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INFO SHEET: LOCAL FUNDRAISING TO SUPPORT NEIGHBORHOOD OASIS PILOTS

This Info Sheet was created to help guide nonprofits, Pods, and other local groups who want to conduct an Oasis Jumpstart in an underserved area in their neighborhood. PlantPure Communities (PPC) will provide the program structure, participant forms, reduced pricing on plant-based meals, nutrition education, and project management support to the local Group that is designated to coordinate each Pilot on-the-ground. The baseline cost to carry out a Pilot involving 36 participants is approximately \$9,000. In the 2017 Oasis Pilots, those funds were covered by a variety of sources, including locally raised resources, donations from benefactors, small grants from family foundations, in-kind donations and other sources. For the 2018/19 Oasis Pilots, it is anticipated that the local Group will help raise funds to cover the Pilot costs, and PPC will provide hands-on support and assistance. With an eye toward ensuring the success of as many Oasis Jumpstarts as possible, PPC will provide limited subgrants to help cover costs where the need is great and the local entity has tried unsuccessfully to secure the full amount needed. In general, PPC will provide subgrants up to \$2,000/Pilot. At the same time, PPC is working to raise funds to grow the program's depth and to reach as many communities as possible, so the subgrant amount, if needed will be determined on a case-by-case basis, as noted in the [2018 National Open Invitation](#).

The Oasis Jumpstart Program can be thought of as consisting of two parts -- the 10-day Jumpstart portion; and the supplemental portion, consisting of supportive activities that take place during and after the Jumpstart period. While the 10-day Jumpstart portion has a relatively fixed cost (i.e., the food and biometric testing), both the scale and the costs associated with the supplemental support portion are largely determined by the local groups' ability to secure and provide supplemental activities for the participants. Beyond empowering the Oasis Program participants to take control of their own health, an underlying goal of Oasis is to strengthen the capacity of the local nonprofit to support nutrition initiatives, which includes building their relationships with local support sources and their ability to raise funds. Prospective applicants may request more information about the Oasis program, including the memorandum of understanding - which lays out the roles and responsibilities - by submitting an inquiry to info@plantpurecommunities.org

Fundraising Strategies

- The local Group could hold local fundraising events (such as [Vegfests](#), potluck dinners, events with educators/speakers, etc.) or hold fundraising drives that make the case for how the money will be spent. For example, the Group could identify a target fundraising goal, and indicate that for each \$90 raised, an Oasis participant will be provided with 20 whole food, plant-based meals - which is crucial to providing them with the opportunity to improve their health in as little as 10 days. The Group might also choose to create a recommended donation level or a suggested minimum donation. This [Action Sheet: Establishing Organizational Structure](#) provides great baseline information about the organizational structure. A member or committee of the local Group could conduct research about potential sources of grants. This might include seeking guidance from elected officials, local chambers of commerce, local benefactors or community foundations (see below for more details on foundations). To explore if local businesses are willing to become sponsors or champions of the Oasis Pilot, use the *Template: Outreach to Prospective Oasis Sponsors of a Local PlantPure Communities Oasis Pilot*, located in [Oasis Resources](#).



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- **Tax Exempt Donations** - If the local Group is a federally recognized nonprofit, then donations may be made directly and the donation should be tax deductible. If your Group does not have an IRS tax exempt status, you can still ask for and receive donations as gifts, but the donors will not be able to get a tax deduction write-off for their donation. Nevertheless, when people give small donations, they often do not care about the tax deduction because they are wanting to help a cause. It is recommended that you keep specific records of donations received and consult a tax professional to be sure. If you decide to ask for donations, and that you also check with your state charitable solicitation laws to see if there is a requirement that you register to solicit donations with the state. Most states require that organizations asking for donations fill out a registration form unless you are exempt. Depending on the state, small organization that raise less than \$5,000 – \$25,000 may be exempt. Alternatively, if an arrangement is made ahead of time, funds can be donated to PlantPure Communities (PPC), that can be restricted for an Oasis Pilot in a specific underserved neighborhood, and the donation will be tax deductible via PPC's federal 501c3 tax exempt nonprofit status.

FOUNDATIONS - There are several categories of foundations, and the eligibility and approach will differ depending on the type of foundation. Developing a thoughtful, strategic approach to each foundation is crucial. The [Council on Foundations](#) defines a foundation as an “entity that supports charitable activities by making grants to unrelated organizations or institutions or to individuals for scientific, educational, cultural, religious, or other charitable purposes.”

