



# Strategic Plan

2023-2026

**Gallatin Valley Farm to School connects children and families with local food in the garden, cafeteria, classroom and community.**

**We envision a community where all children, families, and schools are empowered by food education and connected to local food systems.**



# Gallatin Valley Farm to School's Role and Purpose

Gallatin Valley Farm to School helps build the vitality of our local food system by connecting children and families across Gallatin County to local food through **education, action, and access**. We craft accessible programs to give people tools to make positive change for themselves, their families, and for Gallatin Valley. Our programs build agency and appreciation for our local food system.

We accomplish this by taking the following approaches:

- Provide place-based, skills-based education for children and families about local food, food literacy, and nutrition.
- Partner with institutions (such as schools) to increase access to nutritious, local food.
- Build and foster relationships and networks within the community to cultivate community action and policies to support an accessible and resilient local food system.
- Lead and participate in initiatives to increase local food access and equity within Gallatin County.

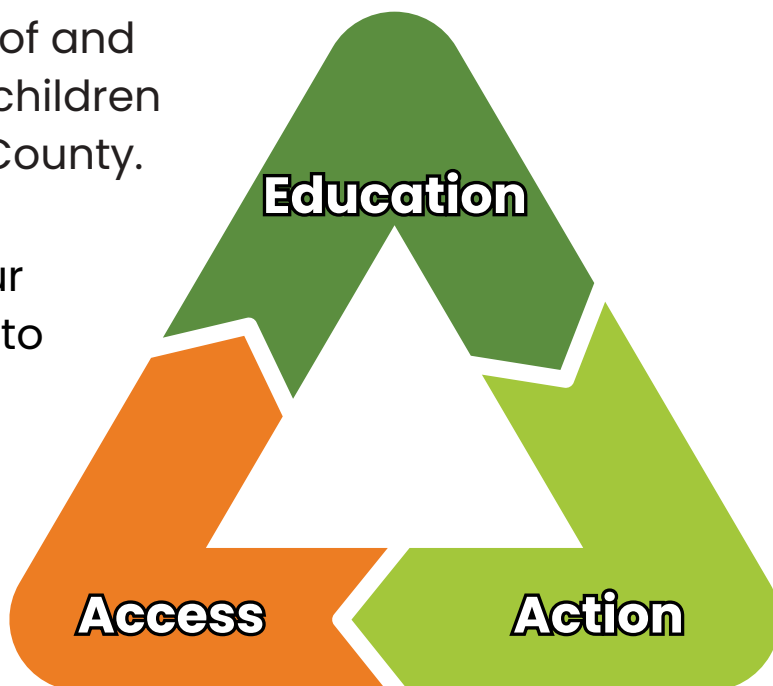


# Our Strategies: Education, Access, Action

Our strategies of “Education-Access-Action” are how we work to create meaningful change in the short and long term:

- **Education:** Our hands-on and place-based programs connect youth and families to nourishing food that they can eat today, as well as skills and self-efficacy that will last a lifetime.
- **Action:** We activate, connect, and elevate the voices of Gallatin County residents to support a robust local food system.
- **Access:** We lead and foster community-driven solutions to increase the availability of and access to local food for children and families in Gallatin County.

Together, we can nourish our community for generations to come!



## Impact Strategy 1:

# Education to increase the adoption of regional & local foods

**We offer place-based, hands on education and cultivate immediately applicable skills that increase food literacy and allow participants to make informed, nutritious food choices and to value our local and regional food economy.**



**These foundations nurture life-long, positive food habits for health and in support of a sustainable community.**

## Tactics

To increase the scalability and impact of our education programs, we will:

- Work with partners to offer hands-on learning and food skill programs that meet children and families where they are within the community
- Update and pilot new hands-on skills modules tied to curriculum standards of Gallatin Valley schools
- Evaluate educational outcomes to ensure programs are meeting our mission and aligning to program aims, and share these results
- Increase program sustainability and impact through intentional and efficient use of all personnel and resources



## Impact Strategy 2: Action for Change

**We elevate and activate the voices of Gallatin County residents to support policies that expand access to and availability of local food.**

**We are a thought leader on policy opportunities to expand the consumption of local food and support our regional food economy in homes, schools, institutions, and within our community.**

### Tactics

- Provide educational and networking opportunities to increase awareness of policies that impact local food
- Identify, highlight, and provide resources for the public to be engaged, building and supporting policy efforts
- Be a thought leader highlighting opportunities for adoption of regional foods through policy changes and the community's role in advancing these changes
- Bring GVF2S' voice to state efforts to positively impact regional food systems



## Impact Strategy 3:

# Equitably expand access to nutritious local foods



**We lead in developing community-based solutions that increase access to nourishing local food for children and families in Gallatin County.**

**We work to expand local networks and create pathways for more equitable community food access.**

## Tactics

To increase access to the food system network in the county, we will:

- Strategically partner and create opportunities for collaboration across sectors within the food system
- Conduct outreach to targeted audiences with opportunities to support and use local foods
- Work to connect the consumer and individual to local food in equitable and accessible ways
- Assess community needs and utilize staff and board expertise to pilot and adapt initiatives to meet those needs



## Organizational Success Strategy 1:

# Increase Revenue to Expand Programs



**We will increase and diversify revenue to support our program work and ensure that we are successfully meeting our mission while supporting our team.**



## Tactics

- Grow local support of our work through expanding individual donors, business sponsorship, and fee-for-service
- Develop and implement a robust fundraising plan targeting individual donors through events, alumni outreach, and board engagement
- Develop improved pricing models and partnerships to leverage fee-for-service opportunities to expand program opportunities and ensure access for interested participants
- Steward and foster relationships with donors, participants and foundations to develop deep and resilient networks of support



## Organizational Success Strategy 2:

# Expand Human Resources

**We recruit and support board members, staff, and volunteers with the expertise to advance our program priorities.**



## Tactics

- Annually conduct an evaluation of board capacity to identify expertise necessary to advance program goals and intentionally recruit board members
- Increase capacity for board governance to best support staff and strategic goals
- Ensure Gallatin Valley Farm to School is a healthy and rewarding place of employment to recruit and retain staff
- Expand the use of volunteers and increase community engagement





# Board and Key Staff

Stephanie Laporte Potts, Executive Director  
Ali Thornton, Program Director

## Board of Directors:

- Shasta Grenier Winston, Board Chair
- Robyn Gotz, Treasurer
- Christina Angell, Secretary

- Emily Tomayko
- Zoe Cavinder
- Whitney Metzger
- Karol Pollock
- Jennifer Hodges
- Dalton McCurdy
- Natasha Peris
- Hilary Graham Lafoley



## Stay Connected to Farm to School

Explore our programs, access resources, make a donation, and learn how to get involved at **GVFarmtoSchool.org**, or scan the QR code to be taken directly to our website.

