



**Marion-Polk Food Share  
Board Packet  
July 11, 2019**

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Please note these documents in separate packets to the Board:

1. \*May 2019 Financial Reports
2. FY2019-20 Budget
3. Executive Session materials



# AGENDA

Board of Directors Meeting  
Thursday, July 11, 2019

**NOTE:**  
Please be prepared  
for the meeting to  
run until 9:45  
if necessary

8:00 – 8:15	Arrival/Breakfast	
8:15 – 8:20	Gather and Call to Order – <b>Cheryl Wells</b> Guest Introductions – <b>Rick Gaupo</b>	
8:20 – 8:25	Consent Agenda – <b>Cheryl Wells</b> - Board Meeting Minutes, May - May 2019 Financial Statements - Straumfjord Trust Board Resolution	Action: Board Vote
8:25 – 8:30	Board Election – <b>Cheryl Wells</b> - Officers                      - Re-election - Committee Chairs         - Election of new members	Action: Board Vote
8:30 – 9:00	Annual Plan – <b>Rick/Ian</b> - Highlights of 2019-20	
9:00 – 9:05	Development Report – <b>Julie</b> - Development Memo	
9:05 – 9:20	Budget – <b>Jim/Jim</b> - FY 2019-20 Recommended Budget	Action: Board Vote
9:20 – 9:30	Executive Session	Action: Board Vote
9:30	Adjournment – <b>Cheryl Wells</b>	

**Dates to Remember**

**July 13:** Farm to Table, Willamette Heritage Center (6:00pm – 9:00pm)

**July 26:** Youth Farm Lunch

**NOTE CHANGE OF DATE: August 8:** Summer Board Social (John Burt hosting)

Marion-Polk Food Share  
Board of Directors Meeting Minutes  
May 23, 2019

**Board Members Attending:** Frances Alvarado, Warren Bednarz, Alex Beamer, John Burt, Sarah DeSantis, Julie Huckestein, Courtney Knox Busch, Chris Mercier, Linda Norris, Walter Smith, Bahaa Wanly, Cheryl Wells

**Staff Members Attending:** Kendra Alexander, Alicia Clark, Eileen DiCicco, Ian Dixon-McDonald, Rick Gaupo, Julie Hambuchen, Corrina Hawkins, Mattie Jenkins, Sheri Jones, Robbin Kerner, Savannah Langdon, Allen Pfeiffer, Lexi Stickel, Cheryl Young

**Call to Order**

Cheryl Wells called the meeting to order at 8:15 a.m.

**Guest Introductions**

Rick Gaupo introduced Logan Martin and Brooke Schelar, our brand and logo consultants.

**Board Meeting Consent Agenda**

- Board Meeting Minutes, April 25, 2019
- April 2019 Financial Statements

**ACTION:** Warren Bednarz moved and John Burt seconded approval of items on the consent agenda. The motion received unanimous approval.

**Board Officers**

Board Chair Cheryl Wells gave an update on the September officer slate on behalf of the Governance Committee. The recommended slate includes: Chair Courtney Knox Busch, Vice Chair Bahaa Wanly, Treasurer Jim Green and Secretary Warren Bednarz. This slate will be voted upon at the July board meeting along with the re-election of directors and installation of new board members.

**Finance Update**

Finance Director Jim E. Green reported strong liquidity with \$2.8M in cash and investments. The operating surplus is \$40,000 over budget and \$483,000 under last year. Expenses are slightly under plan. He said may end the year with a slight operating surplus instead of the projected deficit of \$168K.

VP of Development Julie Hambuchen and President Rick Gaupo shared that donor meetings with Norm Brendan have yielded great results. Over the past couple of years, the two foundations Norm represents have donated about \$200K to the Food Share. This year, the donations double. All funds are challenge grants that will be used in new donor, sustainer, year-end and summer match campaigns. Rick credited the development team's hard work on long-term stewardship of major donors for the success.

It also was noted that past donor stewardship has resulted in four pending bequests that range up to \$100K.

### **Brand & Logo Conversation**

**Courtney Knox Busch, Julie Hambuchen, Logan Martin and Brooke Schelar** led a conversation and presentation of the new Food Share logo.

