



Funding Local Food Projects: From Purchases to Programs

10+ IDEAS TO MAKE \$10,000!



ABOUT RESOURCEFUL COMMUNITIES

A program of The Conservation Fund, national environmental nonprofit, established in 1991

Exist to support a network of rural community-based organizations around the **Triple Bottom Line**; Primarily in rural North Carolina, regional across Southeast

Serve as a grantor, capacity builder and connector



Our Approach: 3 primary strategies

- **(FREE) training & technical assistance**
 - Skills Building, usually on organizational development topics (grant writing, asset mapping, community engagement)
- **(FREE) Facilitated Networking**
 - Annual state-wide Grassroots Convening and Regional (East and West) Convenings
 - Often use partner presenters to uplift rural strategies that work
 - Peer to Peer Networking and learning, focused on themes that drive partner work
- **Small grants program (Creating New Economies Fund)**
 - Invest in communities directly—up to \$15,000
 - Focus on triple bottom line projects



REMINDER: Grassroots Convening 23: Land, Power, & Resiliency

An event where rural grassroots organizations, churches and community leaders come together to learn from each other, connect to valuable resources, and gain new skills and knowledge

May 31-June 1st at Camp Caraway (outside Asheboro)

Register here: <https://tinyurl.com/RCP-GRC23>



AGENDA

10:00-10:20 AM

RCP Overview

10:20-11:00 AM

Part A: Money-Making Projects

11:00-11:30 AM

Part B: Fundraising Ideas

11:30-12:00 PM

Part C: Try It!

Wrap Up + Evaluation

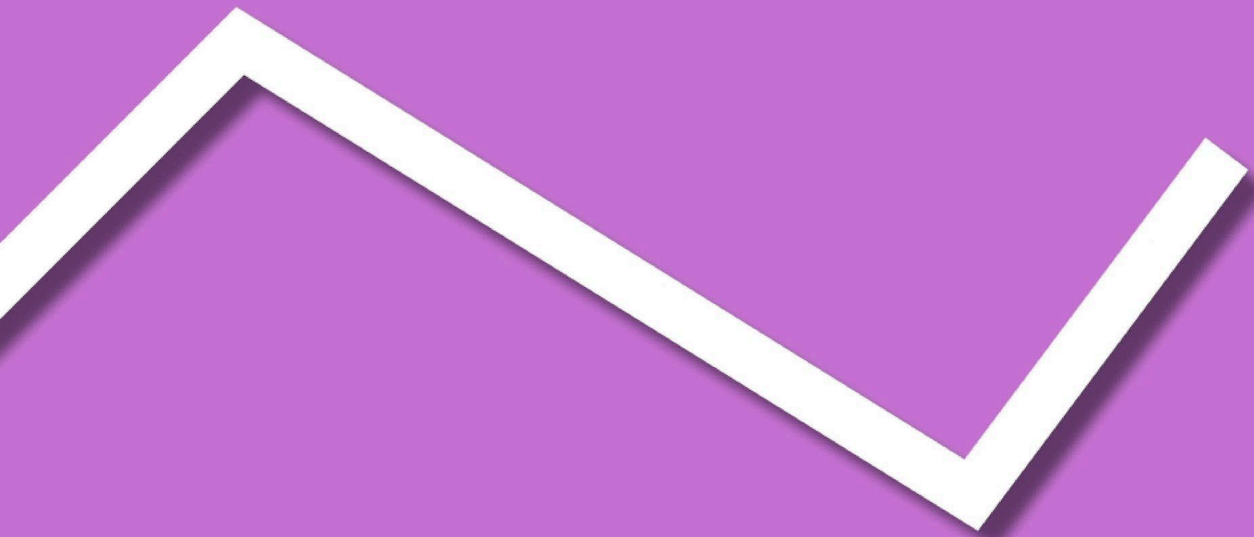


The Wisdom is Always in the Room

In the chat, please share your organization's **most successful funding** strategy!

(If you're willing to share your email in the chat and open yourself to follow-up, please do!)

REVENUE



Part A: Money-Making Projects

CSA (Community Supported Agriculture)



- ☞ 3 Eight Week Sessions providing weekly boxes of fresh produce (paid for by others) to 10 Families in need (through S.A.F.E. referrals). Regular shares now available!
- ☞ Harvested, packed, and prayed over by garden and church members.
- ☞ Boxes picked up Tuesday evenings during garden hours. Encouraged to grow with us (but not required).

about our Boxes!



- ☞ Full shares (Feeds 3-5) includes 8-9 in season produce harvested from our garden (very local!!). Purchase price is \$600 (only \$25 per week!) with payment options available.
- ☞ Half shares(Feeds 1-2) includes 4-5 in season produce harvested from our garden: \$350
- ☞ Sustainable growing methods: protects our environment.
- ☞ No chemical fertilizers or pesticides ever used.



-It will be good!

THE GARDEN OF CONCORD

"BOX OF BLESSINGS" 2018

Concord United Methodist Church
4462 E. Greensboro-Chapel Hill Rd.
Graham (Eli Whitney), NC 27253
Garden Coordinator: Donna Poe
(336) 514-7434
thegardenofconcord@gmail.com
www.thegardenofconcord.com

2018 "Box of Blessings" CSA

Community Supported Agriculture members pay at the onset of the growing season for a share of the anticipated harvest of produce in May-November. The Garden of Concord is offering CSAs called Box of Blessings as detailed below:

- Locally grown fresh seasonal produce from our garden.
- Sustainable growing methods: protects our environment.
- No chemical fertilizers or pesticides ever used.
- Supports our mission of helping our neighbors in need.
- Weekly handouts with tips, recipes, and often a bonus blessing!
- Participants are invited (but not required) to attend all garden activities.

