

A close-up photograph of a wheat field during sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The wheat stalks are in sharp focus in the foreground, with some blurred in the background. The sky is a mix of orange, yellow, and light blue.

PHILANTHROPY. FARMING

Presented By - Sam Cooke

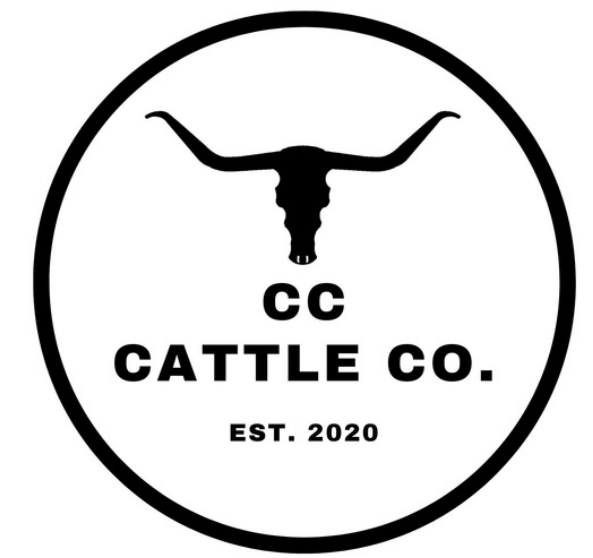
Welcome!

Who am I and why am I here?

Sam Cooke, a 15-year Lieutenant of the Madison Fire Department and a Navy Veteran. Also founded CC Cattle Company a non-profit farm that donates beef to Second Harvest Food Bank.

Why am I here?

- COVID
- Educate
- Inspire



What is food insecurity?

Food insecurity, the limited or uncertain access to nutritious food, which also includes limitations on the ability to obtain nutritious food in ways that are socially acceptable.

What is the difference between food insecurity and hunger?

Food insecurity —the condition assessed in the food security survey and represented in USDA food security reports —is a household - level economic and social condition of limited or uncertain access to adequate food.

Hunger is an individual - level physiological condition that may result from food insecurity.





The current state of food insecurity in Wisconsin

Hint... its growing

The 2022 statistics show that in Wisconsin, 617,790 people are facing hunger - and of them 204,750 are children. People facing hunger in Wisconsin are estimated to report needing \$453,996,000 more per year to meet their food needs.

617,790 is a 48% increase from 2020!!

[CLICK HERE](#)



Let's look nationwide..

It's worse...

In Wisconsin roughly 10% of our entire population is food insecure. Nationwide that percentage jumps to 12.5%... about 1 in 8 people!

- 53.7% could afford and access the kinds of food they wanted at all times.
- 28 Million people nationwide!
- Food pantry purchases up 242%
- 50% of people who came to food banks last year came for the first time.... its trending the wrong way



**But there is good
news!!!**

Agriculture In Wisconsin

It's Big

The total number of farms in Wisconsin in 2023 was 58,500 farms.

Agriculture is a significant sector in Wisconsin's economy, producing nearly \$104 billion in revenue annually.

Wisconsin is home to about 5,500 dairy farms, more than any other state, and 1.28 million cows.

55,000 acres of sweet corn 10,725,000 CWT...
That's 107,250,000 lbs of sweet corn!

If everyone did a little it would make a huge difference!



Understanding Philanthropy farming.

A model of agriculture
where farms are operated
not for profit, but to give
back to the community.



All Donated

Everything that is produced or provided on the farm is donated or provided to those in need for free.

Partial Donation

Part of what is produced or provided on the farm is donated or provided to those in need for free.

Not Just Food

Non- food production livestock or farming practices count too. Animal rescues, therapeutic farms, education farms etc.

How philanthropy farming differs from traditional farming and charity models.



Financial Model:

- **Philanthropy Farming:** Often relies on grants, donations, volunteers, and community support to fund operations. Profit is not the primary driver; instead.
- **Traditional Farming:** Operates as a business, seeking to generate revenue through the sale of produce, livestock, or other goods, with a focus on profitability to sustain the farm.



Distribution of Resources:

- **Philanthropy Farming:** Food or services are often donated to local food banks, shelters, or community programs, such as providing therapy through animal-assisted programs.
- **Traditional Farming:** Resources are primarily sold in the market, with the focus on creating revenue from crops, livestock, or products for personal or business profit.



