Building Program Resources despite Social Distancing

Wendy Powers & Mark Bell

WebANR October 2020

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Top of the world
I'm feeling great!

How you doing?

I'm okay

How you feeling?
Annotate the tower scale.
Go to menu
Find annotate;
Choose stamp;
Place mark on tower.

I feel really bad

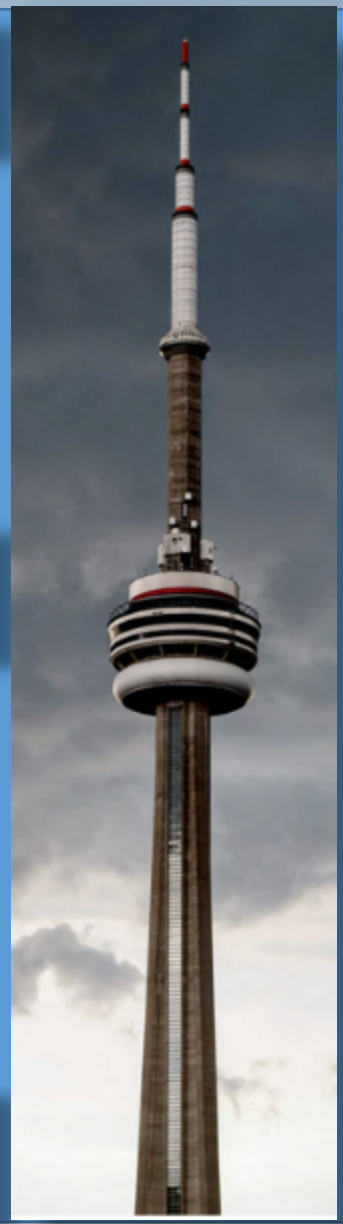

Photo Stacy Marie Unsplash.com

Participate

This is for all of us, so please join in.

1. Use chat for sharing ideas
   - “panelist”
   - “panelist and everyone”

2. Use Q&A for questions

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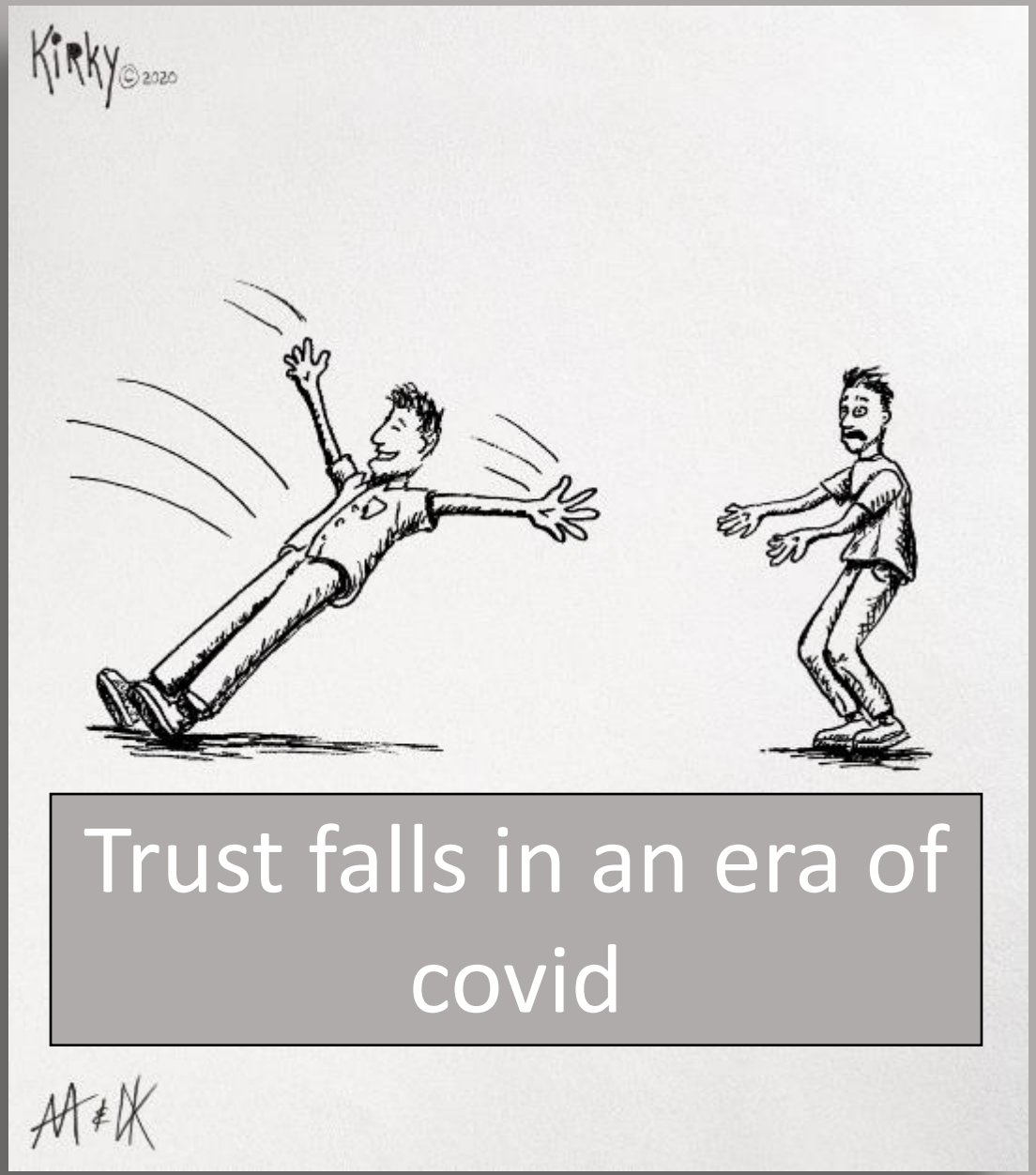
Sincerely Media unsplash.com

