



FOOD AND FARM

COMMUNICATIONS FUND

multi-funder pooled grantmaking
to advance grassroots communications



“*Our communications need to draw from positive values in our communities that are often discounted in the dominant narrative. Advancing a new public narrative—about farming, about the land, about community, about racial equity, about food—is a tall task, but one we believe is essential to changing the tide.*”

—FOOD AND FARM COMMUNICATIONS FUND GRANTEE



Our Mission and History

We are a multi-funder pooled grant program and advocate for the critical role of strategic communications and narrative in advancing equity, justice, and resilience in our food and farm systems.

We provide and galvanize communications funding and resources for community-based organizations working to uplift grassroots narratives, build power, and embolden transformative change.

We launched in 2012 in response to a national survey that uncovered an urgent need for expanding the communications capacity and strategy of food and farm movement organizations. Since then, the Fund has brought funders together to invest more than \$3 million in grassroots communications support, across the United States and internationally.

“*Good communications are essential for connecting people and their communities to issues and ultimately to solutions, and yet, support for communications is a consistent challenge. Thank you for providing support which has increased our communications capacity, and will **impact our communications strategy for years to come.***”

—FOOD AND FARM
COMMUNICATIONS FUND GRANTEE

\$3+
million

in communications
grantmaking since 2012.

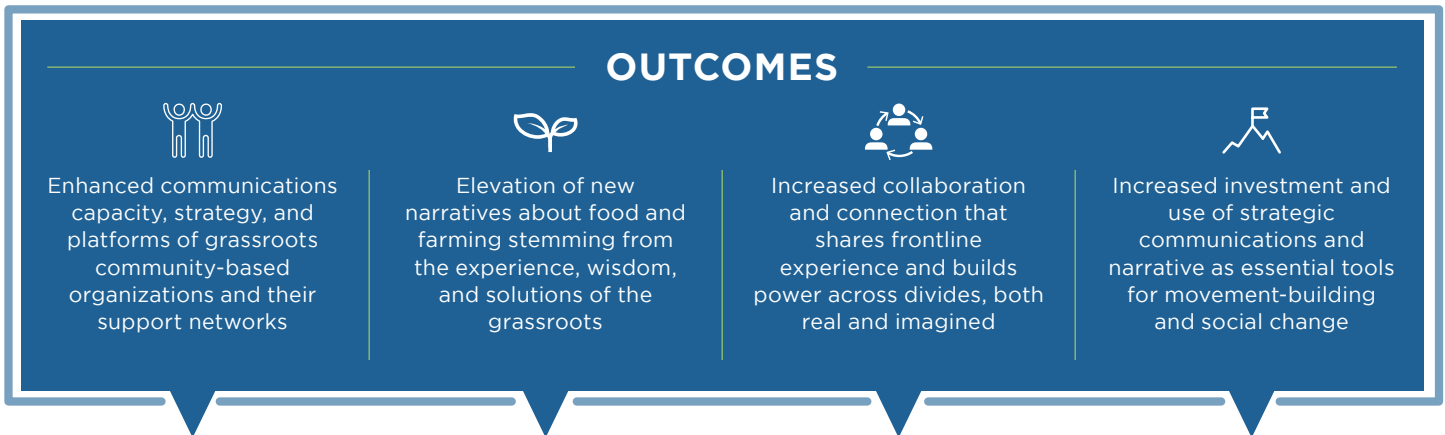
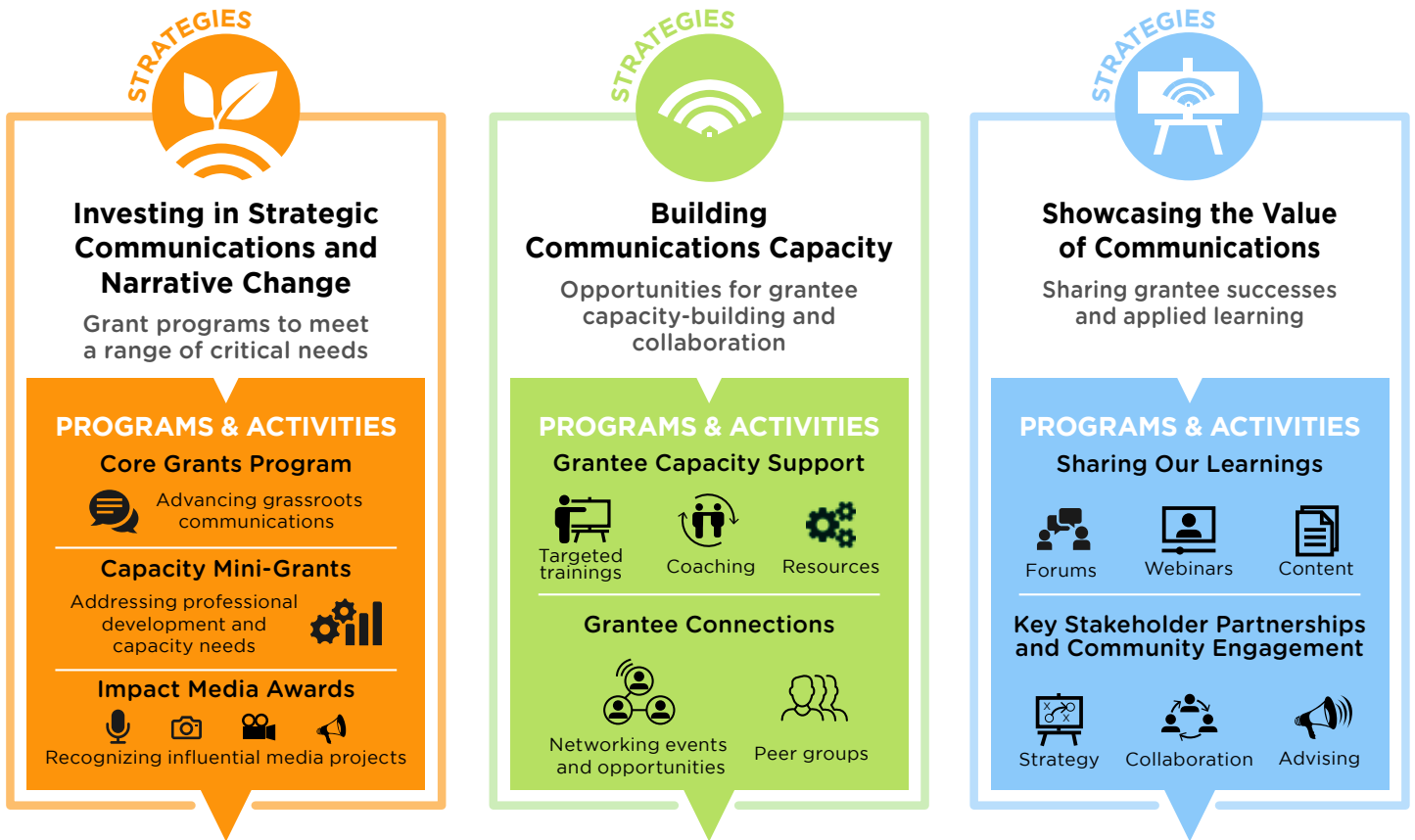
70+
grantees

