

# 2020 Annual Report

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## Pure KNF Foundation

### Our Mission

The Pure KNF Foundation mission:

*"We exist to restore life through microbial awareness, education and action."*

### Executive Summary

2020 was a foundational year for the Pure KNF Foundation. Having been incorporated as a Hawaii-based 501(c)(3) nonprofit in 2019, the Foundation spent 2020 building the organizational infrastructure, governance structures, and programmatic groundwork necessary to fulfill its mission of spreading Korean Natural Farming (KNF) education. Despite the challenges posed by the COVID-19 pandemic, the Board of Directors met frequently throughout the year — holding 17 board meetings — to establish operational systems, launch key initiatives, develop educational materials, and lay the groundwork for future growth.

Major accomplishments included launching the PureKNF.org website, establishing online donation capabilities, conducting the first KNF certification training under the Foundation's auspices, awarding scholarships, hiring the Foundation's first Executive Officer, beginning production of a documentary series, publishing the inaugural newsletter, and securing a transformative \$30,000 donation from the ARIA Foundation.

### Board of Directors

The Pure KNF Foundation was governed by a three-member Board of Directors in 2020:

- Eric Drake Weinert — President
- Suze Gudmundson — Treasurer
- Jennifer Weinert — Secretary

The Board held 17 meetings in 2020, including one special meeting devoted to bylaws and membership. Meetings were held at Pure KNF Headquarters in Hilo, Hawaii. The Board demonstrated strong commitment to governance, working extensively on bylaw revisions, membership class definitions, privacy policies, and organizational procedures throughout the year.

## Organizational Infrastructure

A significant portion of the Foundation's work in 2020 was devoted to building the operational infrastructure necessary for a functioning nonprofit organization.

## Technology & Communications

- Adopted Google G Suite (free for nonprofits) for email and shared drive — establishing official @pureknf.org email addresses for all board members
- Established a shared Google Drive for organizational documents, minutes, and financial records
- Purchased QuickBooks for financial management and record keeping
- Adopted Salesforce for contact management and campaigns, later replaced by the custom-built PKNF Base application
- Purchased a laptop, video camera, and Adobe Creative Suite for producing educational materials
- Secured internet service and a mobile hotspot for Foundation communications

## Website Development

The Foundation launched its official website at PureKNF.org, which included board member bios and photos, a donations page integrated with Stripe for online giving, and information about the Foundation's mission and programs. Additionally, two supporting websites were developed:

- KNFSupport.com — a community resource for questions, answers, and KNF support
- KNFCertification.org — a platform for certification information and tracking

## Legal & Compliance

- Filed to register the Pure KNF Foundation logo as a trademark with the USPTO (approximately \$275)
- Registered the Foundation's name and trademark with the State of Hawaii (approximately \$50)
- Transferred domain ownership of PureKNF.org to the Foundation
- Purchased and implemented a website Privacy Policy compliant with European standards
- Established official letterhead and invoice templates

## Programs & Projects

### Certification Training

In September 2020, the Foundation conducted its first KNF certification training in Hawaii. This week-long training (September 5–11) was the first to include Teacher Kits for instructors and the first to utilize the scholarship program. The training marked a significant milestone in the Foundation's educational mission.

The Board also worked extensively on defining certification levels and criteria. Level 1 training was defined to include understanding what Pure KNF and its solutions are, as well as how and why to use them. Level 2 training covers the precise making of solutions. Level 3 and higher certifications were also approved, with work ongoing to fully define requirements for each level.

### Teacher Kits

The Foundation developed and began distributing Teacher Kits to certified KNF instructors. Each kit included the current Pure KNF Book, a Pure KNF hat, and an official Pure KNF Certificate. The kits were designed to provide knowledge, proof of affiliation, and connection to the Foundation, while also generating a modest revenue for the organization.

### Scholarships

The Board allocated \$3,000 in the budget for scholarships and established a scholarship program to make KNF education more accessible. In 2020, three scholarships were awarded:

- Pedro Camargo (Brazil) — \$850 scholarship for KNF Farm Training (deferred to 2021 due to travel documentation requirements)
- Evan Kamber — \$700 scholarship for KNF training
- Ryan Flesch — \$700 scholarship for the November 2020 training

Jennifer Weinert served as Scholarship Committee Chair and worked on refining the application process, including drafting a preamble outlining the Foundation's expectations for scholarship recipients.

### Documentary Project — "Heroes"

Drake and Suze began filming a documentary series titled "Heroes," documenting the legacy of Korean Natural Farming through the stories of prominent KNF practitioners in Hawaii. In 2020, they filmed segments featuring:

- Mike DuPonte — former UH extension agent and pioneer of no-smell piggeries
- Reverend Logan Silsley — cannabis cultivator and KNF practitioner
- Cab Baber — pioneering organic farmer
- Moose and Mimi — kava farmers
- Dr. Park

Four films of approximately 15 minutes each were produced for the HFUU Convention and served as promotional videos for Pure KNF and KNFSupport.

