



City of Madison Healthy Retail Access Program Application



APPLICANT INFORMATION

Primary Contact Name:	Charles McLimans	Total Project Amount: 85,000 Healthy Retail funds requested: 35,000 (Max. \$35,000)
Agency/Organization Group Name (Legal Entity Name) and Address:	The River Food Pantry	
Telephone #:	608-442-8815	Email: development@riverfoodpantry.org
Applying as a:	Retailer <input type="checkbox"/>	Organization <input checked="" type="checkbox"/> (Must Fill out Form A)
Are you a SNAP-approved retailer through the US Department of Agriculture (USDA)?	YES <input type="checkbox"/> USDA FNS #: _____	NO <input checked="" type="checkbox"/>

PROJECT INFORMATION

Please limit each answer to the space provided. You may attach additional information related to the questions and budget to this application.

Please describe, in detail, the proposed project:

The River Food Pantry is seeking to expand our operations by acquiring a new or slightly used refrigerated truck. This acquisition will allow our team to take in more fresh food donations, have a reliable source of transportation, and continue to service over 1,000 Dane County households at our five weekly shopping sessions.

Transportation is at the center of healthy food access. We make an average of 30 trips per week to and from donation drop offs, food retailers, and food banks that require a refrigerated truck. Currently, our major community food partners include Second Harvest Food Bank of South Central Wisconsin, Festival Foods, Community Action Coalition of South-Central Wisconsin, Metcalfe’s Market, Fresh Market and Gordon Food Services. These organizations are our main collaborators for acquiring and stabilizing fresh food intake. In addition to our community partners, we also take in various foods and resource donations from individuals in Dane County throughout the year. Without a reliable source of transportation, The River would not be able to offer the quality of food that we are passionate about providing.

Unlike other food retailers, we do not charge clients for our services. Instead, we operate through the generous support of a diverse group of individuals, foundations, corporations and service groups that are committed to advancing The River’s vision of a fully nourished community. The River is unlike other food pantries because we put the client at the center every decision. Clients can shop once a week for clothing and household basics. Clients can also receive a community meal five times a week. An average family of four that shops here four times per month can save up to \$800, which in turn helps to support household stability. (Please see the attached Shopping Savings List.) The funds saved may be reallocated to other critical monthly expenses, including additional food at local retailers. The River is south-central Wisconsin’s highest volume consumer-facing hunger relief organization, serving over 1,000 households each week through our combined programs in pursuit of our vision of a fully nourished community.

Please describe how the project improves access to healthy food in the neighborhood you serve:

The River Food Pantry serves all of Dane County. Our building is located on the North Side of Madison. Therefore, almost 50% of our client base is from Madison's North Side and East Side, 53704. According to the Food Access Improvement Map, our facilities and large client base are located in a Focus Area. There is a lack of access to healthy and fresh food in the surrounding neighborhoods, as well as other Focus Areas where our clients live. We can help solve this food inaccessibility if our program continues to have the means to transport, store, and provide healthy produce.

The acquisition of a new refrigerated truck will allow our facility to not only have reliable means of accessing fresh produce and food, but it will also provide additional storage space when our onsite coolers are at capacity. Our Director of Advancement, Rhonda Adams, has worked with local distributors to acquire nutritional food for our clients. Dairy products, such as milk, are often in short supply at The River. We have an ongoing relationship with Sassy Cow Creamery in Madison, but due to the lack of cold transportation or storage, we have had to turn away large donations from distributors like Sassy Cow and other third parties. Distributors often have a short window of time to donate large quantities of food that requires cold storage. Our organization continually works to acquire fresh produce, but due to our lack of storage and growing size, we are met with logistical challenges and can't meet their request, the food is often given to another organization or discarded. The River needs to acquire a new refrigerated truck to meet the ever-changing needs of our community partners and the clients we serve.

Purchasing a refrigerated truck will allow us to acquire healthy, fresh produce that needs continual care. With the expansion of mobile refrigerated space, we can pick up fresh produce the same day as a shopping session and provide households with a variety of fresh produce, milk, eggs and protein that same day. Many clients we serve live in these Focus Areas and it is difficult to access healthy food due to a lack of food retailers or available transportation. With the funding provided, The River will continue to be a one-stop community hub for accessing healthy food.

Please describe any organizational partners or other collaborators and their relationship to the project:

To distribute approximately 65,000 pounds of food each week, The River arranges daily pick-ups at numerous locations so that fresh produce is always available.

