

Regional Funding

Fiscal Year 2023 - 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 for the FY 2023 Budget. Please also provide updated FY 2021 Actuals, data has been rolled over from previous application submissions for other fiscal years.

	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Salary	138,744.00	193,123.00	172,483.00	203,426.00	161,759.00	172,483.00	172,868.00
Benefits	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Operating Expenses	237,727.00	262,315.00	40,729.00	305,901.00	293,994.00	40,729.00	40,840.00
Capital Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Expenses	0.00	0.00	225,720.00	0.00	225,720.00	225,720.00	286,700.00
Total	376,471.00	455,438.00	438,932.00	509,327.00	681,473.00	438,932.00	500,408.00

Agency Total Revenues

Please include revenue associated with your entire organization for FY2023. Please also provided updated FY 2021 Actuals, data has been rolled over from previous application submissions for other fiscal years. 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 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Caroline	9,861.00	10,000.00	2,465.00	15,000.00	9,861.00	15,000.00	10,000.00
Fredericksburg	0.00	15,000.00	0.00	25,000.00	5,000.00	20,000.00	10,000.00
King George	0.00	5,000.00	5,000.00	5,000.00	0.00	5,000.00	5,000.00
Spotsylvania	0.00	15,000.00	5,000.00	25,000.00	25,000.00	25,000.00	20,000.00

	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Stafford	0.00	5,000.00	9,457.00	5,000.00	4,000.00	5,000.00	5,000.00
United Way	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grants	221,548.00	258,248.00	232,713.00	266,039.00	238,503.00	217,932.00	263,246.00
Client Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fundraising	2,500.00	10,000.00	15,572.00	20,000.00	15,790.00	30,000.00	28,000.00
Other (Click to itemize)	143,353.00	141,500.00	150,050.00	156,000.00	0.00	121,000.00	0.00
Total	377,262.00	459,748.00	420,257.00	517,039.00	298,154.00	438,932.00	341,246.00

Surplus / Deficit

	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Surplus or Deficit	-4,310.00	288,882.00	-7,712.00	383,319.00	0.00	159,162.00

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. Additionally, all time spent by any employee on fundraising is also tracked separately for reporting purposes. Through Feb 2021, the Operations Director performed administrative tasks and provided oversight/assistance with the programs and VCFC's part-time bookkeeper performed the day-to-day tasks. After a change in staff, operations oversight is being performed by the new Executive Director. Effective July 2021, VCFC hired an independent Accountant for the oversight and processing of the financial duties. Other staffs' primary focus is on program support to meet the surging demand for our services.

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" reflect the pass-through reimbursements to farmers and producers. These may shift as VCFC evaluates distribution and incentive programs and new pilot programs. If program costs increase, it is expected that administrative expenses will also increase proportionately in support of expanding the programs and implementing new initiatives. In FY21, SNAP/Match distributions increased 57% over FY20. In response to this program success, VCFC's budget for FY23 next year includes added staff to support the participating farmers markets that VCFC serves. In addition, VCFC has increased the Nutrition Incentive Coordinator from a part-time to a full-time position.

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

For the FY23 Budget there is \$8,237 to cover the costs of the independent Accountant. This amount is 16% of the total requested funding for FY23. Another change in the current budget allows the Executive Director position to include operations oversight formerly performed by the Operations Director. In previous years, the Operation Director financial oversight was 20%, or approximately \$8,200. This time is now dedicated 100% to the program.

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.

Not Applicable

Salary & Benefit Expenses

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

Current funding levels are maintained in the budget for FY23, however, adjustments have taken place. Through realignment of positions, VCFC was able to hire 2 Token Operators, 1 each for Spotsylvania and Fredericksburg Farmers Markets, and increased hours of the Nutrition Incentive Coordinator from part-time to full-time. This resulted in an increase of less than \$200 to salaries. VCFC is planning to implement an AmeriCorps VISTA project which would provide the equivalent of an additional full-time staff member. Engaging college or graduate level interns for at-market program support, outreach and other projects will also increase VCFC's capacity at little additional cost.

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 future mobile market. (2) As a VFM partner, VCFC receives a share of Virginia's USDA Food Insecurity Nutrition Incentive (FINI) funding. To ensure funding for VFM incentives remains available, VFM at the state level has secured ongoing federal funding, totalling \$2.2M for 3 years. Each VFM partner must secure their own operational funding for local programs. (3) The newly-released Virginia Roadmap to End Hunger recommends establishing local Hunger Action Coalitions across Virginia. VCFC is an active participant in this developing regional coalition, led by Fredericksburg Regional Food Bank. (4) Finally, increases to SNAP benefits, and less P-EBT, may impact the number of benefit customers that VCFC serves.

