



City of Lawrence

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

**SECTION 1. APPLICANT INFORMATION**

Legal Name of Agency: Lawrence Community Food Alliance  
Name of Program for Which Funding is Requested: Sunrise Project  
Primary Contact Information (must be available by phone 5/27/15 from 8 a.m. to 12:00 p.m.)  
Contact Name and Title: Emily Hampton, Co-Founder, Board Member  
Address: P.O. Box 1454  
Telephone: (785) 727-3926 Fax: \_\_\_\_\_  
Email: info@sunriseprojectks.org

**SECTION 2. REQUEST INFORMATION**

- A. Amount of funds requested from the City for this program for calendar year 2016: \$38,120
- B. Will these funds be used for capital outlay (equipment or facilities?) No
- C. Will these funds be used to leverage other funds? If so, how: No
- D. Did you receive City funding for this program in 2015?

City funding was received for Healthy Sprouts, a program now housed under LCFA.

If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):

\$7,500 from the General Operating Fund.

- 1. How would any reduction in city funding in 2016 impact your agency?

A reduction in funding would impact LCFA by requiring the organization to seek an additional \$7,500 to cover costs specifically related to the Healthy Sprouts program.

- 2. If you are requesting an increase in funding over 2015, please explain why and exactly how the additional funds will be used:

LCFA requests an increase in funding as the organization now serves as the umbrella organization for several programs, Healthy Sprouts being only one. With an increase in funding, LCFA can successfully provide a range of food and environmentally-focused programming that will reach not only the youngest children in our community, but create cross-generational education and engagement opportunities including job skill training for youth and a community greenhouse.

**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. Attached.
- B. What percent of 2016 program costs are being requested from the City? 29%

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

Community Food Projects, USDA Grant: \$123,962.40 (Applied)

Community Donations: \$40,000 (based on 2015 fundraising)

Kansas Health Foundation: \$24,992 (Applied)

#### 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.

The needs of Lawrence to be addressed are: (1) improved health through increased access to and consumption of fresh fruits and vegetables, especially by low-income and the youngest citizens, (2) a stronger, more productive and equitable local food system, and (3) increased community self-reliance and food security.

**Improved Health:** Nationally, chronic disease related to poor diet and lack of physical activity has been rising for several decades. Kansas and Douglas County are no exception to the national trend. Kansas was labeled the 16<sup>th</sup> most obese state and ranked 18<sup>th</sup> in the country for its childhood obesity rates in a 2011 survey by The Trust for America's Health. Overall, 25% of adults and 12.9% of low-income preschoolers in Douglas County are obese and in 2012, 86.1% of adults in Douglas County ate less than five daily servings of fruits and vegetables. As chronic diseases associated with poor diet disproportionately affect low-income populations, it is crucial for communities to develop innovative approaches to engage affected people in lasting solutions.

The community's health is affected by poverty and inaccessibility to healthy food. Nineteen percent of children in Douglas County live in poverty and 18,000 people in Lawrence, KS live in federally designated food deserts. For perspective, 20% of Lawrence residents do not have access to fresh, healthy affordable food and the odds are that a disproportionate number of them are living in poverty. Twenty-one percent of Douglas County Medicare beneficiaries were treated for diabetes in 2012 and 14.3% of adults consumed vegetables less than one time per day. The Sunrise Project answers the community's need for improved health by providing educational and skill-building programming to inspire and empower all citizens, particularly low-income and youth, to incorporate healthy practices into their daily lives.