The River picks up food from Second Harvest Foodbank of Southern Wisconsin three times a week and at Community Action Coalition two to three times a week. We also pick up produce from Festival Foods four times a week. In addition, we collaborate with Healthy Food for All to recover prepared food product that is repackaged and distributed to low-income families. These partners are stable providers of healthy food and we would continue to work with them to ensure our clients receive healthy food every week.

In October 2018, The River received funding from the Madison Community Foundation and the Hovde Foundation totaling \$50,000 in support of transportation funding. This support from our community partners is critical to provide food, resources and faith to build a stronger community.

Please take some time to describe the types of technical assistance that you may need to help with completing the project. Some examples of technical assistance include: Business plan development, marketing assistance, financial planning, grant-writing assistance, market research, book-keeping, project management, etc.:

We do not need technical assistance to complete this project.

Please indicate a general timeline for the project:

Once funding is acquired, we plan to purchase a new truck as soon as possible. Given the changing nature of used vehicle inventory, we are considering multiple options and have yet to solidify a choice.

We are still looking for a truck that matches our needs, but we have received several estimates regarding the range of options. Per the attached quotes and estimates, trucks ranging from 173,000 miles and up all fall in the range of \$35,000–\$43,000. An acquisition of a truck with this much mileage and wear is not ideal. The River looks to purchase a truck with a low amount of mileage and use so that we can reliably continue our food acquisitions for years to come.

A goal of this acquisition is to increase our intake of fresh food donations by 25% within a year's time of securing a new refrigerated truck. By acquiring reliable transportation and cold storage, we will strive to increase access to fresh food in communities with barriers to quality nutrition. As previously stated, our facilities reside within a City of Madison Food Focus Area, meaning that the surrounding community has barriers—such as transportation, food availability, and more—to obtain necessary nutrition.

To determine and track the growth of our fresh food donations, we will work to reorganize our inventory database to provide proper tracking of incoming donations; this will act as an outcome indicator. We aim to have our food curation reflect balanced meal guidelines. According to the USDA's MyPlate, a balanced meal should be comprised of 40% vegetables, 10% fruits, 20% proteins, 29% grains, and 1% dairy. Our incoming donations and food purchasing should reflect this categorization. Any fresh food will require cold storage, which means that 51–71% of our incoming food donations and purchases will need cold storage. We will track incoming donations that require cold storage—provided by a new refrigerated truck—and increase this factor by 25%.

BUDGET SUMMARY

Please Include a project budget that includes items such as construction costs, materials, labor, etc. Please include specifically how city dollars would be utilized within the project budget. Also include other funders, lenders, or in-kind supporters that are contributing to the project.

Item	Total Cost	Labor Cost (Estimate, if not available)	Amount of City Dollars Requested	Amount of Other Revenues/In-kind Support
New Refrigerated Truck	85,000		35,000	
				\$25,000 secured from Madison Community Foundation
				\$25,000 matching fund secured from Hovde Foundation

FORM A

A) Please list the retailer(s) and location(s) that are directly working with and/or for this project:

We are pleased to be able to partner with multiple food retailers and providers that share in our vision of a fully nourished community.

Second Harvest Food Bank of South Central Wisconsin
2802 Dairy Drive, Madison, WI 53718
Ann De Tienne, Food Distribution Manager

Community Action Coalition for South Central Wisconsin
1717 Stoughton Rd., Madison, WI 53704
Jim Schroeder, Executive Director

Festival Foods
810 East Washington Avenue, Madison, WI 53703
Kevin Schnell, Madison Store Director

B) Please specifically describe the organizational support that you are providing to the retailers as a part of this project proposal:

The River provides multiple avenues of support for our community partners. We allow their organizations to give in-kind donations of their healthy produce as a tax-exempt donation. We also continually support their efforts of partnership in press and communications. Their logos and organizational information can be found on our website and social media pages where applicable.

With this funding, we will also investigate providing logo and promotional offerings for our community partners, as well as the City of Madison, to display on the purchased vehicle. This would be a means of marketing, stewardship, and advocacy for our community partners, who make increased access to healthy food for our clients a possibility.

LETTER OF INTENT

Please attach a letter, signed by the owner or manager for the retailer(s) involved that describes their active participation in the project.

DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

Signature:



Date: 11/21/18