

Organization Name:

Fair Share CSA Coalition

Is your organization an non-profit:

Yes

Website:

<http://www.csacoalition.org/>

Please explain the mission of your organization:

We are a coalition of people invested in the vitality and strength of our community. Through education, outreach, community building and resource sharing, we are working to raise the bar on quality and accessibility of CSA shares in our region. We envision a future where Community Supported Agriculture (CSA) is the backbone of a strong local food system; where all families have access to locally produced, organic food and have strong connections to their farms, food and community. We are proud to provide outreach and education for 59 FairShare-endorsed family farms for the 2016 growing season.

In addition, we believe that everyone has a right to fresh, nutritious food. Through our Partner Shares Program, we offer financial assistance to limited-income households for purchasing CSA vegetable shares; and we help new CSA members find the right farm for their family. In 2015, we assisted 178 households and 653 individuals in securing farm-fresh produce by providing over \$40,000 in total direct assistance. We raise the majority of our Partner Shares funds during our annual Bike the Barns event, which will be celebrating its 10 anniversary this September.

We also provide farmer education and support by providing grower education workshops throughout the year. In addition, our Workplace CSA Program has nearly 2,000 participating individuals in 46 companies throughout the state.

Which category best describes the mission of your organization?

Food

Agriculture

Nutrition

Health

Environment

Choose a design package:

BRANDING PACKAGE

Includes logo design or re-design, color palette and business card. Additional materials can be created time permitting (letterhead brochure, flyer, etc).

Describe your design project:

FairShare CSA Coalition has a strong brand, including a style guide, but we lack an organizational information piece that communicates our brand clearly and concisely. For this reason, we believe our project fits best under the branding category. We have identified 2 formats for this organizational information piece that would be most useful for us. We understand that 12 hours is a very short window of time!

The project: Communicating the mission and primary activities of FairShare, a small non-profit. Our mission includes providing cash assistance for low-income households to join CSA farms, providing outreach for small family farms, promoting community supported agriculture (CSA), and coordinating farmer workshops and educational opportunities. In addition, we undertake a wide variety of projects and events that fit within our mission. We would like a way to concisely, effectively and elegantly communicate the mission and activities of FairShare. We want anyone to pick up an information piece and understand all of the elements of FairShare within a few moments.

The formats:

1. Palm Card. Double-sided, 11 x 4 or so, suitable for cardstock. Would include at least the infographic mentioned below (#1 under "Desired elements")
2. View Book. Lots of photos and images that visually display the work of FairShare CSA Coalition. We are thinking of something clean, simple, and easy to digest. We would, of course, be able to supply many photos to choose from for each area of our work.

Desired elements:

1. Simple infographic displaying the primary roles / activities of FairShare (an example that we would love to slightly model things after would be the "Core Elements of Farm to School" from the National Farm to School Network).
2. Simple infographic displaying what the CSA model is and how it works