PROPOSAL SUBMITTAL FORM

Agency Information

Agency Name: FoodChain

Mailing Address: 501 W. Sixth St. Suite 105 Lexington, KY 40508

Street Address: 501 W. Sixth St. Suite 105 Lexington, KY 40508

Phone: (859) 536 - 7157

Is your Agency registered with the IRS as a 501(c)3 organization? ☑ Yes ☐ No

*Note: Agencies **must** be registered with the IRS as a 501(c)3 organization to be eligible for ESR Program funding.*

Does your agency have a current profile with Blue Grass Community Foundation's GoodGiving.net? ☑ Yes ☐ No

*Note: Agencies **must** have profiles with GoodGiving.net to be eligible for ESR funding.*

Website Address: foodchainlex.org

Agency Representative *(typically the Executive Director - Name, Title, Phone, Email)*:

Rebecca Self, Executive Director, 859.536.7157, rebecca@foodchainlex.org

Person Completing Application *(Name, Title, Phone, Email):*

Rebecca Self, Executive Director, 859.536.7157, rebecca@foodchainlex.org

Program Information

Name of program for which funds are being requested: **Get Fresh**

Total Funding Amount Requested: $ **56,016**

RFP #13-2019 PROPOSAL SUBMITTAL FORM

- **Save this PDF formatted Proposal Submittal Form to your hard drive before beginning to enter responses in it to ensure your responses are saved to the form.**
- **LIMIT RESPONSES IN TEXT BOXES TO 250 WORDS**
- **REMINDER: All proposals must be written in a clear and concise manner, as there will be no follow-up or clarifications to proposer's submittal form once the evaluation process begins.**

5.1 Program Proposal & Design

5.1.1 Needs Statement—Purpose of the Program Proposal / Problem Statement **15 Points**

Using local data, provide a description of the problem in Fayette County. Identify the specific population your program is targeting (i.e. age, geographical region, economic status, etc.) and explain why. Discuss whether this population is under-served or at-risk. Describe your understanding of the local system of services addressing this problem, obstacles and/or opportunities your clients face, and how your agency fits within this system of services.

Families in the northwest corner of Lexington's 40508 zip code face a significant burden in accessing affordable, healthy food choices. Here over 50% of residents in our Census tract have incomes below the poverty line and the unemployment rate is 15%. Public transportation is limited and this section of town is classified as a USDA food desert, with no grocery store within a mile. Additionally, area schools fall under Community Eligibility Provision from the Healthy, Hunger-Free Kids Act. Centrally-located, FoodChain's Kitchen is directly adjacent to Coolavin Apartments, a 104 unit, low-income, Section 8 housing complex. Currently, the closest location for the many children who live in the area to get summer meals is over a half mile away, across one of Lexington's busiest streets. These families need improved access to fresh, affordable food so they may thrive in their community.

GleanKY and Feeding Kentucky have successfully expanded access to fresh produce to local populations by accepting large quantities of seconds produce from farms and groceries, then redistributing it to feeding organizations. Building on this, FoodChain's Processing Kitchen works to 1) increase usability and consumer access of this collected produce through processing into frozen or dehydrated products; 2) provide education on using these frozen/dried foods through classes and cooking demonstrations. Furthermore, FoodChain offers a monthly free Community Meal, hosting neighbors to share in a home-cooked meal while also engaging in conversation and fellowship.

5.1.2 Service Delivery Model **15 Points**

What steps will you take or what activities will you provide to assist clients in achieving these goals? Describe each "unit of service" you will provide for clients and how often and how long this service will be provided (e.g. a one-time three-hour training; a weekly one-hour support group for 12 weeks; one 30-minute health exam twice a year; 1-3 hour advocacy services as needed; etc.) How will these services address the problem as identified in the Needs Statement above? Be specific.

To address our communities limited fresh food access and nutritional literacy, FoodChain will provide a two pronged approach.

