

BOSTON GRANTS INITIATIVE COVER SHEET

DATE: January 17, 2010

NAME OF APPLICANT ORGANIZATION: Boston Public Health Commission on behalf of the Boston Collaborative for Food & Fitness

CONTACT PERSON: Karen A. Spiller

ADDRESS: 1010 Massachusetts Avenue, 2nd Floor
Boston, MA 02118

DAY PHONE: 617 534-2647 **EVENING PHONE:** NA

EMAIL: kspiller@bphc.org **FAX:** 617 534-9592

WEBSITE: www.bcff-online.org

AMOUNT OF THIS REQUEST: \$ 8,000 **TOTAL PROJECT BUDGET:** \$

TOTAL CURRENT ORGANIZATIONAL BUDGET (If different from Project Budget): \$ 400,500

TOTAL AMOUNT YOUR ORGANIZATION SPENT LAST YEAR: \$ 3
(Staff was not hired until after nine months into the fiscal year)

NUMBER OF STAFF, FULL AND/OR PART-TIME (if any): Two

NUMBER OF KEY VOLUNTEERS: 15-25. This number includes Committee Chairs and Work group leaders. Additional volunteers serve as members of the committees

HOW LONG HAS YOUR GROUP BEEN ACTIVE? Since 2007

PROJECT PROPOSAL SUMMARY (No more than 2 sentences):

- To support East Boston and Mattapan resident's marketing and outreach efforts related to getting their neighbors to buy fresh produce at corner stores that have newly expanded their offerings of healthier food.
- To create a "Guide to Healthier Corner Stores" documenting the East Boston and Mattapan activities so efforts for healthier eating can be replicated throughout the Mattapan and East Boston neighborhoods and in other neighborhoods.

HOW DID YOU HEAR ABOUT THIS GRANT PROGRAM?

Betsy Johnson, who is on the BCFF Fund Development Committee.

CHECK ANY OF THE FOLLOWING THAT APPLY TO YOUR ORGANIZATION:

☐ Neighborhood/Community group (not a 501(c)(3) or incorporated group)

☐ Checking or Savings account in group's name

☒ Fiscal Agent Organization Boston Public Health Commission Federal EIN 043316655

☐ Incorporated as a nonprofit in Massachusetts

☐ 501(c)(3) status with the IRS Federal EIN # _____

BOSTON GRANTS INITIATIVE APPLICATION FORM

PROJECT DESCRIPTION

Give a brief description of your proposed project. Be sure to include background of the issue, as well as goals and objectives of the project.

The Boston Collaborative for Food & Fitness (BCFF) seeks to increase consumption of healthier foods by residents of two disadvantaged Boston neighborhoods by overcoming gaps in availability in the small retail markets consumers must rely on. The goal is to connect the small markets with farmers already participating in weekly farmers' markets; building the capacity of the small markets to display, distribute and store fresh healthy food; and developing materials to spread these techniques and knowledge to other small retail markets.

We are requesting funds to support neighborhood resident participation in this corner store project. Existing project funding is not supporting marketing and outreach training and stipends for participating residents. East Boston and Mattapan residents have been working with the Boston Public Health Commission and BCFF's Food Committee to identify markets in their neighborhoods that are willing to sell expanded offerings of fresh produce. Therefore, marketing and outreach efforts are needed to get their neighbors to buy the fresh produce from these corner stores. We propose to hire a marketing consultant who will conduct workshops and work one-on-one with residents to develop and implement their outreach strategy.

A second part of the project is to create a "Guide to Healthier Corner Stores" documenting the East Boston and Mattapan activities. This is needed so that efforts for healthier eating can be replicated throughout the Mattapan and East Boston neighborhoods and in other neighborhoods.

Describe the neighborhood or community need(s) and/or challenges that this effort will address.

