



Slow Food USA Chapter Handbook 2016

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Slow Food USA®

Section one: Who we are

Slow Food USA is part of the global Slow Food movement. In over 150 countries, 100,000+ members and volunteer leaders bring the Slow Food message to their homes and communities. We link the pleasures of the table to the ecosystems, economies, cultures, and communities that make this pleasure possible. We stand for joy and justice.¹

Slow Food USA has adopted the following Guiding Principles, and all Leaders in our national network must abide by them as they interpret Slow Food values for their unique community.



150 + COUNTRIES
100,000 + MEMBERS

Slow Food USA's Guiding Principles

GOOD

We believe in the universal right to pleasure.

We cultivate and reinvigorate joyful connections to community, place, culture and tradition.

We believe food should taste good.

CLEAN

We are stewards of the Earth, protecting natural resources and biodiversity for future generations.

We respect the interdependence between people and the environment.

We promote food that is regional, seasonal, and sustainably grown.

FAIR

We seek fair compensation for producers and fair access for consumers.

We welcome everyone to the table.

We are dedicated to global solidarity.

We believe in humane treatment of livestock.

We represent Slow Food without ego or self-promotion.

¹ See 'Slow Food Manifesto' Appendix 1

Our Organizational Structure



Slow Food USA is a membership organization operating as a national non-profit corporation.² The National Statute defines Slow Food USA's organizational structure and guidelines.³ Amendments to the National Statute may be proposed by any of the organizational entities listed below by emailing the proposed amendment to the Chairperson of the Board of Directors or to the Executive Director of Slow Food USA.

The organization's purpose is to promote the Slow Food movement in the US by supporting volunteer Leaders, organizing national gatherings of the Slow Food network, directing national campaigns to raise awareness of Slow Food values, and partnering with other organizations to strengthen and expand the Slow Food network. We formally recognize the following organizational entities:

LEADERS

A Leader is a volunteer who engages others to join the Slow Food movement and further our mission. They may do this in a variety of ways, including: participating in Slow Food USA campaigns; participating in Slow Food initiatives;⁴ serving on the Board of a Chapter, as a State Governor, as a member of the National Board of Directors, or as an International Councilor.

CHAPTERS

Local Slow Food chapters are legally recognized groups of Leaders that persist over time in a particular place and have the ability to raise funds and distribute funds at the local scale under Slow Food USA's 501(c)3 non-profit status. They gather and energize local communities.

STATE GOVERNORS

State Governors are seasoned Slow Food volunteers who have at least three years of experience as a Slow Food Leader. A Governor lives in the state they govern and support all Slow Food Leaders in that state in addition to other responsibilities.⁵

NATIONAL WORKING GROUPS

The Executive Director may, from time to time, create National Working Groups to undertake projects in cooperation with the National Office or the National Board.

NATIONAL OFFICE

The National Office is comprised of staff, employees, interns, contractors and consultants who work under the direction of the Executive Director to support the health and growth of the Slow Food network, provide national leadership, coordinate campaigns that exercise our collective power, organize large scale gatherings of the Slow Food network, and coordinate our domestic work with international work by collaborating with their colleagues in the offices of Slow Food International.

² Learn about the history of Slow Food, Appendix 2

³ The National Statute in its entirety is in the Appendix 3

⁴ See a list and explanation of Slow Food initiatives, Appendix 4

⁵ Read a detailed description of the State Governor's role and responsibilities, Appendix 5

EXECUTIVE DIRECTOR

The Executive Director leads and manages Slow Food USA.

NATIONAL BOARD OF DIRECTORS

The National Board of Directors is Slow Food USA's highest oversight body.

INTERNATIONAL BOARD OF DIRECTORS

The International Board of Directors is Slow Food's highest oversight body.

INTERNATIONAL COUNCIL

Delegates to the International Council represent Slow Food USA in the international arena.

In addition to these formal entities, Slow Food USA benefits from the support of members and seeks to engage the thousands of followers in this country who look to our movement for guidance and inspiration.

Slow Food International represents the movement globally and works closely with several affiliated organizations including Slow Food Promozione (event production), Slow Food Editore (publishing house), the Slow Food Foundation for Biodiversity, the Terra Madre Foundation, and the University of Gastronomic Sciences (UNISG). Learn more on their website: www.slowfood.com



Section two:

Chapter privileges and obligations

Local Chapters of Slow Food USA are given great autonomy to operate locally. The power of the Slow Food ethos is that it is holistic and malleable, and local Slow Food Leaders are the best situated to interpret and implement Slow Food in their communities. When Slow Food Leaders come together to form a recognized Chapter, they are able to raise and distribute funds in Slow Food's name in order to support activities, projects and individuals that engage their community in building a future of good, clean, and fair food for all. While Chapters do an incredible diversity of inspiring things across the country, the primary difference between Chapters and other groups of Slow Food Leaders is that Chapters are chartered to use the Slow Food logo and to raise and distribute funds.

Chapter Charter⁶

Upon successful application to become a Slow Food USA Chapter,⁷ the Chapter will be granted a Charter designating it as a legally recognized entity with the power to:





-  Use a unique logo (provided by Slow Food USA) with its chosen community name for print and online communications⁸
-  Have its Employer Identification Number (EIN) included in Slow Food USA's group exemption filing with the IRS, thereby giving the Chapter legal authority to raise tax-deductible donations for its work**

In order to maintain its charter, the Chapter will pay Slow Food USA a charter fee at the end of each calendar year, after its first full year of operation.⁹ **

Chapter Standing

It is important that the National Office and Slow Food USA Chapters are coordinated and in good communication. For this reason, Chapters must maintain Good Standing with the National Office in order to receive the full benefits of being a Chapter.

Requirements to be a Chapter in Good Standing:

-  File yearly taxes with the IRS (more on this is in Section Six of this Handbook)**
-  Host a minimum of one event that is free and open to the public
-  Submit an Annual Report of Chapter activities to the National Office
-  Pay an annual Charter Fee of \$200**





⁶ Example of a Chapter Charter, Appendix 6

⁷ For information on starting a Chapter visit www.slowfoodusa.org/leader-resources

⁸ Chapters must comply with the "Code of Use for Slow Food Logos" Appendix 7

⁹ Find out what Chapter Charter Fees support, Appendix 8

Benefits of being a Chapter in Good Standing:

-  Listing on the Slow Food USA website
-  Monthly lists of new email contacts for people who have told Slow Food USA that they want to support Slow Food in your community
-  Ability to designate delegates to national and international gatherings
-  Free “Campaign in a Box” materials to help the Chapter participate in national campaigns

If a Chapter lapses from Good Standing, every allowance will be extended by the National Office to help return the Chapter to Good Standing, at which point the Chapter will again be fully entitled to the benefits of this status. Chapters that remain lapsed for an extended period of time may be subject to having their Charter revoked, and the Chapter will be considered closed at that time.

**does not apply to campus Chapters

Section three: Leading a chapter

Volunteer Leaders are the core of Slow Food. The more Leaders we develop, the more we're able to achieve. A key responsibility of every Slow Food Leader is to develop the leadership capacity of others - which in turn develops the capacity of Slow Food as a whole to achieve our goals. The core Leadership Team of a local Chapter is the Chapter Board; service on a Chapter Board is an excellent way for Leaders to develop their own skills, engage with their community, and support the development of current and future Slow Food Leaders.¹⁰







Chapter Board

A Chapter Board (aka Leadership Team) brings together Slow Food Leaders to leverage their combined energies towards achieving specific goals that are most relevant to their community.¹¹

Leaders must promise to act in accordance with Slow Food USA's Guiding Principles (p.3). The duties of Chapter Leaders are detailed in the National Statute, Article 2 G.¹²

Some markers of a strong Chapter Board:

-  Responsibility is shared by everyone rather than concentrated among 1 - 2 Leaders.
-  Leaders respect each other's diverse life experiences, skills, and perspectives.
-  A succession plan is in place and current Chapter Leaders prioritize the cultivation of new potential Leaders who may join the Chapter Board in the future.
-  Leaders foster strong relationships with partners both within the Slow Food network and beyond.

ASSEMBLING A CHAPTER BOARD





New Chapters and established Chapters both need to recruit Leaders to their team. Anyone may be eligible to join a Chapter Board. There are no prerequisites for participation, and every Chapter Board should aim to make their recruitment strategy as inclusive as possible.

¹⁰ For a Slow Food Chapter on a school campus, there is a special addendum to address this unique type of Chapter, Appendix 10

¹¹ For pointers, see "Setting Goals and Building Shared Vision," Appendix 9

¹² Appendix 3

In recruiting Leaders to serve on a Chapter Board, look for people who bring:

-  A diverse perspective to the team
-  Skills that will support the healthy operation and development of the Chapter
-  The willingness to listen and to learn
-  Most importantly, a passion for Slow Food's aims

Get out there and meet people in your community who might be interested in joining the Chapter Board by volunteering with like minded organizations in your area and/or attending their events. Once you've met someone you want to work with, ask and keep asking.

If you are assembling a Chapter Board for a new Chapter, reach out to the National Office to find out if there is a Slow Food Governor in your state and if others in your area have also expressed interest in starting a Chapter.

Whenever a new Leader joins the Board, complete the online [Chapter Leader Update Form](#)¹³ to get that person looped into communications from the National Office.



The best way to build a committed team is to share your own story and passion for Slow Food!¹⁴

REQUIRED ROLES ON THE CHAPTER BOARD

A Chapter Board is required to have at least three people filling the roles of Chair, Vice-Chair, Treasurer, Secretary and Liaison to the National Office (the last two roles may be held concurrently with any other role). [This reflects proposed amendments to the National Statute that was ratified in 2012; these amendments will be voted upon at the next National Congress in 2017.]

The purpose and responsibilities of these roles are, generally:

Chair or Co-Chairs

Liases with the State Governor, National Staff and with other Chapter Chairs; facilitates meetings; resolves internal disputes; acts as one of two signing authorities for the Chapter bank account; sets fundraising goals for the Chapter (in consultation with the Treasurer); acts as a primary contact and spokesperson for the Chapter; and ensures that the Chapter is meeting all annual requirements to maintain Good Standing with Slow Food USA.

Vice- Chair

Supports the Chair or Co-Chairs, acting on the Chair or Co-Chair's behalf when needed.

Treasurer

Tracks Chapter income and expenditures; files the Chapter's annual taxes; acts as one of two signing authorities on the Chapter's bank account; prepares and reports on an annual Chapter budget.

¹³ <https://www.slowfoodusa.org/chapter-leader-update-form>

¹⁴ For more tips, see "Recruiting and Retaining People", Appendix 11

Secretary

Records minutes of Chapter Board meetings.

Membership Chair




Coordinates community outreach and supports Slow Food members in the Chapter's community.

Other possible roles on the Chapter Board are:

- Events
- Fundraising
- Communications
- Technology
- Partnerships
- Volunteer coordination
- Producer Relations
- Chef Relations
- Advocacy
- Policy
- Social Justice
- Biodiversity & Ark of Taste
- Slow Meat
- Slow Gardens

LEADERSHIP DEVELOPMENT





A healthy Chapter Board will provide opportunities for Leaders to develop their leadership skills and achieve personal goals. It is key that Leaders be regularly given the opportunity to move into another role on the Board and to propose programs and initiatives to the Board for approval. Some best practices to consider including in the operation of your Chapter's Board are:

-  The Chapter Chair should conduct an annual review and check-in with each Leader on the Board to give the Leader feedback on their contribution in the previous year, solicit feedback from the Leader, and identify opportunities for growth in their current role or discuss a role change in the year ahead.
-  Hold an annual Board retreat or special meeting for the Board to collaborate on building a vision for the Chapter in the year ahead. This provides the space for Chapter Leaders to focus specifically on proposing new projects, programs, and long term vision.
-  Encourage Leaders to identify courses or conferences that can build their skills and the Chapter's network. If possible, provide funding from the Chapter for Leaders to attend these professional development opportunities. This can include Slow Food gatherings as well as opportunities available from other organizations.

SUCCESSION PLANNING

Established Chapters can groom new Leadership by looking to current volunteers as well as their broader community. Always be on the lookout for new Chapter Leaders, as it may take a person months or years to decide they are ready for the plunge!

Some best practices for succession planning are:

-  Make succession planning a priority for your Chapter. Each Chapter Leader should be able to name several people they are actively cultivating to fill future roles on the Board. This process is all about one-on-one relationship building: sharing your story and listening to theirs, discovering their unique skills and personal interests.
-  Invite potential Chapter Leaders to join working groups or advisory committees where they can participate more deeply in planning and executing specific programs or events for the Chapter, while getting a taste of what it would mean to them to become a Chapter Leader.
-  If a potential Chapter Leader is new to Slow Food, invite them to a social event or volunteer day with the Chapter in order to show off the really fun part of being a Chapter Leader (there will be plenty of time for budgets and meeting minutes later!)
-  Target beneficiaries of your Chapter's work. People in the community who appreciate what Slow Food has done for them will be eager to pay it forward to others.

Importantly, Chapter Board recruitment is an opportunity to strengthen a relationship, regardless of whether that person joins your Chapter's Board.

Governance

Clearly establishing the processes by which your Chapter will govern itself is an ongoing process that requires forethought and patience. Good governance is a key investment in avoiding disputes and building good working relationships within your Chapter Board.

BYLAWS

All Chapters are required to have bylaws that reflect the Guiding Principles of Slow Food USA (p3), adhere to the National Statute¹⁵, and conform to all local laws and regulations. Creating bylaws is part of the process of establishing a Chapter. These may be amended by the sitting Chapter Board at any time. Bylaws detail the structure and procedures of the Board, terms of office, election processes, organizational structure, financial management, and how to avoid and address conflicts of interest. For guidance, refer to the template for Chapter Bylaws.¹⁶

CONFLICTS OF INTEREST






As a volunteer-led organization, Leaders may run into conflicts of interest. Bylaws must include a conflict of interest policy.

Conflicts of interest may arise when your Chapter enters a transaction, partnership, or other arrangement that benefits a Chapter Leader's personal, professional, or business interests. Potential conflicts can be resolved if they are identified up-front and if the Team's decisions are fair, informed, and made in the Chapter's best interest. Conflicted Leaders should not participate in making the decision.

¹⁵ Appendix 3




¹⁶ Appendix 12

Follow these best practices to avoid even the appearance of impropriety:

-  No Leader or no beneficiary of a Leader should derive personal financial profit by reason of their service on the Team.
-  While Leaders may be reimbursed for expenses they incur in carrying out their service to the Chapter, they may not be paid by the Chapter while serving on the Chapter Board.
-  Leaders must sign a statement confirming that they will abide by the Chapter's bylaws, including the conflict of interest policy, when they accept a position on the Board.¹⁷
-  All Chapter Leaders must disclose potential conflicts of interest. Record these disclosures in Board meeting minutes.
-  Conflicted Leaders should withdraw from discussion and voting on decisions that present a potential conflict.

TERMS LIMITS AND ELECTIONS

The first Leaders who serve on your Chapter's Board adopt bylaws that establish term lengths, the procedures for elections, and the means for subsequent Chapter Leaders to amend the Chapter's bylaws. The National Office strongly encourages Chapters to adhere to these best practices:





-  Establish a term of 2-3 years of service on the Chapter Board before re-election or rotation off of the Board and limit service to 2 terms in total.
-  Before the Annual Meeting, appoint a Leader to oversee a nominating committee that will identify Board needs, recruit applicants, vet candidates, and ensure the integrity of the process.¹⁸
-  In the case of a Chapter Board position becoming vacant mid-term, the Chair may appoint a person to fill the unexpired term, subject to approval by the current Chapter Board.

Whenever a new Chair is elected, a new Leader joins the Board, or a Leader rotates off of the Board, complete the online [Chapter Leader Update Form](#).¹⁹

Support

Each Chapter has a different character and different needs. This handbook is a general resource for all chapters, but there are other ways to find support!

If you are looking for guidance and support in leading your Chapter, you have many options:

-  See if the answer is in the Chapter Support FAQ²⁰
-  Check the [Leader Resources](#) section of the website for tools and resources²¹
-  Send an email to chapters@slowfoodusa.org
-  Call the National Office at 718-260-800

¹⁷ Appendix 12

¹⁸ See Recommended Election Process, Appendix 14

¹⁹ <https://www.slowfoodusa.org/chapter-leader-update-form>

²⁰ Appendix 13

²¹ <https://www.slowfoodusa.org/leader-resources>



Ask your fellow Leaders for advice on the Slow Food USA Chapter and Community [Leaders Facebook page](#)²²



Contact a Slow Food State Governor. If there isn't one in your state, try the nearest State Governor, who will be happy to help. All current Governors are listed with their contact information on the [Slow Food USA website](#).²³

²² <https://www.facebook.com/groups/sfusaleaders/>
²³ <https://www.slowfoodusa.org/state-governors>

Section four: Communications





Good communication is essential to the work of a local Chapter. The more tools you can utilize to spread the Slow Food message to your community, the greater the Chapter's impact will be.

Logo Use

Slow Food Chapters have a unique privilege within the Slow Food network, in that they are issued and permitted the use of their own Slow Food Chapter Logo. As a sanctioned representative of our organization, it is the responsibility of Chapter Leaders to both promote and respect the integrity of the Slow Food brand, which is most clearly visible in our logo.



Chapters and Leaders must comply with the international Code of Use for Slow Food Logos. Here are some key highlights from that document:

-  The names "Slow Food," "Slow Food USA," and the snail logo are registered trademarks of Slow Food International and may not be used without permission.
-  Chapters are permitted to use the words "Slow Food" only as a part of the Chapter name and logo, in printed materials for Chapter activities, and in the promotion of Slow Food initiatives, programs, and campaigns.
-  The Slow Food USA and Slow Food logos cannot be used without written permission.
-  Use of the Slow Food name or logo for personal business is strictly forbidden.

If you encounter misuse of the Slow Food logo, it may be an opportunity to begin a discussion that will bring a new Slow Food ally into our network. For more information on how to handle logo misuse, see the appendix.

Email Use

This is the most basic and vital means of communication for your chapter. Consider how Chapter Leaders can utilize email to communicate most effectively with fellow Chapter Leaders, the National Office, and the broader community.