from 29 states and
7 countries.

8%
of groups

that have submitted a
letter of interest have
received a grant to date.
**There is a huge need for
communications funding.**

Our Framework for Change





We believe in...

- 📶 the power of story and media to change hearts, minds, and our very perceptions of what is possible;
- 📶 the potential for communications to bridge divides—both real and imagined;
- 📶 the wisdom of the grassroots and those most marginalized by the food system to identify root causes and provide solutions to our most pressing problems;
- 📶 the strength of collaboration and community, and that together we are more effective and powerful in our work;
- 📶 the need to take risks and explore the edges where innovation takes root;
- 📶 the value in keeping our eyes on the long view and the systemic and cultural transformation required to truly achieve equitable, just, and resilient food and farm systems.

“Food and Farm Communications Fund support allowed us to produce podcasts that **uplift seldom-heard voices and spark dialogue about strategies for change.**”

—FOOD AND FARM COMMUNICATIONS FUND GRANTEE



Kati Greaney Photography of Pie Ranch (Cover), Team by Food Chain Workers Alliance (left), Food Justice Dialogue by Leah Cohen (center), Voices of the Food Chain by Real Food Media (right)

Stories of Impact

Investing in Strategy

Food Chain Workers Alliance, National (2016, 2017)

Funded a communications strategy to help communities discover the potential of the Good Food Purchasing Program, which aims to fundamentally transform the way public institutions purchase food and grow the market for a values-based supply chain. To date, the campaign has reached dozens of public institutions and now influences nearly \$1 billion in food purchases annually.

Building Communications Capacity

Sagal Radio Services, Stone Mountain, GA (2016)

Funded the creation of targeted media in Somali, Amharic, Swahili, Karen, and Bhutanese/Nepalese—the languages of 70% of recently arrived refugees in Georgia—to expand refugees' knowledge of and access to good food locally grown. This project illustrated how the refugee community can strengthen health outcomes by working together.

Storytelling and Narrative Change

Hawai'i Alliance for Progressive Action, Kapaa, HI (2018)

Funded strategic narrative development to counter the chemical industry's spin against progressive pesticide policy in Hawai'i and amplify calls to action for pesticide regulation at the State Legislature. In 2018, the Governor signed into law the first pesticide regulations in Hawai'i and the nation's first ban on the brain-damaging insecticide chlorpyrifos.

