

2025 Budget

Category	Item	Description	Amount
Grants	Plant-Based Policy Grant	Allowance for (6) grants of \$3,000 each to be awarded to qualifying organizations.	\$18,000.00
Grants	Plant-Based Event Grant	Allowance for (10) grants of \$1,000 each to be awarded to qualifying organizations.	\$10,000.00
Grants	Plant-Based Lunch & Learn	Allowance for (8) grants of \$500 each to be awarded to qualifying organizations.	\$4,000.00
Grants	Plant-Based Menu Marketing Support Grant	Allowance for (3) grants of \$1,000 each to be awarded to qualifying organizations.	\$3,000.00
Grants	Menus for Change Monthly Grant	Allowance for (12) grants of \$250 each to be awarded to qualifying organizations.	\$3,000.00
Operations	OpenPhone	Virtual business phone system.	\$460.00
Operations	Google Workspace	Suite of business tools for daily operations.	\$360.00
Operations	QuickBooks	Accounting, payroll, and other finances.	\$1,020.00
Operations	Database/CRM	Organizational database and CRM platform.	\$1,000.00
Operations	Website Host	Website and domain platform.	\$500.00
Operations	Adobe Acrobat Pro	Electronic Signature platform for policy signing and other electronic signature needs.	\$350.00
Operations	P.O. Box	USPS business mailbox.	\$250.00
Operations	Postage Fees	Postage fees for physical mail.	\$250.00
Marketing	Marketing Campaigns	Social media, search engine optimization, print, and other forms of marketing campaigns.	\$5,000.00
Legal	Nonprofit Startup Package	Flat-fee startup package. Includes legal assistance with state incorporation, 501(c)3 status filing, and bylaw creation.	\$3,250.00
Legal	Nonprofit Liability Insurance	\$62.50 per month based on the average market price.	\$750.00
Payroll	Executive Director	40 hours per week at \$24.00 per hour. Job description listed below.	\$49,920.00
Payroll	Program Director	40 hours per week at \$24.00 per hour. Job description listed below.	\$49,920.00
Payroll	Communications Manager	20 hours per week at \$22.50 per hour. Job description listed below.	\$23,400.00
Employee Benefits	Health Insurance Stipend	\$400 per staff member (2), per month. Based on average market cost of insurance plans.	\$9,600.00
Employee Benefits	Vision and Dental Insurance Stipend	\$62.50 per staff member (2), per month. Based on average market cost of insurance plans.	\$1,500.00
Employee Benefits	Phone and Internet Stipend	\$50 per staff member (3), per month. To reimburse the use of personal electronics and internet usage to conduct daily business duties.	\$1,800.00
Employee Benefits	Retirement Contributions	A 3% match of salary (\$1,800 annually) into retirement account, per staff member (2).	\$3,600.00
Total			\$190,930.00

Executive Director

Role Summary

The Executive Director (ED) provides strategic leadership and oversight for Menus for Change, ensuring alignment with its mission and goals. This role involves high-level strategy, governance, fundraising, and operations while maintaining financial sustainability and legal compliance. The ED will also spearhead major donor relationships and serve as the primary liaison with the Board of Directors.

Key Responsibilities

1. Strategic Leadership & Governance

- Develop and execute the organization's strategic plan in collaboration with the Board.
- Ensure all initiatives align with Menus for Change's mission, vision, and goals.
- Communicate regularly with the Board of Directors, providing reports and recommendations.
- Ensure compliance with nonprofit laws, annual filings, and financial reporting requirements.
- Develop internal policies, including governance, ethics, and conflict-of-interest policies.

2. Policy Adoption & Organizational Support

- Lead in-depth consultations with organizations transitioning to plant-based food policies.
- Guide policy creation, adoption, and implementation, ensuring effective long-term change.
- Develop and maintain toolkits, resources, and best practices to support policy adoption.
- Oversee impact tracking and assessment of policy effectiveness and scalability.

3. Fundraising, Development & Financial Management

- Identify and cultivate donor relationships, securing financial support for the organization.
- Oversee grant applications and funding proposals.
- Manage the organization's budget, ensuring fiscal responsibility and transparency.
- Oversee donation processing, donor database management, and stewardship efforts.
- Oversee fundraising campaigns, including sponsorships, peer-to-peer fundraising, and online appeals.

- Prepare financial reports for the Board and funding partners.
- Oversee the development and distribution of impact reports to donors, funders, and stakeholders, showcasing program successes, financial transparency, and organizational growth.

