



## 2016 Social Service Funding Application – Non-Alcohol Funds

Applications for 2016 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 15, 2015. Applications received after the deadline or not following the attached format **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 27. **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, Assistant City Manager at [ctoomay@lawrenceks.org](mailto:ctoomay@lawrenceks.org) or at 785-832-3409.



City of Lawrence

**2016 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: **Harvesters' BackSnack in Douglas County**  
Primary Contact Information (must be available by phone 5/27/15 from 8 a.m. to 12:00 p.m.)  
Contact Name and Title: **Megan Helling, Foundation Relations Coordinator**  
Address: **3801 Topping Avenue, Kansas City, MO 64129**  
Telephone: **816-929-3257** Fax: **816-929-3123**  
Email: **mhelling@harvesters.org**

**SECTION 2. REQUEST INFORMATION**

- A. Amount of funds requested from the City for this program for calendar year 2016: **\$20,000**
- B. Will these funds be used for capital outlay (equipment or facilities?) **No** If so, please describe:
- C. Will these funds be used to leverage other funds? **Yes** If so, how: **The City of Lawrence's philanthropic leadership will act as a catalyst for others to act by making charitable contributions to our BackSnack program to benefit elementary school children throughout Douglas County.**
- D. Did you receive City funding for this program in 2015? **No** If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.): **In 2015, we requested \$35,000 for the BackSnack program in Douglas County, but were not awarded funds.**
1. How would any reduction in city funding in 2016 impact your agency? **For each reduction of \$250 in City funding, one elementary age child will not have the benefit of access to healthy foods to combat weekend hunger. This reduction in funding would be made up through Harvesters' other sources of fundraising.**
2. If you are requesting an increase in funding over 2015, please explain why and exactly how the additional funds will be used: **N/A**

**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.

**Harvesters' Douglas County BackSnack Budget**

Personnel	\$17,824
Fringe Benefits	\$4,608
Travel	\$974
Office Space	\$2,404
Supplies	\$7,081
Equipment	\$ 1,944
Food Purchases	\$ 59,825
Other/Misc	\$2,544
<b>TOTAL</b>	<b>\$97,204</b>

**The Personnel line item consists of the Douglas County proportion of the following existing staff positions/areas:**

- BackSnack Program Manager**
- Transportation Department**
- Volunteer Services Staff**
- Community Outreach Department**
- Food Acquisition Department**

B. What percent of 2016 program costs are being requested from the City?

**Harvesters is requesting \$20,000 to be put toward our Douglas County BackSnack program, which accounts for 21% of the program costs. The greatest line item of the above budget is for food purchase. Harvesters purchases the nutritious, kid-friendly food distributed in the backpacks. Food is purchased months in advance and in bulk to get the best prices available. At the beginning of the year, Harvesters develops a detailed food purchase plan based on the number of backpacks planned to be distributed. Purchasing the food also allows us to follow nutritional guidelines, and provide food products that are kid-friendly, and easy to open and store. For instance, the food kits include shelf-stable milk, which does not need to be refrigerated for children without access to utilities.**

C. Provide a list of all anticipated sources of funding and funding amount for this program in 2016:

**Harvesters is fortunate to have many long-term supporters who are interested in the success and growth of the BackSnack program. Fundraising strategies cover the following areas: direct mail, individual donations, grants, special events, corporate and foundation support, memorials, government support, fund drives, cause marketing, and planned giving. Harvesters uses a grant calendar as a resource to track upcoming opportunities and deadlines, as well as list potential future funders. Harvesters uses our overall fundraising plan in conjunction with grant opportunities to successfully fund BackSnack.**

**Harvesters' BackSnack program also benefits from community visibility. For the fifth year in a row, we saw tremendous response from individual donors in the Kansas City area to a campaign in partnership with the Kansas City Star focused on childhood hunger. The series of articles, volunteer experiences and virtual drive raised community awareness and involvement as well as over \$1 million for BackSnack.**

**Key anticipated sources of funding for the BackSnack program in 2016 include:**

- The Health Care Foundation of Greater Kansas City - \$75,000**
- Jacob L. & Ella C. Loose Foundation - \$45,000**
- Vivian & Hymie J. Sosland Charitable Trust - \$40,000**
- Cargill, Inc. - \$25,000**
- Sprint Foundation - \$25,000**
- Payless ShoeSource Foundation - \$25,000**
- General Mills Foundation, Inc. - \$20,000**