Spring (5/8- 6/26), Summer (7/10-8/28), & Fall (10/2-11/20)

Pickup Tuesday evenings during Garden work hours (typically 5:30-7:30pm).

Unclaimed boxes will be donated to and welcomed by our local food pantry, S.A.F.E.

Deadline to apply is March 15, 2018

PRICE

Full Share: **\$600** for 24 week total. (Family of 3-5)
-Weekly average of \$25 value with 8-9 produce items.

Half Share: **\$350** for 24 week total. (Family of 1-2)
-Weekly average of 4-5 produce items.

Share payment due with application. **Full Share Pymt Option:** 3 installments of \$200 each (post-dated checks) with the 1st due on application date followed by the 2nd due on 6/1 and the final on 8/1. **Half Shares:** 2 installments of \$175 each with 1st due at application and balance due on 6/1. **Please consider sponsoring a full share for a deserving family in need** (however, any donation amount would be welcomed!). *Thank you!!*

CUT HERE AND RETURN THIS SECTION ONLY

Full Name: _____ Phone: _____

Address: _____ Email: _____

Share Requested: Regular (\$600) ___ Half (\$350) ___ Sponsored (\$600) ___ Partial Sponsor \$ ___

Payment Today: \$ _____ Balance Due (as specified above) \$ _____

I agree to the terms as stated in this application: _____ Date: _____

The Garden of Concord

2017 "Box of Blessings"

What's in your "Box of Blessings" for Week #24

We praise God for the 24 weeks of plentiful harvests to share with you and your family. We are also thankful for all the volunteers, recipes, cooking classes, and other special events! We hope you enjoy this final Box and have a most blessed Thanksgiving!

Butternut Crunch Lettuce, Kale, Green Onions, Carrots, Sweet Potatoes, Beets*, Cabbage, Butternut squash, Cilantro, and Popcorn!

*Full shares only.

Please note: We rinse, wipe, and brush off but do not wash. Produce will keep longer (preferably in the crisper drawer unless noted) if you wait to wash till ready to prepare and eat.

What's new this week?

POPCORN!!!!!!

Planted in the late spring, we have been patiently waiting for its later fall harvest and weeks of drying in the greenhouse. 1 cob will make 4+ cups of healthy and delicious popcorn in just a couple minutes! Below are the popping particulars!

Caution: The cob will be HOT after cooking so please be careful!!

Directions:

Rub, drizzle, or spray some olive oil, melted butter, or coconut oil onto the cob. As desired, season with salt, garlic powder, and/or sugar. Fold top of brown paper bag closed several times. You want the bag to stay closed during the popping process! Place closed bag in microwave and cook on High with timer set for 2 ½ minutes. Cooking time will vary but we've found that the popping begins after about 1 minute and begins to slow up after 2 minutes. Stop cooking when you only hear a pop every 2-3 seconds (or a burning smell begins!). Remove the cob from the bag (Ow ow hot hot!) and set aside. Drizzle in more butter, oil, and seasonings as desired into the bag with the popcorn and lightly close top of bag and shake up to distribute evenly. If there is a good amount of kernels still on the cob, you can try again with a new bag to pop the rest by setting the timer for 1 ½ minutes. Remove any popped corn first that is stuck on the cob. *Enjoy!*

Carrot Salad (By Garden member Annie Jackson!)

Ingredients:

2 1/2-3 cups of carrots cut very small (matchsticks ok); If using a spiralizer: about 4 cups
1/2 cup scallion or red onions sliced thin

Dressing:

2 Tablespoons lime juice
1 Tablespoon Tamari
2 Tablespoons Toasted sesame oil
1 Tablespoon honey, maple syrup, or brown sugar

Directions:

Mix dressing and pour over carrot mixture. Ok to let sit awhile and let the carrots marinate. Best at room temperature or can be kept in refrigerator.

What we are working on in the Garden...

We will continue harvesting and bed prepping till December 14th! Come join us! Tues/Sat mornings 9-noon. Tues/Thursday afternoons 3:30-dark!

Harvest Dinner! You and your family (and friends!) are cordially invited to join us on Saturday December 2nd for our 9th annual Harvest Dinner! Our celebration has always included the joyful sharing of favored recipes along with some musical merriment (looking for musicians if any are willing!). We are super excited to also have Chef Howard join us who is donating a whole pig and preparing the pork 4 different ways to serve as the main course for the evening! So save the date and start inviting all your family and friends! See the attached flier for more details!