**Strong Local Food System:** Research demonstrates that significant improvements need to be made to create a strong local food system in Douglas County. In 2011, the Douglas County Food Policy Council released *Building a Deep-Rooted Local Food System*, a report which indicates clear potential for the growth of local food in the tri-county area, which is composed of Douglas, Jefferson and Leavenworth counties. The Natural Resources section of the report notes that Class I and Class II soils are regularly found in Douglas County. Given the resource that Class I and II soils provide, they are potential sites for development of a strong and sustainable local food system within the region. Their unique characteristics support nearly all cultivation practices - but especially the nutrient-intense production of fruit and vegetable crops. At this time, tri-county land is primarily cropland and rangeland, with the dominant crops being soybeans, corn, forage and wheat for export or animal feed. The 386 acres of farmland in the area devoted to vegetable production represent less than 0.1% of total crops. Of the 3,380 farms in the tri-county area, only 36 sell through Community Supported Agriculture (CSA). Over time, production of fruits and vegetables in the area has dropped remarkably. "Over 40,000 farms had land in fruit or nut orchards in 1920, which increased to 43,000 farms in 1950.

By 2007, these numbers had all dropped precipitously and only 473 farms were producing vegetables for sale, and 432 still had land in orchards.” The Sunrise Project will expand the amount of fruits and vegetables grown in the region through education, teaching of agricultural skills and increasing accessibility and demand for local produce. An additional constraint the city shares with much of the rest of the nation is how the local food system is impacted by the aging of the farming community. In the 1940s half of the farmers in the region ranged between 35-54 years old, the average age of Douglas County farmers in 2007 was 58.5 years, and these farmers retire much more frequently than new farmers enter the field. The Sunrise Project answers this need by creating opportunities for youth to learn agricultural skills and connecting them to jobs in the local food system. With food purchases in the tri-county area totaling \$392 million, a significant opportunity exists to capture more economic activity in the region with the development and promotion of a strong local food system.

**Increased Food Security:** Food security is a condition in which all people have access to affordable, nutritious, and culturally appropriate food at all times. In Kansas, more than one in five children under the age of five is growing up with food insecurity. This is one of the highest rates in the United States. In the tri-county area, over 10,000 residents live in neighborhoods with limited access to grocery stores and healthy food options. According to Map the Meal Gap, there are 18,970 people in Douglas County who are food insecure and 55% of residents live below the SNAP threshold of 130% of the poverty level. Between 2008 and 2009, the per capita money income for residents in a 12-months period was \$26,342, and 17.1% of Douglas County children less than 18 years of age were living below 100% poverty. In 2011, the percentage of children participating in the Free and Reduced Lunch program in Douglas County increased to 35.2%. Sunrise will primarily serve the neighborhoods that feed into New York Elementary, Liberty Memorial Middle, Lawrence High, Cordley and Kennedy Elementary Schools, which are the neighborhoods with a higher percentage of racial-ethnic minorities and low-income residents. According to the Kansas State Department of Education, those students approved for free or reduced lunch comprised 143 out of 191 students at New York Elementary, 262 out of 450 students at Liberty Memorial Central Middle, 119 out of 269 at Cordley Elementary, 287 out of 409 students at Kennedy Elementary and 609 out of 1460 at Lawrence High School. These troubling statistics demonstrate the clear need for increased access to healthy foods through a stronger local food system and healthier food preferences, which are formed in the earliest years of life and will spur long-term, increased demand for local, healthy food.

The Sunrise Project has chosen specific activities to address these needs for low- and moderate-income residents of Lawrence, Kansas. The goals and actions of the project are comprehensive in scope and directly tackle the issues of healthy, local food systems and food security by working with low-income residents to create opportunities for engagement in and support of the local food system, access to previously unavailable nutritious foods, and increased knowledge around food systems, agriculture and food preparation for self-sufficiency. By contributing to a culture in the community that is educated and involved in local foods, and by building linkages that provide easy access for low-income families to nutritious foods, families will depend less on emergency food services and instead benefit from a self-reliant, and truly food secure community that enables its residents to choose healthy, culturally acceptable foods that support the local economy and environment.

B. How was the need for this program determined?

The needs of the Lawrence community were determined through research of county and regional data. This data was found from the following sources: The Trust for America's Health, *Building a Deep-Rooted Local Food System*, *Map the Meal Gap*, and Kansas State Department of Education. The need was also determined through community surveys, and discussions between nonprofits and citizens who

recognized the need to connect food, the environment and social justice to create lasting social change.

