

**Buncombe County FY2019 Strategic Partnership Grants
Application Summary Sheet**

Project	Double Up Food Bucks
Organization	MountainWise Public Health Partnership

Amount Requested	\$18,500	Strategic Priority or Sustainability Goal	Thriving Local Food Systems
New or Renewal Request	New	Area Served	Districts 1, 2, and 3

Organization Description	<ul style="list-style-type: none"> The MountainWise Public Health Partnership “MountainWise” works regionally to implement and support sustainable system, policy, and environmental changes related to chronic disease and obesity prevention while serving as a model for rural county collaboration. A key accomplishment of MountainWise is the facilitation of a cross-sector community coalition that works together to make healthy living easier and more accessible through addressing healthy eating, active living, and tobacco-free living.
Key Steps	<ul style="list-style-type: none"> The Double Up Food Bucks (DUFBS) program provides a \$1:\$1 match when locally grown foods are purchased with SNAP dollars. The matching dollars then enable the customer to purchase any produce, locally grown or otherwise, up to a \$20 daily maximum. This funding will enable two local grocers, the French Broad Co-op and West Village Market, to continue providing the program at their locations as well as expand to Patchwork Urban Farms. Through this funding, we will get Patchwork Urban Farms set up and provide marketing to their clients.
People Served	<ul style="list-style-type: none"> Low income residents of Buncombe County who are SNAP recipients will benefit from this project by gaining greater access to fresh produce and in turn increasing the amount of fresh produce they and their families consume. During the pilot, 259 individual customers accessed fresh produce as a result of the program. Because often individual customers are purchasing foods for their families, we estimate that the total number of people served by the pilot project was 518. We estimate at least 500 more people will access fresh produce through the first year of the expansion, totaling a reach of at least 1,018 people in Buncombe County. This program specifically targets the 29,454 individuals receiving SNAP benefits in Buncombe County. There will be a strong focus on the over 6,000 people living in Asheville Housing Authority properties, of which 70% are African American, 24% Caucasian, 5% Hispanic & 1% Other. These residents are all experiencing low wealth to extreme poverty.
Outcomes	<ul style="list-style-type: none"> Success will be an increase in stores implementing DUFBS and more individuals & families accessing more fresh produce. Through individual store point of sale systems, we are able to track participants enrolled, DUFBS sales generated & matching funds spent.

Budget			
Amount Funded FY2018	n/a	Increase Request	n/a
Administrative Budget	Macon County Health Department serves as fiscal agent	Total Organization Budget	\$568,938 (projected FY2019)
Other Funding Sources: Government/USDA Grant, Public Health Funds, Foundation Grants			

Strengths
Project design is evidence based, replicating a structured model, and/or best practice
Well-linked partnerships or creative partnerships, non-traditional
Project serves underserved, underrepresented, minority, and/or high-need population

Double Up Food Bucks

FY2019 Strategic Partnership Grants

MountainWise Public Health Partnership

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Application Form

Question Group

Project Name*

Name of Project.

Double Up Food Bucks

Amount Requested*

\$18,500.00

PROJECT NARRATIVE

Area Served*

Which areas of the County will be served by this project? Which Commissioner District(s) will be served?

A Buncombe County Commissioner district map is available at [THIS LINK](#).

This project will serve Districts 1, 2, and 3 while the current pilot sites are in Districts 1. The project has a regional focus, serving the nine Westernmost counties in North Carolina. However this funding request will serve only Buncombe County implementation.

Organization Description*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

The MountainWise Public Health Partnership “MountainWise” works regionally to implement and support sustainable system, policy, and environmental changes related to chronic disease and obesity prevention while serving as a model for rural county collaboration. A key accomplishment of MountainWise is the facilitation of a cross-sector community coalition that works together to make healthy living easier and more accessible through addressing healthy eating, active living, and tobacco-free living. We’ve also seen a lot of success using the MountainWise branding and marketing approach to our work with an emphasis on targeting disparate populations through outreach to low-income, rural Southern Appalachian communities throughout the region, and using authentic community engagement as a key driver. View our website to learn more <http://mountainwise.org/>.

Strategic Priority*

Which of the following priorities best reflects the primary goal of your project?

Buncombe County Commissioners are dedicated to strengthening the quality of life for everyone by setting new

fiscally, socially and environmentally responsible goals that will guide decisions and improve our community for future generations. The Board has committed to strategic priorities as a guide to shape partnerships and investments of resources to insure a healthy, safe, well-educated, thriving and sustainable community.

