



STRATEGIC PLAN

2017 - 2020

Adopted June 2017

MISSION

To grow the next generation of farmers by connecting our community to sustainable agriculture.

VISION

A community engaged in a vibrant, sustainable food system reinforced by a network of thriving farmers.

VALUES

Entrepreneurship – to encourage and support innovation in urban agriculture

Local Food – to nourish our bodies and support economic development

Community – to strengthen civic engagement and neighborhood pride

Sustainability – to steward the health of the nonprofit and the environment

Well-being – to recognize the transformative power of cultivating the soil

OUR TEAM

BOARD

Lisa Grele Barrie
Board Co-Chair
Miranda Miller
Board Co-Chair
Meryl Murtagh
Treasurer
Tara Zechini Owens
Secretary
Melissa Creamer
Howard Fleming
Al Newsom
Dexter Smith
Byron Wyche
Larry Zucchini

STAFF

Rebekah Beck
General Manager

ADVISORY COUNCIL

Meg Bullard
James Edwards
Nation Hahn
Preston Montague
Caroline Morrison
Laurel Varnado Passera
Sam Ratto
Christopher Rumbley
Matt Spitzer
Darian Walker
Chase Werner
Sarah Ward
Jake Wolf

Strategic planning facilitated by Executive Service Corps volunteers Linda Anderson and Rick Matson



STRATEGIC GOALS

GOVERNANCE

Ensure robust legal compliance and optimize nonprofit board best practices to fulfill our mission

- Develop a diverse, engaged volunteer group with clear leadership roles and responsibilities, expand committee structure with clear succession planning
- Strengthen board recruitment and orientation, ongoing training and regular assessment practices
- Monitor approved strategic plan and track outcome measurement
- Regular review of by-laws and all policies and procedures

EDUCATION

Provide programming that supports healthy, sustainable agriculture and links our farm partners to effective business training and mentorships

- Strengthen community partnerships that emphasize shared values of sustainable agriculture
- Increase volunteer engagement and satisfaction
- Broaden outreach to new populations
- Develop farmer training programming

RESOURCE DEVELOPMENT

Build a diversified fundraising strategy to support Raleigh City Farm's goals and vision

- Develop diversified fundraising plan
- Establish an operating reserve of 6 months of annual budget
- Invest 80% of all revenue back into programmatic work

INFRASTRUCTURE

Invest in long-term site planning and strategic prioritization of key infrastructure needs to ensure efficiency and sustainability outcomes are met

- Commit to completion of current capital improvements within agreed upon timeframe
- Develop partnerships and strategies for additional projects and priorities
- Explore staffing plan to support long-term growth

ADVOCACY

Build strategic partnerships and collaborations to address and champion policies and activities that impact urban agriculture and support the growth of new farmers

- Create ongoing communications/advocacy plan
- Develop and cultivate partnerships; attend related conferences and meetings
- Curate additional resources on website
- Develop board expertise in sustainable agriculture to strengthen advocacy efforts
- Identify potential farm sites for future development