#### **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 Feeding America's Map the Meal Gap 2013, approximately 4,550 children in Douglas County face food insecurity. This means that they do not have adequate access to enough food to live an active, healthy life.**

**Childhood hunger is unnecessary, preventable, and devastating to the child that experiences it. Studies continue to show that childhood hunger has significant and long-term effects on mental and physical development. The American Psychological Association, in their study, "Effects of Poverty, Hunger, and Homelessness on Children and Youth", found that children who were classified as hungry were "significantly more likely to receive special education services, to have repeated a grade in school, and to have received mental health counseling." In the same study they found that "hungry children exhibited 7 to 12 times as many symptoms of conduct disorder (such as fighting, not listening to rules)" and were also more likely to show "increased anxious, irritable, aggressive, and oppositional behavior in comparison to peers".**

**From the Map the Meal Gap data, we know there are thousands of children in need throughout Douglas County, including at Kennedy Elementary. Kennedy has a high Free & Reduced Price Lunch percentage and the highest BackSnack enrollment in Douglas County, with 60 students enrolled in the program. Data from the Kansas Department of Education tells us that 70.2% of Kennedy students qualify for the free or reduced price meal program.**

- B. How was the need for this program determined?

**Harvesters' BackSnack program has been alleviating weekend hunger in our community for over 10 years. The program began in 2004 with a pilot project serving 30 students at one school. By working closely with schools and community partners to develop and execute the weekend feeding program model and the generous support from funders, we are currently serving over 19,500 students each week.**

**Harvesters' BackSnack program is critical to combating weekend hunger for the thousands of children Harvesters serves each year. More than a fourth (25%) of the individuals Harvesters serves are children under age 18 (97,150 children a year), including 8 percent who are young children between the ages 0 and 5.**

**The food insecurity rate of children in Douglas County is 21.3%, which means that 4,550 children might not know when they will have another meal. Furthermore, in Douglas County, 55% of food insecure elementary students are eligible to receive free and reduced lunch. 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 \$24,250 for a family of four. Harvesters asks 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.**

**Research shows that the intake of vital nutrients is fundamental to building the**

foundation on which a child will build the rest of their life. While government-provided free and reduced price meals guarantee at least one meal each school day, many children still experience hunger on a regular basis, especially after school, over weekends and holidays, and during the summer months. BackSnack provides a safety net for those times when school meals are not available. In the Douglas County community, food-insecure children are able to achieve the positives outcomes associated with good nutrition thanks to the expansive reach of Harvesters' BackSnack program.

Harvesters' BackSnack program combats this problem by providing a backpack filled with 4lbs of nutritious food, including fresh produce, 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, over 445 of which will be in Douglas County.

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

According to Dr. John Cook of Boston University, child hunger also affects the community at large. Dr. Cook's study, "Child Food Insecurity: The Economic Impact on Our Nation," reveals that child hunger is a health problem, an education problem, and a workforce problem. When hungry children get sick and have to be hospitalized, those costs are passed along to the business community as insurance and tax burdens. Additionally, child hunger leads to greater absenteeism and turnover in the work environment, which is costly for employers. Harvesters asks for the City of Lawrence to partner with us to address the critical issue of childhood hunger. Your partnership will help us ensure our future generations can thrive in a community with access to healthy food.

In addition to the problems inherent to childhood hunger, the households in which these children live face significant struggles that impact the entire family's health and well-being. Recently-released data from Feeding America's Hunger in America 2014, the nation's largest study of food assistance, gives us information specific to households in Harvesters' service area that receive food assistance and participate in backpack programs. These struggles include:

- Unemployment and Job Security – Only 36% of the primary breadwinners in these households had been employed for six months or more in the previous year.
- Housing Security – 57% have faced foreclosure or eviction in the past 5 years.
- Health – 40% of the households have a member with high blood pressure and 32% of the Households have a member with diabetes.
- Difficult Choices – 56% of the households have had to choose between food and medical care in the past year.
- Income - 66% of these households have an annual income that is at 100% of the federal poverty level or below, currently \$24,250 for a family of four.

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

Harvesters' Douglas County BackSnack program aligns with the Community Health Plan, because we are both vested in ensuring access to healthy foods for Douglas County residents. BackSnack provides 445 Douglas County students with access to nutritious food on a weekly basis during the school year.

