

Follow-up questions: The Good Food Institute Part 1 (2017)

September 11, 2017

In order to evaluate your organization's social media impact, we are requesting your Facebook Insights data from the past quarter.

As you will see in our long response to your impact question, we have not been focusing much on social media, due to many other higher priorities. Thus, as we have been staffing up in science, innovation, policy, etc., we have had one person doing all of our media, including social and conventional media, up until just a few weeks ago (and we've focused a lot more on conventional media, our website, e-news, etc.). Our expectation is that these numbers will improve markedly as we build our communications team, but we don't think they tell you much (if anything) about our effectiveness now, since we have not spent any time at all focused on them as a priority. With that said, please see files, here:

- [Page Data](#)
- [Post Data](#)
- [Video Data](#)

If your organization receives any restricted donations, approximately how much did it receive in the past year?

Since our launch on February 1, 2016, GFI has focussed on securing unrestricted philanthropic support so that we can ensure that all of our program areas are adequately resourced. No restricted gifts were received in the past year. As our organization continues to grow in size and impact, and as we develop a full suite of comprehensive giving programs, we anticipate that we will increasingly seek dedicated gifts to underwrite specific programs and projects. We will also continue to seek unrestricted support so that we can sustain our current initiatives while also retaining the ability to respond nimbly to new opportunities.

If your organization has any revenue-generating programs, it would be helpful for us to know what those programs are and how much revenue they generated in the past year.

GFI is 100% supported by philanthropic gifts and grants, so we have no programs (such as earned income, fees for service, merchandise sales, etc.) other than development that generate revenue. As of September 2017, our primary revenue-generating programs are individual and foundation leadership giving and online giving. Together these programs resulted in \$2,766,641 in revenue in 2016, and \$1,654,390 from January 1 through June 30 in 2017.

In 2017, GFI's Director of Development is recruiting a full development team comprising a Major Gifts Officer, Foundation Relations Manager, Senior Development Manager, and Development & Operations Coordinator. This team will design and implement a multi-channel, multi-channel revenue-generation program including: an expanded leadership giving program; a comprehensive grant-seeking program; and a suite of "annual giving programs" to include a sustaining (monthly) gifts, employer matching gifts, third party fundraisers, peer-to-peer campaigns, and a full annual calendar of appeals, which may include both electronic appeals and traditional mailings.

Please provide a list of board members and brief descriptions of their occupations or backgrounds (job titles/industries or links to LinkedIn are sufficient).

- [Bruce Friedrich](#): GFI Board Treasurer. Co-Founder and Executive Director, The Good Food Institute
- Vandhana Bala: GFI Board Secretary. General Counsel and Vice President for Legal Advocacy, Mercy For Animals
- [Josh Balk](#): Vice President, Farm Animal Protection at the Humane Society of the U.S./ Founder of Hampton Creek
- [Kathy Freston](#): Author, Media Contributor
- [Nathan Runkle](#): Founder and President, Mercy for Animals