How Philanthropy Farming Addresses Root Causes of Food Insecurity

[CLICK HERE](#)



Direct Food Donations

provide fresh, nutritious food directly to food banks, shelters, and community programs

Local Economic Support

Philanthropy farms often partner with local businesses and organizations to distribute food, providing economic opportunities.

Focus on Vulnerable Populations

Often targets the most vulnerable populations, such as low-income families, veterans, or those in areas with limited access to fresh food (food deserts).

Effect on The Environment



The importance of sustainability practices for Philanthropy Farms



Long Term Viability - Ensures the farm can operate over time



Environmental Stewardship - We have a duty to the planet. Prevent soil erosion, greenhouse gas emissions, and conserving water etc.



Ethical Responsibility - If our mission is community service, let's ensure there is a community to serve.



Educational Responsibility - serve as examples for the broader agricultural community and the public.

50%

Roughly half of the earth's habitable land is used for agriculture practices. That's a big number! We as farmers and ranchers have a responsibility as stewards to the earth and environment to protect it for ourselves and future generations.

84%

Most (84%) of the world's 570 million farms are smallholdings; that is, farms less than 5 acres in size. Despite the large percentage they only occupy 24% of the land but they produce 33% of the food!

The Role of Community Partnerships

Food Banks and Pantries - The difference between the two. Logistical partners and fundraising partners

Media Relations - Your farm is a great story and they will drive donors and volunteers towards you.

Non -Profit Partners - Must have. Valuable to bounce ideas off of and collaborate with. Great networking opportunities.

Funding Partners - The backbone of what we do. Donors, grant providers, sponsors, and philanthropists. Complete the meal program.



Everything Has It's Challenges Plenty of them

Finances and Fundraising - Donations, grants, and fundraising. Unpredictable and insufficient at times. Constant pressure to secure funding to maintain the farm.

Labor Force -depends on volunteers or part staff, which may lead to inconsistent labor availability and training challenges -time

Public Relations -Must constantly communicate its mission to attract support, donations, and volunteers

Mission vs. Business Practices -The farm's mission to serve a community, address food insecurity, or provide therapy services can sometimes clash with the need to remain financially solvent



