



INVEST IN COMMUNITY HEALTH

2023 Program Expansion Fundraising Priorities



Rooted Santa Barbara County is mobilizing our county to grow health equity and resilience through whole food plant-based nutrition education and support.

Rooted is on a mission to grow plant-centered nutrition education and preventive health opportunities in Santa Barbara County's healthcare and direct service sectors. We need partners and funders to advance our mission and help us develop accessible, bilingual educational resources and programs, expand collaborations, and grow our organizational capacity. Following are current fundraising opportunities totaling \$150,000 needed to support program expansion in 2023:

1

HEALTHCARE NUTRITION CERTIFICATION PROGRAM, \$50,000

A core curriculum to train bilingual nutrition educators within the healthcare and direct service sectors countywide who can serve as stewards in their fields as well as educators and volunteers for our nutrition education programs. Once developed, this curriculum can further be updated for staple community, clinic-based, and income-generating employee wellness programs.

2

NUTRITION PROGRAMS & PARTNERSHIPS, \$25,000

Our collaborative low-to-no-cost bilingual nutrition and food skills programs, healthcare worker training, research collaborations, and coalition building are meeting community members where they're at - in partnership with resources they trust. These programs help residents understand the health benefits of incorporating more whole plant foods into their eating patterns and how increasing these foods can often provide health benefits and food cost savings.

3

VIRTUAL LEARNING & VIDEO RESOURCES, \$15,000

A widely-accessible resource is needed for community members throughout our county to get an introduction to plant-based nutrition basics with step-by-step tips for getting started with food-prep and plant-forward eating. The learning platform and video resource library (launching in 2023) will build a foundation of content to be utilized for staple education programming and quick how-to videos for health professionals and food access organizations to share with community members to learn, research and discover at their own pace.

4

MARKETING & OUTREACH, \$25,000

Ongoing and expanded marketing, outreach, and bilingual content creation and management are critical to raising awareness, building partnerships, growing community, addressing concerns, improving optics and developing educational tools to energize a plant-forward movement county-wide. In 2023, Rooted will also implement an expanded healthcare community outreach and awareness plan with a resource portal to engage, access lifestyle medicine continuing education opportunities, and download materials and tools for providers and patients alike.

5

FUNDRAISING & CORE SUPPORT, \$35,000

As a start-up, volunteer-driven organization ready to grow and fill a critical gap in healthcare in our county, we have an urgent need for core and fundraising support to strengthen our foundation, cover basic operational costs, and build relationships and fundraising proposals to advance our mission and organizational capacity.

Ready to join Rooted and invest in our community's health? You can help us grow!

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Rooted Santa Barbara County is fiscally sponsored by the Santa Barbara Foundation, a 501c3 nonprofit charitable organization.