- **Community Foundations** - are foundations that focus on a defined local geographic area. The Council on Foundations provides a map of Community Foundations across the country. Use the [Community Foundation Locator](#) to find potential grants and funds available in your state.
- **Family Foundations** - The [Council on Foundations](#) defines a family foundation as “one whose funds are derived from members of a single family.” Many family foundations make grants in specified geographic areas. To identify if there are family foundations located in your area, conduct a Google search (e.g., “Family Foundations in Georgia”).
- **Health Conversion Foundations** - (also called “health legacy foundations”) are formed when a nonprofit hospital, health care system or health plan is either acquired by a for-profit firm or converted to for-profit status. The proceeds from these transactions are transferred into the endowment of a foundation that maintains the general mission of the entity which was sold (i.e., improving or advancing the health of the population served by the entity). Conversion foundations began emerging in the 1980s as for-profit corporations extended their market reach by acquiring non-profit hospitals, many of them affiliated with religious denominations. A second spate of foundations was formed in the 1990s, including large ones in California and other states through the conversion of Blue Cross Blue Shield plans from nonprofit to for-profit status. Another large cohort of over 300 foundations came into existence as the health care market adjusted to the Affordable Care Act. The most recent census identified 306 conversion foundations that submitted their annual Form 990 to the IRS in 2010. Together they held a total of \$26.2 billion in assets¹. For a fairly comprehensive, but outdated (1997), list of Health Conversion Foundations, see this [article](#). According to this [article](#), Health Conversion Foundations are thinking bigger and broader by looking to address the cause(s) not just the problem of poor health, such as increasing access to healthy foods.

1 <https://stakeholderhealth.org/conversion-foundation/>



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- **Corporate Foundations:** According to the [Council on Foundations](#), “corporate foundations are philanthropic organizations that are created and financially supported by a corporation. The foundation is created as a separate legal entity from the corporation, but with close ties to the corporation. Companies establish corporate foundations and giving programs to have a positive impact on society.” Here are some examples of corporate foundations that may be aligned with the Oasis objectives:
 - [Aetna Foundation](#) - occasionally offers grant opportunities, such as the Cultivating Healthy Communities Grant Program. Check their website for more info.
 - [CVS Foundation](#) - occasionally offers grant opportunities that support community health initiatives (possibly in the spring) - check their website for more info.
- **Conventional Foundations** - This is the largest category of foundations, both in terms of the number and also assets. - and these are defined for purposes of this document as those foundations that don't fit into the other groups (above). For the most part, there are far more grant-seekers than funds, so it is likely that the hardest part is to find a 'way in' - e.g., through a personal relationship with a trustee or program officer. Indeed, many foundations will not accept applications unless they are specifically invited from a group. In addition, most foundations will require 2 - 3 years of third-party audits, which forestalls the ability of many nonprofits to seek grants from this larger pool, as many local nonprofits choose not to conduct third party audits due to the accounting costs, and because the IRS does not require third party audits unless a nonprofit's annual budget is over \$750,000.

Additional Resources

[The Foundation Center](#) - is a non-profit that gathers and analyzes philanthropy-related data to share with key stakeholders. The Foundation Center offers assistance to help grant-seekers find relevant funders. They have a comprehensive database of over 140,000 foundations. There is a fee starting at \$49/month for full access, though some of the information is available for free. Philanthropy News Digest, a service of The Foundation Center, publishes Requests for Proposals (RFPs) and notices of awards as a free service for grant-making organizations and nonprofits. To sign up click [here](#).

[The Chronicle of Philanthropy](#) - is an independent news organization that offers resources, including a magazine, articles, and webinars, to serve people involved in the philanthropic enterprise. Some resources are available for free, and others need to be purchased.

[The Sustainable Agriculture and Food Systems Funders Network](#) - There are 99 foundations in this funders network. According to their website, “SAFSF envisions a world in which food and agricultural systems enhance and sustain the well-being of people, animals, and our planet—now and into the future. Our mission is to create networking, educational, and collaboration opportunities for the philanthropic community working to support vibrant, healthy, and just food and farm systems. The active involvement of our members helps us in our work to create a vibrant, healthy food system².”

The Grantsmanship Center provides a map of [State Grant Resources](#), which lists sources of foundation, government, and corporate funding.

2 <http://www.safsf.org/membership/membership-information/>