PROPOSAL SUBMITTAL FORM

Agency Information

Agency Name: Livelihoods Knowledge Exchange Network, Inc. (LiKEN)

Mailing Address: 109 Rosemont Garden, Lexington, KY 40503

Street Address: 1815 Rosemont Garden, Lexington, KY 40503

Phone: (859) 523 - 5056

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: www.likenknowledge.org

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

Betsy, Taylor, Executive Director, 859-523-5056, director@likenknowledge.org

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

Rachel Eppley, Office Manager, 859-523-5056, office@likenknowledge.org

Program Information

Name of program for which funds are being requested: Fresh Stop Markets

Total Funding Amount Requested: $ $66,357

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.

Some of Lexington's most vulnerable communities are left behind by the country's current food system causing them to experience higher rates of hunger, lack of access to nutritious food and diet-related diseases. In Fayette County, 9% of adults age 20+ have diabetes, 27% of adults and 34% of children are obese, and 32% of adults have hypertension. Nearly 1 in 5 residents in Lexington experience food insecurity, with 17% experiencing low-income and low access to nutritious food, meaning they live in a food desert.

Existing programs such as food banks, pantries, feeding sites, meal delivery programs and federal food programs (SNAP/WIC) increase food security for some, but transportation can be a barrier, and nutritional quality is not guaranteed. These programs can also be hard to access for the 37% of children in Lexington that live in single-parent households. Fresh Stop Markets (FSM) complement these existing programs by addressing food security and food access as well as going a step further in empowering communities to meet their basic needs by helping residents build a community owned local food system that can eventually be sustained without organizational support. Markets allow for a safe, inclusive intergenerational space where community members collaborate and learn from each other. Markets increase the number of social associations for some of Lexington's most at-risk residents. Increased social associations facilitate higher levels of social trust. Levels of social trust are higher in groups that are voluntary and are shown to correlate with improved health outcomes.

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.

The primary unit of service is the produce basket (10-12 local, organic fruits and vegetables), available for purchase with cash, card, or SNAP on an income based sliding scale:

- $6 WIC recipients
- $12 participants below 185% U.S. Poverty Income Guidelines
- $25 all others (75% of baskets reserved for $6 and $12)

Purchases are made online, by phone, or in-person, and pick up occurs bi-weekly (Jun-Oct) from 5 - 7 pm at the Lyric Theater in the East End and at the Woodhill Community Center in the Woodhill neighborhood. East End and Woodhill fall under the USDA's definition of a food desert, meaning residents face both low-income and low-access to affordable, nutritious local produce. The East End and Woodhill neighborhoods are part of census tracts that have larger concentrations of residents who do not speak English as a first language and that also experience higher rates of poverty than Lexington's general population.

Secondary units of service include our popular education modules which are separated into Food Justice Workshops and the Fresh Stop Training Institute. Clients participate in at least one occurrence of each training per FSM season, preferably within their neighborhood. These trainings introduce clients to cooperative economic and community organizing concepts as well as specific market operations. Ideally, after completing each training session during two consecutive seasons, clients are able to lead these trainings and workshops to share their knowledge with other Lexington residents who want to start FSM in their neighborhood.

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.)

In order for clients to qualify for $12 basket, their family income must be at or below 185% of the U.S. Poverty Income Guidelines. In order for clients to qualify for a $6 basket, they must display their WIC ID card.

To receive a Bluegrass Double Dollar (BGDD) incentive basket, clients must pay with SNAP for one basket of produce. Clients who pay $25 do not need to meet any eligibility requirements.

Clients are also encouraged to receive our free nutrition education services, including vegetable storage and preparation tip sheets, recipes, food prep demonstrations and samples, and food justice workshops.

Trainings to be a FSM volunteer are offered so that clients can work to further not only their own healthy food security, but also to contribute to the healthy food security of their neighborhood.

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.

In existence since 2009, Fresh Stop Markets have been recognized by the Union of Concerned Scientists Food and Environment Program as a national model to be presented to the USDA for replication across the country as a promising practice for increasing food security and nutritional access. Using a grassroots community organizing approach, leadership is built from within the community by clients who self identify as wanting a leadership role in creating, running and sustaining Fresh Stops by sharing our networks and resources to help build a community-owned local food system that positively impacts shareholders' food lifestyle behaviors and health outcomes as shown by research conducted in Lexington by T. Woods in 2016.