### Food Taco Project

The Foundation began developing the Food Taco Project (later renamed the Food Canoe Project), a raised garden bed initiative designed to increase food security using KNF methods. A proposal for up to \$20,000 in County of Hawaii funding was drafted with input from Mike DuPonte and his staff. The Board explored partnering with the Mental Restorations Organization

to serve disabled veterans. The project was scaled to begin with a proof of concept at the Pahoia Food Hub.

## Newsletter

The Foundation published its inaugural newsletter in December 2020. Twenty copies were printed for strategic distribution at Hilo businesses and mailed to key supporters. The newsletter was produced as part of the Executive Officer's scope of work and reviewed and approved by the full Board.

## Community Outreach

- Pure KNF hats were shipped to attendees of the 2019 PureKNF Conference, along with printed information about upcoming activities and donation opportunities
- Board members personally called conference attendees to maintain relationships and share Foundation updates
- Drake hosted a Global Zoom for the KNF community, with plans to make it a monthly event

## Executive Officer

In the fall of 2020, the Board created the position of Executive Officer as an independent contractor role. After developing a job description, contract, and interview process, Ryan Flesch was hired in November 2020 at \$25/hour for 16 hours per week over a 12-week period, with up to \$2,000 authorized for operational expenses.

Key responsibilities included:

- Contacting 96 Level 2 and Level 3 graduates to collect data and determine needs
- Following up on certification completions
- Promoting KNFSupport.com as a community resource
- Building and verifying the practitioner directory
- Writing the monthly PureKNF Foundation newsletter
- Shipping hats and materials to the KNF community

## Bylaws & Membership

The Board devoted significant time to revising the Foundation's bylaws and defining membership classes. A special meeting was held on November 2 specifically for this purpose.

Key governance developments included:

- Adoption of the mission statement: "We exist to restore life through microbial awareness, education and action."
- Development of Classes of Membership tied to certification levels
- Establishment that Director Members approve new Director Members and hold exclusive voting rights

- Definition of membership dues and benefits, including access to the data logging program and permission to use the KNF label for certified produce
- Establishment of quarterly Treasurer's Reports as a governance practice

## Financial Summary

As of October 15, 2020, the Foundation's checking account balance was \$24,556.93. Financial management was strengthened throughout the year with the adoption of QuickBooks and the establishment of regular treasurer reporting.

## Key Revenue

- ARIA Foundation donation of \$30,000 (accepted in December 2020 for deposit after January 1, 2021)
- Certification training tuition payments
- Online donations via Stripe through the website
- Teacher Kit sales

## Key Expenditures

- Technology: G Suite, QuickBooks, Adobe Creative Suite, laptop, video camera, internet service, mobile hotspot
- Website hosting and domain registration
- Scholarships: \$2,250 allocated (\$850 + \$700 + \$700)
- Executive Officer contract: \$25/hour, 16 hours/week for 12 weeks, plus \$1,000 appropriated for operational expenses
- USPTO trademark filing (~\$275) and Hawaii state registration (~\$50)
- Privacy Policy acquisition (~\$50)
- Office supplies and postage
- Newsletter printing (\$100 appropriated)

## Challenges

The COVID-19 pandemic significantly impacted the Foundation's plans for 2020. The Texas KNF Conference and Campout, scheduled for April 2020 and for which the Foundation had planned to sponsor travel, was affected by pandemic restrictions. International travel complications prevented scholarship recipient Pedro Camargo from attending the September training due to documentation requirements for traveling from Brazil to Hawaii.

As a young organization in only its second year of existence, the Foundation faced the inherent challenges of building systems and processes from scratch — from financial management to governance structures to technology platforms. The Board navigated questions about tax status implications of grant funding, the distinction between employees and independent contractors, and the complexities of trademark registration.

The Executive Officer position presented early challenges, as Ryan Flesch proved difficult to work with initially and delayed providing required tax documentation. The Board adapted by narrowing the scope of work to focus primarily on newsletter production.

## Outlook

Looking ahead to 2021, the Foundation was positioned for growth with several key priorities:

- Deposit of the \$30,000 ARIA Foundation donation to fund operations
- Pedro Camargo's scholarship training anticipated for January 2021
- Continued revision and adoption of comprehensive bylaws and membership structure
- Expansion of the Board of Directors with potential advisory roles
- Completion and publication of the "Heroes" documentary series
- Pursuit of County of Hawaii and federal grant funding for the Food Taco Project
- Growth of KNFSupport.com and KNFCertification.org as community resources
- Continued development of certification criteria and training programs
- Exploration of bill.com for streamlined financial operations

With a strong organizational foundation built throughout 2020, the Pure KNF Foundation was well positioned to expand its educational mission and impact in the years ahead.