



Board of Directors Responsibilities

Updated July 2020

About the Organization

Plant Powered Metro New York (PPMNY) catalyzes the local movement for vibrant health through whole food, plant-based (WFPB) nutrition. A substantial and growing body of scientific evidence is revealing that a diet of unprocessed plant foods has the capacity to prevent, treat, and even reverse many common chronic diseases, including heart disease, diabetes, dementia, gastrointestinal disorders, autoimmune diseases, and more. PPMNY helps to amplify the evidence so that individuals, families, and communities know that they have more choice and power to prevent and fight chronic illness.

PPMNY is a volunteer-driven organization, engaging a large team of volunteers based throughout the New York metro area -- in NYC and surrounding counties. We focus on three strategies to achieve our mission:

- Raising awareness about the dramatic health benefits of WFPB nutrition
- Creating support systems that empower people to change their lifestyles through the power of whole plant foods
- Organizing emergent projects that initiate systemic changes to food policy, practice, and culture.

PPMNY is an independently-incorporated organization that is fiscally sponsored by the Center for Transformative Action, a 501(c)(3) tax-exempt organization based in Ithaca, NY.

About the Board of Directors

PPMNY's Board of Directors provide oversight and raise funds and exposure for the organization. Since our founding, there has been tremendous demand for our work across the metro area as people are increasingly looking for new information about chronic illness prevention and treatment as well as support for dietary transition. We have grown from five founding volunteer leaders to a team of more than two dozen active volunteers and a roster of many more project-based volunteers, plus two part-time staff. We have presented hundreds of public educational events, in person and online; run or supported more than a dozen "jumpstart" programs; and cultivated significant partnerships with wellness centers, social service agencies, faith-based communities, and health care organizations.

Our organizational objective is to build a strong infrastructure of support for volunteers in the field, allowing us to hire dedicated staff and provide funding for emergent projects with our community-based partners. In these early stages, we are actively employing a model of organizing that seeks to leverage the diverse talents and connections of our organizers rather than pursue a single focus.

PPMNY's Directors should expect to spend 5-10 hours/month on their board service, as this will be an active, working board. Responsibilities include:

- Providing feedback on planning and goals, and engaging in future planning to steward heightened reach and impact.
- Providing fiduciary oversight on financial and legal issues.
- Seeking out opportunities for PPMNY to gain exposure on the regional and national levels, and to build partnerships with community organizations or leaders who are receptive to our message.
- Seeking out major funders, both individuals and institutions, through charitable gifts and grants, to provide the funding required to bring PPMNY activities to a place of stability, ideally operating with a minimum of \$500,000 by our fifth year.
- Each providing a gift, and/or solicit gifts, of at least \$5,000 annually.
- Convening for meetings on a quarterly basis, and committing to tasks between meetings.

PPMNY seeks candidates for the Board of Directors who bring the following:

- Professional experience and connections in the fields of health care, public health, food systems, health/food justice, education, hospitality, government, finance, and technology, among others.
- Existing relationships with potentially mission-aligned funders.
- Prior experience on nonprofit boards.
- Interest in, and support of, a model of organizing that leverages principles and best practices in social network theory, including a willingness to allow for both emergent and planned action, and to put some organizational decision-making in the hands of volunteer leaders.
- Racial, socioeconomic, gender, ability, age, geographic, and other diversity representative of the New York metropolitan area.

Those interested in supporting our mission who cannot commit time or provide a give/get of \$5,000 are invited to serve on our Community Advisory Board, or on our Medical Advisory Board, if a licensed clinician. Major donors with limited time will be invited to join a patrons' circle and have separate opportunities to engage in and provide feedback on PPMNY's work.

To discuss the possibility of board service, please contact Lianna Levine Reisner, PPMNY President and Network Director, lianna@ppmny.org.