FUNDRAISING FOR FOOD SECURITY STRATEGIES

TUESDAY, APRIL 23 3:30 PM - 4:45 PM

PANEL MEMBERS

- o **BILLY BARTZ**DEVELOPMENT MANAGER, REDWOOD
 EMPIRE FOOD BANK
- O MARILU BOUCHER
 DIRECTOR OF DEVELOPMENT, FOOD BANK
 OF CONTRA COSTA & SOLANO
- O JANE LINDSEY
 CHIEF DEVELOPMENT & RESOURCE
 OFFICER, FOODBANK OF SANTA BARBARA
 COUNTY
- o MORGAN WILSON DIRECTOR OF DEVELOPMENT, FEEDING AMERICA SAN DIEGO





WHAT HAVE WE BEEN DOING?



WHY IS THERE A NEED TO CHANGE?



PROVE OUTCOMES

Collaborate with other nonprofits

Build Long-term **Food Security**



ERADICATE HUNGER



INTEGRATE **HEALTH**

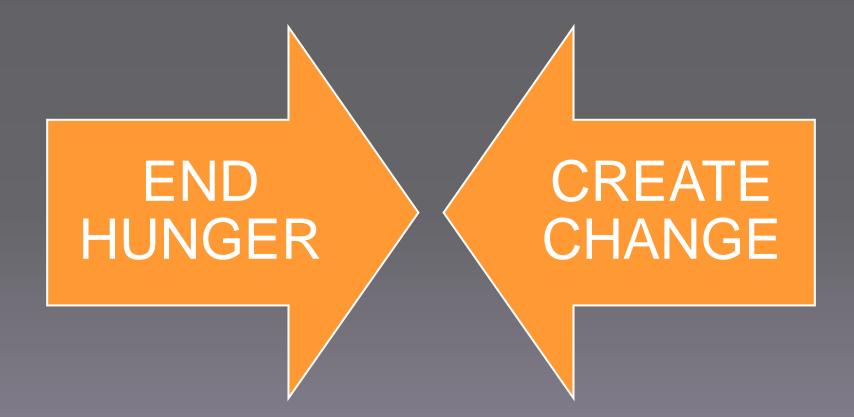
NUTRITION EDUCATION



SOURCES



WORKING WITH BOTH TYPES OF DONORS



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





Thank you for your help in building a hunger-free and healthy San Diego.

Did you know that 1 in 5 San Diegans don't know where their next meal is coming from? Going hungry is not an option. Feeding America San Diego is effectively leading the fight for fresh, nutritious food distribution throughout our community. By supporting our highly organized distribution model, you allow us to feed 73,000 children, families,

I ask that you join us in the fight against hunger by making a special year-end gift at any level. Thanks to a generous donor, your holiday gift will be matched dollar for dollar. Typically, every dollar you donate turns into 6 meals - act before December 31st and your Impact will be doubled!

Please know that your support stays in the San Diego region, and that 97% of your contribution goes directly

You are the heart of our organization, We could not meet the critical community need without support from donors like you. Thank you for believing, and for all that you do.

With gratitude

I BELIEVE IN

Executive Director

I BELIEVE IN HUMAN DIGNITY.

I BELIEVE IN MAKING A DIFFERENCE.

Partner & Advocate

HE FIGHT AGAINST HUNGER!

\$250 Other \$ Feeding America San Diego rd, American Express)

