



## About Brandworkers

Founded in 2007 in Queens, New York, Brandworkers is a membership organization of workers in the local food production industry joining together for *dignified jobs* and a *just food system* for everyone



## **Brandworkers' Vision**

One dignified, family-supporting employment standard for workers in the local food industry, maintained and enhanced by the agency of rank and file workers.



## Brandworkers' Model

**Step 1:** Food factory workers lead their own campaigns for improved wages, working conditions and a voice on the job. Workers take action on the job, partner with local communities, speak out in the press, and influence institutional purchasers to pressure companies to accept positive change.

**Step 2:** Successful campaign resolutions with employers include respect for the right of freedom of association and regular ongoing dialogue between Brandworkers member-leaders and management over labor and food issues. Members maintain a dynamic workplace committee to ensure that dignity on the job continues.

**Step 3:** Organized workers join their fellow organized workers across the industry seeking industry-wide standards that benefit food factory workers and the communities they serve.



## Brandworkers members are joining together to:

- Set **new standards on pay, benefits** and **working conditions in the local food industry**;
- Give workers in this thriving sector **a voice** on the job;
- **Resist** the politics of hate and divisiveness emanating from Washington and directed at immigrants and people of color; and
- Forge a **new model of organizing** that could transform the food manufacturing industry and other workplaces in New York and beyond.

# A Big Win for Workers at Wild Edibles

- Workers joined together to fight years of wage theft and exploitation in Brandworkers' first organizing drive in 2007.
- Brandworkers members moved over 75 restaurants to stop serving seafood from Wild Edibles.
- Brandworkers members recover more than \$340,000 and win a binding agreement protecting workplace rights.

**CRAIN'S** NEWS OPINION FEATURES CURRENT ISSUE EVENTS DATA & LISTS MULTIMEDIA NEWSLETTERS CUSTOM CONTENT EXECUTIVE MOV

July 29, 2008 1:18 p.m. Updated 07/29/2008

## Wild Edibles files for bankruptcy protection

The popular seafood purveyor has been brought low by a long-running labor dispute; Brandworkers International has persuaded dozens of restaurants to drop the company.

By Lisa Fickenscher

[Twitter](#) [Facebook](#) [LinkedIn](#) [Pinterest](#) [Print](#)



Share Image

# Fairness at Flaum Appetizing

- Kosher food company Flaum Appetizing fired 17 workers in retaliation for coming together and demanding back pay.
- Convinced 120 grocery store locations and the world's largest kosher cheese company, Tnuva, to discontinue their relationships with Flaum.
- Returned \$577,000 in unpaid wages and compensation to workers in addition to accepting a code of conduct protecting workers' rights in 2012.

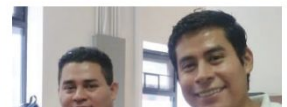
# Justice for Juan Baten

- After over a year of protests, in 2012 workers at Tortilleria Chinantla in Bushwick won \$450,000 of stolen pay and sent the owner to jail for violating basic safety laws which resulted in the death of employee Juan Baten in a mixing machine.

**Tortilleria Chinantla, Brooklyn factory where worker died in accident, shut down by authorities**

# Shedding a Light on Local Food

In 2014, Brandworkers, with the Community Development Project of the Urban Justice Center and the Food Chain Workers Alliance, released [“Feeding New York: Challenges and Opportunities for Workers in New York City’s Food Manufacturing Industry.”](#)





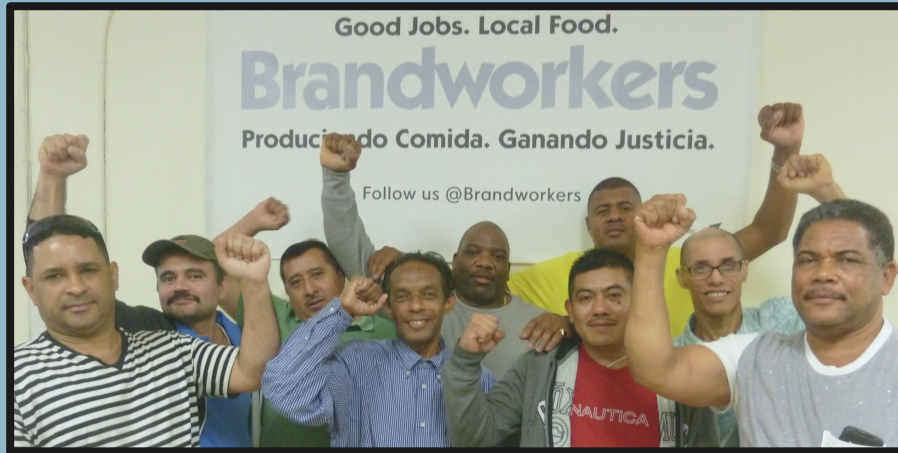
# Amy's Bread Workers Organize for Comprehensive Workplace Justice Agreement

