Board Member Position Description 2021

About Fresh Approach

The mission of Fresh Approach is to create long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition. We accomplish our mission through a variety of community-based food access and education programs across the Bay Area, including the Mobile Farmers’ Market, the East Palo Alto Community Farmers’ Market, Market Match at the Richmond Certified Farmers’ Market, VeggieRx, Collective Roots Community Garden, and Community Outreach & Engagement.

We believe that healthy food is a human right and that all communities should share in the tools, knowledge, and resources needed to achieve food security and food sovereignty, and that economically-viable small farms and accessible community gardens are the foundation of a resilient community-based, local food system. We value inclusion and diversity, recognizing that different backgrounds and experiences lead to more meaningful collaboration and deeper community impacts. We care about the health and well-being of Bay Area residents and create a respectful, safe space for collaboration, honesty, personal growth, and transparency within our internal and external work.

We are seeking individuals to join our Board of Directors who believe in our mission, value diversity at all levels, and are committed to fostering an environment in which people from a variety of backgrounds, cultures, and personal experiences are welcomed and can thrive.
Summary
The Board of Directors supports the work of Fresh Approach and provides mission-based leadership and strategic governance. While day-to-day operations are led by Fresh Approach’s Executive Director (ED), the Board-ED relationship is a partnership, and the committed involvement of Board Members is both critical and expected. Board Members are expected to prepare for board meetings, attend regularly, and actively participate.

Board Member Expectations

- Serve as an active advocate and ambassador for the organization; leverage social media platforms; fully engage in identifying and securing the financial resources and partnerships necessary for the organization to advance its mission
- Leverage connections, networks, and resources to develop collective action to fully achieve the organization’s mission
- While there is no requirement to contribute financially, if you are able to give, then you are encouraged to make Fresh Approach one of your significant contributions
- Help identify personal connections that can benefit the organization’s fundraising and reputational standing and influence public policy
- Know the organization’s mission, policies, programs, and needs
- Follow the organization’s bylaws, policies, and board resolutions
- Prepare for, attend, and conscientiously participate in board meetings
- Faithfully read and understand the organization’s financial statements
- Participate fully in one or more Board committees and on special projects as needed
- Contribute to an annual performance evaluation of the ED
- Sign an annual conflict-of-interest disclosure and update it during the year if necessary, as well as disclose potential conflicts before meetings and actual conflicts during meetings
- Maintain confidentiality about all internal matters of the organization

Board Terms and Participation
Fresh Approach’s Board Members will be elected to serve two-year terms, with no limit on the number of terms a Member may serve. Board meetings are held bi-monthly (on the even months of the year) and committee meetings are held in coordination with other committee members.

Qualifications
- Experience and/or expertise in the following areas: farming, legal, financial, climate resilience is welcome but not required
- Experience and/or residence in the organization’s geographic current/future footprint

How to Apply
Please email Fresh Approach’s Executive Director, Laura deTar lauradetar@freshapproach.org, a cover letter detailing why you are interested in committing your time and energy to Fresh Approach, and a resume including professional and/or personal experiences.