Details about the Strategic Priorities are available at [THIS LINK](#).

Other Sustainability Goal

Strategic Priority - Other Sustainability Goal

If you selected "Other Sustainability Goal" from the list of Strategic Priorities, please list it here.

Details about the Sustainability Goals are available at [THIS LINK](#).

Economy - Thriving Local Food Systems. The Double Up Food Bucks (DUFBS) program addresses the triple bottom line: increases access to healthy foods, keeps money in the local economy and supports local farmers.

Shared Vision*

What critical community problem or challenge are you hoping to improve through this project?

The challenge we are addressing is food insecurity. Asheville is the ninth hungriest city in the nation, with 21.8% of residents experiencing "food hardship" & 28.9% of Buncombe residents saying it was somewhat difficult or very difficult to access fresh produce at an affordable price, although only 14% are considered "food insecure" (CHA, 2015). Children 1st/Communities in Schools reports that over half (53%) of the students in Asheville City & Buncombe County Schools are eligible for free & reduced lunch. The USDA reports that Buncombe County has 11 census tracts which are food deserts, 82% of which are in the City of Asheville. DUFBS increases food access by providing an incentive enabling customers to purchase produce of their choice for free, once a matching amount of local produce is purchased using SNAP benefits. This increases the amount of produce low income individuals & families have access to, and also increases their overall consumption of fruits & vegetables.

Key Steps*

How will the project work? What are specific activities and milestones that your project entails?

The DUFBS program provides a \$1:\$1 match when locally grown foods are purchased with SNAP dollars. The matching dollars then enable the customer to purchase any produce, locally grown or otherwise, up to a \$20 daily maximum. Any earned but unused matching dollars remain on the customer's DUFBS account and are rolled over for available use during any purchase that year. This funding will enable two local grocers, the French Broad Co-op and West Village Market, to continue providing the program at their locations as well as expand to Patchwork Urban Farms. The program is already in place at the French Broad Co-op and at West Village Market, which enables us to start using the funding right away for the incentives. Through this funding, we will get Patchwork Urban Farms set up and provide marketing to their clients. This should only take a month or two and then we will be able to provide the matching funds for incentives.

People Served*

Who are the members of our community this project will serve? How many people will be served? Include demographics, including age, area median income, race, neighborhood and/or school.

Low income residents of Buncombe County who are SNAP recipients will benefit from this project by gaining greater access to fresh produce and in turn increasing the amount of fresh produce they and their families consume. During the pilot, 259 individual customers accessed fresh produce as a result of the program. Because often individual customers are purchasing foods for their families, we estimate that the total number of people served by the pilot project was 518. We estimate at least 500 more people will access fresh produce through the first year of the expansion, totaling a reach of at least 1,018 people in Buncombe County. This program specifically targets the 29,454 individuals receiving SNAP benefits in Buncombe County. There will be a strong focus on the over 6,000 people living in Asheville Housing Authority properties, of which 70% are African American, 24% Caucasian, 5% Hispanic & 1% Other. These residents are all experiencing low wealth to extreme poverty.

Partners*

Which other organizations are you working with to reach your goals? What other local organizations provide similar services or serve similar beneficiaries, and how do you work together?

MountainWise along with many community partner organizations are committed to taking specific key steps to achieve the stated DUFB program results. MountainWise has been partnering with the Asheville Buncombe Food Policy Council and Bountiful Cities through the pilot project to implement the program and will continue to partner with them throughout the expansion. We have developed the framework for an evaluation system using Results Based Accountability (RBA), with the support of MAHEC, the NC Center for Health and Wellness at UNCA and ResultsWork. Community partner organizations including MAHEC, nine County Departments of Health and Human Services, WNC Healthy Impact, MANNA Foodbank, YWCA and the NC Cooperative Extension will support DUFB program marketing and outreach efforts to low income families and communities

Personnel*

Who is responsible for the project? Briefly describe project leaders and the role each will play in the project. How do these leaders reflect the population or community that you serve?

Nan Kramer and Sarah Tennyson will be responsible for the project. Sarah is the Project Director for Mountainwise and Nan will be the DUFB Project Coordinator. Both Sarah and Nan reside in Western North Carolina and have for over a decade. Both have their Masters in Public Health and have many years of experience working with our most vulnerable populations.

Success*

How will you measure results? What will success look like? How will you document the impact of your project? Include whether there is a model that serves as basis for project design.

