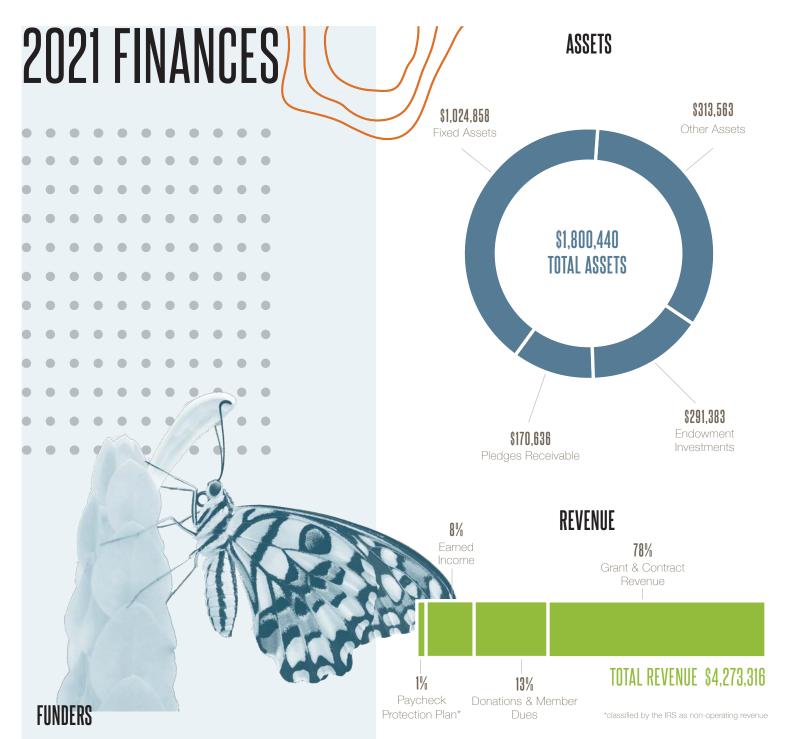
Mushrooms were a "happy accident," Rick explains. "We started looking solely at the plants, common botanicals. But one of the challenges was the time scale that those crops take so we started looking for quicker-cycle crops we could grow in the meantime as a bridge. One of those was the mushrooms. When we started introducing them at farmers markets, it was clear that was our most popular product. It's become the largest part of our business."

Mayapple Farms also grows garlic, ginger, and turmeric on nearby land they are leasing from his parents.









American Electric Power-Ohio

Appalachian Center for Econo

Appalachian Center for Economic Networks
Appalachian Investment Ecosystem Initiative

Appalachian Regional Commission

Appalachian Sustainable Development

Appalachian Voices

Athens County Foundation

Athens County Land Reutilization Corporation

Athens-Hocking-Vinton 317 Board

Big Brothers Big Sisters of Central Ohio

Buckeye Hills Regional Council

Buckeye Trail Association

Camp Oty'Okwa

Catholic Campaign for Human Development

Central Appalachian Network

City of Athens

Claude Worthington Benedum Foundation

Coplin Health

Corporation for National and Community Service

Coschocton Foundation

Crane Hollow Preserve

Dawes Arboretum

Dupont Corporation

Edge of Appalachia

Educational Foundation of America

Epstein-Teicher Philanthropies

Finance Fund - Healthy Food For Ohio Initiative

Foundation for Appalachian Ohio

Huff Run Watershed Restoration Partnership

J.M. Kaplan Fund

Joyce Foundation

Just Transition Fund

Kleinpenny Educational Fund

Licking County Parks District

Mud Run Stream Keepers

.....

