

GREENER PASTURES FOR NEW FARMERS

CASE STUDY CROWDFUNDING MODEL

SLOW MONEY SOIL TRUST

Slow Money | <http://the.soiltrust.org/>

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Similar to The Conservation Fund's ShadeFund, the Slow Money Alliance is an emerging network of local chapters and investment clubs that invest directly in food entrepreneurs around the country. Since mid-2010, Slow Money has directed more than \$20 million to 170 small food enterprises. The Soil Trust, an initiative of Slow Money, is a nonprofit fund that gathers tax-deductible donations of at least \$50 and invests the capital alongside Slow Money investors. Unlike most crowdfunding platforms, the Soil Trust deploys its capital in collaboration with a network of local investors and a national management team; individual donors do not make decisions about which projects to fund. The Soil Trust operates as a revolving loan fund.