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

The goals of local government are to provide services that are effective, efficient and equitable. The purpose of nonprofit organizations is to fill the gaps where local government and business cannot provide certain community needs. The Sunrise Project provides effective, efficient and equitable services that fill the need for stronger collaboration between entities working on food and environmental issues, and engage populations who are too often excluded from local food and environmental movements. There can be a perception that Lawrence is not high needs, and is mostly made up of educated, affluent people. However, we know that is not the whole picture. Many in our community have a difficult time making ends meet for their own families, and certainly do not have opportunities to become engaged in the issues that affect their daily lives. Research shows that people who are more civically engaged are also healthier people. The Sunrise Project provides opportunities for youth and disenfranchised residents to not only learn employable skills, but also become more engaged in social issues through the vehicles of food and environmental education. Many urban agriculture projects around the country have demonstrated the benefits that come from this type of hands-on education that go beyond simply knowing how to grow food. By funding this organization, the City of Lawrence demonstrates that it is a city that not only understands these intersections, but also supports centers for social change and equity.

D. The Sunrise Project aligns with several strategies within the Community Health Plan:

**Strategy 3:**

*d. Establish a system that engages low-income families as food growers and small business operators.*

The main goal of Sunrise is to engage low-income individuals and families in learning to grow food and gain employable and entrepreneurial skills.

**Strategy 4:**

*a. Assure implementation of strong wellness policies and practices in Douglas County schools, before and after-school programs, child care homes and centers.*

Sunrise will serve as an after-school center for youth of all ages and will implement strong wellness policies that ensure that those participating youth are receiving highly nutritious foods. Sunrise will also work closely with nearby schools and continue to serve on the LiveWell Healthy Kids Work Group to ensure that policies are consistent with district-wide changes. One of the main activities of Healthy Sprouts, one of the Sunrise Project's programs, is to establish new or improved wellness, and specifically farm to preschool policies in child care settings. Sunrise is committed to being a part of policy change that impacts the health of youth in Lawrence.

*d. Create (or maintain) school and early childhood gardens across Douglas County.*

Sunrise will work closely with school garden groups, offer after-school gardening opportunities (as well as cooking, and other food-related activities), and continue expanding child care gardens throughout the city through Healthy Sprouts.

*e. Establish practices that result in greater use of fruits/ vegetables from gardens that serve children birth to 1.*

Sunrise will teach agricultural and culinary skills to youth of all ages through the implementation of youth gardens and cooking classes, which will increase the amount of fruits and vegetables that children consume.

**Strategy 6:** *Assure opportunities for and encourage healthy eating and active living at work*

The Sunrise Project strives to be the pinnacle of work site wellness. As its basis for operating, Sunrise will provide only healthy eating options to employees, and will allow for flex time to increase physical activity throughout the day.

## **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 Sunrise Project aims to address community needs through an umbrella entity that acts as a community-based backbone organization to help stimulate community-level change through a collective impact approach. Collaborative opportunities are created for youth and community partners working on food security, justice and environmental projects to share resources, ideas, physical space and human capital in order to leverage efficiencies and maximize impact through the strategic use of blended funding support. By creating a new model of education, outreach, and community engagement that incorporates social justice and honors the community's strengths, at-risk youth and other disenfranchised community members are able to learn and share skills related to food and the environment with an equitable access focus. The Sunrise Project is designed to fill the gap in opportunities for youth and other disenfranchised residents to actively engage in building a sustainable food-environment-justice network that fosters multi-generational connections and empowers participants to be an active participant in community change efforts.

The Sunrise Project's activities include:

**1. Collective Impact Approach:** The Sunrise Project works to develop strategic partnerships with other community based multi-sector organizations that are committed to partnering for change. Sunrise will convene and support community partnership meetings with other organizations for the purpose of developing a shared agenda, mutually reinforcing activities, shared measurement, and continuous communication – the essential elements for collective impact.

