



## 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](mailto: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](mailto:ctoomay@lawrenceks.org) or at 785-832-3409.



## 2015 Social Service Funding Application – Non-Alcohol Funds

### SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Just Food of Douglas County, KS, Inc.

Name of Program for Which Funding is Requested: Access to Healthy Food for All

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: Jeremy Farmer, Chief Executive Officer

Address: 1000 E. 11<sup>th</sup> Street, Lawrence, KS 66046

Telephone: 785-856-7030 Fax: N/A

Email: jf@justfoodks.org

### SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2015:  
\$ 80,000
- 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? No. If so, how:
- D. Did you receive City funding for this program in 2014? No. If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):
1. How would any reduction in city funding in 2015 impact your agency?
  2. If you are requesting an increase in funding over 2014, please explain why and exactly how the additional funds will be used:

### 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.

#### Revenues

<b>Amount</b>	<b>From</b>
\$10,000	Douglas County Community Foundation
\$49,000	United Way of Douglas County
\$32,000	Fundraisers
\$60,000	Other Grants
\$13,000	Social Media Outreach
\$205,132	Community Fundraising
\$313,650	Volunteer Hours (\$18.45 per volunteer hour at 17,000 hours)
\$3,154,000	1.9 million pounds at \$1.66 per pound
<b>\$3,824,982</b>	<b>Total</b>

#### Expenditures

<b>Amount</b>	<b>From</b>
\$112,300	Salaries (3.0 FTE's) + 1 AmeriCorps Member
\$26,698	Payroll Taxes
\$11,791.08	Fringe Benefits
\$67,842.84	Rent/Utilities
\$31,000	Just Cook
\$8,500	Just Grow
\$65,000	Food-related expenses
\$7,200	Transportation (fuel for food recovery & transport)
\$4,800	Office Supplies
\$313,650	Volunteer Hours (\$18.45 per volunteer hour at 17,000 hours)

\$3,154,000	1.9 million pounds at \$1.66 per pound
\$4,800	Warehouse Supplies
<b>\$3,807,581</b>	<b>Total</b>

- B. What percent of 2015 program costs are being requested from the City? 2%
- C. Provide a list of all anticipated sources of funding and funding amount for this program in 2015:  
See above revenues.

#### **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.

According to data from Feeding America, 16.9% of Douglas County is at risk for hunger. This equates to more than 19,000 residents in our community. On surveys done by Just Food to a sample size of more than 1,500 families, 20% have self-reported that they go to doctor more than 5 times per year and 33% indicate that they have been diagnosed with type two diabetes. These clients are within 185% of the federal poverty level, and they lack access to healthy and affordable food. According to data that is used from client addresses (which must remain confidential), many of the areas where Just Food has high density areas of clients, those are also areas where food deserts exist. There is a significant lack of access to healthy food in these areas, and clients are forced to choose foods laden with sugars, carbohydrates, as well as processed and boxed foods, which has large impacts on their overall health, costing the Lawrence community (estimated) millions of dollars in unnecessary healthcare costs each year to treat problems that are related to food, rather than a sickness.

Good nutrition, particularly in the first three years of life, is important in establishing a good foundation that has implications for a child's future physical and mental health, academic achievement, and economic productivity. Unfortunately, food insecurity is an obstacle that threatens that critical foundation. According to the United States Department of Agriculture (USDA), in 2012, 15.9 million children under 18 in the United States live in households where they are unable to consistently access enough nutritious food necessary for a healthy life. Although food insecurity is harmful to any individual, it can be particularly devastating among children due to their increased vulnerability and the potential for long-term consequences.

Hunger causes issues in the following areas, especially in children:

##### **Infancy & Development**

- Children growing up in food-insecure families are vulnerable to poor health and stunted development from the earliest stages of life.
- Pregnant women who experience food insecurity are more likely to experience birth complications than women who are food secure.
- Inadequate access to food during pregnancy has been shown to increase the risk for low birth weight in babies.
- Food insecurity has also been linked with delayed development, poorer attachment, and learning difficulties in the first two years of life.

##### **Health Concerns**

- Studies have found that food insecurity has been associated with health problems for children that may hinder their ability to function normally and participate fully in school and other activities.
- Children who are food insecure are more likely to require hospitalization.
- Children who are food insecure may be at higher risk for chronic health conditions, such as anemia, and asthma.
- Children who are food insecure may have more frequent instances of oral health problems.
- Food insecurity among young children is associated with poorer physical quality of life, which may prevent them from fully engaging in daily activities such as school and social interaction with peers.