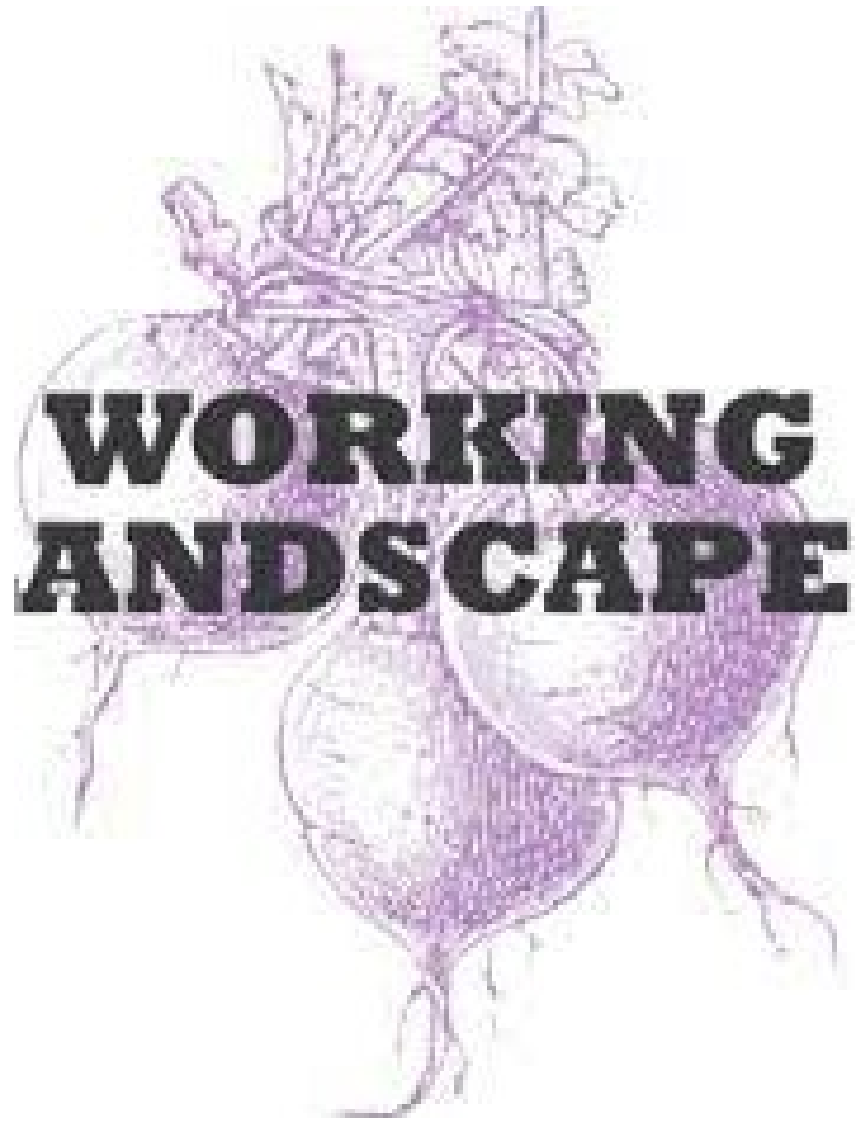


It Will be Good!

-Donna Poe
Garden Coordinator
336 512-7434

"Taste and see that the Lord is Good!" (Psalm 34:8)

Working Landscapes





Carla Norwood
Director

- Nonprofit rural development organization
- Based in Warren County, NC
- Founded by Warren County native (Carla) and her husband (Gabe)
- Established local **food hub**





- NC's first **food hub** northeast of the Triangle
- Fresh-cut vegetables, processed to order
- Senior meals
- Food boxes
- Served 30 school districts since 2013, as well as senior center, childcare centers and other customers



Food as health, and also as value



“Cheap food is an illusion. There is no such thing as cheap food. The real cost of the food is paid somewhere. And if it isn’t paid at the cash register, it’s charged to the environment or to the public purse in the form of subsidies. And it’s charged to your health.”

Michael Pollan

Two revenue strategies

Pasture-raised Meat/Eggs



Shared Use Facilities



Pasture Raised Meat



You can purchase whole (live) animals from small farmers and have them transported to slaughterhouses for processing. You get packaged, USDA-certified products back.



- Frozen packs
- Can determine what cuts you want (cut sheets)
- Processors can label with farm name or organization name
- Depending on cuts, we've paid about \$4.50 to \$7.00/lb, including all costs
- Need a meat handlers license

Shared Use Kitchens (or cold storage)



Charge rent for using space in your facility—could be a kitchen, a freezer, or an office.

- Depending on your site, your kitchen may be able to pass an inspection for use as a catering kitchen or other food processing
- Some products get inspected by the local health department, others by the NCDA
- We charge \$25/hour for our kitchen
- We also charge for freezer storage in a large freezer (\$40/pallet per month)

Working Landscapes Shared Use Kitchen

Checklist for Becoming a Shared User

- Meet with Working Landscapes Staff to discuss your product idea and business plans. Bring product prototypes, samples, marketing and financial plans.
- Discuss your product with the appropriate regulatory agency. Warren County Environmental Health Department and/or the NCDA/FDA to insure your proposed product or production process meets regulatory requirements.
 - My product falls under these regulations: _____
 - My inspector is: _____
- Provide a valid W9 form on behalf of the business.
- Complete the WL Shared Use Kitchen Application and pay application fee and security deposits.
- Review carefully, and sign the Shared Use Kitchen Agreement.
- Obtain Product Liability Insurance. Name Working Landscapes as Named Insured, and submit a Certificate of Insurance.
- Schedule final orientation/training meeting with Working Landscapes before first production shift. Become familiar with SOPs.
- Obtain ServSafe Certification, if you have not already

Equipment Training:

- Three-Basin Sink
- Convection Oven
- Gas Oven
- Stand Mixer

Sanitation and Housekeeping Training:

- Sanitizer Basics
- Personal Hygiene Equipment
- Cleaning Procedures
- Small wares storage