Covid 19 has changed our lives.

Same needs ongoing.

New needs are emerging.

How support the work to address existing and new opportunities?



What we will cover

Thinking outside the box

What are people trying?

Investment Program opportunity

Cost recovery (tools?)

Your ideas & thoughts

Thinking outside the box
What are people trying?

People are knocking on new doors

Here's a few examples of models and opportunities.

Jon Tyson@jontyson

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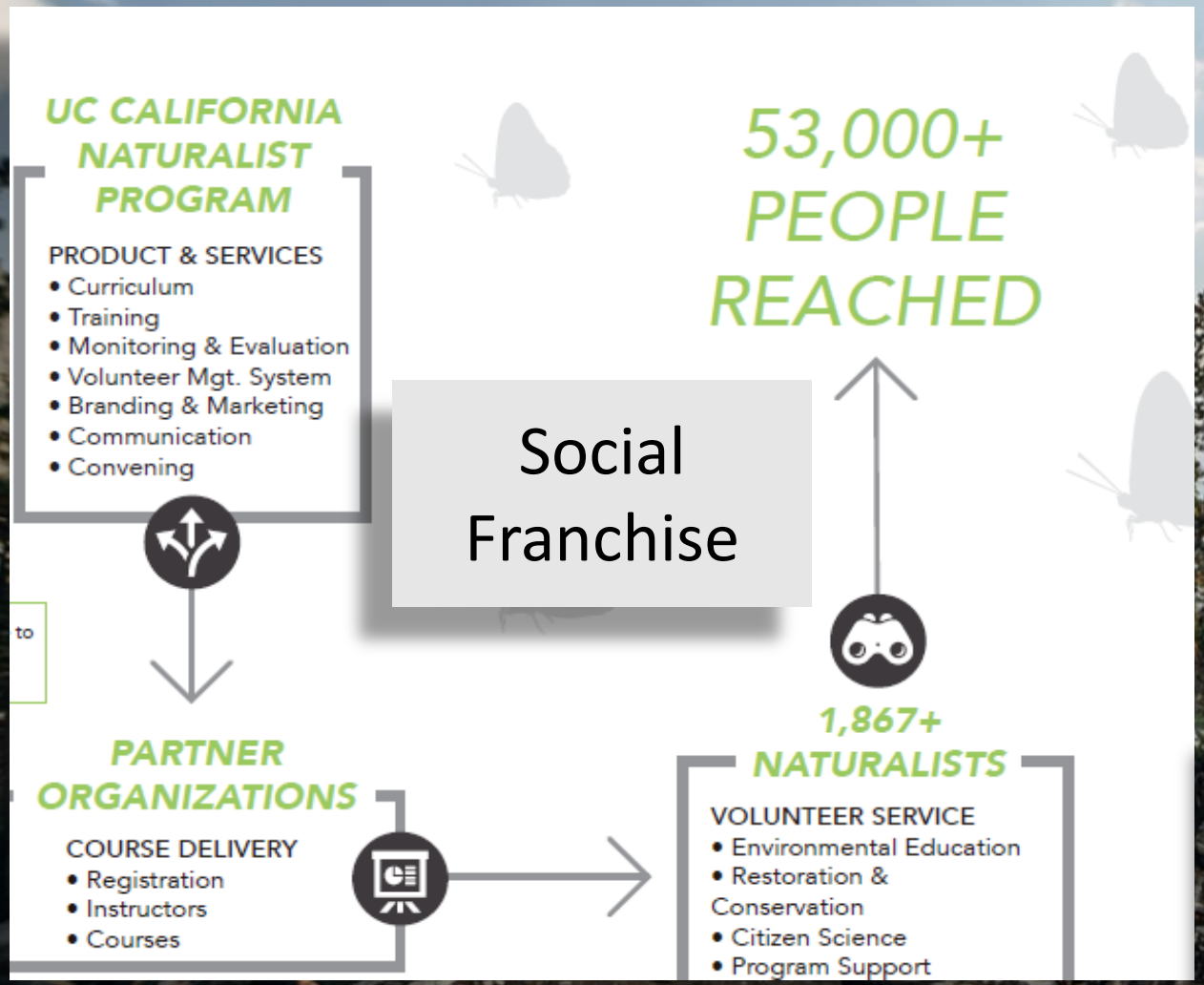
CalNat Revenue Generating Strategies

by Greg Ira



Course Revenue – e.g., online courses

Robson Hatsukami Morgan@robsonhmorgan

UC MG Funding Initiatives

County Level

Fundraising campaigns ($60k big dig)

State/Programmatic Level

Pursuing new partnerships (e.g., CDFA)