##### **Behavioral Challenges**

- Children who experience food insecurity may be at higher risk for behavioral issues and social difficulties.
- Food insecure children may be at greater risk of truancy and school tardiness.
- When they are in school, children who are food insecure may experience increases in an array of

behavior problems including: fighting, hyperactivity, aggression, anxiety, mood swings, and bullying.

B. How was the need for this program determined?

Just Food was a part of the Community Health Assessment administered by the Douglas County Health Department, as well as undertaking doing surveys of its own. In those surveys, the CHA noted that Access to Healthy Foods was one of the top five issues of health facing Douglas County residents. On surveys administered by Just Food, many clients were found to have been “pantry hopping” – going from one pantry to another, and 77% of these clients self-reported throwing food away that they had received from Just Food in a previous thirty day period. It was after focus groups were done where the reasons for this were found out. Clients would be told by their health care provider that they needed to eat better. As a result of this, previously when they came to Just Food, they would receive a prepacked bag or box of food, containing items that Just Food had on hand. Clients would not have a choice in what these items were, and these food items were consistently processed and boxed foods. The “pantry hopping” was not being done because clients were in need of that much food, nor was it being done because clients were trying to manipulate the system...they were having to go to so many places in order to get food that their family would eat and could eat, and that meshed with what their health care provider told them that they needed. As a result of a choice based system that Just Food implemented in 2013, when asked the same question, after a year of the new system being in place, a mere 12% of clients reported that they were throwing away pantry food. As a result of a new system, championed by a United Way partnership between Just Food, Salvation Army, Ballard Center, and Penn House, duplication of clients served has been reduced by nearly 40%, saving thousands of dollars in food costs, by merely giving clients access to healthy food, and giving them a choice in what they were able to take.

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

The City of Lawrence mission states that it is “committed to providing excellent city services that enhance the quality of life for all the Lawrence community.” Budgets reflect priorities, and hunger is an issue that affects more residents in Lawrence than lack of affordable health care, lack of education, homelessness, or mental health. Not investing in these extremely important ideals and principles to provide access to healthy food for all low income families in Lawrence would poorly reflect the commitment Lawrence has as a community to the quality of life for thousands of people.

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

As previously stated, Just Food participated in the Community Health Assessment. As a result of this participation, as well as continued participation in the Access to Healthy Foods workgroup, Just Food’s mission to increase access to healthy food was essential in determining the priorities for the group. Those priorities included:

Opportunities for Community Action – from LDCHD CHIP

1. Establish waste minimizing practices and policies with supermarkets, restaurants, cafeterias, schools, hospitals and any other large feeding institutions, restaurants and stores by supplying excess to food banks serving Douglas County (for low-income families) - Just Food is taking the lead on this and is currently working on recovery of food from dozens of local businesses.
2. Implement a choice-based system with whole foods incentivized in local food banks/ pantries and assure availability of healthy food choices - Just Food has implemented the choice based system in five pantries across Douglas County thusfar.
3. Establish satellite food pantry locations to provide access to whole foods for low-income families – See above.
4. Establish a system that engages low-income families as food growers and small business operators - Through the work being done in Just Food’s garden, clients will be taught how to grow their own food, as well as can and process an item that will be sold in local grocery stores.
5. Enhance the capacity of the food system to handle large-scale donations (e.g., storage, transportation) – Through a grant from the City of Lawrence, Just Food has acquired a 24 foot refrigerated box truck for food rescue.

Clearly, Just Food has been seen as an innovative leader in addressing this piece of the community health improvement plan in relationship to increasing access to healthy foods for low income families.

## 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. This grant will support the vision of Just Food to be an innovative leader in alleviating hunger by:
- (1) Stabilizing clients with acute, emergency needs and providing access to nutritious food, encouraging participation in cooking and wellness programs, and partnering with other local agencies to offer case management, put those with chronic needs on a path to increase their self sufficiency, AND
  - (2) Enhance healthy food choices for Just Food clients at its central facility and four satellite locations (Ballard Center, Salvation Army, ECM at KU and Penn House).

