

## Capital Campaign & Fundraising Ideas

This is a resource created for agencies doing capital campaign or doing major fundraising for a new or improved site. It has good general fundraising ideas too.

The best advice I think I can give is that by getting others in the community on board your task will be much easier. The board should be engaged and assisting with this, but you can also consider having an advisory/executive board or committee, which could be temporary for the project of moving/remodeled/new construction space. That committee should be movers and shakers, not seat fillers. For some of these key community members the appeal of a limited time project may be a good hook, but you may also capture new more long-term help once they fall in love with your program.

### Key Grantors/Support Organizations

- [www.hungersolutions.org](http://www.hungersolutions.org) – Food shelves that receive TEFAP are encouraged to reach out to Joe Walker about grants and perhaps other resources they may have available to suggest to you. [jwalker@hungersolutions.org](mailto:jwalker@hungersolutions.org) 651-789-9849
- [www.oyh.org](http://www.oyh.org) (Open Your Hearts) funds equipment such as coolers, pallet jacks, etc. They will also fund high priority building/repair expenses.
- The Bremer foundation: <http://ottobremer.org/> (if you have a branch in your service area that is a good thing!)
- Initiative Foundation - <https://www.greaterminnesota.net/> May not always have grants available, but they do offer low interest loans and a number of resources and support to nonprofits in outstate MN. I cannot say enough good things about this org. It would be well worth your time to explore IF (or assign the task to key board member/volunteer). Note: not available to metro agencies. Initiative Foundation has different orgs covering regions of Minnesota. Find your region here: <https://www.greaterminnesota.net/>.
- <https://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program/mn>

### You may also want to look at:

- Independent phone companies and utility coops that serve your area. Do they have a philanthropic program or foundation.
- Local community foundations. Does your city, county or region have specific foundations or orgs that grant locally?
- Civic groups – Lions, Rotary, Masons, etc. Don't forget outlying communities that you serve (if appropriate).
- Matching grants – asking businesses, civic groups, etc. to do matching grants can really help bring in the dollars.
- Approach city and county boards, especially in outlying areas or pockets that you see reflected in your client numbers. Sometimes folks are really surprised to learn how many clients come from their area. Sometimes they respond with support in the form of \$\$\$!
- Thrivent Financial – both local and regional branches
- Businesses –many businesses have foundations or philanthropic programs. It's worthwhile to spread the word to the food shelf network to reach out to their network, employers, etc. about

the capital campaign. You can also reach out to these businesses and ask if they are willing to match employee contributions.

- Online giving – if you have a means for online giving use it as many smaller donors will find this desirable, if not consider using GiveMN. It provides a secure site for donations and only charges about 4% - which is the same or less cost you'd pay to a credit card company to do this for you.
- Don't do it alone! Give your volunteers, staff and board members tools on how and what to ask for during the campaign.
- Make it easy for the community to donate (and give them a reason why – ask your SHH specialist about data you can use to talk about hunger in MN and use your own data about your community)
- Publicity/thank you packages – think about how you are going to thank donors – some may be motivated more by the positive attention they will get rather than because they altruistic
- Walmart and other retailers – in the past Walmart has had some grants available for operational type expenses, they've involved social media and very short timeframes. We don't always hear about them though so you might want to have someone scanning Walmart's website/Facebook page on a regular basis. Connect with other retailers in your area that give locally. If you are doing food rescue pick-ups at a store you should already have an "in" and strong relationship with them.
  - Once you start the fundraising be sure that your contacts at each store know about what you are doing. Sometimes they have local funds available that managers can give out or could tell you about grants that the corporations might be doing. Perhaps they will donate old equipment or expertise.
- Legislators – I doubt you'll get money from state government, but your representatives should know about hunger in your community and your plans for the future. It can't hurt.
- Bonding – if you are approaching the MN legislature for a bonding request, let SHH know if you need assistance with your advocacy efforts
- Planned giving – of course this isn't something that will always be immediately available, but adding this to your fundraising strategy is a must!

**General hunger relief funders** (*read grant requirements carefully to decide if it's worth the time and energy to apply!*)

<https://www.unfifoundation.org/>

<https://foundation.landolakesinc.com/Home>

**Below is information about the USDA Rural Grant.**

**NOTE: Must verify your area/town would qualify as rural community, please check before you get too deep into it.**

**From:** Gernentz, Megan - RD, Marshall, MN [<mailto:megan.gernentz@mn.usda.gov>]

**Sent:** Wednesday, April 23, 2014 10:54 AM

**Subject:** USDA Rural Development-Food Shelf/Pantries

United States Department of Agriculture (USDA) Rural Development is pleased to announce the immediate availability of funding for local and regional food systems for the creation, expansion and renovation of essential infrastructure or necessary corresponding equipment.

In 2011, as part of our efforts to revitalize rural America, expand producer access to growing local markets, and increase access to healthy food, USDA launched *Know Your Farmer, Know Your Food*, a department-wide initiative to strengthen the critical connection between agricultural producers and consumers. But as many of you know, strong rural communities go beyond the farm, and not every community is in need of the same assistance. So, whether you are a food shelf looking to expand, a community kitchen in need of cold storage equipment, or anyone in between, we will try to find financing that fits your budget.

USDA Rural Development's Community Facilities (CF) Program offers direct and guaranteed low-interest loans to help rural **nonprofit and publically owned** food shelves and pantries construct, enlarge, or improve critical infrastructure. Loan funds may also be used to acquire land needed for a facility, pay necessary professional fees, and purchase equipment required for operation.

In addition to loans, the CF Program also offers grants up to \$35,000 or 75 percent of all project costs, whichever is less. A grant may be made in combination with a CF direct or guaranteed loan, applicant contributions, or loans and grants from other sources. The amount of grant assistance for project costs depends upon community population and income of project location, economic feasibility, and availability of funds. For more information on our Community Facilities Program, please visit [www.rurdev.usda.gov/mn](http://www.rurdev.usda.gov/mn) or contact the Marshall Area Office at (507)532-3234 ext. 4.

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### [2013 Minnesota Progress Report](#)

#### **Programs that have built/purchased new space in the central Minnesota:**

- ROCORI Food Shelf – Cold Spring (purchase building and did remodeling, added walk-ins. Had an executive committee of community members that drove the project).
- Buffalo Food Shelf – expanded current space, really had to finesse the situation with the city, took them a long time to get approval to move forward.
- Westonka Food Shelf in Mound – Constructed new space.
- Kandiyohi County Food Shelf – did a huge capital campaign to expand their existing space. They finished construction earlier this year.
- McLeod Co. Emergency Food Shelf – purchased a building for their location in Hutchinson, moving from very cramped quarters to a much larger space. Got a lot of community support and board members were key to getting things done.
- Melrose Area Food Shelf – In 2016, lost their location in March due to fire at the church that was hosting them, found a temporary spot within a couple months, and by December they opened a newly constructed site for service.