

## Regional Funding

### Fiscal Year 2022 - Partner Funding Application

#### Virginia Community Food Connections

##### Agency Total Budget

*In the boxes below provide an overview of the administrative costs associated with your total agency budget.*

##### Expenses

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Salary	96,996.00	138,744.0 0	193,123.0 0	172,483.0 0	203,426.0 0	172,483.0 0
Benefits	0.00	0.00	0.00	0.00	0.00	0.00
Operating Expenses	212,392.0 0	237,727.0 0	262,315.0 0	40,729.00	305,901.0 0	40,729.00
Capital Expenses	0.00	0.00	0.00	0.00	0.00	0.00
Other Expenses	0.00	0.00	0.00	225,720.0 0	0.00	225,720.0 0
Total	309,388.0 0	376,471.0 0	455,438.0 0	438,932.0 0	509,327.0 0	438,932.0 0

##### Revenues

*Please include revenue associated with your entire organization. This section represents the TOTAL revenue your organization is receiving. The revenue associated with specific programs will be listed within your program budgets; this section represents total revenues. (For example if your organization requests funding for multiple programs the total amount requested from each locality or other entities goes within this section)*

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Caroline	9,861.00	9,861.00	10,000.00	2,465.00	15,000.00	15,000.00
Fredericksburg	0.00	0.00	15,000.00	0.00	25,000.00	20,000.00
King George	0.00	0.00	5,000.00	5,000.00	5,000.00	5,000.00
Spotsylvania	0.00	0.00	15,000.00	5,000.00	25,000.00	25,000.00
Stafford	0.00	0.00	5,000.00	9,457.00	5,000.00	5,000.00
United Way	0.00	0.00	0.00	0.00	0.00	0.00
Grants	175,318.0 0	221,548.0 0	258,248.0 0	232,713.0 0	266,039.0 0	217,932.0 0

	<b>FY 2018 Actual</b>	<b>FY 2019 Actual</b>	<b>FY 2020 Budgeted</b>	<b>FY 2020 Actual</b>	<b>FY 2021 Estimate</b>	<b>FY 2022 Budget</b>
Client Fees	0.00	0.00	0.00	0.00	0.00	0.00
Fundraising	775.00	2,500.00	10,000.00	15,572.00	20,000.00	30,000.00
Other (Click to itemize)	136,405.0 0	143,353.0 0	141,500.0 0	150,050.0 0	156,000.0 0	121,000.0 0
<b>Total</b>	<b>322,359.0 0</b>	<b>377,262.0 0</b>	<b>459,748.0 0</b>	<b>420,257.0 0</b>	<b>517,039.0 0</b>	<b>438,932.0 0</b>

### Surplus / Deficit

	<b>FY 2018 Actual</b>	<b>FY 2019 Actual</b>	<b>FY 2020 Budgeted</b>	<b>FY 2020 Actual</b>	<b>FY 2021 Estimate</b>	<b>FY 2022 Budget</b>
Surplus or Deficit	12,971.00	791.00	4,310.00	-18,675.00	7,712.00	0.00

# Virginia Community Food Connections

## Agency Budget Narrative

### Administrative Expenses

**Provide an overview of the administrative costs for your agency.**

The largest percent of administrative costs are for personnel. Following direction provided by the Financial Accounting Standards Board (FASB) for tracking functional expenses, VCFC uses primary responsibilities and job descriptions to determine if a position supports programs or is primarily administrative. Further, all time spent by any employee on fundraising is also tracked separately for reporting purposes. Currently, the Operations Manager performs administrative tasks, including bookkeeping, while other staffs' primary focus is on program implementation. During FY20, administration costs of \$54,452 were split between the Bookkeeper and the Operations Manager. Regarding "Other Expenses," approximately 80% of the \$40,730 in FY20 actual operational costs directly supported programs.

**If your agency is requesting an increase or decrease in administrative funding, please describe in detail the reasons for these changes.**

Costs associated with "Other Expenses" may shift as VCFC evaluates distribution programs and the continuation of offering credit card tokens at all markets. (Virginia Fresh Match (VFM) only requires the processing of SNAP EBT/P-EBT cards and the match incentives.) Though these changes, if implemented, may result in lower program expenses, VCFC still anticipates increased use of all Healthy Food Incentives. If program costs increase, it is expected that administrative expenses will also increase proportionately in support of expanding our programs and implementing new initiatives.

**Please provide justification for and specific amounts of administrative costs that are defrayed by locality funds.**

The FY22 budget is \$28,000 for WIC Health Food Incentives, which was formally the Produce Packs and Nutrition Education program. Overhead costs, including administration, is 20% of the total program budget. This \$5,600 is divided between \$4,600 in personnel costs and the balance remaining of \$1,000 for printed material. The remaining amount of \$22,400 would provide healthy fresh produce at local farmers markets to WIC families for free.

### Capital Expenses

**Please provide an overview of the capital costs for your agency.**

VCFC's workforce works remotely and there are no current capital costs.

**Please provide justification for and specific amounts of capital costs that are defrayed by locality funds.**

N/A

### Salary & Benefit Expenses

**Please provide an overview of any increases or decreases in general personnel expenses for your agency.**

VCFC is currently completing evaluations of all job descriptions to better align employees' strengths with tasks and deliverables. Once job descriptions are completed, the Board will also evaluate compensation reviews for each position. Current funding levels are maintained in the budget for FY22; however, adjustments may take place.

**Please provide a description of any changes to agency benefits structure or cost.**

VCFC does not currently offer agency benefits to employees.

## **Budget Issues**

**Provide any legislative initiatives or issues that may impact the agency for the upcoming year.**

Several issues may impact VCFC: (1) The new Virginia Food Access Investment Fund (VFAIF) supports innovative projects that address food access in underserved communities and could be a resource for funding some VCFC programs, including a mobile market in the future. (2) As a VFM partner, VCFC receives Virginia's USDA Food Insecurity Nutrition Incentive (FINI) funding. During FY20, VCFC was reimbursed \$80,525 through this grant. 2021 is the final year of this grant; however, a one-year extension is requested. To ensure funding for VFM incentives remains available, state level organizations are working to secure funding through Virginia's appropriations process. (3) The newly released, Virginia Roadmap to End Hunger recommends establishing local hunger action coalitions across Virginia, and Fredericksburg Food Access Forum is well positioned take on this role for PD16. (4) Finally, federal changes to SNAP and WIC benefits may impact the incentives that VCFC provides.

**If you are aware of "outside" funding sources that will expire or be reduced on a set cycle or date, please note those below and how you are planning for them.**

VCFC is completing the final year of a continuation grant with Potomac Health Foundation (PHF) that provides up to \$58,504 each year to be spent on programs in Prince William County. However, during FY21, PHF has unrestricted all funding due to COVID impacts. VCFC is applying for Community Partner funding with Prince William County.

**Please detail any identified agency needs or areas of concern that are currently not being addressed in your funding request.**

Projected income for administrative expenses does not allow for conducting a financial audit during FY22. While VCFC was in the initial startup phase of a nonprofit's lifecycle, a financial audit was not as critical. However, VCFC is conducting a systematic review to examine the cost to benefit ratios of programs, of which analyzing financial systems will be a crucial consideration. If additional funding is acquired above what is needed for programs and allows for auditing costs, VCFC would be better positioned for growth. Based on quotes obtained during FY20, the cost for a first-time audit is \$14,000. Additionally, VCFC has identified the need to distribute food out into the community. One possible answer is a mobile market, which would require a cold storage facility. VCFC will be developing a plan over the coming year but this initiative is not included in this funding request.

