



S.L. Gimbel Foundation Fund Holiday Food Program Grant Application

Internal Use Only:
Grant:

Organization / Agency Information

Organization/Agency Name: HIDDEN HARVEST		
Physical Address: 85711 Peter Rabbit Lane, Coachella, CA 92236		City/State/Zip
Mailing Address: P.O. Box 266, Coachella, CA 92236		City/State/Zip
CEO or Director: Christy Porter, Executive Director		Title:
Phone: 760-398-8183	Fax:	Email: Sandra@hiddenharvest.org
Contact Person: Sandra Carroll, Assistant Director		Title:
Phone: 760-567-7752	Fax:	Email: Sandra@hiddenharvest.org
Web Site Address: www.hiddenharvest.org		Tax ID: 33-0821743

Program / Grant Information

Program/Project Name: Free, Fresh Produce for Low-Income Seniors			Amount of Grant Requested: \$10,000
Total Organization Budget: \$378,010	Per 990, Percentage of Program Service Expenses (Column B/ Column A x 100): 93%	Per 990, Percentage of Management & General Expenses Only (Column C/ Column A x 100): 6.4%	Per 990, Percentage of Management & General Expenses and Fundraising (Column C+D / Column A x 100): 6.95%
Purpose of Grant Request (one sentence): To purchase produce to supply our Senior Markets to fill in the gaps that occur with our locally harvested and gleaned produce.			
Gimbel Holiday Grants Received: List Year(s) and Award Amount(s) \$10,000 - 2015			

Signatures

Board President / Chair: (Print name and Title)	Signature:	Date:
SARAH SIMONDS Board President	<i>Sarah Simonds</i>	11-6-19
Executive Director/President: (Print name and Title)	Signature:	Date:
CHRISTY PORTER, EXEC. DIRECTOR	<i>Christy Porter</i>	11-6-19

I. Organization/Agency Background:

Hidden Harvest was founded in 2001 with the mission *to reduce hunger and improve health in Coachella Valley by rescuing fresh local produce and delivering it to those in need*, and HH has gleaned **millions of pounds** of healthy produce, that would otherwise have gone to waste, and given it away, always for free to **more than 55,000 low income seniors and families each year **** in the 20 years since.

We provide direct services through Hidden Harvest's own low income Senior Markets - held at the same times and places each month, where Hidden Harvest staff and volunteers set up farmers market style carts of locally harvested fruits and vegetables. The Senior Markets are held in low income senior housing complexes (designated Section 8) and at senior centers in low income neighborhoods. All the “shoppers” are able to choose from the displays of fresh produce what they want in the quantity they want.

HH’s fresh and healthy produce is also distributed to **more than 55,000 low income families each year** (as reported by the agencies) through the local emergency food system that includes more than 80 agencies ranging from small church pantries via FIND Food Bank, our local Feeding America affiliate. Our produce is always free to all agencies large or small.

We accomplish all this with a small staff of just **4 employees (3 FT and 1 PT)**, along with a corps of over **100 hard-working volunteers** who do the dirty work of sorting and packing as well as helping with the actual distribution at the Senior Markets.

***Please note that the number of people served is calculated on a monthly basis, so 55,000 is an approximate number for the total served in a year. It would not be accurate to multiply the monthly data by twelve because all of our senior clients and many of the other agency clients would be duplicated. HH volunteers count the number of people attending each and every Senior Market event.*

II. Project Information:

Hidden Harvest has been providing free, fresh produce through our **Senior Markets** project since 2009. These markets are held at the same times and places each month, where Hidden Harvest staff and volunteers set up farmers market style carts of locally harvested fruits and vegetables. We’ve chosen nine locations across **Coachella Valley**, that **we visit twice a month**, in **low income senior housing complexes (designated Section 8)**, and **senior centers in low income neighborhoods**. All the “shoppers” are able to choose from the displays of fresh produce what they want in the quantity they want – often as many as 8-10 fresh items. Each senior shopper goes home with more than 10 pounds of fresh fruits and vegetables each month.

