



# Growing your Funds



## TIPS AND TECHNIQUES FOR RAISING FUNDS AND SECURING YOUR SUSTAINABILITY

PRESENTATION BY MARCUS LOBB

IN PARTNERSHIP WITH



**Farm to School BC is a program supported by the Province of British Columbia and the Provincial Health Services Authority**

# About our National Partner



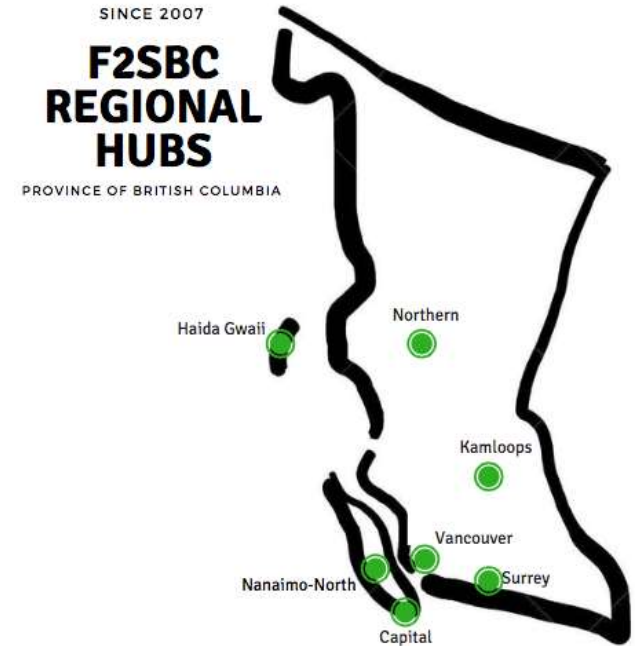
Farm to Cafeteria Canada (F2CC) is the lead national agency championing the panCanadian Farm to School movement and the Canada-wide **Farm to School: Canada Digs In** Initiative. F2CC works closely with Public Health Association of BC, the lead agency spearheading Farm to School efforts in BC through Farm to School BC.

F2CC educates, builds capacity, strengthens partnerships, and influences policy to bring local, healthy, and sustainable foods into all public institutions. Farm to School, Farm to Campus, and Farm to Healthcare are all a part of the national farm to cafeteria dialogue. Farm to Cafeteria Canada is amplifying efforts across Canada to realize vibrant and sustainable regional food systems that support the health of people, place, and planet.



# Farm to School BC

- F2SBC is a **FRAMEWORK** that supports food literacy through a collective impact approach of catalyzing and convening sectors interested in achieving the same goal
- F2SBC is a **NETWORK** dedicated to bringing local healthy food into schools
- F2SBC is a **PROGRAM** administered by the Public Health Association of BC and supported by the Province of British Columbia and the Provincial Health Services Authority



# Why Fundraise?



- Launch New Projects / Programs
- Scale-up existing programs
- Maintain success
- Prepare for the unknown
- Reduce cost to students
- Purchase new tools
- Diversify your salad bar program
- Support farmers
- Pay staff



# Methods of Fundraising



Grants

Project  
Based



# Grants



## Pros

1. Relatively simple, but are time consuming
2. Can generate substantial funds quickly
3. Allow you to purchase materials
4. One leads to another
5. There are lots of them!



# Grants



## Cons

1. No guarantee you will get one
2. Usually involves only one or two people (isolated)
3. Rarely covers human resources – labour
4. Time sensitive – deadlines are often less than 2 months
5. Can be time consuming



# Which Grants?



The following websites are great one-stop-shops for locating grants in your area of interest:

BC Healthy Schools



Victoria Foundation





# Recommendations for successful applications



- Create projects with definitive end dates and goals
- Involve a team in the process of drafting grant
- Track your progress to make the final report easy
- Articulate the need / gaps very clearly
- Collaborate with other organizations
- Create an accurate budget
- Use language you see in the application
- Reach out to funder and other successful grantees
- Keep it simple – not too many goals



# Project Based Fundraising!



Fundraising that involves experiential learning!



# Project Based Fundraising



## Pros

- Involves many players
- Creates experiential learning opportunities
- Brings the school together around a cause
- Can involve parents and community
- May lead to stronger network, that could be beneficial for larger projects (grants)



# Project Based Fundraising



## Cons

- Smaller funds usually obtained
- Can take a lot of work
- Doesn't always pan out
- Takes a good deal of coordination



# SEEDLING AND PLANT SALES





# SEEDLING AND PLANT SALES



- 2.5 months in length (appx 5 mins a day)
- First time investment of appx \$200
- Grows 72 seedlings under 4 ft lights
- Generates \$216 each year (minus minimal inputs)
- All ages can participate



# SEEDLING AND PLANT SALES



## Benefits and Learning

- Can offset costs of your own garden
- Kids can learn about seeds
- Kids learn about germination and plant growth
- Patience and responsibility
- Math can be incorporated
- Greens the classroom!