# Virginia Community Food Connections

## Locality Information

### Locality Notes

*Please use the spaces below to provide any locality specific notes or statements that may be relevant to your application.*

#### **Caroline County**

For FY22, VCFC requests \$10K to support the VFM Program and \$5K in funding to support WIC HFI. Caroline now has 13.8 % food insecurity and child food insecurity of 21.5% (CHIR July 2020). In August, there were 3,749 individuals on SNAP, up 15% from 2019, and a 63% increase in monthly SNAP issuance (\$642K). October WIC cases total 499. VFM has operated for 3 ½ seasons at Rt. 639 and Bowling Green Farmers Markets. Program usage is up 33% in SNAP/VFM distributions and 61% in new SNAP customers. Stronger markets, rising food insecurity and more SNAP EBT and P-EBT funds available contributed to VFM program success. In FY22, VCFC will build program awareness through Caroline schools, senior communities, and supporting outreach with the Caroline Resource Council (including DSS, VDH, VCE, and other partners). In FY22, VCFC will also offer WIC HFI to provide WIC families with free produce, introducing them to local vegetables and farmers market shopping.

#### **City of Fredericksburg**

For FY22, VCFC requests \$15K to support the VFM Program and \$5K to support WIC HFI, \$5k less than last year. Fredericksburg has the area's highest food insecurity rate at 17.9% and child food insecurity is 23.2% (CHIR July 2020). In August, there were 4,425 individuals on SNAP, up 16% from 2019, and a 64% increase in monthly SNAP issuance (\$764K). October WIC cases total 1,086. Fredericksburg Farmers Market (FXFM) is the second largest SNAP market in PD16. Due to COVID, FXFM opened 4 weeks late, health safety guidelines required low customer counts, and the Stay-Home Order all limited customer attendance early in the season. Despite this, SNAP/VFM distributions increased 5% through June and have gained momentum in the months since. FXFM has been a successful distribution point for earlier WIC Produce Pack and for WIC HFI this season. In 2020, with market management's approval and support, VCFC centralized food access programs under a separate token booth.

#### **King George County**

For FY22, VCFC requests \$5,000 in funding to support the VFM Program with no increase. King George has a 12.7% food insecurity rate, up from 6.8% in 2018, and child food insecurity of 20.6% (CHIR July 2020). In August, there were 2,088 individuals on SNAP, up 14% from 2019, and a 62% increase in monthly SNAP issuance (\$359K). October WIC cases total 336. At King George Farmers Market (KGFM) SNAP/VFM distributions increased by 20% this season, providing many new and returning KG shoppers with access to affordable local foods. KGFM is a longtime partner, participating in food access programs that serve the community and position KGFM as a healthy food resource for KG citizens. In FY22, VCFC plans to offer WIC HFI at KGFM for the first time, providing free produce to young families that need assistance but might not qualify for SNAP. VCFC will continue to partner with DSS, VDH, school nutrition, area churches, KGFM leaders and others to increase program usage throughout the county.

#### **Spotsylvania County**

For FY22, VCFC is requesting \$15K for the VFM Program and \$10K in funding for WIC HFI with no increase. Spotsylvania has 13.4 % food insecurity, up from 7.5% in 2018, and a child food insecurity rate of 21.1% (CHIR July 2020). In August, there were 10,900 individuals on SNAP, up 15% from 2019, and a 63% increase in monthly SNAP issuance (\$1,864,427). October WIC cases total 1,594. Spotsylvania Farmers Market (SCFM) is the strongest SNAP market in the region, and a leader in the state. Although Wednesday market program results declined slightly (opening delayed 4 weeks, half the usual vendors and customers) SNAP/VFM distributions at Gordon Road skyrocketed, up 55% with strong usage of P-EBT and WIC HFIs providing free vegetables to young families. In FY22, VCFC will introduce the Community Champions initiative to engage new outreach partners and focus on long-standing partnerships with DSS, WIC, schools and others to build VFM and WIC HFI program usage.

### **Stafford County**

For FY22, there is no increase, and VCFC requests \$4,000 to support the VFM Program and \$1,000 for WIC HFI for Stafford residents. Stafford has 11.1% food insecurity, the lowest in the region but this has doubled since 2018 (5.6%). In August, there were 9,659 individuals on SNAP, up 18% from 2019, and a 65% increase in monthly SNAP issuance (\$1,632,395). October WIC cases total 1,535. VCFC does not operate the VFM program in Stafford despite repeated efforts to work with a market partner, but Stafford residents use and get value from the programs at FXBG, SCFM, and KGFM, representing 5-10% of total program clients. Stafford provided VCFC with nonprofit CARES support; DSS supports outreach efforts including VCFC's new Landing Page, so their clients can benefit from using VFM and WIC HFIs to get healthy produce. To align with regional efforts and increase collaborative impact, Stafford school counselors and food access organizations participate in Fredericksburg Food Access Forum.

# Virginia Community Food Connections

## Agency Information

### General Information

<b>Agency Name</b>	Virginia Community Food Connections
<b>Physical Address</b>	PO Box 7664, Fredericksburg, VA, 22404, US
<b>Mailing Address</b>	PO Box 7664, Fredericksburg VA 22404
<b>Agency Phone Number</b>	(540) 940-7914
<b>Federal Tax ID #</b>	811346510
<b>Web Address</b>	viriniacfc.org
<b>Agency Email Address</b>	elizabethborst@viriniacfc.org

### Agency Mission Statement

Virginia Community Food Connections (VCFC) mission is “to create healthy, food-secure communities and strong, equitable regional food systems by ensuring fresh and local produce is accessible and affordable for all.” VCFC addresses food insecurity across Planning District 16 (PD16) with programs, partnerships, and advocacy that improves access to nutritious food. VCFC offers Healthy Food Incentives (HFI) at farmers markets to advance better health outcomes among low-income families by making fruits and vegetables more affordable. These incentives keep benefits local, building income for farmers and improving the local economy. Virginia Fresh Match (VFM) incentives are available to SNAP customers at participating markets and provide up to \$50 in free produce weekly. WIC families receive HFIs for up to \$20 a week in free produce. VCFC is exploring ways to use farmers markets to reach other vulnerable residents by adding new incentives through our existing infrastructure. In addition, VCFC facilitates connections between regional food access organizations, and supports farmers through sale of produce to partner organizations. Prior to the pandemic, 9.6% of the region’s households were food insecure. Mary Washington Hospital’s Community Health Information Resource website (CHIR) shows that as of August 2020, food insecurity rates now average 13.8% with rates for children even higher (average 20.7%) and both are increasing in all PD16 jurisdictions. CHIR identifies food insecurity as “an economic and social indicator of the health of the community,” and predicts that “one impact of COVID will be reversing the progress made during the past decade to address food insecurity.” Food insecurity disproportionately affects children, seniors, black and Hispanic households, and low-income households, exacerbating health disparities. Through all programs, VCFC addresses these regional issues by connecting local food from local farms to meet local need.