The BackSnack program is in line with the overall goal of the Access to Healthy Foods plan of making the consumption of healthy food easier and more likely. At the end of each week, Harvesters BackSnack kits are hand delivered to students at school by school staff and community partners. The program not only creates easy access to healthy food for students, but also for their families. Many food insecure families have to make difficult choices, and access to nutritious food can be challenging and the last thing on their mind. From Feeding America's *Hunger in America 2014*:

- 63% of households have had to choose between paying for food or utilities. 62% have had to choose between paying for food and paying for medicine or medical care, and 54% have had to choose paying for food and paying their rent or mortgage.
- Households cope with food insecurity in a variety of ways. 78% report buying the cheapest food available regardless of its nutritional value. 63% have eaten food past its expiration date, 57% receive help from family or friends, and 34% have watered down food or drinks.

#### **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.

**Harvesters' BackSnack program provides more than food; it provides hope to the Douglas County community. As mentioned above, food insecure children experience a broad range of problems that affect their health, development, well-being, and ultimately their school performance. Multiple studies show that food insecure children have more stomach aches, frequent headaches and colds, higher hospitalization rates, more behavioral problems, more anxiety and depression, higher numbers of chronic health conditions, and lower academic achievement. Well-fed kids tend to be healthier overall, have fewer developmental problems and lower obesity rates.**

**Harvesters' BackSnack program is currently serving 445 students in 15 schools in Douglas County. Last school year in Douglas County, we were providing BackSnacks to 300 students in 13 schools in Douglas County. We serve over 19,500 students across our 26 county service area.**

**Harvesters' BackSnack program combats the negative effects of hunger by providing a backpack filled with nutritious food for participating children to take home at the end of each week. The BackSnack program is a partnership between Harvesters, schools and community partners. These collaboration efforts help to create a seamless system of support for Douglas County residents.**

**Harvesters purchases the nutritious, kid-friendly food distributed in the backpacks, which includes fresh produce. After the food is purchased, Harvesters stores it in our warehouse until it is ready to be packed by our volunteers into individual food kits. Harvesters links schools to a community partner and transports the food kits to them. Community partners clean the backpacks, place the food kits in the backpacks, and distribute the backpacks to their school every week. Children return their backpacks on Monday morning, and the process starts over again.**

Purchasing food also helps ensure that all children have access to the same healthy foods. It would be impossible for Harvesters to glean from our donated product the consistent, nutritious and kid-friendly food necessary for the BackSnack program. An example kit could include: shelf stable milk, two low-sugar cereal packs (ex. Raisin Bran), Sunflower Spread (sunflower seed alternative to peanut butter), wheat crackers, single serving size chicken and noodles, beef stew, apple strip fruit snack (fruit leather), and easy-open cans of tropical fruit mix, peaches and green beans. Harvesters has three rotating menus that participating children receive to provide some nutrition and taste variety. Starting in the 2012-2013 school year, Harvesters sourced produce, specifically apples and oranges, to be included with our distribution. Children now receive apples and oranges every other week with their BackSnack.

The following Douglas County elementary schools are participating in the BackSnack program:

1. 395 students in the Lawrence School District are enrolled in the BackSnack program throughout Broken Arrow, Cordley, Hillcrest, Kennedy, New York, Pinckney, Prairie Park, Quail Run, Schwegler, Sunflower, Sunset Hill and Woodlawn Elementary schools
2. 20 students in the Baldwin City School District are enrolled in the BackSnack program throughout Baldwin Intermediate Center and Baldwin Elementary Primary Center
3. 30 students in the Eudora School District are enrolled in the BackSnack program at Eudora Elementary School

- 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 backpack 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

#### SECTION 6. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2016. 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 2016," "credit counseling services will be provided to 600 clients in 2016," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

The short-term goals of the BackSnack program are:

- Serving over 19,600 students a week by the end of the 2015-2016 school year, including 445 students in Douglas County
- Distributing over 646,800 individual backpack kits throughout the school year
- Distributing over 2,457,840 pounds of food to children in need
- Distributing over 61,100 pounds of produce to children in need

The long-term goal of the BackSnack program is that children who participate in the program are better able to learn and grow. 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 most recent 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 range 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.