

## **FEEDING FORWARD: Building Capacity for Compassion Incentive Program**

**FEEDING FORWARD: Building Capacity for Compassion** is the Arkansas Foodbank’s collective effort to increase food access and enhance the service experience for our neighbors experiencing food insecurity. The experience of accessing food should be convenient, consistent, frequent, and equitable—freeing up the mental, emotional and financial space needed for our neighbors to thrive over time. Our starting point includes four key target areas that the Foodbank wants to encourage to help us in Feeding Forward as we build capacity for compassion in all that we do.

### Capacity Building Key Target Areas

<p><b>Increased Distribution Accessibility</b> <i>Shaping availability of services to add convenience for different neighbor lifestyles</i></p>	<p><b>Increased Utilization of Vivery Platform</b> <i>Providing greater access to food by maximizing effective communication with neighbors</i></p>
<p><b>Increased Emphasis on Additional Support Services</b> <i>Addressing root causes of hunger by connecting neighbors with available critical services</i></p>	<p><b>Increased Opportunities for Neighbor Choice</b> <i>Affirming an atmosphere of dignity and reducing waste by giving neighbors a choice in foods they receive</i></p>





















As we encourage each partner to explore these behaviors, we recognize the different paths and stages of building capacity. Because this work is so important, we are investing additional time, energy and resources in member agency partners committed to transforming access for their neighbors. We want to be transparent about incentives available to participate in **FEEDING FORWARD**.

### Capacity Building Scoring System

Growth Area	1 Point	2 Points	3 Points
Increased Distribution Accessibility	Distributes twice monthly, preferably with varied time options	Distributes three or more times monthly, but not on all weeks- preferably with varied time options	Distributes weekly, preferably with varied times to accommodate neighbors
Increased Utilization of Vivery Platform	Claims Vivery account to help neighbors locate food distribution services	Activates the automated website capability to increase Google search visibility	Includes pictures, food and service options, and adds monthly updates to information
Increased Emphasis on Additional Support Services	Engages neighbors with additional support services at least once monthly	Engages neighbors with additional support services at least twice monthly	Engages neighbors with additional support services at least three times monthly
Increased Opportunities for Neighbor Choice	Offers elements of choice for neighbors on a limited basis during distributions (choice of 1-2 items)	Offers elements of choice for neighbors on a partial basis during distributions (choice of 3 or more items)	Offers full choice market or full choice Order Ahead option for neighbors as the primary method of distribution

When the scoring system is applied to the key target areas, the result is the **FEEDING FORWARD Partnership Segmentation Incentives Chart**. The goal is to encourage member agency partners to increase access in key target areas. By doing this, incentives are made available to empower these partners to attain even greater levels of effectiveness and impact.

### Partnership Segmentation Incentives

	Emerging Partner Score: 1-5	Growing Partner Score: 6-8	Thriving Partner Score: 9-10	Transforming Partner Score: 11-12
Access to Inventory  Exceptional Customer Service  Partner Summit Meetings				
Invitation to apply for grants up to \$5,000  Foodbank University Trainings				
Invitation to apply for grants up to \$10,000  General Training in Grant Writing				
Invitation to apply for grants up to \$15,000  Specialized Training in Grant Writing with Funders				
Invitation to apply for grants up to \$30,000  Special recognition and additional opportunities				

Partnership incentives will continue to develop over time alongside the eligibility criteria. It is critical to keep your records updated so that all increases in the key target areas are accurate.

Your Agency Services Coordinator is ready to answer questions or discuss opportunities available to you through **FEEDING FORWARD: Building Capacity for Compassion**, including what resources may be available to help your agency grow capacity. The Arkansas Foodbank remains grateful for your dedicated service and your continued efforts to increase effectiveness and impact in making nutritious food accessible to all our neighbors!