



### Meeting Minutes

**Work Group:** Fundraising and Financing Work Group

**Date:** 04/08/10

**Time:** 05:00:00 PM

**Location:** ACPHD; 3600 Telegraph Ave., Suite A

### Attendance

Koina Freeman, Suzan Bateson, Diane Woloshin, Jamie Nash, and Asiya Wadud.

### Agenda Item 1: Approval of minutes

- **Action:** Minutes Approved

### Agenda Item 2: Communications Improvements

#### *Discussion:*

- All present suggested that phone meetings could be considered in lieu of meeting in person. Alternately, the meetings could be scheduled for a bit later, since it's difficult for some to get to the ACPHD office by 5:00 pm.
- Koina also suggested that we create a way to prioritize emails so that it's clear which emails are meeting-related emails/ material to read before a meeting; and which emails are more 'general interest emails'.
- (OFPC members can manage OFPC-related emails by bundling all the day's emails and receive them in a digest at the end of the day.)

#### *Action Items:*

- Discuss option of phone meetings with Alethea when she returns

### Agenda Item 3: Fundraising Protocol/ Gift Acceptance Protocol

#### *Discussion:*

- The Council needs to establish a process by which we evaluate how to accept gifts.
- All members present believed that there should have been a more thorough discussion of the Nickel-for-Nonprofits funds, and if the OFPC has a clear fundraising guidelines, it will be easier to make future gift acceptance decisions.
- Suzan noted that Whole Foods should make a more significant contribution than the Nickles-for-Nonprofits donation. It was also agreed that tabling at Whole Foods could be beneficial in introducing community members to the OFPC.

### ***Fundraising Ideas***

- Draft a 'Family and Friends' letter soliciting OFPC donations.
- More prominently display the Pay Pal donate button on the OFPC website.
- Hold a pledge drive over a short period of time (so that there is a sense of urgency and potential donors don't forget to donate).
- Charlie Hallowell from Pizzaiolo has offered the space and we just need to coordinate with him to work out a date.
- Year End is another time that we can solicit donations from our friends and family.
- Koina suggested talking to Trina about a 'Lunch with the Mayor' auction item (at a future fundraising event). (Speaking of the fundraising event, who would be able to help organize the event?)

### ***Action Items:***

- Asiya will ask Eric about Food First's gift acceptance policy
- Asiya will research other food policy councils and nonprofits' gift acceptance policies
- Suzan will speak with someone at the New York City Food Bank about their gift acceptance policy
- Koina will speak with Trina about 'Lunch with the Mayor' idea
- Suzan and Diane will draft a 'Family and Friends' donation letter

## **Agenda Item 4: Funding Sources for 2010-2011**

### ***Discussion:***

- There is now a detailed budget that we can use in talking to funders.
- Diane believes that the Alameda County Public Health Department money will be available, but the USDA food money is less certain.
- San Francisco Foundation grant: the program officer came to the last OFPC meeting and seemed very interested in the Council.
- There is an individual donor who is willing to give \$10,000 again this year.
- Decisions on the Measure A are imminent, and probably by the time Alethea returns from vacation we should have heard back.
- Which foundations are interested in food policy councils? All of us should keep our ears open for these sorts of funding opportunities.

### ***Action items:***

- Alethea will continue to keep the Fundraising Group updated regarding progress with the SF Foundation.

## **Agenda Item 5: OFPC Member Fundraising Responsibilities**

### ***Discussion:***

- A fundraising strategy is needed that encompasses a variety of fundraising methods, i.e. member contributions; fundraising events; pledge drives, etc.
- All members should be encouraged to donate \$100.00. If we move forward with the Pizzaiolo fundraiser, then members can opt to donate a gift with a minimum value of \$150.00
- Koina brought up the point that 2/3 of the funds go to staff salary. But, could the OFPC function without a paid coordinator?
- Koina noted that part of the dialogue should be about how- by year three or four- we will have a sustainable and clear fundraising strategy that won't rely on OFPC member donations.

### ***Action Items:***

- Write a thank you note to Food First for the in-kind donation. **Who is willing to do this?**

## **Agenda Item 6: LOI Feedback**

### ***Discussion:*** Editorial Feedback

- Move the Statement of Need closer to the front
- Reiterate all the most important information

### **Questions to keep in mind when reviewing the LOI**

- Are there any foundations that cause alarm, i.e. Clorox Foundation?

### ***Action Items:***

- All members send LOI feedback to Alethea
- Asiya will ask Eric if there are any foundations on the list from which Food First would not accept donations

## **Miscellaneous Discussion**

### ***Action Items:***

- Asiya will follow up with the Oakland Museum re: their food systems-related panel discussion in May.

**Minutes submitted by Asiya Wadud.**