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**To:** Open Philanthropy Project  
**From:** Bruce Friedrich, Executive Director  
**Cc:** Clare Bland, Development Director  
**Re:** Proposal for Funding, Corporate Engagement  
**Date:** August 19, 2016

## **I. The Good Food Institute Thesis & Overview**

Every time someone chooses to consume alternatives to animal products, their choice has a positive effect on our climate, sustainability, human health, and animals. While advocacy and outreach about the impacts of animal product consumption is important, GFI believes that efforts to significantly reduce consumption of meat, dairy, and eggs will be most successful if alternatives are as inexpensive, delicious, and convenient as possible.

Thus, GFI is focused on accelerating the market expansion of affordable and appetizing plant-based and clean alternatives (grown outside of animals, eliminating the need for slaughter) to animal-based meat, dairy, and eggs.

**We sincerely appreciate your invitation to present our funding request, and respectfully invite Open Philanthropy Project to consider a grant of up to \$210,000 to underwrite the work of our Corporate Engagement Team.**

## **II. Grant Proposal**

Launched in February 2016, GFI is a 501(c)(3) nonprofit organization powered by philanthropy. Gift support is vital to our mission to transform the current course of global food production and advance a new course that is healthy, humane, and sustainable. We will achieve this through our four programs:

- **Fostering Innovation:** Outreach to top universities for entrepreneurship, synthetic and plant biology, and tissue engineering—to create private and public sector activity focused on advancing plant-based and clean products.
- **Supporting Innovation:** Working with the most transformational plant-based and clean companies on communications, regulatory work, business plans, venture capital support, and all aspects of their success—to mobilize markets and food technology for maximum transformation from animal-based products.
- **Corporate Engagement:** Creating collaborative relationships with restaurants, grocery stores, and foodservice companies to maximize the quality, quantity, and promotion of plant-based alternatives.
- **Institutional Outreach:** Educating large grant-making institutions, corporations, and governments about the value of R&D in this field as a critical component in

addressing sustainability, climate change, and global hunger—to divert tens of millions of dollars in government and foundation grant money toward plant-based and clean alternatives to meat, dairy, and eggs.

Visit [GFI.org/our-team](http://GFI.org/our-team) to meet our team.

Due to the nature of our work, GFI's largest budget item is staff salaries and associated program costs.

- Your grant of \$125,000 would underwrite all activities of our Director of Corporate Engagement. This includes all program expenses including online advertising and advocacy engagement to support our efforts with corporations; salary and benefits; and travel to conferences and to meet with corporate executives.
- Your grant of \$210,000 would support all the above items, plus one support staff member, our Corporate Engagement Specialist. There are an almost limitless number of restaurants and grocery stores that should be improving their plant-based options. Our CES would assist the Director of Corporate Engagement, serving as a second person to do most of the same tasks, and increasing our reach and effectiveness.

The Corporate Engagement Department has significant capacity for the effective expenditure of additional funding; roles and responsibilities for two additional positions within the department are articulated below. We will be happy to provide full position descriptions and additional budget information on request.

### **III. Reports**

GFI will provide you with monthly reports that will include both highlights related to all organizational activities as well as a more detailed breakdown of activities related to the corporate engagement positions. A detailed annual report on the impact of your support will also be provided. If you would like an annual (or more frequent) in person briefing, we are happy to provide that as well.

### **IV. GFI's Corporate Engagement Department**

The animal protection community has been wildly successful in convincing restaurant and grocery chains to make positive strides related to animal welfare. **GFI's Corporate Engagement Department** will work to replicate that success with plant-based alternatives to animal products by developing relationships with top executives at all of the most successful chain restaurants and grocery stores, as well as with all of the key manufacturers of plant-based alternatives to conventional meat, dairy, and eggs.

- **Restaurant Outreach**

When one chain restaurant with 1,000 restaurants adds a plant-based entrée where previously they had nothing, that is a significant victory for plant-based eating, as well as the environment, sustainability (feeding 9.7 billion people by 2050), global health, and animals.

Our corporate engagement department will develop relationships with corporate executives at the top restaurants across the country in order to increase the quality, quantity, and promotion of their plant-based entrées. We will engage in direct outreach and attend conferences for restaurant professionals.

