



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

Community Foundation's Niche



- 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

A FOOD SYSTEM VALUE CHAIN



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=2cgyLhytPds>

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!
