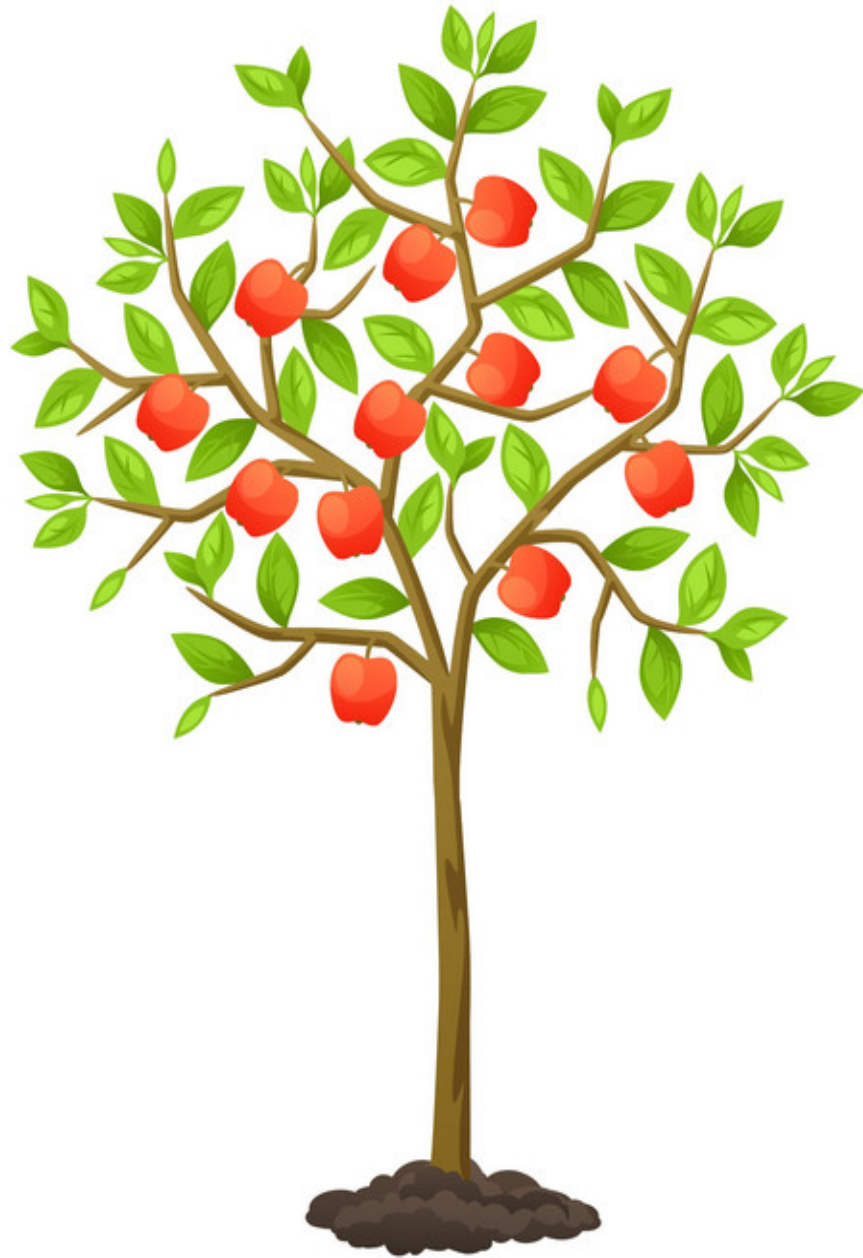




FUNd Development

Where do you start?





Funding Strategy for Food Policy Councils





Reoccurring Themes

“Funding Food Policy Councils: Stories from the Field.”

Johns Hopkins Center for a Livable Future

- Pursue multiple funding streams to support their work
- Engage funders from a variety of angles (health, environment, community development, etc.) for maximum support.
- Reach out to funders with distant but related priority areas.
- Diversify support by requesting small amounts from multiple government agencies and/or foundations.
- Understand which food system issues resonate most with your target audiences.
- Demonstrate success to attract additional resources to your council.
- Collaborate with other FPCs to reduce duplicative efforts.
- Expand initiatives across county and other jurisdictional boundaries to be eligible for state or regional funding, as well as enhance policy collaboration and systems change.
- Extension positions can play a key role in networking stakeholder groups and attracting support for food system policy changes.
- In some instances, funders interested in policy, advocacy, and systems change provide the impetus for the launch of FPCs.
- Model funding transitions on successful ones by other community groups and coalitions.
- Leverage support from academic partners to assist in research, grant collaboration, and other council activities





Shift from...
Culture of “Fundraising”



Culture of Philanthropy & Fund Development
What???