According to the **HARC Inc. 2016 survey**: Approximately 5.7% of Coachella Valley seniors are food insecure, meaning that they have cut the size of their meals or had to skip meals in the past year due to a lack of money to pay for food. This equates to roughly 7,320 adults who have struggled to feed themselves. Approximately 4.8% of local seniors (6,110+ people) received food from a food pantry or other emergency food assistance program.

The senior “shoppers” at our markets are qualified based on either their qualification to live in the Section 8 apartment complex, or that they live in the low-income community near the senior center where we have a market location. We count the number of attendees at every market with the **monthly average being 1,500 seniors**.

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III. Project Budget

Please provide a detailed line-item budget for your project by completing the budget form below. **The maximum requested amount is \$15,000** or 25% of your operating budget, whichever is less. You can request for less than \$15,000. You may delineate your line items requests per examples below:

- 85% of total request for the purchase of food items only. (Ex. Total request of \$15,000; 85% is \$12,750 for food)
- 15% of total request for female hygiene products and/or diapers. (Ex. Total request of \$15,000; 15% is \$2,250 for diapers and female hygiene products)
- 100% of total request for the purchase of food items
- Canned tuna will not be funded.

Food items must be delineated (i.e. canned vegetables, soup, pasta, dried beans, rice, etc.). For each food item, indicate the cost per unit (pound, carton, case, etc.) and the quantity. See attached example.

Line Item	Line Item Description	Requested Amount
<i>Fresh fruits and vegetables Please see attached list.</i>	To be purchased as needed to fill gaps in gleaned produce items. Items needed will depend on what is available in the marketplace and the best prices.	
	Using USDA data, based on the top 14 fruit and vegetable items available for our senior markets, the <u>average</u> per pound retail price is \$1.27	
	7,875 pounds of various fruit and vegetable items @ approx. \$1.27 /lb	\$10,000
TOTAL:		\$10,000

IV. Administrative Expenses Percentage

This section calculates how much the organization spent for general management, overhead, indirect items as a percentage of the organization's total expenses. The figures are based on your most current **990 form** that you submitted, **Part IX Statement of Functional Expenses**.

Management & general expenses (Column C only)	/Total expenses (Column A)	= Administrative Percentage
63,119	980,713	6.4%

ITEM	AVG COST / LB	
apples	\$ 1.62	
bananas	\$ 0.55	
oranges	\$ 1.10	
watermelon	\$ 0.32	
broccoli	\$ 1.92	
brussels sprouts	\$ 2.96	
cabbage	\$ 0.62	
carrots	\$ 0.90	
cauliflower	\$ 1.42	
celery	\$ 1.09	
onions	\$ 1.05	
potatoes	\$ 0.60	
green beans	\$ 2.13	
romaine	\$ 1.50	
	\$ 17.78	
average for all	\$ 1.27	
Source: USDA Economic Research Service - updated 7/11/2018		



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248462390
Aug. 18, 2011 LTR 4168C E0
33-0821743 000000 00
00013182
BODC: TE

HIDDEN HARVEST CORPORATION
% CHRISTY PORTER
PO BOX 266
COACHELLA CA 92236-0266



034069

Employer Identification Number: 33-0821743
Person to Contact: MR. PATTERSON
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Aug. 09, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in APRIL 1999.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0248462390
Aug. 18, 2011 LTR 4168C E0
33-0821743 000000 00
00013183

HIDDEN HARVEST CORPORATION
% CHRISTY PORTER
PO BOX 266
COACHELLA CA 92236-0266

If you have any questions, please call us at the telephone number
shown in the heading of this letter.

Sincerely yours,



S. A. Martin, Operations Manager
Accounts Management Operations

**Hidden Harvest
Board of Directors**

President

Sally Simonds
Director, COD Foundation
Director, Family YMCA of the Desert
Indian Wells, CA

Vice President, Treasurer

John W. Mitchell
CEO Treat America Food Services, Retired
Palm Desert, CA

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Reomer & Harnik, LLP, CV Strategies, Inc.,
Director, Sunrise Bank of San Diego
Indian Wells, CA

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Indian Wells, CA

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Exec. V.P., Green Bay Packaging, Retired
Managing Director, DBBB Partners
Indian Wells, CA