# SEEDLING AND PLANT SALES



## Ideal Set up

- 2 pieces of 8ft - 2x4 (for the height and width cuts)
- 1 piece of 10ft - 2x4 (for the length cuts) / or / 2 - 8ft pieces if you can't fit the 10 ft in your car.
- Timer
- 2 four-foot shop lights - with 4 light bulbs
- 4 hooks

Appx: \$130 to build the grow station





# SEEDLING AND PLANT SALES



What to grow? Keep it simple

- Tomatoes (Cherry, Slicer, Roma)
- Zucchini
- Basil
- Kale
- Peppers (Sweet)



# SEEDLING AND PLANT SALES



When to grow?

Follow your local planting charts

Aim for the 3<sup>rd</sup> week of May or after the last frost

- Tomatoes 8 weeks
- Basil 10 weeks
- Peppers 10 weeks
- Kale 8 weeks
- Lettuce 5 weeks

\* The amount of time needed from starting seeds indoors, to planting outdoors.



# SEEDLING AND PLANT SALES



## How to grow?

- Follow seed packs – and seed websites
- 16 hours of light per day – set your timer
- Planting Seeds Tip!
- Watering Tip for kids!
- Label Well! Date and Varietal
- Take note of long weekends – use domes (next slide)
- Keep lights 6 inches from plants at all times
- Pot up after 4-5 weeks



# DOMES



Only needed when small,  
during the first month.



# Growing Station



# SEEDLING AND PLANT SALES



What do I grow in?

- 3 parts seedling starter / 1 part compost
- Look for perlite and vermiculite



# How to sell?



- Letters sent home
- At teacher parent days
- Through newsletters
- \$3 per seedling
- Pick one day for seedling pick-up, but be prepared to store seedlings for a few days in a room.





# Sale Day





# CSA Fundraiser Program



- Based off Montreal Organization Equitterre
- Connects Farms to Schools
- One time fundraiser
- Supports small scale-farms – great exposure
- Encourages local food making it home with students
- Raises appx \$150 - \$200
- Could lead to your school being a CSA ‘drop off’



# Maquinna Elementary



# Students are happy!



# Partnered with local farm and local gleaning project





# CSA BOX OR MARKET STYLE?



Market style is visually appealing, and allows for choice – but is messy, and involves more coordination



# Market Style



# Details



- Each box sold raises money for school
- \$30 Box purchased by community member (shareholder)
- \$6 from each box goes to school food project
- Benefits farmers in that they do not need to be part of logistics, and may make them new clients!
- Farmer is paid on day of delivery
- 25 – 30 boxes makes it worth farmers time





Dear Parents and Guardians,

This year our school has chosen an innovative way to raise money in partnership with Farm to School B.C.! Support a fundraising campaign that offers baskets of organic vegetables grown and delivered by a local farmer this fall. \$6 from the sale of each veggie basket will go towards supporting the schoolyard garden.

**What?** A basket of local, organic vegetables grown and delivered by Port Alberni's own Healthy Harvest Farm.

**Cost:** \$30 per basket (\$6 of each basket sold will go towards Maquinna's schoolyard garden)!

**Delivery:** October 10th, 2018, from X:00 to X:00 p.m.

**Where:** In the school gym! Bring your own bags to carry your vegetables home!

\* If you can't make it, please make arrangements for someone else to pick up your basket for you.

#### HOW?

1. Complete the order form and return it to XXXX, along with the payment, by XXXXXXX.
  2. Pick up your basket on the delivery date and bring your bags (see delivery details above)
  3. Help evaluate the pilot project by answering the satisfaction survey sent out 2 weeks after delivery of the baskets.
- \* Please note that a limited number of 25 baskets will be available for the first year.

### **Veggies Basket Fundraiser: for healthy, local and sustainable food**

**Order form – 30\$ per basket (Payment in cash or by a cheque made out to Healthy Harvest Farm)**

\* Please indicate the name and contact information of the person for each basket sold. As this is a pilot project, your comments are very important for us. You will receive a satisfaction survey 2 weeks after delivery of your basket.

Cut here and return>-----

#### **SIGN UP SHEET – Please return by XXXX**

Students First and Last Name: \_\_\_\_\_

Parents Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Number of Baskets: \_\_\_\_\_

Total Cost: (\$30 per basket): \_\_\_\_\_





# Farm to School BC Network

## Provincial Team

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*Note: Some regional leads has been redeployed from her functions due to Covid-19 outbreak*



# Stay Connected...Follow Us!

## Social Media Platforms

Facebook Page: Farmtoschoolbc

Twitter: @farmtoschoolbc

Instagram: farmtoschoolbc

Hashtag: #f2sbc

Website: [www.farmtoschoolbc.ca](http://www.farmtoschoolbc.ca)

Listserv:



# My Contact



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