Entry and Exit Procedures

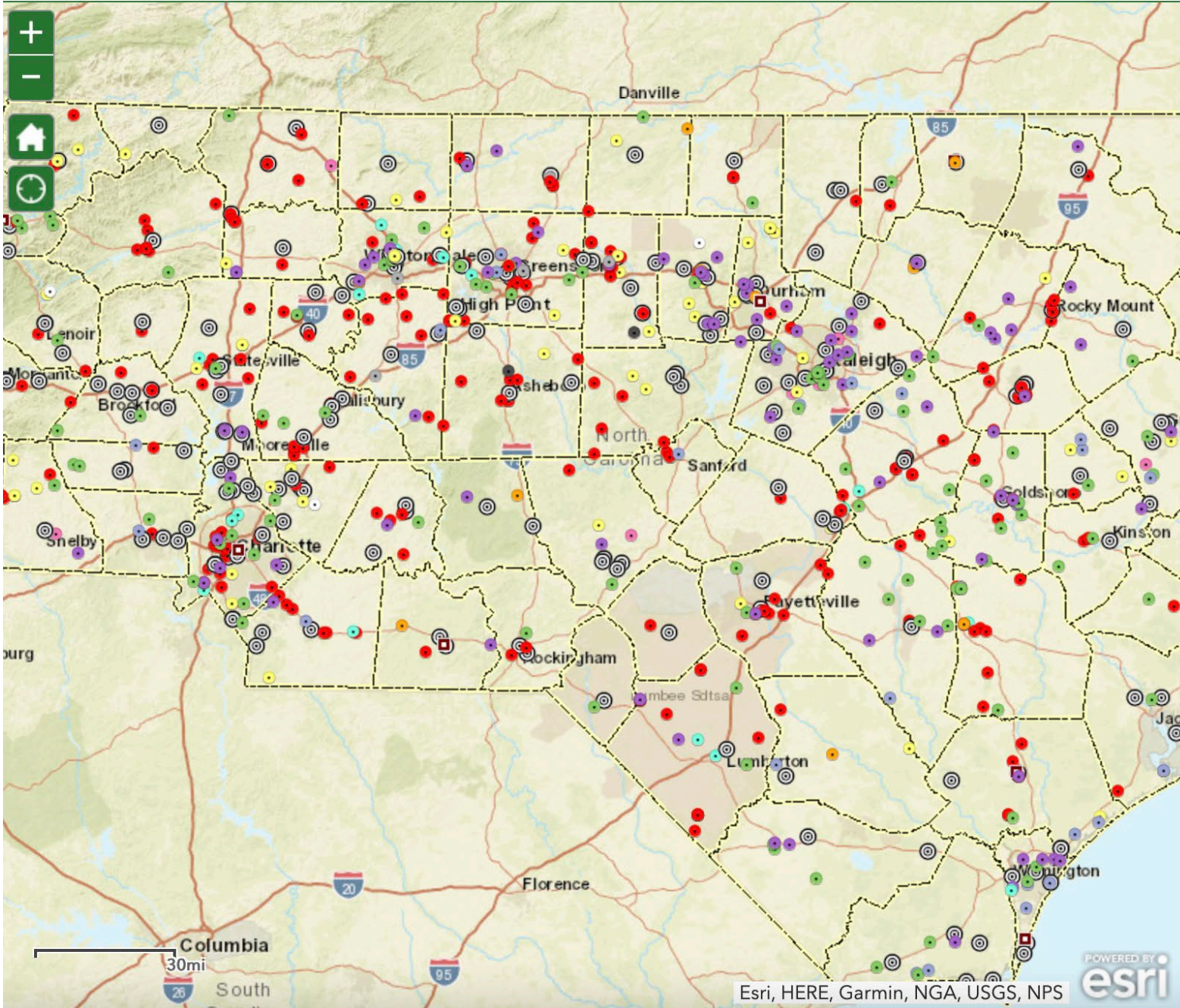


Working Landscapes Shared Use Kitchen

Production Sheet

(To be completed each time facility is used)

| | | | |
|--|--|----------|--|
| Company Name | | | |
| Date | | | |
| Time In | | Time Out | |
| Products made | | | |
| Local produce/fruit used (Include estimated lbs., and farm if possible) | | | |
| Output (How much did you make) | | | |
| Economic Impact (Sales value of output) | | | |

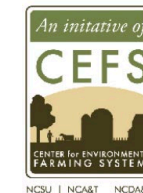


Legend

Local Foods Infrastructure Inventory

- Farmers Market
- Cold Storage
- Food Hub (Aggregation)
- Commercial Kitchen/Co-packer
- Dairy Processing/Cheeses
- Incubator Farm
- Fruit & Vegetable Processing
- Fruit & Vegetable Wholesale/Distribution
- Meat Processing
- Multi-Farm CSA (Community Supported Agriculture)
- Seafood Processing or Wholesale/Distribution
- Warehouses-Commodity & Merchandise
- Other

County Boundary



NC GROWING TOGETHER

Connecting Local Foods to Mainstream Markets



PIEDMONT TRIAD REGIONAL COUNCIL





Thank you!

WorkingLandscapesNC.org

How do I know if this
will work for me?

An overview of doing a break-even analysis: understanding fixed vs variable costs



**Fixed Costs vs
Variable Costs**

Let's try one together:

Your church has access to a kitchen and considers exploring **value-added products** to sell as a way to make money for the local food ministry, which needs at least \$5,000 in additional funding. A congregation member pitches the idea of **herbed-infused honey** . You decide to do a break-even analysis to determine if it's worth the time.

What are your fixed costs?

What are your variable costs?