First, our Get Fresh: Meal Kits, offered for 20 weeks (June - Oct). These "ready to cook" meals will incorporate locally-sourced ingredients, priced affordably for low-income residents. They will be SNAP eligible, and WIC and Senior Voucher eligible too. Each Kit will include: a healthy protein source; a whole grain or complex carbohydrate, local vegetables, and local fruit. In addition, anything needed for seasoning, sauces, or accompaniment will be included, along with detailed and easy to follow directions. Meals take 15-30 min to prepare and yield 2 adult size servings per kit. To incentivize participation, families are entered into a raffle each week to win items such as knife sets, pots, cutting boards, blenders, or crock pots. They will also receive reusable, cooler bags for transport.

For 11 weeks of the session (June - Aug) we will be an official KDE Summer Feeding Site. Twice a week, 50 youth can partake of a free, uniquely local, freshly prepared lunch. In addition to the stringent KDE nutritional guidelines that we'll abide by, we will also partner with other local organizations doing work in the Northside to provide meaningful engagement for the kids such as the E7 kids cafe, Sisohpromatem, Seedleaf, On the Move Art Studio, and more. Together, these programs provide a fun way for our neighborhood to receive, afford, and, most importantly, enjoy the bounty of Kentucky farms and the nutrition of local produce.

5.1.3 Client Eligibility and Requirements **5 Points**

What eligibility requirements must clients meet to qualify for services? What are the expectations of clients while receiving services? (e.g. client must pay $30 fee for each class; client must remain sober; client is responsible for chores; nothing other than participation in services; etc.)

Eligibility for our Get Fresh: Meal Kits is based solely on self-professed income levels or receiving SNAP, WIC, or Senior Vouchers as a form of payment. There will be meal kits available priced below market rates for those who designate themselves as low income or needing assistance. Others who claim to be of a comfortable income level will pay market price for their meal kit. Those who would like to can pay a "Pay it Forward" price that includes market price + the difference in market price and the low income price.

For the Summer Meal, nothing is required of clients besides participation. As an officially sanctioned Summer Meal Site, our location, qualifies by being in a designated Census Tract Priority area based on income levels and students who qualify for Free and Reduced Lunches. The expectation for Summer Food Service Meals requires that meals must be consumed on site to be counted, however the Meal Kits do not.

5.1.4 Evidence-Based/Best Practice **10 Points**

Describe the evidence-based or promising practice model on which this service approach is based. Provide particular sources that indicate what you are doing is best-practice.

A recent study published by the Rudd Center for Food Policy and Obesity at the University of Connecticut found that food insecure families received and consumed more nutritious meals when ingredients were bundled together as meal kits, in part because of the convenience that the Kits provided as well as the nutritional guidance by the recipes offered. This study confirmed what has been anecdotally observed that meal kits can serve as a valuable tool in addressing nutrition and access deficits, while also helping to minimize waste, decrease associated healthcare costs, save time and labor, and help establish appropriate portion sizes.

Meanwhile for the Summer Feeding Program, studies, such as those from the Wilder Research, have long confirmed that youth living in food-insecure households, lacking the proper nutrition, can lead to increased risk of poor performance in school, behavioral problems, and chronic illnesses such as obesity. Poor nutrition has been shown to have an impact on student outcomes. Furthermore, summertime can prove to be a particular challenge as students don’t have the regular availability of school lunches. The Federal Summer Feeding Program serves as a critical combatant to this challenge, and has the potential to mitigate causes of poor performance in school. By partnering with other organizations who provide educational services, as well as engaging them with fresh food and cooking, we can help mitigate the "summer slide" or the loss of knowledge that commonly accompanies lack of academic activity in youth over the summer months without regular academic stimulation.

5.2 Program Measures & Evaluation

5.2.1 Service Efficacy & Desired Outcomes **10 Points**

What do you hope to help your clients achieve? What are some examples of goals you will set with clients? What is your service philosophy in terms of helping your clients achieve these goals? Describe how you define "successful" completion of services. (e.g. service is complete if: client remains for entire three-hour training; client continues services until judge orders otherwise; etc.) What percentage of clients meet that criteria for success?

Through both our Meal Kits and Summer Feeding Site, we hope to help our clients achieve increased access to nutritious meals. For the Summer/Fall of 2019 (20 week time period), our goal is to provide 50 families with one complete meal kit a week that contains at least two servings of local fruits and vegetables, as well as healthy proteins and grains. Similarly for the 11 week Summer Feed Program Calendar, we will provide 2 meal offerings a week, aiming to feed 50 students at each.

