



Dear Zurb Team,

Do you know where you “got” your milk from? How about the wheat and fresh berries that’s in your breakfast of champions? It is our mission to inspire urban and rural people to know the source of their food, and work together bring greater health to the food system from seed to table.

We host school groups, apprenticing farmers, and the broader public with programming and events that help us accomplish our mission. One increasingly popular event is a monthly community work-day, potluck and barn dance that attracts an average of 250 people a month.

We plan to host our largest farm event yet, to raise money to operate our programs: to get many more kids out to the farm to milk Adelaide the cow, sow the pumpkin seeds, collect the eggs, and harvest wheat that is milled into the flour that goes into the pie that we bake together. We want the event to illustrate our programs by hosting a farm dinner in the field with a very long table that sits hundreds of people. We believe this will be most successful during the peak of the farm’s late summer bounty.

We would want the 24-hour marathon to help us develop the collateral for this celebration of Pie Ranch; from the theme, invites (print/electronic), web presence, farm-themed menu, party favors, etc. that will make it not only a meaningful educational experience and fundraiser for those that participate, but also for the thousands of people who will be getting the invitation.

Our crew for the 24-hour marathon consists of two students who have participated in our programming from the California College of the Arts, one Board member who is also on our Communications Sub-committee, our Fund Development Team Leader, and myself, Co-Director of Pie Ranch.

We also have a line on better than fair-trade, delicious organic coffee that is roasted locally that we’d happily supply the entire Zurb crew and additional volunteers we will garner for the marathon. And did I mention we have pie?

Looking forward to hearing back from you soon!

Thank you for considering us,

Jered

P.s. We have our next barn dance on the 21st of the month.