Dan Kirby
Retired
Indian Wells, CA

Mark Nickerson
Managing Partner, Prime Time International
Palm Desert, CA

Dee Brown
President, Friends of Hidden Harvest

Executive Director

Christy Porter

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	96,584.	84,994.	11,590.	0.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0.	0.	0.	0.
7 Other salaries and wages	105,338.	92,779.	12,559.	
8 Pension plan accruals and contributions (include section 401(k) and 403(o) employer contributions)				
9 Other employee benefits	28,482.	21,672.	6,810.	
10 Payroll taxes	16,098.	14,528.	1,570.	
11 Fees for services (non-employees)				
a Management				
b Legal				
c Accounting	5,400.		5,400.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	11,460.	4,391.	4,266.	2,803.
12 Advertising and promotion				
13 Office expenses	447.		447.	
14 Information technology				
15 Royalties				
16 Occupancy				
17 Travel	22,800.	22,800.		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,663.		1,663.	
20 Interest	1,797.	67.	1,730.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	11,702.	5,851.	5,851.	
23 Insurance	4,267.	1,707.	2,560.	
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a <u>DONATED PRODUCE DISTRIBUTIONS</u>	627,160.	627,160.		
b <u>UTILITIES</u>	15,120.	13,918.	1,202.	
c <u>TELEPHONE</u>	9,088.	7,351.	1,737.	
d <u>REPAIRS/MAINTENANCE</u>	9,048.	8,680.	368.	
e All other expenses	14,259.	6,653.	5,366.	2,240.
25 Total functional expenses. Add lines 1 through 24e	980,713.	912,551.	63,119.	5,043.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720).		93%	6.4%	

6.7%

Hidden Harvest	FY '20 BUDGET
INCOME	
Board	50,000
General Public / Direct Mail	108,000
Friends of HH (membership)	30,000
Friends of HH (misc. donations)	2,500
Fundraiser / Events	60,000
Grants	127,500
Savings Interest	10
TOTAL Income	378,010
EXPENSES	
Cost of Produce	
Harvest Labor	4,000
Wages-Warehouse	175,000
Field Meals	1,000
Payroll Taxes	14,000
Workers Comp.	4,860
Employee Benefits	16,500
Supplies	1,500
Uniforms	500
Equipment Rental	1,000
Cooler Repair	2,000
Warehouse R&M	8,000
Equipment - New	-
Utilities - Warehouse	12,000
Phones	7,500
Liab. & Prop. Insurance	1,900
Produce Acquisitions	3,500
Vehicles	32,428
Insurance	3,500
Fuel & Oil	10,000
Repairs & Maint.	5,000
Registration	2,400
Leases/Auto Loan	6,216
Mileage	3,500
Interest - Auto Loan	1,812
Cost of Produce Sub Totals	285,688
Fundraising / PR / Promotion	30,000

Admin.	22,355
Bank Fees	500
Office Equip.	500
Licenses	235
D & O	3,000
Office Supplies	1,500
Postage & Shipping	1,500
Printing	1,500
Prof. Fees - Accounting/ Tax Prep	6,400
Legal	-
Graphic Design	1,000
Other Prof. Fees	-
Utilities Office - Elect.	1,200
Phone / Internet	2,000
Continuing Edu.	-
Dues / Memberships	300
Staff Appreciation	1,000
Meeting Expenses	1,000
Property Taxes	720
Payroll - Admin. Office Staff	
Wages	28,800
Worker's Comp.	1,500
Payroll Service	3,000
Payroll Taxes	2,000
Employee Benefits	2,000
Payroll Sub Total	37,300
TOTAL EXPENSES	375,343
SURPLUS / DEFICIT	2,667

2015 S.L. Gimbel Final Evaluation Report Hidden Harvest

1. **Organization Name:** Hidden Harvest
2. **Grant #** 20150981
3. **Grant Period:** January 1, 2016 – June 30, 2016
4. **Location of Services** – Coachella Valley – all cities
5. **Name and Title of person completing evaluation:**