Zepeda, et. al (2014) examined the impact of mobile farmers markets on food choice in communities with little access to fresh food. Study results found that consumers who shopped at the mobile market ate significantly more fruits and vegetables, which is directly correlated with increased health outcomes. By establishing FSM in food deserts, we are modeling them on this practice.
Krokowski (2014), noted that the availability of EBT machines at farmers' markets led to increased fruit and vegetable purchases among SNAP participants. FSM's are certified by the USDA to be SNAP processors for EBT. We also partner with LFUCG Mayor's Office of Economic Development for the Bluegrass Double Dollars incentive program that allows EBT users to get a free produce basket with the purchase of a basket with SNAP benefits.

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?

Our service philosophy focuses on community organizing to help neighborhoods ensure residents have access to the basic human right of nutritious food. We use asset-based development to partner with neighborhood institutions for the cooperative purchase of affordable, healthy, culturally appropriate food that is sold on an income based sliding scale. We identify client's existing healthy food knowledge and relationships and support its development and proliferation.
We will work alongside our clients to improve healthy food security by cooperatively purchasing fresh produce from local farmers that is accessible in clients neighborhood.
We will work with clients to expand the number of produce baskets purchased across all markets. Each basket contains storage/ prep tip sheets, recipes, and a community newsletter.
We will establish a new FSM in one of Fayette County's 35 USDA defined food deserts.
With our clients, we want to increase healthy food security and overall wellness indicators attributable to healthy food access and increased social associations.
We will support ESL clients in facilitating our first bilingual popular education and training sessions with immigrant communities.
We will support clients in producing and following a FSM best practices guide that will facilitate independent community control and ownership of markets within 3 years of their inception.
Increase healthy food access and security for 20 homebound residents per FSM through produce basket deliveries and nutrition education.
We will continue to build out capacity with the East End market for it to be self - sustaining by the end of the 2020 market season.

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.)

These services make differences in the lives of clients, families, farmers, and neighborhoods as we work together to address hunger and diet related diseases through building a cooperative food community. According to the UN, more than half of the world's population meets its basic needs through cooperatives. Participants from different socio-economic levels build inter-generational relationships while also engaging in peer to peer mentoring during market training and execution. Farmers meet a critical part of their business mission: to reduce hunger and increase healthy food consumption in their communities. Neighborhood institutions discover a broadened sense of mission as they cooperate with neighbors to secure healthy food access. We increase volunteers' social capital by partnering with UK's Department of Community and Leadership Development. The training clients receive to help run Fresh Stop Markets builds leadership capacity and develops soft and hard skills. The relationship clients build with each other increases social associations which have been shown to increase healthy lifestyle choices and improve mental health. One of FSM's core values is having an impact beyond the dinner table. In September 2018, FSM clients and other residents came together to purchase Wild Fig Books & Coffee, Kentucky's only Black owned bookstore, and convert it to a worker cooperative. The relationships and knowledge they built through FSM and the hands on experience of implementing a cooperative model to meet a common need helped them be able to address the common need clients had to have a safe, community owned bookstore, cafe and community organizing space.

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.**

Successful completion of services is defined as follows:
- East End and Woodhill FSMs purchase at least 2200 baskets, across 626 families. At least 70% of these for $12 and $6 and 30% through SNAP/BGDD.
- New FSM opened by partnering with and training 6 - 12 volunteers from 1 - 2 neighborhood institutions who coordinate purchases of 400 produce baskets across 125 families. Focus groups of 5 to 7 and 30 surveys to gather data and improve popular education tools used to build sustainable systems.
- Purchasing produce baskets, receiving nutrition education, and increasing their social associations through market participation will increase clients healthy food security and overall wellness indicators attributable to healthy food access by 20% and wellness indicators attributable to increased social associations by 25%. Data will be gathered from 100 client surveys at the beginning and end of the season.
- East End FSM will be self sustaining and independent by the 2020 FSM season, completing 90% of market related activities themselves after 5 - 7 clients trained in market administration, 2 - 3 meetings with 1 - 3 anchor institutions held to ensure capacity building and technical support to the market during future seasons.
- Clients facilitate 1 - 3 bilingual popular education sessions that include English and Spanish speakers participating in the same conversation. Language justice training will be implemented with focus groups providing feedback to be added to the best practices guide updated each season.
- 30 homebound clients identified and had baskets delivered to residence, receiving nutritional counseling during at least one delivery.

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.