Julie Hambuchen explained the Food Share is loved and respected in our community; and viewed as an organization that is bold and willing to take risks. She said the board has fueled that vision through the strategic direction process. However, our visual presentation has been weak. The proposed logo and brand will align our visual presentation to the strategic direction. It is intended to improve our reach into new audiences and to move people to take action.

Brand consultant Logan Martin said the logo will serve the Food Share brand that is represented in the words: Bold. Fresh. Abundant. Community. Together. Logan showed a series of slides and some collateral pieces that showed how the bold, fresh and versatile logo that was designed by Brooke Schelar could be used.

The logo was well received. Among the words board members used to describe it were: simple, brilliant, catchy; fresh, updated, versatile; represents abundance; a seedling with the promise of abundance; a window to the future.

The logo will be rolled out to the public on Aug. 1, 2019, after Farm to Table and before Chefs' Nite Out and year-end giving and food drives. Julie said talking points will be available for staff and board to consistently answer questions about the new look.

Asked about the costs of changing the logo, Rick roughly estimated under \$50K for signage, truck wraps, printed collateral, etc.

**ACTION:** Courtney Knox Busch moved and Warren Bednarz seconded approval of the brand and logo package as presented. The motion received unanimous approval.

### **AWARE Direction: Update & Review**

VP of Programs Ian Dixon-McDonald and Community Programs Director Lexi Stickel presented a report that outlined a staff-produced SBAR (Situation, Background, Assessment, Recommendation) on AWARE food bank. We will be wrapping up a one-year management contract with the AWARE board in October 2019.

In the past nine months of Food Share intervention, there have been many service improvements at AWARE, which is one of three largest food banks in our network. The Food Share has provided fundraising and operational support; and hired a 25-hour per week pantry manager who is committed to increasing community engagement.

Ian said the Food Share's organizational effort to improve this pantry has paid off. It is running better than ever and has seen dramatic increases in the numbers of people being served. Several potential next steps were outlined in the report.

Food Share staff recommended that an ad hoc committee of board members be created to help make short-term and long-term decisions concerning our intervention at AWARE between now and October. The committee members will be Frances Alvarado, Sarah DeSantis, Cheryl Wells and Alex Beamer.

**ACTION:** Warren Bednarz moved and Linda Norris seconded creation of the staff-recommended ad hoc committee to represent the Food Share board in discussions and negotiations concerning AWARE. The motion received unanimous approval.

**Adjournment**

Cheryl Wells adjourned the meeting at 9:32 a.m.

**Dates to Remember**

**June:** No Board Meeting

**July 11:** Board Meeting

**July 13:** Farm to Table, Willamette Heritage Center, 6-9 p.m. (Kendra Alexander is the featured speaker)

**July 26:** Youth Farm Lunch (see Sheri Jones)

**August 15:** Summer Board Social (John Burt hosting)

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*Warren Bednarz*  
Board Secretary

## Staumfjord Trust Resolution

MINUTES of a meeting of Marion-Polk Food Share, held at the office of the corporation on the eleventh day of July, 2019, pursuant to a legal call therefore according to the bylaws of said corporation. There was present a quorum of the duly elected and qualified directors of said corporation, in accordance with the bylaws thereof; whereupon the following resolution, upon motion duly made and seconded, was unanimously adopted:

RESOLVED, that this corporation acknowledges and accepts the terms and conditions of a gift as set forth in the Jon V. Straumfjord Jr Trust and agrees that all property received by this corporation from said gift is accepted subject to such terms and conditions.

RESOLVED, that the Secretary of this corporation be and is hereby authorized and directed to deliver to Pioneer Trust Bank, N.A., a copy of this resolution, properly certified.

THIS CERTIFIES that the undersigned is the Secretary of the above-named corporation; that the foregoing is a full, true and correct copy of a resolution unanimously passed by the Board of Directors thereof at a meeting of said Board held on the day and at the place above specified, legally called and held, at which a quorum was present and voting.

IN WITNESS WHEREOF, I have hereunto set my hand.