Fundraising vs. Fund Development

- Immediate Need
 - ✓ Raise money
 - ✓ Raise more money
 - ✓ Raise even more money

- The Big Picture
 - ✓ Create a culture of philanthropy
 - ✓ Build strong relationships
 - ✓ Empower others to serve as ambassadors
 - ✓ Advance toward long-term sustainability





Fund Development Strategy is shifting from ...
Short-term Gain



Long-term Sustainability





First thing's first Preparation is the key to success

- Mission – *Reason council exists*
- Vision Statement – *Long-term change resulting from the council's work*
- Case Statement – What's your story?
- Ongoing planning efforts, implementation and accountability - Goals, timeline, measurable outcomes, evaluation





Mission Statement Check

Does your mission...

- Clarify purpose and determine direction
- Motivate staff, volunteers, supporters
- Provide a template for decision making
- Focus energy and attention
- Send a powerful message to the public





Mission Statement Check

"...short enough to remember, easy to communicate and strong enough to inspire."

- Clear
- Concise
- Memorable
- Informative





Mission Statements

Detroit Food Policy Council – Mission

To influence policy which ensures the development and maintenance of a sustainable and equitable food system, resulting in a food-secure City of Detroit in which all of its residents are hunger-free, healthy, and benefiting from a robust food system.





Core Values

Detroit Food Policy Council - Values

The Detroit Food Policy Council is committed to assessing information and developing solutions for the benefit of, and with accountability to, the people of Detroit. We respect the past and are focused on forward movement, seeing beyond the immediate or short term impact of our actions. We use a consensus decision making model whereby all voices are heard and all those making decisions are willing to fully support implementation of decisions made. With this in mind, the DFPC has adopted the following values to guide our work.

Justice - To actively work for racial equity and healing. To challenge institutional and structural systems that perpetuate injustice of all kinds and do not take into account those most adversely affected by inequities in the food system.

Respect - To honor each person's humanity by recognizing that every individual has value. To actively listen to others, be open-minded and seek common ground in spite of differences. To create safe space where everyone can speak their mind without fear of being ignored, judged, or demeaned.

Integrity - To demonstrate consistency between words and actions. To be honest and trustworthy and to act in keeping with our stated values and goals.

Inclusion - To actively develop leadership and seek participation from Detroiters, especially those who are most impacted by the lack of access, justice, and sovereignty in the local food system.

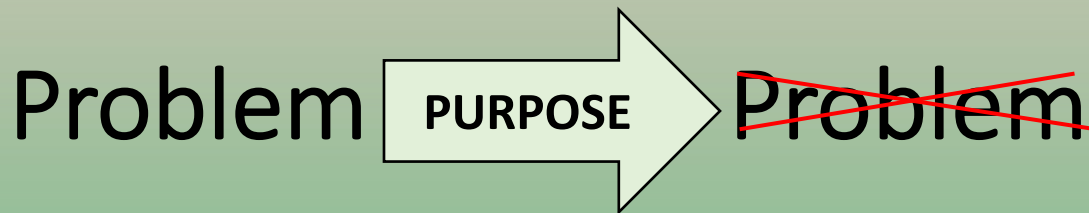
Transparency - To operate with openness with each other and the public with the goal of being accountable to our fellow Detroiters. To create and implement processes that are consistent with our values and goals.





Vision Statements

- Internal - What does success look like for your council?
- External - What will your communities look like when your council is 100% successful?





Vision Statements

Detroit Food Policy Council - Vision

Residents of the City of Detroit are educated about healthy food choices and understand their relationship to, and benefit from policies that promote food security, food justice and food sovereignty. We envision a city of Detroit that has a healthy, vibrant, hunger-free populace with easy access to affordable fresh produce and other healthy food choices. In the City of Detroit urban agriculture, composting operate sustainably and contribute to the City's social and economic vitality All residents, workers, and visitors are treated with respect, justice and dignity by those from whom they provide and obtain food.