Muskingum Valley Parks District

Muskingum Watershed Conservancy District

National Forest Foundation

Nelsonville Community Dinner

New York Community Trust

Norma Johnson Center

Ohio Department of Agriculture

Ohio Department of Natural Resources

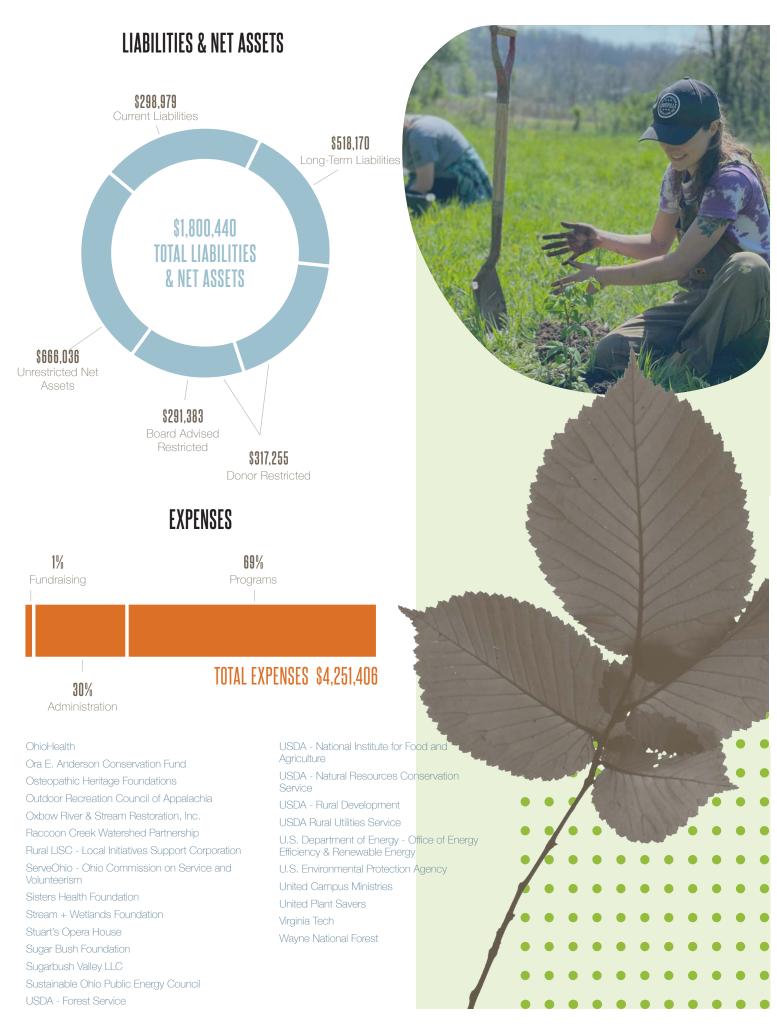
Ohio Environmental Protection Agency

Ohio Farm Bureau Foundation

Ohio Hill Country Heritage Area

Ohio State University Extension

Ohio University



# Members & Donors

Members are central and essential to the work of Rural Action, and we count on them for their leadership, advocacy, volunteerism, and financial support. The following individuals and organizations helped to sustain the organization in 2021 and allow us to plan for the future. Learn more about membership by visiting our website at www.ruralaction.org/join

Network for Good

Athens Area Chamber of

Commerce

Hocking Hills Adventures

Donkey Coffee and Espresso

Snowville Creamery

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Funny Times Peace Fund

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Uncle Buck's Riding Stable and

Dance Barn

Ryan Johnson and Andrew

Pueschel

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# IN MEMORIAM

#### MEMBERS WE LOST IN 2021

John Knouse, Frank Hare, Corinne McCament, Jerry Hartley, Charlotte Kasl, and Joseph Berman



## JERRY HARTLEY

Jerry Hartley, a remarkable human being and a true renaissance man, passed away on July 20, 2021. Not only was he a local historian, a deep sea diver, an archeologist, a wonderful storyteller, and an amazing VISTA volunteer, he was totally committed to preserving the history of the region. Jerry's work with local communities as a VISTA made it possible for Rural Action to gain a foothold in community development work. Born in Millfield and raised in Glouster he had a deep understanding of the Appalachian mindset. His interactions as a community organizer benefited from his vast knowledge of the region and its culture. Jerry was no stranger to Shawnee, Glouster, Congo, Corning and Trimble, just to name a few of the places touched by him. He had the unique ability to fit into any situation whether discussing history with one of his OU professors or telling stories of coal miners with local folks, he was totally comfortable. This was a huge asset to his organizing.

Jerry was a U.S. Air Force Veteran and was a member of the Chauncey AMVETS. He retired from the Poston Power Plant, and he enjoyed horses and farming. He always had time for friends in need, and served as a mentor and friend to a number of young people in the region. Jerry had a great, ornery sense of humor, and if you spent any time at all with him you got to see that in action. He was pragmatic and hardworking, but found time to have fun and connect with people along the way.



Along with his community work, Jerry sat on the first VISTA InterCorps Council at Serve Ohio and served as a liaison with Ohio University for the AmeriCorps All Member Gatherings for three consecutive summers. He loved serving as a VISTA and he brought his love of the region and its people to everything he did. Jerry helped Rural Action learn and grow as an organization, and he was a friend to many of our service members, staff and board members over the years.

Jerry helped many of us learn more about the local communities in which we work, and he helped many of us be more grounded in the work. Every one of us who had the great privilege of spending time with Jerry came away having learned something.



Marissa Lautzenheiser

Shana Angel



Tyler Bonner

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#### **SOCIAL ENTERPRISES**

Chesterhill Produce Auction- connects customers throughout Ohio and West Virginia with hundreds of growers who sell local produce, livestock, and wood products at wholesale prices.

Zero Waste Event Productions, LLC- founded in 2015 as a waste diversion service provider at music festivals and public events, educates the public about the benefits of landfill diversion, and encourages long-term reuse and recycling practices.

True Pigments, LLC- produces ferric oxide pigment from acid mine drainage to facilitate the restoration of seven miles of Sunday Creek, fostering the rejuvenation of aquatic ecosystems and stimulating job growth and economic development in the region.

UpCycle Ohio Thrift- focuses on providing gently used goods at low cost to our Southeastern Ohio community while reducing the amount of products entering the waste stream.

Community Makerspace- a collaborative social enterprise that aims to foster creativity and build entrepreneurial and educational opportunities through shared-use equipment and spaces.

Appalachian Understories- provides natural and cultural historic tourism in Appalachian Ohio, hiring local guides, historians, and naturalists to create outdoor experiences for people.