ATTESTED:

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Secretary

\_\_\_\_\_  
Title



**Election of Board Members & Officers/  
Appointment of Committee Chairs  
Beginning September 2019**

**Re-Election of Board Members**

		Term	Term Ending Date
1	Alex Beamer	3 year	September 2022
2	Jim Green	3 year	September 2022
3	Warren Bednarz	3 year	September 2022
4	Walter Smith	3 year	September 2022
5	Julie Huckestein	1 year	September 2020

**Election of New Board Members**

		Term	Term Ending Date
1	Holly Nelson	2 year	September 2021

**Election of Officers**

Position	Candidate	Term Ending Date
Board Chair	Courtney Knox Busch	September 2020
Administrative Vice-Chair	Bahaa Wanly	September 2020
Secretary	Warren Bednarz	September 2020
Treasurer	Jim Green	September 2020

**Appointment of Committee Chairs**

Position	Candidate	Term Ending Date
Executive Committee	Courtney Knox Busch	September 2020
Finance Committee	Jim Green	September 2020
Governance Committee	Mike Garrison	September 2020



## Board Member Application Form

Thank you for your interest in our Board of Directors! We will help you carefully decide whether you want to join, then we will orient you to our organization, train you in the roles and responsibilities of a member of a nonprofit Board, and organize you into the committee that most closely matches your skills and interests.

Please read the enclosed materials, fill out this application and return it to:

*Marion-Polk Food Share  
1660 Industrial Drive NE  
Salem, OR 97301*

If you have any questions, you can call Board Chair Cheryl Wells 503-559-5496 or President and CEO Rick Gaupo at 503-581-3855. We will review your application and get back to you soon.

Your name: Holly Nelson

Your phone number: 503-399-5145

Your address: 4000 Lancaster DR  
Salem, OR 97305

Your email address (please write it carefully):

holly.nelson@chemeketa.edu

Briefly describe why you would like to join our Board of Directors:

Supporting our community and the focus on food insecurity. This very much is an issue for Chemeketa students & the barriers they encounter.

Your current/prior organizational affiliations (names of the organization and your role(s)):

- 1: Chemeketa Community College, Executive Dean of Regional Education & Academic Development
- 2: \_\_\_\_\_
- 3: \_\_\_\_\_
- 4: \_\_\_\_\_

Do you have a current or prior association with Marion-Polk Food Share or with volunteers, staff or Board members? If so, please provide detail.

My division volunteered in December 2018  
in the Warehouse.

How would your experience and background be classified in terms of augmenting the composition of the Board?

- Marion Co. rural nonprofit
- Polk Co. rural nonprofit
- Other nonprofit member agency
- MFS Volunteer
- Food Industry
- Business
- Religious institution
- Public organization
- Community at large
- Other

Which of your skills would you like to utilize on the Board? Check those that apply:

- Board development
- Financial management
- Training
- Strategic Planning
- Fundraising
- Marketing
- Staffing/HR
- Evaluation
- Volunteer management
- Program development
- Community Networking
- Facilities management

Other skills you would like to utilize:

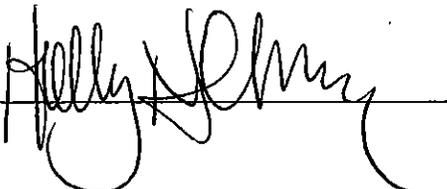
None at this time but will share once I  
have a better sense of the connectivity

What do you hope to gain for yourself out of your participation on the Board?

Understanding issues of the local community  
I live in.

How Chemeketa could be a better partner and  
have more connected programming between  
the two organizations to benefit our local  
community members.

If you join the Board, you agree that you can provide at least 2-4 hours a month in attendance to the Board and committee meetings, and that you do not have any conflict of interest in participating on the Board.

Your signature:  Date: 11/15/19

If you are not selected as a member of the Board, or if you decide not to join, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?