<b>Number of Years in Operation</b>	11
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### Main Contact

<b>Main Contact</b>	Elizabeth L Borst, phone: (540) 940-7829, email: BethAustin@viriniacfc.org
<b>Job Title</b>	Nutrition Incentive Coordinator

## Localities Served

*Please select any/all localities your agency serves.*

- |                |                                     |
|----------------|-------------------------------------|
| Caroline       | <input checked="" type="checkbox"/> |
| Fredericksburg | <input checked="" type="checkbox"/> |
| King George    | <input checked="" type="checkbox"/> |
| Spotsylvania   | <input checked="" type="checkbox"/> |
| Stafford       | <input checked="" type="checkbox"/> |

## Collaborative Impact

**Describe in detail how the community would be impacted if your agency were dissolved or merged with another partner agency.**

VCFC uniquely focusses on connecting the most vulnerable members of our community with high-quality, nutritious fruits and vegetables from local farmers, making healthy food more affordable, and access more equitable. VCFC's programs create long term behavior change, introducing thousands of new customers to area farmers markets, empowering them to make healthy choices, and showing them the benefits of buying and eating local fruits and vegetables. Farmers markets help combat social isolation, and are places where families receive food education from producers, market staff, and other shoppers. During the pandemic, farmers markets provide a safe place to shop outdoors, and a vital access point for fresh food for the community. Many vulnerable residents throughout the region depend on VCFC programs to be able to choose and afford nutritious local foods, especially the healthy fruits and vegetables needed to thrive. Without VCFC programs, SNAP beneficiaries, WIC families and other vulnerable PD16 residents would be unable to use their benefits at markets, and farmers would miss out on the significant additional income these purchases provide. VCFC also serves a vital role in connecting local community organizations working on food access, to increase collaborative impact across the region.

## Community Impact

*Please provide at least 2 examples of how your services have impacted members of our community.*

### Example 1



Currently, 40% of all SNAP sales and VFM incentives across Virginia are contributed by VCFC, demonstrating our impact. Client interviews during the current market season confirm that the increased SNAP match has increased access to affordable fresh food, keeping healthy food on the tables of families in need, with a positive impact on participant health and food security. The \$50 per week match adds up to as much as \$200-\$250 per month and can buy a large amount of fresh produce. Our shoppers tell their stories, highlighting the program's impact on community members:

Dominique shops regularly at Spotsylvania Farmers Market. "I come from a farming family and understand the challenges farmers face today. It's important for my family to get to know the people that grow their food. My children are picky eaters but once they started choosing their own fruits and vegetables, they've become open to trying new things. I was diagnosed with breast cancer and after chemotherapy ended in April, I was finally able to return to the market. Now that I am feeling better, I feel more confident that I can continue to eat well and cook the dishes my family loves using vegetables from the market."

Unable to afford daycare, Spotsylvania customer Olufunke opted to keep her kids safe at home when COVID closed schools. "Eating healthy is extremely important to my family because it helps fight against the virus by building the immune system. I am very thankful to VCFC and your funders because I can provide fresh fruits, vegetables, and meat to my children."

For another shopper, the need is more basic. Like many, Sara lost her job due to COVID. "As a single mother with no income, if they didn't do this and supply the match, we'd go hungry. We moved in with my mom and that takes care of housing, but I am still responsible for providing all the essentials for myself and my children. It helps so much. Without WIC, SNAP and the match, I would not have been able to make ends meet.

## **Example 2**

While WIC HFI has operated for several years, adjustments were made during COVID to continue to provide incentives to families on WIC. The families that used the program in FY21 expressed their extreme gratitude for the program in numbers not seen before. For many, it means having fresh vegetables for their kids that they otherwise could not afford. This program was designed to provide sampling and exposure to healthy produce at farmers markets, and instead became a lifeline for food insecure families during the pandemic.

James is shopping with his young children and his mother Margarita. They've just discovered that they can use SNAP at the market and get the match and are thrilled that they can also show their WIC card to get \$20 in free vegetables. James explained that they used WIC for 3 of 4 pregnancies, and "being able to use the coupons at the market has been very helpful in getting the basic essentials." Grandmother Margarita navigates the market in a wheelchair. She loves that every week they can come to the market and buy what they need. "It helps tremendously that vendors accept the tokens and coupons, especially now when money is so tight. We are grateful for the farmers who come out to sell products, and love all the variety too."

Heather is expecting and recently enrolled at Fredericksburg WIC. Heather and partner Sean made their first visit to Spotsylvania Farmers Market after receiving information in her WIC packet. They have been to farmers markets before but now can use and add to their federal nutrition benefits to make produce more affordable. The savings adds up. Heather and Sean used \$10 in SNAP and received \$10 in VFM match plus an additional \$20 in free WIC incentives. The health-conscious young family loves fruits and vegetables and buys as much they can afford. Heather and Sean were excited by the variety and freshness of the produce at the market. Now they know about the free WIC incentives and SNAP Match, they plan weekly visits.

## **Example 3 (Optional)**

It has been a challenging year for farmers. Wholesale channels and supply chains were abruptly impacted. Farmers markets opened late with restrictions that made selling difficult and increased staffing costs. Overall customer counts were down. Drought then too much rain resulted in lost crops and lower revenue. VCFC's programs provided additional income to farmers while ensuring the most vulnerable residents in the community had access to affordable foods.

Tom Weaver of Papa Weaver's Pork has been a producer in the region for many years. This year, he reports that his wholesale markets virtually disappeared, and overall sales are 70% of prior years but expenses remain unchanged. At the farmers market, he's seen a shift in customer base and a jump in token sales. "I am amazed. My new customers are up by 50% and half of those are customers with SNAP tokens. I have many older customers using tokens for the first time who have lost jobs due to COVID. The token program has been a great service in putting food on their tables!"

Alfredo Gutierrez of family-owned Little Green Farm in Spotsylvania echoes this. "COVID has greatly limited our sales because many people have been afraid to shop. However, we've seen a definite spike in tokens and it has provided us with extra money that our business needs. The token program has been great – it brings in customers that know, understand, and use the match." WIC coupons have also provided needed income. "WIC and SNAP customers have been coming regularly. They tend to buy the usual stuff they are familiar with, especially this year. WIC customers require more education. I have to explain what the vegetables are and how to use them."

Little Green Farm proudly participates in VCFC's Farm to Pantry program, delivering weekly crates of produce to the Salvation Army and the Mayfield community, some of it directly to Seniors. He reports that "once the community started tasting the produce, they loved it and ordered more."

# Virginia Community Food Connections - Produce Packs and Nutrition Education

## Program Overview

*You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.*

*When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.*

*You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.*

## General Information

<b>Program Name</b>	Produce Packs and Nutrition Education
<b>Is this a new program?</b>	No

## Program Contact

<b>Name</b>	Elizabeth L Borst
<b>Title</b>	Executive Director
<b>Email</b>	BethAustin@viriniacfc.org
<b>Phone</b>	(540) 940-7829

## Program Purpose / Description

### Provide an overview of this program

The goal of WIC Healthy Food Incentives (formerly Produce Packs and Nutrition Education, PPNE) is to connect vulnerable young families with children on WIC with affordable fresh produce to help them experience nutritious, locally grown fruits and vegetables. This program has operated in the region for 5 years and has gone through several changes to better serve residents and maximize available funding. Initially called Produce Pack, in 2019 it also incorporated a VDH initiative, Eat Green Fredericksburg. The program provided free sample bags of seasonal produce at WIC Clinics, along with fresh food education, sampling and recipes. The sample bags were refillable free 3 times at area farmers markets, exposing young families to affordable produce from local farms. PPNE was a partnership between VCFC, RAHD/WIC, the Doctor Yum Project (DYP) and The Table at St. George's food pantry. In 2020, we applied for Locality funding for PPNE, with its strong community partnership and food literacy focus. However, in 2020, due to diverted funding and COVID, we streamlined the program, offering WIC Healthy Food Incentives (HFI) to continue to serve WIC families with fresh produce despite pandemic limitations. In 2021, we will utilize the WIC Healthy Food Incentive model, but hope to continue nutrition education when conditions allow. For clarity, we will report in this narrative on PPNE 2019 and WIC HFI 2020 results and FY22 planning under one name, WIC Healthy Food Incentives or WIC HFI.