OFFICIAL CHAPTER EMAIL ADDRESS

When a Chapter is granted its Charter, it is supplied with an official email address on the Slow Food USA domain. The format for official Chapter email addresses is [chapter name][state abbreviation]@slowfoodusa.org. For example, Slow Food Prescott's official email address is prescottAZ@slowfoodusa.org. The Slow Food USA domain is hosted by gmail, so simply sign into your official Chapter email from the gmail login. If you have lost or forgotten your password, send an email to chapters@slowfoodusa.org to have it reset.

The National Office will send important communications to the official Chapter email address, and the Chapter may use it in any way that it likes. It is a good idea to preserve institutional memory by using this email address as the Chapter's main account. It must be checked regularly! Chapter Leaders may choose to have this email address forward to another email address in order to make sure that no communications are missed.

INDIVIDUAL LEADER'S EMAIL ADDRESSES

It is the policy of the National Office that we will not give out Leader's personal phone numbers without explicit permission. We will provide the email address that we have on file. For this reason (among many!), it is important that each Leader's email is accurate in the national database. A Leader can update their contact information anytime by using the [Chapter Leader Update Form](#).²⁶

Leaders may choose to set up an email address separate from their personal address for Slow Food Chapter communications. Some Chapters also choose to set up their own Chapter domain with general email addresses like president@slowfoodprescott.org in order to preserve institutional knowledge when current Leaders transition off of the Board. Managing such a domain is at the discretion and responsibility of each individual chapter.

CONTACTS AND MAILING LISTS

Weekly, monthly, or quarterly newsletters are a good way for Chapters to communicate with their local community about Slow Food programs, activities, and issues. There are good and affordable options for email & marketing services (eg. Campaign Monitor, Mail Chimp, Constant Contact) that offer discounts to nonprofit organizations, such as Slow Food Chapters.




To help Chapter's populate their mailing lists, the National Office sends a monthly "Contact List" with the name and email address of people who have asked to receive communications from their local Chapter. These lists will be sent to Chapter's official email addresses, as described above.

Chapter Websites

People hoping to learn more about Slow Food usually start by searching online. Maintaining a Chapter website, even something as simple as a Facebook page or blog, is an important tool for promoting the Chapter and attracting new people. Once the Chapter website is setup, send a link to chapters@slowfoodusa.org, and it will be added to the Local Chapters section of the Slow Food USA website.

²⁶ <https://www.slowfoodusa.org/chapter-leader-update-form>

TOPICS TO INCLUDE

-  Information: How can I find good food in my area? What is Slow Food all about?
-  Events: What's going on in my area? How can I connect with others?
-  Content: What are the local food cultures in my area? How can I eat better, cook more, and have a healthier relationship with food?










WEBSITE DESIGN

Reserve prime real estate for new visitors to the site. The content for frequent users should be easy to find as well, but less prominent than the content for new people.

For the Chapter website:




DO



-  Keep it simple and organized.
-  Make it clear how people can get involved.
-  Make it simple for people to join the Chapter mailing list from your website.
-  Choose photographs and images that represent your Chapter well.
-  Give potential first-timers a reason to join!
-  Link to partner organizations, local businesses, and social networking sites.
-  Update it regularly. Otherwise, people might assume the Chapter is defunct!
-  Provide an email address in a visible place so people can contact the Chapter easily.
-  Link to social media channels such as Facebook, Twitter, and Instagram.

DON'T



-  Create a website that's too much of a burden to update.
-  Use flash or sound; most people aren't very fond of these features.
-  Use the website as a personal site or a subset of a business.

Social Media



By using social media channels such as Facebook, Twitter, and Instagram, many Chapters have been able to engage new audiences and further their current network. These tools can be very effective for publicizing events, community outreach, and/or creating useful dialogues with diverse people. Whether you are a tech wizard or a social media novice, here are some useful tips to keep in mind when planning the Chapter's social media strategy:

BE CONSISTENT!



Don't post 12 times in one day then wait another 5 days to post again. Pick a pace that works for the Chapter Leaders and stick to it. Use automated scheduling tools to space out your posts.

BE FRIENDLY!



Become "friends" or "followers" of the organizations and people who hold influence and/or whom you would like to emulate. When people follow the Chapter, follow them back. Occasionally share or re-post content from friends or followers to show your support.

BE PHOTOGENIC!



Photos are king on any platform: post photo albums of events, tweet photo updates, and/or use photos to emphasize the Chapter's messages. Try linking your Chapter's Instagram posts to Facebook to reach that different audience.

BE CONVERSATIONAL!



Don't just tell people what the Chapter is doing; ask questions, share articles, and solicit feedback and opinions.

Section five: Gathering

At the core of Slow Food's work is gathering. Coming together in real time, in a real place, to share real food and make real connections. This is how we answer the call of the Slow Food Manifesto.²⁷

Inclusivity and Outreach

There is no prerequisite to participate in the Slow Food movement. Every eater is welcome at the Slow Food table. Slow Food is for all.

COMMUNITY AND OUTREACH

The goal of Chapter Leaders should be to craft programs and events that speak to diverse peoples throughout the community their Chapter serves. For events, this can be done by varying venues, times of day, days of the week, neighborhoods, and price points. Challenge your Chapter to become more inclusive by positioning Slow Food as a community ally. Leaders should work to build connections between the Chapter and other community groups, especially those that may not seem obvious. Show up for their events; ask the leaders of other groups for time to meet; spend more time listening than talking. By gaining perspective and building trust, your Chapter can become a resource for everyone in your community.



Slow food
is for all!

To reinforce this goal, every Chapter is required to host at least one event annually that is free and open to all.

MEMBER OUTREACH

Members of Slow Food USA make a financial donation to our organization. These donations are fundamental to the fiscal health of the national association and supports the infrastructure within which local Chapters operate. These funds also go to supporting Slow Food International, and through them, the thousands of Slow Food volunteers across the globe. Every September we conduct a membership campaign to recruit new members and remind existing members to renew their support.²⁸

Chapters will want to communicate specifically with local members for various reasons including to offer special pricing on events and to hold elections for new additions to the Chapter's leadership team. To receive a current list of members who have affiliated themselves with your local Chapter in our national database, email this request to chapters@slowfoodusa.org and you will receive a report of local members within a couple of days.

²⁷ Appendix 1

²⁸ For a description of Slow Food USA's membership program, see Appendix 16

Insurance

GENERAL LIABILITY POLICY

It is a good idea to explore options for purchasing a General Liability insurance policy for your Chapter. If you serve alcohol at any of your events, it may be required by the venue or local laws. Be sure when purchasing a policy that it covers events, some do not. General Liability Insurance is a sound investment that will protect your Chapter and your fellow volunteers from any legal actions, and should only cost a few hundred dollars a year.

SPECIAL EVENT POLICY






If your chapter is just getting started or cannot afford an annual policy, it is possible to purchase one-day event insurance for less than \$100.

Where and How We Gather²⁹

LOCALLY

Whether at a picnic, a garden work day, a baking workshop, or a cocktail hour, the most important and exciting thing Slow Food Leaders and Chapters do is to gather their community together around food that is good, clean and fair for all.

All Chapters are required to host a minimum of one event that is free and open to the public each year. The types of gatherings your Chapter may choose to organize are endless, and are also great opportunities to flex your muscles as engines of your local economy. When planning an event consider opportunities for:

-  Fundraising
-  Supporting local farmers and food artisans by purchasing from them
-  Proactive inclusion of diverse attendees
-  Drawing public attention to organizations and businesses that are in line with Slow Food's aims
-  Educating attendees about the food system and their power as co-producers

Chapters are able (and encouraged!) to post their local gatherings on our [national event calendar](#)³⁰ using [this online form](#).³¹

NATIONALLY

Slow Food USA is committed to organizing national scale meetings that bring our Leader network together and draw new people into the Slow Food movement. Past examples include Slow Meat (2014 & 2015) and Slow Food Nation (2008). At writing, plans are heating up for [Slow Food Nations 2016](#).³²

Each Chapter is guaranteed a minimum number of delegate spots to national gatherings. The process for identifying delegates will vary, so keep an eye on our Leader Links newsletter and other communications from the National Office to make sure that your community is able to participate.

²⁹ For more on our theory of gathering, check out the recording of our Leader Call from February 2016 on YouTube: <https://youtu.be/I08PET26RXA>

³⁰ <https://www.slowfoodusa.org/events>

³¹ <https://www.slowfoodusa.org/post-your-event>

³² <https://www.slowfoodusa.org/slow-food-nations>

INTERNATIONALLY

Slow Food International organizes many gatherings each year that bring together the international Slow Food network. These are linked to initiatives that we prioritize as an international community. Past examples include: [Terra Madre and Salone del Gusto](#),³³ [Indigenous Terra Madre](#),³⁴ [Slow Cheese](#),³⁵ [We Feed the Planet](#),³⁶ etc.

The most important (and most regularly scheduled) international event is Terra Madre Salone del Gusto. This global gathering of the [Terra Madre network](#)³⁷ happens in the autumn of even numbered years (eg. 2010, 2012, 2016) in Turin, Italy. Slow Food USA works closely with Slow Food International to bring a delegation from the USA to Terra Madre Salone del Gusto. The process for selecting delegates varies with each edition, but as with national gatherings, Chapters have the privilege to select delegates from their communities to represent them. You can anticipate information on participation at the start of the year in which Terra Madre Salone del Gusto will take place.



³³ salonedelgusto.com

³⁴ <https://youtu.be/1A84u2JYM18>

³⁵ <http://slowfood.com/slowcheese/eng/1/cheese> ³⁶ <http://www.wefeedtheplanet.com/en/>

³⁷ <http://www.terramadre.info/en/>

Section six:

Financial Management

Chapters are the only formation of Slow Food Leaders that are granted the ability to raise and distribute funds under Slow Food USA's 501(c)3 non-profit status. With this privilege comes the responsibility to manage and track funds responsibly.

Accounting

BANK ACCOUNTS

Every Chapter must have a bank account opened in the Chapter's name. Chapter funds may not be held in or managed through an individual's account under any circumstances.

Many banks offer discounted or waived fees for recognized non-profits. Shop around for the best option for your Chapter. It is wise to set aside some of the Chapter's budget to cover banking fees.

A Chapter may choose to open a savings account, but this is not obligatory.

ANNUAL CHAPTER BUDGETS

The Chapter Board should create and approve a budget each year. A sample Chapter Budget is in the Appendix.³⁸

ROLE OF THE TREASURER

The Chapter's Treasurer should report on budget lines and the balance of the Chapter's bank account at each Board meeting.

The Treasurer is also responsible for tracking income and expenditures, and serving as the primary contact for any accountant that the Chapter may choose to work with. For smaller Chapters, the Treasurer may be able to track income and expenditures on a spreadsheet. For larger Chapters (especially those grossing over \$50,000 annually, they should use an accounting software like QuickBooks.

IRS Requirements

Don't be scared! For most Chapters, tax time is a breeze if proper records have been kept throughout the year.

CHAPTER EMPLOYEE IDENTIFICATION NUMBER

Each chapter obtains its own EIN when it is founded. An EIN is a unique number that identifies an organization to the IRS. Every organization must have an EIN, even if it will not have employees.

Be certain to use the Chapter's EIN and not Slow Food USA's EIN when filing tax documents and in all other financial documentation.

³⁸ Appendix 17

FEDERAL TAXES

Every Chapter must file federal taxes with the IRS by May 15 every year. If the Chapter fails to file, it risks losing its tax-exempt status. Reinstating this status is an awful, costly headache.

If a Chapter grosses under \$50,000 in a calendar year, it only needs to file [Form 990-N e-postcard](#).³⁹ The whole process takes about five minutes.

If a Chapter grosses over \$50,000, then it needs to file Form 990-EZ or Form 990. In this case, we strongly recommend that the Chapter seek the services of a CPA or other professional to assist with accounting and tax filing.

If a Chapter earns over \$1,000 in interest off of a checking or savings account, it may need to pay tax on this. We strongly recommend that a Chapter in this situation seek the services of a tax professional.

To change the contact information that the IRS has on file for the Chapter, send a fax with the Chapter's EIN and the new contact person to the IRS fax number at 1-801-620-3249.

The best resource for current filing instructions is the IRS itself. The appropriate page on their website is: <https://www.irs.gov/uac/e-file-for-charities-and-non-profits>

STATE TAXES

Rules for tax filing at the state level will vary from state to state. While not all states have requirements for non-profits that are local outposts of a national non-profit (more on this in the Legal Definitions below, most do. If there is a Slow Food Governor in your state, consult them for support. A tax professional will also be able to give appropriate guidance on this issue.

Registering for state sales tax exemption is separate from federal IRS requirements. Requirements for this registration also vary by state. Many states allow Chapters sales tax exemption under Slow Food USA's Group Tax Exemption Number (4272. Others require a Chapter to apply for a state sales tax exemption number. Check with your state's tax board for details.

OTHER TAX FORMS

Other forms the Chapter may need to file are:



If the Chapter hired an employee - Forms W-2 and W-3 (Wage and Tax Statement and Transmittal of Income and State Tax Statements)



If the Chapter raised more than \$1,000 through Unrelated Business Income (UBI), which includes income from selling advertising space (in a Chapter newsletter for example) or sale of merchandise - Form 990T and the state equivalent, if any.

In both cases, we strongly recommend working with a tax professional to make sure that your Chapter is in full compliance with all federal and state regulations.

³⁹ <https://www.irs.gov/charities-non-profits/annual-electronic-filing-requirement-for-small-exempt-organizations-form-990-n-e-postcard>

LEGAL DEFINITIONS

Slow Food USA is a 501(c)(3) not-for-profit organization. The IRS defines Slow Food USA chapters as subordinate informal associations (or “subordinates”).

Slow Food USA has a federal Group Tax Exemption Number, or GEN, which is 4272. All chapters that comply with the requirements described in this Handbook are entitled to be listed under Slow Food USA’s Group Tax Exemption Number. This means that chapters are covered under Slow Food USA’s umbrella non-profit status.





Though every chapter has an EIN, nearly all chapters are “informal associations,” not incorporated organizations. Check your state’s filing guidelines to determine whether your chapter needs to “incorporate” – it could mean additional benefits or burdens.

Fundraising




In 2015, local Slow Food USA Chapters raised over \$1 million. Chapters raise funds to support their local work and pay their annual charter fee, separate from any fundraising done by Slow Food USA National Staff.⁴⁰ Chapters can be powerful economic engines in their community, directing resources towards fulfilling Slow Food’s mission at the local level.

HOW AND WHY

Some of the most common sources of Chapter fundraising are:

-  Proceeds from events hosted by the Chapter or a community partner (eg. a restaurant)
-  Online donations through their website, email or crowdfunding platform (eg. Barnraiser)
-  Donations collected at a Chapter or community partner event
-  Grants from foundations, local government, or other organizations

Chapters often use these funds to:




-  Cover expenses for projects (eg. gardens supplies, venue rental fees, professional services)
-  Provide travel support for Leaders and community members to attend national and international gatherings
-  Provide grants to individuals or other organizations in the community
- Cover expenses for operating the Chapter (eg. annual charter fee, event insurance, purchase of accounting software)

⁴⁰ For information on Slow Food USA’s fundraising and finances, our Annual Report and 990 are available to the public on our website: <https://www.slowfoodusa.org/documents>

TAX DEDUCTIBLE DONATIONS

Donors to a Chapter can receive a tax deduction for their donations. It is the responsibility of the chapters to substantiate the contribution for the donor (see “Acknowledging Gifts” below). For details on substantiation and disclosure requirements for charitable contributions, refer to [IRS publication 1771](https://www.irs.gov/pub/irs-pdf/p1771.pdf).⁴¹




In a nutshell:

-  All gifts over \$250 must be acknowledged with a written notice that states the value of the donation. However, it's a good practice to acknowledge all donations, regardless of the amount or value.
-  If the donation came from a fundraising event, the amount that's tax-deductible is the cost of the ticket minus its “Fair Market Value.” For example, if you offer a \$100 ticket to a dinner that would normally cost \$40 in a restaurant, the tax-deductible portion of the ticket is \$60.
-  When acknowledging in-kind donations (i.e. goods donated, instead of money), you should not list a monetary value; instead, just describe the items donated in detail. It's the donor's responsibility to set the monetary value when filing his or her own taxes.

Note that volunteer and pro-bono time is not a tax-deductible donation. The only donations that are tax-deductible are ones that can be described as “goods,” things you can hold in your hands. Expenses incurred while volunteering may be tax-deductible; in this case it is best to seek the advice of a tax professional.

VERIFYING TAX EXEMPT STATUS

Potential donors may ask for verification of the Chapter's tax exempt status. In most cases sending them one or all of the following documents will suffice:

-  Letter from Slow Food USA confirming that the Chapter is part of our Group Exemption Policy
-  Letter from the IRS certifying that Slow Food USA is a 501(c)3 non-profit
-  Copy of Slow Food USA's W-9

To get a copy of any of these, email chapters@slowfoodusa.org

LARGE DONATIONS

If the Chapter is pursuing donations of \$5,000 or more from individuals, corporations, government agencies or foundations, please inform the National Office by emailing chapters@slowfoodusa.org. It may be that Slow Food USA's development team has a relationship with the funder, and it would be best to take a coordinated approach.

⁴¹ <https://www.irs.gov/pub/irs-pdf/p1771.pdf>

TRANSPARENCY AND REPORTING

Basic information about your Chapter's revenue and expenses should be available to the public upon request.






Chapters are required to report on their income and expenses to the National Office when submitting the Annual Chapter Report.⁴²

GUIDELINES FOR CORPORATE SPONSORSHIP

Chapters can pursue donations, sponsorships, or other relationships with for-profit entities so long as you follow the Fundraising Guidelines established by Slow Food International.⁴³








ACKNOWLEDGING GIFTS

It is good donor stewardship to send an acknowledgment of all donations, even if they are not tax-deductible. Acknowledgment letters should include:

-  A thank you
-  The amount of the donation (if it was money), or specific details about the goods donated (if it was in kind) Note: pro-bono and volunteer cannot be counted as a tax-deductible in kind donation.
-  A brief update on the Chapter or description of how the donation made an impact
-  A personalized note or anecdote
-  The following language: "Slow Food [Chapter Name] is classified as a subordinate of Slow Food USA, a 501(c)3 non-profit organization, and is covered under its Group Exemption, GEN #4272."

