



# FUNDRAISING FOR FOOD SECURITY STRATEGIES

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TUESDAY, APRIL 23 3:30 PM – 4:45 PM

# PANEL MEMBERS

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- **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?



# WHY IS THERE A NEED TO CHANGE?



# WORKING WITH BOTH TYPES OF DONORS



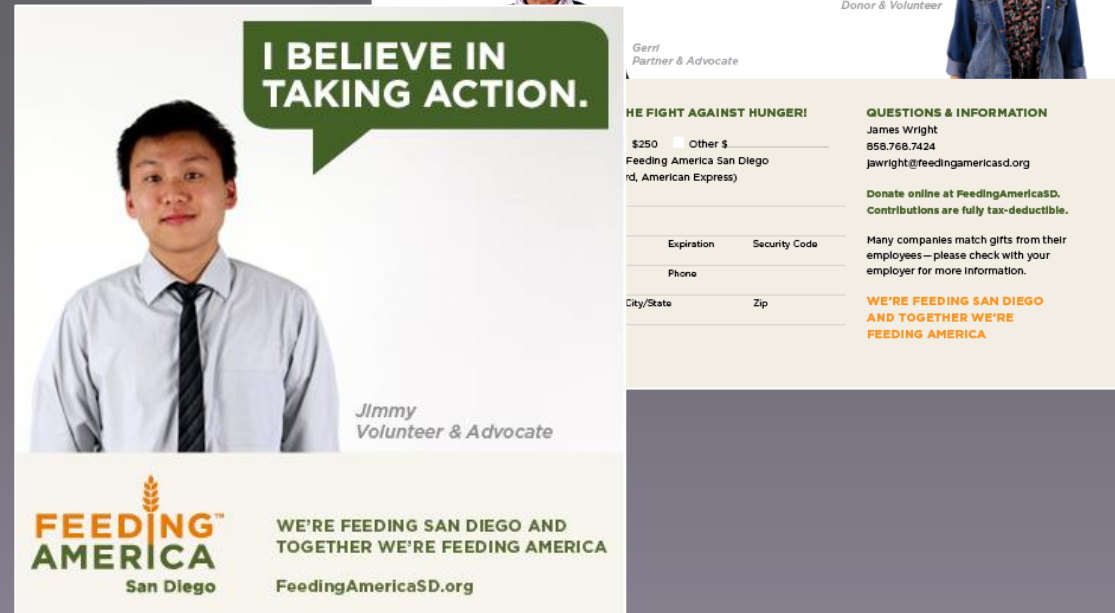
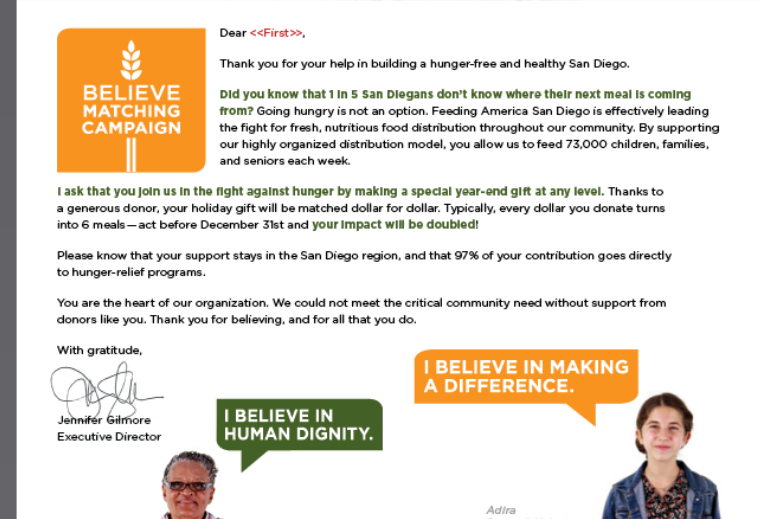
END  
HUNGER