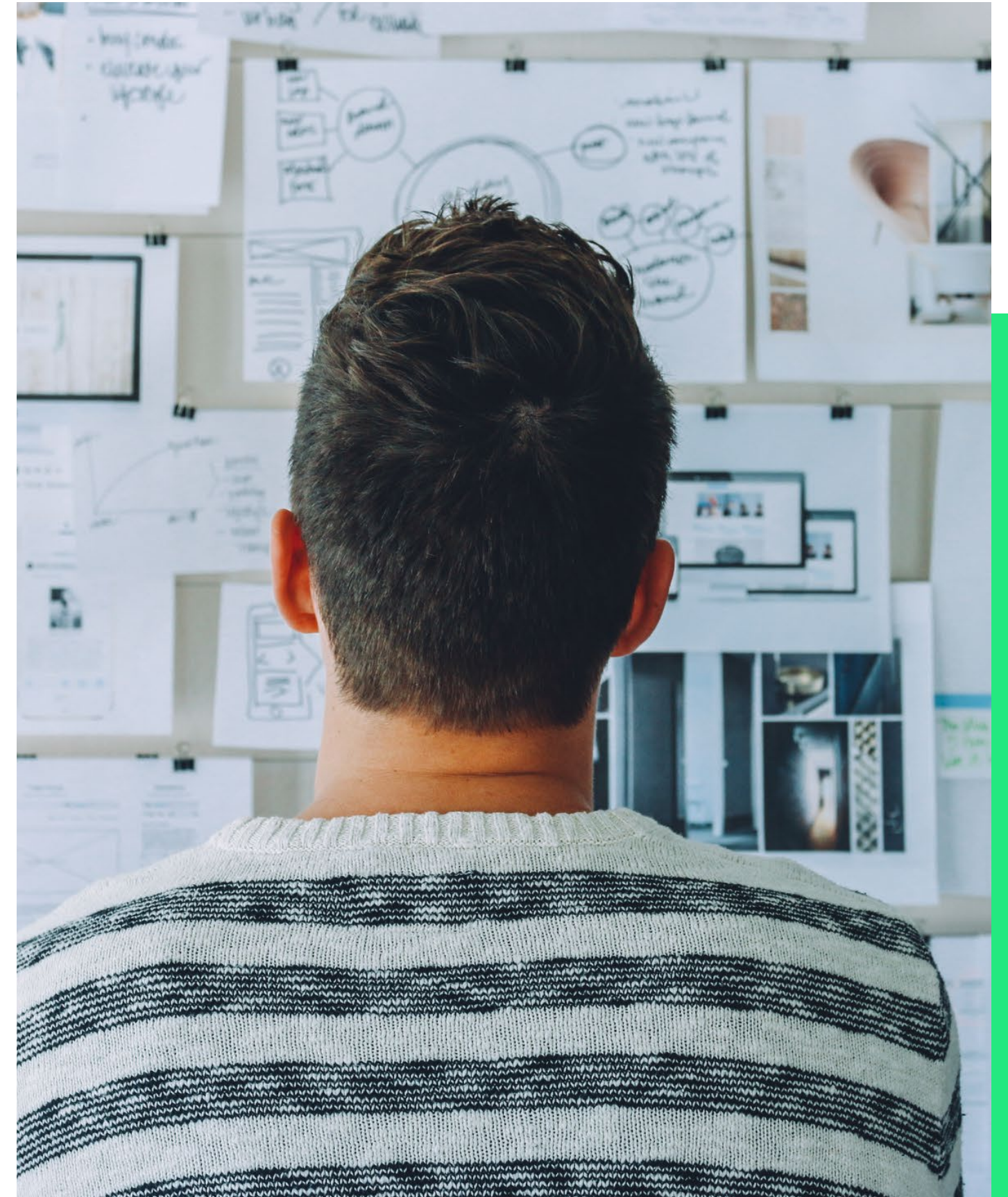
How to and Legal Stuff

Not as much as you think...

Where to start

- Identify what your farm will be... cows, crops, eggs etc...
- Write a business plan
- Figure out a multifaceted fundraising plan
- Do you have the cash to start?
- Do you have the time?
- Write charter, by-laws, vision, and mission statements
- Board of Directors
- A lawyer helps A LOT!!!
- File articles of Incorporation
- File for non-profit status
- Maintain your non-profit status
- Forms on forms on forms... on more forms

www.scholznprofitlaw.com



Success Stories...

Carversville Farm Foundation - donate all harvests to soup kitchens and food pantries. Works closely with non - profits whose kitchen crews cook the organic produce, eggs and meat from scratch, and serve free delicious, nutritious meals, all year long.

First Fruits Farm - Former NFL player Jason Brown started a fruit and vegetable farm and is growing & harvesting over 100,000 pounds of vegetables a year.

Zenger Farms - A nonprofit urban and organic farm that models, promotes and educates about sustainable food systems, environmental stewardship, community development and access to good food for all.

Bear Hug Cattle Company - A non - profit organization that teaches veterans how to ranch in an old school western way. In Montana is about 10 weeks long.

CC Cattle Company - In just 3 years we've provide 10,000 meals and our equine therapy program has been a huge success this last year.



