



Meeting Minutes

Work Group: Fundraising & Financing

Date: April 21, 2011

Time: 5:30pm

Location: Alameda County Public Health Department
1000 Broadway, 5th Floor

Attendance

Alethea Harper (staff), Chris Waters, Faro Jones, Carolyn Lasar, Marilyn Borchardt (Food First Dir. Of Development)

General Discussion

- None

Agenda Item 1: Approval of minutes

- **Discussion:** None
- **Action:** Approved

- **Agenda Item 2:** Review of foundation & corporate prospects/check-in re: progress with donor development.
- **Discussion:** No affirmative developments reported, but most F&F work group members were not present.
- **Action:** Continue doing outreach & check back in at next meeting. Carolyn will take Clif Bar and will look up Hershey Foundation on guidestar.org. Faro will look up Gaia Foundation on Guidestar.org.

Agenda Item 3: Corporate sponsorship

- **Discussion:** Marilyn Borchardt (Food First) presented suggestions for how to develop criteria for corporate donations.
- **Action:** Work group will add to/modify this list & present for further discussion.

Agenda Item 4: Kickstarter, Indiegogo or other crowdfunding for food-related projects.

- **Discussion:** Kickstarter indicates that creative food-related projects qualify. An Indiegogo campaign can be created for any type of project.

- **Action:** Refer to Neighborhood Innovations to support their plans for events on June 4, 2011 (Visions for Food & Health in the Community) and Nov. 2011 (Community Food Security Conference – and an event leading up to it)

Action Items

- Continue doing funder/donor outreach & check back in at next meeting.
- Carolyn will take Clif Bar and will look up Hershey Foundation on guidestar.org.
- Faro will look up Gaia Foundation on Guidestar.org.
- Discuss/share crowdfunding opportunities with Neighborhood Innovations.
- Develop criteria for corporate donations.

Minutes submitted by Chris Waters, Fundraising & Financing work group chair.