Record Keeping





In the unlikely event that the IRS decides to question the chapter's tax-exempt status or its annual reporting, your chapter will need to be able to produce detailed financial records. Please keep the following documents in a safe place as either hard copy or digital archive:

-  Bank statements (forever)
-  A book of Board meeting minutes (forever)
-  Group Exemption Letter from Slow Food USA (forever)
-  Copies of your filing Form 990 (forever)
-  Contracts, leases, etc. (ten years)
-  Supporting data for income and expenses (seven years)
-  Cancelled checks (seven years)

⁴² See the 2015 Annual Chapter Report form to understand what kind of information will be asked for in 2016, Appendix 18

⁴³ Appendix 19

You should also keep your chapter's founding documents on file and be ready to pass them on to incoming leaders during any leadership changes. Those documents are:

-  The IRS letter stating your chapter's EIN
-  Articles of Association
-  Banking Resolutions
-  Group Exemption Letter from SFUSA

If any of these founding documents are lost or otherwise unavailable, we may be able to help. Contact chapters@slowfoodusa.org should you need a copy of a missing document, as some founding documents are kept on file in the national office.

Section seven: Additional Resources

Websites

Slow Food USA

<http://www.slowfoodusa.org/>

Slow Food International

<http://www.slowfood.com/>

Slow Food USA Facebook

<https://www.facebook.com/SlowFoodUSA>

Slow Food USA Twitter

<https://twitter.com/slowfoodusa>

Leader Resources

<http://www.slowfoodusa.org/leader-resources>

Slow Food USA's Slow Gardens Program

<http://gardens.slowfoodusa.org/>

Terra Madre

<http://www.terramadre.info/en/>

Membership Renewal Page

<https://www.slowfoodusa.org/join-or-renew-membership>

Local Chapter List

<https://www.slowfoodusa.org/local-chapters>

Slow Meat

<https://www.slowfoodusa.org/slow-meat>

Slow Cheese

<http://www.slowfood.com/slowcheese/>

Slow Food Youth Network

<http://www.slowfoodyouthnetwork.org/>

Slow Food International Fundraising Guidelines

http://www.slowfood.com/filemanager/official_docs/SFFundraisingGuidelines.pdf

National Office Staff

<http://www.slowfoodusa.org/national-office-staff>

National Board of Directors

<http://www.slowfoodusa.org/board-of-directors>

State Governors

<http://www.slowfoodusa.org/state-governors>

Contacts

Chapter support
chapters@slowfoodusa.org

Membership support
membership@slowfoodusa.org

National office phone number
(718) 260-8000

National office address
Slow Food USA, 1000 Dean St, Suite 222, Brooklyn, NY, 11238

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The Slow Food Manifesto

Our century, which began and has developed under the insignia of industrial civilization, first invented the machine and then took it as its life model.

We are enslaved by speed and have all succumbed to the same insidious virus: *Fast Life*, which disrupts our habits, pervades the privacy of our homes and forces us to eat Fast Foods.

To be worthy of the name, *Homo Sapiens* should rid himself of speed before it reduces him to a species in danger of extinction.

A firm defense of quiet material pleasure is the only way to oppose the universal folly of *Fast Life*.

May suitable doses of guaranteed sensual pleasure and slow, long-lasting enjoyment preserve us from the contagion of the multitude who mistake frenzy for efficiency.

Our defense should begin at the table with Slow Food.

Let us rediscover the flavors and savors of regional cooking and banish the degrading effects of *Fast Food*.

In the name of productivity, *Fast Life* has changed our way of being and threatens our environment and our landscapes. So *Slow Food* is now the only truly progressive answer.

That is what real culture is all about: developing taste rather than demeaning it. And what better way to set about this than an international exchange of experiences, knowledge, projects?

Slow Food guarantees a better future.

Slow Food is an idea that needs plenty of qualified supporters who can help turn this (slow) motion into an international movement, with the little snail as its symbol.

SIGN THE SLOW FOOD
MANIFESTO
TERRA MADRE DAY





The History of Slow Food

In 1986, McDonald's wanted to open a franchise at the base of the Spanish Steps and Italians were not pleased, so they gathered for a protest. Instead of just waving signs and chanting, they brought a big bowl of penne pasta and handed it out to the crowd that gathered. People shared a meal at the Spanish Steps and began chanting "we don't want fast food, we want Slow Food." That gathering was the foundation for the birth of the Slow Food movement.

Slow Food was officially founded in Italy in 1989. Its stated mission was to counter the disappearance of local food traditions and people's dwindling interest in the food they eat and where it comes from.

Today, Slow Food represents a global movement involving thousands of projects and millions of people in over 160 countries, from Kazakhstan to Mexico. Slow Food USA was founded in 2000 in New York, and now has over 200,000 supporters, 150 chapters and 7,000 members nationwide!

For more about the history of Slow Food: <http://www.slowfood.com/about-us/our-history/>



Slow Food USA

Slow Food USA National Statute

Subject to ratification at the National Congress to be held in July, 2017 in Denver Colorado

This document includes amendments to the existing National Statute (ratified in 2012) that the National Board of Directors approved on September 21, 2016 in Franciacorta, Italy for consideration by Slow Food USA's membership at the next National Congress. The current National Statute is available at <https://www.slowfoodusa.org/documents>. The version presented here is being made public as of October, 2016 in order to solicit comments and feedback, which may be sent to chapters@slowfoodusa.org. While it will not go into effect until August, 2017 at the earliest, some of the changes indicated here will be communicated to members and chapters before then in order to provide the smoothest possible transition between policies.

Vision

Food represents a common language and universal right. Slow Food USA envisions a world in which all people can eat food that is good for them, good for the people who grow it and good for the planet. In essence, food that is good, clean and fair.

Mission

We inspire individuals and communities to change the world through food that is good, clean, and fair for all.

Preamble

Slow Food USA (SFUSA), as a full partner and integral element of Slow Food International (SFI), is a membership organization operating as a non-profit corporation.

The purpose of the corporation is to promote the Slow Food movement in the USA by facilitating and growing individual engagement in the movement, organizing gatherings of the Slow Food network, directing campaigns to spread the Slow Food message, and building solidarity through partnerships with organizational entities both internal and external to the Slow Food network.

Slow Food USA recognizes the following organizational entities: Leaders, Chapters, State Governors, National Working Groups (NWGs), National Office, Executive Director, National Board of Directors, International Board of Directors, and International Council.

Our collective work is guided by values, structures, and processes embodied in the Guiding Principles, the National Statute, the International Statute, the Code of Use for Slow Food Logos, and the Slow Food Fundraising Guidelines.

Amendments

The National Board of Directors (NBOD) may consider amendments to the National Statute as it deems necessary and in keeping with the mission, subject to ratification by the National Congress, per Article 8B, below. Amendments may be proposed and submitted by any of the organizational entities named in

this Statute to the NBOD for approval. Information on how to propose an amendment can be found in the Chapter Handbook available on the Leader Resources section of the Slow Food USA website.

ORGANIZATIONAL ENTITIES

ARTICLE 1. LEADERS

A leader is a volunteer who engages others to join the Slow Food movement.

S/he does any combination of the following: 1) organizes around Slow Food campaigns; 2) participates in Slow Food projects (eg. Presidia, Ark of Taste, Slow Meat, etc.); 3) serves the organization in any of the roles described in Articles 3 to 9.

ARTICLE 1 A. Revocation of Leadership Status

An individual member may lose his/her Leadership status if behavior or activities are in clear conflict with the principles and aims of Slow Food. Chapter Leaders and/or State Governors may recommend to the Executive Director that someone in their area be disallowed from participating as a Leader in their area. After due investigation, the Executive Director may revoke a Leader's status, said Leader being granted the right to appeal this decision to the National Board of Directors.

ARTICLE 2. THE CHAPTER

The Chapter is a legally recognized entity of Slow Food that persists over time in a particular place with the power to raise and distribute funds under Slow Food USA's 501(c) 3.*

The purpose of a local Chapter is to: (1) inspire diverse people to practice Slow Food values and invite them into the Slow Food community; (2) organize local projects to make food and farming in their area more good, clean, and fair; and (3) serve as a local anchor and organizer for regional, national and global Slow Food initiatives and campaigns.

ARTICLE 2 A. Chapter Founding & Leadership

To establish a Chapter, a founding team shall complete the Slow Food USA Chapter Application (available upon request). This application will be evaluated by Slow Food USA and, if approved, the Chapter will be granted an official charter. Slow Food USA will annually renew a chapter's charter, if it determines that the chapter is in good standing. (See 2 F Duties.) A Chapter shall be managed by a team of leaders, named the Chapter Board of Directors or Chapter Leadership Team.

ARTICLE 2 B. Chapter Powers & Officers

Within the terms of its Chapter Charter, The Chapter Leadership Team is entrusted with the power to conduct the business of the Chapter, which includes using the chapter's official Slow Food logo,

organizing events, communications and promotion to its local community, participation in national and international gatherings of the Slow Food network, fundraising at the local level, community outreach and development of new Slow Food Leaders.

The Chapter Leadership Team will include a minimum of three Leaders who fill the general officer positions of Chair, Vice-Chair, Treasurer, Secretary, and Liaison to the National Office (the last two roles may be held concurrently with any other role). Information on the individual responsibilities of these roles can be found in the Chapter Handbook. The Chapter Leadership Team need not be limited to these roles, and individuals may use different titles as long as the responsibilities of these roles are fulfilled and Leaders are registered with the National Office as accountable for the execution of these responsibilities. The members of the Chapter Board should strive to reflect the diversity of the community in which the Chapter operates.

SFUSA Chapters shall not have the authority to establish any form of local membership dues.

ARTICLE 2 C. Chapter Governance & Operations

The Chapter Leadership Team shall develop bylaws that reflect the requirements and principles of SFUSA and that conform to any special requirements of the State where the Chapter is located. Bylaws should deal with the membership of the Board; terms of office and process of elections; organizational structure; management of financial resources; conflict of interest policy; and other commonly expected governance issues (templates available upon request from the National Office).

If complaints regarding Chapter operations arise, the State Governor is entrusted with the authority to handle disputes or organize special elections. If there is no State Governor in the state where the Chapter exists or if the State Governor is unable to act impartially, the National Office may act in their stead.

Further details regarding the organization and management of Chapter activities and leadership -- including elections, term lengths, and fundraising activities - should follow the SFUSA Chapter Handbook found on the Leader Resources page of the SFUSA website.

ARTICLE 2 D. Chapter Dissolution

The National Board may, for just cause, revoke a Chapter's Charter, resulting in immediate dissolution of the chapter and revocation of the powers outlined in Article 2 B and 2 E. Just cause is defined as violation of the guidelines of Slow Food USA as stated in this document and any other communications from Slow Food USA to Chapter Leaders; failing to meet the Duties of the Chapter (See Article 2 F); disregard for the Guiding Principles, or pursuing actions inconsistent with the mission of Slow Food USA. A Chapter may appeal this decision to the International College of Guarantors (see Article 35 of the International Statute).

The Leadership Team of a Chapter may choose to close for any reason at any time, as determined by a majority vote of existing Leaders serving on the Leadership Team. The steps for closing a Chapter in this way are: 1) Notify the National Office in writing of intent to close and reasons for this decision 2) Notify the IRS of the dissolution of the chapter 3) Close the Chapter bank account and send any funds remaining therein to the National Office in the form of a check.

ARTICLE 2 E. Chapter Leadership Powers

1. To manage the resources of the Chapter.
2. Cast one vote (per chapter) in support of a candidate for State Governor, pursuant to Article 4 B.3
3. Vote on all relevant business at the National Congress, via at least one voting delegate who is chosen by and represents the interests of the Chapter.
4. Use the Slow Food trademark in local Chapter activities (strictly in accordance with the Code of Use for Slow Food Logos as stated in the Chapter Handbook found on the Leader Resources page of the SFUSA website.)

ARTICLE 2 F. Chapter Leadership Duties

1. Utilize Chapter resources to implement the mission of Slow Food in its community, in accordance with SFUSA's Guiding Principles.
2. Adhere to regulations in the National Statute, International Statute, Code of Use for Slow Food Logos, and the Slow Food Fund Raising Guidelines.
3. Adhere to all applicable federal, state and local laws, including IRS nonprofit regulations for tax filing, as applicable.
4. Follow best practices for Chapter Leaders as found in the Chapter Handbook (available on SFUSA website).
5. Convene at least one event that is free and open to the public annually
6. Annually report Chapter activity to and seek feedback from Slow Food members in the community -- either at a physical gathering or electronically -- and request a vote from these members on new and renewing Chapter Leaders.
7. Convene regular meetings of Chapter Leadership Team to plan Chapter activity.
8. Manage Chapter finances with integrity.
9. Submit an annual report to the national office.
10. Ensure payment of annual Chapter Charter Fee (\$200) to SFUSA for renewal of the Chapter Charter.* **

**Slow Food Chapters formed as campus groups are presumed to be covered by the 501(c)3 status of their schools and therefore are not issued EINs, are not included in SFUSA's Group Exemption, and are not required to pay the Chapter Charter Fees in order to renew their Chapters' Charters. A campus Chapter may choose to raise funds under the auspices of their academic institution if they so wish.*

***If a Chapter is unable to pay this fee, it may petition the National Office for a one-time exemption which will be granted at the discretion of the National Office based on the ability of Chapter leadership to demonstrate that the fee presents an undue burden.*

ARTICLE 3. NATIONAL WORKING GROUPS

The Executive Director may, from time to time, create National Working Groups (NWGs) to undertake projects in cooperation with the National Office or the National Board (such as an Advisory Board or an event committee). The Executive Director will appoint the NWG Chair and specify in writing the responsibilities and duration of the NWG. Within seven days of the creation of an NWG, the Executive Director will notify the National Board of the creation of an NWG and the purpose for which it was formed. The Executive Director may form or dissolve an NWG based on the mission, policy and program needs of Slow Food USA.

ARTICLE 3 A. National Working Group Membership

The Executive Director and NWG Chair shall consult with one another to select NWG members.

ARTICLE 3 B. National Working Group Tasks

NWG recommendations shall pertain only to the defined task of the NWG and shall be made by consensus.

ARTICLE 4. STATE GOVERNORS

The purpose of a State Governor is to (1) coordinate the Slow Food community at a state level; (2) support the healthy development and function of the organization's Leaders, Chapters, activities and alliances in the state; (3) work in concert with Leaders throughout the state to organize themselves as best suits their collective aims and; (4) facilitate communication across states and with the national office.

ARTICLE 4 A. State Governor Eligibility

State Governors are seasoned Slow Food leaders who have at least three years of volunteering experience (at any level) within the Slow Food network. A State Governor lives in the state they govern and does not currently serve in an executive role on the Leadership Team of any Slow Food Chapter. If elected to the role of State Governor, a Leader has one year to resign from any executive role (President, Vice President, Treasurer) on a local Chapter, but may choose to remain on the Chapter Board in a different role.

ARTICLE 4 B. State Governor Appointment

1. The National Office will oversee the nomination and election process for appointing any State Governor. Where a State Governor already exists, the outgoing State Governor will oversee the nomination and election process for an incoming State Governor in consultation with the National Office.
2. New State Governorships will be created when the Slow Food network of Leaders and Chapters in a state is sufficiently established to merit this, as determined by the National Office. Individual Leaders meeting the eligibility requirements (outlined in Article 4 A) may self-nominate by contacting the National Office in order to initiate an election. In addition, the National Office may recruit a nominee.
3. In all cases, each Chapter that is active and in good standing (outlined in Article 2 F) in the designated state is entitled to cast one vote in the election. The nominee will be approved if the majority of Chapter responses are in support of the candidate.

ARTICLE 4 C. State Governor Communication Role

The purpose of the State Governors is (1) to advise local Leaders and Chapters; (2) serve the first point of contact for Leaders when addressing issues in their Chapters and Communities; (3) act as a representative of local Leader to the National Board. A National Board member sits on and organizes the Governors' committee in order to act as the liaison among the State Governors, National Office, and National Board.

ARTICLE 4 D. Election to the Board

Upon election to the National Board, a State Governor must give up their Governor position within one year.

ARTICLE 4 E. State Governor Powers

1. In response to complaints, a State Governor may call for an investigation of a Leader or Chapter Board when prompted by complaints or concerns raised by any party involved with the Leader or Board, and unable to be resolved at the chapter level with the governor's support. The National Board Liaison to the Governors will oversee an equitable investigation into the identified complaint and report back with a recommendation for action to the concerned Regional Governor and the National Office.
2. Recommend the approval of new Chapter applications.
3. Act as the official representative of the organization in her/his state.
4. Ratify amendments made to the governing documents of Slow Food USA by the National Board of Directors in the event that a National Congress is not being held during the 12 months following the introduction of these amendments.

ARTICLE 4 F. State Governor Duties

1. Promote formation and foster the development of new and established Slow Food leadership in the state.
2. Act as the first point of contact for Leaders when addressing issues in their Chapters and community.
3. Assist in communicating the policies and programs of Slow Food to Leaders.
4. Assist in communicating Leaders' and Chapters' activities, successes and challenges to the National Office.
5. Facilitate opportunities for Leaders in the state to meet and communicate.
6. Organize annually at least one State Leaders Meeting, either in person or via conference call.
7. Advise and assist Leaders in resolving leadership disputes if they arise.
8. Attend the in-person Governors' Forum gathering, to occur in conjunction with the annual national gathering or at another time and place as agreed upon by the majority of Governors, with approval from the National Office.
9. Participate in monthly Governor conference calls overseen by the National Board Liaison to the Governors and facilitated by the National Office staff.
10. Upon approval of two-thirds of the State Governors and the Executive Director, amend and adopt best practices, procedures and guidelines for fulfilling the Governor's duties and responsibilities.

ARTICLE 5. EXECUTIVE DIRECTOR

The Executive Director leads and manages the SFUSA organization in the United States.

