



Executive Director

THE OPPORTUNITY

The next Executive Director of VCFC will have the opportunity to guide this successful nonprofit startup to the next level of maturity and to grow the suite of programs offered to the community.

The Director will advocate for food insecure members of our community and for the local family farmers that are the foundation of a robust regional food system.

VCFC brings a unique perspective to food justice through programs that concurrently address the critical issues of food insecurity and under-nourishment.

Our programs directly support local family farms ensuring a strong and equitable regional food system.

VCFC's new Executive Director will work with the Board of Directors to further the organization's strategic vision and to ensure that the organization has the resources to continue being the community's leading advocate for the food insecure.

VCFC FAST FACTS 2020

- Processed more than \$106,000 in SNAP sales at VCFC farmers markets.
- Provided more than \$101,000 in VFM nutrition incentives to SNAP shoppers for the purchase of additional fresh fruits and vegetables.
- Delivered more than 36,000 pounds of fresh-from-the-farm produce through our partner food pantries.
- Added nutritious fruits and vegetables to the tables of more than 1,200 households in our community.
- Facilitated local family farms earning more than \$250,000 in additional revenue.



VCFC'S HISTORY

VCFC's flagship program, Virginia Fresh Match (VFM), got its start as a pilot at the Spotsylvania Farmers Market in 2009. By 2011, the Fredericksburg, King George and Spotsylvania farmers markets were collaborating as The Farmers Market.co (TFM.co) to extend the VFM program across the Fredericksburg region. The VFM program continued to grow in capacity and to other farmers markets through federal funding (Farmers Market Promotion Program) and community funding (Mary Washington Healthcare Community Benefit Fund) received by TFM.co.

In 2015, TFM.co transitioned from a collaboration between farmers market to the 501(c)(3) nonprofit VCFC. This reorganization as a charitable organization facilitated a more effective pursuit of our mission to create healthy, food-secure communities and strong, equitable regional food systems by ensuring fresh and local produce is accessible and affordable for all. Today through our 7 farmers markets and 4 partner markets, VCFC is responsible for over 40% of all SNAP sales at Virginia farmers markets.

VCFC'S PROGRAMS

Virginia Fresh Match (VFM) Our VFM program increases access to and affordability of nutritious food at participating farmers markets for food insecure families. Low-income families can use their SNAP (food stamp) benefits at local farmers market. VCFC also provides VFM incentives that greatly increase a family's ability to purchase fresh, nutritious fruits and vegetables.

Farm-to-Pantry Our Farm-to-Pantry program distributes fresh produce from local farms to low-income households through emergency food pantries and community service organizations.

Fredericksburg Food Access Forum The Fredericksburg Food Access Forum brings together community organizations involved in food justice to share information about community food access and affordability needs and coordinate opportunities for collective action.

Regional Food Insecurity Map The Regional Food Insecurity Map leverages geographical information system (GIS) technology and census data to show pockets of food insecure people in our community, allowing better coordination between partnering organizations.



VCFC'S STRENGTHS

Virginia Community Food Connections is recognized for successfully addressing the needs of the food insecure in our community and the needs of our local family farmers. Our strengths include:

Leader & Collaborator

VCFC is a primary leader in the Fredericksburg regional response to food justice and food insecurity. As the coordinator of the Fredericksburg Food Access Forum (FFAF), VCFC brings together many community organizations including DSS, VDH, Fredericksburg Regional Food Bank, the Community Foundation, various food pantries and faith-based organizations, and local schools to provide a regular venue for sharing information about regional food justice issues and opportunities for collaboration.

Nimble

VCFC is right sized to efficiently and effectively execute our programs. Our processes and procedures do not create a bureaucratic yoke, rather our best practices allow us to readily adapt to changing conditions, such as COVID-19. While the pandemic required significant adjustments in our programming, the results were a record year for our VFM program in 2020.

Focused

VCFC remains firmly focused on the two wings of our mission – food secure communities and equitable food systems. Our programs address both wings by making nutrient-rich fresh, local fruits and vegetables their centerpiece.

Connected

VCFC's leadership role in FFAF means that we have strong connections with most, if not all, of the local, regional and state organizations involved in food justice and food insecurity. These close, and often personal, relationships allow VCFC to identify and engage with the partner(s) that is the right fit for the issue or need being addressed.

About Our Next Executive Director



PRIORITIES

As a leader and the outward face of VCFC, priorities for the next Executive Director include:

- Engaging with local leaders and the public to strengthen community awareness of VCFC and our programs.
- Leading a revitalized fund development program that will provide funding streams in addition to the organization's successful grant funding.
- Ensuring smooth operations, program expansion and an engaged staff.

QUALIFICATIONS & QUALITIES

The Executive Director, in concert with the Board, is responsible for the success of VCFC. The Executive Director's role is to raise awareness of VCFC's mission, to develop collaborative partnerships and to garner community support.

Successful candidates will:

Think strategically. The Executive Director must be able to manage the day-to-day operations while engaging the staff, board and community in continually identifying new opportunities.

Have a background in leading non-profit fund development. The Executive Director will be responsible for developing relationships that lead to growth in the donor base and must have a proven record of fundraising success.

Have strong communications skills. Public speaking and written communications are essential skills of the Executive Director. They will be proficient at using the Internet and social media for communications and marketing.

Have strong leadership and management skills. The Executive Director will create a cohesive team of staff and volunteers. VCFC's staff manage programs with the oversight, guidance and support of the Executive Director. Volunteers have the potential to provide critical support to our programs, administration and special events. The Executive Director will be responsible for growing the organization's volunteer base.



TO APPLY

Please submit a cover letter, resume, and a list of five references with contact information via this job listing at Indeed.com

Or you may send a cover letter, resume, and a list of five references with contact information to vcfedsearch@virginiacfc.org

For best consideration, please submit your application by May 10, 2021

COMPENSATION

Salary and benefits for this leadership position are commensurate with the experience and background of the candidate and are competitive with those of comparable institutions in the Fredericksburg Region.

CONFIDENTIALITY

As the search committee works through the early phase of the search, every effort will be made to assure a high degree of confidentiality for the candidates. VCFC's search committee understands that many of the candidates interested in this position are not actively seeking a position and are strongly committed to their current organization but are intrigued by the opportunity presented here. An expression of interest will remain confidential until the final stages of the search.