## **Client Fees**

### **Please describe the fees clients must pay for the services by this program.**

No client fees are associated with this program, which addresses a growing health crisis for children. VA leads the nation in overweight preschoolers on WIC (20%). Parent's lack of cooking skills, reliance on processed foods and 43% of meals eaten away from home all contribute to high rates of overweight and obesity in children. Community partners are working together to address the complex, connected problems of undernutrition, hidden hunger and obesity. WIC HFI addresses a need for improved access to affordable produce for young families. This vulnerable population may earn a little too much to receive SNAP but still cannot reliably afford fresh fruits and vegetables, essential to healthy, growing kids. The program usually leverages WIC clinic visits and local farmers markets to assist families in making healthy food choices. Without in-person WIC clinics, we are concentrating efforts on the farmers markets as safe outdoor spaces for healthy food access.

## **Justification of Need**

### **Please state clearly why this service should be provided to the citizens of the region and why the localities should consider this funding request.**

Children are among the region's most vulnerable residents and the most likely to be food insecure. School nutrition programs focus on providing before, during, and out of school meals but younger children are not always eligible for school-based services. Additionally, evidence shows that lifetime eating preferences are set by the age of 3, so early exposure to a varied diet is important for optimal health and disease prevention. Focusing on food insecure families with young children is a long-term investment in building healthy communities where all residents are fully able to grow, learn and contribute. Additionally, programs that add value to federal nutrition benefits and take the burden off local government are a good investment for the region. Intentional community investment in health, agriculture and food security have lasting benefits to the region - healthier kids, a strong local food system and a better economy.

### **If this is a new program, be sure to include the benefits to the region for funding a new request.**

IC HFI has operated since 2016. This is VCFC's second request for locality support. The program has a strong track record at reaching this vulnerable and underserved population - young families with limited resources and limited knowledge about nutritious foods. WIC HFI is a community effort to reach beyond SNAP to other vulnerable populations who need fresh food access and education. WIC participants can be enrolled for more than five years, providing opportunities for multiple interventions to reinforce long-term behavior change. The program attracts first time shoppers to the farmers market who then become regular customers. Farmers markets strive to create a friendly, welcoming environment, building a community of support around healthy food. The HFI framework can also support incentives for other high-need populations like Seniors and Medicaid recipients. Locality support will enable stable continuation and growth to better serve the community.

## **Target Audience and Service Delivery**

### **Describe the program's intended audience or client base and how those clients are served.**

he target audience is low-income women and children on WIC in Fredericksburg, Spotsylvania, Caroline and new next year, King George. In October 2020, WIC cases totaled 5,050 in PD16. In 2019, clients were served through the delivery of produce packs at WIC clinics in 3 localities, along with 3 free refills at area farmers markets. 780 bags were distributed over 13 weeks, Jun-Aug. Bags contained 4 types of seasonal vegetables, storage and refill instructions and a recipe. Bags could be refilled with produce 3 times over 17 weeks and reached an estimated 3,120 people during the project period. In 2019, 10% of recipients were projected to refill bags at a farmers market, plus refills of previously distributed bags, with 328 actual refills. Farmers were paid for produce delivered (\$25/crate) and bags refilled (\$8-10/bag). In 2020, 400 WIC card holders received WIC incentives for vegetables, and projected in 2021, 500 WIC card holders will be provided with free vegetables through WIC HFI.

**If your program has specific entry or application criteria, please describe it here.**

WIC, like SNAP, is a federal benefit program that makes up the national hunger safety net. WIC is focused on the healthcare and nutrition of low-income pregnant and postpartum women, and children under the age of 5, and provides benefits to WIC participants to buy nutritious food. While additional state WIC Farmers Market Nutrition program benefits are available in other parts of Virginia, they are not available here, so VCFC created a local Healthy Food Incentive program for WIC clients in our region. The WIC enrollment process and management of WIC cases and clinics is administered by RAHD. VCFC partners with WIC to provide WIC clients with incentives but is not otherwise involved with WIC enrollment. To receive WIC incentives, clients must show a WIC card to VCFC staff at a participating farmers market, during the project period (July – Sept).

# Virginia Community Food Connections - Produce Packs and Nutrition Education

## Program Budget Narrative

**Please indicate in detail reasons for increases or decreases in the amounts you are requesting.**

The amounts that VCFC is requesting from localities and grantors are listed in Revenues, FY22 Budget. Across FY19-FY21 expenses and revenues balance, each having a total of \$42,995 – even though FY20 and FY21 show deficits. In column FY19 Actuals, the grant listed for \$35,495 was from the Rappahannock Area Health District (RAHD) and funded the original PPNE during FY19 and FY20. Though RAHD intended to fund PPNE for FY21, the local demands of COVID required reallocation to other priorities. At the end of FY20, the Community Foundation provided emergency relief funding of \$7,500 to get healthy vegetables on WIC families' tables. These dollars were spent early in FY21 and provided \$4,000 in produce to WIC families through WIC HFI. VCFC has prioritized continuing and expanding WIC HFI because families have shared how much it is needed. For that reason, VCFC is asking for funding from both localities and other partners. The requested amounts are listed in the column FY22 Budget.

**If an increase is being requested, please describe the impact not receiving an increase would have on the program.**

Without the requested funding, VCFC could not continue WIC HFI, which many families relied on this season to provide fresh vegetables to their children. After the first offering of this pivot from the full PPNE model, VCFC concluded that WIC HFI is more cost-effective. During this current market season, token operators, who already distribute VFM incentives at local farmers markets, also distributed WIC HFI. After this first year of WIC HFI, VCFC is confident more savings are possible by additional integration into the existing VFM processes, which would improve the cost to benefit ratio of VCFC's incentive offerings. VCFC will be able to deliver more community benefits for less cost per person with this funding. As noted in VCFC's Agency Budget, there are no total increases from amounts requested from the previous year. However, if VCFC's Locality Funding Application is fully funded, some of this money will be allocated to support WIC HFI.

**In particular, please describe in detail if any increase is sought for new positions or personnel.**

No new positions or personnel are required for WIC HFI. In fact, by using existing personnel VCFC hopes to limit overhead costs to no more than 25% of the total WIC HFI distributed to the community.

# Virginia Community Food Connections - Produce Packs and Nutrition Education

## Program Specific Budget

Please provide your program specific budget below.

### Expenses

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Personnel		10,028.00	10,349.00	10,028.00	3,500.00	4,600.00
Benefits		0.00	0.00	0.00	0.00	0.00
Operating Expenses		6,914.00	20,170.00	8,525.00	4,000.00	24,000.00
Capital Expenses		0.00	0.00	0.00	0.00	0.00
Total	0.00	16,942.00	30,519.00	18,553.00	7,500.00	28,600.00

### Revenues

This section represents revenue specifically associated with your program. Revenue that supports the implementation of your program and the services provided to the community.

