



The Food Project

The Food Project
Request for Proposals: Farm Fresh Coupon Program
April 26, 2011

Program Overview and Goals

The Food Project is pleased to announce that, for the second year, we are seeking to work with partner agencies to distribute farmers' market coupons as a component of a holistic, multifaceted strategy to improve community health and nutrition. The Farm Fresh Coupon Program seeks to partner with existing efforts to increase the health of individuals in underserved Boston communities and the viability of local farmers' markets. We will do this by providing coupons for participants of programs that encourage increased consumption of fresh fruits and vegetables. By mutually reinforcing the message that fresh produce is important, accessible and affordable, we hope to have a lasting impact on participants' shopping and eating habits.

We are seeking up to 20 partner agencies that will receive an average of \$600 each (with a maximum of \$1,500) in farmers' market coupons to distribute to constituents that will be engaged in programs addressing health and wellness. The coupons will be valid to spend on fruits and vegetables only at any farmers' market in MA that accepts WIC and SFMNP coupons (this includes the vast majority of markets). The coupons must be distributed in conjunction with activities that help to promote the purchase and consumption of produce from farmers markets, as detailed below under "Program Activities."

The Food Project's mission is to grow a thoughtful and productive community of youth and adults from diverse backgrounds who work together to build a sustainable food system. We produce healthy food for residents of the city and suburbs and provide youth leadership opportunities. Finally, we strive to inspire and support others to create change in their own communities.

Eligible Organizations

We encourage applications from Boston organizations that are engaging residents of primarily low- and moderate-income communities in any sort of programming that encourages the increased consumption of fresh fruits and vegetables and supports participants in making healthy lifestyle choices. Potential partners may include, but are not limited to, health care providers, community organizations, youth- or family-serving organizations. Organizations must have a demonstrated track record of similar work, and must be a 501(c)3 organization or have a partner 501(c)3 to act as a fiscal agent.

Program Activities and Selection Criteria

Based in large part upon the outcomes of activities in 2010, proposed programs are asked to adhere to the following criteria:

- Programs, interventions or other activities with participants must be ongoing or consist of multiple sessions, rather than limited to a single interaction.
- All partner programs must arrange for the coupons to be distributed in conjunction with field trips to and/or tours of farmers' markets, and we encourage other hands-on activities, such as cooking and tasting.
- Educational components, activities, or interventions should be multifaceted, and so in addition to the required activity above, programs must include at least one additional component, such as (**but not limited to**): nutrition education/counseling, cooking classes, tastings, support for chronic disease management or prevention, physical fitness and gardening.

We have a strong preference for programs that integrate multiple components. The Food Project may be able to provide support in the form of youth-led workshops regarding healthy eating choices and the food system, though availability will be limited. Please contact us to discuss this potential resource if you are interested in including it in your proposal.

- The distribution of Farm Farm Fresh Coupons must take place within the months of July and August, in order to ensure a wide selection of fresh, local produce to program participants as well as sufficient time to assess changes in shopping and eating habits.
- You must be willing to administer pre- and post-program surveys, as designed by The Food Project, as close to the start and end of the program as possible. The pre-program survey must be administered prior to the distribution of the coupons, and the post-program survey at least 6 weeks following the first distribution. You must work with us to organize a post-program focus group or participant interviews, if requested.

In addition to ensuring that partner programs meet the criteria above, The Food Project will select partners based on our confidence that the partnership will help us to meet the goals of the Farm Fresh Coupon Program, as stated above.

Proposal Format

The proposal must be no more than three pages. The first two pages should include:

- The organization's name and address and the name, title, email address and phone number of the contact person for the proposal.
- A brief overview of your organization, its mission, the services it provides, and the link between your organization and the goals of this program that will partner with the Farm Fresh Coupon Program.
- A description of the program, the activities that it includes, a description of its target participants and the number of participants that it will reach, the total value of coupons that are being requested, and the intended outcomes of the program.
- A description of how and when the coupons will be distributed, the amounts that will be made available to each participant, and the way in which you propose to use them. The coupons will be issued in \$2.50 denominations. Please demonstrate that the program activities adhere to the criteria above.

The final page should consist of:

- A brief program timeline, including start and end dates, the number of sessions or activities, when coupons would be distributed, when pre- and post- program evaluation could take place, and any other significant steps or milestones.

Submission Deadline and Details, Project Timeline and Agreement

Proposals are due by 5:00 PM on Friday, May 20th, 2011. Submissions must be made via email, in either Word or PDF format. Email submissions should be sent to mgitlen@thefoodproject.org.

We are happy to discuss programmatic ideas and provide feedback and input prior to the submission of your proposal. Please contact the program coordinator, Max Gitlen, at mgitlen@thefoodproject.org or (781) 259-8621 x31 for support.

The Food Project will select program partners no later than June 7, 2011. We may contact applicants to discuss clarifications or suggested changes to their proposed programs in the weeks following proposal submission. Farm Fresh Coupons will be made available to selected partners during the month of June, for distribution in July.