PROPOSAL SUBMITTAL FORM

Agency Information

Agency Name: Seedleaf, Inc.

Mailing Address: 501 W. Sixth Street Suite 250 Lexington, Kentucky 40508

Street Address: 501 W. Sixth Street Suite 250

Phone: (859) 693 - 0216

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.seedleaf.org

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

Ryan Koch, Executive Director, 859-967-8865, ryan@seedleaf.org

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

Christine Smith, Operations Officer and youth programming coordinator, 859-693-0216, Christine@seedleaf.org

Program Information

Name of program for which funds are being requested: **Seedleaf Urban Farm**

Total Funding Amount Requested: $ **35495**

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.

Low-income communities in Lexington and state-wide struggle with purchasing, identifying and consuming fresh produce. One outcome of this is that Kentucky ranks third worst in the country for childhood obesity and 18th worst for adult obesity. While there is access to local emergency food banks and SNAP dollars, these are not sustainable, lifelong approaches to feeding families. In order to address this critical need, Seedleaf has learned that it is best to engage neighbors in the growing process. However, several barriers currently exist between neighbors and growing food: 1) Many low-income residents feel that they lack the knowledge and resources to participate in food growing and 2) For low-income earners and the underemployed, daily hours are spent looking for work and/or supportive resources. As a result, dedicating time to learn agricultural skills is not feasible without financial support.
To address this issue, Seedleaf has leased land along the North Limestone corridor to become an urban agriculture education center. The space will continue Seedleaf's mission of nourishing Lexington communities through agricultural education and the sharing of food amongst our target population that contributes to the system of other services available. Programming will address these goals:

1. Residents become growers for personal and local consumption.
2. Reduced travel time and distance for the acquisition of fresh produce for surrounding neighborhoods.
3. Community members have the resources to grow their own food regardless of property ownership.
4. Low-income community members can pursue entrepreneurial opportunities that nourish the community through our programming.

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.

As identified above, low-income residents are most in need of the skills to grow food, yet economic constraints limit participation. Located in census tract 13, the educational urban farm will provide space that is easily accessible to a sizeable number of low-income and underemployed residents. Further, we have designed programming that provides a small stipend to support interested individuals who otherwise could not participate due to economic constraints.

Achievement of goals will occur via three program avenues:

Garden Plot Rental: Ten 5'x7' garden plots will be made available to the public on a first come, first serve basis for a sliding scale payment of $5-50 based on ability to pay (participants self report their income). These plots will be available from March-October so that individuals of various incomes and housing situations can have space to grow food.

Field-Based Workshops: Ten free public workshops will occur during the spring and summer that elaborate on basic gardening skills, financial planning for the garden or farm, etc.

Market Gardener Program (MGP): Ten individuals will be recruited in May and June 2019 for the MGP. This program requires participants over age 18 to work two hours/week for four months (32 hours between July-November) on Seedleaf's farm and attend 5 out of 10 field-based workshops. Participants in the program can earn a stipend up to $550 for participation. After completion of the work requirement, participants receive a 9'x14' MG plot from March-October 2020 to gain experience growing and selling food.

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.)

Garden Plot Rental: No eligibility requirements. Participants are expected to pay a rental fee for 5'x7' garden spaces that will be made available to residents March-October on a sliding scale of $5-50 according to ability to pay. Renters must maintain garden plots and actively cultivate fruit or vegetables.

Urban Farming Field-Based Workshops: No eligibility requirements. Seedleaf will hold ten public and free field-based workshops. Nothing other than active participation is requested of participants.

Market Gardener Program: To be eligible, enrollees must be over the age of 18 and make an annual income of less than or equal to $24,850 (federal poverty line). Potential participants must be interviewed by Seedleaf's farm coordinator and be able to work with the coordinator or other Seedleaf staff for two-hours a week for a total of 16 weeks, July-October 2019. The two hour requirement can be satisfied anytime M-F 7:30-2:00pm. Participants are also required to attend 5 out of 10 Field-Based workshops. Each participant can earn a stipend of up to $550 for successful completion of the work requirement. Candidates that miss more than four work hours will be removed from the program. Candidates who successfully complete the 16-week program are eligible to make use of a 9'x14' plot of land on which to cultivate produce for local distribution within Fayette County March-October 2020. Market Gardeners are required to distribute a portion or all of produce grown either for sale or via donation at least once by the end of October 2020.

