Think Outside the Box: Develop Business and Community Partnerships to Decrease Hunger and Increase Access to Healthy Food

April 10, 2018
11:15am - 12:45pm
Introductions

• Angela Villela

• Amanda Tabin

• Kirsten Moore

• Where are you from?
Session Goals

• A clear understanding of the importance of mutually beneficial partnerships.

• Tips for establishing and developing new partnerships.

• Examples of creative and successful partnerships from the Marathon County Hunger Coalition (Wausau area), the Healthy Community Network (Palmyra area), and the Willy Street Coop (Madison area).

• Leave with a list of potential new partners.
Mutually Beneficial Partnerships

- Benefits all parties involved.
- Everyone has a stake.
- WIN-WIN
How does a business benefit from partnering with a community organization/nonprofit?

- Engage employees in volunteering (teambuilding), learning, health improvement, etc.
- Marketing
- Increase sales
- Develop new business opportunities
- Expand network
How do community organizations/nonprofits benefit by working together?

• Reduce duplication of efforts in community for efficiency and cost savings.

• Organizations focus on what they do best and allow others to do what they do best while working together toward common goals.

• Supporting others with related missions while they support you allows for cross promotion of each other to mutual clients.

• Funders are increasingly seeking to fund collaborative initiatives.

We can accomplish more together than we can alone.
Tips for New Partnerships

• **Define need:** Know what you want to provide to clients and customers, then learn who is offering those services.

• **Make an offer:** Come to the table with ideas to offer services to partners that would also benefit their clients/customers.

• **Open mind:** It’s a two-way street, come to the partnership prepared to learn about other needs you can fill together.
Tips for New Partnerships

• **Document shared understanding:** Establish your scope of work together, and the stakeholder’s responsibilities in the project. Document the plan, and stick to it.

• **Report out, have gratitude:** Share what you are doing in the community with your community. Make sure to give credit to your partners when you market your project and communicate to your customers and clients.
Tips for Developing a Coalition or Network of Partners

**Rule:** Don’t start something, if you think you’re going to fail

- Take your time and **PLAN**
- Example of what your plan might look like...
Healthy Community Network

Mission Statement: Provide leadership in mobilizing a community-based coalition of organizations and individuals who are committed to improving public health by advocating for healthy living strategies.

Identification
Identify and research to gain knowledge of the core needs within the community

Education
Become educated in nutrition, wellness, etc.

Resources
Seek out others who share the same commitment to a healthy community

Implementation
Work together as a team to facilitate the vision of the committee

Vision Statement: To promote a healthy way of living within the public and business community.

A shared Vision and Mission

Consistent Decision Making

Effective Meetings

Celebrations of Success
Identification of Needs and Resources

• Find out what exists in your community (What is the need? Who does what? How often? Where are the gaps?)
  – 178 School-aged children receive free or reduced breakfast and/or lunch (94 families involved)
  – On average, the local food pantry services 120 people per month (this includes all members of the household)
  – Summer and weekend nutrition needs for school-aged children don’t exist
  – Second Harvest Food Bank delivers once a month
  – Church community dinner once a month
What is “Gleaning”?  
It is the act of collecting leftover crops from farmers' fields after they have been commercially harvested or on fields where it is not economically profitable to harvest. **It also can include businesses and other sources donating product they can’t use.**

<table>
<thead>
<tr>
<th>Resources for gleaning</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local crop farmers</td>
<td>Restaurants</td>
</tr>
<tr>
<td>Farmers’ Markets</td>
<td>Bakeries</td>
</tr>
<tr>
<td>Community Gardens</td>
<td>Fisheries</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>Workplace or school cafeterias</td>
</tr>
</tbody>
</table>

_Other ideas?_
Get Your Facts Straight...
so they know you are educated

• 1 out of 12 people in the United states suffer from food insecurity

• Make it real for others to understand. (2 people in this room, or 5 people at the library at any given time)

• Give year-over-year statistics
  – 87.7 percent in 2016 is essentially unchanged from 87.3 percent in 2015 (show charts and references)
U.S. households by food security status, 2016

- Food-secure households: 87.7%
- Food-insecure households: 12.3%
  - Households with low food security: 7.4%
  - Households with very low food security: 4.9%

Build Your Group

• Who cares about the issue? Who are local experts?

• Who has influence in your community?
  – Identify the business/organization in your community that is the largest employer and/or largest donor to community
  – Find the people in your community that are trusted and get them on-board

• Surround yourself with positive people, no negativity

• Volunteers are your greatest asset

• Spread the word
  – The hardest part is asking for support
Use Visuals

Make it real for others to understand.