A Box of Blessings 2.0: How to Make Produce Shares Work

2:1 Paid customers to Donations for families in Need

What you need:

- Paid customers (2 for every 1 donated)
- A way to identify families to receive free boxes
- Local produce! (and money to buy it upfront)
- Wax-lined boxes
- A way to collect payment

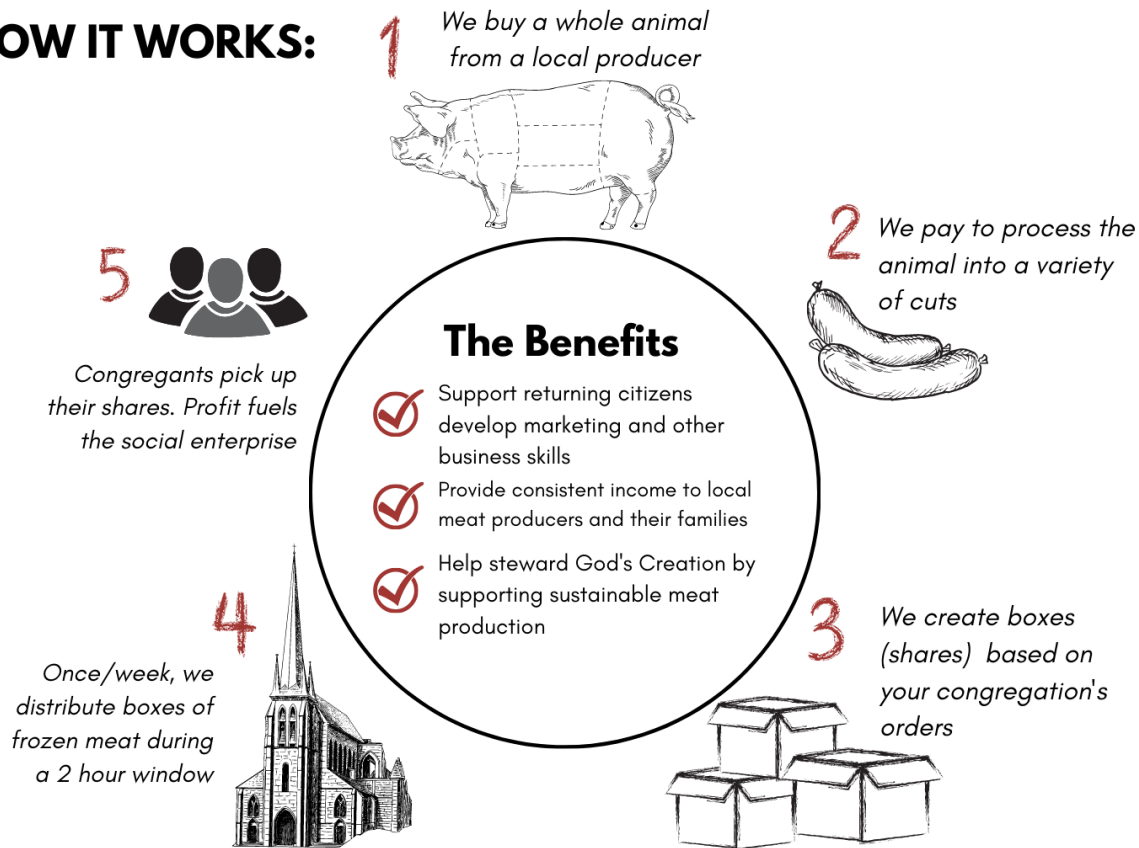
Sell 2 shares at \$26, the other 1 is paid for!

| Fixed Costs | Price | Variable Cost/Unit | Profit/Unit Sold | Break Even Point | Break Even Point (\$) | Fixed Cost | Amount | Variable Cost | Amount/Unit |
|-------------|---------|--------------------|------------------|------------------|-----------------------|-------------------------|----------------|------------------------|----------------|
| \$17.00 | \$26.00 | \$17.00 | \$8.00 | 1.89 | 49.11 | Rent + utilities | 0.00 | Vegetables | \$15.00 |
| | | | | | | Loan payment | 0.00 | Packaging (box or bag) | \$2.00 |
| | | | | | | Equipment Costs | 0.00 | | |
| | | | | | | fundraising goal | \$17.00 | | |
| | | | | | | Other | | | |
| | | | | | | Total: | \$17.00 | Total: | \$17.00 |



Meat Sales

HOW IT WORKS:



YOUR CHURCH'S ROLE:

- **Act as a pick-up site 1x/week.** WAU will distribute shares on-site and manage orders.
Time commitment: 3 hours/week
- **Recruit customers** from your congregation. Post on church social media, include inserts via church bulletin, etc. **Time commitment:** 1-2 hours/week**
 - **only at the beginning of each 12-week subscription cycle.

How much does each share cost? How often do customer receive their box?

A small share (5 lbs) costs \$40/box and will feed two adults for a week. A large share (15 lbs) costs \$120/box and feeds a family of 4-6 for a week. Customers receive their share weekly.

Can you accommodate one-time purchases?

Customers must sign up for a minimum of 1 season (which is 1 share/week over 12 consecutive weeks.) Customers can pay the entire amount at the beginning of the season, or pay weekly. As we build the model, we will strive to be more flexible with our share options.

Can customers customize their boxes?

At this time, we are building boxes based on what we have available. However, we plan to work towards this model in the future to better serve our customers!

This sounds great! How do I get members of my congregation signed up?

First, your church must sign a Memorandum of Understanding with Wash Away Unemployment to establish your church as a distribution site. Then, please have interested congregants contact Wash Away Unemployment at info@wash-away.org. *We would welcome the opportunity to sign up congregants after church service one Sunday!*

Sell 70 Shares/month, breakeven (18/week)!

| Fixed Costs | Price | Variable Cost/Unit | Profit/Unit Sold | Break Even Point |
|-------------|---------|--------------------|------------------|------------------|
| \$900.00 | \$40.00 | \$27.00 | \$13.00 | 69.23 |

| | |
|--------------------|---|
| ASSUMPTIONS | Whole hog=~\$950 |
| | ~175 lbs hanging weight |
| | $\$950/175 \text{ lbs} = \sim\$5/\text{lbs}$ |
| | 5 lbs/share * \$5= \$25/share (Variable cost for a 5 lb share) + \$2 box= \$27/box |



Community Compost Service: Turning Waste into Opportunity

NC Examples:

B.A.D Compost (Watauga Co): <https://www.badcompost.com/>

Wilmington Compost Company: <https://www.wilmingtoncompostcompany.com/>

Triad Compost Service (Davie Co): <https://www.triadcompostservice.com/>

Danny's Dumpster (Asheville): <https://www.citizen-times.com/story/news/local/2014/12/08/turning-asheville-food-waste-problem-profits/20102273/>

Compost AVL (Asheville, Weaverville, Fairview, Black Mountain): <https://compostavl.com/>

How to start: <https://www.robingreenfield.org/start-a-community-compost-site/>

We are helping the community keep food out of the landfill...
And turning wasted food into compost to grow food and nourish our Earth!