4. Operations & Administration

- Manage external communications with donors, partners, and stakeholders.
- Ensure nonprofit registration, insurance policies, and compliance documentation are current.
- Oversee organizational filing systems, digital storage, and office technology tools.
- Supervise CRM systems, donation platforms, and email marketing tools.
- Develop, document, and maintain Standard Operating Procedures (SOPs) for key organizational functions, ensuring consistency, efficiency, and smooth onboarding for new staff and volunteers.

5. Event Planning & Public Relations

- Represent Menus for Change at conferences, advocacy meetings, and networking events.
- Oversee the planning and execution of fundraising events and stakeholder workshops.
- Engage in crisis management and media relations as needed.

6. Additional Responsibilities as Needed

- Responding to supporter inquiries.
- Troubleshooting technical issues (website, donation platforms, email systems).
- Managing unexpected PR challenges.

Program Director

Role Summary

The Program Director leads policy adoption initiatives and oversees direct engagement with organizations. This role ensures that Menus for Change provides high-quality consulting, resources, and training to organizations transitioning to plant-based food policies. The Program Director also manages volunteer engagement and event execution.

Key Responsibilities

1. Policy Adoption & Organizational Support

- Provide one-on-one consulting with organizations adopting plant-based menu policies.
- Guide organizations through the entire policy adoption process.
- Develop and update toolkits, resources, and best practices.
- Facilitate workshops, webinars, and stakeholder training sessions.
- Track and analyze policy adoption outcomes, ensuring long-term adherence.

2. Policy Holder Engagement & Community Building

- Develop strategies to engage policy holders and create a sense of community, ensuring long-term commitment to plant-based policies.
- Implement interactive engagement initiatives, such as webinars, discussion groups, and spotlight features on policy holders.
- Facilitate ongoing communications with policy holders, providing updates, success stories, and opportunities for collaboration.
- Manage and grow an engaged policy holder community through digital communications, discussion forums, and interactive engagement opportunities.
- Work with the Executive Director to ensure consistent follow-up and engagement with organizations that have adopted plant-based policies.

3. Volunteer & Community Engagement

- Recruit, train, and coordinate volunteers for advocacy projects and events.
- Maintain the volunteer database, ensuring engagement and retention.
- Oversee the Menus for Change Action Network, empowering supporters to advocate for plant-based menu policies in their communities.
- Respond to inquiries from volunteers, supporters, and potential partners.
- Represent Menus for Change at conferences, networking events, and advocacy meetings.

4. Event Planning & Execution

- Plan, organize, and execute community events, workshops, and fundraising initiatives.
- Secure venues, vendors, sponsors, and speakers as needed.
- Coordinate event logistics, marketing efforts, and attendee engagement.

5. Additional Responsibilities as Needed

- Contribute to organizational strategy and operations as needed in collaboration with the Executive Director.
- Assist with grant writing and donor cultivation efforts as applicable.

Communications Manager

Role Summary

The Communications Manager leads Menus for Change's outreach, branding, and digital engagement strategy. This includes managing the website, social media, press outreach, donor communications, and policy holder engagement to enhance the organization's visibility, fundraising success, and sense of community among supporters.

Key Responsibilities

1. Outreach, Marketing & Communications

- Develop and manage the organization's website, blog, and digital content, ensuring alignment with Menus for Change's mission.
- Execute the organization's social media strategy, ensuring consistent and engaging content across platforms.
- Write and distribute press releases and media outreach materials to increase visibility.
- Build and manage relationships with partner organizations, coalitions, and industry leaders to strengthen collaborations.
- Develop and maintain a media contact list for press and public relations efforts.
- Create and send regular newsletters to donors, policy holders, and supporters, keeping them informed of organizational updates, success stories, and upcoming initiatives.
- Oversee and continuously expand Menus for Change's online resource library, ensuring easy access to policy guides, event planning resources, catering recommendations, impact reports, and advocacy tools.

2. Public Relations & Brand Development

- Represent Menus for Change at conferences, networking events, and advocacy meetings to build relationships and increase brand awareness.
- Lead the creation of marketing materials, including brochures, impact reports, and digital resources.
- Ensure all branding and messaging align with Menus for Change's mission and values.
- Develop and execute storytelling strategies to highlight policy holders, grant recipients, and community impact.

3. Fundraising, Development & Financial Management

- Write and submit grant applications to secure funding for Menus for Change's programs.
- Oversee donor engagement and stewardship, ensuring strong relationships with supporters.
- Manage fundraising campaigns, including online appeals, sponsorships, and peer-to-peer fundraising.
- Maintain financial transparency and prepare donor impact reports that showcase organizational growth and success.

4. Additional Responsibilities as Needed

- Support the Executive Director and Program Director in outreach and engagement efforts.
- Monitor and analyze communication performance metrics to optimize strategies.