

2021 Annual Report

Pure KNF Foundation

Our Mission

The Pure KNF Foundation mission:

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

Executive Summary

2021 was a foundational year for the Pure KNF Foundation as we established our operational infrastructure, launched key programs, and built partnerships to advance our mission of spreading Korean Natural Farming (KNF) education. In our second full year as a 501(c)(3) nonprofit, we focused on the Food Taco Project to increase food security for veterans, launched the weekly Office Hour on YouTube to reach a global audience, began production of professional instructional videos for the 9 Core KNF Solutions, secured insurance coverage, and strengthened our organizational governance. Despite the ongoing challenges of the COVID-19 pandemic, the Foundation made significant strides in community engagement and educational outreach.

Partners

Mental Restorations Foundation

The Mental Restorations Foundation was our primary partner in 2021, collaborating on the Food Taco Project. This partnership brought raised garden beds and KNF growing solutions to disabled veterans and their families on Hawai'i Island, combining food security with mental health restoration through microbial agriculture.

Hawaii Farmers Union United (HFUU)

The Pure KNF Foundation co-sponsored the HFUU Annual Meeting in January 2021 to cross-promote KNF education. Throughout the year, we planned an ambitious educational presence at the HFUU Convention on Maui scheduled for November. While the live event was ultimately canceled due to COVID-19 restrictions, Drake gave a pre-convention presentation and attended the virtual convention as East Hawai'i HFUU Chapter President. This partnership laid the groundwork for a stronger collaboration in 2022.

ARIA Foundation

At the end of 2021, the Foundation received a generous donation from the ARIA Foundation. This support would prove instrumental in sustaining and expanding our operations in the years to come.

Personnel

Board of Directors

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

Independent Contractors

In 2021, the Foundation engaged several independent contractors to support its work:

- Sam Bevans – Conducted a Zoom training for practitioners in Africa and the Middle East, receiving a \$300 stipend from the Foundation.
- Beth – Served as Community Liaison, working weekly with Drake on outreach, membership engagement, and certification follow-up.
- Ryan – Served as Executive Officer early in the year, helping publish two newsletters. His contract was discontinued due to underperformance.

Projects

Food Taco Project

The Food Taco Project was the Foundation's flagship initiative in 2021. Working in partnership with the Mental Restorations Foundation, we provided raised garden bed systems ("Food Tacos") to veterans and community members to increase food security while teaching KNF growing methods.

Key accomplishments:

- 9 Food Tacos were deployed to stewards across Hawai'i Island
- A Food Taco User's Guide was compiled and published by Suze Gudmundson and Jennifer Weinert
- An assembly and planting instructional video was produced
- Weekly check-in questionnaires were developed to collect data from stewards, in compliance with the County grant proposal
- A Food Taco inventory and tracking system was created
- A Food Taco Field Trip was held on May 23, 2021, visiting five Food Tacos and concluding with a BBQ at the Weinert Farm

- A "Steward of the Month" program was established with \$200 allocated for prizes
- The Food Taco Committee was formally established with members: Jennifer Weinert (Chair), Drake Weinert, Suze Gudmundson, Micah, and Ron

The Board voted to expand the Food Taco Project to include more participants after the success of the initial deployment.

KNF Times Newsletter

The Foundation continued publishing the KNF Times newsletter in early 2021. A second printing of 20 copies of the December 2020 issue was produced. The January 2021 issue featured articles by Drake and Ryan, copy-edited by Jennifer. Distribution reached the Probiotic Farmer's Alliance (PFA) and the KNF Club. The Board explored advertising revenue and sought additional contributing authors.

As the year progressed, the Board transitioned from a printed newsletter to a monthly email subscription model, adding an email subscription button to the website to grow the subscriber base.

Office Hour

In September 2021, Drake launched the weekly Office Hour—a live broadcast where KNF practitioners worldwide could ask questions, share their experiences, and learn from a senior instructor. Originally aired on Zoom, the program quickly moved to YouTube for broader accessibility.

By November, a single episode attracted 30 concurrent live viewers with 120 people tuning in and out during the broadcast. Within a week, one episode had accumulated 385 views. The Office Hour generated significant global engagement, with viewers emailing Drake afterward for more information. The Foundation voted to compensate Natural Farming Hawaii \$100 per episode for the live presentation and post-editing work.

Volunteers Julia, Suze, and Jennifer began creating a Table of Contents for each episode to make specific topics easily searchable and referenceable.

9 Core Solutions Video Series

The Foundation began production of professional instructional videos for the 9 Core KNF Solutions. Drake worked with a videographer to film 12 videos: 3 practical knowledge tutorials and 9 solution-specific instructional videos. Each video runs approximately 5–10 minutes. Approximately \$1,000 was invested in video labor and supplies. The footage is owned by the Foundation and will be used as educational resources and promotional material. Editing was underway by year-end.