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Caroline		0.00	0.00	0.00	0.00	5,000.00
Fredericksburg		0.00	0.00	0.00	0.00	5,000.00
King George		0.00	0.00	0.00	0.00	0.00
Spotsylvania		0.00	0.00	0.00	0.00	10,000.00
Stafford		0.00	0.00	0.00	0.00	1,000.00
United Way		0.00	0.00	0.00	0.00	0.00
Grants		35,495.00	24,312.00	7,500.00	0.00	7,600.00
Client Fees		0.00	0.00	0.00	0.00	0.00
Fundraising		0.00	0.00	0.00	0.00	0.00
Other (Click to itemize)	0.00	0.00	6,207.00	0.00	0.00	0.00
Reserves			6,207.00			
Total	0.00	35,495.00	30,519.00	7,500.00	0.00	28,600.00

### Surplus / Deficit

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Surplus or Deficit	0.00	18,553.00	0.00	-11,053.00	-7,500.00	0.00





# Virginia Community Food Connections - Produce Packs and Nutrition Education

## Collaborative Impact

### Efforts and Partnerships

**Describe in detail examples of collaborative efforts and key partnerships between your program and the other programs or agencies in the area.**

WIC HFI is an example of partners working together to advance the work of WIC, an agency facing repeated budget cuts. The program supports WIC nutrition goals and focuses on low-income young moms and children. In 2019, community partners had the following roles: VCFC: project lead, coordinating activities with partners, markets, farmers and contractors. VDH WIC: promote to clients and train staff to distribute bags, collect client data and follow up calls. DYP: lobby education (samples, recipes, farmers market info) and weekly fliers. The Table at St. George's: space for produce intake, packing and cold storage. A contractor managed bag packing with Chaplain Youth volunteers and delivery to WIC clinics. VCFC market staff handled at-market bag tracking. Multiple farmers received income from produce delivery and refills. Through many partnerships, the program impact is amplified in the community. In FY21-FY22 these partnerships focus on outreach vs. distribution and education.

### Collaborative Impact

**Describe in detail how the community would be impacted if your program were dissolved or merged with another partner agency.**

There are direct examples of community impact if WIC HFI is discontinued. In 2016-2018, we leveraged CDC funding through VDH to launch and operate the program. In 2019, RAHD agreed to fund the Fredericksburg portion, leaving the other 2 localities unfunded. Without full funding and faced with the possibility of discontinuing the popular program in Spotsylvania and Caroline, we reached out to all partners for input. WIC staff strongly urged continuation; as did DYP and the Table, as it supported both their missions. Collectively, we moved ahead, resulting in the highest program usage rate to date. In 2020, when COVID made our usual program operations impossible, The Community Relief Fund enabled VCFC to continue offering WIC incentives, providing essential produce to food-insecure families at a uniquely challenging time. Interviews with WIC recipients clearly show their appreciation of program continuation and the vital resources it brings to the community.

## Virginia Community Food Connections - Produce Packs and Nutrition Education

### Number of Individuals Served

#### Localities

*Please provide the actual numbers of individuals served in this program during FY2017, FY2018, and FY 2019, the estimated numbers of individuals served in FY2020 and the projected numbers of individuals served in FY2021.*

<b>Locality</b>	<b>FY2017 (Actual)</b>	<b>FY2018 (Actual)</b>	<b>FY 2019 (Actual)</b>	<b>FY 2020 (Actual)</b>	<b>FY 2021 Projected</b>	<b>FY 2022 Estimate</b>
Fredericksburg City	518	512	352	1,104	1,042	155
Caroline County	267	211	216	227	216	70
King George County	0	0	0	0	0	50
Spotsylvania County	535	537	415	649	912	225
Stafford County	0	0	0	0	0	0
Other Localities	0	0	0	0	0	0
<b>Total</b>	<b>1,320</b>	<b>1,260</b>	<b>983</b>	<b>1,980</b>	<b>2,170</b>	<b>500</b>

# Virginia Community Food Connections - Produce Packs and Nutrition Education

[View Diagram](#) Goals and Objectives

## Goals

### Goal:

**Original Goal 2: Provide Produce Pack refills to WIC clients and reimburse farmers at participating farmers markets in Fredericksburg, Spotsylvania and Caroline**

**New Goal 2: Provide free vegetables to WIC clients, and reimburse produce farmers for produce provided to WIC clients at participating farmers markets in Fredericksburg, Spotsylvania, Caroline and King George**

Objectives		2018 Year End	2019 Baseline	2019 Year End	2020 Baseline	2020 Year End	2021 Baseline
<b>Original Objective 1: Provide up to 332 total Produce Pack refills at farmers markets</b>	Total # Clients Served	218		328	332		500
	Total # Clients Achieved/Successful	218		328	332		500
	% Achieved / Successful	100	0	100	100	0	100
<b>Original Objective 2: Reimburse up to 8 produce farmers for PPNE bag refills for WIC clients</b>	Total # Clients Served	8		8	8		10
	Total # Clients Achieved/Successful	8		8	8		10
<b>New Objective 2: Reimburse up to 10 produce farmers for fruits and vegetables provided to WIC clients</b>	% Achieved / Successful	100	0	100	100	0	100

## Explanation & Overview

**If your outcomes are significantly less than your stated objectives, please note any reasons why this might be the case**

Based on pandemic limitations, the program could not provide bag refills and instead provided WIC HFI coupons for \$20 in free vegetables to WIC clients. These changes did not impact the number of producers receiving income from the program.

## Updates for FY2018

**Please note any changes you plan to make to the program, or the stated goals and objectives, given the data you have reported**

In FY22 the program will operate as discussed in the Explanation above., including providing WIC HFI at King George Farmers Market with up to 2 new producers benefiting from the program. In addition, VCFC will work with new community partners to promote and encourage SNAP and WIC clients to visit participating farmer markets to try free fruits and vegetables, leveraging a new Landing page, the Community Champions outreach initiative, and Fredericksburg Food Access Forum to connect with local partners. We are stating new Goals and Objectives that reflect the current program structure and metrics.

**If you are restating the goals or objectives for the prior calendar year, please include those here**

Original Goal 2: Provide Produce Pack refills to WIC clients and reimburse farmers at participating farmers markets in Fredericksburg, Spotsylvania and Caroline

Original Objective 1: Provide up to 332 total Produce Pack refills at farmers markets

Original Objective 2: Reimburse up to 8 produce farmers for PPNE bag refills for WIC clients

### Goal:

**Original Goal 1: Provide Produce Packs and Nutrition Education (PPNE) program for WIC clients in Fredericksburg, Spotsylvania and Caroline by leading PPNE program planning, implementation and evaluation**

**New Goal 1: Provide Healthy Food Incentives to WIC clients in Fredericksburg, Spotsylvania, Caroline and King George by leading HFI program planning, implementation and evaluation**

Objectives		2018 Year End	2019 Baseline	2019 Year End	2020 Baseline	2020 Year End	2021 Baseline
<b>Original Objective 1: Provide Produce Packs to 780 WIC clients over 3 months in Fredericksburg, Spotsylvania, Caroline</b>	Total # Clients Served	360		780	780		500
	Total # Clients Achieved/Successful	360		780	780		500
	% Achieved / Successful	100	0	100	100	0	100

