THE FUTURE OF FOOD: LEADERSHIP DEVELOPMENT FOR THE MOVEMENT

DECEMBER 4th, 2018
WEBINAR OVERVIEW

- Welcome and Introductions + Technology Check
- Food Systems Leadership Network
- Castanea Fellowship
- HEAL Food Alliance’s School of Political Leadership
- Recap of Organizational Offerings
- Upcoming Opportunities + Deadlines

- **Q+ A**: Time for YOUR Questions! We will provide at least 30 minutes for your questions.
Thank you for joining us today.

WELCOME!
TODAY’S SPEAKERS

Susan Lightfoot Schempf

Farzana Serang

Navina Khanna
Quick technology overview, before we begin!

TIME FOR A TECHNOLOGY CHECK
Webinar Tech: Your Starting Screen
Webinar Tech:  
To Display Minimized Control Panel

Click the orange arrow button
Webinar Tech: To Keep Control Panel Visible
Webinar Tech:
To Ask a Question

• Type your question in the small box at the bottom of the Questions box.

• If possible, specify which panelist(s) you are addressing with your question.

• Press “Send”!
WHAT BRINGS US TOGETHER TODAY

Our purpose, goal, and hope.
WHAT LEADERSHIP MEANS TO US and MOVEMENT WORK

"I have always thought what is needed is the development of people who are interested not in being leaders as much as in developing leadership in others."

- Ella Baker

"We need to discern who we are and expand on our humanness and sacredness. That's how we change the world, which happens because WE will be the change."

- Grace Lee Boggs
FOOD SYSTEMS
LEADERSHIP NETWORK

SUSAN LIGHTFOOT SCHEMPF

Wallace Center
AT WINROCK INTERNATIONAL
THE WALLACE CENTER AT WINROCK INTERNATIONAL

The Wallace Center develops partnerships, pilots new ideas, and advances solutions to strengthen communities through resilient farming and food systems.

- More economically viable and environmentally sound small and mid-size farm and food businesses
- Greater food and farming-driven economic and community development in rural and urban communities
- Stronger and more resilient community based food and farming organizations
HOW WE WORK

- Identify, pilot and spread **emerging models and practices**
- Cultivate **learning networks** and communities of practice
- Build capacity through **technical assistance**
- Advance new ideas through **applied research**
- Bring **awareness and understanding** to a broader audience
- Link funders to on-the-ground work
- Connect practitioners and enterprises to **resources**
THE FOOD SYSTEMS LEADERSHIP NETWORK

A national Community of Practice for staff and leaders of non-profit community-based organizations using food systems as a tool for social change.

- Focus on building systems leadership skills, improving organizational effectiveness, and increasing access to community knowledge, information, and resources.

- Provides a wide range of opportunities for professional development and peer-to-peer learning and support.

- Open to all; no cost for membership

www.wallacecenter.org/fsln
1,650 members and counting...
FSLN ORGANIZATIONAL MEMBERSHIP

**Budget Size**
- <$100,000: 26%
- $100,000-$250,000: 20%
- $251,000-$500,000: 19%
- $500,000-$1 million: 15%
- >$1 million: 20%

**Years in Operation**
- <2 years: 11%
- 2-5 years: 19%
- 5-10 years: 26%
- 10-25: 17%
- More than 25 years: 17%
- Under 2 years: 11%

Source: Organizational Partnership Onboarding Data (253 total responses)
OPPORTUNITIES AND SERVICES

Community Food Systems Mentorship Program

Non-Profit Boot Camp eLearning Series

Systems Leadership Retreats

Mini-grants & scholarships

Webinars, Podcasts, Video series

Coffee Chats, Digital Meetups, Support Groups & online CoP platform

“"The mentorship program gave me time and space to build a relationship with a food systems leader I’ve admired for some time. Talking to him one on one has demonstrated the deeply personal commitment it takes to invest one’s life into the movement and speaking up for what you believe in.”

Ruth Tyson
Union of Concerned Scientists
2019 MENTORS COHORT

Amy Kincaid
Anupama Joshi
Malik Yakini
A-dae Romero Briones
Angel Mendez
Paula Daniels
Miles Gordon
Neelam Sharma
Karen Spiller
FSLN Online Community of Practice Platform

- Networking & knowledge exchange
- News and Opportunities
- Discussion Groups
- eLearning Library
- Tools & Resources
- Events Calendar
UPCOMING OPPORTUNITIES IN 2019

FAIL FEST tomorrow, Dec. 5th, 1pm Central

Cohort 3 of Community Food Systems Mentorship Program
Applications open December 10
Informational webinar December 18
Applications close January 15
Mentorship begins Feb 15

Network Leadership Retreat with Food Solutions New England
Application opens February 11
Informational call February 19
Applications close March 1
Retreat dates: May 7-10