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.

According to the National Gardening Association, between 2008 and 2013 there was a 200% increase in the number of families engaged in community gardening. Gardening in community provides an opportunity to grow food and meet neighbors while also sharing garden tips. Paired with workshops, community plots helps mitigate first time gardening mistakes and helps growers develop the self-esteem to continue their growing efforts.

Providing educational workshops has become standard practice internationally. For 8 years, Seedleaf has provided a series called 'Master Community Gardener Training'--a class that is directly modelled on the 'Basics of Organic gardening' courses provided at the Denver Urban Gardens. Other models of workshop series are presented by the Lexington Community Farm in Lexington, MA; Grow NYC; and Urban Growth London based in the United Kingdom. However, public horticultural programs and local farmers' markets are predominantly attended by white middle class and affluent urban dwellers. Seedleaf's farm site marries hands-on experience with the provision of resources to help individuals from low-income and racially diverse Lexington communities pursue growing and ultimately manage their own entrepreneurial agricultural projects. In the past year, produce grown on Seedleaf's farm was distributed at local neighborhood markets, including Castlewood and Fresh Stop Market.

Market Gardener programs are increasingly being made available via university-extension partnerships such as at Ohio State University in Cuyahoga County and the non-profit Viva Farms in Skagit County, Washington. They provide opportunities to nourish families and communities while also providing a path toward economic self-reliance that is meaningful.

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?

The desired immediate outcomes for Seedleaf Urban Farm programming are the increased participation of Northeast Lexington residents as producers in the local food economy, increased knowledge of business planning and effective growing methods, an increase in the availability of healthy, diverse and culturally appropriate foodstuffs in Northeast Lexington and concomitantly, their increased consumption.

Market Garden Program: Despite the aging of farming populations, there now exists renewed interest in agrarian forms of living and small scale agriculture as a complement to mainstream and corporate scale models of food production. Participants who successfully complete the Market Garden program will have completed 28-32 hours of work time at the farm with Seedleaf's farm coordinator between July and October 2019, will have acquired a Market Garden Plot at the Seedleaf Farm for the 2020 growing season (March-October) and will have distributed produce either for sale or via donation at least once by the end of October 2020. (Goals 1,3,4)

Urban Farming field-based workshops: A workshop will be considered successful if attendance reaches or exceeds 6 participants who participate for the full 90 minute duration. (Goal 1)

Garden plot rental: Successful usage of a Seedleaf Garden plot will result in ten local neighbors renting and actively cultivating plots for the March-October growing season. (Goal 1,2,3)

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.)

Our programming works to provide area residents who are underemployed or earning a low income with the experience necessary to grow their own vegetables and to participate in a rapidly growing local food industry. Self-reliance in relation to the production of fresh produce is a long-term goal of Seedleaf. Importantly, it is a form of self-reliance that is nurtured through community engagement and cooperation.

Current Market Gardener Andrew English has started a micro-farm business on his Seedleaf Market Garden plot that raises enough food to supply 30 families with fresh produce during the garden season. This year, he has also contracted with local neighborhood markets to provide produce.

In 2018, Seedleaf enrolled 15 Congolese refugees living in Lexington into our Market Garden program. With the support of Professor Lee Meyer from the University of Kentucky's Department of Agriculture, Seedleaf provided mentorship, logistical support and education on local farming conditions. By being introduced to the land in an experiential and intimate way, these new Americans were able to acquire a deeper knowledge of their adopted home while also acquiring the confidence needed to grow their own food, particularly culturally specific items in a new environment.

Seedleaf's Urban Farm intervenes in Lexington's local food system by providing equitable access to produce, knowledge and entrepreneurial opportunities. These interventions seek to move past supplementary and emergency support for the food insecure in Lexington toward making a durable and sustainable impact in the lives of our neighbors.

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.**

Garden Plot Rental: Seedleaf will record the number of lots rented and track renter management of plots (did the renter weed their plot or is it overgrown, are they growing food, etc.)