**New Objective 1: At farmers markets, provide 500 \$20 coupons for free vegetables to WIC cardholders.**

<b>Original Objective 2: Provide Nutrition</b>	Total # Clients Served	623		1,075	1,075		500
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<b>Education to 1,075 WIC clients at Fredericksburg, Spotsylvania and Caroline WIC clinics</b>	Total # Clients Achieved/Successful	623	1,075	1,075	500
	% Achieved / Successful	100	0	100	100

**New Objective 2: Via 12 social media posts, provide access to recipes for seasonal produce recipes**

### **Explanation & Overview**

**If your outcomes are significantly less than your stated objectives, please note any reasons why this might be the case**

In FY20 WIC HFI operated as usual – sample bags of produce distributed and nutrition education provided at WIC clinics, 3 free bag refills at farmers markets. In FY21, due to COVID, WIC had no in-person clinics, making it impossible to offer sample bags or conduct nutrition education. To continue to serve WIC clients, the program was simplified, providing \$10 incentives to any WIC cardholder, eliminating bags and refills. This opened the program to more WIC families, and increased the amount of free vegetables they could get at markets. VCFC increased the WIC incentive from \$10 to \$20 and saw an immediate uptick in usage. With similar restrictions anticipated in 2021, we will use the HFI approach with a \$20 incentive. In FY22, Nutrition Education is adapted by providing social media access to recipes. Program goals and objective have been updated to reflect the current model. In Total Number of Clients served, the lower number of clients projected is due to these program changes.

### **Updates for FY2018**

**Please note any changes you plan to make to the program, or the stated goals and objectives, given the data you have reported**

VCFC plans to offer WIC HFI at the King George Farmers Market (KGFM) in FY22. Market Management has long requested that the program be available in KG, yet funding was unavailable to increase the scope of the original PPNE program. With the streamlined WIC HFI model, it is now feasible to offer WIC incentives at KGFM without increasing overhead costs at this market. This is achieved by utilizing the existing infrastructure for Virginia Fresh Match (token operators, vendor payment system, outreach partnerships) that VCFC has in place. Because locality funding from King George is dedicated each year, VCFC will use other unrestricted dollars to pay vendors at KGFM for the vegetables distributed free to families through WIC HFI.

**If you are restating the goals or objectives for the prior calendar year, please include those here**

Original Goal 1: Provide Produce Packs and Nutrition Education (PPNE) program for WIC clients in Fredericksburg, Spotsylvania and Caroline by leading PPNE program planning, implementation and evaluation

Original Objective 1: Provide Produce Packs to 780 WIC clients over 3 months in Fredericksburg, Spotsylvania, Caroline

Original Objective 2: Provide Nutrition Education to 1,075 WIC clients at Fredericksburg, Spotsylvania and Caroline WIC clinics.

New Goals and Objectives reflect the current program model, with changes resulting from COVID limitations.

# Virginia Community Food Connections - Virginia Community Food Connections - Virginia Fresh Match Program

## Program Overview

*You may save your work at any time by clicking on the "Save My Work" link/icon at the bottom or top of the page.*

*When you have completed all questions on the form, select the "Save My Work and Mark as Completed" link/icon at the bottom or top of this page.*

*You may also SWITCH between forms in this application by using the SWITCH FORMS feature in the upper right corner. When switching forms, any updates to the existing form will automatically be saved.*

## General Information

**Program Name** Virginia Community Food Connections - Virginia Fresh Match Program  
**Is this a new program?** No

## Program Contact

**Name** Beth S Austin  
**Title** Nutrition Incentive Coordinator  
**Email** BethAustin@viriniacfc.org  
**Phone** (540) 940-7829

## Program Purpose / Description

### Provide an overview of this program

VCFC connects low-income families with nutritious, locally-grown fruits and vegetables to support a healthy diet and improve food security for all residents. The Virginia Fresh Match (VFM) Program is a Healthy Food Incentive (HFI) program operated by VCFC that provides affordable fresh food access to low-income Virginians who shop at local farmers markets using SNAP (Supplemental Nutrition Assistance Program, or food stamps). It also generates significant income for local farmers. In 2020, families that used SNAP benefits at participating farmers markets received, at no cost, up to \$50 in matching VFM incentives each week to purchase fresh fruits and vegetables, effectively doubling the value of SNAP spent. By doubling the value of SNAP dollars, food insecure families can access nutritious, locally-grown produce that may otherwise not be affordable. Evidence shows that when people are unable to afford produce, they don't purchase it, but when it is available and affordable, they buy and consume more. Unlike emergency food programs, VFM enables participants to make their own culturally-appropriate food choices. Thus, VFM attracts new shoppers to markets, increases affordability and encourages consumption of nutritious, local produce, creates revenue for farms and keeps benefit dollars in the local economy. At no time has the need for this program been greater, with the economic impacts of COVID on farmers and food insecurity rising across the region.

## **Client Fees**

### **Please describe the fees clients must pay for the services by this program.**

To utilize VFM, clients must receive SNAP benefits and use their benefits at participating farmers markets. There is no fee, beyond spending SNAP funds to "trigger" the VFM incentive match. SNAP beneficiaries are qualified by DSS and learn about the SNAP/VFM program from community partners, social media or word of mouth. The client brings their EBT or P-EBT card to a central location at the market that is staffed by a VCFC Token Operator. The customer swipes their card for the amount they choose to spend, receiving \$1 blue tokens to purchase any SNAP-eligible foods and a matching amount of free VFM \$1 red tokens, exclusively for purchasing fresh produce. The SNAP shopper spends their tokens with various producers, who receive payment from VCFC. Before COVID, customers received \$30 in incentives for free fruits and vegetables when spending \$30 in SNAP. In response to COVID, VCFC increased this matching amount to \$50 at PD16 markets to give customers even more buying power.

## **Justification of Need**

### **Please state clearly why this service should be provided to the citizens of the region and why the localities should consider this funding request.**

SNAP is the largest nutrition safety net program, designed to provide low-income families with benefits to purchase food. Individual vendors are not authorized to accept SNAP so VCFC facilitates these transactions in partnership with farmers markets. In response to COVID, SNAP provided additional funds including the new Pandemic EBT (P-EBT) for families with school-age children. As these funds were issued, VCFC already had the infrastructure in place to serve families, enabling them to double the value of these benefits for healthy foods. In June, when VCFC increased the match to \$50 to help struggling families, program use soared. Since June, 66% of all SNAP transactions were for \$30 or more, many for the full \$50 match, providing \$200-\$250/month in free fruits and vegetables when used regularly. Total YTD 2020 season SNAP/VFM distributions are up 66% over YTD 2019 and the average SNAP transaction is up 70%. Farmers also benefited, with 10-15% of their income from SNAP sales.

### **If this is a new program, be sure to include the benefits to the region for funding a new request.**

This is the 3rd year requesting locality funding for a program that has served PD16 for 11 years. As regional partner in the VFM network, VCFC has access to over \$94,000 annually in federal incentive funds through the statewide FINI grant. Localities benefit from the region's participation in this \$1.8M statewide Virginia FINI grant which requires 100% local match. VFM Program growth is evidence that VCFC is effectively serving new and existing clients, indicates ongoing need for the program, and is a strong measure of its value to the community. Other VCFC food security roles include the Farm to Pantry Program's local produce distribution and facilitating community collaborations through Fredericksburg Food Access Forum.