Non-Profit Boot Camp: 4, 3-part courses and coaching from February through May
FSLN Coffee Chats: 3rd Wednesday of every month beginning January 16
Coming soon! Innovations Grants, Executive Directors Support Group, Book Club
COMMUNITY: The Team

Castanea Fellowship is inspired by the W.K. Kellogg Food and Community Fellowship. We were formed and are guided by this Steering Committee:

- **Anna Lappé**
  Panta Rhea Foundation

- **Mark Muller**
  McKnight Foundation

- **Navina Khanna**
  HEAL Food Alliance

- **Ricardo Salvador**
  Union of Concerned Scientists

- **Haile Johnston**
  Common Market

- **Kolu Zigbi**
  Jessie Smith Noyes Foundation

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**The Core Team** includes the Windward Fund, Castanea Steering Committee, Executive Director, and an Operations Manager who will be hired in 2019.

**The Community Advisors** includes all of our funders, colleagues, partners, alumni from the W.K. Kellogg Food and Community Fellowship and others who wish to give in some capacity to our work. This is open to all! Not all advisors are listed on our website, we’ll be updating this list continually.

**The Selection Committee** will help us select the inaugural cohort. We are in the process of inviting a diverse set of leaders for this role and look forward to announcing the full list in 2019.
LEADERSHIP: Who are we looking for?

- **Folks who Align with Castanea Values**: Racial Equity, Diversity, and Impact.
- **People with a Variety of Approaches**: Your approach is the way in which you do your work as it connects to the food system to bring about a healthier, more equitable and sustainable future.
- **Visionaries with a Variety of Experiences**: We welcome a variety of lived experiences, specialized knowledge and wisdom holders, as well as, people who have worked in a diversity of geographies.
- **Leaders Ready to Be in Emergent Learning**: This is for engaged leaders, and as such, we know your likely very busy and we hope you are able to carve the time necessary to participate and we promise we’ll make it worth your while.
RESOURCES: What We Will Provide the Castanea Cohort

THE CASTANEA FELLOWSHIP EXPERIENCE

- An unparalleled opportunity to amplify your vision, influence, and impact.
- Six 3-6 day in-person gatherings to build and learn as a cohort and benefit from diverse regional perspectives and tactics. This includes communication, finance, leadership development, organizing, and policy learning immersions.

- An international learning experience to explore food systems outside of the U.S. context and reveal the global dynamics of food.
- $40,000 awarded over the two years of the fellowship to support the work and participation of Fellows.
- Support, mentorship, and love from the Castanea community.
**RESOURCES: What We Will Provide the Castanea Cohort**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Opening Retreat</td>
<td>June 2019</td>
<td>Leadership Development, Story-telling</td>
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<td>Partner: SAFSF, Pittsburgh, PA</td>
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<tr>
<td>Southern Region</td>
<td>November 2019</td>
<td>Finance, Policy, Organizing, Atlanta, GA</td>
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<td>Coastal Region</td>
<td>April 2020</td>
<td>Finance, Communications, Organizing, Coastal</td>
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<tr>
<td>Tribal Region</td>
<td>August 2020</td>
<td>Communications, Policy, Intergenerational Leadership, Midwest or Rural</td>
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<td>International Trip</td>
<td>January 2021</td>
<td>Finance, Policy, Organizing, Location TBD</td>
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<tr>
<td>Closing Retreat</td>
<td>June 2021</td>
<td>Leadership Development, Final Video Presentation, Location TBD</td>
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**Ongoing Activities:** Opening, quarterly, and closing check-ins. Coaching and mentorship. Learning evaluations.
RESOURCES: SKILL BUILDING

- **Leadership Development**: Focus will be weaved throughout and will support value-based leaders to develop skills to hone their leadership style.

- **Communications**: How to amplify your voice and vision through a clear story and showcase your work through various mediums.

- **Policy**: What local, regional, state, and national policy coordination, tactics, and considerations are important to shift the political landscape.

- **Organizing**: Understanding digital and place-based organizing and how it can connect or further work within the food system to shift power.

- **Finances**: How to scale a project by using public and private dollars, as well as, community-ownership models for business or program development.
APPLICATION PROCESS

• **First Stage | Round 1 Application**
  Application questionnaire, 4 short essays, resume with references, and two examples of your work.
  • Due January 16th, 2019.
  • You will be informed if you advanced or not by February 1st, 2019.

• **Second Stage | Round 2 Review**
  Applicants will be invited to a video interview and asked to provide additional materials, which you will have a month to complete. Round 2 materials due March 1st, 2019.

• **Third Stage | Final Review**
  In April we will do our final round of review before we invite applicants to consider joining the Castanea Fellowship April 15, 2019.

**Important Program Dates to Note:**

• Fellows are announced and program begins in May! Everyone will participate in a group Welcome Webinar in May.