- Workers at Amy's Bread have been organizing around a set of 16 issues that make up a Workplace Justice Agreement. The agreement would initiate a process for collectively addressing workplace issues with management.



Workers are organizing now to finish the agreement by addressing the key issues of fair pay and raises!

# Tom Cat Bakery Workers Choose Resistance



- Organizing with Brandworkers since 2011, workers had successfully ousted an abusive executive, ended system where some were paid less than others, fought off cut in benefits and won a settlement against retaliation.



SMALL BUSINESS

Le Bernardin to suspend Tom Cat Bakery deliveries over firing of immigrant workers



## #TomCatWorkersRising

Tom Cat Bakery hid a federal immigration audit that they announced in March 2017, uprooting over two dozen workers. Instead of giving up and walking away from their jobs, Tom Cat workers chose resistance and took to the streets, winning an audit extension. Workers are organizing now to demand an [immigrant protection policy](#) at the company with audit notification and raid safeguards and fair severance for uprooted workers.

# What's Ahead?

VICTORY AT AMY'S BREAD

VICTORY FOR #TOMCATWORKERSRISING

NYC METRO REGION EXPANSION

# MAY DAY CAMPAIGN 2012

Raised: 7,000 -> Growing each year!

# MAY DAY CAMPAIGN 2018



**GOAL: 50,000**

#MayDayisMyDay

The May Day Campaign is Brandworkers' annual crowdfunding initiative culminating on International Workers Day, our day!

Community members - individually or as part of a team - raise funds for worker-led organizing and to build a movement in the May Day tradition at [mayday.brandworkers.org](http://mayday.brandworkers.org)



# Steps to May Day Campaign Success

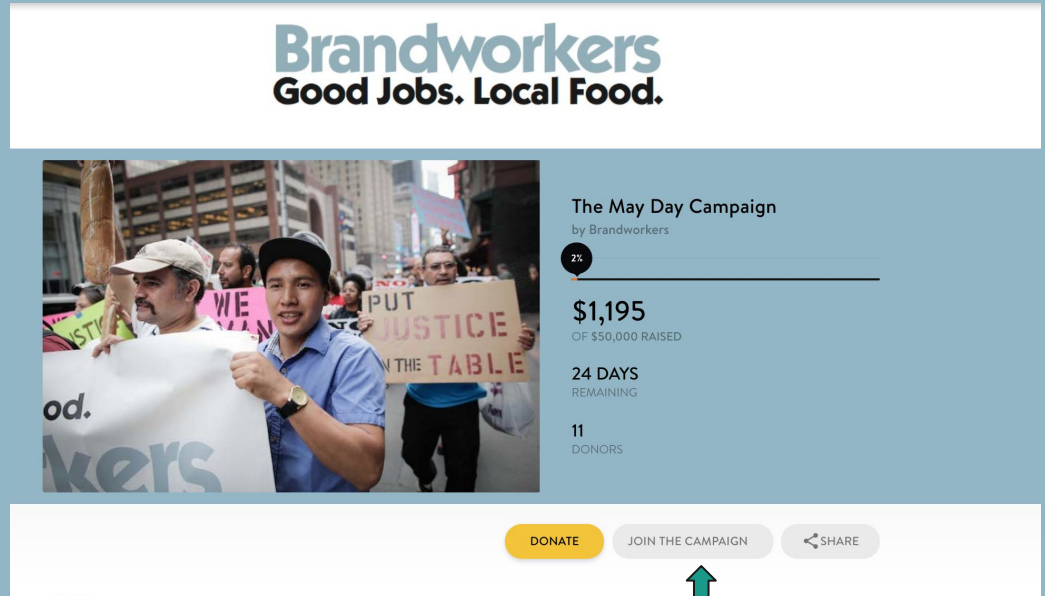
- **Decide Who to Invite**
  - Make a list of at least 10 people you know who share an interest in workers rights, immigrant rights, food issues, economic, racial or gender justice!
- **Set Your Fundraising Goal**
  - Think ambitious but achievable
  - You can estimate an achievable goal by estimating how much each person on your list can give and divide that total in half.