How it works is very simple:



We deliver you a clean, empty bucket to start with.



Then, instead of putting your food scraps and wasted food into a garbage can, you place it into the bucket.



We compost the food scraps and wasted food and turn it into compost to use for community gardening projects here in Asheville.

**We are creating regenerative systems, building soil,
growing food and growing community!**

This program is free! To sign up or learn more
visit www.communitycompostprogram.org

How it could work:

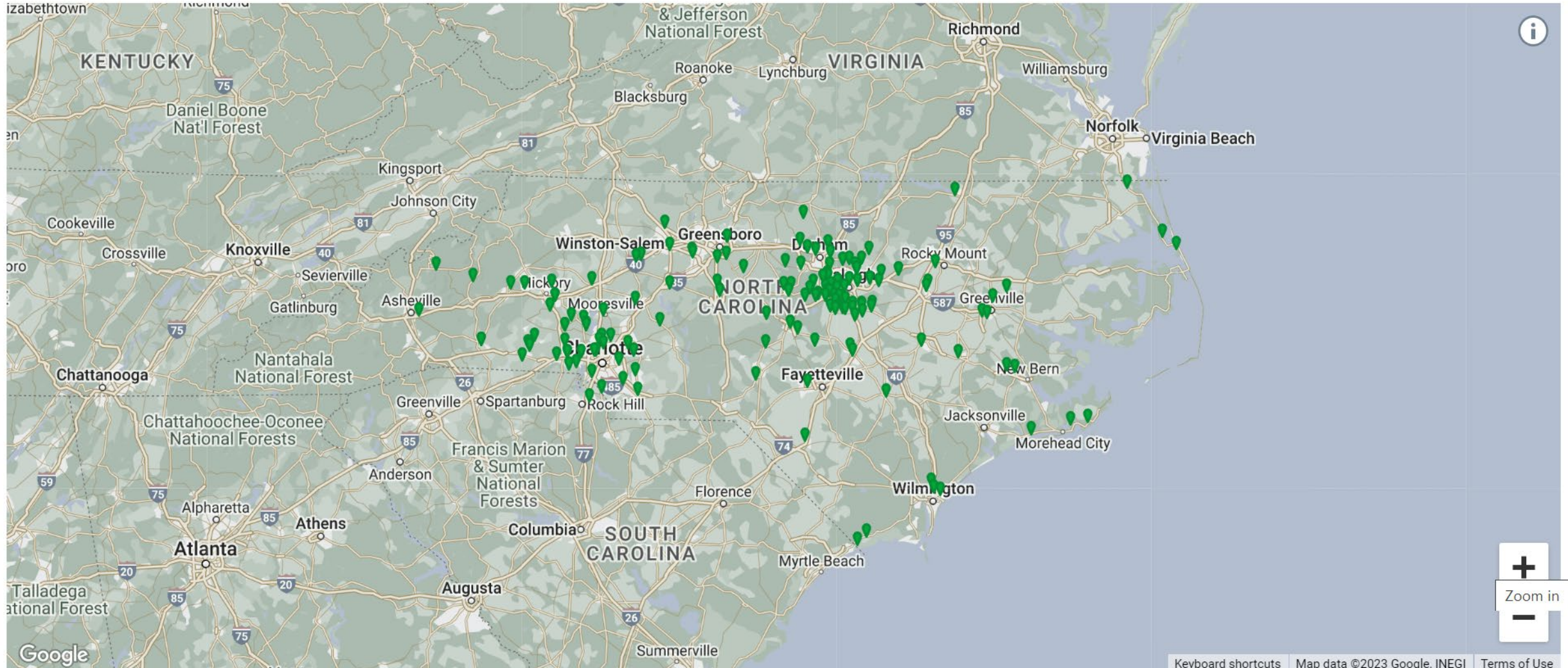
- Each customer receives 2, 5-gallon buckets w/ lids + pick-up + rinsing service for \$10/week
- You pick up food waste, leave a fresh bucket, and bring compost to compost partner 1x/week
- Customers receive free compost or can choose to donate it

What you need:

- A vehicle
- 5 gallon buckets with lids (2 per customer)
- A compost pile or accomplished gardener friend who can compost for you (see map on next slide)
- An ability to keep track of memberships
- People interested in this idea



<https://compostnow.github.io/map-widget/carolinacompost.com/>



To breakeven (service ONLY), sign up ~30 households for 1x/ weekly service. To make \$5000, sign ~50 households/week

| Fixed Costs | Price | Variable Cost/Unit | Profit/Unit Sold | Break Even Point | Break Even Point (\$) |
|-------------|---------|--------------------|------------------|------------------|-----------------------|
| \$7,338.00 | \$10.00 | \$5.00 | \$5.00 | 1,467.60 | 14676 |

**This is for a year

Assumptions:

- 1 staff person paid 8 hours/week @ \$15/hour for an entire year
- 100 miles round trip per delivery of compost to farm (w/ mileage reimbursement of \$0.54/mile)
- 10 miles roundtrip per pick-up location
- \$10 price for service/week



