



**FOOD & FARM**  
COMMUNICATIONS FUND

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**2022 IMPACT**  
**REPORT**

**MOVEMENT LED GRANTMAKING TO EMBOLDEN COMMUNITY POWER**

# GREETINGS COMMUNITY

**2022 was an incredible year of change and progress for us at the Food & Farm Communications Fund.** When we launched our Fund a decade ago, we began with the purpose of providing philanthropic support to movement partners invested in climate justice, labor movements and civic engagement. Across the last ten years, our work has evolved in ways that have enabled us to lean deeply into participatory decision making, to showcase the creative stories and media interventions of food and farm systems change makers, and expand the capacity of our blossoming team.

In 2019, we made a radical stride in philanthropy by embracing a **participatory grantmaking model**. This has allowed us to really center the voices, experiences and needs of our grantee partners and community members when making the ultimate decision on dispersing resources within our community. In this report, we are excited to recap learnings from our third successful year in this process, in hopes that more of our philanthropic peers will embrace this model.

**FOOD & FARM COMMUNICATIONS FUND (FFCF) SUPPORTS GRASSROOTS ORGANIZERS WORKING TO UPLIFT FRONTLINE NARRATIVES, BUILD POWER, AND EMBOLDEN TRANSFORMATIVE FOOD AND FARM SYSTEMS CHANGE.**

Equally exciting, in 2022, **we welcomed our inaugural Executive Director, Esperanza Pallana**. Esperanza brings over two decades of nonprofit and food justice experience with an emphasis in

leadership, systemic change, and policy advocacy. Working alongside our Director of Programs & Movement Support, **Shavaun Evans**, the FFCF team spent the year investing in our internal development (new branding and new messaging), sharing our work in narrative strategy in national platforms, **while also making our biggest year of grantmaking to-date:**

**\$717,000**  
**TO 28 GRANTEE PARTNERS!**

We thank our grantee partners for their bold imagination and dedicated action to bring hopeful visions to fruition. We thank our funding partners who listen with courage and are flexible and responsive to ensure meaningful investments in our community. We thank our greater network of leaders who offer critical and caring feedback, guidance and support. We thank all of those in community with us who take risks, value the gifts of those around them, fight for justice with love and share vulnerability and power without feeling threatened.

We want you to know how passionate we are about this work. We see the close of this first decade as marking the start of a next chapter in building community power.

**In Solidarity,**



**Esperanza Pallana**  
Executive Director

**Shavaun Evans**  
Director of Programs & Movement Support

A close-up photograph of a hand holding a bunch of green beans. The beans are vibrant green with some purple speckling. The background is a soft, out-of-focus green. The text is overlaid on the left side of the image.

# **THIS REPORT SUMMARIZES THE ACCOMPLISHMENTS OF THIS COLLECTIVE IN 2022**

## **HIGHLIGHTS YOU'LL READ ABOUT INCLUDE:**

- Hired our inaugural Executive Director
- Welcomed three new funder partners into our work, increasing our budget by 35%
- Ceded grantmaking power to grantee partners who are from, and working within, frontline communities
- Launched a co-governance model bridging power between funders and grantee partners
- Invested over \$717,000 in grantee partners, marking our largest grantmaking year to date
- Established a grantee network of 35 participants, to build connection, share resources and offer coaching for movement organizing
- Celebrated a ten-year portfolio that reflects our values and 112 unique grantees lifting up work that is creating transformative change

# ABOUT FFCF

Food and Farm Communications Fund is a participatory grantmaking fund striving to build a world where our community has the power to lead and protect our food and agricultural systems.

We believe in preserving the ancestral food traditions indigenous to our cultures by cultivating strong relationships with grassroots organizers and independent farmers who prioritize community nourishment, resilience, and sustainability.

Our work amplifies the powerful stories of frontline organizers prioritizing our collective health above profits and shifting the control of our food systems from corporations back to the people.

## FFCF'S VALUES

### CULTURAL ORGANIZING

We uplift narratives that educate the community and encourage folks to engage in the protection of our cultural practices against erasure.