Yes

No

Perhaps

**Marion-Polk Food Share  
Board Member Terms of Office**

Board Members FY 19-20 (Date joined the Board)		To Sept 2020	To Sept 2021	To Sept 2022
1	Frances Alvarado (1993)	√		
2	Mike Garrison (2004)	√		
3	Courtney Knox Busch (2014)	√		
4	Julie Huckestein (2016)	√		
5	Sarah DeSantis (2018)	√		
6	Chris Mercier (2019)	√		
7	John Burt (1995)		√	
8	Bahaa Wanly (2017)		√	
9	Linda Norris (2018)		√	
10	Holly Nelson (2019)		√	
11	Jim Green (2004)			√
12	Alex Beamer (2009)			√
13	Warren Bednarz (2010)			√
14	Walter Smith (2017)			√
<b>Totals</b>		<b>6</b>	<b>4</b>	<b>4</b>

# Marion-Polk Food Share: Programs Annual Plan Summary FY2020

Dear Marion-Polk Food Share Board of Directors,

This document represents our values, intentions, and best proposed use of programmatic resources for the 2019-2020 fiscal year. Programs at Marion-Polk Food Share continue to grow, and we continue to find creative ways to increase our impact and improve our services. Much has changed in the past year that influences our thinking and actions. We now have a completed Strategic Direction, including a definition of Who We Are as an organization. This document served as a guide for our annual planning.

We have new local data on food insecurity rates, the Meal Gap, and Meals Per Person in Need (MPIN). We also completed an interactive GIS map that overlays our services with community indicators of need. In short, food insecurity is down in our area, which is in line with national trends (due to, primarily a decrease in unemployment), and our food distribution is up. Comparatively, we distribute more food per person in need than many of our peers in Oregon and nationally, and our distribution is currently exceeding the 7-million-pound meal gap in Marion and Polk Counties. However, there is still much to do. 1 in 5 children are still food insecure in our region. Our mapping project revealed many gaps in our service reach, both in terms of geography and demographics.

Lastly, the opportunity presented by our management relationship with AWARE Food Bank, and the increase in demand for Meals on Wheels continue to weigh heavily in our thinking and planning. It was, and continues to be, a huge lift to directly manage the 2<sup>nd</sup> largest food pantry in our region. Yet it has been an amazing, fruitful experience: the food bank is serving more families with healthier food, is more connected to the community, and is activity working towards becoming a community-led, community food center. Meals on Wheels continues to find new norms of daily meal counts totaling nearly 680 a day (500 home delivered meals and 180 meals served between two community meal sites is now typical). We are simultaneously proud and anxious. This year, we need to grapple with this growth, decide how much we want to encourage the growth, and make long term plans for potentially outgrowing our facilities and staffing levels.

This plan is organized in two sections. The first highlights the general direction of each area for the next fiscal year, and touches on a couple key goals or projects. The second lists out a selection of additional targets and projects. The complete list is also available for any Board Member that is interested. As always, please reach out with additional questions or clarifications.

## Highlights

### Top Priorities for the Programs Department, overall

1. **Source and distribute up to 9.3 million pounds of food, more than ever before. Complete warehouse improvements to make that possible, with freezer replacement being the most significant.**
2. **Support operations and growth of the AWARE Food Bank and improve services in the Woodburn community, focusing on the establishment of an AWARE Advisory Committee.**
3. **Support the growth of Meals on Wheels and develop long term plans for accommodating that growth.**

# Marion-Polk Food Share: Programs Annual Plan Summary FY2020

## Emergency Food Distribution

We plan to source and distribute more food than ever before in FY20, receiving 9.1-9.3 million pounds (for FY19 we are anticipating 8.9mm). Due to the continued impact of trade mitigation, we expect to continue to see the elevated levels of USDA commodities we've seen in FY19. We also continue to see high results in retail programs, and recently on-boarded a major new food industry donor, Food Services of America. Lastly, we continue to see new opportunities for donated fresh produce, particularly from fresh to market farmers and Salem Harvest. Within that 9.1-9.3 million pounds, we are targeting 3.2 million pounds of fresh and frozen produce. Our emphasis continues to be healthy food and the food that the community is asking for, which continues to be produce, meat and dairy products.

In warehousing and logistics, we are focusing on plans for equipping the retail sort area with the necessary tools and staff to process the growth in retail donations. We need to invest in proper washing equipment for totes and make facility adjustments for food safety and increased volume in the retail sort area. Additionally, we already have a planned and fully funded freezer replacement slated for early in FY20.

