



2015 Social Service Funding Application – Non-Alcohol Funds

Applications for 2015 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used to support activities that align with the Community Health Plan which was developed with input from many people throughout the community. The five areas for the plan are listed below:

- Access to healthy foods
- Access to health services
- Mental health
- Physical activity
- Poverty and jobs

More information on the Community Health Plan can be found at <http://ldchealth.org/information/about-the-community/community-health-improvement-plan/>.

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. **Applicants are asked to make a contact person available by phone at that time in case questions arise.**

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the stated objectives of the applicant's program
- alignment of the program with the Community Health Plan
- the efforts to collaborate and create a seamless system of support for residents
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the Community Health Plan
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

Questions? Contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or at 785-832-3409.



City of Lawrence

2015 Social Service Funding Application – Non-Alcohol Funds

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency:	Harvesters—The Community Food Network		
Name of Program for Which Funding is Requested:	Non-Alcohol Funds, Access to healthy foods		
Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to 12:00 p.m.)			
Contact Name and Title:	Guy Bhatt, Corporate & Foundation Relations Manager		
Address:	3801 Topping Avenue, Kansas City, MO 64129		
Telephone:	816.929.3284	Fax:	816.929.3123
Email:	gbhatt@harvesters.org		

SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2015: **\$35,000**
- B. Will these funds be used for capital outlay (equipment or facilities?) If so, please describe: **No**
- C. Will these funds be used to leverage other funds? If so, how: **Yes, by announcing City of Lawrence's philanthropic leadership as a catalyst for others to act by making charitable contributions to our Feeding Children Initiative—BackSnack to benefit elementary children in Douglas County.**
- D. Did you receive City funding for this program in 2014? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.): **No**
- How would any reduction in city funding in 2015 impact your agency? **For each reduction of \$250, one elementary age child will not have the benefit of access to healthy foods to combat weekend hunger.**
 - If you are requesting an increase in funding over 2014, please explain why and exactly how the additional funds will be used: **N/A as we did not request funding in 2014.**

SECTION 3. PROGRAM BUDGET INFORMATION

- A. Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other.

Please see chart below describing the details of the Program Budget:

Douglas County BackSnack Budget

Personnel	\$ 15,157.66
Fringe Benefits	\$ 3,807.02
Travel	\$ 1,056.13
Office Space	\$ 2,071.98
Supplies	\$ 7,678.98
Equipment	\$ 1,900.00
Food Purchases	\$ 50,910.50
Other/Misc	\$ 2,303.47
TOTAL	\$ 84,885.73

The Personnel line item consists of the Douglas County proportion of the following existing staff positions/areas:
 BackSnack Program Manager
 Transportation Department
 Volunteer Services
 Volunteer Outreach Department
 Food Acquisition Department

Other Operational and Indirect Salaries

B. What percent of 2015 program costs are being requested from the City?

Harvesters is requesting \$35,000 toward our Douglas County BackSnack Program, 41% of the Douglas County BackSnack program costs, and 11% of our overall Douglas County programs. The greatest line item of the above budget is food purchase. Harvesters has strong relationships with food manufacturers such as ConAgra and General Mills to get the best rates for the nutritious, kid-friendly food distributed in the backpacks. Food is purchased months in advance and in bulk to get the best prices available. Purchasing the food also allows us to follow nutritional guidelines, and provide food products that are kid-friendly, and easy to open and store. Purchasing food also helps ensure that all children receive the same food items.

C. Provide a list of all anticipated sources of funding and funding amount for this program in 2015:

Harvesters' BackSnack program has been maintained by community support from a variety of sources for the past 10 years. This project is able to leverage funds through Harvesters' comprehensive and collaborative resource development plan. Harvesters has a BackSnack fundraising execution plan that is based on a carefully monitored grant calendar. Harvesters is fortunate to have many long-term supporters who are interested in the success and growth of the BackSnack program. Harvesters uses a grant calendar as a resource to track upcoming opportunities and deadlines, as well as list potential future funders. Other BackSnack funding strategies cover the following areas: direct mail, individual donations, special events, corporate and foundation support, honorariums/memorials, government support, fund drives, cause marketing, and planned giving. We also benefit from current and ongoing support with many local corporations and organizations including food and fund drives, employee United Way donor designations, volunteer opportunities, and event sponsorship.

Harvesters will continue to fund the BackSnack program through general unrestricted funds as well as program-specific grants. In our last fiscal year (FY13), Harvesters received 1,168 gifts restricted to the BackSnack program, with an average gift size of \$1,409. Of those 1,168 gifts:

- 1,054 were from Individuals (including Heartland Combined Federal Campaign, donor designated choice)
- 36 were from Foundations (including Baldwin Education Foundation)
- 35 were from Corporations or Businesses
- 20 were from Other Organizations (including United Way of Douglas County, donor designated choice)
- 13 were from Religious Organizations
- 11 were from Corporate Foundations

We have increased our sustainability since FY11 by securing fewer gifts but at a much higher dollar amount. In FY11, we received 2,606 gifts with an average gift size of \$410. We have increased the average gift size by \$1,000 in two years, showing the success Harvesters has had at growing the community support for the program.

SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM

A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.

Feeding America, the national network of food banks, defines childhood food insecurity as the percentage of children under eighteen years old living in households that experience limited or uncertain availability of nutritionally adequate and safe foods at some point during the year.

According to Feeding America's Map the Meal Gap released in April 2014 based on 2012 data, the findings reveal that food insecurity is still high across the United States. As it relates to our region, across Harvesters' service area in both Missouri and Kansas counties, 374,000 people are food insecure and 20% or 1 in 5 children are food insecure. Food insecurity rates in our region range from a high of 19.2% in Wyandotte County, KS to as low as 10.6% in Wabaunsee County, KS, among households. Child food insecurity rates in our region range from a high of 27% in Wyandotte County, KS to as low as 16.4% in Platte County, MO.

As it relates to City of Lawrence and others that comprise Douglas County, the overall food insecurity rate is 17.1% of the county population or 18,970 individuals, compared to the overall State of Kansas rate of 14.8%,

and the national average rate of 15.9%.

Harvesters' programs and services work to achieve social change because Harvesters does not just provide food, we provide better mental and physical health for low-income, underserved individuals. When we provide access to nutritious food, we reduce health care costs associated with food insecurity, allow children to reach their full potential and become contributing members of society, and help adults to perform at their best as employees and parents.

B. How was the need for this program determined?

More than a third (37%) of the individuals Harvesters serves are children, including nine percent who are young children between the ages 0 and 5

The food insecurity rate of children in Douglas County is even higher than both the national average and State of Kansas rate of overall individuals, with 20.6% or 4,340 children not knowing when they will have another meal. Furthermore, in Douglas County, 56% of food insecure elementary students are eligible to receive free and reduced lunch. Children who rely on government funded meals during the week often are hungry over the weekend when they do not have reliable access to adequate and healthy food sources.

Harvesters targets low-income children who are at risk of hunger based on information from school staff members, who know the children best, and their qualification for free or reduced price school meals. A child qualifies for free and reduced price meals with a family income at 185% and below the federal poverty line; the current federal poverty line is \$23,550 for a family of four. Harvesters utilizes school staff members, including social workers, teachers, administrators and cafeteria staff to identify the children in greatest need of food assistance. Harvesters provides the following information to schools to help them identify and recruit eligible children.

Harvesters' BackSnack program combats this problem by providing a backpack filled with 4lbs of nutritious food for each participating child to take home on the last day of the school week. We plan to serve 19,600 children per week by the end of next school year, 350 of which will be in Douglas County.

C. Why should this problem/need be addressed by the City?

A study conducted in 2012 by Generations United found that "adequate nutrition helps children and youth concentrate in class, improves their memory and overall behavior, and leads to better health and fewer visits to the doctor. For older adults, access to good nutrition also improves memory, helps maintain healthy physical activity, and reduces the number of trips to the doctor".

Research shows that childhood food insecurity has significant and long-term effects on mental and physical development. The National Institute of Health found that, "after confounding factors, including poverty status, had been controlled, food-insufficient children were significantly more likely to have poorer health status and to experience more frequent stomachaches and headaches than food-sufficient children." Hunger also impacts the lifelong productivity of a child. The Center for American Progress' *Hunger in America* report calculated that "the impact of being held back a grade or more in school resulting from hunger and its threat resulted in \$6.9 billion in lost income for 2009 dropouts in 2010 and that high school absenteeism led to a loss of \$5.8 billion, also in 2010. In total, food insecurity led to a loss of \$19.2 billion in [life-time] earnings in 2010."

The results of Harvesters' BackSnack program foster and encourage a positive learning environment where children and youth are prepared for school, achieve academic success and are ready for a productive future. But we are serving only a fraction of the children who need our help. With your support, we can provide more children in the City of Lawrence and in Douglas County overall, with one of life's most basic needs: food.

D. How does the program align with the Community Health Plan (see page one)?

Harvesters' Feeding Children Initiative, as evidenced through the BackSnack Program, aligns with the "Roadmap to a Healthier Douglas County 2013-2018 Douglas County Community Health Plan," because of the synergy with the priority issue identified as access to healthy foods. As stated in the plan, it is well known that a healthy eating plan should include:

- Plenty of fruits, vegetables, and whole grains

- Fat-free or low-fat milk and milk products
- Lean meats, poultry, fish, beans, eggs, and nuts
- Limited saturated fats, trans fats, cholesterol, salt and added sugars

Evidence suggests, however, that very few Douglas County residents are able to eat as healthy as is optimal. Less than 1 in 5 county residents is reported to regularly consume the recommended five servings of fruits and vegetables daily, and differences are found within the county's population.

Harvesters aligns with the following vision and intended outcomes of the Community Health Plan over five years, by providing healthy food access in schools and aligning with the below statements from the report:

Goal: To create environments where healthy food consumption is easier and more likely.

Strategies to achieve goal:

- Improve nutrition in schools, child-care settings, and after-school programs.
- Enhance access to nutritious foods for low-income residents

In five years, we want to:

- Increase the number of adults and children who consume the recommended 5 daily servings of fruits and vegetables.
- Increase the number of adults and children who are a healthy weight.
- Increase the percentage of households scored as food secure.