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

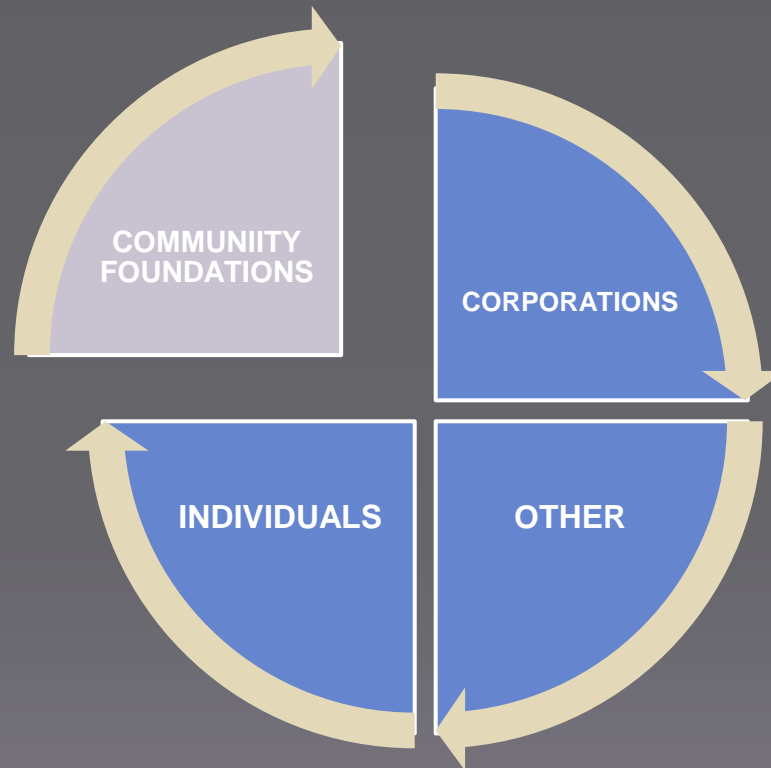




# BUILDING PARTNERSHIPS



# COMMUNITY FOUNDATIONS





# COMMUNITY PRODUCE PROGRAM

Partnered with  
Community Health  
Foundation

Meets mission of both  
organizations

1<sup>st</sup> year funding for  
truck/staff/produce

2<sup>nd</sup> year matching  
grant for cost of  
produce



