



Building the Future of Food Systems THROUGH YOUTH LEADERSHIP

At New Roots Institute, we are working to end factory farming by empowering the next generation to lead systemic change in their communities. Our Board of Directors plays a critical role in advancing this mission—offering strategic guidance, governance, and partnership as we scale our impact.



WHO WE ARE

Our Mission

New Roots Institute is a nonprofit organization empowering the next generation with knowledge and training to end factory farming.

Our Vision

Together, we can create a just and sustainable food system for all.

Our Values

New Roots Institute Cultural DNA guides how we lead, collaborate, and grow:

Fierce Competence

We focus on achieving the greatest impact by effectively empowering the largest number of people.

Humble Self-Awareness

We recognize that we don't have all the answers and practice curiosity, listening to others—including those we believe we disagree with—to grow as individuals and as an organization.

Ready Adaptation

We understand that social and informational contexts evolve, and seek new knowledge to update our perspectives and optimize our approach.

Inclusive Collaboration

We strive to see beyond our egos to meet others where they're at and collectively strengthen our impact.

Caring Accountability

We show our commitment to one another and our cause by holding ourselves to a standard no lower than excellence, openly addressing issues with honesty and directness.

Organizational Numbers

25+

full-time staff members

600+

Fellowship alumni

\$2.26M

operating budget
in FY25



OUR HISTORY

2010

Our founder, Katie Cantrell, began giving presentations on the impacts of factory farming to classes and groups at the University of California, Berkeley.

2014

We shifted from a fully volunteer-run organization to hiring our first paid employee, and established new regional hubs in Los Angeles and Denver.

2018

We gained 501(c)3 status as Factory Farming Awareness Coalition (FFAC) and launched the first version of our leadership development programs.

2020

We piloted our first large-scale, online version of our leadership development programs to give the most motivated students the opportunity to learn more and develop their leadership and advocacy skills.

2023

FFAC rebranded as New Roots Institute, a name that more accurately reflects our work and positions us to reach, engage, and empower as many people as possible.

2025

We evolved away from staff-led classroom lessons and toward educating and training fellows to lead organizing, recruitment, campaigns, and classroom lessons on their own campuses. This fellow-driven approach is more scalable than our previous hub-based model.



OUR FELLOWSHIP

New Roots Institute fellows become force multipliers in their schools and communities, equipped with the knowledge and training to educate and inspire a broad network of their peers over time.

Campaign Work

Sustainable Dining



Fellows transform campus and institutional food policies to favor plant-based options

- Increase plant-based meals in dining halls and restaurants
- Remove surcharges on plant-based milks at cafes
- Implement plant-based defaults

Legislative Advocacy



Fellows engage policymakers and mobilize communities to promote fair and sustainable food systems

- Research local policy and build relationships with decision makers
- Work to pass measures aimed at reducing factory farming's impact
- Improve plant-based procurement in their communities

Community and Education



Fellows develop persuasive communication and outreach strategies that shift public perception around factory farming

- Host campus events
- Introduce food systems education to curricula
- Lead lessons and presentations about factory farming

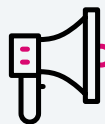
In the last 2 years, our fellows:



Influenced dining behaviors of

250K

people



Reached over

3M

people



Will reduce demand for animal-based meals by

~3.5M

per year



OUR GOVERNANCE

Our board is the highest layer of leadership at New Roots Institute.

They oversee the Executive Director, ensure legal and financial accountability, and help shape our long-term strategy. Just as importantly, they act as ambassadors: opening doors, building partnerships, and expanding our network. At our organization, board service isn't just about oversight—it's about impact.

MEET OUR BOARD

Our board's primary functions



Providing long-term financial oversight

- Reviewing and approving the annual budget
- Reviewing annual audits of financial statements and financial controls
- Overseeing investment strategy and reviewing compliance with Investment Policy
- Serving as a contact for staff on an ad hoc basis



Providing oversight for the Executive Director

- Conducting annual performance evaluations and salary guidelines



Providing legal oversight for the organization

- Helping assess risky and complicated situations and providing feedback on plans to navigate them
- Ensuring that New Roots Institute is compliant with its charitable purposes



Serving as ambassadors for New Roots Institute

- Using networks and influence to enhance the organization's public profile
- Building key partnerships
- Supporting fundraising efforts



Advising on long-term strategy and direction

- Providing guidance to ensure the organization remains mission-aligned and positioned for sustainable impact
- Ensuring that goals and outcomes are data-informed, measurable, and successful



WHAT WE'RE LOOKING FOR

What would it mean if you could dedicate your time, talent, and energy to creating a more just and sustainable food system?

Serving on the Board of Directors at New Roots Institute is a commitment to an important and overlooked cause. We are a growing nonprofit dedicated to ending factory farming, seeking passionate, strategic leaders to guide our organization toward long-term impact and sustainability.

What you're excited about

- Using your leadership and perspective to help build a more just and sustainable food system while supporting both big-picture strategy and day-to-day impact.
- Partnering with a collaborative, mission-driven board and staff, bringing curiosity, honest feedback, and a willingness to challenge ideas and grow together.
- Serving as an ambassador for our work by building relationships, supporting fundraising in authentic ways, and helping expand our reach and resources.

Time Commitment

We expect board members to attend the majority of our meetings, which currently include 90-minute quarterly meetings and 60-minute mid-quarter meetings. We also host an annual in-person board retreat.

What you don't need to have

- Prior board experience or expertise in every area. We welcome and value diverse strengths and perspectives.
- A background in food systems or animal advocacy, a large network, or extensive availability. Alignment with our mission and a willingness to engage meaningfully matter most.

“I joined the board because of the mission, but I've stayed because of the tangible progress we're making together. It's incredibly rewarding to be part of that momentum. If you're looking for a way to deepen your impact and be part of something meaningful, I can't recommend joining this board enough.

— Bonnie B., Board Treasurer and Secretary



TO APPLY

This ongoing, multi-year search supports volunteer positions for New Roots Institute's board. We welcome applications year-round for current and future periods.

Please note: This is a rolling application process without fixed deadlines. The search committee meets approximately every two months to review submitted applications. We appreciate your patience with the potential wait. We will follow up once your materials have been reviewed.

How to Apply



Please click the Apply Now button to tell us why you are interested in serving on New Roots Institute's Board of Directors.

APPLY NOW

for a just
FOOD SYSTEM

Additional information about New Roots Institute can be found [here](#).

Reach out to info@newrootsinstitute.org if you have any questions.