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COMPLETE

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Q1 Name of your organization.

Feeding America Riverside and San Bernardino Counties

Q2 Grant #

20924

Q3 Grant Period

November 1, 2016 to October 31, 2017

Q4 Location of your organization

City	Riverside
State	CA

Q5 Name and Title of person completing evaluation.

Vanesa Rangel-Mercado

Q6 Phone Number:

951-359-4757

Q7 Email address.

vmercado@feedingamericaie.org

Page 2: Key Outcomes and Results

Q8 Total number of clients served through this grant funding:

9,200

Q9 Describe the project's key outcomes and results based on the goals and objectives. Use the following format: State the Goal: State Objective 1: Describe the Activities, Results and Outcomes for Objective 1: State Objective 2 (if applicable): Describe the Activities, Results and Outcomes for Objective 2: State Objective 3 (if applicable): Describe the Activities, Results and Outcomes for Objective 3:

Goal: To improve the health and nutrition of low-income children and their families residing in Riverside and San Bernardino counties.

Objective I: To deliver Kids Produce Market once a month at nine schools and provide 12 pounds of fresh produce to benefit 7,300 low-income students and their families.

Activity 1: Acquire, store and transport food to Kids Produce Market sites on identified dates and times once a month.

Activity 2: Promote Kids Produce Market distributions to families whose children attend the Kids Produce Market schools.

Activity 3: Recruit and manage volunteers to assist on distribution days; often volunteers are family members of students and/or school staff. An average of 10 volunteers are enlisted for each distribution day.

Activity 4: Increase the amount of fresh food donations by 5% to better serve program participants and ensure availability of produce on Kids Produce Market distribution days. Accomplished by conducting outreach to add two local farmers and 10 local food donors to contribute locally grown food to the Kids Produce Market program.

Outcomes: Nutrition and health of 7,300 low-income children is improved as well as their families or an estimated additional 21,000 low-income people; families' ability to stretch their food budget and afford other necessities is improved; and families' connection to their child's school and their community is increased.

Objective II: Improve the utilization of fresh produce by program participants so 100% of participating families have knowledge and skills to prepare and enjoy produce obtained through Kids Produce Market.

Activity 1: Conduct outreach to 10 local chefs and nutrition experts to volunteer on Kids Produce Market days and demonstrate cooking techniques and recipes, especially for less well known produce.

Activity 2: Increase the number of cooking and nutrition presentations for participants to have one presentation at least every three months.

Outcome: Families often lack the knowledge and skills to utilize the produce available at the Kids Produce Market; by demonstrating how to prepare and cook the produce, the families' ability to use and enjoy the produce will be increased as will their nutrition and variety of their diet.

The generous award of \$40,000 by the Gimbel Foundation allowed FARSB to provide Kids Produce Market at three low-income elementary schools in Riverside: Jackson, 95% Free and Reduced Lunch Rate, 785 students served; Liberty, 96% Free and Reduced Lunch Rate, 799 students served; and Highgrove, 96% Free and Reduced Rate, 718 students served. Using an average of three additional family members benefiting from the program, a total of 9,200 low-income residents received fresh food and healthy snacks during the 2016-2017 school year. At all three schools a total of 132,471 pounds of food was distributed, meaning each student received 56 pounds of produce and healthy snacks.

All three sites partnered with the Nutrition Education and Obesity Prevention (NEOP) program that provides nutritional education and taste samples during Kids Produce Market distributions. The NEOP team really pumps up the kids - they get into character and dress up like a fruit or veggie, give out nutritional education, pass out fruit and veggie samples, while playing upbeat music. NEOP makes it a very fun event as well as educational.

A survey was administered at one Kids Produce Market site in 2016 which demonstrated that the program: 1) increased the family's access to fresh food; 2) increased the likelihood the students tried new produce; and 3) helped the family's have more fresh food to eat. Some comments received in the surveys: "My child feels like he is contributing to the family when he gets to go "grocery shopping" (at Kids Produce Market) he is very proud to bring home some groceries for the family" "The program is helpful because feeding my children healthy food is expensive. Cheap food is cheap but not healthy!" and "My kids get excited to cook the food they bring home!" Please note, FARSB does not currently have the funding to fully evaluate all participant's in the Kids Produce Market program and did not have staffing to administer a survey in 2017.

Q10 Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

1. An ongoing challenge for Kids Produce Market is obtaining enough fresh produce to meet demand.
 2. Another challenge has been to recruit and organize cooking demonstrations at Kids Produce Market sites. The logistics of setting up a mobile kitchen, the cost, and recruiting volunteers with the skills and time is very difficult. Current staff limitations mean there isn't much time to dedicate to this effort.
 3. Funding for Kids Produce Market has been reduced for the 2017-2018 school year. FARSB is working diligently to acquire new funding partners for the program but we are not able to add staff at this time.
 4. Many schools contact FARSB to add Kids Produce Market at their site, and there are many schools that have the required 85% or higher Free and Reduced Rate. However, until FARSB has sufficient staff and produce, we are unable to expand the program at this time.
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Q11 How did you overcome and/or address the challenges and obstacles?

