



# Food x Social Justice 101 Fundraising

We are excited to bring you into our initial vision of **Studio ATA0's Food Systems 101 Curriculum**; a self-paced online series of modules designed to center workers across the food system, and increase access to knowledge on the systems that impact their lives. We at Studio ATA0 believe that food is inherently political, and see education as a critical ingredient for capacity-building and enacting systems-based change.

**This is an opportunity to be a founding funder of Studio ATA0's Food Systems Curriculum.** In order to begin the creation of this project, we are seeking **individual donations of \$500 or greater** to fund an initial \$50K of our \$100K goal, the rest of which we aim to fulfill through sponsorships. We are committed to creating this curriculum with with our community, for our community, centering those who already operate within the wider food ecosystem.

Your dollars will be used to compensate our Project Lead, curriculum expert advisors, supporting team members, and cover administrative costs. Below you will find tiered sponsorship details as well as a brief description, outline, and budget for the curriculum.

Donations are accepted [through our website](#). For founding funder opportunities, please contact Sarah Perlmeter at [\*\*development@studioatao.org\*\*](mailto:development@studioatao.org)

# Food Systems 101

## OVERVIEW

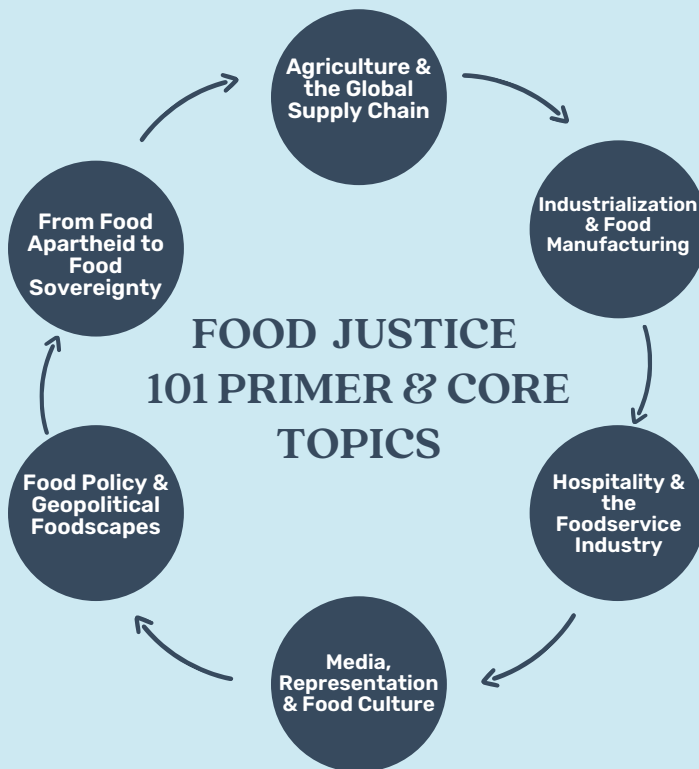
A self-paced, online curriculum examining the **history, development, and evolution** of the entire food system through a social justice lens. Some key systems covered are: agriculture, consumer packaged goods (CPG), food apartheid, and the hospitality industry.

## WHY THIS CURRICULUM?

More than 19 million people work within the U.S. food system. However, **there remains a critical gap in who receives formal food education**. We believe that food is inherently political, and that education is a necessary ingredient to cultivate radical industry change from the ground-up. This curriculum is designed to address the systemic injustices within the food system, and empower those in the larger food community towards advancing equitable solutions..

## WHO IS THIS CURRICULUM FOR?

The curriculum prioritizes equipping those working across the food system with a holistic understanding of the systems that directly impact their lives. This curriculum will be made available for purchase on a sliding scale, with accessible options for any interested individuals. No former academic knowledge of food systems is required.



## CURRICULUM FORMAT

The curriculum will be composed of 6+ modules, beginning with a required Primer covering an introduction to food systems and its history, followed by an overview of each core topic (see left).

Each core topic will be further explored in its own separate module. Throughout each, there will be particular attention paid to how Black, Indigenous, and Immigrant foodways have shaped the U.S.

The modules will follow an arc of pre-recorded videos, readings, audio lessons, self-reflection prompts, and embedded quizzes. Learners can expect **4-6 hours of concentrated work per module**. A community Discord will be available for ongoing discussion, and live cohort learning will be offered 2-4 times yearly.



# Sponsorship Opportunities

## *Food Systems 101*

This is an opportunity to be a founding sponsor of Studio ATA0's **Food Justice 101 curriculum**. We are seeking an initial \$100,000 in total to begin this project. These dollars will be used to compensate our Project Lead, expert advisors, supporting team members, and cover administrative costs.

### **TIER 1 FOUNDING SPONSOR: \$50,000**

- Company logo featured on curriculum & promotional materials
- Company featured during bi-annual live curriculum classes
- Pilot access to curriculum for all company employees
- Discounted rates for Studio ATA0's DEI services

### **TIER 2 PARTNERING SPONSOR: \$25,000**

- Company logo represented on curriculum & promotional materials
- Company announced during bi-annual live curriculum classes
- Pilot access to curriculum for all company employees

### **TIER 3 CURRICULUM SPONSOR: \$10,000**

- Company logo represented on curriculum & promotional materials
- Company announced during bi-annual live curriculum classes

Your support of Studio ATA0 allows us to continue providing social justice research and education for the food, beverage, and hospitality industry. Thank you for making it possible to bring this necessary curriculum to life.

To discuss sponsorship opportunities, please contact Sarah Perlmeter at [development@studioatao.org](mailto:development@studioatao.org)