# Steps to May Day Campaign Success

Create your personal fundraising page

## Step 1:

Go to [mayday.brandworkers.org](http://mayday.brandworkers.org) and click on the “Join the Campaign button”



The screenshot shows the Brandworkers fundraising page for the May Day Campaign. At the top, the Brandworkers logo is displayed with the tagline "Good Jobs. Local Food." Below the logo is a photograph of a group of people at a protest, with one person in the foreground holding a sign that says "PUT JUSTICE ON THE TABLE". To the right of the photo, the campaign details are listed: "The May Day Campaign by Brandworkers", a progress bar showing 2% completion, "\$1,195 OF \$50,000 RAISED", "24 DAYS REMAINING", and "11 DONORS". At the bottom of the page, there are three buttons: "DONATE", "JOIN THE CAMPAIGN", and "SHARE". A green arrow points to the "JOIN THE CAMPAIGN" button.

**Brandworkers**  
Good Jobs. Local Food.

The May Day Campaign  
by Brandworkers

2%

\$1,195  
OF \$50,000 RAISED

24 DAYS  
REMAINING

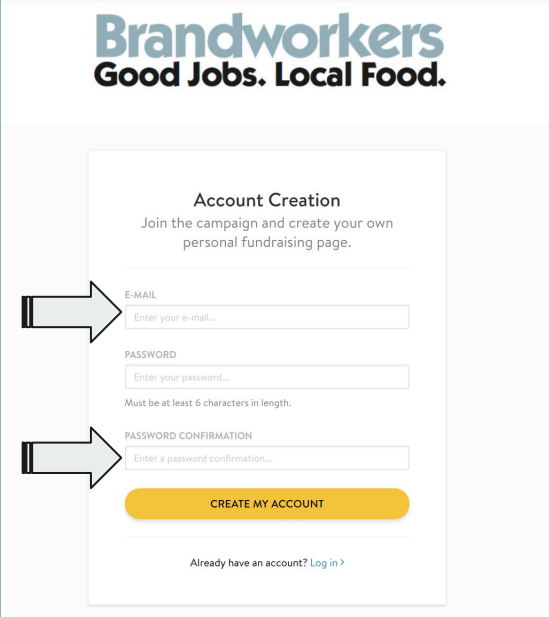
11  
DONORS

DONATE JOIN THE CAMPAIGN SHARE

# Steps to May Day Campaign Success

**Step 2:** Sign up for a Personal Fundraising Page account with your email and set a password

**Step 3:** Once signed in, you will be directed step-by-step on how to complete your profile to get your Personal Fundraising Page up and running



The screenshot shows the 'Account Creation' page for Brandworkers. At the top, the logo reads 'Brandworkers Good Jobs. Local Food.' Below the logo, the heading 'Account Creation' is followed by the instruction 'Join the campaign and create your own personal fundraising page.' The form contains three input fields: 'E-MAIL' with the placeholder 'Enter your e-mail...', 'PASSWORD' with the placeholder 'Enter your password...' and a note 'Must be at least 6 characters in length.', and 'PASSWORD CONFIRMATION' with the placeholder 'Enter a password confirmation...'. A yellow button labeled 'CREATE MY ACCOUNT' is positioned below the fields. At the bottom, there is a link: 'Already have an account? Log in >'. Two large grey arrows point to the E-MAIL and PASSWORD CONFIRMATION fields.



# Steps to May Day Campaign Success



## Setting up your Personal Fundraising Page

- Complete your profile by **uploading a picture** and **filling in your name**.
- Next, enter your Display Name, URL to your Personal Fundraising Page, your fundraising goal.
  - **Display Name** - Your display name is what appears on your fundraising page. While it's defaulted to you your name, you can write in any display name you'd like.
  - **URL** - This is the link you will send to your friends so they can access your Personal Fundraising Page.
  - **Fundraising Goal** - Type in the amount of money you intend to raise for your campaign.

