

# Educating Donors

## □ Conflict w/ branding - Challenges

· happy and fun ≠ deeper issues + oppression

· Challenges don't highlight the majority of work we are doing

· \$\$\$\$ is spent on making people happy gala → bid → Auction

· Effort put on entertainment not issues

◦ Damage of a single narrative

◦ Perpetuating stereotypes

◦ Donors respond to negative marketing ≠ highlighting positive systemic

◦ ~~Create a~~ better picture outcomes

◦ Challenges w/ marketing

◦ Ending hunger vs. cultivating hunger

◦ Revolution w/ not be funded

◦ Donors want to see website is a safe space, Politically correct.

- Radicalize the board
- Board members are rich and have connections to resources need to be coddled
  - \* Outside consultant
- Board may shut down to ~~conserve~~ conversations (rich white) @ equity

Look into

- Northstar foundation / income generation  
wealth people → reparations
- Stop board meeting and call the legislative hotline, have board member call WH hotline
- Peer pressure identify ~~moving~~ movable board members work w/ them
- We can't grow w/o change
  - create data to drive work we do
- Can't just push food on people
- Understanding their language

First - Collaborate  
 → organize the board members  
 → Meet people where they are @  
 don't push

Engaging w/  
Community ) Sub-  
TOPIC

## Changing the Narrative

- telling stories - community residents
- "how do you know people really need this?" - food bank question
- had to change message v/c food is being charged for
  - partners need to talk to one another
  - org. partners, users, etc.
- if wealth gap, how to share that problem exists
- how to include food as a part of hsg, education, etc.
- community doesn't understand there's a hunger problem
  - how to move conversation "into" community
- 176 knows abt. hunger issue... not sure how to shift
- food → nutrition
  - whole person approach
  - advocacy / public policy
- charity model - how could this change?

question: what is yours

- how to engage comm. experientially, in different way
- those who can advocate for systems change
- what abt. idea of black canvas
  - what can we envision a food system to be?
- how does food fit in?
  - link to \_\_\_\_\_ whatever that is
- food banks challenging systems / institutions
  - not perpetuating

# Charity to Social Justice

## Biggest Challenges to this topic

Balance between us & funders -  
move conversation forward

Programs - the way we have always  
done it.

T Ideology - Jesus said to feed people  
so we feed people (Southern culture) & -  
saving people.

Pull self up by boot straps vs. addressing  
equity = the ways of poverty.

Lack of diversity of providers... White  
people acting as "saviors"... giving power  
back. sharing power.

Need shared language of what poverty is  
through different lenses... with equal  
power.

## Ideas that work \* recruit clients - pay \$30-40 & talk for hour or more.

In depth focus groups (Saves staff)

Back stories - their life (our neighbors)

Create policy to address (narrative)

Get self identified person in  
the communities as a leader.

What can be done besides "giving" food

Sites partner w/ agencies reflective  
of who they serve.

What do we need to know to better  
understand the topic

What does a "Just" Social  
Society look like..

Good Prog needs good research -  
interaction = immersion.

what image does out

# Advocacy - Narrative Change

Introductions - Various backgrounds (from Maine, Washou, Oregon, WA)

community engagement, food bank distribution,  
seed to table gardening/cooking, food dist through  
schools (and nutrition in community), food justice advocacy  
safe space for people to empower themselves, advocacy, food  
CONCRETE EXAMPLES OF ADVOCACY?

sovereignty  
ordinances

- \* policy or personal change to solve a problem
- \* some folks unable to advocate for themselves, must be noted in community as a lobbyist
- \* conversations to find out what people want and need
- \* clients' voices represented in decision-making
- \* work in coalition, community meetings, partners
- \* "muddy boots in halls of power"
- \* rights and resources tool kit - posted at food banks and distribution centers
- \* storytelling, focus groups, forums, speakers bureau
- \* relationship, trust-building
- \* lobby, speak w/ legislators

## NEW IDEAS

- \* speakers bureau, storytelling
- \* advocacy training, role-play lobby visits
- \* be ready to implement ~~the~~ changes in response to client's voices hearing
- \* full, strong team

What are the biggest challenges?