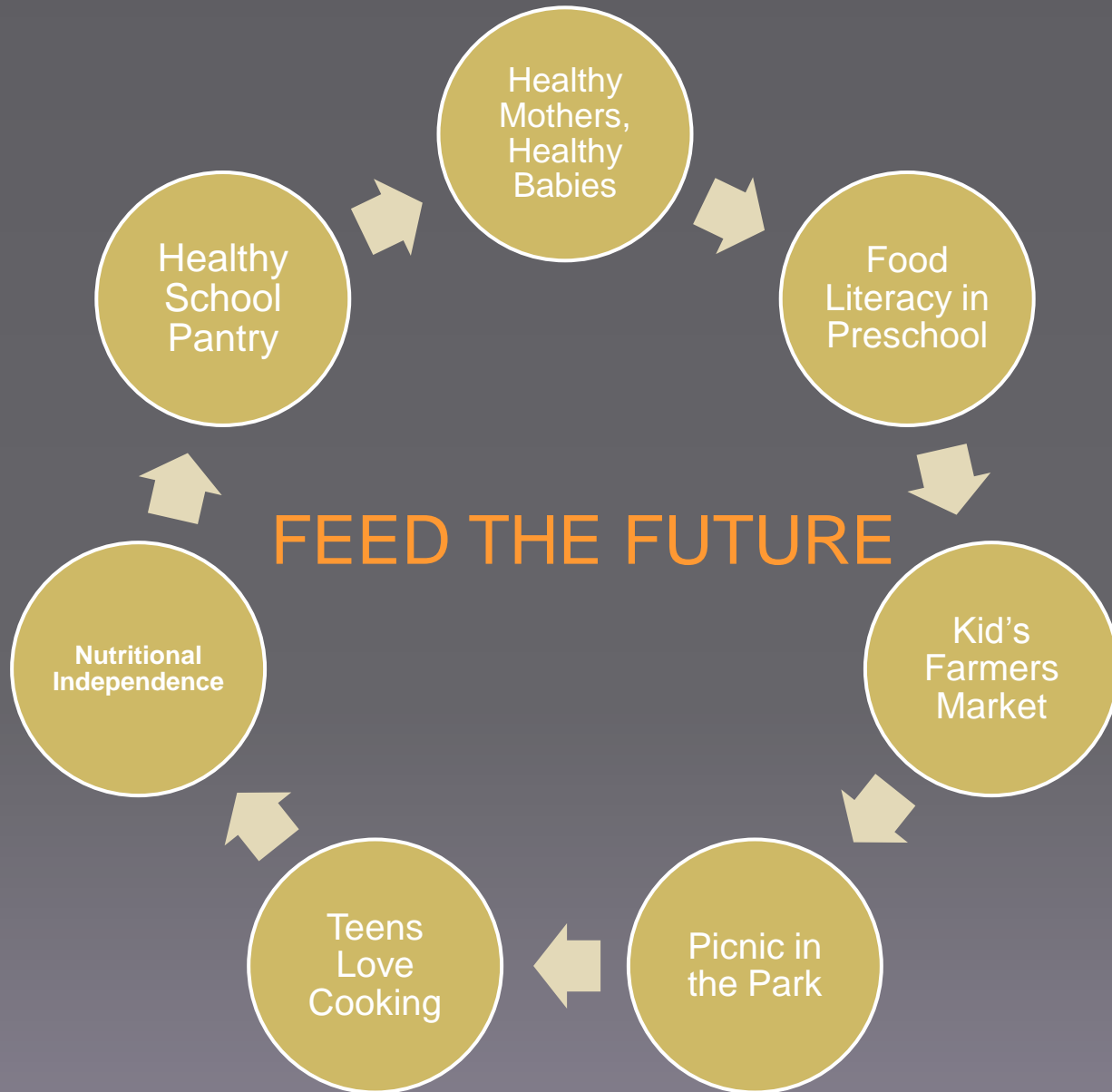
# COMMUNITY EXPOSURE

## Successful Partnership between Community Health Foundation and Food Bank

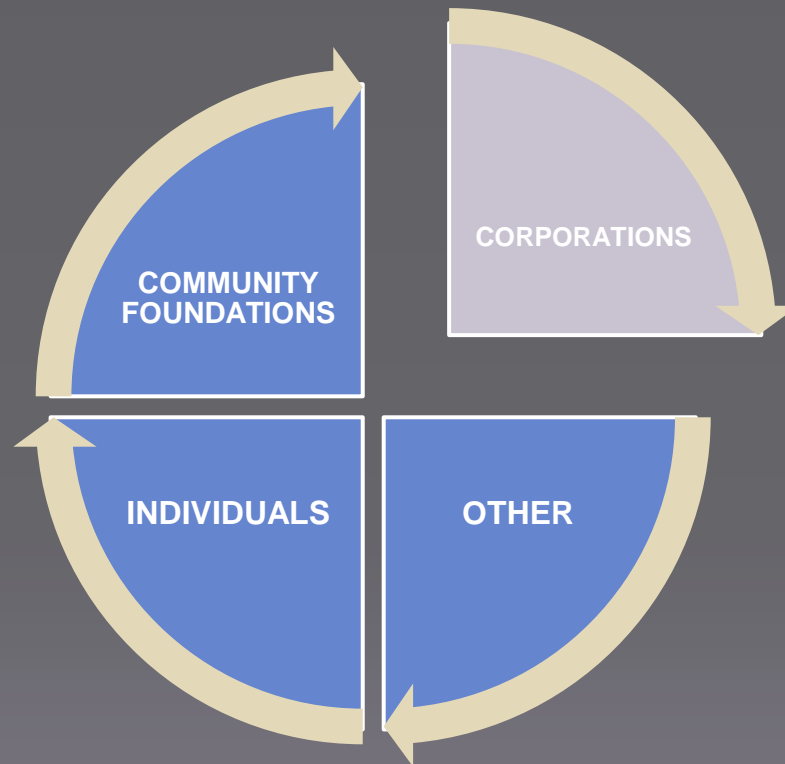
- Trucks in 45 communities twice a month serving 54,328 households and distributing 1 million pounds to date (began 07/12)
- Excellent media exposure
- Leads to more gifts from foundations, civic groups, individuals (including major gifts)



