The Greater Kanawha Valley Foundation

COMMUNITY WEALTH CREATION THROUGH GRANTMAKING
TGKVF: A Snapshot

- Founded in 1962 as a 501c3 tax exempt community foundation for the people of the Greater Kanawha Valley region
- Serves a six-county area that includes Kanawha, Putnam, Fayette, Lincoln, Clay, and Boone counties
- Administers more than 500 separate funds, each with its own charitable purpose
- $240 million assets under management
- Currently nine people on staff
Top Facts About Kanawha Valley Economy

- In Kanawha County 27.96% percent of population has **low food access** vs. 23.61% nationally.

- **Walmart** is the state's largest employer.

- In 2012, the average West Virginia **Annual Wage** (all industries) was **$39,727**
Catalyzed into economic development direction

- The Foundation can take risks and support innovation unlike private companies
- The Foundation can take the long term-view
- Politicians and professional developers cannot afford to take this view
- The Foundation is in a unique position to address the systemic sources of wealth creation, not just symptoms
Local Foods Sector

- A farm-to-hospital Value Chain
  - Locally grown produce and herbs, Corey Brothers’ Produce, Charleston Area Medical Center (CAMC)
  - CAMC wanted to find a way to build wealth locally
Steps taken to Analyze the Situation

- Meetings with all members of Value Chain
- Research on Health in Kanawha Valley Foundation’s Service Area
- Meeting with local growers in March 2014
Demand for Local Foods

- Value Chains are always demand-driven

- CAMC’s interest sparked the project
  - CAMC’s interested in healthier food
  - CAMC’s interested in building local wealth
Three most important insights from research

- CAMC is demanding local produce
- Local Food is local jobs
- Increasing health is important for the regional economy
Several groups are working on developing local foods, but few work on developing the wholesale produce market.

For wholesale sales, GHP/GAP certification is needed.

No one was coordinating between agencies and growers.

TGKVF works to develop multiple forms of wealth:

- **Built wealth**: Aggregator/Food hub
- **Social wealth**: Value chain member connections
- **Individual wealth**: Health of patients & employees; income for growers
- **Political wealth**: Moved WVDA’s GAP program forward
The CAMC local foods value chain project builds connectivity by bringing locally-grown herbs and produce to the Charleston Area Medical Center kitchens.

This project seeks to demonstrate that an agrarian culture can impact the economic transition of our region while providing access to and knowledge of healthy food to a population uniquely in need of such access and knowledge.

https://www.youtube.com/watch?v=2cjqLhytPds
Effects on Community

- AVI (CAMC’s vending operator) has increased local purchasing by $115,000
- CAMC purchased $4975.10 in local produce in the first 100 days
- WVDA has begun offering more GAP classes
  - They’ve also begun offering a Food Safety Plan workshop
  - WVU Extension has begun work on an aggregator
New Demands on Foundation

- 1-year Appalachian Transition Fellow
- Helped implement wealth creation-oriented mission for Foundation
Effort Sustained

- Health Program Coordinator
- Mini-grants to cover the cost of GAP certification
Three pieces of Advice

- Market Research first
  - Talk to potential buyers first, if at all possible
  - Have an idea of reasonable prices: for growers and for buyers

- Value Chains need coordination
  - Growers are unfamiliar with institutional needs; institutions are unfamiliar with grower needs
Thank you!