SECTION 5. DESCRIPTION OF PROGRAM SERVICES

- A. Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.

The program design is simple and effective. The process is collaborative and creates a seamless system of support for elementary school children. Harvesters provides the child-friendly, nutritious food for the program. School staff identify the children in need, looking for behavior like extreme hunger on Monday mornings, rushing food lines, and stealing or saving food for later. Schools work with a community partner to pick up the food from Harvesters, pack the backpacks, and distribute them to the children. Participants return the backpack on Monday morning and the process starts all over again.

In FY13, in Douglas County, Harvesters partnered with 11 schools to meet the need of access to healthy foods for elementary school children. In FY14, the partnerships grew to 14 schools, impacting 300 children with 10,230 BackSnack carriers provided. In FY15, which is the 2014-2015 school year that would benefit from this grant award, Harvesters will partner with an all-time high of 15 schools, impacting 350 children. The number of BackSnack carriers provided will grow to 12,250. The schools reside in the school districts of Baldwin, Eudora and Lawrence. We are asking for \$35,000 to support the growth of the BackSnack program at the highest needs school.

Children in Lawrence public schools have a need for more BackSnack than funds currently provide. Kennedy Elementary is one of the schools with the highest need. The support Harvesters receives from the schools is good and exceptionally good with regard to food drive donations from Kennedy, (over 1,000 pounds) in support of this year's Neighbor to Neighbor food drive. However, more food needs to be distributed through BackSnack at Kennedy Elementary by almost double. This would provide the program for all the children who are currently on the waiting list at Kennedy.

A typical nutritious and healthy menu includes fresh produce and the following additional food items in each BackSnack carrier:

Description	Quantity per BackSnack Carrier	Size
Chicken Noodle Soup	1	7.5 oz cans
Green Beans	1	8 oz
Beef Stew	1	15 oz
Cereal Raisin Bran	1	1.2 oz
Cereal Corn Flakes	1	1 oz
Grape Strip Fruit Snack	1	9 oz
Peaches	1	4 oz
Sunflower Spread	1	1.5 oz
Tropical Fruit Mix	2	1 oz
White Milk	2	8 oz boxes
Crackers	2	2 ct packs
Fresh Apple	1	1 ct

- B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies?

Harvesters is not aware of any programs on the same scale in Douglas County. Other community partners that help Harvesters distribute the BackSnack program in Douglas County are:

District	Community Partner	Community Partner Address	Community Partner City	Community Partner State
Baldwin City	New Life Assembly of God	118 5th St	Baldwin	KS
Lawrence	Trinity Episcopal Church	1011 Vermont Street	Lawrence	KS
Lawrence	Cornerstone Baptist	802 West 22nd Street	Lawrence	KS

Harvesters has visited in the past with Douglas County United Way about providing additional BackSnack in the county in the future.

SECTION 6. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2015. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included. Examples include, "75% of clients receiving job training will retain their job one year after being hired," "increased fundraising efforts will result in a 15% increase in donations in 2015," "credit counseling services will be provided to 600 clients in 2015," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

Harvesters' outcomes move elementary children with near non-existent access to food toward measured levels of access to healthy foods that support their physical, emotional and intellectual development. This positions Harvesters the ability to measure progress toward program objectives that align with the City of Lawrence's Community Health Plan.

Harvesters aligns with these priorities because the major outcomes that the BackSnack program will achieve this year in Douglas County, 350 children a week, distributing 12,250 backpacks throughout the school year and distributing 45,325 pounds of food.

Harvesters' BackSnack program does more than just provide food. Harvesters has tracked the success of the program by contracting with the University of Missouri – Kansas City Midwest Center for Nonprofit Leadership to conduct an independent evaluation of the BackSnack program. The consistency of the evaluation results demonstrate that children who participate in the program get better grades and are better behaved, and healthier overall. The evaluation conducted during the 2012 – 2013 school year confirmed these results. Some key findings from the study include:

- Grades improved in all four subject areas studied – math, science, social studies, and English. Increases ranges from 12 percent in science to 22 percent in English.
- Teachers say students' social skills significantly improve after the BackSnack program. They are friendlier, respectful, responsible, well behaved and participate more in class.

- Schools report visits to the school nurse were reduced by 10 percent and visits to the school counselor or social worker were reduced by 19 percent.
- Schools report discipline issues were reduced by 54% and that students demonstrate a significant increase in a sense of responsibility over the course of the BackSnack program.

The results of Harvesters' BackSnack program foster and encourage a positive learning environment where children and youth are prepared for school, achieve academic success and are ready for a productive future.

Harvesters' BackSnack goals for sustaining are directly linked directly to Harvesters' Feeding Children Initiative as outlined in our strategic plan. Harvesters strategic plan imperative around providing enough food to meet the need is based on the following three goals:

- Ensure enough quality food to close the gap in food acquired and distributed to vulnerable people.
- Enhance and build distribution systems to strengthen responsiveness and efficiency.
- Educate those who receive food assistance to lead a healthy life.