• Learning Immersions:
  • **2019:** June + November
  • **2020:** April + August
  • **2021:** January (international) + June
  • Ongoing check-ins and peer-coaching opportunities.
HEAL FOOD ALLIANCE
SCHOOL OF POLITICAL LEADERSHIP

NAVINA KHANNA
NURTURING STRONG LEADERSHIP TO TAKE ON OUR GREATEST CHALLENGES

HEAL SCHOOL OF POLITICAL LEADERSHIP
MISSION
To build our collective power to create food and farm systems that are healthy for our families, accessible and affordable for all communities, and fair to the hard-working people who grow, distribute, prepare, and serve our food — while protecting the air, water, and land we all depend on.

VISION
We believe that all people and all communities should have the right and the means to produce, procure, prepare, share, and eat food that's nutritionally and culturally appropriate, free from exploitation of themselves and any other people, and to be in their full power in harmony with the rest of the natural world.
HEAL’S PLATFORM FOR REAL FOOD

**ECONOMY**
1. Secure Dignity and Fairness for Food Chain Workers and their Families
2. Provide Opportunity for All Producers
3. Ensure Fair and Competitive Markets
4. Build Resilient Regional Economies

**HEALTH**
5. Dump the Junk: Curb Junk Food Marketing
6. Increase “Food Literacy” and Transparency: Increase knowledge of, connection to, and transparency around food sources
7. Real Food in Every Hood: Making affordable, fair, sustainable, and culturally appropriate food the norm in every neighborhood

**ENVIRONMENT**
8. Phase Out Factory Farming
9. Promote Sustainable Farming, Fishing, and Ranching
10. Close the Loop on Waste, Runoff, and Energy
WHY SoPL? WHY NOW?

**POOR REPRESENTATION**
Our elected decision-makers are failing our communities. For too long the people who determine our food and farm policies have been placing profit over people and planet.

**OUR COMMUNITIES DRIVE CHANGE**
The best advocates for driving solutions to transform our food and farm systems are the leaders who share the values, hopes and experiences of the people most burdened by those systems.

**THE TIME IS RIGHT**
Across the country we are seeing a wave of political energy.

**TO TRANSFORM THE SYSTEM**
The HEAL SoPL equips participants with the tools, skills and knowledge to grow grassroots political leadership in their communities. It is time for new leadership and governance that truly works by and for the people.
WHAT DOES SoPL COVER?

SoPL uses place-based experiential education and brings in guest trainers for development of hard & soft skills.

**Hard skills include:**

- Power Mapping
- Base-Building
- Communications
- Fundraising
- Campaign Strategy
WHAT DOES SoPL COVER?

SoPL uses place-based experiential education and brings in guest trainers for development of hard & soft skills.

**Soft skills include:**
- Political Analysis
- Somatics
- Translocal insights (on farm, in community, & in the field)
- Relationship-building
“SoPL gave me the chance to step outside my comfort zone and work with a diverse group of people varying in background, culture and beliefs. And SoPL fostered a safe space in which we were able to build authentic relationships with each other.”

—HUNTER SCOTT, HEAL SOPL LEADER

“I’ve learned so much from SoPL, and my understanding of how to run a political campaign just keeps growing. Every time we meet I go away with a wealth of knowledge and inspiration that feels what I do everyday at home.”

—NETALI DURAN, HEAL SOPL LEADER

“SoPL has been instrumental in helping me build confidence, to step into my identity as a powerful Black woman, and embrace community leadership.”

—KEIRRAH WILLIAMS, HEAL SOPL LEADER

“Being around the SoPL cohort and trainers and seeing the work that they are doing at the School of Political Leadership gives me glimpses of hope; of energy to keep doing this work and stay in this work. And that is really meaningful for me.”

—BETTY TOLLEY, HEAL SOPL LEADER

“Through SoPL, I’ve gained so many valuable skills to create real and meaningful change in the food system. Because of SoPL and the folks I met through this program, I will be able to move forward in my work with a renewed sense of purpose and a stronger vision for the world we are working to build.”

—KHALILAH BLOOMSTARR, HEAL SOPL LEADER

“SoPL has given me a lot of insight into intersectionality in our system. I am now consistently bringing up the humanity of labor practices in food production, especially in animal agriculture. It’s not the only broken part of our system; it’s environmental justice, human justice, health justice. HEAL did that for me.”

—RENA JAYMES, HEAL SOPL LEADER

“SoPL has taught me that the work of transforming the food system while centering race and gender justice is going to look different across various landscapes and time zones - but we hold the same values, and we fight for shared liberation!”

—VICTORIA QUEVEDO, HEAL SOPL LEADER

“The School of Political Leadership provides a collective consciousness that touches on trauma, healing, and how to galvanize the bodies work being done throughout the nation to create a paradigm shift! SoPL is a revolution in action, and indicative of the thriving resilience we can create when we come together.”

