

# 2019 Chapter Report

## General Chapter Info

Welcome to this year's Chapter Report!

The deadline for submitting this report is Wednesday, February 19, 2020. If you anticipate needing more time, please get in contact with us by emailing [chapters@slowfoodusa.org](mailto:chapters@slowfoodusa.org).

Annual chapter reports help the national office tell the story of Slow Food across the country by highlighting what chapters are doing on the ground. It's also your chance to tell us how best to contact you, what's working for you, and what's not. Please try to answer every question as accurately and with as much detail as you are able.

In order to be considered in good standing, every chapter needs to fill out this survey and file taxes.

We recommend preparing your answers before submitting this report. A document version of this reporting form is available on the [Leader Resources](#) page of the website.

If you have any questions about completing the report, please write Chapter Support at [chapters@slowfoodusa.org](mailto:chapters@slowfoodusa.org) or call the office at 718.260.8000.

### GENERAL CHAPTER INFO

- 1. Please describe your Slow Food USA chapter in 500 characters or less. Imagine that someone who knows nothing about your chapter or Slow Food is reading it.**

**\* 2. Identifying Information:**

Chapter Name:

Primary Leader(s):

Chapter Email Address:

Chapter Website:

Chapter Twitter Handle (if applicable):

Chapter Facebook page (if applicable):

Chapter Instagram page (if applicable):

Chapter SnapChat (if applicable):

Other Social Media:

**\* 3. Where does your chapter operate?**

Primary zipcode for our chapter map

Please briefly describe the geographic range of your chapter's activities (140 characters or less)

**4. Please provide numbers (or best estimates) about the size of your chapter:**

Number of people on your email list:

Facebook fans (if applicable):

Twitter followers (if applicable):



**\* 5. What were your chapter's top 3 priorities for 2019?**

1.

2.

3.

**\* 6. How effective was your chapter in accomplishing these priorities?**

**\* 7. What are your chapter's top 3 priorities for 2020?**

1.

2.

3.

**8. Please describe a project or program (what it is, purpose, and outcome) from the past year that you're proud of and would like to share with fellow Slow Food Leaders, in 500 characters or less. *Descriptions may be used on Slow Food USA's website or in other formats.***

**9. Please describe any annual events (how many years it's been running, what it is, purpose, and outcome) that you're proud of and would like to share with the network.**

**10. Please describe how your chapter engaged with marginalized and minority communities to make the network more accessible.**

**11. In 2019, approximately how many:**

...people learned of Slow Food for the first time through your chapter?

...events did your chapter hold in total?

...people attended your chapter events in total?

...people attended an event hosted by your chapter for the first time?

...people volunteered with your chapter?

...people volunteered with your chapter for the first time?

...strategic alliances/partnerships did your chapter hold?

...people attended Slow Food Nations?

## 2019 Chapter Report

Children and Food

CHILDREN AND FOOD

**12. In 2019, did your chapter participate in programs involving children and/or schools?**

- Yes
- No

Comments

## 2019 Chapter Report

### Engagement

#### ENGAGEMENT

**13. In 2019, how many:**

...children did your chapter programs/events engage?

...adults did your chapter programs/events engage?

...gardens did your chapter start, or partner on starting?

...gardens did your chapter maintain, or partner on maintaining?

...other (non-garden) projects did your chapter participate in?

## 2019 Chapter Report

### Biodiversity

#### BIODIVERSITY

**14. In 2019, did your chapter participate in any programs around Biodiversity or The Ark of Taste?**

- Yes
- No

Comments

**15. In 2019,**

...which heirloom or heritage foods (not including Ark of Taste or Presidia) did your chapter promote?

...which specific Ark of Taste or Presidia products did your chapter promote?

...how many farms did your chapter support?

...which food businesses did your chapter support?

## 2019 Chapter Report

### Local, National and Global Campaigns

#### LOCAL, NATIONAL AND GLOBAL CAMPAIGNS

**16. Please select all programs and/or campaigns your chapter participated in over 2019.**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Agritourism                            | <input type="checkbox"/> Farmers Markets                            | <input type="checkbox"/> Slow Food Planet App               |
| <input type="checkbox"/> Ark of Taste                           | <input type="checkbox"/> Farms and Farming                          | <input type="checkbox"/> Slow Beer                          |
| <input type="checkbox"/> Biodiversity                           | <input type="checkbox"/> Food and Farm Bill                         | <input type="checkbox"/> Slow Cheese                        |
| <input type="checkbox"/> Chefs' Alliance                        | <input type="checkbox"/> Food Justice                               | <input type="checkbox"/> Slow Fish                          |
| <input type="checkbox"/> Children                               | <input type="checkbox"/> Local Food Policy                          | <input type="checkbox"/> Slow Grain                         |
| <input type="checkbox"/> College or University Campus           | <input type="checkbox"/> Food for Change                            | <input type="checkbox"/> Slow Meat                          |
| <input type="checkbox"/> Community Gardens                      | <input type="checkbox"/> Plant a Seed Campaign (Ark of Taste seeds) | <input type="checkbox"/> Slow Wine                          |
| <input type="checkbox"/> Community Supported Agriculture (CSAs) | <input type="checkbox"/> Presidia                                   | <input type="checkbox"/> Snail of Approval                  |
| <input type="checkbox"/> Education                              | <input type="checkbox"/> School Food Reform                         | <input type="checkbox"/> Tastings                           |
| <input type="checkbox"/> Equity and Inclusion                   | <input type="checkbox"/> School Gardens                             | <input type="checkbox"/> Urban Agriculture                  |
| <input type="checkbox"/> Farm to Table Dinners                  | <input type="checkbox"/> September Membership Drive                 | <input type="checkbox"/> Youth (Middle School, High School) |