- Food banks give out food, but food banks may not have the capacity to address poverty
- Substantive changes to the organizational structure
- Funding

Some ideas that have worked

- we can only do a portion of what gov't can do  
so correlating hunger with non-food programs  
• broadened the impact
- thinking outside the box, but not that far (For now...!)
- partnering w/ mental health agencies
- shifting the popular narrative - at a personal level  
• changing organizational messaging
- forming coalitions

## Link between Hunger, Health & Root Causes

- Appears to be gap between food bank work + change in root causes.
- Destruction of original food ~~system~~ system led to unhealthy food preference
- Challenges - Cost of healthy food
  - taste preferences
- Demos, education, cooking methods, Knowledge
- How do we prevent diet-related health problems
- Collaboration w hospital for fruit + veggies Rx for 0-5 year olds - only redeemable at local stores/trading post for increased access + economic develop!
- Deliverto low income seniors - Can put chronic condition on their list.
- Seattle city funding Community connectors to connect poor people to all the needed resources.
- More Collaboration across sectors.
- Challenges - people more -lost to follow-up.
- How do we measure long term impacts?  
Redistribution of income.
- 6 month education w Rx Program measure weight - significant changes in weight

- Food sovereignty - emergency need vs. ownership by people
- Dual approach → hunger - short-term  
→ restore food systems
- People don't know how to cook any more  
- don't know where food comes from.  
- gardening helps.
- How do we measure impact?
- Housing - now includes garden spots available  
other benefits of gardening
- Collaboration still new to this work → healthcare
- Phases - Children's program  
- add a new program  
- healthy living  
- funding drives programs  
- CTEW  
= population  
based  
- volunteer
- Voice of all stakeholders  
- better relationships, better conversations
- Good relationship:  
ASK donors for multi-year funding so programs can be more sustainable/impactful and measurable.
- Is the widespread availability of free food deterring the resolution of root causes.

# Addressing Tension Between Root Causes + Emergency Food System

Why draw to this issue?

- Board thinks anything beyond relief is mission drift
- Desire to develop strategy within organization for root work <sup>^</sup> cause

Challenges/Opportunities: communicating w/ boards having a both/and model  
pervasiveness of emergency system  
volunteers "feel good" factor trumps policy  
Blending intrusive measurements with donor expectations

- Solutions:
- giving options instead of requirements re registration
  - creating welcoming space (language accessibility)
  - partner programs help identify root causes
  - framing w/ language (i.e. market vs. food bank)
  - Big connections to city, community development, civic engagement
  - Re-branding/mission statement
  - Buy-in from leadership re engaging in these issues
  - State-wide policy engagement through Anti-Hunger and ~~Food~~ Coalition (resource)
  - Nutrition
  - Being okay with the conversation
  - Using network/strategic partners to do bottom-up
  - RFP language shift in grants in order to <sup>changes</sup> find more innovative models/org
  - Shift in grants: asking for different metrics
  - Addressing misconceptions starting w/ things like who is using the food safety net • Workshops

POVERTY: changing vision, messaging of outreach organizations

ADDRESSING

- Not wanting to acknowledge that we're all susceptible to circumstances that could put us in a position of needing a food bank
- Shifting marketing strategies to "defend" food safety net users

# Social Stigma with Food Assistance

Reducing Stigma - educating volunteers working directly w/ customers.

Customers have expressed feelings of stigma towards them.

What funders & Donors think about stigma

Personal stigma & pride w/ people using these services & receiving help

Self perception

Farmers Markets are not elitist <sup>or</sup> for everyone

All Perspectives: Donors, Customers, Food Bankers, Distributors

Where does stigma come from? Separatist language - those people, us & them. Fragile sense of identity - independent society makes it hard to ask for help.

Challenge: ~~market~~ language, identity, not everyone sees hunger

first hand if not working ~~there~~ in direct service.

What works: conversation, sign up for services, <sup>- like SNAP, LIHEAP</sup> widespread education

for volunteers & donors to see first hand how we are helping people & understand how many people in the community really benefit from our services. It helps to reduce stereotypes if they

see first hand

Customer choice in food banks instead of having boxes handed to you

First at it in what way customers/clients feel stigmatized

HS about what customers need, not what we think they need

Reducing stigma: both volunteers & customers volunteering together.

Volunteer pool should look like your community.

Volunteers simulate shopping

Set up to look like a grocery store.

Give options, not force nutrition

Hospitality provides dignity

Conversation - talking to customers like they are real people

Empowering the people that use our services to be the voice of

change & how we can improve

What Do ~~they~~ <sup>we</sup> say stigma is?

The people using our services

TOOLS & resources:

Learning about long term ~~health~~ health issues

Frac data

Social media

talking w/ representatives

Community Partners

Bipartisan legislature to provide food for all people  
Education — History of "Food Stamps"

Summer Lunch Program

Learning about non-stigmatizing language