1. FARSB has hired staff to increase our local, regional, and national food donors, including fresh produce. FARSB is one of the few food banks nationwide that does not purchase produce due to the many agricultural areas in California. However, in order to meet demand, FARSB is working to obtain enough funds to allow us to purchase produce and increase the amount distributed at Kids Produce Market and our other programs and partners.
 2. FARSB will reach out to our community partners to continue to attempt to recruit consistent volunteers to provide cooking demonstrations at Kids Produce Market sites.
 3. FARSB has added Sprouts as a new supporter for this school year; they are supporting one Kids Produce Market site. FARSB will continue to submit grants and request individual donors fund this vital program.
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Q12 Describe any unintended positive outcomes as a result of the efforts supported by this grant.

One outcome of the Kids Produce Market that is not part of the main goal is increased connection to the school. By providing the program on site at the children's school, the school is part of the community. School staff and family members often volunteer for the program, providing the positive benefits that volunteering brings, allowing family members to meet school staff and teachers, and creating a friendly, welcoming atmosphere for the students and family members.

Many studies have shown that parent involvement in the children's school improves the child's academic success. Kids Produce Market provides an avenue for this.

Q13 Briefly describe the impact this grant has had on the organization and community served.

Thanks to the generous support of the Gimbel Foundation, FARSB was able to provide Kids Produce Market at three elementary schools, helping 2,300 low-income students and an additional estimated 6,900 family members obtain fresh food and healthy snacks. At these three sites, a total of 132,471 pounds of food was distributed during the 2016-2017 school year.

Without your wonderful gift, FARSB would not have been able to deliver the program at these three high need schools, thank you!

Q14 Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

The Gimbel award offset staff time to coordinate the program as well as staff to transport food to the Kids Produce Market sites; partial staff time and benefits totaling \$31,368. The remainder of the award offset costs for materials to promote the program, \$812; mileage for staff to travel to sites to oversee distributions and manage volunteers, \$929; and partial costs for fuel and maintenance for FARSB trucks to deliver food to the three sites, \$6,891, for a total of \$40,000. Additional detail follows:

Personnel: Kids Produce Market Program Coordinator: Assists in acquiring food donations for the program, schedules transportation of food to all 9 program sites, recruits and manages volunteers both for those that assist at sites and those that provide information, works with schools to promote the program and address any questions or concerns, and oversees distribution at all 9 sites. Full-time, 40 hours a week, at \$12.63 an hour. Note: Although the program is delivered during the school year, food acquisition, coordination with sites, and community outreach to partners occurs year-round.

Driver : Assists in loading food donations for distribution days for all 9 sites, unloads the food at each location, and picks up food donations from regular donors . Maintain appropriate license. \$12.94 an hour X 20 hours a week for this program. This is a full time position..

Supplies and Copies: Cost to create and copy flyers promoting the program to post and distribute at school sites. Also miscellaneous office supplies and warehouse supplies required to deliver the program.

Mileage : Staff travel to each site every month, average of 163 miles each month X 10 months for program delivery, 1,630 miles annually . FARSB mileage is .57 a mile.

Transportation: Includes fuel and maintenance for the FARSB truck used to acquire donations and deliver food to program sites. Donations are picked up at least 6 times a month from various locations and delivery is to all 9 sites once a month for 10 months (program period) . Costs average \$1,000 a month.

The entire award has been expended in full - thank you!

Page 4: Success Stories

Q15 Please relate a success story:

A survey was administered at one Kids Produce Market site in 2016 which demonstrated that the program: 1) increased the family's access to fresh food; 2) increased the likelihood the students tried new produce; and 3) helped the family's have more fresh food to eat. Some comments received in the surveys: "My child feels like he is contributing to the family when he gets to go "grocery shopping" (at Kids Produce Market) he is very proud to bring home some groceries for the family"

Q16 Please relate a success story here:

Another comment received in the survey: "The program is helpful because feeding my children healthy food is expensive. Cheap food is cheap but not healthy!"

Q17 Please relate a success story here:

Comment received via the survey: "My kids get excited to cook the food they bring home!"

Page 5: Organizational Information

Q18 Which category best describes the organization.
Please choose only one.

Basic Needs Support

S.L. Gimbel Foundation Fund

Q19 What is the organization's primary program area of interest?

Food Bank

Q20 Percentage of clients served through grant in each ethnic group category. Total must equal 100%

Unknown

100

Q21 Approximate percentage of clients served from grant funds in each age category.

Children ages 06-12 years of age **100**

Q22 Approximate percentage of clients served with disabilities from grant funds.

Respondent skipped this question

Q23 Approximate percentage of clients served in each economic group.

At/Below Poverty Level

100

Q24 Approximate percentage of clients served from grant funds in each population category.

Students

100