**2. Community Engagement:** Youth and economically marginalized groups are accustomed to, yet uninspired by, top-down expert-driven directives that do not take into consideration their social constraints or enable their own creative solutions to food and environmental problems. The Sunrise Project's innovation is to engage all social groups in collaborative learning that enables a diverse approach to creating meaningful community change. Personal and cultural experience will be a valuable source of knowledge that community members can share with one another through collaborative learning workshops on a range of topics including gardening, cooking, how to shop at a farmers' market and how to participate in policy change. Sunrise will create an environment that fosters hands-on involvement of all community members, with an emphasis on the engagement of youth, low-income, working-class, poor and racial-ethnic citizens that are traditionally sidelined by the local food economy.

**3. Youth Development:** One of Sunrise Project's main objectives is to engage youth of all ages in activities that will help them become engaged and successful citizens through the vehicles of food and environmental education. Sunrise will offer drop-in, after school, school break and summer opportunities for youth of all ages to grow food, learn leadership and job skills, and develop the ability to affect social change on the issues that constrain their lives. The center will provide a safe space for children living in the neighborhood and programming will engage them in learning that will impact their capacity to live healthy and productive lives. Sunrise will reach out to youth living in poverty, who live and go to school within walking distance of the center. Based on many similar organizations around the country, Sunrise will offer a number of programs that are driven by feedback from the youth being served. One of the first projects Sunrise is partnering to help provide for youth ages 12-18 is Summer of Service. Sunrise partners with the United Way on a variety of community service activities at partnering nonprofit agencies and also at the Sunrise site. Summer of Service has been implemented through the United Way of Douglas County for many years and has engaged over 100 youth each summer for the past six years. Sunrise hopes to continue working with the United Way and eventually provide all food, environment and justice-oriented projects for Lawrence youth through this program. High-needs youth in the community will experience new internship and job training opportunities through Sunrise's strategic partnerships with local farmers. At Sunrise, farmers will teach agricultural skills that youth can then utilize at internship positions at local farms. Through the city's Common Grounds program, interns can eventually procure their own low-rent food production site. Sunrise will develop positions for youth to learn the art of food production while learning valuable job and teamwork skills that are far too often limited to youth in affluent families.

In spring of 2015, the Sunrise Project piloted Food Rocket, an after-school club at Cordley Elementary, one of Sunrise's neighboring schools. The club involves children ages 5-12 in hands-on activities that teach them about cooking, growing and eating healthy, local foods. High school and parent volunteers are utilized to engage the students, and children are given the opportunity to share their cultural history of cooking and growing food. Sunrise will build off of the success of this pilot program to implement Food Rocket in other schools in the community.

Most importantly, the Sunrise Project will engage youth by providing a vibrant and welcoming neighborhood center. According to the 2014 Kansas Communities that Care Student Survey, only 19% of students said they liked the neighborhood where they lived, and only 10% felt safe in their neighborhood. Sunrise will work to engage youth in meaningful activities that will promote a greater connection to their neighborhood and their local food system. Youth will have the opportunity to work with Sunrise staff, the Lawrence Fruit Tree Project, and local farmers to learn agricultural skills and the importance of teamwork. Sunrise Project's site includes classrooms, gardens, retail space and greenhouses. In this space, participants will learn business skills through the sale of seedlings and will have the benefit of seeing the revenue generated from their work fueling their neighborhood center and Sunrise's programming. In addition to marketable, practical skills, youth will be empowered through the exploration and sharing of their own cultural traditions through Sunrise's programming. Examples of cultural engagement will include: the sharing of oral narratives centered on food and the environment, grocery store field trips that allow youth to explore different types of produce and share their traditional experiences with certain fruits and vegetables, as well as discussions that explore how the inequalities of race, gender and class shape food systems. The Sunrise Project will continue to expand to meet the needs and passions of Douglas County youth, with future plans to work with young people at the Lawrence Community Shelter as well as those housed at the Juvenile Detention Center.