Our service philosophy is that we must make this product as easy to use, find, and afford in order to make the goal of one Meal Kit a week for them and their families. We know that if this product is not tasty, easy, and affordable that this service will not work, so we will continue to adapt the program based on feedback we receive to ensure that these meals are able to benefit the desired recipients. Successful delivery of these services will involve "repeat customers" of our weekly Meal Kits, with a target of 60% of our recipients to purchase at least 3 meal kits over the 20 week offering.

For the Summer Feeding Meal offerings, we will define success as continued consumption of the meals offered, with a target of 75% of the meals offered to be consumed in entirety while at our facility.

5.2.2 Client Empowerment & Community Impact **10 Points**

Describe what meaningful difference these services make in the lives of people served. What value is added to the community? Provide examples. (e.g. client demonstrates change in attitude; client has behavior change; etc.)

FoodChain's services outlined here all aim to increase the amount of local fruits and vegetables that food insecure families in the food desert community that surrounds us can access and eat. Most immediately, these clients can gain more food security with regular access to high quality, nutritious meals. Further afield, while we will not be directly measuring this, we aim to positively impact recipients health and well-being through access and education of nutritious foods with more options for our neighbors to consume fewer highly processed fast food and convenience food items.

We also aim to make a meaningful difference by providing a community space where people can come, share nutritious meals, discuss the food on a regular basis, learn more about Kentucky agriculture, meet farmers, meet area chefs, connect to needed resources and educators, as well as simply enjoy more time in a space that is all about sharing and community empowerment. While the effects of this can be difficult to quantify, we believe it is very important to create these types of spaces for our community, so that folks feel that they are being invested in, while at the same time having a feeling of belonging in a community that they want to invest in. This sense of ownership in your community leads to increased resilience, better support systems for families in need of assistance and a stronger food system across the board.

5.2.3 Data Assessment & Quality Improvement **10 Points**

While it doesn't have to be complicated, evaluation is more than saying "we provided this many 'units of service.'" How will you know if your services have been effective? How does this relate to the desired outcomes for your clients? How will the information gathered be used to improve your services in the future? Be specific (for example, data collection may be through focus groups, pre-and post-tests, client satisfaction surveys, etc.), and also **be specific regarding sampling size and frequency of evaluation.**

Data collection will happen at each of our Summer Food Service Meals (2x/week) as well as our Get Fresh Meal Kits days (1x/week). We plan on having very simple ways of getting community input on both qualitative and quantitative measures for evaluating the efficacy of this program, involving anonymous sticker surveys to assess perceived benefits of the program. We will also have clients anonymously respond with stickers to questions inquiring about the frequency their diets have included vegetables, how many servings they're eating, how their health has been, etc. By asking such questions at regular intervals throughout the program we will be able to determine if clients report an increase in consumption and any self reported health benefits.

Based on these types of questions, we will be able to constantly evaluate the program, easily and comfortably collect consistent feedback, which will then be used for any needed alterations to the running of the program. This will also give us long term data to be able to track over the entire 20 weeks of Meal Kits and 11 weeks of Summer Meals, so we can see how effective this was over all in improving the health, access to fresh foods, and improved community fellowship in our neighborhood.

Finally, we will also keep metrics on the number of kits distributed, meals served, children and families returning, and pounds of local food dispersed.

5.3 Capacity & Sustainability

5.3.1 Staff Qualifications & Experience **5 Points**

Provide information on the key/primary individuals that will be involved in the provision of services and demonstrate that they have the capacity to address the stated need. List each position by title and name of employee, if available. Describe the anticipated roles and responsibilities for each person as it relates to this project. Describe the experience, expertise, and capacity of each individual to address the proposed activities.