ARTICLE 5 A. Powers of the Executive Director

Powers of the Executive Director are specified in the Executive Director Job Description approved by the SFUSA National Board. They include, but are not limited to:

1. Give direction and leadership toward the achievement of SFUSA's philosophy, mission, strategy, and its annual goals and objectives
2. Be a voice of SFUSA in public, including the broader Slow Food network and media.
3. Propose and manage the annual budget.
4. Hire and terminate staff.
5. Manage staff and other resources.
6. Represent SFUSA on the Slow Food International Board or delegate a representative, subject to approval of the National Board, to do so in his/her stead.

ARTICLE 5 B. Duties of the Executive Director

1. Abide by the policies and priorities set by the National Board.
2. Report to the National Board per its request.
3. Attend National Board meetings.

ARTICLE 6. NATIONAL OFFICE

The purpose of the National Office is, as authorized by the Executive Director, to (1) support the health and growth of the Slow Food network; (2) provide leadership and a national voice; (3) coordinate national campaigns that exercise our collective power; (4) organize national gatherings of the Slow Food network; and (5) serve as a national anchor and organizer for the global Slow Food movement.

The National Office consists of the staff, including all employees, interns, contractors, consultants, and designated volunteers working under the direction of the Executive Director.

ARTICLE 6 A. Powers of the National Office

1. Approve new Chapter applications and oversee Chapter compliance with SFUSA Statute requirements.
2. Oversee investigations of Chapter Leadership or State Governorship when a complaint has been lodged.
3. Work to resolve disputes at the Chapter level, should the State Governor be unable to act with impartiality.
4. Oversee elections for State Governors.
5. Implement national campaigns, projects, and initiatives.
6. Perform other responsibilities as delegated by the SFUSA Executive Director.

ARTICLE 6 B. Duties of the National Office

1. Facilitate the flow of information and feedback between the local, state, national, and international entities of the organization.
2. Implement campaigns and initiatives as authorized by the Executive Director and the National Board.
3. Carry out all operational activities necessary for the functioning and health of the organization.
4. Ensure that the corporation's resources are directed towards implementation of the mission of Slow Food in the nation, in accordance with SFUSA's Guiding Values

5. Adhere to regulations in the National Statute, International Statute, Code of Use for Slow Food Logos, and Slow Food Fund Raising Guidelines.
6. Adhere to all applicable federal, state and local laws, including IRS nonprofit regulations for tax filing and public reporting.

ARTICLE 7. NATIONAL BOARD OF DIRECTORS

The purpose of the National Board of Directors (“National Board” or NBOD) is, as SFUSA’s highest oversight body, to (1) provide governance to the organization and proper fiduciary oversight; (2) align mission and purpose that articulates the organization's goals, means, and primary constituents served; (3) participate in any planning processes for SFUSA and assist in implementing and monitoring the plan's goals; (4) determine which programs and campaigns are consistent with SFUSA's mission and monitor their effectiveness and; (5) with the SFUSA National Office, clearly articulate the organization's mission, accomplishments, and goals to the public and garner support from the community in order to enhance SFUSA's public standing.

ARTICLE 7A. National Board Operations

Slow Food International recognizes the Slow Food USA National Board of Directors, via the Slow Food USA – Slow Food International Agreement, as the "National Board of Directors" as stated in Article 17 of the International Statute. The SFUSA-SFI Agreement, signed by the International Executive Director and the Chairman of the National Board, gives the SFUSA Board of Directors exclusive concession to use the Slow Food national logo, in the format governed by the Code of Use for Slow Food Logos. The National Board operates in accordance with the Slow Food USA Bylaws and Articles of Incorporation. These include, but are not limited to the following principles.

ARTICLE 7 B. National Board Composition

The National Board shall consist of a minimum of three members. One member shall be the International Executive Director (or his/her delegate). One member shall be a former State Governor, elected by the Board upon nomination by the body of the State Governors as a whole. One third of the USA-based members shall be elected from the SFUSA Volunteer Leadership. When vacancies arise, the National Board shall ensure compliance with these composition requirements within six months.

The National Board, in response to the needs of the organization, may define criteria for the remaining seats. The National Board may then fill these seats at its discretion. The timing of elections, number of members and their terms are set by the National Board in reference to the need to stagger terms.

ARTICLE 7 C. International Representation

The National Board nominates a slate to fill seats representing Slow Food USA on the International Board or International Council (to be confirmed by election at the International Congress).

ARTICLE 7 D. National Board Terms

The first term of any National Board Director is two years, with the option to be re-elected for two more terms of three years each, for a total of eight consecutive years. Any former National Board Director may be reelected to the National Board after a one-year hiatus. Should an outgoing National Board Chair be at the end of their eight-year term, their term will be extended for the period of one additional year for service as Chair Emeritus. Once on the National Board, all National Board Directors, whether Governor-nominated or not, are re-elected by their peers.

A majority of National Board Directors may remove a Board Director if their behavior or activities are in clear conflict with the principles and aims of Slow Food. The National Office and other Directors will work with the Board Director in question to provide feedback on conflicts and set a reasonable timeline to reconcile issues before suggesting recourse for removal.

ARTICLE 7 E. National Board Powers

1. Set policies and priorities in accordance with and fulfillment of the SFUSA Guiding Principles, National Statute, International Statute, Code of Use for Slow Food Logos, and Slow Food Fund Raising Guidelines.
2. Amend all governing documents of Slow Food USA, including the National Statute, which is subject to ratification by delegates at the National Congress or, in interim periods, by the State Governors.
3. Approve the annual budget.
4. Hire and terminate the Executive Director.
5. Annually review performance of the Executive Director.
6. Elect corporate officers in accordance with state and federal laws pertaining to corporate governance.
7. Create working committees of the National Board as it may deem necessary to conduct its business.

ARTICLE 7 F. National Board Duties

1. Maintain the vision of Slow Food USA.
2. Assist the National Office in fundraising efforts, including making a personally significant annual financial contribution to Slow Food USA.
3. Ensure that the organization complies with all applicable federal and state laws.
4. Monitor the correct use of the logo in the United States, following the terms and rules set by the Code of Use for Slow Food Logos.
5. Review the financial statements on a quarterly basis.
6. Meet periodically in person and by conference call (minimum 4 times per year).
7. Provide a National Board representative to the State Governors who shall serve as the primary point of contact for ensuring communication between the Governors and the Board.

ARTICLE 8. NATIONAL CONGRESS

A National Congress shall be held every year in conjunction with a larger annual national gathering of the Slow Food network. The purpose of this Congress is to conduct business, provide the opportunity for peer-to-peer learning amongst Leaders, and promote national/regional networking activities.

ARTICLE 8 A. National Congress Representation

Before each National Congress, in order to determine the number and distribution of voting-delegate spots, the National Board of Directors decides on a system of active-Leaders representation. At least one representative from each active Chapter (as defined in Art. 2 F) shall be designated a voting delegate.

ARTICLE 8 B. National Congress Duties

1. Ratify any amendments to the National Statute made by the Board in the one-year period preceding the Congress. If Chapter Leaders or State Governors have amendments to propose between Congresses, they may propose amendments electronically to the NBOD to consider, as outlined in the Preamble.
2. Deliberate policies, programs, and future direction of Slow Food USA.

ARTICLE 9. INTERNATIONAL COUNCIL REPRESENTATION

Delegates to the International Council represent Slow Food USA in the international arena.

ARTICLE 9 A. International Councilor Seats

The Slow Food International Council will provide guidelines that stipulate the number of Councilor seats that represent Slow Food USA on the Council. Nominees are selected by the National Board and must be confirmed by election at the International Congress. The term of election is four years.

ARTICLE 9 B. International Councilor Powers

Cast a vote on issues presented to the International Council.

ARTICLE 9 C. International Councilor Duties

1. Attend meetings of the International Council.
2. Represent the members of Slow Food USA.
3. Communicate to the Board, State Governors and Chapter Leaders the policies and programs approved by the International Council.



Slow Food Initiatives

The international Slow Food network rallies around initiatives that are interpreted for local communities by the local leaders who represent Slow Food there. This flexibility means that Slow Food's initiatives can be adapted to any setting, while maintaining a coherent vision globally. Below is a brief description of several key initiatives. Much more information is available online by following the included links.

The Ark of Taste

The Ark of Taste is an online catalog of delicious and distinctive foods facing extinction. By identifying and championing these foods we keep them in production and on our plates.

Anyone, anywhere can nominate a product to join the Ark of Taste. Slow Food USA has regional committees who oversee the evaluation of nominations in the USA, using a form and protocol that are specific to the U.S.

Learn more about the Ark of Taste in the USA here:

<https://www.slowfoodusa.org/ark-of-taste-in-the-usa>

Learn more about nominating a food to the Ark of Taste here:

<https://www.slowfoodusa.org/nomination-process>

Learn more about the Ark of Taste internationally here:

<http://www.fondazione Slow Food.com/en/what-we-do/the-ark-of-taste/>

Earth Markets

Earth Markets are a worldwide network of farmers markets respecting the Slow Food philosophy. These community-run markets strengthen local food networks; provide quality food bought directly from the producers; ensure fair prices for both consumers and producers; and foster local economies. These markets increase access to good, clean and fair food from the local area to reduce food miles and shorten the food chain. Consumers become co-producers by learning from producers and benefiting from educational activities.

Learn more about Earth Markets here: <http://www.earthmarkets.net/>

Presidia

The Presidia program is coordinated by the Slow Food Foundation for Biodiversity, which organizes and funds projects that defend our world's heritage of agricultural biodiversity and gastronomic traditions.

Loosely translated into "garrison," Slow Food Presidia (Presidium, singular) are local projects that work to improve the infrastructure of artisan food production. The goals of the Presidia are to guarantee a viable future for traditional foods by stabilizing production techniques, establishing stringent production standards, and promoting local consumption.

There are four active Presidia in the U.S.: Anishinaabeg Manoomin (Wild Rice), Makah Ozette Potato, Navajo-Churro Sheep, and Sebastopol Gravenstein Apple.

Learn more about Presidia in the U.S. here:

<https://www.slowfoodusa.org/presidia-in-the-usa>

Learn more about international Presidia here:

<http://www.fondazioneSlowFood.com/en/what-we-do/slow-food-presidia/>

Slow Beer

The campaign for Slow Beer was recently begun by Slow Food Mexico. It aims to apply the Slow Food philosophy to beer making. It is still in its developmental stages, but is inspiring Slow Beer themed activities throughout the global Slow Food network.

Learn more about Slow Beer Mexico here:

<http://slowfoodmexicoycentroamerica.org/slow-beer-mexico.html>

Slow Cheese

This campaign aims to protect the traditional skills and landscapes that make cheeses so incredibly delicious and interesting. It culminates every two years with an event held in Bra, Italy.

Learn more about Slow Cheese here: <http://slowfood.com/slowcheese/>

Slow Fish

This campaign aims to raise awareness about the plight of fisheries and fishing people and globally. It is a complicated issue, and a strong international network is addressing it. Every two years, a Slow Fish event is held in Genoa, Italy. Other groups such as Slow Food Istanbul and Slow Food New Orleans have hosted Slow Fish events in previous years as well.

Learn more about Slow Fish here: <http://slowfood.com/slowfish/>

Slow Gardens

The Slow Gardens program brings resources, technical assistance and partnerships to our chapters and garden leaders so that they can be more effective in engaging youth in school gardens to learn about good, clean and fair food. Slow Gardens' priorities are to support biodiversity education through growing more Ark of Taste products in school gardens, bring school garden produce into school meals through Garden to Cafeteria programs, and connect youth across cultures through the Global Garden Exchange, a virtual class-to-class exchange.

Learn more about Slow Gardens here: <http://gardens.slowfoodusa.org>

Slow Meat

This campaign brings together diverse people and groups to address the harm caused by industrial meat production and to turn the herd towards a more sustainable system of livestock management and meat consumption. It advocates for eating less meat of better quality. Slow Food USA hosted Slow Meat events in 2014 and 2015, at which point the campaign was adopted internationally.

Learn more about Slow Meat in the USA here:

<https://www.slowfoodusa.org/slow-meat>

Learn more about Slow Meat internationally here:

<http://www.slowfood.com/what-we-do/themes/slow-meat/>

Slow Wine

Slow Wine is rooted in the Slow Wine Guide published by Slow Food Editore. While the guide is currently only relevant to wineries in Italy, it has inspired conversation globally about applying Slow Food values to the wine industry.

Learn more about Slow Wine here: <http://www.slowwinemagazine.com/en/>

Terra Madre

Terra Madre brings together those players in the food chain who together support sustainable agriculture, fishing, and breeding with the goal of preserving taste and biodiversity. The Terra Madre network gathers biennially in the autumn in Turin, Italy for Terra Madre Salone del Gusto. The largest global gathering of good food advocates, Terra Madre Salone del Gusto is the most important event for the international Slow Food network.

Slow Food USA works with local chapters and leaders to assemble a delegation to the event. Keep an eye out for announcements about applying to be in the delegation or supporting delegates in the winter of each even numbered year (eg. 2014, 2016, etc.).

Learn more about Terra Madre here: <http://www.terramadre.info/en/>



State Governor Role & Responsibilities

Who is a Slow Food State Governor?

State Governors are seasoned Slow Food leaders who have at least three years of experience of volunteering (at any level) within the Slow Food network. A State Governor lives in the state s/he governs and doesn't currently serve in an executive role on the Leadership Team of any Slow Food Chapter.

What does a Slow Food State Governor do?

State Governors cultivate and strengthen the Slow Food USA network in their state by:

- Modeling Slow Food Leadership by joyfully approaching challenges and actively inviting people into the movement
- Acting as the primary contact for existing and future Leaders of the Slow Food network in their states
- Building and stewarding relationships between Slow Food and like-minded organizations in their states
- Proactively and regularly communicating with Chapter and Network Leaders in their states (in person, via email, or by phone)
- Supporting existing and future Slow Food USA Leadership through mentorship and conflict resolution
- Working in concert with Leaders throughout the state to organize themselves as best suits their collective aims
- Increasing statewide solidarity, sharing best practices with other Governors, keeping current on national and international Slow Food activities, and providing feedback and guidance to the Slow Food USA National Office

What are the responsibilities of a Slow Food State Governor?

The explicit duties of State Governors are:

- To abide by the Slow Food USA Guiding Principles (link here: <https://goo.gl/FOL4aU>)
- Promote formation and foster the development of new and established Slow Food leadership in the region.
- Act as the first point of contact for Leaders when addressing issues in their Chapters and community.

A-5

- Assist in communicating the policies and programs of Slow Food to Leaders.
- Assist in communicating Leaders' and Chapters' activities, successes, and challenges to the National Office.
- Respond to communications from the National Office within seven days.
- Facilitate opportunities for Leaders in the region to meet and communicate.
- Organize a minimum of one state-wide Leaders Meeting annually, either in person or via conference call.
- Advise and assist Leaders in resolving any leadership disputes that arise.
- Attend Slow Food gatherings as often as possible, including local, national, and international gatherings.
- Attend the in-person Governors' Forum gathering, to occur in conjunction with the annual national gathering or at another time and place as agreed upon by a majority of Governors and approved by the National Office.
- Participate in monthly Governor conference calls overseen by the National Board Liaison to the Governors and facilitated by National Office staff.
- Upon approval of two-thirds of the State Governors and the Executive Director, amend and adopt best practices, procedures and guidelines for fulfilling the Governor's duties and responsibilities.

The explicit powers of a State Governor are:

- In response to complaints, a State Governor may call for an investigation of a Leader or Chapter Board when prompted by complaints or concerns raised by any party involved with the Leader or Board, and unable to be resolved at the chapter level with the governor's support. The National Board Liaison to the Governors will oversee an equitable investigation into the identified complaint and report back with a recommendation for action to the concerned Regional Governor and the National Office.
- Recommend the approval of new Chapter applications.
- Act as the official representative of the organization in their state.

The benefits of being a State Governor are:

- Eligibility for additional leadership positions:
 - The National Board of Directors by national statute includes one former Governor that is approved for the role by sitting State Governors.
 - The group of four International Councilors representing Slow Food USA includes at least one sitting State Governor.
- Opportunities to represent Slow Food USA at conferences or events when the Executive Director or staff members are not available.
- Opportunity to meet with the Board of Directors when the Board meets in the Governor's state or nearby.
- Reserved delegate position for Terra Madre/Salone de Gusto.
- Reserved delegate position for Slow Food Nations and National Congress.
- Annual meeting with State Governors during annual national event.

- Introduction and opportunity to work with the regional, national, and international network of leaders to affect Slow Food's direction.
- Opportunity to use and improve skills of facilitating, mentoring, teaching and problem solving with the attendant gratification of helping to develop new leaders.

A Regional Governor may be removed, in accordance with the process detailed in the National Statute, if s/he is not effective in his/her role or if his/her behavior or activities are in clear conflict with the principles and aims of Slow Food USA.

How does the National Office support Slow Food State Governors?

The primary responsibility of Slow Food State Governors is to foster the healthful growth of the Slow Food network in their state. The National Office will support this work by:

- Publishing Governor biographies and contact information on the Slow Food USA website so that existing and potential Leaders in their state can communicate with them
- Providing current contact information for all Chapter Leaders in their state
- Facilitating monthly calls during which the Governors may support and advise each other, sharing best practices and common challenges
- Facilitating an annual Governors Forum
- Providing delegate spots to national and international gatherings
- Responding in a timely manner to all requests and communications from State Governors



Slow Food Denver is granted this **Chapter Charter** on October 10, 2016 in recognition of its formal status as an official Chapter of Slow Food USA with all attended privileges including: exclusive use of the chapter's official Slow Food logo, organization of events, communications and promotion to its local community, participation in national and international gatherings of the Slow Food network, fundraising and fund disbursement at the local level.

This Charter is effective for calendar year 2016, at which point it may be renewed, contingent on the Chapter's fulfillment of all activities required to remain in good standing with Slow Food USA including: submission of an Annual Chapter Report, filing state and local taxes as required by law, payment of the annual Chapter Charter fee.

This Charter may be revoked at any time if it is determined that Slow Food Denver has failed to abide by the Slow Food Guiding Principles or is in violation of the Slow Food USA National Statute. For the full text of these documents and all other regulations governing and privileges conferred to a chapter of Slow Food USA, please refer to the Slow Food USA Chapter Handbook.