✓ 1.8 Mil

Number of farms in the
US

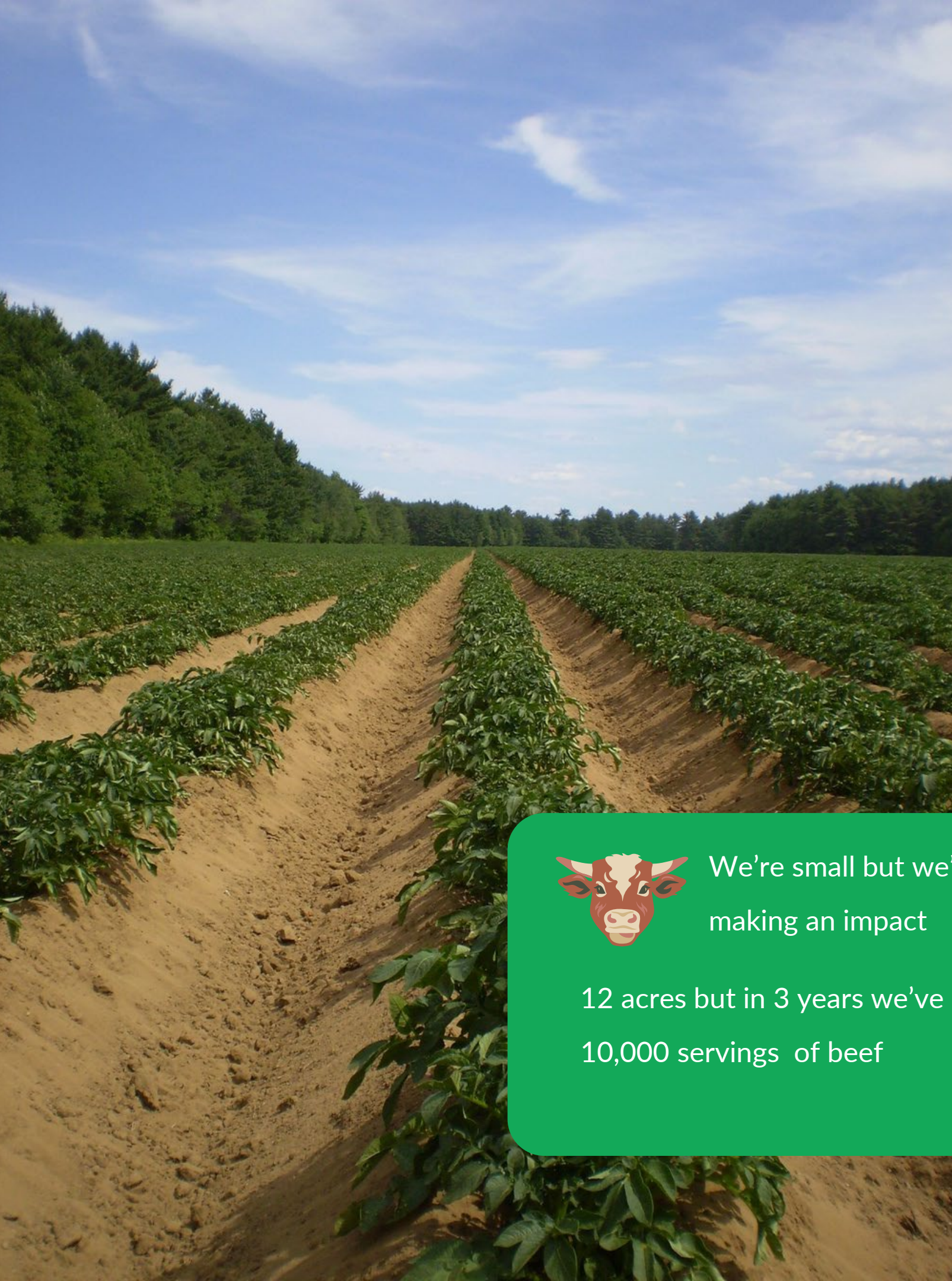
^ 44k

Number of Ag. orgs
that are non-profits

Resources...

- Local AG Office
- Farmers.gov (yes its real)
- Farmer Veterna Coalition
- Local Universities and Colleges
- irs.gov/charities -nonprofits
- donorbox.org - great step by step process





What is CC Cattle Company? FYI... its cool

Cookes Charitable Cattle Company is a registered 501(c)(3) nonprofit organization, that happens to be a beef farm that donates all meat products to Second Harvest Food Bank.



We're small but we're making an impact

12 acres but in 3 years we've provided 10,000 servings of beef



Not just food, mental health matters!

We volunteer our horses and equine area to providers for equine therapy.

What does the future hold for CC Cattle Company?



Farm Growth Plan:

- Five -year plan: Expand to 20 acres, increase the herd size to 21 -24 head, expand mental health resources, expand produce donations.
- Ten -year plan: Expand to 100 acres, increase herd size to 80 head of cattle, full time equine therapist on staff.



Resource Growth Plan

- Five -year plan: Multiple regular annual fundraisers, database of donors to 50, feature articles on larger national platform, and inspire 10 other farms to start.
- Ten -year Plan: Have an investment account whose interest rollover becomes operational cash, database of donors to 100, inspire 100 other farms to start.

Legislative Tax Incentives - Brand new concept



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THANK YOU.

www.cccattleco.org