## **Target Audience and Service Delivery**

### **Describe the program's intended audience or client base and how those clients are served.**



VFM clients are low-income residents receiving SNAP benefits. In August 2020, 30,821 individuals in 13,669 PD16 households received SNAP. Local DSS offices report a 15-24% increase in caseloads since the start of the pandemic, with continued growth anticipated in the coming months. These families are unable to make ends meet, and consistent access to healthy food can be a significant challenge. Clients rely on VFM to provide fresh food for their families, many maximizing the match and returning weekly. Others stock up or save tokens to stretch food limited budgets across the month. P-EBT shoppers, often more familiar with markets, were excited to double their benefits for healthier food for their kids. To serve this population, VCFC operates VFM at 6 PD16 farmers markets plus Dale City in Woodbridge: Fredericksburg, King George, 2 in Spotsylvania, and Route 639 and Bowling Green in Caroline. Stafford SNAP clients also utilize these markets to spend SNAP benefits and use the match.

**If your program has specific entry or application criteria, please describe it here.**

There is no specific entry or application criteria, other than shoppers must already receive SNAP benefits. Clients are qualified for SNAP by local DSS offices, following federal/state eligibility guidelines. VCFC is not involved with this process. Tokens that program users receive can be spent interchangeably at any participating PD16 market and they do not expire, but they cannot be used outside the markets. It is our vision to provide additional outlets in the future, such as the Fredericksburg Food Co-op or a mobile market to address transportation and social isolation barriers, or reach the elderly in underserved neighborhoods.

# Virginia Community Food Connections - Virginia Community Food Connections - Virginia Fresh Match Program

## Program Budget Narrative

**Please indicate in detail reasons for increases or decreases in the amounts you are requesting.**

At the start of the pandemic, farmers markets were challenged to open because of stringent safety protocols and mandated changes to operations. Implementation required additional supplies and increased staff hours, both for planning and operations. VCFC also needed to staff unbudgeted token operators at the Spotsylvania and Fredericksburg markets. However, this investment allowed VCFC to provide a significant impact. YTD through September 2020, VCFC distributed a total of \$145,880 in SNAP and VFM incentives to SNAP shoppers at all VCFC markets, \$105,208 of that in PD16. This represents a 66% increase over 2019 YTD distributions, and a 12% increase in transactions. Also, the SNAP match was increased from \$30 to \$50 at PD16 markets, which distributed even more healthy fruits and vegetables to vulnerable families. To continue providing these benefits, VCFC is asking all localities to fully fund the requests listed under Revenues, Column FY22 Budget.

**If an increase is being requested, please describe the impact not receiving an increase would have on the program.**

To ensure that VFM is equipped to pivot no matter what life with COVID requires, full funding from all localities is needed. Without adequate cash flow, VCFC would have to scale back the match amount given to customers. Though the cost of incentives is reimbursed through the FINI grant, it could be more than 90 days between VCFC paying vendors for free produce given to families and receiving a reimbursement check. Also, no funding is provided under FINI for Token Operators, who are essential to the success and continued growth of VFM. Please partner with VCFC, to maintain this vital resource keeping healthy local fresh fruits and vegetables in the tables of low-income families.

**In particular, please describe in detail if any increase is sought for new positions or personnel.**

VCFC is not requesting an increase in funding for the VFM Program in FY22.

# Virginia Community Food Connections - Virginia Community Food Connections - Virginia Fresh Match Program

## Program Specific Budget

Please provide your program specific budget below.

### Expenses

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Personnel	74,020.00	72,196.00	96,056.00	98,931.00	98,931.00	98,931.00
Benefits	0.00	0.00	0.00	0.00	0.00	0.00
Operating Expenses	178,619.0 0	177,861.0 0	220,817.0 0	189,097.0 0	189,097.0 0	189,097.0 0
Capital Expenses	0.00	0.00	0.00	0.00	0.00	0.00
Total	252,639.0 0	250,057.0 0	316,873.0 0	288,028.0 0	288,028.0 0	288,028.0 0

### Revenues

This section represents revenue specifically associated with your program. Revenue that supports the implementation of your program and the services provided to the community.

	FY 2018 Actual	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget
Caroline	9,861.00	9,861.00	10,000.00	2,465.00	10,000.00	10,000.00
Fredericksburg	0.00	0.00	15,000.00	0.00	10,000.00	15,000.00
King George	0.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00
Spotsylvania	0.00	0.00	15,000.00	5,000.00	10,000.00	20,000.00
Stafford	0.00	0.00	5,000.00	9,457.00	10,000.00	4,000.00
United Way	0.00	0.00	0.00	0.00	0.00	0.00
Grants	140,108.0 0	132,726.0 0	164,629.0 0	167,200.0 0	150,622.0 0	135,122.0 0
Client Fees	0.00	0.00	0.00	0.00	0.00	0.00
Fundraising	0.00	0.00	0.00	2,000.00	2,000.00	2,000.00
Other (Click to itemize)	108,613.0 0	102,470.0 0	106,000.0 0	96,906.00	96,906.00	96,906.00
EBT/SNAP redemptions		62,719.00		66,165.00	66,165.00	66,165.00
Credit redemptions	108,613.0 0	39,751.00	106,000.0 0	30,741.00	30,741.00	30,741.00

	<b>FY 2018 Actual</b>	<b>FY 2019 Actual</b>	<b>FY 2020 Budgeted</b>	<b>FY 2020 Actual</b>	<b>FY 2021 Estimate</b>	<b>FY 2022 Budget</b>
Total	258,582.0 0	250,057.0 0	320,629.0 0	288,028.0 0	294,528.0 0	288,028.0 0

**Surplus / Deficit**

	<b>FY 2018 Actual</b>	<b>FY 2019 Actual</b>	<b>FY 2020 Budgeted</b>	<b>FY 2020 Actual</b>	<b>FY 2021 Estimate</b>	<b>FY 2022 Budget</b>
Surplus or Deficit	5,943.00	0.00	3,756.00	0.00	6,500.00	0.00

# Virginia Community Food Connections - Virginia Community Food Connections - Virginia Fresh Match Program

## Collaborative Impact

### Efforts and Partnerships

**Describe in detail examples of collaborative efforts and key partnerships between your program and the other programs or agencies in the area.**

VCFC works in close partnership with local agencies and community organizations to build program awareness and usage. DSS Directors, DSS and WIC staff are strong program partners and advocates, ensuring DSS and WIC clients receive information about VFM. Outreach partnerships have been formed with RAHD, CRRL, VCE, Healthy Generations, Moss Free Clinic, DYP, RACSB, Summer Food Service, the Food Bank and pantries, school divisions, CFRRR, Mary Washington Hospital, SRMC and others. Many participate in the VCFC-led Fredericksburg Food Access Forum, an informal working group that has been vital in coordinating food access strategies during COVID. Key to program success in FY22 will be marketing and outreach. The new Community Champions outreach initiative leverages trusted community partners to reach food insecure families about using SNAP/VFM at farmers markets. VCFC has also developed a Landing Page and new social media ads, pivoting from traditional printed materials to digital outreach.