National Level

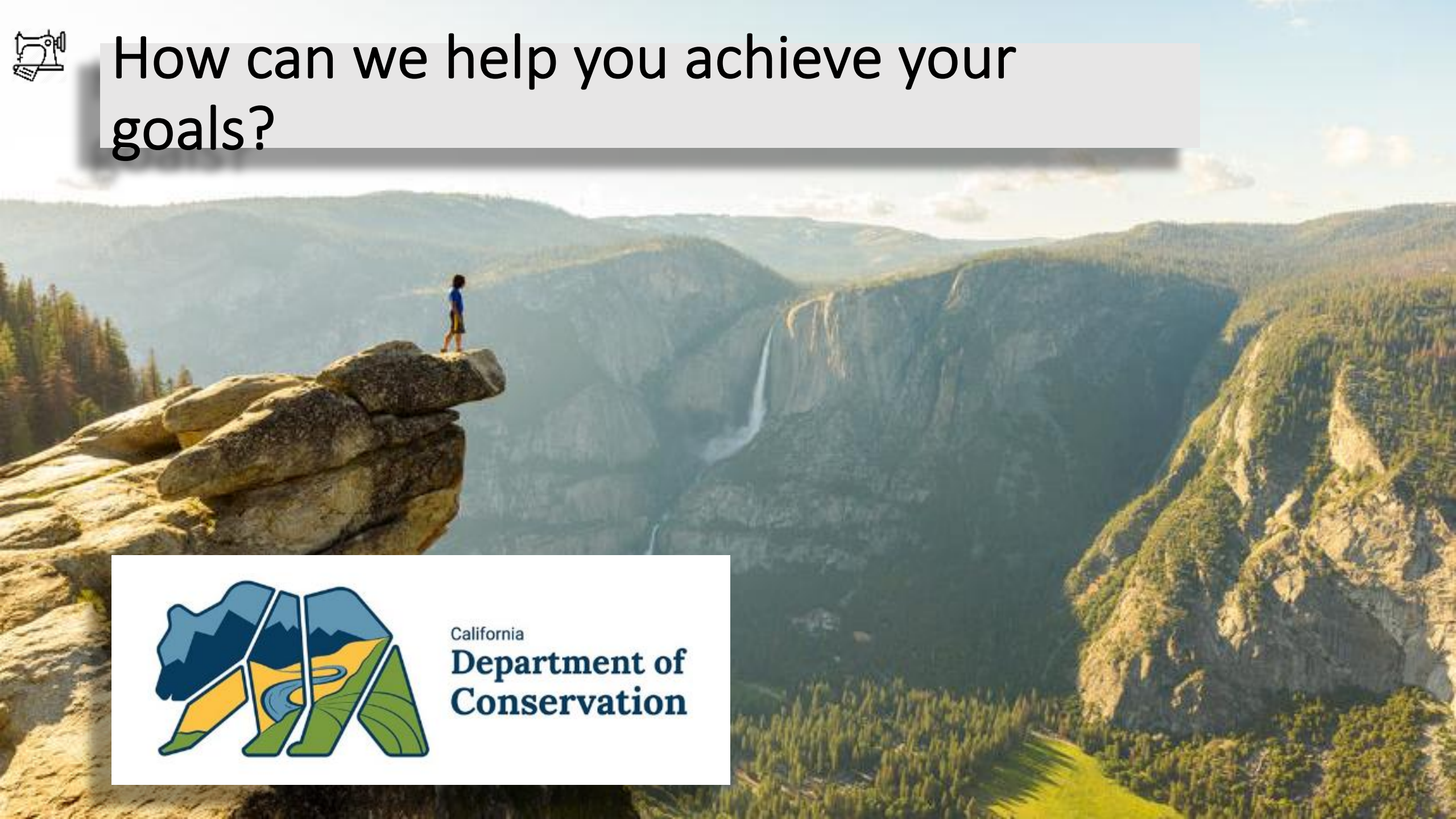
National Initiative for Consumer Horticulture