Success will be an increase in stores implementing DUFB and more individuals & families accessing more fresh produce. Through individual store POS systems, we are able to track participants enrolled, DUFB sales generated & matching funds spent.

We will partner with an independent contractor to evaluate this program as a whole through RBA. RBA is a proven community participatory action model that provides ongoing feedback to project partners, helps frame communications, & focus meeting agendas. Evidence indicates that participants will be more likely to use evaluation results for decision making & program improvement if they are a part of the process.

We will use the information gathered through our store specific sales, as well as National DUFB evaluation materials (customers surveys, site surveys, etc), & RBA evaluation process to evaluate and then tell our story. We will create a full report on the impact of this project in Buncombe County as well as the region as a whole.

Funding*

What is your plan for finding the balance of the project budget? What is your funding timeline and what are your other sources of support?

To date, we have received \$40,000 from Mission Community Investment Fund (October 2017-October 2018) & \$24,650 from the Community Foundation of WNC (CFWNC) (July 2017-July 2018). We have requested funding again from both Mission Community Investment Fund and CFWNC for FY 18-19. In December 2017, we applied for a 3 year grant totaling \$350,000 through the USDA Food Insecurity Nutrition Incentive (FINI) grant to support the regional expansion of this program. We have also received in kind matching support from a number of organizations including Bountiful Cities, MountainWise, MAHEC, all County Health and Human Services Organization, MANNA Foodbank, Mountain Projects, NC Cooperative Extension, UNC Asheville and all market and grocer sites.

Sustainability*

How will this project be maintained? Please describe funding sources and how you plan to sustain the project in future years.

Over time, we would like to expand the program to grocers, grocery co-ops, small retail stores, mobile markets, CSAs and Farmers Markets across the region and eventually the state. In order to continue to operate the program and expand to more sites, we will work with community partners to secure additional funding for the program. In other states funding sources for the program have been varied, partially from local community foundations and other grant based funders, partially from private donors and often from USDA FINI grants. The 2014 Farm Bill made USDA FINI dollars available for this type of program, and many DUFB lead agents have found great success in applying for and receiving those dollars to expand and sustain their programs. We applied for the USDA FINI grant in December of 2017 to expand and sustain the DUFB program sites for the following three years. The pilot project has been funded by the Community Foundation of WNC and the Mission Hospital Community Investment Fund.

ATTACHMENTS

Project Budget*

Download the budget form at [THIS LINK](#).

Complete the budget form for this project and the overall organization.

Save it to your computer, then upload it.

DUFB BC strategic-partnership-grants-FY2019-budget-template.xlsx

Financial Statements*

Upload a copy of the most recently completed financial statements.

All financial statements must be audited, reviewed or compiled by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

If your organization does not have financial statements, briefly state the reason.

MountainWise does not have a financial statement. The Macon County Public Health Department has served as the fiduciary lead for MountainWise and has provided fiscal and programmatic leadership for a number of regional funding streams including the Community Transformation Grant for \$425,000/year for 3 years, the State and Local Public Health Actions to Prevent Obesity, Heart Disease and Stroke at \$352,000/year for 4 years, Tobacco and Prevention Funds at \$76,737/ year recurring, and the Minority Diabetes Prevention Funds at \$165,808/year recurring, along with a number of other small funding streams (Community Foundation WNC, Haywood Hospital Foundation, and Appalachian Foodshed Project). The MountainWise team consists of one full time Project Administrator, a part time fiscal officer, and 4 full time strategy specific Regional Project Coordinators. See MountainWise.org to learn more.

IRS Form 990*

Upload a copy of the 990 nonprofit tax reporting form that you most recently completed.

If your organization does not have a 990, briefly state the reason.

MountainWise does not have a 990. The Macon County Public Health Department has served as the fiduciary lead for MountainWise and has provided fiscal and programmatic leadership for a number of regional funding streams.

Board of Directors List*

Upload a current list of your organization's Board of Directors.

If your organization does not have a board of directors, briefly state the reason.

MountainWise currently does not have a Board of Directors since we don't have our non-profit status. However, the county Health Directors provide leadership to the organization.

Authorized Signatory

By typing in below the name of the authorized signatory and date of submittal, you acknowledge that your governing body has authorized this application, that it is true and current to your knowledge. As a condition of any grant awarded, this organization will provide all information in the manner described in the contract to be executed between the organization and Buncombe County or its designee, including program and financial reporting.

Name & Date

Nan Kramer 02/09/2018