Leandra Forman- Operations Manager of FoodChain will coordinate this program. Duties include: receiving training from KDE to be a Summer Food Service Sponsor and Site, developing the meal kit plan, working with farmers and distributors for procurement, organizing materials to partner with K-VIP, creating recipes with educational material, ensuring that proper nutrition is covered, and coordinating evaluations and reports. Ms. Forman has worked at FoodChain for 4 years and has helped successfully plan, prepare, execute, and evaluate many other programs in line with our mission. She also has 15+ years of experience in professional kitchens.

Becca Self- Executive Director of FoodChain will oversee the execution of this program. Duties include: maintaining accounts, hiring seasonal kitchen staff, administrative components of the programming, collaborating with the Ms. Forman to work within budgets, find sustainable funding sources, and measure outcomes and overall impact of FoodChain's work. She founded FoodChain in 2012 after serving for 3 years as an Educational Director, with an additional 7 years as a classroom teacher. Ms. Self maintains the main administrative and development efforts of FoodChain, including fundraising and financial operations.

Kitchen Staff (TBD)- will be responsible for cooking the Summer Food Service Meals, creating processed local fruit and vegetable products, and doing prep for meal kit assembly, as well as maintaining the safety and sanitation of the facility. They will be required to have their Food Handler's Permit through Lexington-Fayette Health Department and receive Civil Rights Training. Kitchen staff will also assist in the promotion of the programs.

5.3.2 Partnership & Resource Leverage **5 Points**

How do your programs and services support our community's comprehensive response to the identified priority area of Community Wellness & Safety? Does your organization have any formal agreements or informal working relationship with other local service programs?

What role does your governing board members, volunteers, and / or donors play in facilitating viable service delivery and program administration? Does your program have any major civic benefactors or corporate sponsors? Describe other secured funding sources and committed operational resources your organization has allocated for the proposed program.

We partner both informally and formally with many of the local organizations already working in nutritious food access: Bluegrass Farm to Table, the Double Dollars program, GleanKY, Farms to Food Banks, Fayette County Health Department, Lexington Farmers Market, Fayette County Farm to School Council, Kentucky Dept of Ag, and FCPS. We currently also work with many educational and service organizations for recruitment and support of program participants such as Fayette County Public Schools Family Resource Coordinators, Step by Step, Lexington Housing Authority, Community Action Council, Chrysalis House, Greenhouse 17, etc. We have a core group of dedicated volunteers that assist with our kids cooking classes, our educational tabling and outreach, our community meals, and our aquaponics farm, as well as interns, volunteers, and Americorps service members who do local food processing in our kitchen.

We also receive in kind donations regularly from Williams Sonoma, funding from Traditional Bank, the William R Kenan, Jr Charitable Trust, EE Murray Foundation, and others. We are in the second year of a three year Local Food Promotion Program Grant through the USDA, the scope of which falls directly in line with the programs outlined here. We have the continued fundraising support of our Board of Directors as well as established relationships with VisitLex and strong ties to local farmers and chefs, including Ouita Michel and her family of restaurants.

5.3.3 Outreach & Inclusion Strategy **15 Points**

Demonstrate how the program will ensure services are available and accessible by all potential participants, especially related to language barriers for persons with limited English proficiency; persons with physical or other disabilities; and persons impacted by poverty and economic distress.

Has your organization enacted any policies (or employs any standard operating procedures) to ensure equitable service opportunity and / or benefit program to a diverse cross-section of the greater community?

We are located at the intersection of Jefferson St and West 6th St. This area is a major thoroughfare for the specific population these services are intended for, located in a residential area between section 8 housing and nearby city and school bus stops, and adjacent to working class family homes. This makes our facility convenient, especially for clients with limited transportation or mobility. The hours of meal service will be posted on a banner outside our door, on our window, and available through our Facebook and website, in addition to being listed on all material put out through Kentucky Dept of Education and neighborhood schools. Our facilities are fully ADA compliant, and include tables and workstations of varying heights for the diversity of age and ability we serve. Finally, while the target population is overwhelmingly English speaking (over 95%), there are several communities nearby who are primarily Spanish-speaking, so we always ensure that all our recipes and flyers are in both English and Spanish. We also clearly post our anti-discrimination policies and all of our Summer Food Service Workers will receive Civil Rights training as part of their onboarding process.