A handwritten signature in black ink, appearing to read "Richard McCarthy".

Richard McCarthy
Executive Director



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Slow Food®

CODE OF USE FOR SLOW FOOD LOGOS

Text approved by the Fifth International Congress

November 8-11, 2007 – Puebla, Mexico

1. DEFINITION

The symbol of the stylized snail and the name Slow Food is a registered trademark, and as such is subject to the laws of copyright and is protected by them. The Slow Food trademark cannot be used or reproduced without permission.

The Code of Use for Slow Food Logos defines the rules governing the use of Slow Food trademarks.

These rules must be applied, except where explicitly specified otherwise by the Code, for the Slow Food logo and name and also all of its derivative trademarks, i.e. all trademarks, registered or based on the Slow Food logo, which identify specific projects and events organized by the Slow Food Association. These include:

- Terra Madre
- Ark of Taste, with Ark and fluttering tablecloth
- Slow Food Presidia (or Sentinelle or Baluarte), with snail and flags
- Slow Food Award, with snail in laurel leaves
- Salone del Gusto
- Cheese
- Slow Fish
- Slow Food on Film

Slow Food has the authority to grant the use of the Slow Food trademark and its derivatives both to the various local bodies of the association and to any third parties which have a relationship with the association.

The International Board of Directors is the body of Slow Food which exercises this authority, and therefore has the final responsibility for enforcing the Code throughout the world.

The following are authorized by the International Board of Directors to use the Slow Food trademark, subject to the rules and limitations contained in this Code:

- the Convivia
- National Board of Directors
- other authorized organizational bodies

This authorization must always be granted in writing when one of the organizations listed above is established.

An individual member is never authorized to use the Slow Food trademark.



2. USE OF THE LOGOS INSIDE THE ASSOCIATION

2A. CONVIVIA

Convivia are authorized to use the Slow Food trademark as long as they specify the name of the Convivium.

Authorization is granted by the International Board of Directors or the National Board of Directors, where existing, only after having signed a foundation protocol. This protocol allows the Convivia to use the Slow Food logo.

An inactive Convivium loses the right to use the Slow Food logo.

Convivia can use the Slow Food trademark only for initiatives closely related to their association activities, and the Convivium name must always be specified. In the absence of references on the part of higher Association bodies, a Convivium (for example the Slow Food Seattle Convivium) shall always regard itself as authorized by the International Board of Directors to use the trademark with the wording “Slow Food Seattle”.

The Convivium may not use the trademark with the name of the national or regional association itself, or without a name.

In extraordinary circumstances, for example a national event organized by one or more Convivia, it is possible to use the national (Slow Food USA) or international (Slow Food) trademark. In this case the Convivium must receive written authorization from its National Board of Directors (if, for example, it wants to use the national trademark “Slow Food USA”) or the International Board of Directors (if it wants to use the international trademark “Slow Food”). The conditions of use, including any eventual economic relationships, will be decided in each case by the National Board of Directors (for the national trademark) or the International Board of Directors (for the international trademark).

One or more Convivia may use the trademark with the national name (“Slow Food Sweden”) where there is no existing National Board of Directors, with the aim of communicating the activities of the Convivium or other activities of national interest, following a written request to the International Board of Directors from the Convivium leaders who represent the majority of the members. The trademark can only be used upon receiving written authorization from the International Board of Directors, which will determine the conditions of use.

Convivia have the right to register the trademark with the name of the city or region in which they are active subject to the conditions agreed by the International Board of Directors.

2B. NATIONAL BOARD OF DIRECTORS

National Board of Directors, where existing, are authorized to use the Slow Food trademark for major events and for all communications with its own members, as long as they specify the name of the nation, state or region in which they are active.



Whenever a National Board of Directors plans to use the international trademark (the snail with only the name Slow Food), it must request authorization from the International Board of Directors. If forms of national coordination other than a National Board of Directors are planning to use the national, state or regional trademark they must request authorization from their own National Board of Directors or, where there is none, the International Board of Directors.

The National Board of Directors and other authorized organizational forms have the responsibility to monitor the correct use of the Slow Food logo in their relevant geographic area and to notify any improper use to the International Board of Directors.

The National Board of Directors have the right to register the trademark with the name of the country in which they are active subject to the conditions agreed by the International Board of Directors.

2C. DOMAIN NAMES

Domain names, i.e. internet addresses which include the name Slow Food, can be registered by Convivia if they wish to register the domain name of the Convivium, for example www.slowfoodtoronto.com); and by the National Board of Directors (where existing) if they wish to register the national domain name, for example www.slowfoodcanada.com or www.slowfood.ca. These names can be used only for the Slow Food activities of the Convivium or the National Board of Directors, to republish contents published on the international site, other national sites or other Convivia. The site is not to be considered as the property of the Convivium leader or a member, but rather as the property of the Convivium itself, in other words the property of Slow Food. In the case of a Convivium closing, the domain name must annulled, or pass to Slow Food.

One or more Convivia can request authorization from the International Board of Directors for the registration of the national domain name (for example www.slowfoodchile.com) through a written request from the Convivium leaders who represent the majority of the members. The site will automatically become the property of the national association, if a National Board of Directors is created and recognized by the International Board of Directors.

3. REGULATIONS FOR COMPANIES

3A. PRODUCERS LINKED TO SLOW FOOD PROJECTS

The Slow Food trademark (or any of its derivatives) may never be used on a food product or the packaging of a food product. In the case of the Ark of Taste and Presidia, or other Slow Food projects, the producer (or company which sells Ark of Taste, Presidia or Terra Madre community products) may provide the consumer with informational material which states that the product is among those chosen to be in the Ark of Taste, a Presidium product or part of another Slow Food project. It is therefore possible to give visibility to the company's involvement in the Ark of Taste, Presidia, Terra Madre or other Slow Food projects only in informational material or brochures, never on the product or product packaging itself.

A National Board of Directors can present a proposal to the International Board of Directors for the promotion of products linked to Slow Food projects which anticipates the use of derived



trademarks. Such a proposal must specify precisely the details regarding the rules for using the trademark on the part of the producer(s). The proposal can only be accepted following the authorization of the International Board of Directors, and must include a trial period (no longer than two years) during which the International Board of Directors can monitor the effectiveness of the project, to then decide whether to revoke the permission or authorize it definitively.

3B. BUSINESSES

A National Board of Directors, regional association or Convivium can award the trademark to a “recommended” commercial business, for example by using a sticker, subject to the following conditions:

- The year of recommendation is shown.
- The recommendation is made within the context of a particular initiative: a publication produced by Slow Food (by a Convivium, a National Board of Directors or by the International Board of Directors) or a prize awarded by Slow Food (by a Convivium, a National Board of Directors or by the International Board of Directors), for example the *Osterie d'Italia* guide or the *Guide to New York*. This rule is not valid for publications or prizes produced by third parties, even if Slow Food is a participator.
- The promoter of the initiative is indicated (e.g. for the Osteria guide, Slow Food Editore; for a local initiative, the Convivium which made the recommendation).

4. REGULATIONS FOR SLOW FOOD SPONSORS

Use of the Slow Food trademark can never be granted to any sponsorts. Use of certain trademarks belonging to Slow Food (i.e. “Salone del Gusto”) can be granted to sponsors: in such a case Slow Food retains ownership of the trademark but allows its use by certain third parties with a relationship with the organization. This can take place subject to an agreement stipulated in a contract, which must specify the exact terms regarding the use of the trademark.

Any sponsoring business must follow the guidelines on Slow Food fundraising policy.

4A. COMPANIES SPONSORING SLOW FOOD

The possible granting of use of trademarks which belong to Slow Food to sponsors (for a significant event or for general support of a national or regional association) must always be authorized by the International Board of Directors, subject to precise prior notification by the National Board of Directors, regional association or Convivium regarding the use to which the business intends to put the trademark, regardless of the name being used (national Association or committee or Convivium).

In any case a sponsor may only use on their product the trademark of the event or initiative in which they are directly involved (as happens with some of the major sponsors of Salone del Gusto).

In particular, on every occasion in which a National Board of Directors agrees with a sponsor to launch a significant promotional campaign or significant initiative, and if the agreement involves substantial support from the sponsoring business, the public use of the trademark of the initiative or



the project being sponsored must be agreed upon and submitted in writing for the approval of the International Board of Directors.

4B. PRIVATE DONORS

Private donors may publicly state their support of a particular Slow Food initiative, subject to the terms fixed each time by the International Board of Directors and/or the relevant local Slow Food organization itself, as long as the general conditions provided in this Code for sponsoring businesses are respected. The International Board of Directors or the National Board of Directors (in the case of the national trademark) must always authorize the use of trademarks belonging to Slow Food by private donors, subject to an agreement made through a contract.

In the cases listed above, only the trademark sent by the National Board of Directors or the International Board of Directors can be used. It can be used exclusively following the rules which will be sent together with the trademark or indicated in the stipulated contract.

4C. “FRIENDS OF SLOW FOOD” SPONSORS

A sponsoring business which participates in the “Friends of Slow Food” (“Friends of Slow Food USA” or “Friends of Slow Food Toronto”) initiative, or similar supporting initiatives run by different permitted organizational bodies, can communicate their support through the “Friend of Slow Food” phrase only for their business communications aimed at promoting and raising awareness of their activities to the public and the media (websites, press releases). The use of the phrase on the company’s products or in advertising or marketing of the product is not allowed. The businesses taking part in the initiative cannot use the Slow Food trademark as part of their own image or communications. Otherwise Slow Food reserves the right to act to protect its trademark.

The regulations for “Friends of Slow Food” sponsors will be defined by the International Board of Directors. Every National Board of Directors or other permitted organizational body must agree on the valid terms in their own area with the International Board of Directors.

The phrase “Friend of Slow Food” can be used for the length of time and the authorized form only subject to the conditions permitted in the rules established by the International Board of Directors. In every case the year of the initiative must be specified.

Any sponsoring business must follow the guidelines on Slow Food fundraising policy.

5. LOSS OF RIGHT TO USE THE TRADEMARK

The Association’s International Board of Directors has the exclusive authority to revoke the right to use the Slow Food trademark (and its derivatives) from any party previously granted the right under the provisions of this Code.

The International Board of Directors revokes authorization to use the trademarks in the following cases:

- If the National Statute of a National Board of Directors does not specifically comply with Article



18 of the International Statute.

- If any local body of the Slow Food organization promotes activities and initiatives which have no connection with the Slow Food movement, and/or which involve entities, companies or associations which are in obvious conflict with the Slow Food philosophy.
- If any local body of the Slow Food organization uses the international Slow Food trademark without having requested authorization from the International Board of Directors, or if authorization has been refused.
- If any third party has an economic relationship with the Slow Food organization.

Revoking of authorization of use of the trademark by the International Board of Directors must be made in writing (recorded-delivery letter, fax or e-mail).



APPENDIX 1

THE SLOW FOOD TRADEMARKS

International Logo

The shape of the snail and the proportions between the script and the snail cannot be changed. There are no restrictions on the color of the snail. The font of the "Slow Food" name is Roman Bauer Bodoni. The use of this logo must be always be authorized by the International Board of Directors.

National Logo

The name of the country, in Bauer Bodoni font, must follow Slow Food; the snail size does not change and the snail remains centered over the script

Convivium Logo

The name of the Convivium should be in Bauer Bodoni font, following the "Slow Food" name; the snail symbol should be centered above the text.

Terra Madre Logo

Ark of Taste Logo, with Ark and fluttering tablecloth

Slow Food Presidium (or Sentinelle or Baluarte) Logo, with snail and flags

Slow Food Award Logo, with snail in laurel leaves

Salone del Gusto Logo

Cheese Logo

Slow Fish Logo

Slow Food on Film Logo



Why a Slow Food USA Chapter Charter Fee?

Local Chapters of Slow Food USA are granted great autonomy in setting their own direction and implementing programs that are most suitable to making food in their communities more good, clean, and fair.

The Slow Food USA National Office provides an infrastructure that:

- Allows Chapters to fundraise and distribute funds as local non-profit organizations with reduced burden of filing financial and legal documents
- Produces promotional content and materials for use by Chapters
- Maintains an updated list of current Chapters on the national website
- Licenses chapters to use the trademarked Slow Food logos and to have exclusive use of their own Slow Food Chapter logo
- Maintains a national database and distributes contact information to Chapters of people interested in getting involved with Slow Food locally
- Provides staffed hours to answer questions and give guidance to Chapter Leaders
- Facilitates peer-to-peer sharing of best practices for Chapter management via communications and social media

In order to support this infrastructure and these activities, Slow Food USA is proposing a Chapter Charter fee of \$200 to be paid annually to the National Office. This fee will accomplish three goals:

- Provide predictable, direct funding to supporting Chapters that is not subject to the success or failure of Slow Food USA's development initiatives, therefore guaranteeing a minimum level of support to Chapters at all times
- Incentivize Chapters to build capacity as fundraisers, which can lead to impactful local investment of the resources they raise
- Remove the requirement that all Leaders of Chapter be dues-paying members of Slow Food USA, thus allowing greater inclusivity in recruitment to Chapters' Leadership Teams

In Fiscal Year 2016 (June '15 to July '16), costs associated with the above activities were:

COSTS SPECIFIC TO CHAPTER SUPPORT	
Software for generating contact & member reports	\$2,000
Producing and shipping campaign materials provided to Chapters (2015 Membership Drive)	\$7,000
Staff time devoted to Chapter specific support	\$15,000
TOTAL	\$24,000

NATIONAL INFRASTRUCTURE COSTS FROM WHICH CHAPTERS BENEFIT	
Legal fees for filing State Registrations and Group Tax Exemption	\$15,000
Fees paid directly to States to maintain non-profit registrations	\$6,500
Costs of organizational audit for IRS	\$20,000
Website, emails & social-media (does not include staff time)	\$39,000
TOTAL	\$80,500

The income this will generate for the national office will significantly offset costs associated with the above activities, and potentially give funding to grow Chapter support.

ANTICIPATED INCOME FROM CHAPTER CHARTER FEES
110 Chapters currently in Good Standing x \$200 = \$22,000 annually



Setting Goals and Building Shared Vision for your Chapter

Setting Goals

Your core leadership team sets the goals for your chapter, responding to the interests and needs of your community.

Make your goals SMART: Specific, Measurable, Attainable, Relevant, and Time-bound.

Specific

Do you ever find yourself in a group that's confused about what exactly it's trying to accomplish? That's why specific, well-defined goals are important. If you set a general goal, like "change the food system," it's hard to get a sense of what you have in mind as the outcome of your work. Ask your group:

- What are some concrete outcomes we want to see?
- Why are these outcomes important?
- Who's the core audience we're engaging? Who is involved/affected?
- Are there community partners we can work with to achieve these outcomes?
- Where/when is this all happening?

Measurable

Establishing markers and milestones to measure your progress will help your group stay on track. When you reach them, you'll feel re-energized. Ask your group:

- What does success look like?
- How can we measure our impact with numbers?
- How can we assess the quality of our efforts?

Attainable

There's no point in trying to do the impossible. Your goals should be both achievable and aspirational. Ask your group:

- What are the skills and resources needed to achieve this goal?
- What skills and resources do we have?
- If we don't have certain skills and resources, how can we build them or partner with others who do?

Relevant

Your time and resources are valuable – so use them wisely. Go slowly. Prioritize and focus on goals that are relevant to your chapter's priorities—your constituency, shared purpose, and

activities. Ask your team:

- Is this goal aligned with our mission?
- Does it support the change we are trying to create?
- Does it promote Slow Food USA's vision?

Time-bound

Establishing a time frame will remind your team of the commitment you've all made, and rally them to reach the finish line. Ask your team:

- By when should we have reached this goal?
- What marker/target dates should we set along the way?

For example, this is not a SMART goal: *Offer cooking and gardening workshops to high school students.*

This is a SMART goal: *50 high school students participated in at least 3 cooking and gardening workshops developed and facilitated by a core team of 5 chapter members at XYZ community center by summer 2017.*

Write your SMART goals as achievements, not tasks. It's both fun and important to frame goals as achievements. This will help to motivate your team by taking time to celebrate your achievements rather than creating a laundry list of obligations.

Strategizing

Strategies get you from where you are to where you want to be. They turn your goals into achievements. In general, here are some questions to consider:

- Who should we work with? Who can help us get what we want?
- How do we inspire others to get involved?
- How can we support people who are already involved?
- Who are our members (current or potential), and what are their strengths and weaknesses?
- How do we get funding?
- How can we ensure that decisions are being made by the appropriate people?
- Who's doing what to carry out the strategy?
- Who are all the stakeholders—people who will be affected—and how should we communicate with them?
- What are the key moments?
- Do we need more than one strategy to get the work done?

There are many paths to the same point, so don't stress about doing it "the right way" or following a formula. Be open to a range of possibilities, and don't forget to evaluate and re-evaluate your strategies at key moments. Identify what worked and what didn't—and learn from it going forward.



Campus Addendum to Chapter Handbook

Historically, students have been a strong force of political change. *You* are at the heart of important social movements! The Slow Food Youth Network is a growing group of young people who firmly believe that Slow Food is a universal right. Students involved in the Slow Food movement are working hard to ensure a better food system and a better world where everyone, especially low-income and disadvantaged communities, has access to Good, Clean and Fair food.

Started in 2006, the Slow Food Youth Network is about involving young people in colleges, culinary schools, grad schools, high schools and middle/elementary schools in the SF movement. Each youth network chapter is bringing people together and improving the food system in meaningful and unique ways. While you are encouraged to read through the rest of the Leader/Chapter Handbook, this youth addendum will provide important information, tips and ideas specific to starting and growing a campus chapter. Welcome aboard!

Campus Chapters

Student or youth leadership is at the heart of Slow Food Campus Chapters. These student groups include young people in a variety of school or youth settings who have organized themselves and their peers to transform food and farming. A core team of student leaders coordinates and facilitates decision-making around the group's goals and activities. Chapters are also encouraged to choose a staff or faculty advisor who is committed to student leadership and who can offer additional guidance and continuity.

Who? Any students, faculty, and staff who have an interest in food: whether it's food systems issues, environmental sustainability, social justice, gastronomy and culture, or international affairs, are encouraged to join in on the Slow Food fun!