Of the top 100 chains, more than half do not have a single plant-based entrée, and 12 have nothing but fried potatoes and/or a side salad. We intend to push very hard to ensure that all 100 have an excellent plant-based entrée as quickly as possible.

As an initial project, we will prepare a “Restaurant Report Card” (we already own the relevant domain name) that ranks the top 100 chain restaurants. We will appeal to top chains to improve their offerings of plant-based options and we will promote the chains that have excellent plant-based entrées.

- **Grocery Outreach**

Right now, plant-based meat is where plant-based milk was 15 years ago: Most grocery chains in the U.S. have acceptable plant-based meat options, but they are inevitably placed in their own section of the store, and they are rarely promoted. As a result, only customers who are seeking them out find plant-based meat products.

We will work with grocery stores to ensure they carry the best plant-based options and also that they are promoting those options as effectively as possible—both by moving them into areas of the store where shoppers will happen across them and by using displays, coupon promotions, emails, and so on.

One project that we’re especially excited about is reaching out to Whole Foods about the possibility of working with them on plant-based promotions. Right now, Whole Foods does promotions with Dr. Bronner’s—a GFI partner and donor—for hemp and fair trade products, but not for plant-based meats. One project for our corporate engagement department is to work with Dr. Bronner’s and our other excellent Whole Foods connections to better promote their plant-based entrée options.

- **Prison Foodservice**

We believe that prison foodservice provides an excellent opportunity for shifting significant resources from animal products to plant-based meat, dairy, and eggs. Plant-based entrées are cheaper than animal-based entrées, and they are also healthier—which will decrease prison health care costs associated with obesity, diabetes, and so on. Thus, our corporate engagement department will launch a concerted effort in jails and prisons nationwide, encouraging and demonstrating the positive impact that a shift away from animal products can have for prison and jail operators.

- **Manufacturer Outreach**

Our corporate engagement division will cultivate relationships with all of the key manufacturers of plant-based meat, dairy, and eggs, and will stay abreast of product availability and distribution networks to ensure that s/he knows what the best options are at all times. We have excellent relationships with all of the exclusively plant-based manufacturers, and it will be advantageous to have one central contact for all of these

relationships. Also, we do not yet have relationships with some of the companies that are owned by larger conglomerates (e.g., Boca, which is owned by Kraft; Morningstar, which is owned by Kellogg's).

Finally, our corporate engagement department will work with GFI's Science & Technology Team to evaluate opportunities to replace conventional meat, dairy and egg **ingredients** in pre-made or processed foods. This strategy has the potential to help place plant-based meats in schools, prisons and hospitals via foods such as lasagna, "chicken" enchiladas, Mexican casseroles, sloppy joes, pulled "pork", and macaroni and "cheese", as well as via cookies, crackers and snacks which may contain dairy milk or eggs as standard ingredients.

### **GFI's Corporate Engagement Department is critical to GFI's mission (the bottom line)**

Without GFI's Corporate Engagement Department, plant-based eating would remain extremely difficult in chain restaurants and would remain a fringe section of grocery chains. Additionally, prisons and jails would continue to serve animal-based meat, unaware of the advantages of shifting toward plant-based foods. In short, hundreds of thousands—and soon millions—more animal-based meals would be served every year, and eating a plant-based diet would continue to require a strong will in much of the country. GFI's corporate engagement department is essential to the success of GFI's vision of a world in which all animal products are plant-based or clean.

### **Staff Expansion as Budget allows (2 new roles)**

**Corporate Engagement Campaigner:** This person would work with the teams at The Humane League and other organizations, along with our media manager, to mobilize activists on behalf of our corporate engagement efforts.

**Prison Engagement Manager:** There are thousands of jails and prisons around the country. This person would spend all her/his time working with prisons to shift menus toward plant-based options.

## **V. Conclusion**

We hope you will agree that funding our corporate engagement department will be an especially effective way to help the environment, improve the sustainability of the food production system, ameliorate global health, and protect farmed animals. Thus, we respectfully request your consideration of a two to three-year grant of up to \$210,000 annually.

Please let us know if you would like more information on this proposal. We would be happy to discuss any and all aspects of it, and we would also be happy to share the job descriptions for our corporate engagement positions.

The Good Food Institute's efforts have the potential to be transformational in achieving a more just food system. On behalf of the entire GFI team, we sincerely appreciate your consideration, and look forward to our partnership.