Our Agency Relations team is working on deepening the impact of Partner Agencies in the communities they serve. In FY20, we plan to emphasize and expand training for our partners, and increase the ways pantries are engaging in their communities beyond baseline service. We will be offering regular, regional food safety training, developing a civil rights video to ensure service with dignity, and piloting a Best-Practices based monitoring program.

## Meals on Wheels

Meals on Wheels plans to serve more seniors than ever before. We are targeting an average daily home delivered meal count of 550-600 over the course of the year (over our current 470-500), and 180 meals per day (level with FY19), at our two senior community meal sites, combined. We are also planning to increase program revenue at Meals on Wheels. Growth has put more financial strain on the program, which, unlike the Emergency Food Program, is intended to produce some of its own revenue. This year we intend to make plans to increase client donations and participation in our private pay program for mid-high income seniors.

As mentioned above, we also need to engage in long term planning around Meals on Wheels program growth. We need organizational clarity on the priority of "never taking a waiting list" for Meals on Wheels, and always finding a way to serve any senior that needs the service. We also need to plan for eventually growing too large for the leased Center 50+ kitchen, which, at current growth rates, should be expected in the next 3-5 years.

## Community Gardens & Community Education

Our Community Gardens program continues to provide over 700 families a year with access to fresh produce, gardening resources and a place to build community resiliency. We also provide educational opportunities through the highly popular Seed to Supper Intro to Gardening course. This year, we are very excited to increase the number of Spanish language Siembra la Cena courses to 3, and participate in the Seed to Supper Ambassador program. This program provides the opportunity for community leaders to develop culturally relevant garden education in their own communities.

# Marion-Polk Food Share: Programs Annual Plan Summary FY2020

## Youth Farm

FY20 will represent our 4<sup>th</sup> year operating the Youth Farm at the Chemeketa campus. The program continues to get better every year, honing in curriculum that changes the lives of young adults and providing healthy food to the community through the Farm Share Rx program. This year, we will focus on planning for the next phase of the Youth Farm: year round production and year round youth programming. With a series of farm improvements, we believe we can have a farm that serves youth year-round and distributes more food in the fall and spring. Our goal is to develop a solid program plan and associated fundraising plan this year.

## Iskam Mək<sup>h</sup> Mək-Haws, Grand Ronde Food Pantry

We are entering our 5<sup>th</sup> year managing Iskam Mək<sup>h</sup> Mək-Haws, the food pantry and community food center serving the Grand Ronde community. The pantry continues to be a model, going above and beyond to support the local food system and serve as a community hub. In FY20, we will serve over 50 patients in the Grand Ronde Farm Share Rx program, and make significant advancements in supporting tribal food sovereignty. The Tribal Food Sovereignty assessment will be completed, and we plan to establish quarterly First Foods conversations to advance this work.

## AWARE Food Bank, Woodburn Food Pantry

As mentioned, supporting AWARE is a top priority for the year. Our service contract with the AWARE Board expires in September, 2019, and we anticipate fully operating AWARE as a program of the Food Share in FY2020. We plan to: ensure service quality remains high and upholds the dignity of community members, and see an average of 1,000 pantry visits per month. Additionally, we plan to form a local advisory team to guide services, convert to a shopping style distribution model, and utilize the AWARE building to distribute more food to other Partner Agencies in the Woodburn Community.

### Goals & Special Projects

<u>Program Area</u>	<u>Target Name</u>	<u>Target Description</u>	<u>Strategic Direction Alignment</u>
AWARE	AWARE Pantry Service	Provide dignified pantry services to an average of 1,000 community members per	Access: Direct Access and Food Distribution
AWARE	Shopping Style Distribution	Convert AWARE to shopping style distribution by January 2020.	Access: Direct Access and Food Distribution
AWARE	Shopping Hub for North Marion Partners	Develop plans for AWARE to serve as a shopping hub for fresh produce for other N. Marion partner agencies, by spring 2020.	Access: Direct Access and Food Distribution