Mary Montgomery is a founding member of Louisville's Shawnee FSM, New Root's largest and most popular FSM founded in 2011. She has served as the farmer liaison for Louisville's 11 FSMs last 4 years coordinating wholesale produce purchase for markets across the state and will serve as a trainer and lead market coordinator for Lexington FSMs.
April Taylor has more than 15 years of community organizing experience, with 7 years of food justice organizing. As the FSM community organizer, she set new records for # of families participating in FSM, # of clients in leadership and volunteer market roles, and helped Woodhill FSM have the most successful inaugural FSM season ever.
Nigel Vinegar - Better Bites coordinator, Master's in Nutritional Sciences with a concentration in Community Nutrition
Becky Cochran, Sandra Ballew-Barnes, Lauri Rosamond, Danielle Dishman - clients who all participated in Lexington's inaugural FSM season and have gone on to help co-found the Woodhill FSM, build capacity in the East End market and help other neighborhoods gain the skills, knowledge and relationships to establish more FSM's in the city's food deserts.
Cara Cooper has a Master's in Environmental lScience, served as the state organizer for KY Student Environmental Coalition (KSEC) where she has trained hundreds of people in grassroots organizing skills, developed intensive leadership and organizing training and has been a FSM leader for 3 years.
Leandra Foreman FoodChain kitchen manager and previous farm manager, launched Food Sector and Job Training Program, provides knife skills, cooking demos, and food processing training at FSM

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.

FSMs have existing formal partnerships with a myriad of organizations including LIKEN Knowledge Exchange (FSM fiscal sponsor), TWEENS, LFCHD, UK Cooperative Extension, FoodChain, Community Farm Alliance, LFUCG, UK Department of Community and Leadership Development, Passport, Common Good CDC, Lyric Theater, Woodhill Community Center, Wild Fig Worker Co-op, and Breckenridge and William Wells Brown Elementary. Extending our network of collaboration are our informal partners which include UK Food Connection, God's Pantry Food Bank, neighborhood associations, community centers, Casa de la Cultura community program, Lexington Leadership Foundation, and Passport.

FSMs support our community's comprehensive response to food insecurity and food access issues by providing information about services offered by other organizations or civic groups to clients.

Our volunteers and donors are almost always also clients because FSMs are led by those most impacted by food security and access issues. Without clients who care enough to help meet their own and each other's need for access to nutritious food, FSM would not be possible. FSMs pop up in the neighborhoods they serve to reduce the barrier of access to healthy food. Without client support and involvement on the day of the market to set up and take down the pop up market, program costs would increase exponentially and markets would likely be unable to move towards sustainability in a way that allows them to exist without organizational support.

We have grant awards from Community Farm Alliance, the United Way, UK Department of Community and Leadership Development, and LFCUG Health Department.

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?

Our coalition consists of non-profits, community health professionals, school nurses, teachers, health department employees, Parks and Recreation staff, members of the HUD offices, and others where we promote systems level, evidence based solutions to lack of healthy food access, hunger, obesity, and diet related health issues in our communities.

FSM provide services to people who lack the mobility to physically attend our markets. We provide improved services to Spanish language speakers. All markets operate at ADA accessible facilities within neighborhoods that are a short walk from where vulnerable residents live. We will also be providing gas cards to clients who volunteer to help the day of the market to offset any transportation costs they may incur as a result. We also do not turn away clients because of an inability to pay, using fundraising and food justice shares that allow clients who can to cover the cost of an additional share. To ensure all clients have an equal opportunity to purchase shares, participate in trainings and share in the successes of FSM, communication occurs through phone calls, text messages and emails, with a language translation and text to voice feature for critical communications.

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: Livelihoods Knowledge Exchange Network, Inc.

Program Name: Fresh Stop Markets

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)	1	$44,720	$34,720	$10,000
Part-Time	2	$20,000	$15,000	$5,000
Total Salaries		$64,720	$49,720	$15,000
3. Consultant Services		$1,500	$1,000	$500
list details	Translation of documents, language justice training.			
4. Space/Facilities		$5,300	$1,000	$500
list details	Desk rental from Plantory, Inc. $3,300; Market facility rental $2,000			
5. Operating Expenses		$11,337	$9,337	$1,000
list details	Financial audit $2,000, Tents $3,000, Tables and chairs $450, Coolers $150, Bags $563, Containers $188, Cooking demo materials $250, Kitchen equipment $735, Printing $1,200, Trailer $1726, Signage & Graphics $732, Website $343			
6. Scholarships / Stipends		$3,000	$2,000	$1,000
list details - numbers & amounts	Five (5) stipends of $300 each for East End and Woodhill Markets			
7. Other		$20,600	$0	$20,600
list details	Produce baskets purchased by participants			
8. TOTAL PROGRAM BUDGET		$106,457	$66,357	$40,100

Cost per Program Participant: $ 85.03 (1,252 clients)

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)*: Betsy Taylor

Title: Executive Director **Date**: 19 April 2019