# PROGRAM APPEAL



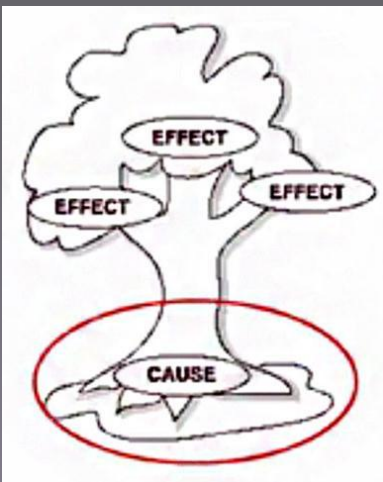
# CORPORATIONS





# IDENTIFY KEY INTERACTIONS

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



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

# DIABETES WELLNESS PROJECT



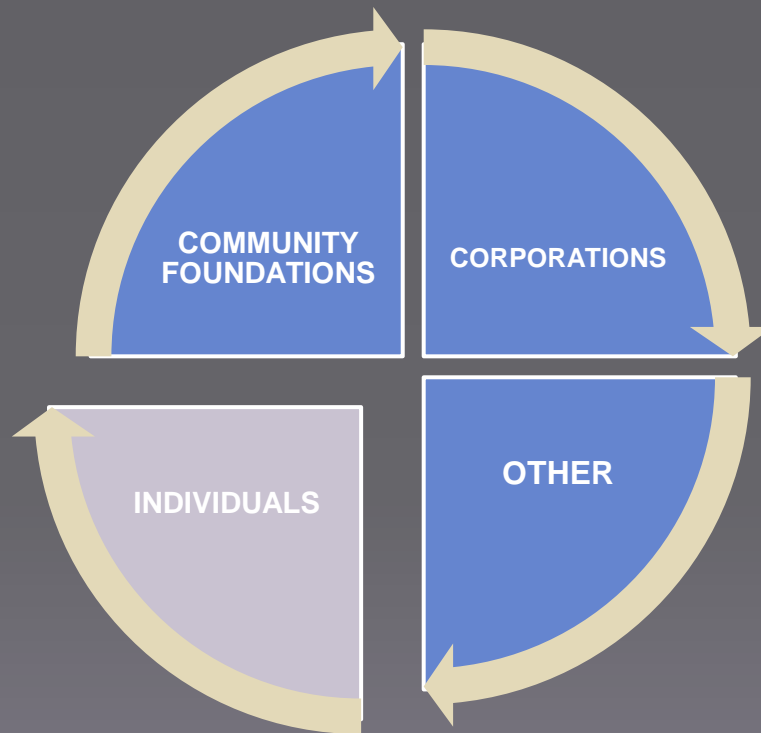
- Health Center Partnerships
- Care Coordination
- Nutrition & Disease Education
- Provide Healthy Food

*“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

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- HEALTHCARE ENTITIES
  - GOVERNMENT
  - PARTNER WITH OTHER NONPROFITS
  - SOCIAL VENTURE CAPITAL
  - CHALLENGE GRANTS & APPEALS

QUESTIONS?



# CONTACT INFO

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