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.

None of our current funding sources are being reduced or expiring within the upcoming grant cycle. However, VCFC relies on Outside Agency funding to support our work in PD16. Mary Washington Hospital Foundation and Potomac Health Foundation also provide administrative support, along with RAHD for the WIC Healthy Food Incentives and CFRRR for program administration. Program overhead has increased due to extraordinary usage in FY22.

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

With the funding that VCFC is receiving, the organization is able to support the needs of the program. However, in the event funding would be cut, it would be a financial strain on the organization and impact program availability. VCFC is continually seeking funding opportunities to support the programs and expand services to the community. As program usage has skyrocketed, VCFC is adding staff to support the 3 highest volume market programs and build up the programs at smaller markets. Additional funding may be required to support the program's current usage and growth.

Virginia Community Food Connections

Locality Information

Caroline County

For FY23, VCFC requests \$10K for the VFM Program with no increase. VFM has operated for 4 1/2 seasons at Bowling Green (BGFM) and RT 639 Farmers Markets. In 2021, VCFC had hiring challenges at BGFM, delaying start-up by 5 weeks. A vendor was hired to run the program, providing income to a Caroline producer. At both markets, \$9,908 in SNAP and VFM was distributed to 185 customers, plus \$315 in 21 WIC Veggie Vouchers and \$2,085 in credit. In total, \$12,308 was distributed, contributing income to 10 local farmers. Both markets are small and SNAP usage has decreased slightly, but maintaining SNAP access at these rural markets is critical. In FY23, VCFC will build program awareness through the Caroline Resource Council, schools, senior communities. No FY23 funding is requested for the WIC Vouchers; we anticipate continued support from RAHD. VCFC is addressing Caroline's 13.8% average and 21.5% Child food insecurity rate by providing residents with nearby access to affordable, local produce.

City of Fredericksburg

For FY23, VCFC requests \$10K to support the VFM Program. VCFC's program at Fredericksburg Farmers Market (FXFM) has become the third most active in Virginia for SNAP and VFM. YTD (October 2021), program usage has dramatically increased by 59% over the same period in 2020, contributing \$68,663 in farmer income (\$35,734 SNAP and \$32,929 match) and serving 1,026 SNAP customers. Historically, FXFM Market Managers managed the SNAP and VFM program; in 2020 VCFC began providing staff at FXFM to handle the increased usage and free up Market Managers for other duties. FXFM and residents also benefit from the 127 \$15 WIC Veggie Vouchers distributed YTD, resulting in \$1,905 in income for fruit and vegetable producers. We anticipate that RAHD will continue to support WIC Vouchers, so no support is requested for this program in FY23. VCFC is addressing the City's 17.9% average and 23.2% Child food insecurity rate by providing struggling residents with nearby access to affordable, local produce.

King George County

For FY23, VCFC requests \$5K to support the VFM Program, with no increase. King George Farmers Market (KGFM) has seen significant growth in the SNAP and VFM program. This season, program usage increased by 42% and directly contributed \$8,374 in farmer income (\$4,337 SNAP and \$4,037 match) and served 155 SNAP customers. Debit/credit transactions contributed an additional \$7,740 to the market. New this year, KGFM also benefits from the WIC Veggie Voucher program that provides free produce to young families that need food assistance but might not qualify for SNAP. At KGFM, VCFC distributed 33 \$15 vouchers resulting in \$495 in income for fruit and vegetable producers. We anticipate that RAHD will continue to support WIC Vouchers, so are not requesting support for this program. VCFC is addressing KG's 12.7% average and 20.6% child food insecurity rate by providing struggling residents with nearby access to affordable, locally grown produce.

Spotsylvania County

For FY23, VCFC requests \$20K to support the VFM Program, with no increase. VCFC's program at Spotsylvania Farmers Market (SCFM) has become the second most active in Virginia for SNAP and VFM. YTD through October 2021, program usage has increased by 58% over the same period in 2020 at Rt 3, and 54% at the SRMC location. At both markets, VCFC has distributed \$103,453 (\$53,398 SNAP, \$50,055 VFM) to be spent with local farmers, and served 1,649 SNAP customers. Due to these high volumes, in 2020 VCFC began providing at-market program staff, freeing up Market Managers for other duties. SCFM also benefits from the WIC Veggie Voucher program, distributing 277 \$15 vouchers resulting in \$4,155 in income for produce farmers. We anticipate that RAHD will continue to support WIC Vouchers, so no support is requested for this program. VCFC is addressing the county's 13.4% average and 21% Child food insecurity rate by providing struggling residents with nearby access to affordable, local produce.