# Steps to May Day Campaign Success



## Setting up your Personal Fundraising Page

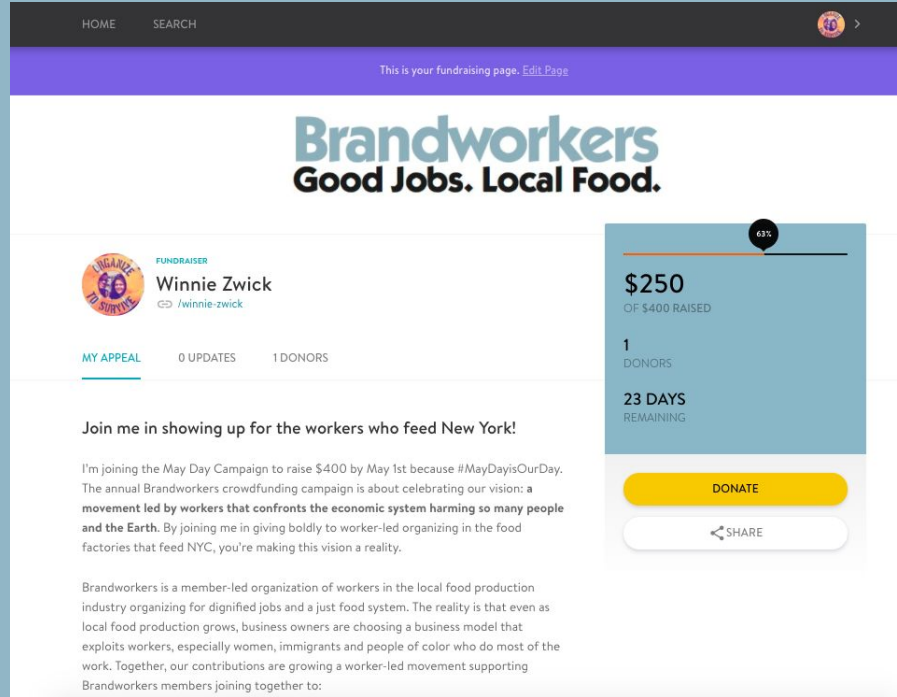
Finally, **enter your fundraising appeal.**

Feel free to edit this section and compose your own personalized appeal. This section should give your supporters a concise and clear idea on why support this campaign, the goal of this campaign, and how it intends to fulfill its goals through these fundraising efforts. Don't forget to conclude your appeal with a call to action to donate.

**Try sharing a personal story of why you support Brandworkers! You can use the #MayDayisMyDay to share your story and why you care about building a movement in the May Day tradition!**

# Steps to May Day Campaign Success

When you're done creating your page, it will look something like this:



The screenshot shows a fundraising page for Winnie Zwick on the Brandworkers website. The page features a purple header with navigation links for HOME and SEARCH, and a user profile icon. Below the header, a purple banner reads "This is your fundraising page. [Edit Page](#)". The main content area displays the Brandworkers logo with the tagline "Good Jobs. Local Food." and a fundraiser profile for Winnie Zwick, including a circular profile picture and the text "FUNDRAISER Winnie Zwick @ /winnie-zwick". Navigation tabs for "MY APPEAL", "0 UPDATES", and "1 DONORS" are visible. The main text of the appeal reads: "Join me in showing up for the workers who feed New York! I'm joining the May Day Campaign to raise \$400 by May 1st because #MayDaysOurDay. The annual Brandworkers crowdfunding campaign is about celebrating our vision: a movement led by workers that confronts the economic system harming so many people and the Earth. By joining me in giving boldly to worker-led organizing in the food factories that feed NYC, you're making this vision a reality." Below this is a paragraph about Brandworkers' mission. On the right side, a teal sidebar shows a progress bar at 63%, "\$250 OF \$400 RAISED", "1 DONORS", and "23 DAYS REMAINING". At the bottom of the sidebar are "DONATE" and "SHARE" buttons.

# Steps to May Day Campaign Success

## To create or join a team page:

1. Click profile image in the upper right corner to open “My Dashboard”
2. Click the “CREATE A TEAM” or “JOIN A TEAM” button at the bottom
3. Follow the short steps there

To invite someone to your team, just let them know your team name. After they create their personal page, they can click “JOIN A TEAM” and add themselves.

When you’re part of a team, any donations made on a member’s personal page or on the team page count toward the team goal!