$1m added due to COVID

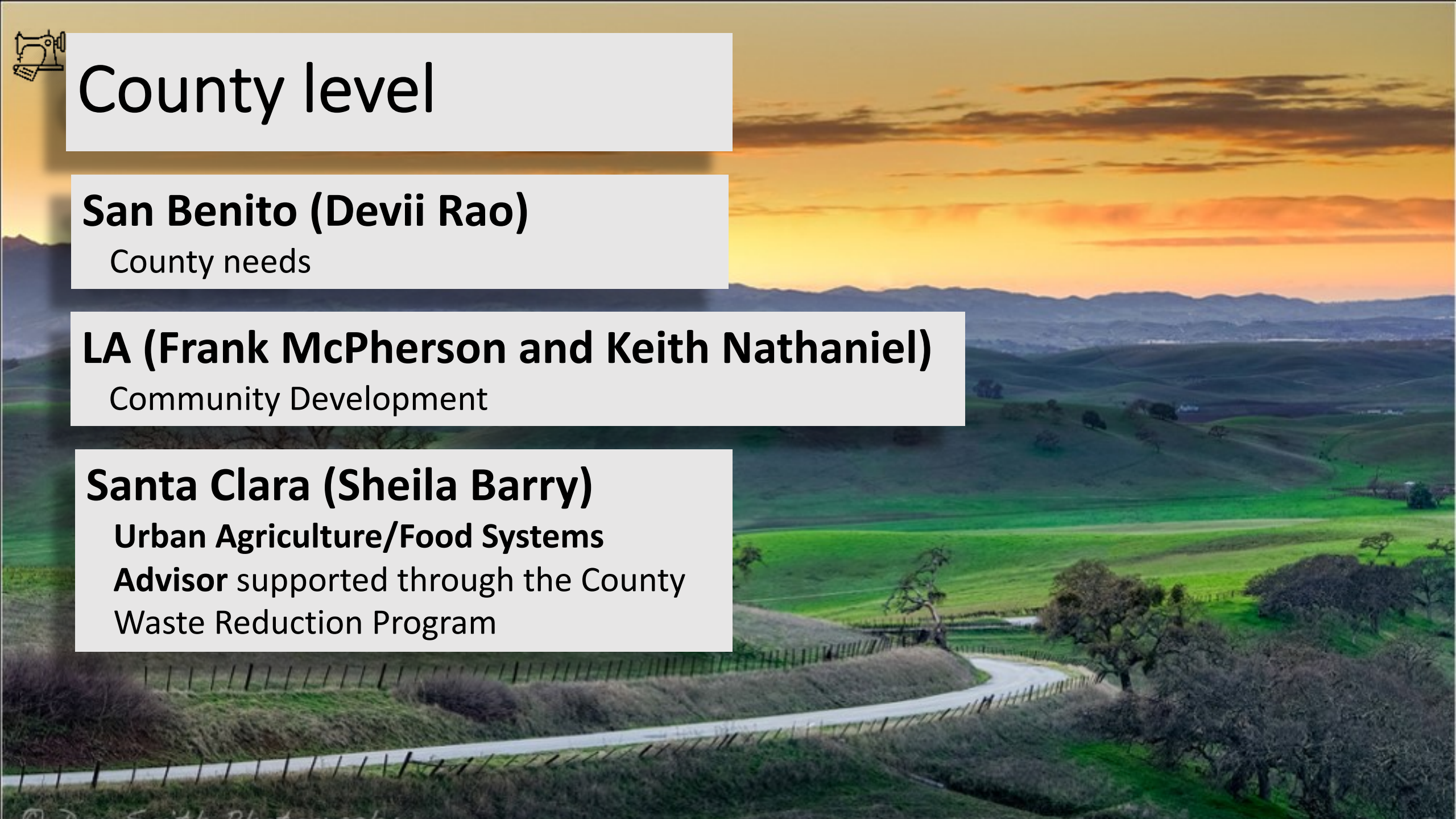
Right place
Right time
Right contacts
<u>And</u> ready to respond!

CalFresh HEALTHY LIVING

How can we help you achieve your goals?



California
Department of
Conservation



County level

San Benito (Devii Rao)

County needs

LA (Frank McPherson and Keith Nathaniel)

Community Development

Santa Clara (Sheila Barry)

Urban Agriculture/Food Systems Advisor supported through the County Waste Reduction Program

At the individual level – a couple of examples

Ruth Dahlquist–Willard + CDFA + …?

⇒ Research support

Nut crop advisors (e.g., Katherine Jarvis Sheen) + Nut Boards + Development Services

=> Research Assistants

Tim Mossholder@timmossholder

What we will cover

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Your ideas & thoughts

Investment Fund

Investment Program

Got a great idea to generate income and expand reach?

Need startup funds to get going?

Submit idea with revenue model with pay back plan.

Funds go back in to pool.

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What we will cover

Thinking outside the box

What are people trying?

Investment Program opportunity

Cost recovery (tools?)

Your ideas & thoughts

Cost recovery

Tools

Cost recovery
Salary Savings

What we will cover

Thinking outside the box

What are people trying?

Investment Program opportunity

Cost recovery (tools?)

