



UNIVERSITY OF ARKANSAS

MAKING SUSTAINABLE STRIDES IN THE NONPROFIT SECTOR

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THE PROBLEM

Northwest Arkansas leads the state in food insecurity with 121,000 people food insecure in the four counties. This meaning that 1 in 4 people in NWA are facing food insecurity or hunger. Many of the clients served for food insecurity in our community are under the age of 18. This also linking the high 61% of students in NWA are on "Free and Reduced Meal" programs. When hungry, it is often difficult to focus on other tasks and for the body to preform. The problem is there is too high of a percentage of NWA citizens facing food insecurity.

THE PROJECT

To help relieve efforts of food insecurity I have paired with a local hunger relief non profit, Tri Cycle Farms, to coordinate a fundraising campaign for Arkansas Gives Day, on April 6th 2017. All proceeds go to Tri Cycle Farms to continue their funding towards community resilience and ending food insecurity in NWA. My tasks on the fundraising committee were creating flyers, marketing the cause via social media, meeting with local business owners for donations, email marketing, composing thank you letter templates and also annual appeal letter templates for different levels of donors for the year. This is crucial for the nonprofit sector in order to build relationships with their supporters and donors. The goal is to recruit and then keep a steady donor list and involvement of the donors, in order to grow the nonprofit.

Overview	Compost (lbs.)	Food Shared (lbs.)
January 2017	1,961	8,009.5
February 2017	2,520	6,613.5
March 1-13 2017	1,204.1	4,302.4
TOTAL	5,685.1	18,925.4



SUSTAINABILITY

Social Sustainability is crucial when speaking of prosperous and resilient communities. One concept in social sustainability, is to support non profits that contribute to the success of our community. A heathy and full population leads to a more productive society. Tri Cycle aims to take on the challenge to relieve food insecurity in the Fayetteville community by delivering food from Whole Foods to local food banks, having a community garden, offering garden education programs for all ages, and being a food recovery center.

THE OUTCOME

On April 6th at 8pm on Arkansas Gives Day Tri Cycle ranked 59th out of 244 nonprofits in the state of Arkansas by raising \$2,701 which exceeded my goal of \$2,000.

Tri Cycle now has templates to help increase donor relations and overall fundraising strategies. There is also room to grow in the Tri Cycle budget from the donations accepted on Arkansas Gives Day to continue efforts in fighting food insecurity.