History:

The Washtenaw County Food Policy Council originated from a discussion during meetings of the Food System Economic Partnership's Policy Committee. After seeing the rise of Food Policy Councils around the country, committee members saw a growing need for the same unifying structure in Washtenaw County. Their original idea gained further traction after Washtenaw County Public Health was able to secure grant funding for the development of a Food Policy Council. With this support, the Policy Committee was able to move this idea further and secured recognition from the Washtenaw County Board of Commissioners in the winter of 2012.

Interested in learning more and getting involved? Here's how!

- Join a Policy Action Team
- Attend meetings
- Join the mailing list
- Come to an event
- Volunteer for an event

For more info, visit:

washtenawfoodpolicycouncil.wordpress.com



facebook.com/washtenawfood



[@washtenawfood](https://twitter.com/washtenawfood)



washtenawfoodpolicycouncil.wordpress.com

Contact us:

c/o WCHD, 555 Towner St, Ypsilanti, MI 48198
washtenawfoodpolicycouncil@gmail.com



WASHTENAW
COUNTY FOOD POLICY COUNCIL
HEALTHY. FAIR. AFFORDABLE. SUSTAINABLE.

*Local council with
representatives from all
areas of food policy*

*Recommendations on
national and state level*

*Part of the Michigan
Local Food Council Network*

Policy Action Teams

FARMERS & INSTITUTIONAL PURCHASING –

Consists of farmers and non-farmers who seek to create a voice for growers through examining policy.

FOOD ACCESS & NUTRITION – Works to make healthy food more accessible in Washtenaw County and beyond.

FOOD WASTE & PACKAGING – Develops campaigns around food waste prevention and recovery systems from businesses, institutions, residents and agencies.

PLANNING & ZONING – Examines land use issues across the food system as they relate to zoning and planning ordinances and regulations.

POLLINATORS – Helps preserve our essential pollinator populations by promoting pesticide free grounds management practices.



WASHTENAW

COUNTY FOOD POLICY COUNCIL

HEALTHY. FAIR. AFFORDABLE. SUSTAINABLE.

Mission:

The Washtenaw County Food Policy Council increases and preserves access to safe, local and healthy food for all residents of Washtenaw County.

Vision:

To have a healthy community and thriving local food system that:

- Provides access to healthy and culturally appropriate food for all residents
- Values and preserves community land for food production
- Maximizes the use of local, regional and seasonal food
- Meets the needs of the present generation without compromising the needs of future generations
- Promotes economic development and a local economy within and around the food system

Strategies:

The Washtenaw County Food Policy Council supports a viable, economical and sustainable local food system through multiple strategies including:

- Strengthening the connections between food, health, natural resource protection, economic development and the agricultural community
- Researching, analyzing and reporting on information about the local food system
- Advocating for and advising on food system and food policy implementation
- Promoting and providing education on food system issues

Policy Agenda:

In 2014, the Washtenaw County Food Policy Council approved a policy agenda, outlining goals to support healthy, fair, affordable and sustainable food in Washtenaw County. Policy agenda items span issues from increasing food access to preserving land for agriculture to ensuring fair wages for food and farm workers.

The policy agenda organizes the work of the Washtenaw County Food Policy Council by spheres of influence. Find the policy agenda at washtenawfoodpolicycouncil.wordpress.com





Case Statement

So what's your story?

Detailed rationale for fundraising campaign designed for internal and external supporters. It answers questions such as...

- What is our mission/purpose?
- What do we offer that no one else does/need?
- Who do we serve and how?
- Why is the work we are doing important?
- Why should I care (as a donor, volunteer, community member, etc.)?
- What impact will my gift have on the work of your council?





Purpose of Case Statement

- Connects your programs with community needs
- Documents the difference you make in the community
- Serves as the core document for producing written materials: newsletters, direct mail, training tool for your Board of directors and other advocates, etc.
- Identifies and validates the organization's needs
- Identifies strategies designed to address the needs
- Explains who will benefit from the services offered
- Identifies the resources that are required to sustain the organization
- Explains why prospects should care and give
- Answers the prospect's unasked question: How will contributing to this need meet my interests, needs and values?
- Serves as a cultivation strategy





Determine Funding Sources

- Individual donors
 - Annual donors/end of year campaign
 - Major gift donors
 - Planned gifts
- Foundation giving
- Government grants
- Corporate/business sponsors
- Service Organizations
- Board/Volunteer giving
- Events





Plan! Plan! Plan!