City/State

QUESTIONS & INFORMATION James Wright 858.768.7424 jawright@feedingamericasd.org

Donate online at FeedingAmericaSD. Contributions are fully tax-deductible

Many companies match gifts from their employees - please check with your

employer for more information. WE'RE FEEDING SAN DIEGO

AND TOGETHER WE'RE **FEEDING AMERICA**

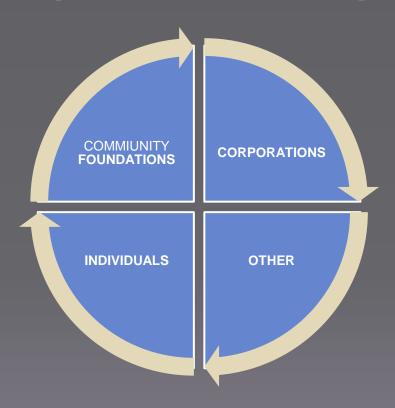


San Diego

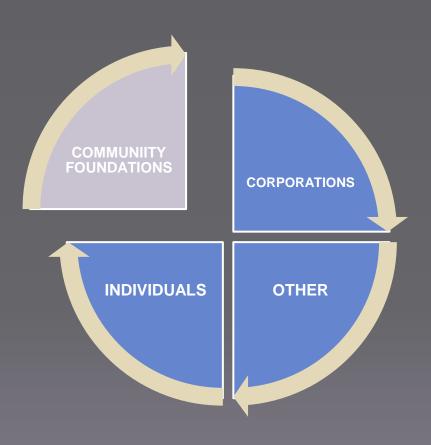
WE'RE FEEDING SAN DIEGO AND TOGETHER WE'RE FEEDING AMERICA

FeedingAmericaSD.org

BUILDING PARTNERSHIPS



COMMUNITY FOUNDATIONS



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



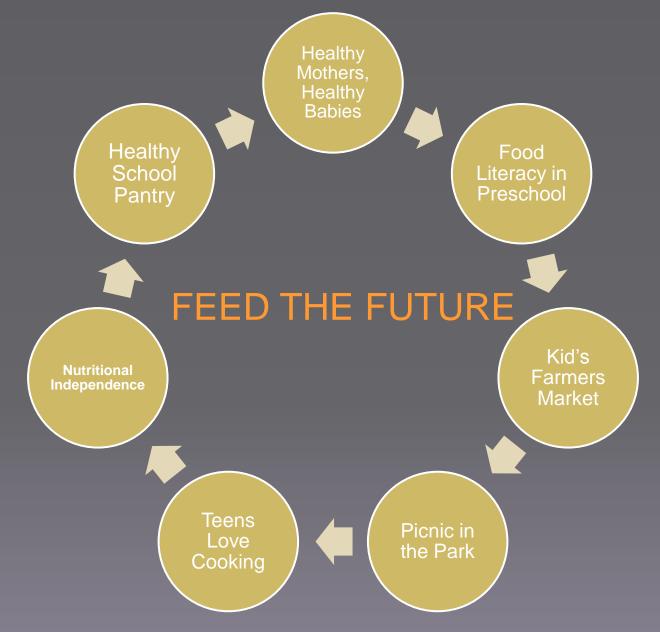
COMMUNITY EXPOSURE

Successful Partnership between Community Health Foundation and Food Bank

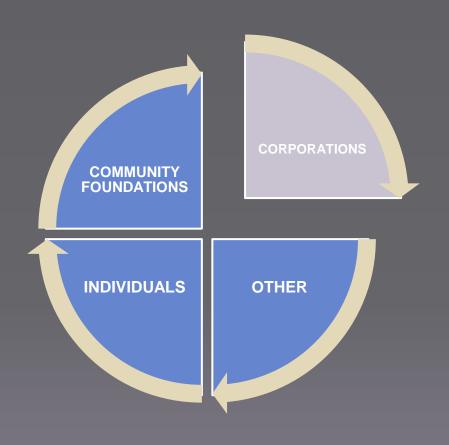
- Trucks in 45 communities twice a month serving 54,328 households and distributing 1 million pounds to date (began 07/12)
- Excellent media exposure
- Leads to more gifts from foundations, civic groups, individuals (including major gifts)



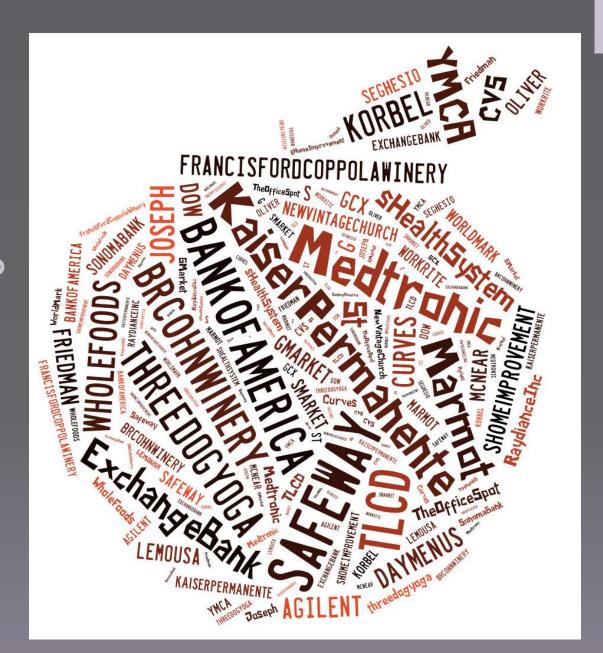
PROGRAM APPEAL



CORPORATIONS

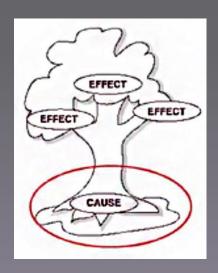


TRADITIONAL
BUSINESS
PARNTERSHIP
MODEL



IDENTIFY KEY INTERACTIONS

| Business Partner | Food Drive | Funds Drive | Volunteer | Sponsor | Benefit Event Host | Facebook Interaction | Work place Giving | Corporate Foundation s | Hunger 101 |
|----------------------|---------------|----------------|-----------|---------|--------------------------|-------------------------|-------------------------|------------------------------|---------------|
| Safeway | X | | X | | | | | | |
| three dog yoga | X | X | X | X | X | X | | | |
| Medtronic | X | X | X | | | | | Х | X |



Be careful to not water the leaves of the giving tree.

DIABETES WELLNESS PROJECT



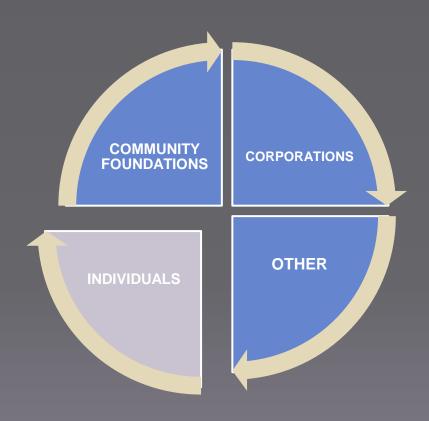
- Health Center Partnerships
- Care Coordination
- Nutrition & Disease
 Education
- Provide Healthy Food

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

– Elizabeth Montejo-Cruz



INDIVIDUALS



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
- o MARILU BOUCHER MBOUCHER @FOODBANKSCCS.ORG (925) 676-7543
- o JANE LINDSEY

 JLINDSEY@FOODBANKSBC.ORG

 (805) 967-5741 X 101
- MORGAN WILSON
 MOWILSON@FEEDINGAMERICASD.ORG
 (858) 452-3663 x101