Value-added product ideas:

- Air-fried okra
- Body butter
- Body oil
- Bread
- Chow chow
- Chutney
- Dehydrated apples
- DIY fruit roll-ups
- Dressing
- Farmer cheese
- Granola
- Grits
- Herbal salt
- Herb-infused butter
- Herb-infused honey
- Holiday themed “boxes” or product bundles (*i.e.* collards, carrots, & turkey box)
- Homemade yogurt
- Hot sauce
- Jam/jelly
- Jerky
- Ketchup
- Muffins
- Pimento cheese
- Real fruit popsicles
- Relish
- Roasted sweet corn
- Rolls
- Salsa
- Soap
- Soup mix
- Spice mixes/rubs
- Tea
- Tomato sauce
- Tortillas
- Turkey brine (*rosemary, peppercorns, orange peels, brown sugar, salt, garlic, bay leaves*)





mark website
- plan for location
- Focus on Quality

"HOPE"

GIVE

HELP

FUNDRAISING

SHARE

THANK YOU

DONATE

VOLUNTEER

* Focus on Quality

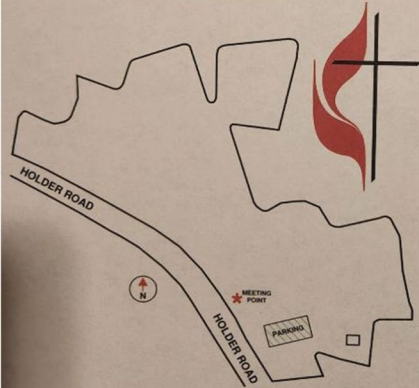
Part B.

FUNDRAISERS

LILLINGTON UNITED METHODIST DOVE HUNT

Saturday, September 3, 2022

All 2022-2023 NC Hunting Regulations Apply



See Ray Stanley on day of shoot about potential 9/5/22 shoot!

ALL AGES HUNT

WHERE

Parking is located at
820 Holder Rd,
Lillington, NC 27546

WHEN

Shotgun start 30
mins before sunrise
1 +/- 6:20AM until sunset

RESERVE YOUR SPOT

\$25 per hunter, all
day hunting access
Call Ray Stanley at
910-891-9576

FOOD

Bring your own
snacks or stop by the
Hot Dog Cart but
please, no alcohol,
and no trash left
behind

BENEFITING

All proceeds go to
LUMC's "Gardening
for God" project



Fall Fest 2022

LILLINGTON UNITED METHODIST CHURCH GARDEN PROJECT

invites you to our first FALL FEST on

Friday and Saturday, October 21 & 22

From 4:30—8:30pm

location at 602 Holder Rd, Lillington, NC

Festivities will include...

Free Hay & Train Ride and free Bonfire & Marshmallows

Buy tickets (2/\$1) for activities—crafts, games,

Hot dogs & drinks

Proceeds benefit the

LUMC Garden Project which grows and distributes

fresh produce to 5 local food pantries and the

Harnett SAFE house.

1.) Dove Hunt Fundraiser – Lillington UMC



2.) Local Restaurant Partnership or Local Business Round-Up Campaign



Seeds of Hope + Casita Brewing Company





3.) Church Farmers Market

Gardeners from the church can bring produce to vend after worship to generate some additional funds for the food ministry (or, this could BE the food ministry).

Example of a Church Farmer Market



SMITH GROVE
COMMUNITY
FARMERS
MARKET
Saturdays 8a-12p
3492 HWY 158
Mocksville, NC
www.smithgroveumc.org





4.) Pumpkin Patch

How to Do It

<https://www.pumpkinsusa.com/about-us/our-story>

- No Risk: We send the pumpkins to you on consignment, no upfront costs, no product to pay for.
- Guaranteed Profit: We keep a percentage of everything that you sell. You are not responsible for any unsold pumpkins. We absorb any loss due to spoilage, breakage or theft.

What you need:

- SPACE
- Ability to staff your patch for 2 weeks, Monday through Saturday for 8 hours a day



Other options:

Should you prefer to buy **wholesale from a local farm**, you can! Some have wholesale minimums.

Wholesale pricing tends to be somewhere around **\$3/pumpkin**

- Retail pumpkins are about \$0.6/lbs. For a 15 lbs pumpkin, you can charge \$9.
- Assuming \$1000 min (\$3/pumpkin, 333 pumpkins), **you can make \$2,000** just by selling that minimum amount.
- If each family averages 5 pumpkins purchased, you only need **35 families before breaking even**. The rest is profit! You need 67 families to sell all your pumpkins
- To make \$5,000 profit, you must sell 835 pumpkins! (160+ families)



5.) Plant Sale




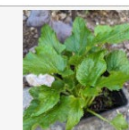




Peer Example: Watauga Humane Society's SNIPS program

"Since 2007, plant sales have been an annual event and a primary fundraiser. Plants come from the well-tended gardens of our members. Some are grown from seed, while others are dug from generations-old stands. Whether you are looking for seeds, bulbs, ferns, herbs, native plants, house plants, flowering shrubs or perennials, SNIPS plants have been lovingly tended, carefully potted, and affordably priced."

<https://bit.ly/40ekt7m>

is period

| | | |
|---|---|--|
| <p>ing Jenny, "Gold... aped, shiny leaves</p> |  <p>Daylily, Yellow Prolific charmer</p> |  <p>Flower Reliably te... spring thro...</p> |
| <p>aria Dentata, "Tig... is the main attraction!</p> |  <p>Loose Strife, yellow A member of the primrose family</p> |  <p>Perenni Bells, bells</p> |
| <p>inial, Sedum "Tur... / growing evergreen over</p> |  <p>Seeds, Black-Eyed Su... Bursts of lemon yellow from mid-summer to fall</p> |  <p>Seeds, Fluffy spike rose-purple</p> |



What does it take?