The goal is for students to raise awareness about food issues, connect with the larger movement, partner with their local community, and be a gathering point on their campus and beyond.

More and more students are joining the movement. We have 30+ active campus chapters across the nation. Our groups are in universities, culinary schools, technical colleges and even some middle and high schools.

Leadership on a School Campus

Starting a Slow Food Chapter on your campus will be an adventure; this is new territory! Right off the bat, you will need a committed group of leaders to guide your group towards success. Below are the formal leadership positions that Slow Food USA recommends for every Campus Chapter. While there will be only a few formal leadership positions in your chapter, it is important to keep in mind that everyone in the group has something important to contribute. Above all else, the role of the core leadership team is to ensure that everyone's voice is heard and everyone is able to contribute to the Slow Food mission.

When building your leadership team, aim for diversity and inclusivity. A core leadership team should be composed of people who have different life experiences, skills, and perspectives. You'll also want to include students from different academic classes (e.g. freshman, sophomore, juniors, and seniors). Building up potential leaders over the years will benefit your group in the long run and ensure a succession plan when leaders graduate.

In addition to the main leadership positions (which are detailed in the Leader/Chapter Handbook) students are encouraged to add a Community Liaison to their core leadership team.

The board should also include the chapter's faculty or staff advisor. The chapter advisor does not need to attend all meetings or events but should be aware of the chapter's activities. These positions should be filled at either the very end or very beginning of the academic year.

Leader

The chapter's Leader is responsible for the basics of maintaining the chapter including: overseeing communication with the national office and local Slow Food USA chapter where one exists; facilitating chapter meetings; coordinating planning sessions for the chapter's activities; filling out the Slow Food USA Annual Report; and ensuring that the chapter is working towards changing the food system with 'Good, Clean and Fair' in mind.

Co-Leader

The Co-Leader supports the leader as she/he guides the chapter, but also if and when the leader is unable to fulfill the primary responsibilities of the chapter (listed above). The co-leader oversees any of the optional positions that the chapter decides to fill or committees that are formed.

Communications Coordinator

The chapter's Communications Coordinator is the point person for disseminating and publicizing information about the chapter to the campus and surrounding community. He/she will typically create a strong social media presence, tap into resources like campus email listservs, craft

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press releases and marketing materials, and liaise with the local community to share events and activities more widely.

Events Coordinator

The Events Coordinator should take the lead in planning and executing all campus and community events. It is this student's responsibility to see that the group hosts at least 2-3 events per academic year. They should be prepared to oversee all aspects of planning including locating venues, securing entertainment (guest speakers, documentary films, etc.) and other resources (namely food). At the conclusion of each event, the coordinator will be in charge of collecting, organizing and using feedback to improve on future events.

Treasurer

The treasurer will manage the finances. Should your chapter seek extra funds for trips or events, this student will be responsible for locating/applying for that funding.

Community Liaison

The beauty of the SF network is that it connects people! This student leader will act as the link between the larger (local, national and international) Slow Food community and their campus chapter. They might work on building a relationship and coordinating events with the local SF chapter in their area, keeping in contact with other campus chapters or coming up with exciting new ways to engage with local chefs, farmers, youth and other people involved in the food system.

Let's Talk About Funding

Since Slow Food USA is unable to provide chapters with any direct funding, here are some other places you can look:

Register Your Chapter with the Student Activities Office

All campus chapters should be registered on-campus with the host school, college or university's office of clubs and organizations or student affairs. Please make sure to register each fall and complete any necessary paperwork that is required. On-campus registration may lead to funding from the host school, and we would hate to have any chapter miss out on an opportunity to receive start-up funds. We recommend chapters utilize any start-up cash received from their school for a larger scale project, program or event. The Student Activities Office or Student Government may also be able to provide funding throughout the year so be sure to stay in touch with them and inquire about opportunities and applying for funding.

Donations

Campus chapters may think about adding a suggested donation to events that would otherwise be free, like a movie screening or speaker, to generate some extra money (especially for off-campus community members). Chapters might also consider purchasing items, like plants or seeds, which can be resold at an event for a bit more than the original asking price. Additionally, students often work with local businesses to have items or gift certificates donated for auctions. Be creative and strategic when making relationships with businesses and organizations on-campus and in the community.

Fundraise

While we encourage you to seek outside funding and donations, it's important to consult with your school administration to see how you should account for this flow of money or resources. As registered student groups, Slow Food chapters operate under the legal tax status of their institution. Once you have that cleared up, you are encouraged to fundraise on campus and in the community. Think plant or seed sales, bake sales, charging a small cover for a movie screening or other event. Anything you can think of!

Events

Hosting engaging and meaningful events is the bread and butter of running a Slow Food Chapter. Luckily, on a campus you have access to venues, resources and likely, hundreds of interested students, faculty and community members. Here are a few ideas to start with:

- Host community meals/potlucks
- Film screenings (popular documentaries or entertaining food films!)
- Host discussions (invite faculty to speak on a specific food-related issue)
- Planned visits to local farms or farmers markets
- Invite a local chef to do a cooking demonstration
- Meatless Monday campaign in your dining hall
- Slow Fish campaign in your dining hall
- Friendly cooking competition (Top Chef inspired!)
- Start a small community garden on campus
- Bring a co-op or CSA to your campus
- Start a composting program
- Compile a Slow Food Cookbook with everyone's favorite recipes
- Host a Disco Soup event to raise awareness about food waste
- Work with Real Food Challenge on sustainable food procurement for your dining hall

Campus Chapter Spotlight:

Slow Food Case Western Reserve University 2015-2016

Here is a great example of what one campus chapter has accomplished in an academic year - hopefully some good food for thought and inspiration!

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The Slow Food chapter of Case Western Reserve University has accomplished much in this past year. We began the school year by breaking ground at Mentor High School, building and planting a vegetable garden for the students to care for and integrate into classes. Next, we successfully kicked off the Real Food Challenge and our university president, Barbara Snyder, along with our food provider, Bon Appetit, signed our campus commitment of 30% real food by 2020. Furthermore, we developed a Food Systems Working Group of students, CWRU faculty, dining staff, and community members to analyze the current food available and look for places to make changes. A calculator of the amount of current and future "real" food is being worked into a class in order to involve more students in the process of improving food on campus. We also hosted an event at Mitchell's ice cream with the owner Mike Mitchell in order to discuss local food and Slow Food practices the company utilizes. Later in the year we hosted a Slow Food dinner with guest speaker Douglas Katz, head chef of Fire restaurant in Shaker Heights. Jeff spoke of his experiences at Terra Madre and the event's influence on his cooking and menus. Finally, we participated in Food Week, a collaborative event between different food-related groups on campus with a focus on food waste and food security. Eric Holt-Gimenez participated as a guest-lecturer. We ended the school year by returning to MHS to provide seeds and gardening supplies for them to continue the garden we had planted in the fall. -- Danielle Kulpins, Slow Food CRWU Student Leader



Recruiting and Retaining Volunteers

Slow Food is about people and people-power. The more people we inspire and engage, the stronger we are. Here are tips for bringing people in, inspiring them to join, and retaining them as volunteers and leaders.

The longevity of your chapter is entirely dependent on bringing in fresh energy and fresh eyes to keep improving the work you do together. It is well worth appointing one person on your team to dedicate time and energy to volunteer and leader recruitment and retention, understanding that it is the responsibility of everyone on the leadership team to support these efforts.

Recruiting

- Don't be afraid to ask people to join your leadership team, attend events, contribute funds and materials, etc. Keep asking!
- Share your own personal story about why you joined and why you think Slow Food is important. Ask other people to share their stories too!
- Show people what Slow Food is all about! Share food, host interactive events, hold potlucks and community meals, and organize cooking and gardening classes.
- Recruit to an activity or a social event, not a meeting, as very few people get involved in order to attend meetings.
- Build outreach into everything you do. Look to your own social networks for new members and ask your fellow leaders to do the same. Offer an incentive for members who recruit their friends!
- Everyone has something to contribute, so find unique ways to encourage people to help.
- Offer special benefits or resources to people who volunteer or contribute.
- Promote your chapter's work in a variety of ways: word of mouth, posters, Facebook, text, email, etc.
- Solicit feedback from folks who attend events or sign up on your mailing list about what they'd like to see and do.
- Remember to be passionate about the mission and vision of Slow Food. Your enthusiasm will be contagious and will encourage folks to get involved.

Retaining

- Offer a diverse array of events and programs that are accessible to everyone with a variety of volunteer roles. Include free or low-cost events on your chapter's calendar.
- Create teams/committees that enable volunteers to invest in and contribute to the chapter's success.
- Build strong relationships and open communication between leaders and community members.
- Listen to your partners' and community members' interests and needs. Ask them via a

- survey or in conversations at events and take action based on their feedback.
- Set SMART goals, have fun reaching them, and celebrate successes with your chapter.
- Show gratitude by thanking people and making them feel like insiders.
 - Send thank you notes
 - Offer branded t-shirts
 - Include their names in newsletters
 - Distribute gifts from sponsors
 - Host a monthly happy hour or yearly volunteer appreciation party
- Have small group discussions or neighborhood events to develop the relationships among leaders, volunteers and community members.
- If someone volunteers for a specific chapter project:
 - Train them by giving them skills, tools, and confidence
 - Openly communicate and manage expectations with volunteers
 - Give them a positive first experience and follow up with a thank you note
 - Have frequent check-ins and provide further training
 - Provide volunteers with ample supplies
 - Be reasonable and flexible about scheduling
 - Be a positive mentor

Building Leadership and Succession Planning

The most effective leaders are those who enable others to lead with them. Here are some best practices worth considering:

- Recognize that leadership takes many different forms and therefore everyone is a potential leader.
- Respect the diversity of backgrounds, skills, and perspectives that people have to offer to the group.
- View every chapter event or activity as an opportunity to identify new leaders and encourage them to consider joining your team.
- Identify potential leaders and intentionally build relationships with them. Remember that leaders take responsibility for the entire group, so be on the lookout for people who are strong team players and good listeners. Leaders don't dominate conversations—they provide focus for a diversity of voices.
- Listen to people and see what they need to be better leaders.
- Connect people with leadership training opportunities.
- Encourage volunteers to take up leadership roles on committees.
- Promote a culture where positive and constructive feedback is a norm.
- Encourage people to reflect on their own leadership style, strengths and weaknesses.
- Work with the existing chapter leadership team to develop a transparent process for selecting and onboarding new leaders so that everyone connected to the chapter is excited and ready to support incoming team leaders.
- Establish a transition model where incoming leaders can be guided/mentored by outgoing leaders.
- Recognize people's contributions with awards and/or appreciations.



Writing Local Chapter Bylaws

Bylaws are an important element of running a Slow Food USA local chapter; and a required step in setting up a new chapter. The bylaws of a local chapter will help the Board determine the internal structure and procedure for achieving the chapter's goals. The sample bylaws included in this guide are meant to provide chapters with the core elements needed for structure within a chapter. These bylaws may be expanded or amended at any time in order to suit your chapter's needs. The most current edition of the chapter bylawsshould be available upon request to all Slow Food USA members in your community and to the National Office.

Local Chapter bylaws should consist of the following:

- Local chapter name and purpose
- Terms of office and process of elections for the local chapter board
- Organizational structure and job descriptions
- Management of financial resources
- Conflict of interest policy
- Process for amending bylaws

The sample local chapter bylaws also feature a conflict of interest policy for chapter board members to sign. This is another element that aims to assist the local chapter board in handling conflict of interest situations if they arise.

Please note: Slow Food USA local chapters are defined by the IRS as unincorporated associations of Slow Food USA, a 501(c)3 non-profit organization.

Bylaws Template for Local Chapter Use

Slow Food USA Mission

Slow Food USA is part of the global Slow Food network of over 150,000 members in more than 150 countries. Through a vast volunteer network of local chapters, youth and food communities, we link the pleasures of the table with a commitment to protect the community, culture, knowledge and environment that make this pleasure possible.

Our mission as an international grassroots membership organization is good, clean and fair food for all.

Local Chapter Mission Statement

As a local chapter of Slow Food USA, Slow Food [name of chapter] strives to [goal], [goal] and [goal] in the community of [community name].

Article 1: Name & Logo

- 1.A The organization shall be called Slow Food [name of chapter].
- 1.B Slow Food [name of chapter] will use the chapter name and logo of Slow Food in accordance with the international Code of Use for Slow Food Logos.

Article 2: Purpose

- 2.A Slow Food [name of chapter] is a local chapter of Slow Food USA, which is part of the international Slow Food movement. A chapter, known abroad as a convivium, is a tool for implementing the Slow Food mission on a local level and therefore the grassroots expression of the movement.
- 2.B Slow Food [name of chapter] engages the local community in supporting and promoting local, sustainable food and food traditions, and in advocating for good, clean and fair food for all people. The local chapter's primary focus is described in the above local chapter mission statement.
- 2.C Slow Food [name of chapter] strives to be an inclusive convener of all the community it serves and therefore does not, under any circumstances, discriminate against people based on race, age, gender, physical ability, income, or political affiliation.
- 2.D Slow Food is a nonprofit organization with public and charitable purposes. It is not organized for the private gain of any person or business.

Article 3: Membership

- 3.A Membership to Slow Food is open to all.
- 3.B Membership is official once an individual has paid their membership rate to Slow Food USA.
- 3.C Membership is terminated once the individual does not renew his/her membership.
- 3.D Members who affiliate with Slow Food [name of chapter] gain voting privilege in chapter board elections..
- 3.E Slow Food USA will provide local chapters with a list of Slow Food USA members who have affiliated with Slow Food [chapter name] upon request.
- 3.F Annual membership fees are determined by Slow Food USA.

Article 4: Meetings

- 4.A Slow Food [name of chapter] will hold at least one free and open general meeting for affiliated members and the public each year.

Article 5: Board Structure

- 5.A The Board of Slow Food [name of chapter] will guide the general direction of the group, ensuring the projects and activities of the local chapter are consistent with the ideas and values of the Slow Food movement.
- 5.B Board meetings are held monthly or bi-monthly. The board meeting agenda shall be sent in advance via email, or can follow a regular agenda of reports from each Board member on activities and plans. All Board members must be notified in advance of a vote and be permitted to submit their vote prior to the meeting if they will be absent. A quorum is defined as half plus one.

5.C Local Chapter Board term limits

The Board term limits for each position are 2-3 years. Board members may serve a maximum of six years in one position, provided that confirmation by election occurs at least once every three years. Members who have served for six consecutive years may be eligible for re-election after a minimum one-year hiatus.

5.D The Local Chapter Board is composed of several positions, described here:

- 5.D.1 The Chair runs board meetings, acts as one of two signing authorities for the chapter bank account, acts as primary contact for the group, oversees the activities of the chapter, and ensures that the chapter is meeting all annual requirements. The Chair liaises with the Slow Food USA national office, the Regional Governor and other local chapter Chairs in the region.
- 5.D.2 The Vice Chair acts in the Chair's stead when the Chair is unavailable, and oversees the sub-committees.
- 5.D.3 The Treasurer tracks the income and expenditures of the chapter, acts as one of two signing authorities for the chapter bank account, prepares an annual budget for the chapter, sets fundraising goals and activities for the chapter, and files the chapter's annual taxes with the IRS
- 5.D.4 The Secretary (*this role may be filled in conjunction with another role*) produces agendas and minutes for Local Chapter Board meetings and the Annual Meeting. The secretary produces meeting minutes.
- 5.D.5 The Liaison to the National Office (*this role may be filled in conjunction with another role*) ensures that current contact information for the chapter and its leaders is on file at the Slow Food USA national office, responds to requests from national office staff in a timely manner, and files the chapter's Annual Report with Slow Food USA.
- 5.D.6 [List other positions within the chapter here.]
- 5.E Slow Food [chapter name] may form sub-committees by vote of the board. Sub-committees may oversee specific projects, activities, or events. These committees may informally elect a committee leader as the primary contact for and coordinator of the project, activity, or event.

Article 6: Elections

- 6.A The Chair of the Slow Food chapter should have relevant experience with the local chapter or with the Slow Food movement.
- 6.B The Board will appoint an elections officer to oversee elections. The elections officer may not run for a position in the election. The elections officer oversees election proceedings, ensuring fairness of process and outcome, answers questions about the election, and collects and counts the votes..
- 6.C The elections officer should announce the election to all members via email several weeks before the election is to occur.
- 6.D Elections can be held at the annual meeting.
- 6.E Candidates for positions may give a brief speech at the election meeting or provide a statement to be read in advance. .
- 6.F Voting is done by yes/no votes.
- 6.G Voting can be done by secret ballot or by electronic vote.
- 6.H A candidate wins the seat if half plus one of the votes cast are in their favor.

Article 7: Standards of Conduct

Slow Food Local Chapter Board members have the obligation to meet the following standards of conduct, and to hold other leaders accountable to them as well.

- 7.A Adhere to Slow Food USA's Guiding Principles
- 7.B Communicate and work together with common courtesy and collegial respect; disagree without being disagreeable.
- 7.C Create a welcoming environment for new leaders, affiliated volunteers; avoid exclusiveness and language or behavior that offends others.
- 7.D Always represent Slow Food and its mission in a positive and professional manner; work to resolve disagreements within the local chapter.
- 7.E Accurately present the Slow Food's policies and positions when communicating on behalf of the organization; don't use a Slow Food leadership role or title to advance personal views.
- 7.E Use member lists, contact lists and information about members and contacts for organizational purposes only.
- 7.F Use Slow Food resources wisely and in keeping with the fiduciary responsibility of all chapter leaders.
- 7.G Foster an open and democratic decision-making process; respect decisions once they are made.
- 7.H Praise publicly, criticize privately and tactfully.
- 7.I Handle disputes on the most local level, according to the guidelines provided in the Slow Food USA National Statute. If disputes cannot be resolved locally, the State Governor (where applicable) and/or Slow Food USA national office should be contacted to serve as an impartial mediator.

Article 8: Amendments

8.A Any member may submit a proposal for the amendment of these bylaws.

8.B This submission must occur at a board meeting.

8.C If one third of those present, by open show of support, wish to consider such an amendment, the amendment may be taken to a vote at the following board meeting.