Sandra Carroll, Assistant Director
6. **Phone numbers:** 760-398-8183 – HH Office, 760-567-7752 – Cell
7. Sandra@hiddenharvest.org
8. **Total number of clients served:** **Approx. 55,000** *Please note that this number includes the 1,500 low income seniors served by our direct distribution at the Senior Market events and the data from all the agencies that receive HH produce who report on how many people per month are served.*
9. **Key Outcomes:**
 1. HH continues to provide a steady, reliable supply (104,000 pounds in this grant period) of local, fresh and healthy fruits and vegetables to our low income seniors and family "customers". HH also delivered another 250,000 pounds in this grant period, of produce to our local Feeding America affiliate, FIND Food Bank for further distribution to over 80 agencies that serve at-need populations across Coachella Valley.
 2. Healthier diets for our clients. We cannot go home with our clients to make sure they eat everything they take away from our markets, but we can only assume that most of our produce is consumed by them, therefore we are helping them to maintain a healthier diet. By showing up every two weeks at the same place and same time for the past four years we've developed friendships, relationships and a consistent source of healthy foods.
10. **Challenges:**

One of our biggest challenges is always the inconsistent supply of produce. There are many factors that affect the flow of donated produce, whether we pick it from the fields or it is donated from local packing houses - the market price for produce items, the weather and the quality of the crops – are just a few of those factors. Additionally, there are several months of no harvest when we must purchase the items to supply our markets. This unpredictability of supply keeps us ever vigilant in our efforts to find new sources of produce and those efforts have costs as well.

11. How did HH overcome challenges:

We feel that we have been nimble and ingenious in our efforts to keep the produce flowing and we have been successful for the past 16 years in gleaning and distributing more than 15 million pounds of produce to tens of thousands of food insecure families and seniors throughout Coachella Valley.

12. Unintended positive outcomes:

Our volunteers are on a first name basis with our Senior Market “customers” and know when someone is not well, even going to visit them at the hospital. This is personal care that many single seniors no longer have in their lives. Our twice - monthly markets provide an opportunity for the seniors to get out of their apartments and socialize, share recipes – even get a little exercise and fresh air. We don't just deliver produce; we bring community to our events.

13. Impact this grant has had on organization and community served:

The measurable impact is that hundreds of thousands of pounds of local produce that would otherwise be plowed under or thrown in the landfill, instead goes to the tables of more than 55,000 people throughout Coachella Valley every month. Our senior markets (165 per year) are held twice a month right in the communities where the low income seniors live, (section 8 apartments and senior centers in low income neighborhoods) so they are able to walk from their apartments, congregate with their neighbors and each person goes home with 10-15 pounds of fresh and free fruits and vegetables every month, providing options for healthier diets.

14. How funds were used to fulfill grant objectives

Most of our produce is donated to us by local farms and packing houses, but when there are gaps in the timing, quantity or variety of these donations, we will supplement with produce purchases. These purchases may be made directly with growers, local grocery stores and we occasionally have the opportunity to purchase

produce from wholesalers who have extra produce to sell. In this grant period we purchased 4,450 pounds of produce from various sources. USDA data (2016) shows that the average retail price for produce is \$2.50/Lb. We have paid less per pound and we have paid more, but we are committed to offering a reliable source for a minimum of 5 different fruits and vegetables at all of our Senior Markets, and will pay what we need to meet that commitment.

15. A success story:

Please see attached photos that best illustrate how our fresh produce markets are appreciated by the people we serve.
(included with original submission)

Q 16 – 24 – Demographics:

Hidden Harvest does not track or income-qualify individual clients, however, by placing our Senior Markets in Section 8 senior housing complexes and at senior centers located in low income communities, we know that **all the senior shoppers are living on low and fixed incomes**. Individuals who receive our produce through other community agencies are income-qualified through those agencies.

Demographic data for Coachella Valley, according to Coachella Valley Economic Partnership's 2014 report is as follows:

Hispanic	51%
White	41%
Asian,	
Pac. Island,	
Hawaiian	3.5%
Black	2.5%
Other	1.5%
American	
Indian	.5%
	100%

Because HH produce is distributed from one end of CV to the other, we believe that our clients generally reflect the demographics of the CVEP report.

**Hidden Harvest
2015 S.L. Gimbel**

Description	Grant funds spent
Various fresh fruits and vegetables – approx. 4,000 lb at the average price of \$2.50 per pound. (cost based on USDA data for fruits & vegetable retail costs 2014)	\$10,000
TOTAL:	\$10,000