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| **Program Name:** |
| **Program Description:** |

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| **Audience** | Insiders | Foundations/Grantors | Major Donors | Mass Donors |
| **Expertise** | Great | Good | Some | Very Little |
| **Scope** | X-Large | Large | Medium | Small |
| **Driven By** | Data | Data | Emotion with a splash of data | Emotion |
| **What Do They Value** |  |  |  |  |
| **% of Revenue** |  |  |  |  |
| **Story Part** |  |  |  |  |

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| **Program Name: Cross-border Nutrition Access** |
| **Program Description: We strive to provide those suffering from food insecurity with access to sustainable and nutritious food sources.** |

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| **Audience** | Insiders | Foundations/Grantors | Major Donors | Mass Donors |
| **Expertise** | Great | Good | Some | Very Little |
| **Scope** | X-Large | Large | Medium | Small |
| **Driven By** | Data | Data | Emotion with a splash of data | Emotion |
| **What Do They Value** | **Leading with confidence, sounding competent, making real progress** | **Giving gifts that achieve their aims/values, Making real progress / a difference at scale** | **Making a meaningful difference** | **Making a meaningful difference** |
| **% of Revenue** | **1%** | **9%** | **80%** | **10%** |
| **Story Part** | **End food insecurity worldwide** | **Fight food insecurity in Washington** | **Feed a lot of people and change their lives** | **Feed one child for a week** |