

# CASE STUDY: 4ROOTS' STRATEGIC PLAN

## THE CLIENT

4Roots is dedicated to unearthing the power of food to build healthy communities, by engaging the community to think more deeply about where and how food is grown, and why it matters. 4Roots seeks to create a larger, holistic program that sees children nourished by food grown locally, and an end to childhood food insecurity in Central Florida. They have multiple projects, including one that involves a significant volunteer effort centered on their farm, which produces both food and educational programs.

## THE NEED

4Roots was undergoing immense growth and needed to clearly articulate its vision, retool founding and supporting documentation, and raise an additional \$32M in capital funds and \$10M in Impact funds. Leadership wanted to ensure that a strong strategic plan was developed in tandem with their new logo and branding. They engaged Sharity to refine their mission statement and major organizational documents, including volunteer policies, and develop a fundraising strategy.

## THE PROJECT

Sharity worked with the team to develop a three year strategic plan in writing as well as align the fast growing organization with best practices. This included new working documents, policies and procedures, organizational charts and growth strategy. Sharity also assisted with the identification and on boarding of new staff in the development department.

## THE RESULT

4Roots was and is a strong entrepreneurial based organization with incredible impact and vision for the future. By assisting the organization with infrastructure to support the rapid growth they have experienced, 4Roots has completed phase 1 and is well on their way to funding phase 2 of their project.

