

# Our United Mission

Founded by growers in 1926, our mission is to celebrate and promote cherries, community involvement, and the Grand Traverse Region. Preserving your traditions with that cherry on top is the one thing our events have in common.

Whether they are the main attraction, the sweet taste of victory at the finish line or the glowing light beginning each new year, supporting our local cherry economy is the heart of what we do.



“As we take a moment to reflect on 2022, I can’t help but picture a cherry orchard. Constantly changing, sometimes more visibly than others, but always in an effort to bring something sweet to the community. Within our organization, there are the older, more solid trees...like events such as the National Cherry Festival that we lean on. They are the focal point to which we base our learning, teaching and growing. Then you have those newly planted trees, such as the acquired Iceman Cometh Challenge or the CherryT Ball Drop and Leapin’ Leprechaun. With both established roots and new growth, we have both the knowledge and flexibility to thrive in changing environments. Our orchards are constantly changing and growing. They spend their whole lives rooted in the ground where they give back as much as they take in. This is the perfect representation of the Festival Foundation. As 2022 has come and gone, we’ve learned about ourselves and the community that embraces us and continue to adapt to meet changing needs. As we continue to look towards the future we will also continue to give back and water the community that we call home. So when you pass by that hometown orchard, we hope you remember the Festival Foundation and how we support our community. And may many happy memories come rushing back each time you taste a Northern Michigan cherry.

**Cherry on to 2023!**

**Kat Paye,**  
CEO of The Festival Foundation



## IN JUNE OF 2020, WE LAUNCHED THE GROWER’S PROGRAM.

We take pride in preserving your traditions. That is why we created The Festival Foundation Grower’s Program, to weave the fabric of giving back into another tradition. “Whether you can donate \$5 a month or \$500 a month, this program is meant for you. It allows you to give at whatever level you feel comfortable at,” said Kat Paye, CEO. The Festival Foundation wants to remind you that we appreciate and recognize all giving so, donations accumulate towards donor levels in the Grower’s Program.

In addition to being able to donate monthly, donors can also choose where their money is allocated; the General fund, the President’s fund and the Scholarship fund.

*Be A Grower!*

**WWW.THEFESTIVALFOUNDATION.ORG**







## Giving Back to the Community That Gives to Us

### OVER \$146,431.29 DONATED

#### 2022 DONATIONS

- Scholarships – \$11,075
- Community Share (NCF) – \$32,343.50
- Community Share- Iceman – \$24,250
- LL5K Donation – Hundreds of dollars of items for CHS.
- Iceman Donations – \$36,250
- NCF Donations – \$27,612.79
- Festival of Race Boosters – \$7,400
- CherryT Ball Drop – \$7,500

## Nurturing Our Volunteer Family

We're proud of the culture we've developed within our volunteer community. They are the soul of the festival. In addition to our volunteers, our staff gives countless hours of time to benefit our community, friends and neighbors in the Grand Traverse area.

#### VOLUNTEER STATS



- Number of Volunteers: 2,000
- Volunteer Hours: 10,200
- Green Team Members: 109



- Number of Volunteers: 30
- Volunteer Hours: 200



- Number of Volunteers: 60
- Volunteer Hours: 248



- Number of Volunteers: 49
- Volunteer Hours: 122



Volunteering with the National Cherry Festival has shown our children how we can make a difference at the event, in our community and with the guests we interact with. Now we and our children, through continued involvement, are showing the next generation the positive impact that each one of us can make through volunteering. The week of the Festival has become a time that our family gathers and works and plays together. We've made many lifelong friends through our years of volunteering. These friends have shared life events with us .... weddings, births, graduations, and the mourning of loved ones that have passed. Volunteering provides us the opportunity to fulfill roles that aren't necessarily a part of everyday life and do it with the help and support of each other. These activities and the friendships are good for each of us, both mentally and physically.

**Jim & Linda Williams**  
Longtime Volunteers & Donors



## Keeping Our Town Clean & Safe



The total weight of the 2022 waste stream was 75,280 lbs. In 2022, the Festival diverted 100% of its waste stream from landfills. As a result, the National Cherry Festival reduced greenhouse gas emissions by 31.49 MTCO2E which is equivalent to conserving 3,545 gallons of gasoline. (Seeds 2022 Reporting.)

## Our Digital Reach

#### 2022 WEB VISITORS & SOCIAL FOLLOWERS

##### NATIONAL CHERRY FESTIVAL

- Website visits: 1,689,189
- Facebook: 81,681
- Instagram: 12,150
- Twitter: 7,912

##### ICEMAN

- Website visits: 266,444
- Facebook: 12,206
- Instagram: 5,724
- Twitter: 1,727

##### CHERRY T BALL DROP

- Website visits: 21,590
- Facebook: 5,838

##### LL5K

- Website visits: 3,860
- Facebook: 682

## National News

- Discovery Channel- Best of Food and Music Show
- New York Times
- USA Today
- The Wall Street Journal
- Rachael Ray EveryDay
- Midwest Living
- CNBC Radio
- 9&10 News
- NPR
- MLive
- WJR
- UpNorth Live
- American Ag Network
- Behind the Mitten
- Fox 17 News
- ABC 13 News

