



**Abundant
Montana**

2024 End of Year Report

MORE MONTANA FOOD ON ALL MONTANA PLATES

As of January 1, 2025, Alternative Energy Resources Organization (AERO) is now doing business as Abundant Montana.

Born from the energy crisis of the 1970s, AERO has spent 50 years empowering Montanans to build a resilient future. We've championed sustainable energy, thriving farms, and vibrant food systems.

"Today, a new crisis looms for Montana's future: insecure access to healthy food. That's why we're launching the 33x33 for Montana initiative - a bold goal to get 33% Montana-grown food on all Montana plates by 2033. To reflect this critical mission, we're proudly rebranding as Abundant Montana."

- Robin Kelson, Executive Director

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**NEW STAFF
HIRED**

100%

**END OF YEAR
CAMPAIGN MET**

80

**NEW FARM
LISTINGS**

2024 PROGRAM HIGHLIGHTS

ABUNDANT MONTANA

25,000 Local Food Guides distributed across Montana; **2,200+** online reads

Hired **5** new full-time program staff - 1 Sales Manager, 4 Local Food Coordinators located across Montana

Abundant Montana now has **128** Business Partners committed to growing a stronger local food system

Began building a new Farm to Wholesale Map - launching in 2025! (Partnership with Montana Team Nutrition/Montana Farm to School)

Provided affordable marketing services for Montana food & farm businesses, including **3** websites and **2** email newsletter templates



Attended or presented at **55** events

80 new listings on our Find Food and Farms Map

Met with over **300** food businesses

Maintained **8** custom, filtered versions of the Find Food and Farms Maps on other websites



2024 FINANCIAL SUMMARY

INCOME



Total Income - \$613,572*
 Memberships, Sponsorships, Contributions - \$270,193
 Sales/ Earned Revenues - \$143,806
 Public Agency Grants - \$109,755
 Private Foundation Funding - \$83,060
 License Plates - \$6,758
 *excludes \$25,725 invoiced in 2024, rec'd Jan 2025

- Memberships, Sponsorships, Contributions - 44%
- Sales/Earned Revenues - 23%
- Public Agency Grants - 18%
- Private Foundation Funding - 14%
- License Plates - 1%

EXPENSES



Total Expenses - \$676,781**
 Programs - \$510,798
 General & Admin - \$100,026
 Development - \$65,958
 *year-end shortfall covered by reserve funds

- Programs - 75%
- General & Admin - 15%
- Development - 10%

PROGRAM EXPENSE BREAKDOWN



Total Expenses - \$510,798
 Abundant Montana - \$403,520
 Expo - \$48,266
 MFEI Assessments - \$30,892
 Community Grant Programs, Grow MT Food Policy Coalition, 33 x 33 for MT - \$28,119

- Abundant Montana - 79%
- Expo - 9%
- MFEI Assessments - 6%
- Community Grant Programs, Grow MT Food Policy Coalition, 33 x 33 for MT - 6%

33X33 FOR MONTANA INITIATIVE



- Facilitated over **11** steering committee meetings.
- Hosted **THIRD** global listening session at Expo.
- By community request: claimed lead of the 33x33 for Montana Initiative.
- Partnered with **4** enterprises to start "33x33 on Montana School Meal Plates."

COMMUNITY FOOD SYSTEM ASSESSMENTS (MFEI)



- Billings team produced "Taste the Agri-Culture of Billings" - a map of local restaurants and retailers sourcing Montana foods.
- Fort Belknap team moved ahead with subterranean geothermal greenhouse build and Build Guide manual.
- Helena team hosted the city's first Longest Table event with **120** ticketed guests, and joined forces with Resilient Helena to keep building Helena's food system.

PHILANTHROPY / DEVELOPMENT



- 1** Director of Philanthropy Hired!
- Raised over **\$200,000** in our end-of-year campaign.
- Over **215** individuals financially contributed to AERO/AMT in the last year.