### COLLECTIVE DECISION-MAKING

We entrust the future of our food and farm systems to the collective vision of our grantee partners by encouraging participatory decision-making in our grantmaking process and strategic direction.

### PEOPLE POWER

We believe that everyday folks, not corporations, should have the power to shape and determine strategies for their communal food systems.

### RECLAIMING ANCESTRAL TRADITIONS

We believe rematriation is the best approach towards food and land sovereignty because our ancestors were the blueprint for healthful, sustainable food production.

### JUSTICE IN ALL ITS FORMS

We exist to make food justice a reality in every community and our goal is to uplift BIPOC farmers, organizers, and leaders across the globe.

# WHAT WE DO



**The Food & Farm Communications Fund is committed to resourcing our community, from the ground up.** We fund the community organizers, strategists and media makers working to uplift frontline stories, build power, and embolden transformative food and farm systems change. We do so through our two grantmaking programs: core grants and capacity grants.

We believe communication is an essential function of organizing people to build just food systems; that's why we resource strategies that amplify the stories of our grantees advocating for transformative change. **Our team strives to make the grantmaking process more accessible and prioritizes equity by allocating at least 75% of our resource grants to BIPOC-led organizations.**

Grassroots organizers are collecting the stories of everyday folks trying to make our food and agricultural systems more sustainable. **We resource supportive communications strategies that make folks aware of these movements' urgency and build stronger connections between our communities and organizers leading the charge to preserve indigenous lands and protect our food systems.**

The more we can commit to resourcing the stories of grassroots organizers, the farther their messages can be spread. But we know that money alone isn't always enough. To deepen the impact of our partnership with our grantees, we also offer support services with capacity-building training opportunities, including 1:1 coaching, training, and peer networking.

# FFCF'S 2022 IMPACT



**112 UNIQUE GRANTEES YTD;**  
**28 IN 2022**

**46%**  
**OF GRANTEES**  
DIRECTED TOWARD  
NATURE-BASED AND  
REGENERATIVE SYSTEMS



**9 GRANTEE PARTNERS**  
**WHO ARE RECEIVING**  
**1:1 COMMUNICATIONS AND**  
DIGITAL ORGANIZING COACHING LED BY  
SOCIAL MOVEMENT TECHNOLOGIES (SMT)

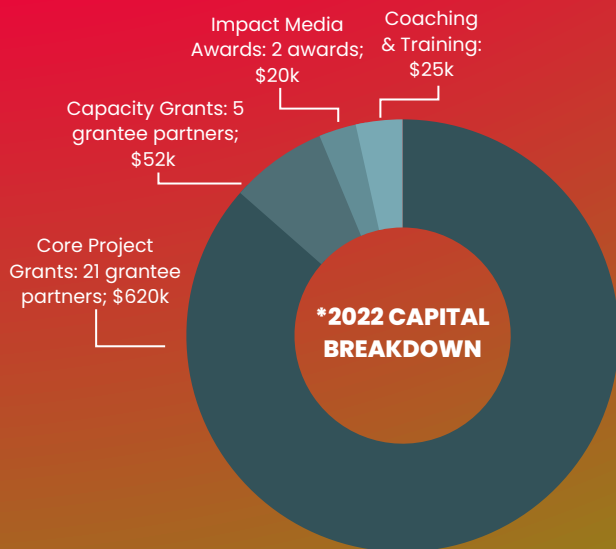
AMOUNT OF CAPITAL YTD \$4.1MM

**\$717k**  
**IN 2022**

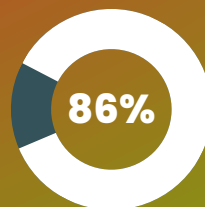
2022 BREAK DOWN BELOW\*



**10 GRANTEES AND**  
**MOVEMENT PARTNERS**  
**PARTICIPATED IN SMT'S**  
**WEEKLONG DIGITAL**  
**ORGANIZING INTENSIVE**



**INAUGURAL**  
**PARTICIPANTS IN**  
**GRANTEE**  
**NETWORK**



**86%**  
**OF GRANTEES ARE**  
**BIPOC-LED**  
**AND SERVING**



# PARTICIPATORY GRANTMAKING & COLLECTIVE DECISION-MAKING

FFCF embraces participatory grantmaking because we believe in the collective vision of frontline organizers and movement strategists. Our Grants Advisory Committee is made up of former grantee partners—members of the very communities who have been the essential labor and talent of our food and farm systems—along with food/farm justice advocates, farmworker and labor rights organizers, and comms strategists. We work alongside them to invest in transformative food and farm systems change and ensure our capital is controlled by community.

