



MICHIGAN GOOD FOOD FUND ROLES AND RESPONSIBILITIES

Capital Impact Partners (CIP)

W.K. Kellogg Foundation

Fair Food Network

MSU Center for Regional Food Systems

Northern Initiatives

Detroit Development Fund

Grand Rapids Opportunities for Women

Sarah Samuels Center

PCV Insight Team

Aviuar Capital

	FOUNDING CORE PARTNERS				EXTENDED CORE PARTNERS			EVALUATION TEAM		CONSULTANT
STRATEGY										
Provide vision, oversight, tactical plan to ensure progress toward initiative goals	LEAD	x	x	x						
Incorporate feedback from developmental evaluation to refine program design and implementation	LEAD	x	x	x	(x)	(x)	(x)			
Inform fundraising needs and plan	LEAD	x	x	x						
Thought leadership, conference presentations, writing, field-building (support from FFN/Comms)	LEAD	x	x	x						
PROGRAMMATIC FINANCIAL SUPPORT										
Provider of debt capital	x	x								
Provider of grant support		x								
Grantee: Held accountable for activities, accomplishments, reporting, repayment	LEAD	x	x	x	x	x	x			
Fundraising: Develop and design plan for generating financial support	LEAD	x	(x)	(x)						
Overall Fund Management: Administering grants/loans/other support received for initiative operations	LEAD									
FINANCIAL ASSISTANCE: LENDING										
Originate loans to enterprises, \$250K to \$6MM	x									
Originate loans to enterprises, \$10K to \$250K					x	x	x			
Participate in weekly pipeline calls to address problems/solutions, keep requests moving	LEAD	x	x		x	x	x			
Report Annual Social Impact Metrics for all borrowers to CIP	LEAD				x	x	x			
Complete lending "Capstone" document within 30 days of close	x				x	x	x			

DEVELOPED BY MICHIGAN GOOD FOOD FUND FOUNDING PARTNERS



LEAD is responsible for coordinating that activity and is responsible for holding other MGFF team members accountable for their respective items
 x = required contributor to the activity
 (x) = optional contributor to the activity



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TECHNICAL ASSISTANCE / OUTREACH / PIPELINE DEVELOPMENT										
Conduct mission fit			LEAD	LEAD						
Coordinate targeted outreach to industry and outreach to peer organizations	x		LEAD	LEAD	x	x	x			
Develop and Implement annual business assistance platform including workshops, seminars, classes			LEAD	LEAD						
Manage outreach, relationships in Focus Communities, including Innovation Counselor coordination	x		LEAD	x	x	x	x			
Manage Innovation Counselor activities in Focus Communities				Lead						
Identify any TA needs from loan applicants and coordinate accessing initiative-led TA	LEAD		x	x	LEAD	LEAD	LEAD			
Provide technical assistance to MGFF borrowers			LEAD	LEAD	x	x	x			(x)
Provide technical assistance to high-priority possible applicants	x		LEAD	LEAD						(x)
PROGRAM ADMINISTRATION										
Contribute to Weekly Update, to be compiled/distributed by CIP	LEAD	x	x	x	x	x	x	x	x	(x)
Attend Founding Core Partner Meetings to address overarching program direction	LEAD	x	x	x				(x)	(x)	
Attend Mini-Core Meetings to address tactical programmatic issues	LEAD		x	x	x	x	x	(x)	(x)	(x)
Maintain Smartsheet: Inquiry Tracker, Events Tracker (CIP to lead systems development)	LEAD		x	x	x	x	x			x
Manage third-party contracts, collect deliverables, issue payment for services	LEAD									
COMMUNICATIONS										
Brand manager: Develop and design logos, materials, presentation templates for MGFF			LEAD							
Public Relations manager: Manage social, print, web media including writing, pitching, coordinating	x		LEAD	x						
Website manager: Design, write copy, and coordinate current content for web	x		LEAD	x						
Conference Presence: Coordinate proposals at events and assist with language for content	x	x	LEAD	x	(x)	(x)	(x)	(x)	(x)	
EVALUATION										
Complete activities to fulfill evaluation plan as presented to CIP and WKKF								LEAD	x	
Provide regular feedback to MGFF team as part of developmental evaluation process								LEAD	x	
Submit deliverables by respective due dates as itemized in Statement of Work and Evaluation Plan								LEAD	x	