**4. Lawrence Fruit Tree Project (LFTP):** The Lawrence Fruit Tree Project provides a community-based solution to a critical and growing need for direct access to healthy food. The program aims to

educate, assist, and inspire the public to grow, steward, and utilize perennial food plants. The goal is to build community, increase local food security, and create direct, lasting bonds between people and their urban environment. One of LFTP's most recent endeavors is the Lawrence Community Orchard (LCO). LCO was established in the winter of 2011/2012. The land was made accessible by the City of Lawrence urban agriculture land leasing program, Common Ground. Implementation and maintenance has been possible only through the hard work of many dedicated volunteers.

The purpose of LCO is to;

- Demonstrate the efficacy of food production in public spaces utilizing perennial plants.
- Showcase lower-maintenance tree crops suitable for northeast Kansas.
- Be a hands-on learning environment for organic orcharding.
- Produce free, healthful food for the community.
- Provide meaningful opportunities for neighborhood involvement.
- Act as a replicable model for future community orchards in Lawrence.

LCO occupies 1/3 acre in the Burroughs Creek corridor of East Lawrence. It is currently planted with 77 individual productive woody plants composed of 23 species. It also includes a fruit tree nursery, a timber frame kiosk, a rustic supply shed and botanical identification signs for most plants. LCO is a "Free Food Park", where anyone can pick ripe fruit.

LFTP collaborates with community groups that want to create community orchards in their neighborhoods by providing orchard design, event organizing, and training in orchard care. The community partner is responsible for ongoing care of the orchard and distribution of the harvest. LFTP also offers workshops on topics such as botany for beginners, pruning, tree variety selection, grafting, and harvesting. Other ways in which LFTP engages the community is through guided tours of urban, edible plants and fruit trees throughout the county, internship opportunities, and policy advocacy to ensure that fruit trees are abundant throughout the county.

**5. Healthy Sprouts Farm to Preschool:** Through the Healthy Sprouts Farm to Preschool program, children ages 1-6 will engage in gardening, cooking and food-based curriculum to encourage healthy eating patterns that will last a lifetime. The goals of the program are to begin healthy habits in the early years of life, increase access to local, nutritious food to strengthen the food system, and provide comprehensive food education in child care settings. Healthy Sprouts partners with child care centers and in-home care providers to set up gardens where children learn to plant, grow and, most importantly, eat nutritious foods. In addition to gardens, program goals are achieved through coordination of Community Supported Agriculture (CSA) at child care centers, implementation of the *Root for Food* curriculum, and family engagement activities. Healthy Sprouts also delivers trainings for center cooks, child care providers and families to increase knowledge about gardening, nutrition and the preparation of locally grown foods.

- 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?

Other organizations that offer gardening and cooking classes include K-State Research and Extension, Growing Food Growing Health school garden program, Just Food and Farm to School. Sunrise leaders have met with each of these entities and have developed ways to work closely with each organization, enhancing each group's work, but not duplicating services. The Sunrise Project offers a different approach than these other organizations by incorporating a shared learning model and a focus on social justice. Leaders of these agencies are excited to work with the Sunrise Project to offer opportunities that they are unable to provide, or do not have enough capacity to provide. Discussions are underway to provide further cooking classes for participants that Just Food cannot accommodate, Farm to School education to enhance the work being done at the district on a limited budget, garden opportunities for students that Growing Food Growing Health cannot reach, and collaboration on grants with K-State Research and Extension. Although Lawrence has many assets in the world of food and the environment, Sunrise will help bring these entities together and fill gaps to be more impactful and serve a wider range of community members in new and innovative ways. Programs under the Sunrise Project are not offered anywhere else in the community. Healthy Sprouts farm to preschool, Lawrence Fruit Tree Project and Food Rocket are all unique and not duplicated in Lawrence.

#### **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.**

Outcome 1: Within the first year, at least 6 new community partners will be actively involved in the social change Sunrise seeks to support.

Outcome 2: Within the first year, 75% of attendees will gain knowledge and 25% will take action on issues related to the intersection of food, the environment and social justice.

Outcome 3: Families and individuals will report an increase in local, healthy food purchases and/or consumption following participation in the first year.