Field Based Workshops: Staff will conduct head counts at each meeting and cross-check with a small three question survey that participants fill out after each event. The survey will ask participants to give their address or identify their neighborhood, one new piece of knowledge learned and the likelihood of implementing a new practice or technique after workshop participation.

Market Gardener Program: At the end of the program (successful completion of the work requirement during the 2019 growing season and cultivation of a market garden plot for the 2020 growing season) participants will be asked to provide a log with the names and description of crops grown, the number of pounds grown and personal start-up costs if any were incurred. This log will also record information on where they are selling, sharing or donating their produce. Logs will be reviewed by Seedleaf staff. For those not yet able to write in English, logs will either be translated by staff and board members or by a professional translator specializing in the specific language.

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.

Started by a group of North Lexington neighbors in 2007, Seedleaf is a community gardening organization that manages 12 growing spaces in North Lexington.

Staff and qualifications
Ryan Koch, Founding member and Executive director of Seedleaf for 12 years
M.A. Counseling, Asbury Theological seminary
Outdoor and Experiential Education Certificate, Wheaton College

Christine Smith, Program Development and Operations Officer, started fall 2017
Ph.D. Geography, University of Kentucky

Casey 'Cee' Byrd, Compost Manager, started in 2019
B.A. Sustainable Agriculture, University of Massachusetts, Amherst.
B.A. in Natural Science, University of Massachusetts, Amherst.

Non-staff assistance:
A. Lee Meyer, Extension Professor, University of Kentucky
Ph.D Agricultural Economics, Purdue University

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.

Seedleaf has many community partnerships with Lexington educational institutions and non-profits which help to support our work at the farm. Seedleaf partners with the University of Kentucky Department of Horticulture for the use of greenhouse space and to access expertise of Horticultural department staff. The development of the Seedleaf farm has been aided by the construction coordination and labor of Lexington Habitat for Humanity. Additionally, Seedleaf board members and volunteers--who join us from around Fayette County-- assist with general land maintenance and door-to-door event canvassing. Our organization also partners with over 35 area restaurants and kitchens to compost food waste for use in our gardens as fertilizer.

Seedleaf has received the following major donations for the construction and development of the Seedleaf Urban farm: $6,000 from the North Limestone Community Development Corporation, $11,000 from the Randleigh Foundation, $7,195 from the Thomas and Betty J Bryant Foundation, $4,000 from the clothing company Patagonia and $16,000 from the Kentucky Colonels.

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?

Signage for the farm is in English, French and Spanish to ensure all of Seedleaf's neighbors and program participants can access the space and the information available. Additionally, wordless picture signs have been designed to circumvent literacy challenges. Individuals in wheelchairs or using other mobility aids can easily access our outdoor pavilion and shed via a connecting sidewalk that is built to satisfy ADA requirements. Plot rentals and workshops are open to the entire community and Seedleaf has a policy of door-to-door canvassing for garden based events within a 2-block radius of garden locations. To target low-income residents, the Market Gardener program is limited to adults over the age of 18 who have incomes equal to or less than $24,850 annually.

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 **Seedleaf, Inc.**

Program Name **Seedleaf Urban Farm**

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)	0	0	0	
Part-Time	1	22,000	22,000	0
Total Salaries		22,000	22,000	0
3. Consultant Services	$	1,000	1,000	
list details	Workshop Series: $1000 ($100 x 10 workshops, $50 speaker fees and $50 for supplies).			
4. Space/Facilities	$	0		
list details				
5. Operating Expenses	$	5,305	5,305	0
list details	Water: $440 ($55 per month, March-October), Photocopies/Printing: $800, Plant Material: $500, Wash Station (for produce): $2,765 Husqvarna TR317DE 17" Tiller: $800,			
6. Scholarships / Stipends	$	5,500	5,500	0
list details - numbers & amounts	Stipends of $550 for 10 Market Gardener recruits			
7. Other	$	1,690	1,690	0
list details	5% indirect cost			
8. TOTAL PROGRAM BUDGET	$	35,495	35,495	0

Cost per Program Participant: $ 431

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)*: Christine Smith

Title: Operations Officer and Youth Programming Coordinator **Date**: 4/18/2019