Other (please specify)

## 2019 Chapter Report

### Chapter Leadership

CHAPTER LEADERSHIP

**17. Did you have an election for Board Members in 2019?**

Yes

No

**18. Which three leadership development areas would you most like help with?**

Choose three:

|   |                          |
|---|--------------------------|
| Fundraising   | <input type="checkbox"/> |
| Press / PR / Media  | <input type="checkbox"/> |
| Succession Planning   | <input type="checkbox"/> |
| Orientation on what being a chapter / chapter leader entails and how to succeed | <input type="checkbox"/> |
| Board recruitment, retention, and engagement                                    | <input type="checkbox"/> |
| Partnership Building  | <input type="checkbox"/> |
| Equity and Inclusion  | <input type="checkbox"/> |
| Launching Programs  | <input type="checkbox"/> |
| Maintaining Programs  | <input type="checkbox"/> |
| Financial Management  | <input type="checkbox"/> |
| Member recruitment  | <input type="checkbox"/> |

**19. Do you have a media or PR contact? Please provide their information here.**

Name:

Email:

**20. To your knowledge, what percentage of your leadership team self-identifies with the following categories**

Low-income (under \$50K/yr household income)

Middle-income (between \$50K and \$120K/yr household income)

High-income (over \$120K/yr household income)

Rural

Suburban

Urban

Black/African American

Latino

Asian/Pacific Islander

Indigenous/Native American

Middle Eastern/Arab

White

Age 18-25

Age 26-35

Age 36-50

Age 51-65

Age 65+

Female

Male

Transgender



SLOW FOOD USA NETWORK

**\* 21. In 2019, how supported did you feel by the national office staff in these areas?**

|   | Very Poor             | Poor                  | Neutral               | Good                  | Very Good             |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Overall                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Programming                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Membership                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fundraising                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Communications and Campaigns              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information about Slow Food USA           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information about Slow Food International | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How can the national office better support your chapter?

**22. In 2019, which service(s) did your chapter use to communicate with local Slow Food members and the broader community?**

- MailChimp
- Constant Contact
- Gmail
- Telephone

Other (please specify)

**23. Do you know who your state governor is?**

- Yes
- No

If yes, please provide feedback around your general experience working with your governor.

# 2019 Chapter Report

## Chapter Finances

### CHAPTER FINANCES

#### **24. Revenue (please input without dollar signs or decimals, e.g. 400)**

Total revenue in 2019:

Via fundraising events:

Via soliciting donors (outside of events):

Via applying for grants:

Other:

#### **25. Expenses (input without dollar signs or decimals, e.g. 400)**

Total expenses in 2019:

Staff Payroll/Consultants:

Program Expenses (gardens, dinner, etc.):

Donations and Grants (from your chapter to another organization):

Administration (systems, services, insurance, etc.):

Other:

Bank Balance as of December 31, 2019:

**\* 26. Did your chapter file with the IRS in 2019? (Chapters that gross less than \$50,000 must file the 990-N electronic notice; chapters that gross more than \$50,000 must file a tax return; campus chapters do not need to file a tax return.)**

**PLEASE NOTE: As of 2013, the IRS actively enforces the policy that any non-profit failing to file for three consecutive years will have their non-profit status revoked. It is essential that your chapter file with the IRS - the process is generally simple and fast.**

Yes

No

## 2019 Chapter Report

### Policy and Lobbying

Slow Food USA is allowed to engage in some lobbying, as long as it's no more than about 5-10% of our overall activities. Please help us comply with IRS tax law by letting us know if your chapter engaged in any lobbying.

There are two kinds of lobbying: direct lobbying, which is communication to a legislator or legislative staff, which expresses a view on a specific piece of legislation. That means things like office visits. Grassroots lobbying is communication to the public that expresses a view about a specific piece of legislation and includes a call to action, such as telling the recipient to contact a legislator. With grassroots lobbying, please report on the time your team spent constructing the communication. Emails to the public asking for them to vote one way or another on ballot initiatives or referenda are considered direct lobbying.

Please limit your reporting to activities organized by your chapter specifically.

For more information about Slow Food USA's policy work or our approach to reporting on lobbying please see the Leader Resources section of our website. We've uploaded a document called 'Slow Food USA: Guidelines for Reporting on Lobbying' with more in depth information.

If you'd like help with deciding how much time your chapter spent on what kind of lobbying, please reach out to [chapters@slowfoodusa.org](mailto:chapters@slowfoodusa.org) and we'll help walk you through the process.

#### POLICY AND LOBBYING

**\* 27. Did your chapter engage in any direct or grassroots lobbying in 2019?**

Yes

No

**28. Please estimate the number of hours chapter volunteers (or paid contractors) engaged in direct lobbying:**

**29. Please estimate the number of hours chapter volunteers (or paid contractors) spent constructing and sending grassroots lobbying campaigns:**

**30. Please estimate the amount of money your chapter spent on lobbying activities in 2019:**

**31. Please provide a brief narrative description of the lobbying your chapter did:**

## 2019 Chapter Report

Please let us know you've finished!

PLEASE LET US KNOW YOU'VE FINISHED

**32. You've reached the end! Is there anything else you'd like to add?**

**\* 33. By entering my name below, I verify that I am the designated preparator of this annual chapter report and have the authority to submit this form on behalf of the chapter named above. Moreover, I verify that the information contained herein is true and accurate to the best of my knowledge.**

Full name

email address

**\* 34. When you're ready to submit, please certify that the report is complete.**

**NOTE: your report will not be submitted until indicated in this question.**

I'm all done.

Other (please specify)

Thank you!