The image shows two overlapping screenshots from the Brandworkers website. The background screenshot is the main campaign page for Winnie Zwick, titled "Brandworkers Good Jobs. Local Food." It displays a fundraising goal of \$400.00, with \$250.00 raised (63% complete). The page includes a profile picture, name, and a "JOIN A TEAM" button. The foreground screenshot is the "My Dashboard" for Winnie Zwick, showing the same fundraising progress and a grid of action buttons: "NEW UPDATE", "SHARE PAGE", "VIEW DONATIONS", "VIEW UPDATES", "EDIT PAGE", and "MY ACCOUNT". At the bottom of the dashboard, there are buttons for "CREATE A TEAM" and "JOIN A TEAM", along with a "LOG OUT" button.



# Steps to May Day Campaign Success

- **Be the first to give** on your personal page. Click donate on your page to get the fundraising started and inspire your circles to join you!
- **Send an invite message** to friends who you'd like to fundraise with  
[CLICK HERE for Sample Messages You Can Personalize](#)
- **Follow up** with team invitees to build a team!



# Steps to May Day Campaign Success

**You may hear people you invite to your team say:**

**I'm afraid to ask for money/I've never asked for money before**

Yes, it's really common to not feel comfortable talking about money. It can be a loaded topic for everyone, regardless of class background. A lot of fear and shame around it for so many reasons. That's also what makes fundraising with a group such a powerful thing. We come together to support each other in pushing through the scariness and together we have the power to fund our movements and stay true to our mission. If you want more coaching, you can always reach out to Brandworkers for support.



# Steps to May Day Campaign Success

**You may hear people you invite to your team say:**

**I'm overcommitted**

Yes, we all have full lives. And we make time for the things that matter most to us. If you can commit to asking some of your friends, relatives or colleagues to donate by May 1st, this is an impactful and simple way to contribute. Consider making time for this! It will be fun!



# Steps to May Day Campaign Success

## **Why should I support Brandworkers?**

- Share your personal connection to Brandworkers, Brandworkers' vision, model and victories.
- Your support is essential to a building a just local food system! The food manufacturing industry is an essential part of our food system that is often forgotten. In NYC, food manufacturing is now the largest and fastest growing area of manufacturing jobs. Without organized workers holding businesses accountable for their growth model, the promise of a just local food system with good jobs is out of reach.
- Your solidarity allows Tom Cat and Amy's Bread workers and workers like them to overcome the resistance of abusive food manufacturing companies and win the dignified jobs they so urgently need
- With the support of the Brandworkers community, Tom Cat workers were able to resist a workplace immigration audit and are calling on businesses to protect basic workers rights, something that is all too rare and has galvanized a national movement for immigrant workers rights. With your support, workers will be supported to win this challenging but critical campaign!





# Steps to May Day Campaign Success

- **Announce** your participation in the campaign on social media or by email, and in conversations to get people thinking about it
- **CAMPAIGN LAUNCHES WEDNESDAY APRIL 18**
  - Share a **launch post on social media** and **send a first message** to the people you want to invite to donate

[CLICK HERE for Sample Messages You Can Personalize](#)



# Steps to May Day Campaign Success

- **Post** campaign updates on your fundraising page and team page throughout the 2 weeks of April 18 - May 1st.
- **Share** Brandworkers content on social media. Write your own posts about why you're participating or what International Workers Day means to you using the hashtag #MayDayisMyDay and your fundraising page url. [CLICK HERE for Sample Messages You Can Personalize](#)



# Steps to May Day Campaign Success

- **Follow up** with friends you've invited to donate at least 2 times by May 1st. Think about who you'll see and who you want to have a personal conversation with to invite to donate. Personal invites are always more successful! Schedule some time to send followup messages, make followup calls and have in-person conversations by May 1st to reach your personal goal! [CLICK HERE for Sample Messages You Can Personalize](#)



# Steps to May Day Campaign Success

- **Thank** your friends who contribute on social media and personally!  
**Invite** friends who donate to the May Day Campaign celebration & May Day rally if they live in the NYC area:
  - RSVP to May 1st rally on Facebook:
    - <https://www.facebook.com/events/193849377887044/>
  - RSVP to May 20th Campaign Celebration at the Brandworkers office:
    - <https://www.facebook.com/events/201096007158537/>
- **Join us** at these events if you're in the NYC area!

# MAY DAY CAMPAIGN 2018



**“The Trump administration may want us to disappear, but we’re not leaving our children for anything. Our unity is our strength, and our commitment is to victory.”**

**- Librada Antigua, Tom Cat worker**

# #MayDayisMyDay