

## **ORGANIZATIONAL NAME:** Word Of Life International, Inc.

### **Proposal:** FreshConnect Food Box Distribution Program

#### **Organizational Background:**

The Mission of Word of Life International, Inc. (WOL) is to support, empower and work with South Bronx community residents by providing short and long term services that foster a healthy, stable and progressing community. WOL is located at 830 Union Avenue, Bronx, New York 10459. WOL provides various services including: Food Pantry services, Nutrition Education, SNAP Referrals, Food For Seniors, Senior Fitness Program, Emergency Clothing Bank, Health Insurance Enrollment Outreach, Blood Pressure Monitoring, Immigration Services, etc. WOL has worked in collaboration with Bronx Health Reach for the past 5 years on various health initiatives which includes promoting the FreshConnect Food Box Program, Health Bucks, Farmers' Market, Smoke Free Housing and many others. Currently, Bronx Health Reach is also providing on going technical assistance on this project.

#### **People Served:**

Our program serves low-income families, single mothers, seniors, students and grandparents raising grandchildren and the homeless. Information from the intake forms completed by our clients and the sign in sheets from every program services indicates that nearly 70%-80% of our clients are from the Bronx and most reside in the South Bronx neighborhoods of Hunts Point and Longwood, Morrisania and Crotona and Mott Haven and Melrose. According to the 2018 Community Health Profiles at least 30% of residents lived below the federal poverty guidelines. The 2018 Robert Wood Johnson Foundation's County Health Rankings and Roadmaps report that Bronx County remains the "least healthy" county of the 62 counties in New York State for the ninth year in a row.

#### **Project Justification**

Word of Life International (WOL) is proposing to set up a FreshConnect Food Box Distribution Program at its current location, 830 Union Avenue, Bronx, New York 10459. This program will be open to all current clients and promoted to community residents. The importance of the FreshConnect Food Box Program to the South Bronx Community cannot be over emphasized. The South Bronx Community is suffering painfully from high rate of poverty, hunger, obesity, diabetes and hypertension. Lack of resources and opportunities which include healthy and affordable food are at the root of its poor health outcomes in the South Bronx. WOL currently runs one of the largest food pantries in New York City. Our Food Pantry is open to any community resident that is at risk of hunger. While we provide food support to an average of 8,000 household members every month, it has been difficult to provide fresh and healthy vegetables and fruits to our clients, because the majority of these items come from donated and rescued food. Donated produce is often in poor condition and therefore has less nutritional value. The FreshConnect Food Box Program will offer a much needed opportunity to both clients and community residents to use their SNAP, WIC and Senior Farmers' Market Nutrition Program, Health Bucks, and FreshConnect Coupons to purchase vegetables and fruits which otherwise would be unaffordable at the regular supermarkets or fruits stores. Participants in the FreshConnect Food Box Program will pick up their order or our volunteers will home deliver them to those that are homebound at no extra cost. WOL will promote this program to our clients and community residents through flyers, word of mouth, community events, emails, and text message blast, online and local media.

#### **Project Goals:**

1. Work with Grow NYC to increase the availability of affordable, fresh fruits and vegetables to residents of the South Bronx who often fall through the cracks of the public and private social welfare system.
2. Educate South Bronx families about the health benefits of eating fruits and vegetables offered and provide recipes.

3. Increase consumption of fruits and vegetables amongst South Bronx residents.
4. Provide benefit Screening/Referrals to serve as a one-stop center that provides clients to access different program assistance that may be available to them such as Food Stamp, Health Insurance, Childcare, WIC, Housing, etc.
5. Provide support to immigrants including the undocumented who have no access to public benefits and are often exposed to the threat of hunger and obesity.

**Proposed Goal/Activities**

S/N	Description	Timeline
1	Attend Workshop with GrowNYC	07/ 2019
2	Print, distribute and advertise the FreshConnect Food Box	08/2019
3	Register a minimum of 25 participants weekly.	08/2019
4	Install EBT/SNAP Terminal to accept SNAP/EBT	08/2019
5	Order Food Box that includes 6-10 local farm products weekly for 12 weeks Each packet or order to consist of 10-12 lbs. of fruits and vegetables.	09/2019-03/2020
6	Evaluate program activities by monitoring sales and creating survey to assess usage of produce, recipes, nutrition education materials and produce consumption (see assessment methods/objectives)	09/2019-03/2020
7	Provide monthly Nutrition Classes/Cooking Demonstration using approved USDA evidence-based nutrition recipes in conjunction with Bronx Health Reach.	09/2019-03/2020

**Time Period and Timeline**

The program will run weekly from September 2019- March 2020

After assessing our first pilot program that will run from September 2019- March 2020, we plan to continue running the program twice a year: September through March and April through August.

**Assessment Methods/Objectives**

This program will be evaluated using the matrix provided in the application. Quarterly reports will be provided to the funders on January 15th, April 15th, July 15th, and November 30th. The final report on November 30th will include all metrics, survey information, and other accomplishments pertaining to the Food Box Distribution Program, as well as include a plan for sustainability for after the term of the grant. WOL will be using GrowNYC tools for service deliveries and data collection. GrowNYC and Bronx Health Reach will provide technical assistance.

Metrics include the following:

- Track number of shares sold weekly
- Track metrics of payment methods (i.e. EBT, SNAP, Health Bucks)
- Track age distribution, sex, ethnicity of SNAP-Ed participants
- Create and distribute survey to assess usage and consumption of produce, usage of weekly recipes and nutrition education materials

**Staffing:**

One of our key volunteers who have worked closely on our health/food distribution programs will be hired as a part-time Program Manager to run the program. The Program Manager will be responsible for recruitment of clients, volunteers, ordering, recording and reporting. He/she will also create an outreach plan for recruiting and retaining clients and be allocated time for outreach on a weekly basis.

**Budget/Funding:**

Total Program Budget: \$10,000.00

WOL is requesting a grant of \$10,000.00

**ORGANIZATION NAME:** WORD OF LIFE INTERNATIONAL, INC.

**PROJECT NAME:** FRESHCONNECT FOOD BOX PROGRAM

**PROGRAM BUDGET**

**PROPOSED SPENDING PERIOD:** SEPTEMBER 2019 – APRIL 2020

BUDGET CATEGORY	PROPOSED BUDGET
PERSONNEL-STAFF	\$ 9,360.00
Printing	\$415.00
Travel/Transportation	\$225.00
<b>TOTAL</b>	<b>\$10,000.00</b>

**Budget Narrative/Justification**

**Personnel:**

1. Part-time Program Assistant: Will devote 18 hours. a week to run the FreshConnect Food Box.  
\$18.00 an hour X 15 hours = \$270.00 weekly X 24 weeks (September 2109 –March 2020) = \$6,480.00
  2. Community Intern: Will devote 10 hrs. a week to assist with outreaching community members to participate in the Fresh Food Box program and in distributing the Fresh Food Box produce each week. \$15.00 an hour X 8 hours = \$120.00 weekly X 24 weeks = \$2,880.00
- Total Personnel: \$9,360.00

**Non-Staff:**

3. Printing: 500 Flyers @\$0.83 = \$415.00  
(Flyers will help promote the Farm Share program to the community.
4. Travel/Transportation: \$225.00  
(For occasional train and cab rides as needed to transport materials or attend meetings or trainings)