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EVENTS

Funding Farm to School:
Grants and Other Creative Funding Sources

Why are we here?

Because we want to help you create a sustainable farm-to-school program.

(And to do that, you need money.)

How we can help you

Three Major Funding Sources for Nonprofits:

- ☐ Grants
- ☐ Events
- ☐ Individual Donors (but that's another day)

But we want to hear from you first...

- Name and role
- Organization

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GRANTS 101

CASE STUDY: Getting the Grant

- Example: Farm to School Program in town of approx. 7,000 people and 5 public schools (grades K-12)
- Pros
- Cons
- Sustainability

Top 3 Grants that Fund F2S Initiatives

- 1. USDA Community Food Systems - Farm to School Grant Programs
- 2. USDA Food and Nutrition Services - Equipment Assistance Grants
- 3. USDA Community Facilities - Direct Loan & Grant Program

USDA Community Food Systems Farm to School Grant Program

- 9/29/16 - USDA Webinar at 1:00 pm EST to review the request for applications
- FY 2017 Application is due on December 8, 2016 at 11:59 EST
- May 2017 Awards are announced
- Planning awards range from \$20,000 - \$45,000; implementation and support service awards range from \$65,000 - \$100,000; training awards range from \$15,000 - \$50,000
- Gave out a total of nearly \$5 Million for the 2016 funding round
- Matching funds of 25% are required for all four grant types

USDA Food and Nutrition Services Equipment Assistance Grant Program

- State agencies must award these grants via a competitive grant process to School Food Authorities (SFAs)
- Give priority to high need schools (i.e., schools in underserved areas, schools with limited access to other resources, and age of food service equipment) where 50 percent or more of the enrolled students are eligible for free or reduced price meals.
- Gave \$33 Million last year and Montana only got \$66,667
- Have to contact the local Food & Nutrition Services office in Denver to inquire about applying. (303) 844-0300

USDA Community Facilities Direct Loan and Grant Program

- This program provides affordable funding to develop essential community facilities in rural areas.
- Rural areas including cities, villages, townships and towns including Federally Recognized Tribal Lands with no more than 20,000 residents.
- Applicant must be eligible for grant assistance, which is provided on a graduated scale with smaller communities with the lowest median household income being eligible for projects with a higher proportion of grant funds.
- Grant amounts vary between 15%-75% of total project costs dependent upon community population and median household incomes.
- Funds can be used to purchase, construct, and / or improve essential community facilities, purchase equipment and pay related project expenses.
 - Example: Local food systems such as community gardens, food pantries, community kitchens, food banks, food hubs or greenhouses

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EVENTS 101

Why most people host an event...

To make some money

To cultivate donors

Because everyone else does?

Tell me...

Why do you host an event?

Before you plan, ask...

What does success look like?

Is this worth our time? How much did we net last year?

Is the money netted worth the time spent (roughly 500 hours)

Two Types of Events

Lead
Generating
Income
Producing

Lead Generating

Creating new and building existing relationships

Letting people know about your work

Lower buy-in, higher volume (typically)

Income Producing

Cultivated list of fans and buyers

Higher buy-in

Best relationships already

Most Common Annual Events

Races

Golf Tournaments

Galas

**But there's something wrong
with this model...**

Lots of time
Lots of money
Less profit than desired

**The MOST Important Thing
About Events**

It's not the funds raised at the event,

It's how you treated the people in the
room.

**The biggest mistakes we make
are...**

We don't cultivate who is in the room IN ADVANCE, so
we don't know the potential to give beyond ticket price.

We don't develop relationships with people who are in
the room AFTERWARD so we don't know the potential
to give beyond ticket price.

Why consider smaller events

- Less time on planning the event
- More intimate
- Higher scarcity, higher value
- Building relationships more effectively

Some examples

- Facilitated discussions with other high dollar donors
- Intimate, problem-solving conversations around your area of expertise
- High touch experiences that give you the space to get to know your donors without the barrier of money

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Q+A

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