- Land / hoop house / greenhouse / community garden to start seeds / yard or house plants to split
- Seeds, soil, amendments/fertilizer
- Containers!

Great for early spring and late summer fundraisers!

Sell 945 seedlings, make \$2500!

??HOW??

*If you can get seeds, pots, + soil donated, 100% net profit!

**Get 20 volunteers to grow 50 starts= 1000!

| | | | |
|------------------------------------|--------------------|---------------------------------------|-------------------|
| Fixed Costs | \$0.00 | Variable Cost (per unit) | \$0.85 |
| ➤ Rent + utilities | \$0 | ➤ Seeds \$0.10 | |
| ➤ Equipment Costs | \$0 | ➤ Packaging \$0.50 | |
| | | ➤ Soil \$0.25 | |
| Purchase Price | \$3.50 | Profit/Unit | \$2.65 |
| \$2500 Profit (quantity) | 943.4 units | Break Even Point (monetary) | \$3,302.89 |



This Photo by Unknown author is licensed under [CC BY-SA-NC](https://creativecommons.org/licenses/by-sa/4.0/).

6.) Reverse Offering

How it works

Instead of putting something in the offering plate, the members of the congregation take a slip **out** of the plate. Each slip of paper lists specific non-food item(s) that the pantry needs. During the next week, each person should purchase the item(s) that are listed on the slip and bring them to the church to complete the “reverse offering.”

This frees up money in the food pantry budget to go towards local food purchasing

COW CHIP BINGO FUNDRAISER!



\$10 PER SQUARE

Live music! Food trucks! Ice cream!
Free games and activities for the kids!

PRIZES:

| | |
|-----|---------|
| 1st | \$1,000 |
| 2nd | \$500 |
| 3rd | \$250 |
| 4th | \$150 |

Sponsored by:



Tracy Kearcher for a Cure #LeukemiaWarrior

LuAnn's



THURSDAY, JULY 28TH-5PM
(RAIN DATE JULY 29TH)
OAKRIDGE DAIRY- 33 JOBS HILL RD

7.) Cow Pie Bingo

How it works:

A cow will be turned loose on a fenced-in area which has been marked off into 64 squares. The cow determines the winner by making the first “deposit” on one of the squares.

Chances on each square are sold for \$50 (or as low as \$30). There is no limit to the number of squares that can be purchased by an individual.

Offer 25% of the total earnings to the winner, or a set amount

This can also be done virtually!: <http://www.syvcs.org/cowpie.html>





What you need:

- Local farmer willing to lend a cow!
- Spray paint
- A field/flat, large yard where it's ok for a cow to do its business (schools might be willing to lend a soccer field!)
- Other entertainment—vendors, presenters, live music, bake sale, etc.
- If all squares are sold with only 1 buyer/square, minimum amount of money made is \$2400 (\$3200-800)



KISS A PIG: Want to add more animals to the fun? Encourage beloved community members (like officials or even well-known teachers) to agree to kiss a pig in front of everyone. Put a minimum on the total fundraised (i.e. \$200) before the final vote for who will kiss the pig!




[Auction - Event Page | 2022 Virtual Auction for Blue Ridge Women in Agriculture \(accelevents.com\)](https://www.accelevents.com)

- Goat cheese tasting
- Guided Nature Hikes
- 1:1 Canning Classes
- Cooking class
- Two-Hour IT Tech Help Session

Lean into what your organization's mission on people's skills / local assets

Third Annual BRWIA VIRTUAL AUCTION **2022 Virtual Auction for Blue Ridge Women in Agriculture**

[Auction](#) [About](#)




CHE

Food/Cooking Experience
Goat Cheese Tasting and Bottle Feeding...
Up to 6 people will get to bottle feed baby goats and then have a delicious cheese tasting. We will also take a farm tour visiting with the...

Starting Bid \$75

[Bidding Closed](#) [More Info >](#)



ROA

Food/Cooking Experience
Coffee Roaster for a Day Experience
Join the "Bald Guy" himself (Don Cox) at the Bald Guy Brew Roastery in Boone, NC for an in-depth overview and evaluation of a coffee of his...

Current Bid \$110

[Purchased for \\$110](#) [More Info >](#)

8. Virtual Auction: Auction off Local Experiences + Goods!



Part C: Try It!

USING THE BREAK-EVEN ANALYSIS TOOL + FINDING WHAT FITS

| If you have: | Try: | AND | Try: |
|---|-------------------------------------|-----|---|
| A thriving garden or folks with gardening knowledge | A plant sale | + | Value-added products |
| Access to a large property or field | A Pumpkin Patch | + | Cow Pie Bingo |
| Some people/congregants with some means to pay | Blessings Box Program OR Meat Share | + | Restaurant Partnership/ Round-Up Campaign |
| A commercial kitchen (i.e. church kitchen) | Kitchen rentals | + | Value-added products |
| Local cattle/pig/chicken farmers | Meat Share | + | Cow Pie Bingo |
| A community where residents aren't too far from each other | Compost Service | + | Pumpkin Patch |
| Lots of gardeners | Church farmers market | + | Plant sale |

You Pick 2!

Uh oh! A grant money fell through, and to keep paying farmers a fair price for their beautiful, high-quality produce, you must come up with \$10,000!

What will you do?

Wrap-Up + Evaluation

<https://www.cognitoforms.com/TheConservationFund1/EVALUATIONFundingLocalFoodPurchasesApril272023>