## Collaborative Impact

**Describe in detail how the community would be impacted if your program were dissolved or merged with another partner agency.**

Our community partners tell the story of collaborative impact. Letecia Loadholt: "Spotsylvania DSS actively partners with VCFC to assist clients with leveraging their SNAP benefits to access affordable healthy foods. Linking nutrition and health, VCFC programs are vital to encouraging access to healthy food for families while benefiting local farmers". Paula Meredith, FXFM manager: "There would be a major deficit in the community without SNAP at the market. I see many repeat customers using their benefits weekly. To them, the foods they can buy are really important. Ours is a diverse community, where many customers use fresh ingredients as a part of their everyday cooking and culture. Without the program, they can't buy these foods here, can't feed their families." Agostinho Caldiera, Market Manager: "Overall it's been a great benefit for Rt 639 Farmers Market. It brings those we don't otherwise see to the market; puts more food on the table; and is helping farmers. It's a win-win!"

# Virginia Community Food Connections - Virginia Community Food Connections - Virginia Fresh Match Program

## Number of Individuals Served

### Localities

*Please provide the actual numbers of individuals served in this program during FY2017, FY2018, and FY 2019, the estimated numbers of individuals served in FY2020 and the projected numbers of individuals served in FY2021.*

<b>Locality</b>	<b>FY2017 (Actual)</b>	<b>FY2018 (Actual)</b>	<b>FY 2019 (Actual)</b>	<b>FY 2020 (Actual)</b>	<b>FY 2021 Projected</b>	<b>FY 2022 Estimate</b>
Fredericksburg City	204	183	207	250	236	258
Caroline County	22	54	60	68	68	70
King George County	89	84	30	36	34	38
Spotsylvania County	536	332	260	269	298	277
Stafford County	90	115	60	59	68	61
Other Localities	311	477	567	641	646	661
<b>Total</b>	<b>1,252</b>	<b>1,245</b>	<b>1,184</b>	<b>1,323</b>	<b>1,350</b>	<b>1,365</b>

# Virginia Community Food Connections - Virginia Community Food Connections - Virginia Fresh Match Program

[View Diagram](#) Goals and Objectives

## Goals

### Goal:

Deliver SNAP processing and Virginia Fresh Match incentives at VCFC farmers markets to provide SNAP recipients with access to affordable and nutritious local food.

Objectives		2018 Year End	2019 Baseline	2019 Year End	2020 Baseline	2020 Year End	2021 Baseline
<b>Objective 1: During the grant cycle, VCFC will successfully serve SNAP beneficiaries as evidenced by 2,650 SNAP transactions at VCFC markets.</b>	Total # Clients Served	2,423	2,450	2,773	2,525		2,650
	Total # Clients Achieved/Successful	2,423	2,450	2,773	2,525		2,650
	% Achieved / Successful	100	100	100	100	0	100
<b>Objective 2: During the grant cycle, VCFC will successfully attract 800 new SNAP shoppers at VCFC farmers markets.</b>	Total # Clients Served	1,104	750	838	775		800
	Total # Clients Achieved/Successful	1,104	750	838	775		800
	% Achieved / Successful	100	100	100	100	0	100

## Explanation & Overview

If your outcomes are significantly less than your stated objectives, please note any reasons why this might be the case

For FY19, VCFC exceeded all objectives. During the entire 2019 market season, all measurables increased significantly. This year, COVID impacted 2020 season results. The number of SNAP transactions remains high indicating the program is being well used, but we've seen a leveling out of new customers and a shift in customer demographic. Dampening results were delayed market openings early in the season (through June, 23 closed market days, 15 of those in PD16), the stay-home order, and the usual customer reluctance to try a new, unfamiliar way of shopping. But this has been offset by the influx of SNAP funds available for spending, the increased match to \$50, and the perception that an outdoor market is a safer place to shop, all of which encouraged customers to try the market for the first time, and then return regularly. Among new customers are many who've never received SNAP before (lost income due to COVID) and those with new P-EBT cards (issued to families when schools closed).

## Updates for FY2018

### Please note any changes you plan to make to the program, or the stated goals and objectives, given the data you have reported

This goal remains unchanged. Objective 1 is being increased 5% over 2020 Baseline to 2,650 transactions. Objective 2 is being increased 3% over 2020 Baseline to 800 new customers. In addition to the possibility that COVID could impact market operations again next season, the greatest challenge for the VFM program is raising awareness among SNAP customers that they can use their benefits at the market and get additional free fruits and vegetables. In 2020, VCFC developed new, cost effective marketing and outreach strategies that will be widely utilized in coming seasons: an updated website and new Landing Page to reach SNAP customers; more effective use of social media and creating digital ads to replace printed material. We will expand the Community Champions initiative to reach new customers and utilize existing communication channels to support food access coordination among partnering organizations such as Fredericksburg Food Access Forum.

### If you are restating the goals or objectives for the prior calendar year, please include those here

This Goal has not changed: Deliver SNAP processing and Virginia Fresh Match incentives at VCFC farmers markets to provide SNAP recipients with access to affordable and nutritious local food. Both objectives have been updated with new measurables.

### Goal:

**Provide SNAP processing and Virginia Fresh Match incentives to enable SNAP recipients to use their benefits to purchase local foods at participating farmers markets, building farmer income and supporting the regional economy**

### Objectives

	2018 Year End	2019 Baseline	2019 Year End	2020 Baseline	2020 Year End	2021 Baseline
<b>Objective 1: During the grant cycle,</b>	Total # Clients Served	115,981	118,000	127,211	121,540	127,617



<b>VCFC will successfully distribute \$127,617 in SNAP benefits and VFM nutrition incentives as evidenced by vendor market token redemptions</b>	Total # Clients Achieved/Successful	115,981	118,000	127,211	121,540		127,617
	% Achieved / Successful	100	100	100	100	0	100
<b>Objective 2: In 2020, VCFC will support 97 regional vendors with SNAP and VFM token payments to increase farmer income at farmers markets.</b>	Total # Clients Served	103	94	98	97		90
	Total # Clients Achieved/Successful	103	94	98	97		90
	% Achieved / Successful	100	100	100	100	0	100

## Explanation & Overview

**If your outcomes are significantly less than your stated objectives, please note any reasons why this might be the case**

VFM goals and objectives reflect targets and results for all VCFC markets. For both FY19 and calendar year 2019, VCFC met and exceeded all objectives. It was a very successful season with program results increasing across the board. In 2020, vendor redemptions (the money VCFC reimburses vendors for tokens collected from customer) continue to exceed expectations as VFM program use and customer spending soared. However, the number of participating vendors dropped to 84, a direct result of the pandemic. Some vendors across the region did not return to markets due to staffing issues or concerns about working in the public during COVID. Because we do not know what to expect for market operations in 2021, we have adjusted our 2021 baseline accordingly.

## Updates for FY2018

**Please note any changes you plan to make to the program, or the stated goals and objectives, given the data you have reported**

This goal has been updated to reflect that the mission of VCFC's programs is to enable customers to spend their benefits at the market and get additional fruits and vegetables, helping families and stretching budgets. But this spending directly assists farmers by providing significant additional income to keep local farms and businesses sustainable, and cumulatively impacts the regional economy. Objective 1 increased 5% over 2020 Baseline to \$127,617 and, Objective 2 has been decreased to 90 to align with the actual number of vendors served during the 2020 season (87). As the pandemic progresses, food insecurity is projected to rise, and with it the need for VCFC programs. However, there is still a great deal of uncertainty about how farmers market will operate in 2021. In Spring 2021, we will re-set the match between \$30 and \$50 based on available funding and community impact of the ongoing pandemic.

**If you are restating the goals or objectives for the prior calendar year, please include those here**

This goal and both objectives have been revised.