8.D The amendment must receive the support of three quarters of those chapter leaders at that meeting in order to go into effect.

8.E The current by-laws must be posted on the local chapter web site or be available upon request.

Article 9: Conflicts of Interest

Every person elected or appointed to a position of authority in an organization has a duty of loyalty to, and must act in the interests of, that organization. Public perception and confidence in Slow Food USA are vital to the success of the organization. Slow Food USA is a volunteer-run organization and recognizes that its leaders and members have conflicts of interests from time to time. Introducing a conflict of interest policy to the Local Chapter Board is meant to protect, not punish, the interest of your local chapter when it is contemplating entering into a transaction or arrangement.

A conflict of interest may arise whenever the personal or professional interests of a Board member, staff, or volunteer are potentially at odds with the organization's best interests. Such conflicts are common and acceptable if they benefit the group and if the Board makes decisions in the chapter's best interests in a fair and informed manner.

The standard of behavior at Slow Food USA stipulates that all Local Chapter Board members scrupulously avoid conflicts of interest between the organization's interests on one hand, and their personal, professional, and business interests on the other. The chapter cannot be a vehicle for any one business. This includes avoiding potential and actual conflicts of interest, as well as perceptions of such conflicts.

The following steps should be followed to avoid even the appearance of impropriety:

- No member of the Slow Food Local Chapter Board shall derive any personal profit or gain, directly or indirectly, by reason of his or her participation with Slow Food USA. This conflict-of-interest policy prohibits or limits business transactions by Local Chapter Board members and requires them to disclose potential conflicts. Upon joining the Board, each Board member will sign a conflict of interest policy statement.
- As a normal practice of the Board, each individual shall disclose to the local chapter, any personal interest which he or she may have in any matter pending before the local chapter and shall refrain from participation in any decision on such matter. Such disclosures

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should be recorded in the meeting's minutes. Board members are required to withdraw from discussion and voting on decisions that present a potential conflict.

- Although it is not a conflict of interest to reimburse board members for expenses incurred, they are prohibited from being paid to serve on the Board. Board members will not receive pass-through dollars for individual projects.
- Procedures will be established to ensure the Chapter is receiving fair value in any transaction.

The Local Chapter Board is responsible for:

- Establishing by example and attitude an atmosphere of personal integrity. Some situations may need only a brief, informal comment to maintain that climate. In others, a decision may be delayed because of the need to ensure that it has been made in the chapter's best interests.
- Recording in the minutes of the Local Chapter Board meeting the potential conflict of interest, and the use of the procedures and criteria of this policy.
- Deciding to hire or contract with a board member only if they are the best qualified individual available, and willing to provide the goods or services needed at the best price.

Local Chapter Board Declaration of Consent to Bylaws and Conflict of Interest Policy

NOTE: The Local Chapter Board should collect and keep a copy of a signed Conflict of Interest from each Board member. Local Chapter bylaws and conflict of interest should be made available to the National Office upon request.

I, _____, understand that the purposes of this policy are to protect the integrity of Slow Food _____'s decision-making process, enable the community we serve to have confidence in our trust, and protect the integrity and reputations of volunteers, staff and board members. Upon or before joining the Local Chapter Board, I will make a full, written disclosure of interests, relationships, and holdings that could potentially result in a conflict of interest.

This written disclosure will be kept on file with the Local Chapter Board Chair and I will update it as appropriate. In the course of meetings or activities, I will disclose any interests in a transaction or decision where I (including my business or other nonprofit affiliations), my family and/or my significant other, employer, or close associates will receive a benefit or gain. After disclosure, I understand that I will be asked to leave the room for the discussion and will not be permitted to vote on the question.

At this time, I am a Board member, a committee member, or an employee of the following organizations:

I understand that the chapter bylaws are meant to supplement good judgment, and I will respect its spirit as well as its wording.

Signed: _____

Print name: _____

Date: _____



Chapter Support

Frequently Asked Questions

Have a question? You are probably not the only one! Here are some of questions we at the national office get asked most frequently. If your question is not answered here, don't fret. Just send an email to chapters@slowfoodusa.org clearly explaining your problem or inquiry and we will do our best to sort it out as soon as possible.

Q.) I'm not sure where our official Slow Food USA email goes?

If you've lost access to your official Slow Food USA email, just send us a message to "chapters@slowfoodusa.org", subject line "Official SFUSA email". We can reset the password to get you back into the inbox. Once you regain access you can change the password and set up email forwarding to an account that is checked more frequently.

Q.) I'm a new chapter leader and I'm not receiving any official communications.

Great! We're so happy to hear that you have stepped up to lead the Slow Food movement in your community. Filling out our Chapter Leader Update form online will ensure that you receive every leader communication we send out. The form can be found at: "<https://www.slowfoodusa.org/chapter-leader-update-form>". Alternately, a link is always available on our Leader Resources page under "chapter administration" — along with a lot of other helpful leader resources! We also encourage you to join our SFUSA Chapter and Community Leaders facebook group, found at: "<https://www.facebook.com/groups/sfusaleaders/>".

Q.) A Slow Food member has recently moved into my area and wants to change their chapter affiliation.

This is a super easy fix. Please send an email with the member's information to "chapters@slowfoodusa.org", subject line "Change Primary Chapter". Our network team will make sure his/her contact is updated in our database and you should see the change reflected in your membership lists shortly thereafter.

Q.) I noticed the information for our chapter on the SFUSA website is incorrect. Can you fix that?

Of course! Send an email to "chapters@slowfoodusa.org", subject line "SFUSA Website Update" with all of the information you would like to change. We will get to it as soon as possible.

Q.) We want to start the Snail of Approval in our community. What is the necessary procedure?

The Snail of Approval program is a great way to showcase good, clean, and fair food producers or restaurants, and we're happy to hear about your desire to start it up in your community. The simple answer is that since the Snail of Approval program is initiated, run and maintained by local chapters, there is no official procedure from the Slow Food USA office. It is up to your community to create guidelines for what merits a good, clean, and fair food producer or restaurant in your local area. Many chapters have done excellent work around it, and we hope that you will be able to connect with your fellow chapter leaders for first-hand experience and advice on what it takes to get this program off the ground. Chicago, Miami, Sacramento, and Washington DC chapters all have particularly great Snail of Approval programs. You can reach out to them directly or shoot us an email at "chapters@slowfoodusa.org" and we can put you in touch. Alternately, you can try posting in our SFUSA Chapter and Community Leaders facebook group, found at: "<https://www.facebook.com/groups/sfusaleaders/>".

The longer explanation is that while we thought about implementing national guidelines, we decided against it in order to stay inline with our policy to avoid endorsing specific producers or restaurants. We do not have capacity at the national office to verify businesses, and so we decided our local chapters would be much better equipped than us to run the Snail of Approval program. Since Slow Food communities vary in size and constituency, what merits a Snail of Approval badge can look very different across chapters. For example, the bar in NYC is appropriately very high, but we imagine it would be entirely unachievable for a restaurant in rural Missouri. Our chapters know their communities best. For this reason, we leave the Snail of Approval program and guidelines to be set by individual chapters.

Q.) We really want to promote the Ark of Taste and Biodiversity, but we don't know how. Do you have any guidance?

We completely understand your conundrum! Biodiversity is such a big topic that it can seem daunting to try and tackle it — but the flipside is that there's a lot of room for creativity. We have an Ark of Taste toolkit available on our leader resources page (there is *tons* of useful information over there) that can be found with this link: "<https://www.slowfoodusa.org/contents/sdownload/3219/file/Ark%20of%20Taste%20Toolkit.pdf>". The toolkit is packed full of ideas and examples of how to integrate Ark of Taste products into existing chapter programs or to launch Ark of Taste-specific programming in

your community. We also try to feature some of the ways chapters are rallying around Ark of Taste products on our blog — you can use the dropdown to filter by “biodiversity” and easily locate plenty of stories and recipes. Those are the main tools that the Slow Food USA office provides, but our best resource is our community of Slow Food supporters. Reach out to your fellow chapter leaders on our Chapter and Community Leaders facebook group and get inspiration straight from the source. Join using this url: “<https://www.facebook.com/groups/sfusaleaders/>”.

Q.) We haven’t received a membership list in a long time. Is there something wrong?

Nope, nothing is wrong! We stopped sending monthly membership lists back in 2015 because people told us that they weren’t working well or serving their needs, and producing something that wasn’t working for people seemed like a poor use of our limited time resources. We worked with our database and website designers over the following year to come up with a replacement that is more user-friendly and better able to facilitate community engagement. In July 2016 we were excited to launch our monthly “contact lists,” which include only the names of new contacts who have expressed interest in hearing from your chapter. We hope this change will decrease the administrative burden on our chapters and be more effective towards facilitating community engagement. However, we understand that some chapters still need membership lists for certain events or internal reference and we are happy to continue producing these lists on demand. Just send a request to “chapters@slowfoodusa.org” with the subject line “Membership List” and we will pull an updated list for you within a couple of days.

Q.) Our chapter is no longer active and I would like to stop receiving communications for it.

We’re sorry to hear that your chapter is inactive. We can definitely remove you from our mailing lists, but in order to officially close your chapter there are a few steps that need to be completed. Please send an email to “chapters@slowfoodusa.org” with the subject line “Chapter Closing” and our network team will walk you through the necessary procedure.

Q.) Why is our chapter not receiving kickbacks from membership dues?

As to membership dues, these are no longer shared with local chapters. In 2014 we experimented with this idea, and it was not an overall success. As we move forward in implementing our strategic direction, we aim to lift the burden of recruiting and managing members from the shoulders of chapter leaders so that you are more able to focus attention on community organizing in the areas where your local work is most relevant.

By way of background, the disbursement of membership revenue from the national office to local chapters was an incentive meant to encourage chapters to help to build our national association's membership numbers. This incentive happened during the 2014 membership drive, but it did not have the desired outcome of raising

membership numbers, and most chapters reported that the amount they received had not been a significant motivation for them in participating in the membership drive.

As to how and when the discontinuation of that incentive was communicated - For the 2015 drive, my colleague Chloe and our former colleague Kate Krauss began outreach to chapters via [a leader calls in April of 2015](#). If memory serves, the question of revenue share was raised and answered then, as well as in the communications for chapters about [the 2015 drive](#). Rather than revenue share, we prepared physical collateral for chapters and sent it (the "campaign in a box") to all chapters who requested them, as was covered in [the July 2015 leader call](#). Overall we've received incredibly positive response to the 2015 drive, and held steady with our fundraising goals as compared to 2014.

We want to make sure that you and your fellow chapter leaders are able to plan around potential shifts in the relationship of the national office to local chapters, especially as we implement our new strategic plan. You can keep abreast of all things relevant to your work by making sure that you are receiving our [Leader Links emails](#) and regularly checking the [Leader Resources](#) page of our website. We anticipate that our new direction will help us to bolster chapters in their roles as inspirational community organizers, while lightening administrative tasks such as maintaining data on membership dues, etc.



Recommended Election Process for Chapter Board (aka Leadership Team) Positions

Each chapter must establish its own election procedure when drafting the bylaws that are a prerequisite to the founding of the chapter. If you are leading an existing chapter and do not find election guidelines in your bylaws, it would be best to propose and pass an amendment to the bylaws that would establish an election protocol.

We strongly recommend that your chapter appoint one person from the leadership team to oversee the election process for new chapter leaders.

The timeline below is an example of how an election for new Chapter Leaders may work. It is a tool to help you decide what timeline will work best for your community and your leadership team. The most important factor is that the process be transparent and that the current leadership team fully supports it.

Example Election Timeline

PHASE ONE

3 to 6 months before the annual meeting

- Appoint one leader to oversee the process, this will be the Chairperson of the Nominating Committee
- Recruit volunteers to serve on the committee
- Identify anticipated needs on your leadership team for the coming year. (This can be new needs or roles that need to be filled because existing leaders are finishing their terms on the board)
- Send an announcement using your email list that your chapter is seeking new leaders to join the board. In this announcement:
 - Clearly communicate what roles and needs you are looking to fill in order to better target your recruitment.
 - Clearly indicate how one should 'put their name in the hat.' This may be by filling out an online form, submitting a letter of interest, or other means as agreed upon by your team. Documentation of this process is critical for transparency, which in turn can avoid hurt feelings.
- Have each current leader personally invite prospective leaders to apply.

PHASE TWO

2 months before the annual meeting

- Under the direction of the Chairperson, the Nominating Committee should vet all applications and agree unanimously on a slate of candidates to present to the full board. Depending on the volume of applicants, this may include one or two rounds of

in-person or telephone interviews in addition to the written materials provided by applicants in Phase One.

- In advance of the next full board meeting, the Chairperson circulates the proposed slate and written documents of the selected nominees to the board for review.
- At the next board meeting, the slate is presented and voted upon by the chapter board. It should be established beforehand if the slate will be voted on as a whole or if each individual will be voted upon and whether a simple majority or other vote count will be required for approval of the slate.

PHASE THREE

1 month before the annual meeting

- The Nominating Committee communicates with each and every candidate as to the outcome of their application. Those who are not included on the official slate may be invited to join as alternates (non-voting board members) or to serve on committees in order to develop their leadership skills and encourage their further participation, as determined by the full board.
- Each nominee provides a brief statement or bio to the committee for distribution to the chapter's membership.
- The chapter requests a current list of its affiliated members' email addresses from the National Office by emailing chapters@slowfoodusa.org.
- The slate of nominees is presented to these members via email with a clear deadline for casting votes, this may be done online or in person at the national meeting depending on the size and needs of the community.
- Votes should be counted as yes/no votes rather than a percentage of affiliated members, as response/turnout cannot be guaranteed. A simple majority of "yes" votes gains approval. The board should be determined in advance whether members will be asked to vote on the slate of nominees as a whole or to cast votes for individual nominees.

PHASE FOUR

At the annual meeting and after

- If voting is to be done at the meeting, it is conducted here.
- If voting was done in advance online, the results are announced here.
- The new chapter leaders are presented to all in attendance and officially welcomed to the board.
- New chapter leaders are introduced via a full-list email to the Chapter's community.



Logo Misuse

Restaurants and other businesses often want to use the Slow Food logo on their website, printed materials, or advertising. It's important to protect our brand, but it's also important not to alienate people who believe in Slow Food. One way businesses can be involved is by becoming a Slow Food Small Business Supporter, which allows them to post a sticker on their door acknowledging their support of Slow Food. However, if you see the logo being used improperly, here are some suggestions for what to do:

- Contact the person misusing the logo. Start the conversation on a positive note: introduce yourself and the chapter, and what you do locally. Find out if the person is interested in getting involved in the chapter.
- Explain that the Slow Food name and logo are trademark-protected by Slow Food International, and may be used only by the organization. State that you noticed a misuse of the logo, and suggest another way for them to show their support of the organization. For example: offering postcards or brochures at the cash register; or posting a note on their door/menu that says "We support Slow Food Chapter Name" or "We support good, clean and fair food."
- Invite the person to become a small business supporter, member, co-plan an event, or get involved in another way. Slow Food USA's [Small Business Supporters program](#)¹ aims to connect companies who are passionate about our mission of good, clean and fair food for all with our work. Small Business Supporters receive recognition on our website and in our annual report, two individual memberships intended for proprietors of the business, and additional benefits.
- If absolutely necessary, the national staff can provide you with a "cease and desist" letter regarding logo use.

Remember that in Italy and elsewhere, it's common to see a "Slow Food approved" logo in the door of restaurants and other businesses. This is only allowed, however, if the business has been recognized by a Slow Food entity as part of specific program (e.g. Slow Food New York City's "Snail of Approval" program).

For more information about logo stipulations, including the Ark of Taste and other logos, refer to Slow Food International's [Logo & Trademark Code of Use Policy](#).²

¹ <https://www.slowfoodusa.org/small-business>

² <https://drive.google.com/file/d/0B5WHrzw6yNHPS3o3OHJTLWstams/view?usp=sharing>



Members & Donors of Slow Food USA...

... are the lifeblood of this organization, providing a majority of the financial support to power our global movement. Your devotion to living Slow helps make good, clean and fair food for all a reality. Your membership card proclaims your commitment to Slow Food values. You ARE the Slow Food movement!

We have periodic membership drives throughout the year with a variety of incentives to join. The membership drives are vitally important because a large percentage of the national organization's annual operating budget comes from memberships. We also want to engage as many people as possible, and memberships is one way for people to come aboard. Slow Food USA provides new and renewing members the opportunity to affiliate with their local chapter. Chapters can request up-to-date membership lists for their chapter at any time by emailing chapters@slowfoodusa.org.

Membership Levels & Benefits

Individual Membership - \$60

Members-only magazine Slow: USA twice a year (April and October)
Exclusive Slow Food USA digital membership card
Discounts on Slow Food-related events

Family Membership - \$100

All benefits listed above and
Standard membership for two adults and two children

Slow Food Youth Network - \$30

For members under 30 interested in connecting with other Slow Food Youth
Online version of the members-only magazine Slow: USA twice a year (April and October)
Exclusive Slow Food USA digital membership card
Discounts on Slow Food-related events

Donor Circle Levels & Benefits

Planter Circle - \$250 to \$499

All standard membership benefits and
Included on the donor roll in the Slow Food USA Annual Report
Mailed copy of the Slow Food USA Annual Report
Personalized updates from the Slow Food USA office

Cultivator Circle - \$500 to \$999

All benefits listed above and
Annual publication from Slow Food International

Harvester Circle - \$1,000 to \$2,499

All benefits listed above and
Invitations to regional events and/or food-focused speaking engagements that may include Slow Food USA President, Slow Food International guests and other food movement leaders

Farmer Circle - \$2,500 to \$4,999

All benefits listed above and
Exclusive invitations to Slow Food International events such as Terra Madre and possible trips abroad to see Slow Food International projects in action

Small Business Supporters

Small businesses are a crucial component of the global, grassroots movement around the world. Small Business Supporters receive recognition on our website (<https://www.slowfoodusa.org/small-business-supporters-spotlight>) and in our annual report, two individual memberships intended for proprietors of the business, and additional benefits listed below.