—AARON DURAN, HEAL SOPL LEADER

“Throughout SoPL I’ve continually been in awe of the passion of our cohort. They’ve inspired me to not get discouraged when doing political work, and reengaged my commitment to fighting for liberation for people of color.”

—MAR IVYSSIE, HEAL SOPL LEADER
THANK YOU!
BRINGING OUR MAJOR POINTS TOGETHER

QUICK RECAP
WHAT ARE THE MAJOR POINTS?

We are three, distinct, national fellowships working to coordinate our efforts for YOU!

Our unique offerings:

- **FSLN**
  - Organizational Dev. Focus
  - Mentorship Program
  - Lots of Offerings!

- **CSTN**
  - Fellowship Opportunity with a grant award
  - 2 years: In-depth place-based learning + skill-building
  - Peer-coaching

- **HEAL**
  - School of Political Leadership
  - Focused support for campaigns
  - 1 year: in-depth place-based learning & access to expert trainers

How to take part in our programs:

- **FSLN**
  - Resources+ Network open to ALL!
  - Virtual Community
  - Formal Application for Mentorship Program
  - Formal Applications for Leadership Retreats

- **CSTN**
  - Formal Fellowship Application
  - Open webinars, + regional gatherings
  - Open process to join as a Community Advisor.

- **HEAL**
  - Formal School of Political Leadership Application
  - Membership Opportunities
  - Become a grassroots supporter
**Dates to Know**

An overview of the most important dates for you to be aware of these coming months.

### Application Dates:

<table>
<thead>
<tr>
<th>FSLN</th>
<th>CASTANEA</th>
<th>HEAL SoPL</th>
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<td><strong>Community Food Systems Mentorship Program</strong></td>
<td><strong>Castanea Fellowship</strong></td>
<td><strong>School of Political Leadership</strong></td>
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<tr>
<td>• Dec. 10 – Applications open</td>
<td>• Nov. 13 – Applications open</td>
<td>Applications open end of January</td>
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<tr>
<td>• Dec. 18 – Webinar</td>
<td>• Dec. 4 – Webinar (this one!)</td>
<td>Decisions by March.</td>
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<td>• Jan. 15 – Application closes</td>
<td>• Jan. 16 – Applications due</td>
<td>First in person session May 21-25 in</td>
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<tr>
<td>• Feb. 15 – Mentorship begins</td>
<td>• Jan 31 – Applicants notified</td>
<td>Albuquerque.</td>
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<td><strong>Network Leadership Retreat with Food Solutions New England</strong></td>
<td><strong>Feb 1 – Round 2 invites sent</strong></td>
<td>Quarterly meetings thereafter</td>
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<td>• Feb. 11 – Applications open</td>
<td>• April – Final Round of review</td>
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<td>• Feb. 19 – Informational call</td>
<td>• April 15 – Applicants notified and invited to join Castanea</td>
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<tr>
<td>• Mar. 1 – Applications close</td>
<td>• May – Fellows Announced</td>
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<td>• May 7-10 – Retreat dates</td>
<td>• May – Welcome Webinar</td>
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<td><strong>Place-Based Learning Dates</strong>:</td>
<td><strong>Round 2 materials due</strong></td>
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<tr>
<td>• June 16-20, 2019</td>
<td>• April 7-10, 2020</td>
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<td>• November 2019</td>
<td>• August 2019</td>
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<td>• April 2020</td>
<td>• January 2021 (international)</td>
<td></td>
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<tr>
<td>• August 2020</td>
<td>• June 2021</td>
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<tr>
<td>• January 2021 (international)</td>
<td><strong>Ongoing check-ins and peer-coaching.</strong></td>
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<tr>
<td>• June 2021</td>
<td><strong>Fellows are also invited to HEAL’s event in Albuquerque May 21-25</strong></td>
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**Place-Based Learning Dates**:

- June 16-20, 2019
- November 2019
- April 2020
- August 2020
- January 2021 (international)
- June 2021

Ongoing check-ins and peer-coaching.

Fellows are also invited to HEAL’s event in Albuquerque May 21-25.
QUESTIONS AND ANSWERS

Please use the chat function to ask us a question.
Webinar Tech: To Ask a Question

• Type your question in the small box at the bottom of the Questions box.

• If possible, specify which panelist(s) you are addressing with your question.

• Press “Send”!
CONTACT INFO+ USEFUL LINKS

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www.healfoodalliance.org/school-political-leadership/

Learn About Additional Fellowship Programs [LINK]
NEW: Seeding Power, NY Food Fellowship: https://communityfoodfunders.org/seedingpower/
THANK YOU!

We will share a recording of this presentation with you.