Emma...

is often absent from school
has a hard time concentrating
has lowered immunity to common childhood illnesses
is falling behind in school
has developmental issues
HAS A DIMINISHED CHANCE OF GRADUATING FROM HIGH SCHOOL
is nearly twice as likely to need counseling
...because she is hungry.
The “ASK” and the “Follow-up”

• Annual Projected Costs for 2018 (be specific)
  – Easter, Thanksgiving and Christmas dinners
  – Off school/weekend food for school-aged children
  – Feeding America Food Bank deliveries
  – CSA (Community Supported Agriculture) boxes for 20 weeks during Summer
  – Community Baby Shower (formula, baby food, toddler food, diapers, etc.)
  – Advertising

• Update through email and phone calls
Examples of Successful Partnerships
Second Harvest SNAP Info Sessions

- Hosted each month at each location.
- Customers can sign-up or walk-in to learn about and register for FoodShare with a specialist from Second Harvest.
Fruit and Vegetable Prescription Pilot: $25K

Offers vouchers to patients who screen food insecure.

- 10 $2 vouchers/mo. for produce department purchases, for up to 6 months
- 1 $4 Owner equity voucher.

In partnership with: City of Madison, UW Health, Second Harvest Food Bank of Southern Wisconsin HungerCare Coalition, Public Health Madison and Dane County, Dane County Extension, and Wholesome Wave.
Double Dollars

Double Dollars is a SNAP benefit incentive program to encourage the purchase of more fresh foods.

In Partnership with the City of Madison, Community Action Coalition for South Central Wisconsin, Public Health Madison and Dane County, Willy Street Co-op, and local farmers’ markets.
The Double Dollars Fund

Customers support the Double Dollars program:

• Making a monetary donation at the cash registers.

• Reusing bags when purchasing groceries.
Eastbay’s Turkey Trot

- Eastbay staff plan this 5K run that takes place on Thanksgiving with all proceeds benefiting the Marathon County Hunger Coalition.

- Eastbay staff takes care of:
  - Recruiting event sponsors
  - Online registration of runners
  - Race logistics and awards
  - Printing of participant shirts

- The Hunger Coalition recruits over 100 volunteers for the event and assists with above as needed.
Eastbay’s Turkey Trot

TURKEY TROT 2017
11/23/17
Eastbay’s Turkey Trot

• Eastbay dedicates significant staff resource to planning this event but donates 100% of participant registration fees. In 2017, that was over $50,000!

• How does Eastbay benefit?
  – Marketing: Event consistently receives excellent free media coverage via local TV, radio and newspaper outlets.
  – Increase sales: Each participant receives a coupon they can use in their retail store through Black Friday weekend and coupon codes for online purchases.
  – Staff engagement: Employees are encouraged to volunteer at the event and are recognized for doing so.
Eastbay’s Turkey Trot

- The coalition uses funds from the Trot to make bulk collaborative purchases to help stock member food pantries throughout the year.

Marathon County Hunger Coalition Partner Pantries: Requests for food assistance met by year

Turkey Trot started

Growth of Turkey Trot resulted in meeting more requests!
Nutrition & Education Partnerships

• **Nutrition & Budgeting Lessons** including food demos and incentive items with primary partners: UW-Extension Food Wise Program, local health care systems, food pantries and other targeted host locations (low-income senior housing, schools with highest free & reduced lunch, etc.)

• **Cooking Matters at the Store Tours** with primary partners: UW-Extension Food Wise and local grocery store
Advocacy & Awareness Partnership

Hunger & Homelessness Bus Tour

EVERY PERSON DESERVES TO LIVE without worrying whether they’ll have food on their plate or a roof over their head. But instead, far too many people are forced to make hard choices between paying for food, housing, and other critical expenses.

November 11-19 is National Hunger and Homelessness Week. The Housing and Homelessness Coalition and Marathon County Hunger Coalition invite you to participate in a bus tour of local shelters and food pantries.

When: Friday, November 17, 10:45 a.m. - 1:15 p.m.
Where: United Way of Marathon County (705 S. 24th Ave, Ste. 400B, Wausau)
Cost: The event is free, with an optional boxed lunch for $10

Register on-line by Noon Wednesday, November 15. https://www.secure.unitedwaymc.org/BusTour

Learn about local needs and ways you can join us in fighting hunger and homelessness in Marathon County.

Questions: Call MaiGer at (715) 298-5726
Think outside the box!

Who are you going to pursue partnerships with when you get home?