The population of the target neighborhoods, East Boston and Mattapan, is primarily people of color with low incomes, high incidence of diabetes and obesity, and no easy access to full service supermarkets. Located in a compact peninsula on the ocean and accessible by tunnel under Boston Harbor, East Boston (population 38,413) has Boston's highest percentage (44%) of immigrants, including from El Salvador, Colombia, Brazil, Italy, Vietnam, Mexico, Guatemala, Peru, and the Dominican Republic. East Boston is home to Boston's largest Latino community, comprising 39% of residents.

Mattapan (population 19,724) is a vibrant neighborhood in Boston's southern section of predominately Black (83%) and Latino (7%) residents, including the state's largest Haitian community. About one third of residents were born in other countries, including Haiti, Jamaica, Barbados, Dominican Republic, Trinidad, and Sierra Leone.

Currently, East Boston has only one full service supermarket and Mattapan has none. Access to affordable fresh fruit and vegetables is a key factor in the widespread prevalence of obesity and diabetes. Among adults with diabetes, 35% indicate they cannot afford fresh fruits and vegetables, in contrast to 21% of non-diabetics (Health of Boston 2010, Boston Public Health Commission, figure 8.20). The target beneficiaries of our project are the children, youth and families of these neighborhoods, especially those with low incomes.

What is the level and nature of involvement of the community-at-large?

Both neighborhood coalitions in Mattapan, Mattapan Food & Fitness Coalition (MFFC) and Neighborhood of Affordable Housing, Inc. (NOAH) and their East Boston partners are working with corner stores to increase healthy options for residents. This has been a focus of both communities in the past year. The goal is to extend their effort, in both more stores and more residents taking part in the community change. There is at least one

active corner store owner in each neighborhood currently participating with others in the process of being finalized through recruitment.

Community Coalitions of neighborhood residents and community organizations are working to promote active living and healthy eating in both East Boston and Mattapan. Related to the corner store projects, neighborhood residents first conducted a survey of the produce offerings at the corner stores. They then were involved with recruiting stores to participate in the projects. Currently, four markets, two in East Boston and two in Mattapan, have been selected to pilot the work (three have already signed a Memoranda of Understanding, one more will sign shortly). Residents will now be involved in conducting the marketing and neighborhood outreach to encourage their neighbors to buy the newly stocked produce at the corner stores. Funding is requested to hire a consultant to provide training for those conducting the outreach, and stipends for those spending additional time on the project.

If your project is successful, what changes will occur in your community and its environment?

Collaborative members come together around the following vision: BCFF envisions a city where community demand for affordable, locally grown and healthy foods is met by a state and region where farming is a strong and viable activity, so that farmers are able to provide affordable, locally grown, and healthy foods are readily available to all residents in all neighborhoods of Boston. We also envision a city that facilitates active living and an extraordinary quality of life for all, achieved through citizens' advocacy, relationship building and leadership.

Specific to the corner store project, our objectives over the next two years are:

- At least 8 small- to mid-size retail stores per neighborhood will be selling culturally appropriate local/regional produce in amounts sufficient to meet WIC vendor participation thresholds
- At least 8 stores per neighborhood will be participating in the promotional program to increase shelf space for healthy foods by a specified percentage each year.
- Produce purchasing at these stores will see a steady increase so that the stores will be willing to continue to sell produce.

PROJECT BUDGET

1) Itemize anticipated expenses and income for this Project Proposal. Also note in-kind services (donated materials and/or labor) you may receive for this proposal.

<u>Expenses</u>	<u>Income</u>	<u>In-kind Services</u>
Marketing/Outreach Consultant	\$3,000	Meeting Space Estimated value \$200 per mtg.
Community leader stipends	\$2,500	Training of Volunteers @ \$1,200 per session (2)
Marketing Materials	\$1,000	
Guide	<u>\$1,500</u>	
TOTAL	\$8,000	

Principal sources of support (such as membership dues, individual donations, grants, special events etc)

BCFF is funded from a range of sources, including the Kellogg Foundation. It works under the auspices of the Boston Public Health Commission, which is supporting aspects of the Health Corner Store project through the Strategic Alliance for Health funded by the U.S. Center for Disease Control (CDC).