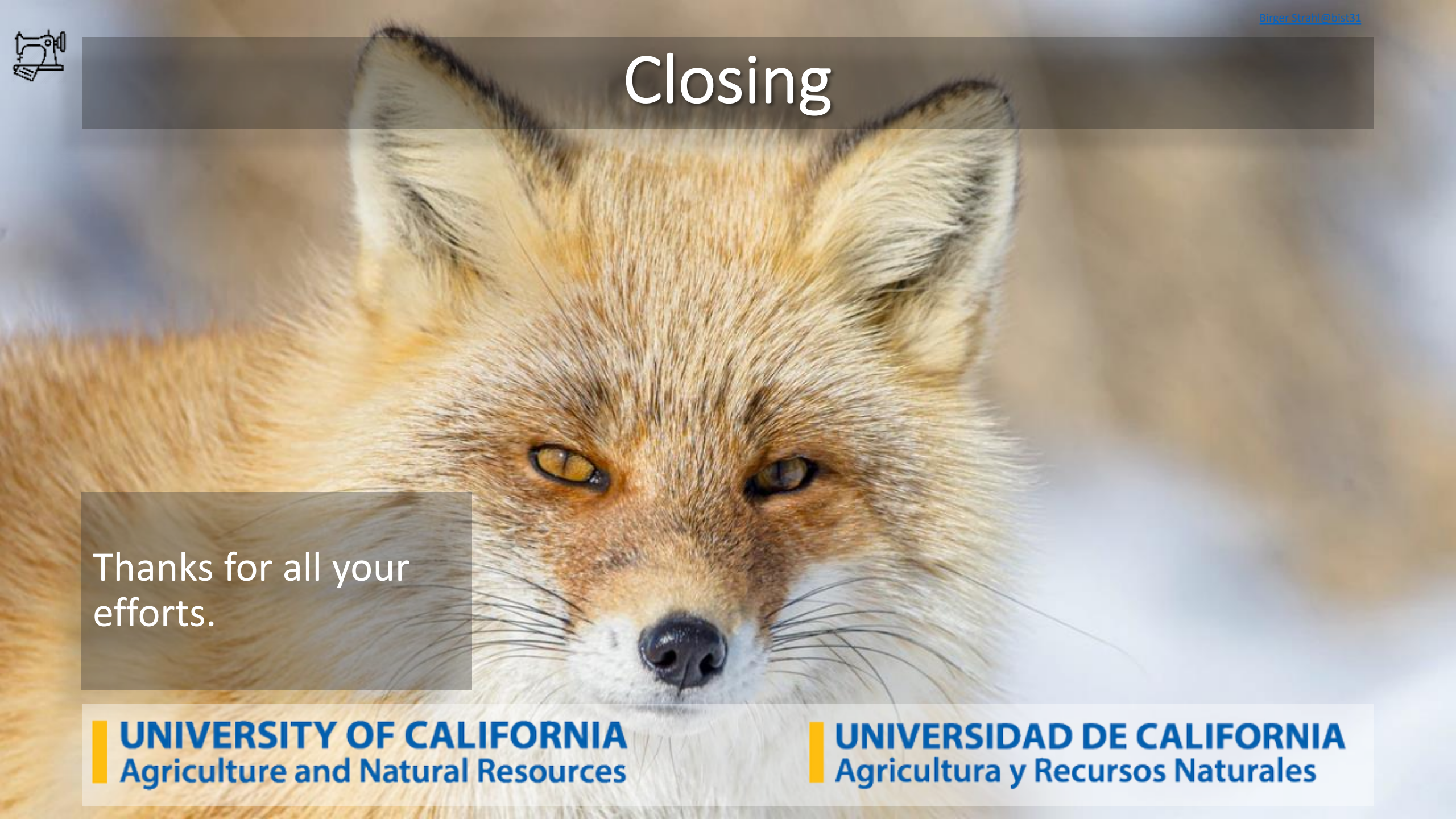
Your ideas & thoughts

Other

What else have people tried?
What do you think could work?

Photo by Simon Berger@8moments from unslapsh.com

Closing



Thanks for all your efforts.

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