## Marion-Polk Food Share: Programs Annual Plan Summary FY2020

AWARE	Community Advisory Team Development	Ensure that AWARE's projects/programs are driven by the community. Community Advisory Team begins to meet monthly in February 2020.	Community: Community Led-Solutions
AWARE	Transition AWARE as "temporary" program of MPFS until long term plan is finalized.	Work with AWARE's board to resign and transition finances and full ownership to MPFS, by Oct. 2019.	Community: Community Led-Solutions
Community Gardens	Garden Network	Support a network of 60 community gardens, 75 garden coordinators and 770 gardeners through providing: mini grants, volunteer recruitment, training & educational opportunities, and supplies.	Access: Individual Resiliency
Community Education	Gardens & Culinary Education	Conduct 6 CMATS (grocery store tours), 3 Cooking Matters courses, 4 Seed to Supper classes, host 2-3 Siembra la Cena classes, serving 156 individuals in total.	Access: Individual Resiliency
Community Education	Seed to Supper Ambassador Program	Pilot the Seed to Supper Ambassador program with three ambassadors, focused on teaching culturally relevant and adapted garden education within their communities.	Access: Individual Resiliency  Community: Inclusion & Lived Experience,
Iskam Mək <sup>h</sup> Mək-Haws	IMMH Pantry Service	Provide 450 food boxes/month to Grand Ronde community, while striving for offering a complete food box (with 6 out of 8 core areas).	Access: Direct Access and Food Distribution
Iskam Mək <sup>h</sup> Mək-Haws	Farm Share Rx	Serve 50 patients in summer of 2019. Create a plan for the future growth or change to the model with a secure source of long term funding.	Access: Individual Resiliency  Poverty & Equity: Community Food Systems, Community Health Partnerships
Iskam Mək <sup>h</sup> Mək-Haws	Produce distribution days	Pilot hosting weekly produce distribution days in Grand Ronde.	Access: Direct Access and Food Distribution

## Marion-Polk Food Share: Programs Annual Plan Summary FY2020

Iskam Mək <sup>h</sup> Mək-Haws	Food Sovereignty	Host quarterly First Foods meetings across departments within CTGR. Apply for an AmeriCorps VISTA to help continue the work.	Community: Community-Led Solutions  Poverty & Equity: Community Food Systems, Diversity, Equity & Inclusion
Emergency Food Distribution: Food Resourcing	Total Pounds Received	Source 9.1-9.3 million lbs. of food for emergency distribution in FY20.	Access: Direct Access and Food Distribution
Emergency Food Distribution: Food Resourcing	Produce Received	Source 3.2 million pounds of fresh & frozen produce from local sources and Oregon Food Bank	Access: Direct Access and Food Distribution
Emergency Food Distribution: Logistics	Retail Sort Area Remodel	Complete plans for remodeling and improving the retail sort area in the upper warehouse, including tote washer and food safety improvements.	Access: Direct Access and Food Distribution
Emergency Food Distribution: Logistics	Warehouse Improvements	Complete installation of new freezer, bird netting, fire alarm and security system.	Access: Direct Access and Food Distribution
Emergency Food Distribution: Logistics	Lean Evaluation	Utilizing lean process improvement techniques, identify efficiencies in WH operations.	Access: Direct Access and Food Distribution
Emergency Food Distribution: Agency Relations	Link2Feed	Train and support 3-6 additional pantries in Salem to transition to Link2Feed client database software.	Access: Direct Access and Food Distribution
Emergency Food Distribution: Agency Relations	Community Food Center Cohort	Formalized group of partners with goals and vision with an action plan for a project that addresses the root causes of food insecurity.	Community: Community Led-Solutions  Access: Individual Resiliency
Emergency Food Distribution: Agency Relations	Guest/client satisfaction survey for food pantries	Create a way for pantries and meal sites to collect client/guest feedback to improve quality of service. Pilot this approach at 3 pantries/meal sites.	Community: Community-Led Solutions, Inclusion & Lived Experience
Meals on Wheels	Meals Served	Provide an average of 550-600 home delivered meals per day in FY20, and an average of 180 meals per day at our senior meal sites.	Access: Direct Access and Food Distribution

