When and How to Engage the Private Sector in Collective Impact
Video about Campbell Soup Company’s
Healthy Communities Program

Video about The HCA Foundation’s
Collaboration College
Kori Reed
ConAgra Foods
Cause & Foundation
Cause Marketing Campaign

We Can All Help Feed One More
Nearly 16 million kids in the U.S. face hunger. Watch our commercial to find out how you can help be part of the solution.

How Else Can You Help?

Give to Your Local Food Bank
It's a grassroots way to start giving.

Find More Ways to Get Involved
Discover ideas and inspiration for how your family can fight hunger in your community.

Get Your Friends Involved
Reach out, build momentum, and grow the movement.
Putting the **HERE** in Child Hunger Ends Here

ConAgra Foods
Food you love

Douglas
Sarpy
Pottawattamie

OMAHA METRO
For some households in our community, consistent access to food is not a given. Our goal is to learn together how to change that.
We went to an expert

Food insecurity expert and Economist, Dr. Craig Gundersen, scanned the research and told us what will move the dial on food insecurity.
Research said investing in these **5 areas** could lead to a significant reduction in food insecurity.

- School Breakfast Program and The National School Lunch Program
- The Supplemental Nutritional Assistance Program (SNAP)
- Food Banks
- Low Food Prices
- Financial Management Skills
We developed a plan.

Working in partnership with community experts, we are building a two-pronged system that includes solutions for kids and the households in which they live.

Kids get meals in and out of school.

Households have the tools they need.
We Introduce:

3 + 4 + 5 = 3,000

- Over 3 years
- Invest more than $4 Million
- In the 5 programs
- Reduce hunger by 3,000 kids (10% of the approximate 30,000 kids that are Food Insecure)
We will measure the impact.

We will measure the impact of our collective work in the Omaha-Metro "classroom," work with the experts and adjust plans accordingly.
We have taken a strategic approach to ending child hunger in our community, but we can't do it alone. Together, we can help our neighbors and create a roadmap for the future for other communities.
Community Collaboration
Playbook and Toolkit

Project Charter

- Identifies overall goal, duration, various phases of the project
- Reflect stakeholders agreement and authorization of the project scope, approach, timeline, resources, governance, and other major factors

Success Criteria

- Define overall goal
- Identify the metrics and the respective target which will determine success of each stakeholder at the completion of the project
- Gain consensus on every metric and target

Data request form

- Identify, track and monitor the data that needs to be gathered
- Minimize disruptions on data reporting
- Ensure timely reporting
A RACI is used to help document how people are involved with each activity in a process

**Responsible**

“The person who has to make something happen or actually do it.” - The Doer!

**Accountable**

“The person who makes the final decision and has ultimate ownership. (the one who carries the can if all goes wrong).”

The Buck Stops Here!

**Consulted**

“Must always be consulted before a decision or action is taken - a two-way process.”

**Informed**

“Must always be informed after a decision or action has been taken.”
Community Collaboration Tools

**Status update & scorecard**
- Provide funder with the information necessary to successfully assist the team and resolve project issues
- Identifies progress that has been made against the success criteria targets by each stakeholder

**Action log**
- Assign responsibility and eliminates any confusion
- Track progress by assigning deadlines

**Project timeline**
- Identify various phases and milestones for each project
- Provide leadership and executive sponsors with the information necessary to successfully assist the team and resolve project issues
Community Collaboration Tools

**RACI**
- Clarify roles and individual levels of participation for each activity
- Gain agreement and “buy-in” from the project team regarding responsibilities

**Stakeholder Analysis**
- Identify a strategy for reducing resistance or increasing cooperation towards achieving project objectives

**Program effectiveness diagnostic**
- Provide a structured approach for assessing the effectiveness of a PMO function