Combined, these efforts are critical for raising the awareness in the community that this type of food is not out of reach, regardless of your housing situation or income level.

6.0 Program Budget Summary Form Instructions

Proposal Submittal shall be considered incomplete and shall be rejected without completed Budget Summary Form. *(Including total amount of ESR grant request.)*

For organizations requesting funding for more than one program in this RFP, combine into a single Program Budget narrative for the proposal.

Please note that the Program Budget will be part of the grantee agreement with LFUCG and regular tracking and expenditure reporting will be required.

To ensure readability and uniformity, please use the Program Budget form included. Provide brief line-item detail as specified in each section below and verify all calculations.

This section provides a summary of the total proposed Program Budget for FY 2020. It requests the allocation of all projected funding amounts (City and non-City sources) for anticipated FY 2020 program expenditures.

Total Program Budget

Column A should reflect projected expenditures for the entire program (not just the proposed LFUCG ESR grant funding request portion). When the chart is completed this column should equal ESR Grant Funding Request plus other/non-ESR program funding. (A=B+C)

ESR Grant Funding Request

Column B is the grant amount being requested from this RFP to support this program's services to eligible Fayette County Participants.

Non-LFUCG Program Funding

Column C is the non-LFUCG ESR funding that is allocated to the Total Program Budget (A-B = C).

This form is for the budget for the PROGRAM applying for ESR funds, not the total agency budget.

For each category identify the amount requested and the amount to be leveraged through other programs or organizations (if applicable).

Staff Salaries – Identify the number of Full-time position salaries allocated to the program, and part-time positions allocated to the program, and the amounts of each allocated to Columns A, B, & C.

Consultant Services – In the "List Details" box, **briefly** describe any expenses associated with providing expanded supportive services or other services for which the organization intends to contract with another entity. Any of these expenses to be provided by the proposing organization should be included in other line items.

Space/Facilities – In the "List Details" box, **briefly** list the basis of the allocation of rental costs, utilities, janitorial costs, and any other facility costs for the Program. Identify any office or program space in an LFUCG owned building, and any other costs (rent, monthly utilities, etc.) reimbursed to LFUCG.

Scholarships/Stipends – In the "List Details" box, **briefly** list the type of scholarships or stipends, and include the number of people or organizations to receive funds.

Operating Expenses – In the "List Details" box, **briefly** list the costs associated with expenses, supplies, utilities, and any other expense associated directly with the operation of the project.

Other – In the "List Details" box, **briefly** list any other costs for the Program not covered above.

PROGRAM BUDGET SUMMARY

Agency Name **FoodChain**

Program Name

FY 2020 (July 1, 2019-June 30, 2020) Total Program Budget

	# of Employees:	Column A Total Program Budget [= B+C]	Column B ESR Grant Funding Request	Column C Non-ESR Program Funding [A-B]
1. Staff Salaries for Program				
Full-Time (FTE)	3	66,000	**29,700**	36,300
Part-Time	4	11,616	**11,616**	0
Total Salaries		77,616	**41,316**	36,300
3. Consultant Services	$	0	**0**	0
list details	None			
4. Space/Facilities	$	3,900	**0**	3,900
list details	Rent ($1,200) Utilities ($2,700)			
5. Operating Expenses	$	12,900	**12,900**	0
list details	Insurance ($4,000), Consumables (linens, chemicals, cleaning supplies) ($5,000), Printing ($1,700), Marketing ($1,000), Accounting ($1,200)			
6. Scholarships / Stipends	$	0	**0**	0
list details - numbers & amounts	None			
7. Other	$	12,300	**1,800**	10,500
list details	Sumer Feeding Costs: Ingredients + Packaging ($4,500) Get Fresh Meal Kits: Ingredients ($5,000), Packaging ($1,000) General Operation Maintenance ($1,800)			
8. TOTAL PROGRAM BUDGET	$	106,716	**56,016**	50,700

Cost per Program Participant: $ 29

I understand that this document in its entirety is incorporated into my grant Agreement with the Lexington-Fayette Urban County Government.

Authorized Representative *(typed name)*: Rebecca Self

Title: Executive Director **Date**: April 18, 2019