Our Grants Advisory Committee welcomed two new members in 2022: Masika Henson, former grantmaker and water and land rights advocate; and Rubi Orozco-Santos, former FFCF grantee partner and cultural organizer and storyteller. Each Advisor helps FFCF expand its reach and engage with new communities and partners. Through our participatory model we are centering a democratic, participatory approach to giving that brings many people together to resource diverse grassroots movements.

# 2022 GRANTEE LIST

Food & Farm Communication Funds' core grant is our primary offering for non-profit, grassroots organizations. We are committed to sustainably resourcing movement organizers by investing in long-term solutions that support the development of their ideas and movement infrastructure. Our team uses a participatory grantmaking framework to build trust with our community and to inform our community project development decisions. This list reflects all FFCF grantees from 2022, including Core, Capacity and Impact Media Award grant recipients.

1. **Advocates for Urban Agriculture (AUA)**, Chicago, IL
2. **Agroecology Commons**, Oakland, CA
3. **Artisan Grain Collaborative (AGC)**, Upper Midwest region
4. **Black Church Food Security Network**, Baltimore, MD
5. **Black Farmer Fund**, New York, NY
6. **Booker T. Washington Community Service Center**, San Francisco, CA
7. **Boston Farms Community Land Trust**, Mattapan, MA
8. **Bryant Terry**, Oakland, CA (Impact Media Award Awardee)
9. **Community Farm Alliance**, Berea, KY
10. **Communities in Partnership**, Durham, NC
11. **Good Journey Development Foundation**, St. Louis, MO
12. **Hawai'i Alliance for Progressive Action (HAPA)**, Kapa'a, HI
13. **Jade Begay**, New Mexico (Impact Media Award Awardee)
14. **The Louisville Association for Community Economics (LACE)**, Louisville, KY
15. **Malama Huleia**, Lihue, HI
16. **Milk with Dignity Standards Council**, Burlington, VT
17. **Minnow**, Oakland, CA
18. **Movement Training Network**, Santa Fe, NM
19. **New Roots Urban Farm**, St. Louis, MO
20. **One Generation**, Corrales, NM
21. **People's Food and Farm Project**, San Francisco Bay Region, CA
22. **People over Plastic**, Oakland, CA
23. **Pocasset Pokanoket Land Trust (PPLT)**, Cranston, RI
24. **Rock Steady Farm**, Millerton, NY
25. **Sanctuary for Sustainable Artistry**, Oakland, CA
26. **Southwest Georgia Project**, Albany, GA
27. **Urban Tree Connection**, Philadelphia, PA
28. **Warren-Sharpe Community Center**, Joliet, IL

**[LEARN MORE ABOUT OUR INCREDIBLE GRANTEE PARTNERS.](#)**



# GRANTEE SPOTLIGHTS



[LISTEN TO THE EPISODE HERE](#)

## PEOPLE OVER PLASTIC

People over Plastic (PoP) is a Black, Indigenous and People of Color (BIPOC)-led storytelling collective that centers environmental justice when it comes to plastic pollution, climate change, human health and other intersectional issues. In 2022, PoP produced season two of their podcast, People over Plastic, in collaboration with [Prism Reports](#), a BIPOC network of journalists covering a wide array of intersectional issues. FFCF supported episode 4, "Not My Mainland" featuring anti-GMO activist specializing in traditional Hawaiian farming, Josh Mori. This collaboration also produced a [Climate & Environment article by Prism](#) featuring FFCF grantees, [Mālama Hulē'ia](#) and [Hawai'i Alliance for Progressive Action](#). PoP's podcast reaches over 10,000 monthly users.