Media that Makes a Difference

Farm Aid, National (2017)

Funded *Homeplace Under Fire: The Farm Advocate Story*, a short documentary capturing the unseen, grassroots work of farm advocates and their fight to keep family farmers on their land. Sharing these stories has been key to inspiring the next generation of farm advocates to support America's farmers during the current farm crisis.

Fostering Collaboration and Connection

Land Stewardship Project, Minneapolis, MN (2016, 2017)

Funded multimedia strategy to enhance communications between farmers and policymakers at the intersection of agriculture, soil health, and climate change. This work was key to the sponsorship of a "Soil Health Title" in the 2018 Farm Bill and a soil health briefing for congressional staff in Washington D.C.

“Our grant enabled us to hire a communications person to help us craft a new narrative that has had a **tremendous impact on the consistency and effectiveness** of our message and how we communicate to the outside world as well as our internal networks.”

—FOOD AND FARM COMMUNICATIONS FUND GRANTEE



Whose Voice is Missing Project by Frank Kelly



Grantees (2013-2020)

Agricultural Justice Project	Food Chain Workers Alliance	Pesticide Action Network North America
Alliance for Fair Food	Food First	Pittsburgh Food Policy Council
Alliance of Central Asian Mountain Communities	FoodLab Detroit	Practical Farmers of Iowa
American Indian Alaska Native Tourism Association	Friends of Family Farmers	Real Food Media
Brandworkers	Grassroots International	Resource Media
California Institute for Rural Studies	Hawai'i Alliance for Progressive Action	Rural Advancement Foundation International - USA
Center for Rural Affairs	HEAL Food Alliance	Rural Initiatives for Community and Ecology Association
Center Pole	Institute For Agriculture and Trade Policy	Rural Vermont
Center for Rural Strategies	Institute for Journalism & Natural Resources	Sagal Radio Services
Center of Southwest Culture	Land Stewardship Project	Savé PNG
Chicago Food Policy Action Council	La Semilla Food Center	Soil Generation
Civil Eats	La Via Campesina-South Asia	Tohono O'odham Community Action
Comité de Apoyo a los Trabajadores Agrícolas	The Lexicon of Sustainability	VietLead
Commercial Fisheries Research Foundation	Main Street Project	Union of Concerned Scientists
Common Market	Mesa Media	Western Organization of Resource Councils
Community Farm Alliance	Michigan Food and Farm Systems	White Earth Land Recovery Project
Dakota Resource Council	Mighty Earth	Women, Food and Agriculture Network
Dakota Rural Action	Migrant Justice	
Eastern Woodland Rematriation	Missouri Rural Crisis Center	
Farm Aid	National Sustainable Agriculture Coalition	
Farmworker Association of Florida	Native American Food Sovereignty Alliance	
Food & Environment Reporting Network	Nollie Jenkins Family Center	
	Northwest Atlantic Marine Alliance	

Join Us

The Food and Farm Communications Fund is an open multi-funder pooled grant program with many pathways to contribute and get involved.

Benefits include:

- 📶 Deepened understanding of the field and the role of strategic communications and narrative in driving change;
- 📶 Improved due diligence and a broadened network;
- 📶 Opportunities to support worthwhile projects and a cohort outside your typical grantmaking;
- 📶 Connections in advocacy, thought leadership, and funding expertise;
- 📶 Collective impact with aligned funders working on transformative change.

“The Food and Farm Communications Fund has allowed me to find out about and support some of the most **cutting edge, urgent, and creative media initiatives** out there—something that would have been impossible for me to do on my own with the limited staffing and closed grantmaking process of our Foundation.”

—ANNA LAPPÉ
PANTA RHEA FOUNDATION



Homeplace Under Fire, by Farm Aid (left), Film Crew by Agricultural Justice Project (center), Capitol by RAFI-USA (right)

“The food industry spends billions to influence the public’s understanding of food and farming and, by extension, control policies and markets. We can’t match them dollar for dollar, but we can **help communities get their voices out there**—and we can and should recognize the critical role of communications in achieving real change.”

— **LESLIE HATFIELD**
GRACE COMMUNICATIONS FOUNDATION



Steering Committee

Tatiana Amor

The Christensen Fund

Sarah Bell

The 11th Hour Project

Chris Griffiths

GRACE Communications Foundation

Anna Lappé

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Greater Kansas City Community Foundation

Grants Advisory Group

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Communications Strategist

Jose Oliva

Alliance Leader

Megan Saynisch

Communications Strategist and Funder Advisor

Mark Schultz

Movement Organizer

To inquire about joining as a funder partner, or to discuss ways to advance grassroots communications via your own grantmaking, contact **Hilde Steffey**, Director ✉ hilde@foodandfarmcommunications.org

Current Participating Foundations



foodandfarmcommunications.org

The Food and Farm Communications Fund is administered by the Greater Kansas City Community Foundation
We are immensely grateful for their capable and steady support.