



Southeast Region Food Council Workshop

Thursday, May 25, Lancaster Ohio

9:00 – 11:00 a.m.

Focus Topic: *Fundraising and capacity-building*

AGENDA:



9:00 – Food & networking

9:15 – Reason/Vision: Introduction of workshop, Food Policy Network, goal of improving communication among councils

9:30 – Introductions: Who is in the room

9:40 – Welcome: short intro on topics of workshop

9:45 – Examples & Discussion

1: Shared values and key themes:

2: Fundraising and capacity

3: Challenges

4: Building balanced leadership on your team

10:45 – Open time for conversation, snacking & coffee/tea

Who is in the Room?



1. Your name
2. Council name
3. City, county or region your council represents
4. Number of years your council has been active
5. The focus of your council

Reason/Vision



Meredith frames the day & introduces the Food Policy network

Introducing the workshop goals:

- ✓ Improving communication & learning between councils
- ✓ Connecting councils to support & “best practices”

Overview



- ✓ Ohio has diverse history of local and state council work.
- ✓ Peer learning between councils is key to lifting “one voice” within the state.
- ✓ Improving communication & learning between councils.
- ✓ Connecting councils to support & “best practices.”

1: Shared values and key themes:



Councils launch and evolve in many ways

The Athens Food Policy Council was started by non-profits working on local food systems and were motivated to secure additional local support from elected officials and community funders.

Over time the council has added members and identified 3 key priorities

1. Local food as an economic driver & entrepreneurship strategy
2. Increase healthy food access for underserved local communities and residents
3. Promoting policy that protects the environment for food production



Some Councils focus on the development of programs & initiatives



Ashtabula Local Food Council focuses on three distinct areas of local food work: **Community, Growers, and Policy**. In 2015, ALFC established an online Local Food Guide for Ashtabula County, hosted a Growers Summit, began a Food Hub Feasibility study, started Geneva Farmers Market, held a Local Food fundraising event, hosted a summer film series, and held a canning workshop for Ashtabula County Community Action Agency's My Neighborhood.

In 2016, ALFC emphasized community education efforts, took further steps to increase food access in Ashtabula County, cooperatively marketed area farmers markets, and hosted a series of farm tours. In 2017, ALFC broaden our Ashtabula Cooks! programming and summer farm tours. Work on a Food Hub designed to serve the unique needs of Ashtabula County, continues our work at expanding local food access, and coordinate events to celebrate our local foodshed.

1: Shared values and key themes:

Discussion: What are 2 or 3 things about food councils that you believe are really important?

What are the shared values that we form food councils around?

2: Fundraising & capacity



A funding strategy needs to match the key strategies and priorities

- ❖ Your organizational and governance structure will need to be accountable to your funding or fundraising approach
- ❖ Policy change as a key driver might need to focus on membership, advocacy and sponsorship investment
- ❖ A policy focus might complement other community stakeholders' priorities. For instance if your council is focused on increasing healthy food access in underserved neighborhoods---are their health care institutions or family foundations that share a similar concern and want to partner on funding certain initiatives?
- ❖ If your council is focused on more ambitious projects than additional consideration on legal and governance capacity might be entailed.

2: Fundraising & capacity

Funding and fundraising can come from a variety of sources:

- ❖ Memberships
- ❖ Donations (cash or in-kind)
- ❖ Sponsorships
- ❖ Fundraising events
- ❖ Community and/or Family Foundations
- ❖ Municipal or County subsidies or contracts
- ❖ Agency partnerships --- fees/contracts for project implementation
- ❖ Grant competitions/awards
- ❖ Foundation grants
- ❖ Public grants --- local, state, regional, federal
- ❖ Endowments

2: Fundraising & capacity



Discussion: How have you raised funds to support your food council in the past?

What does your council need funding to do or maintain?

What are some of your ideas for getting funding in the future?

3: Challenges



Typical challenges and threats for councils

- ❖ Stakeholder diversity vs. shared vision
- ❖ Aligning priorities & agreed upon approaches
- ❖ Modest vs. audacious goals
- ❖ Change always has a longer timeline than expected



3: Challenges

Discussion: What challenges are you facing?

Does your food council need help in some area?

4: Building balanced leadership on your team



Building Sustainability

- ❖ Founders & leaders --- a delicate balance
- ❖ Diversity of stakeholders & champions
- ❖ Inventory leaders skills & passions
- ❖ Volunteerism & Management

4: Building balanced

leadership on your team

Discussion: Is leadership well-distributed among more than one member of your team? What assets are currently available? What's missing?

How can you build relationships with community who may take on a leadership role in your council?

How can you better leverage volunteers?

Planning for a Food Hub in Portage County



The Portage County Regional Planning Council provided support to convene local food stakeholders.

Their food hub plan is an example of how a northeast Ohio Council moved forward from identifying gaps in their food system to developing a plan for action.

WRAP UP



Your next steps

The Ohio Food Policy next steps