[WATCH THE VIDEO HERE](#)

## BLACK FARMER FUND

Black Farmer Fund (BFF) aims to nurture black community wealth and health by investing in black agricultural systems in the Northeast. They believe Black farmers, business owners, and land stewards should benefit equitably from financing, intellectual capital, technical assistance, networking, and public policies. Last year, BFF developed a video series called [Black Farmers Thriving](#) and used FFCF grant funds to work with communications and media strategists to promote and uplift the videos, build support for BFF, and connect Black farmers. In 2022, BFF secured broad platform media placements, including in Essence, Modern Farmer, FERN, Civil Eats, and Whetstone Magazine.



## ARTISAN GRAIN COLLABORATIVE

The Artisan Grain Collaborative (AGC) is a network of farmers, millers, maltsters, bakers, chefs, food manufacturers, brewers, distillers, researchers, and advocates working together to promote a regenerative grain shed in the Upper Midwest. In 2022, we offered AGC a grant to support in the development of a multimedia storytelling project and video series to narrate and animate the grain chain collaborations within their network of dedicated folks growing, processing, and making good stuff with grains in ways that are sensitive to environmental stewardship and community needs. AGC's multimedia project is forthcoming.

# 2022 IMPACT MEDIA AWARDS

FFCF launched the Impact Media Award program in 2019 to spotlight influential media makers and platforms that are taking action and cultivating transformational systemic change. Our award recipients amplify the voices and stories of everyday folks working to build more sustainable and resilient agricultural systems—addressing the cultures, narratives, and challenges that significantly impact our communities and ecosystems.

Our 2022 Impact Media Award recipients:



## JADE BEGAY

**Jade Begay**, Tesuque Pueblo and Dine, is an Indigenous rights and climate policy expert, organizer, and filmmaker. Jade has partnered with organizations like Resource Media, United Nations Universal Access Project and Tribal Nations from the Arctic to the Amazon to develop strategies, create stories, and build campaigns to mobilize engagement and impact around issues like climate change, Indigenous self determination, and environmental justice. [Learn more about Jade.](#)

## BRYANT TERRY

**Bryant Terry**, is a James Beard & NAACP Image Award-winning chef, educator, and author renowned for his activism to create a healthy, just, and sustainable food system. He is the founder and editor-in-chief of 4 Color Books, an imprint of Penguin Random House and Ten Speed Press, and he is co-principal and innovation director of Zenmi, a creative studio he founded. [Learn more about Bryant.](#)



# FFCF'S TEAM

We use a co-governance model made up of a Grants Advisory and a Steering Committee to collaboratively make decisions about our strategic direction, core values, and growth. The Steering Committee is responsible for FFCF's operational well-being, while the Grants Advisors guide FFCF's grants process, programs, and funding determinations. We cannot express enough our deepest gratitude to the commitment and thoughtfulness of these vital members of our team.



**Sarah Bell**  
Steering Committee



**Chris Griffiths**  
Steering Committee



**Masika Henson**  
Steering Committee &  
Grants Advisor



**Adam Hymans**  
Steering Committee &  
Grants Advisor



**Anna Lappé**  
Steering Committee



**Rubi Orozco Santos**  
Grants Advisor



**Megan Saynisch**  
Steering Committee



**Mark Schultz**  
Steering Committee &  
Grants Advisor



**Denise St. Omer**  
Steering Committee

In 2022, we were truly delighted to welcome our inaugural Executive Director, **Esperanza Pallana** and to increase our talent and capacity with our Director of Programs and Movement Support, **Shavaun Evans**, becoming a full-time role at FFCF.

Since inception, we have been a project administered with the expertise of Denise St. Omer at the Greater Kansas City Community Foundation.

# THANK YOU FOR READING

In closing, we send special thanks to each of the generous funders who make our work possible. Our work is the outcome of a funder collaborative founded by 11th Hour, GRACE Communications Foundation and The Greater Kansas City Community Foundation and supported by the leadership and contributions of a dedicated community of funders.

We look forward to all that we can accomplish together in the coming years. Thank you for being part of our community. If you would like to learn more about how you can support our efforts, please contact [Esperanza Pallana](#).



Clarence E. Heller  
Charitable Foundation





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[foodandfarmcommunications.org](http://foodandfarmcommunications.org)