Certification Program

Work continued on the KNF certification program. The knfcertification.org website was established as part of the Foundation for hosting online courses. Drake licensed the curriculum

to the Foundation. The Board voted to prioritize finishing the certification process in 2021, with the Foundation supporting curriculum development including video equipment and software. The certification program was designed to be synchronized with the book series and video content.

KNF Support Website

The Foundation's knfsupport.com website continued to serve as a resource for KNF practitioners. The website received a \$250 hosting credit through Digital Ocean's Hub for Good program. The Foundation's sponsored hosting arrangement covered costs through 2021, with plans to transition to paid hosting (~\$20/month) in 2022.

Micro-Documentary Committee

A Micro-Documentary Committee was formed in May 2021 with a budget of \$3,000 to produce educational video content supporting the Foundation's mission. The committee explored hosting a YouTube video contest and worked on developing criteria for community-submitted content. Equipment purchases included hard drives for data storage, monitoring headphones, and a handheld audio recorder.

Community Engagement

- Co-sponsored the HFUU Annual Meeting in January 2021
- Sam Bevans conducted a Zoom training for KNF practitioners in Africa and the Middle East
- Food Taco Field Trip brought stewards together for hands-on learning
- Drake met with County officials including Councilperson Heather Kimball to discuss food security initiatives
- The Foundation explored becoming a liaison with Hilo's sister city in Korea, Gok Seong, with Drake meeting Mayor Roth's assistants
- Board members received "Empowerment Evaluation" training from Sarah Freeman, County Food Access Coordinator
- Monthly Zoom meetings were planned for KNF teachers and practitioners
- The Foundation planned monthly club meetings at Aupuni Center

Board Governance

The Board of Directors met frequently throughout 2021, holding 16 board meetings between January and December. Key governance actions included:

- Filed the 990 tax return and 1099 forms in January 2021
- Established Stripe as a nonprofit donation processing account
- Secured General Liability and Directors & Officers insurance through Alliance, effective July 29, 2021, with a combined annual premium of \$1,707
- Purchased 32TB of hard drive storage for data backup and redundancy, with offsite backup provisions

- Renewed the Adobe subscription for design and publishing work
- Acquired a Zoom account for Foundation business and teacher support
- Established a Community Liaison position for membership outreach
- Decided against adding new Board Members, opting instead to form working committees
- Voted to consolidate all websites under PureKNF.org
- Discontinued the scholarship program pending case-by-case review
- Reviewed and began updating the By-Laws regarding classes of membership
- Installed fiber optic internet (\$65/month) for reliable Office Hour broadcasting
- Held the Annual Meeting on December 28, 2021 at Jackie Rey's Restaurant

Financial Summary

As reported by Treasurer Suze Gudmundson at the December 27, 2021 Board Meeting:

- Bank balance: \$43,659.70
- Petty cash: \$52.90

The Foundation operated conservatively in 2021. A draft budget was developed and approved for insurance purposes, with approximately \$8,000 identified in discretionary funds by mid-year, later reduced to \$5,000 by June. The Board allocated up to \$20,000 for capital improvements and expenses across 2021 and 2022.

Key expenditures included:

- Insurance premiums: \$1,707 (General Liability + D&O)
- Video production (9 Core Solutions): ~\$1,000
- Equipment: hard drives, headphones, audio recorder
- Office Hour sponsorship: \$100/episode (starting November 2021)
- Contractor payments: stipends and service fees
- Newsletter printing and distribution
- Fiber optic internet installation
- ARIA Foundation donation received at year-end

Challenges

- COVID-19 continued to limit in-person gatherings and events, forcing the cancellation of the live HFUU Convention on Maui
- Contractor management proved difficult, with the Executive Officer position being discontinued due to underperformance
- The quarterly newsletter plan did not pass; the Board pivoted to monthly email communications
- Scholarship recipients had not demonstrated adequate appreciation for the program, leading to its suspension

- Internet reliability issues at the office occasionally disrupted Office Hour broadcasts
- Balancing volunteer capacity with growing organizational ambitions remained an ongoing challenge

Outlook for 2022

Looking ahead to 2022, the Foundation identified several priorities:

- Continue and expand the weekly Office Hour broadcasts on YouTube
- Complete and publish the 9 Core Solutions instructional video series
- Advance the KNF certification program with online coursework
- Grow the Food Taco (later renamed Food Canoe) Project
- Develop Terms of Use for the Foundation's online services
- Pursue the HFUU Convention partnership for an in-person presence
- Publish educational books and learning materials
- Explore the Kupu Hawai'i model for potential mentoring programs
- Transition web hosting to paid services as sponsored hosting expires
- Strengthen the ARIA Foundation partnership for ongoing fiscal support

With a solid financial foundation of over \$43,000 in the bank, established insurance coverage, growing community engagement through the Office Hour, and a clear strategic direction, the Pure KNF Foundation was well-positioned to make 2022 a year of significant growth and impact.