All fundraising strategies to reach and motivate donors require a plan of action!

Components of a Fund Development Plan

- Mission Statement
- Vision Statement
- Case Statement
- Overall fund development goals
- Fundraising projections (year 1, 2, 3)
- Strategies and methods
- Metrics and evaluation
- Budget





Why Plan?

Why is planning your fund development efforts important?

A vision without a plan is a hallucination!

- Helps set priorities
- Increases volunteer/board involvement
- Assists in diversifying your funding sources
- Limits crisis fundraising
- Helps volunteers/board and staff set realistic income goals
- Outlines strategic steps to reach those goals
- Identifies volunteer/board and staff responsibilities in implementing strategies within the plan
- Avoids pulling goal out of thin air or setting goals to supplement operating shortfall - ***No rational for funding goals = Pie in the Sky!***
- When to Plan revise plan when operating budgets are revised





Setting and Achieving Funding Goals

- Review the past to plan for the future
- For monetary goals, consider creating low, middle and high scenarios
- Set one over the top goal
- Create funding model and mix required to support financial goal
- Define strategies and tactics
- Establish leadership, timing and measurable outcomes





Get Started

- Identify and invite who should be involved in planning process
- Start with simple questions:
 - What do you want to accomplish next year to work toward achieving our vision?
 - What level of funding do you need to accomplish what we want to do next year?
 - What strategies are currently in place to help reach these goals?
 - What new strategies must be implemented?





Make it Happen

- Get your plan on paper
- Already have a working plan, then continue to brainstorm ways to build your pool of donors, increase donations, and increase your touch points





Effective Planning & Implementation

leads to

Successful Fundraising!





Show me the money!



For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where did the generosity come from?*

Giving by Individuals ↑ 5.2% **70%**
\$286.65 billion

increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

Giving by Foundations ↑ 6.0% **16%**
\$66.90 billion

increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

Giving by Bequest ↑ 2.3% **9%**
\$35.70 billion

increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

Giving by Corporations ↑ 8.0% **5%**
\$20.77 billion

increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

Contributions by source
(by percentage of the total)

Giving by individuals increased \$14.27 billion over last year for a growth rate of 5.2 percent, on track with the growth in total giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

- 👤 **31% Religion** ↑ \$127.37 billion
- 🎓 **14% Education** ↑ \$58.90 billion
- 👏 **12% Human Services** ↑ \$50.06 billion
- 🏛️ **11% To Foundations** ↑ \$45.89 billion
- ⊕ **9% Health** ↑ \$38.27 billion
- 💰 **7% Public-Society Benefit** ↑ \$29.59 billion
- 🎨 **5% Arts, Culture, and Humanities** ↑ \$19.51 billion
- 🌐 **6% International Affairs** ↓ \$22.97 billion
- 🌿 **3% Environment/Animals** ↑ \$11.83 billion
- 👥 **2% To Individuals** ↓ \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



Giving USA™
Shared intelligence.
For the greater good.



THE Giving Institute™
Shared intelligence.
For the greater good.



IUPUI

LILLY FAMILY SCHOOL OF PHILANTHROPY

* All figures on this infographic are reported in current dollars unless otherwise noted.



Fund Development Success

Building relationships/partnerships

- Identify
- Cultivate
- Ask
- Steward (thank, involve, communicate)
- Track





Fund Development Success

Identify Prospects

- Foundations
- Corporations and businesses
- Service organizations
- Individuals (annual donors and major donors)





Fund Development Success

Prospect Research - Do your due diligence

Know the potential donor's background...

- Giving history
- Funding guidelines
- Areas of interest
- Board/volunteer affiliation





Fund Development Success

Cultivate - Create a Connection

Build a relationship before you make the ask...

- Get their attention (letter or call)
- Invite for a site visit or tour (in-person or virtual)
- Engage prospect using various communication tools





Fund Development Success

You're at the table! Now what?





Fund Development Success

Making the Ask - Practice but don't overdo it

- Set your goals for the meeting/conversation
- Create talking points (share your impact)
- Let the donor lead the conversation
- Be flexible in your approach





Fund Development Success

Two key areas to focus the conversation

1. The future of your organization
2. The donor's interest, concerns and goals





Fund Development Success

The #1 strategy that will lead to a productive donor discussion is to...

Listen...Listen...LISTEN!

- Know your donor
- Know your council
- Know yourself
- Adapt





Questions?