It is anticipated that this grant will serve 15,000 unduplicated individuals across four sites in Douglas County JUST through direct service of Just Food's centralized operations in 2014-15. Beginning January 1, 2013, a shared database designed by Just Food was implemented at four sites that is administratively overseen by Just Food staff: Just Food, Ballard Center, Penn House, ECM and Salvation Army. Clients will be able to come once every thirty days to receive food assistance, but as often as necessary for fresh produce and bread. Clients at these four locations will also be able to access other commodity programs and mobile food pantries operated by each satellite, if applicable.

In the previous system structure, clients were able to go to all four of the aforementioned sites to receive food assistance. This increases the probability of receiving more food than a family can eat in a thirty-day period, which results in a higher likelihood of waste.

Please note: The total number served by this grant does not represent the clients served at the other 40+ partner agencies. Just Food provides access to food from food drives and grocery rescue at no cost to partner agencies.

As a result of being able to continue to focus on providing access to healthy food for low-income families, Just Food will continue to push across its network the importance of fresh produce, fruits and vegetables, which has intangible effects on the overall health and wellbeing of people in Lawrence and Douglas County.

- 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?

Through strategic partnerships with its four satellite pantries, Just Food has reduced duplication by approximately 40% already. Just Food is continuing to search for partners to get involved in the choice system and information sharing to continue to reduce duplication and foster collaboration in the food distribution network across Douglas County.

## 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.**

Just Food is no longer putting a band-aid on the problem; that is, just to help low-income families have food on their tables. Just Food will be dealing with a root cause of families experiencing food insecurity and connecting them with existing community resources so they can increase their self-sufficiency. To achieve these goals, Just Food has three major initiatives for 2013:

- (1) Just Food is working with local grocers, restaurants, convenience stores, farmers, growers and gardeners to minimize and reduce the food waste that currently exists in the food eco-system. A recent survey of grocery stores in Lawrence indicates that each store throws away between \$3,000-5,000 worth of food each week. The plan to infuse what is now wasted food back into a system to be distributed to low income clients would reduce the amount of money that clients are currently spending on boxed and canned meals that are unhealthy for them and their families, AND
- (2) Just Food is offering families training to cook low-cost, nutritious, colorful and tasty food through its cooking classes. Classes include the tools to cook food and provides every graduating cooking class member with pots, pans and utensils so they can replicate what they have been doing in class, AND
- (3) Continued execution a choice based system at each of the four food pantry locations. This choice system is based on a system by Ohio State University and the Gallatin Valley Food Bank (Bozeman, Montana). With the help of Kansas State Research and Extension, clients can shop and can choose foods that are nutrient dense, as well as appealing to them. In

recent surveys as noted above, clients indicated that they throw away food they receive for free because it cannot be consumed by their family due to dietary restrictions, preference, or over-supply. The choice system ensures that families take only the food that they will eat, which will eliminate the waste of clients taking food they don't need. Just Food is working with local nutritionists to ensure that access to healthy food of the five food groups on the MyPlate.gov. Already, Just Food has seen a significant decrease in the amount of food that is being thrown away by low income families.

With these three strategic initiatives, (to minimize waste, educate about cost-effective, easy-to-prepare meals, and implement a choice based system), this will increase a person's likelihood of becoming self-sufficient with resources that are already in the system but that are currently being thrown away. Just Food is also working with its four locations to (with the shared database) get a more holistic picture of the community's food insecurity needs and what clients need the most. These initiatives will also ensure that clients are receiving access to healthy food that they prefer, can learn how to cook and put on their table for their families, thus reducing overall health care costs in Lawrence and Douglas County by health issues that are being treated, which are really food related issues.

Success will be measured in the following ways:

- (1) Do clients indicate they have a higher daily intake of fresh fruits and vegetables, after implementation of the choice based system and food rescue, AND
- (2) Do clients indicate they are throwing away less food because they have been empowered to have more choice, and know how to prepare the food, AND
- (3) For chronic users of the food pantry network, do clients indicate that they are being connected with existing resources in the community to put them on a path to self sufficiency, AND
- (4) Do clients indicate that cooking classes are helping them to make healthier, more cost-effective choices at the grocery store, AND
- (5) Has Just Food successfully centralized operations and administration of a food pantry network to provide a choice based system and more fresh and nutrient dense food.