\$1,000 - Benefits include: Logo prominently featured on Small Business Supporter Spotlight page of the Slow Food USA Website (with blurb and link)
Opportunity to feature content in the Slow Food USA blog
Advertisement our bi-annual magazine, *Slow: USA*
All of the below

\$500 – Benefits include:

Exclusive Small Business Supporter online badge for your website
“Slow Food USA Small Business Supporter” window decal
Two individual memberships for the proprietors of the business, which includes discounts to local and international events
Donor recognition under the Slow Food Business Supporter page of our website
Pride in your support of a global, grassroots movement of hundreds of thousands of members around the world working to change the food system



Creating a Chapter Budget

Your Chapter Board should create and approve a budget on an annual basis. Smaller chapters may be able to use an Excel spreadsheet, whereas larger chapters (especially those grossing over \$50,000/year) should use accounting software like QuickBooks.

Here are sample budget lines, which will vary based on the types of income your chapters brings in and the types of expenses you incur:

Slow Food Chiocciola Valley – 2017 Budget	Actual	Budgeted	Variance
Income			
Event ticket sales	3,700	2,500	1,200
Individual donations	400	500	(100)
Grants	2,500	2,500	0
Sponsorships	500	1,000	(500)
TOTAL INCOME	7,100	6,500	600
Expenses			
Website	120	120	0
Annual Charter Fee	200	200	0
Workshop series materials	750	600	150
Program materials for farmers market	1,562	1,300	262
Micro-grants to support local producers	1,500	1,500	0
Travel stipends for Slow Food Nations	1,000	1,000	0
Advertising	400	400	0
Misc. support	180	200	(20)
TOTAL EXPENSES	5,712	5,320	392
Excess	1,388	1,180	208

Your chapter's Treasurer should report on budget lines, as well as the balance of the chapter's bank account, at each board meeting.

2015 Chapter Report

Welcome to this year's Chapter Report!

The deadline for submitting this report is Monday, February 15, 2016. If you anticipate needing more time, please get in contact with us by emailing chapters@slowfoodusa.org.

Annual chapter reports help the national office tell the story of Slow Food across the country by highlighting what chapters are doing on the ground. It's also your chance to tell us how best to contact you, what's working for you, and what's not. Please try to answer every question as accurately and with as much detail as you are able.

In order to be considered in good standing, every chapter needs to fill out this survey and file taxes.

You can save your work and return to it later by clicking the "Save/Submit" button at the bottom of this page. You'll be able to return to your report at any time by using the specific URL in the email you received.

If you have any questions about completing the report, please write Chapter Support at chapters@slowfoodusa.org or call the office at 718.260.8000.

GENERAL CHAPTER INFO

1. Please describe your Slow Food USA chapter in 500 characters or less.

Imagine that someone who knows nothing about your chapter or Slow Food is reading it.

2. Identifying Information:

Chapter Name:	<div></div>
Primary Leader(s):	<div></div>
Chapter Email Address:	<div></div>
Chapter Web Site:	<div></div>
Chapter Twitter Handle (if applicable):	<div></div>
Other Social Media:	<div></div>

3. Please provide numbers (or best estimates) about the size of your chapter:

Number of people on your email list:	<div></div>
Facebook fans (if applicable):	<div></div>
Twitter followers (if applicable):	<div></div>

2015 Chapter Report

CHAPTER ACTIVITY

1. What were your chapter's top 3 priorities for 2015?

1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>

2. Please describe a project or program (what it is, purpose, and outcome) from the past year that you're proud of and would like to share with fellow Slow Food Leaders, in 500 characters or less.

Descriptions may be used on Slow Food USA's website or in other formats.

3. Please describe any annual events (how many years it's been running, what it is, purpose, and outcome) that you're proud of and would like to share with the network.

2015 Chapter Report

4. In 2015, approximately how many:

...people learned of Slow Food for the first time through your chapter?	<input type="text"/>
...events did your chapter hold in total?	<input type="text"/>
...people attended your chapter events in total?	<input type="text"/>
...people attended an event hosted by your chapter for the first time?	<input type="text"/>
...people volunteered with your chapter?	<input type="text"/>
...people volunteered with your chapter for the first time?	<input type="text"/>
...strategic alliances/partnerships did your chapter hold?	<input type="text"/>

2015 Chapter Report

CHILDREN AND FOOD

1. In 2015, did your chapter participate in programs involving children and/or schools?

(If yes, our National School Garden Program team might follow up with you)

☐ Yes

☐ No

Comments

ENGAGEMENT

1. In 2015, how many:

...children did your chapter programs/events engage?

...adults did your chapter programs/events engage?

...gardens did your chapter start, or partner on starting?

...gardens did your chapter maintain, or partner on maintaining?

...other (non-garden) projects did your chapter participate in?

BIODIVERSITY

1. In 2015, did your chapter participate in any programs around Biodiversity/The Ark of Taste?

☐ Yes

☐ No

Comments

2. In 2015, which:

...heirloom or heritage foods (not including Ark of Taste or Presidia) did your chapter promote?

...specific Ark of Taste or Presidia products did your chapter promote?

...farms did your chapter support?

...food businesses did your chapter support?

LOCAL, NATIONAL AND GLOBAL CAMPAIGNS

2015 Chapter Report

1. Please select all programs and/or campaigns your chapter participated in over 2015.

- | | | |
|---|---|---|
| <input type="checkbox"/> 10,000 Gardens In Africa | <input type="checkbox"/> Farmers Markets/CSAs | <input type="checkbox"/> Tastings |
| <input type="checkbox"/> Agritourism | <input type="checkbox"/> Farms and Farming | <input type="checkbox"/> Terra Madre |
| <input type="checkbox"/> Biodiversity | <input type="checkbox"/> Food and Farm Bill | <input type="checkbox"/> Urban Agriculture |
| <input type="checkbox"/> Children | <input type="checkbox"/> Food Justice | <input type="checkbox"/> US Ark of Taste |
| <input type="checkbox"/> College or University Campus | <input type="checkbox"/> Local Food Policy | <input type="checkbox"/> US Presidia |
| <input type="checkbox"/> Education | <input type="checkbox"/> School Food Reform | <input type="checkbox"/> Youth (Middle School, High School) |
| <input type="checkbox"/> Equity and Inclusion | <input type="checkbox"/> School Gardens | <input type="checkbox"/> Slow Meat |
| <input type="checkbox"/> Farm to Table Dinners | <input type="checkbox"/> Snail of Approval | |

Other (please specify)

CHAPTER LEADERSHIP

1. Did you have an election for Board Members in 2015?

- ☐ Yes
- ☐ No

2. Which three leadership development areas would you most like help with?

Choose three:

- | | |
|---|--------------------------|
| Fundraising | <input type="checkbox"/> |
| Press / PR / Media | <input type="checkbox"/> |
| Succession Planning | <input type="checkbox"/> |
| Orientation on what being a chapter / chapter leader entails and how to succeed | <input type="checkbox"/> |
| Board recruitment, retention, and engagement | <input type="checkbox"/> |
| Partnership Building | <input type="checkbox"/> |
| Equity and Inclusion | <input type="checkbox"/> |
| Launching Programs | <input type="checkbox"/> |
| Maintaining Programs | <input type="checkbox"/> |
| Financial Management | <input type="checkbox"/> |
| Member recruitment | <input type="checkbox"/> |

2015 Chapter Report

3. Do you have a media or PR contact? Please provide their information here.

Name:

Email:

4. To your knowledge, what percentage of your leadership team self-identifies with the following categories

Low-income (under \$50K/yr household income)

Middle-income (between \$50K and \$120K/yr household income)

High-income (over \$120K/yr household income)

Rural

Suburban

Urban

Black/African American

Latino

Asian/Pacific Islander

Indigenous/Native American

Middle Eastern/Arab

White

Age 18-25

Age 26-35

Age 36-50

Age 51-65

Age 65+

Female

Male

Transgender

SLOW FOOD USA NETWORK

2015 Chapter Report

1. In 2015, how supported did you feel by the national office staff in these areas?

	Very Poor	Poor	Neutral	Good	Very Good
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fundraising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about Slow Food USA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about Slow Food International	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2015 Chapter Report

Very Poor

Poor

Neutral

Good

Very Good

How can the national office better support your chapter?

2. In 2015, which service(s) did your chapter use to communicate with local Slow Food members and the broader community?

☐

MailChimp

☐

Constant Contact

☐

Gmail

☐

Telephone

Other (please specify)

3. Do you know who your regional governor is?

☐

Yes

☐

No

If yes, please provide feedback around your general experience working with your governor.

CHAPTER FINANCES

1. Revenue (please input without dollar signs or decimals, e.g. 400)

Total revenue in 2015:

Via fundraising events:

Via soliciting donors (outside of events):

Via applying for grants:

Other:

2015 Chapter Report

2. Expenses (input without dollar signs or decimals, e.g. 400)

Total expenses in 2015:

Staff Payroll/Consultants:

Program Expenses (gardens, dinner, etc.):

Donations and Grants (from your chapter to another organization):

Administration (systems, services, insurance, etc.):

Other:

Bank Balance as of December 31 2015:

2015 Chapter Report

***3. Did your chapter file with the IRS in 2015? (Chapters that gross less than \$50,000 must file the 990-N electronic notice; chapters that gross more than \$50,000 must file a tax return.)**

PLEASE NOTE: As of 2013, the IRS actively enforces the policy that any non-profit failing to file for three consecutive years will have their non-profit status revoked. It is essential that your chapter file with the IRS - the process is generally simple and fast.

☐ Yes

☐ No

Slow Food USA is allowed to engage in some lobbying, as long as it's no more than about 5-10% of our overall activities. Please help us comply with IRS tax law by letting us know if your chapter engaged in any lobbying.

There are two kinds of lobbying: direct lobbying, which is communication to a legislator or legislative staff, which expresses a view on a specific piece of legislation. That means things like office visits. Grassroots lobbying is communication to the public that expresses a view about a specific piece of legislation and includes a call to action, such as telling the recipient to contact a legislator. With grassroots lobbying, please report on the time your team spent constructing the communication. Emails to the public asking for them to vote one way or another on ballot initiatives or referenda are considered direct lobbying.

Please limit your reporting to activities organized by your chapter specifically.

For more information about Slow Food USA's policy work or our approach to reporting on lobbying please see the Leader Resources section of our website. We've uploaded a document called 'Slow Food USA: Guidelines for Reporting on Lobbying' with more in depth information.

If you'd like help with deciding how much time your chapter spent on what kind of lobbying, please reach out to chapters@slowfoodusa.org and we'll help walk you through the process.

POLICY AND LOBBYING

***1. Did your chapter engage in any direct or grassroots lobbying in 2015?**

☐ Yes

☐ No

2. Please estimate the number of hours chapter volunteers (or paid contractors) engaged in direct lobbying:

3. Please estimate the number of hours chapter volunteers (or paid contractors) spent constructing and sending grassroots lobbying campaigns:

2015 Chapter Report

4. Please estimate the amount of money your chapter spent on lobbying activities in 2015:

5. Please provide a brief narrative description of the lobbying your chapter did:

PLEASE LET US KNOW YOU'VE FINISHED

1. You've reached the end! Is there anything else you'd like to add?

***2. By entering my name below, I verify that I am the designated preparator of this annual chapter report and have the authority to submit this form on behalf of the chapter named above. Moreover, I verify that the information contained herein is true and accurate to the best of my knowledge.**

Full name

email address

***3. When you're ready to submit, please certify that the report is complete.**

NOTE: your report will not be submitted until indicated in this question.



I'm all done.



Not yet - I'm still working on it.

Thank you!



Slow Food Fundraising Guidelines

1. INTRODUCTION

The Slow Food fundraising guidelines set out in this document should be applied to all Slow Food activities at local, regional, national and international levels. They must be adapted to the specific nature of the Association's different divisions, while maintaining coherence with the directives established by the International Governing Board, and must take account of the political and cultural diversity in different countries.

All decisions about fundraising made by any of the Association's bodies or related divisions must follow this document so as to always be in line with the Association's guiding principles.

Subjects who raise funds in the name of Slow Food and on behalf of Slow Food must know and observe the guidelines listed below. They must work closely with the Association's governing bodies and under their supervision.

In regards to the Association's guiding principles, it is important that one of the objectives of fundraising activities is to establish deep and long-lasting links with supporters. It is important that relationships with supporters are based on mutual understanding and esteem and the ambition to create an enduring partnership for the Association's long-term development.

2. DEFINITIONS

An essential prerequisite to good fundraising is that Slow Food supporters (whether public authorities, foundations, businesses, associations or private individuals) believe the work of Slow Food is important and useful, and therefore decide to support it financially.

Support can be through a monetary contribution to support Slow Food's activities or specific projects (including forms of sponsorship), or by buying services (e.g. advertising in printed or electronic publications, stands at events, etc.) or as a donation not dependent on any form of compensation. Additionally it can be through the supply of goods and services for free.

Slow Food can offer visibility to supporters in ways that must be defined on a case-by-case basis. With the aim of ensuring the Association's independence and financial sustainability, it is recommended that financial support comes from a large number of different sources and that it is as diversified as possible, with contributions from public authorities, foundations, businesses, associations and individuals.

3. GENERAL PRINCIPLES

Two fundamental principles regarding Slow Food's fundraising activities must be considered binding everywhere in the world and at every level of the Association's structure (local, national, international):

- No Slow Food supporter can influence, from any perspective, the decisions of the Association, its activities and its independence; Slow Food maintains total autonomy from its supporters.
- Subjects or entities whose operations are in clear conflict with Slow Food's philosophy and activities cannot be supporters of Slow Food.

These two rules are not enough, as it is also necessary to continuously maintain an on-going engagement and reflection with supporters, a useful activity for both Slow Food and its partners. The ideal situation is when Slow Food can positively influence the decisions of its supporters.

A simple example and not limited to, donations and collaborations of any nature cannot be accepted from any legal entities that:

- produce or sell weapons
- produce or sell GMOs
- violate regulations regarding the disposal of waste
- violate international conventions on human, property and workers' rights
- violate fundamental rights or are being prosecuted or have been condemned for serious legal violations
- subjects who have contributed to causing environmental disasters and pollution.

4. SPECIFIC APPLICATIONS

Given the great diversity and complexity of situations which can arise, it is necessary to come up with application models for the principles listed above based on the characteristics of the supporter, the activities to be carried out or the services to be provided. It is always necessary, independently of the supporter, to carefully evaluate the activities to be realized and their context in order to avoid the Association's involvement in situations that might contradict its guiding principles.

4.1 Businesses

This category of supporters includes producers, commercial enterprises, providers of services, banks and insurance companies. Apart from the general principles listed above, support is allowed in the following cases:

- Food-producing businesses (this sector requires greater attention, because it is easier to find contradictions with the Association's guiding principles): support is allowed from businesses that operate in line with Slow Food's guiding principles, or businesses that do not operate in line with Slow Food's guiding principles but show their desire to start significant processes of change in accordance with the Association's suggestions. In these cases, activities relating to the collaboration must be evaluated with extreme care.
- Businesses not belonging to the food-production sector.

It is important to evaluate the entire company structure of supporting businesses to exclude the possibility that they are being directly or indirectly controlled by businesses that act in conflict with the Association's principles. Particular attention

is required in the case of multinational companies or companies that are not owned by a family or a well-defined group of individuals. With complex and branching structures, they might seem acceptable following an initial analysis, but a more in-depth analysis could then reveal connections to structures in conflict with the Association's guiding principles.

4.2 Philanthropic foundations

This category of supporters includes private foundations (connected to a business, a family or an individual), bank foundations and community foundations (connected to a specific geographic area).

Apart from the general principles listed above, support is allowed in the following cases:

- Foundations linked to businesses in the food-producing sector that support Slow Food's activities and/or specific projects and do not request visibility for the connected business's brand;
- Foundations connected to businesses in the food-producing sector that request visibility for the connected business (in which case are subject to the rules specified in the section 4.1: Businesses);
- Foundations connected to families, individuals, banks, communities or businesses that do not belong to the food-producing sector.

It is important to evaluate how the foundation manages its assets, and in particular to verify that it does not make investments that are in conflict with Slow Food's activities or would in any way make the collaboration inadvisable.

4.3 Public institutions

This category includes contributions from local, national, European Union or international public authorities. These public contributions are based on money paid by taxpayers and are not subject to particular restrictions as long as the nature of the projects and the partners involved is carefully evaluated.

There must be maximum transparency and correctness in relationships with public institutions, and total respect for the procedures for assigning funds.

4.4 Donations from private individuals

Donations from private individuals are not subject to particular restrictions. Nonetheless, the Governing Board reserves the right to refuse donations if for any reason they could damage the Association's reputation.

4.5 Other considerations

Each of the Association's divisions is free to choose its own supporters, while following these guidelines. Where there is a national board of directors or other recognized organizational division, they must supervise their area of authority and report any critical cases to the International Governing Board.

It is the task of the International Governing Board to oversee the application of these guidelines and to intervene whenever it believes they are not being respected. The Governing Board's decisions regarding these matters are final and must be immediately implemented.

Fundraisers should refer the most sensitive cases to the Governing Board preemptively, so that shared decisions can be made.

The status of a Slow Food supporter can change over time. It is important to evaluate the need to suspend or modify the

relationships if these guidelines are no longer being respected. In any case it is recommended that any suspension of a relationship takes place at the moment when any agreements expire, except for situations that are seriously damaging to Slow Food.

As a general rule, Slow Food does not establish exclusive relationships with a single subject, particularly in the food sector. However, an agreement of particular strategic and financial importance can include the recognition of exclusive rights, subject to the approval of the International Governing Board or the relevant national board of directors.

5. TRANSPARENCY AND RESPONSIBILITY

Each of Slow Food's divisions undertakes to communicate its activities in a timely manner, ensuring maximum transparency for both supporters and the public and providing clear information relating to:

- destination and use of the support provided
- the Association's mission
- the Association's governing bodies and operational structure
- the Association's financial situation and economic results
- activities carried out and results obtained in relation to the pursuit of the mission
- the identity and role of the subjects that collaborate with the Association and with whom it comes into contact

As stipulated by the Statute, Slow Food and its divisions respect the national legislation in force as regards to annual budgets and activity reports. Whenever required by law, donations in kind will be duly recorded in the budgets.