## Marion-Polk Food Share: Programs Annual Plan Summary FY2020

Meals on Wheels	OAA Participant Donations	Increase client donations received by 20%.	Community: Community Engagement
Meals on Wheels	Volunteer Recruitment & Training	90% of MOW routes have regular driver. Sub pool of 6. CSFP: 2-3 additional CSFP volunteers. Build plan for volunteer-driven emergency box distribution.	Community: Community Engagement
Meals on Wheels	Youth Farm Produce	Continue to explore the use of the Youth Farm produce in our HDM program or café. Utilize 2-3 products in the summer menu. Promote the story in dining room & HDM menu.	Poverty & Equity: Community Food Systems
Youth Farm	Youth Program	Reach 45 youth through 4H programming and 20 in the summer-intensive program. 80% of summer intensive youth score above 6/10 on soft skill checklist and show increase in self-confidence and empowered behaviors.	Access: Individual Resiliency
Youth Farm	Food Distribution & Farm Share Rx	Harvest 20,000 lbs. of produce serving 90 households through Farm Share Rx, private pay CSA, and youth programs.	Access: Direct Access and Food Distribution, Individual Resiliency  Poverty & Equity: Community Food Systems, Community Health Partnerships
Youth Farm	Year Round Program Planning	Develop an expansion plan for year round growing and programming at the Youth Farm that can be utilized for fundraising and construction planning. Complete plan by Oct. 2019.	Access: Direct Access and Food Distribution, Individual Resiliency



Date: July 2, 2019

To: Marion-Polk Food Share Board of Directors

From: Julie Hambuchen

Re: Development news

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### **Farm to Table Dinner and Auction**

Thank you to all Board members who will be attending Farm to Table on July 13 at Willamette Heritage Center. We will share a wonderful evening celebrating local food and our community's commitment to ending hunger. Local farmers have been especially generous, donating much of the food for the event.

### **Colson Foundation Summer Match**

1,026 generous donors met this year's \$100,000 Colson Foundation Summer match, responding with donations of \$115,564 in May and June.

### **Investments for the Future**

In FY20, the Development team is focusing on the following activities to increase revenue, raise the profile of the Food Share, and deepen our community's engagement with the issue of hunger.

- Major Donor Strategy: Develop and implement individualized annual plans for each donor in a portfolio; and connect donors more deeply to their specific areas of interest at the Food Share.
- Digital Marketing: Increase donor engagement and giving through email, website messaging, social media and online advertising.
- Brand: Raise the Food Share's profile by rolling out the new brand and improving the quality and consistency of our materials.
- Storytelling: Implement a plan to collect and share more stories to communicate how individuals are impacted by hunger and what the Food Share means to them.



## Board Updates July Board Update

### Executive Committee

The Executive Committee met on Thursday, June 20 and discussed the following:

- Reviewed progress on CEO personal goals
- Reviewed salary recommendation for CEO and will make recommendation to the board

### Governance Committee

The Governance Committee met on Wednesday, June 12 and discussed the following:

- Board member recruitment and elections
- AWARE updates
- Board Satisfaction Survey conversation

### Finance Committee

Six of eight members of the Finance Committee met June 20th and:

- Reviewed the favorable year-to-date financial results through May
- Reviewed and unanimously approved the budget submitted by management for the upcoming fiscal year
- Were briefed on procedures for cash donations at the front desk.

### AWARE Ad-hoc Committee

The Food Share's board subcommittee (Alex, Frances, and Sarah) met with staff (Lexi and Rick) to prepare for the July 9<sup>th</sup> meeting with the AWARE Board of Directors. At the July 9<sup>th</sup> AWARE Board meeting, we are expecting:

- 1) Alex, Frances, and Sarah to be elected to the AWARE Board; and
- 2) the current AWARE board members to resign.

This will effectively place total control of AWARE assets and programming under the Food Share umbrella. There is still much work to do on the details, but main plan of action is outlined.



## Board Updates July Board Update

### Brand & Logo Update

- We will be rolling out the new logo on August 1.
- A pre-launch announcement will be mailed to key constituents at the end of July. Other donors will see the new logo in a mail appeal in early August.
- Talking points about the new brand will be shared with Board and staff before the launch.
- Core materials are in process now, including name tags, business cards, letterhead, brochures, and signage.

