FUNDRAISING FOR FOOD SECURITY STRATEGIES

TUESDAY, APRIL 23 3:30 PM – 4:45 PM
PANEL MEMBERS

- **BILLY BARTZ**
  DEVELOPMENT MANAGER, REDWOOD EMPIRE FOOD BANK

- **MARILU BOUCHER**
  DIRECTOR OF DEVELOPMENT, FOOD BANK OF CONTRA COSTA & SOLANO

- **JANE LINDSEY**
  CHIEF DEVELOPMENT & RESOURCE OFFICER, FOODBANK OF SANTA BARBARA COUNTY

- **MORGAN WILSON**
  DIRECTOR OF DEVELOPMENT, FEEDING AMERICA SAN DIEGO
WHAT HAVE WE BEEN DOING?

IT’S SIMPLE. WE ARE A FOOD BANK.
WHY IS THERE A NEED TO CHANGE?

- Prove Outcomes
- Softening of Traditional Sources
- Eradicate Hunger
- Nutrition Education
- Collaborate with other nonprofits
- Build Long-term Food Security
- Integrate Health
WORKING WITH BOTH TYPES OF DONORS

END HUNGER

CREATE CHANGE
INTEGRATED MESSAGING

- Speaking to the donors in a unified voice
- Focus on impact
- Consistency across channels
  - Web and social media
  - Advertising and PR
  - Letters, notes and materials
  - Direct mail
- Frequency
BUILDING PARTNERSHIPS

- COMMUNITY FOUNDATIONS
- CORPORATIONS
- INDIVIDUALS
- OTHER
COMMUNITY PRODUCE PROGRAM

Partnered with Community Health Foundation
Meets mission of both organizations
1st year funding for truck/staff/produce
2nd year matching grant for cost of produce
COMMUNITY EXPOSURE

Successful Partnership between Community Health Foundation and Food Bank

• Trucks in 45 communities twice a month serving 54,328 households and distributing 1 million pounds to date (began 07/12)
• Excellent media exposure
• Leads to more gifts from foundations, civic groups, individuals (including major gifts)
CORPORATIONS
TRADITIONAL BUSINESS PARTNERSHIP MODEL
## IDENTIFY KEY INTERACTIONS

<table>
<thead>
<tr>
<th>Business Partner</th>
<th>Food Drive</th>
<th>Funds Drive</th>
<th>Volunteer</th>
<th>Sponsor</th>
<th>Benefit Event Host</th>
<th>Facebook Interaction</th>
<th>Workplace Giving</th>
<th>Corporate Foundations</th>
<th>Hunger 101</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safeway</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>three dog yoga</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medtronic</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

*Be careful to not water the leaves of the giving tree.*
DIABETES WELLNESS PROJECT

- Health Center Partnerships
- Care Coordination
- Nutrition & Disease Education
- Provide Healthy Food

“My Family is healthier following my new eating habits, especially cutting out sugar.”

– Elizabeth Montejo-Cruz
INDIVIDUALS

COMMUNITY FOUNDATIONS

CORPORATIONS

INDIVIDUALS

OTHER
INDIVIDUALS

- Relationship Management
  - Start where you are!
  - Be strategic in communication
  - Plan it
  - Make it personal
- Be creative in asks and opportunities
SUSTAINABILITY

- Integrated Fundraising Strategy
  - Outreach to foundations, health organizations, civic and social clubs
  - CPP added as option to online giving page
  - Approach select major donors
  - Direct mail
  - Exposure on Food Bank website, newsletter, social media
IDEAS FOR NEW FUNDING SOURCES

- Healthcare Entities
- Government
- Partner with Other Nonprofits
- Social Venture Capital
- Challenge Grants & Appeals
QUESTIONS?
CONTACT INFO

- **BILLY BARTZ**
  WBARTZ@REFB.ORG
  (707)523-7900 x 127

- **MARILU BOUCHER**
  MBOUCHER@FOODBANKSCCS.ORG
  (925) 676-7543

- **JANE LINDSEY**
  JLINDSEY@FOODBANKSBC.ORG
  (805) 967-5741 X 101

- **MORGAN WILSON**
  MOWILSON@FEEDINGAMERICASD.ORG
  (858) 452-3663 x101