Stafford County

For FY23, VCFC requests \$5K to support the VFM Program. Stafford residents use and get value from the programs at Fredericksburg, Spotsylvania and Dale City Farmers Markets, representing 8-9% of total program clients. VCFC does not operate the VFM program in Stafford despite repeated efforts to work with a market partner. Stafford DSS provides VFM program outreach to their clients, supporting access to healthy food for struggling families. Stafford WIC clients also use the WIC Veggie Voucher program at area farmers markets. To align with regional food security efforts and increase collaborative impact, Stafford school counselors and food access partners participate in the Fredericksburg Food Access Forum. We anticipate that RAHD will continue to support the WIC HFI, so no support is requested for this program. VCFC is addressing the county's 11.1% average and 17.1% Child food insecurity rate by providing struggling residents with nearby access to affordable, local produce.

Virginia Community Food Connections

Agency Information

Agency Name	Virginia Community Food Connections
Physical Address	PO Box 7664, Fredericksburg, VA, 22404, US
Mailing Address	PO Box 7664, Fredericksburg VA , 22404, US
Agency Phone Number	(540) 940-7914
Federal Tax ID #	811346510
Web Address	viriniacfc.org
Agency Email Address	candicearmstrong@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) through programs, partnerships, and advocacy that improves access to nutritious, locally grown food. Working with local farmers markets, VCFC offers Healthy Food Incentives (HFI) to connect low income families with available local produce. Financial incentives are used to encourage consumption of locally grown fruits and vegetables. VCFC enables SNAP EBT (Supplemental Nutrition Assistance Program) or Pandemic EBT (P-EBT) benefits to be used at participating farmers markets. SNAP customers receive Virginia Fresh Match (VFM) incentives of up to \$40 in free produce weekly; WIC families receive up to \$15 a week in free produce. VCFC utilizes federal funds through the statewide VFM network to fund the nutrition incentives. The program also leverages the \$6.6M in SNAP benefits issued monthly in PD 16, attracting SNAP dollars to be spent and doubled at the farmers markets. VCFC also facilitates connections between regional food access organizations, and supports farmers through produce sales to partner organizations. Food insecurity is a long-term, systemic problem, increased by the pandemic. Feeding America estimates that the pandemic resulted in 150,000 more food-insecure Virginians, up from 799,600 in 2019, including 214,200 children. The rapid expansion of federal nutrition programs helped keep food insecurity rates stable year-over-year, although households with children and Black households reported higher levels of need at the national level. Through all programs, VCFC addresses regional hunger and food insecurity by connecting local food from local farms to meet local needs.

Number of Years in Operation 12

Main Contact Candice D Armstrong, phone: (540) 940-7829, email: BethAustin@viriniacfc.org

Job Title Executive Director

Localities Served

Please select any/all localities your agency serves.

- Caroline
- Fredericksburg
- King George
- Spotsylvania
- Stafford

Agency Collaborative Impact

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

VCFC uniquely focuses 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. Farmers generally do not accept SNAP and farmers markets require support to do so. 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 and cooking 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. This was clearly demonstrated when a new benefit program was developed in response to Covid - Pandemic or P-EBT. Families that received P-EBT benefits came to the farmers markets in large numbers, many of these customers using our program for the first time, and also visiting the market for the first time. While the future of P-EBT is unclear, these customers appear to have integrated market shopping into their routine and diets and will likely continue to shop at markets, benefiting farmers and the local economy long term. Without VCFC programs, vulnerable PD16 residents including SNAP, P-EBT and WIC clients would be unable to use their benefits at farmers 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.

Agency Community Impact

Please provide at least two examples of how the mission and vision of your agency impacts the community and overall region.

Example 1

From Dan Maher, CEO, Fredericksburg Regional Food bank (FRFB): “In our mission of increasing access to nutritious and fresh food for marginalized and underserved residents in our region, FRFB relies on vital partners who engage in parallel and complementary food access activities to broaden the impact our own community service efforts can contribute. Certainly one of the most valuable partners in helping our community gain access to healthy food sources is VCFC...Strengthening and advancing the presence of Virginia Fresh Match in high need farmers markets is among the top 10 goals identified in the Roadmap to End Hunger issued in 2020...In our region, no organization does more to promote connectivity to the Virginia Fresh Match program than VCFC. In the midst of the pandemic, VCFC has been responsive to the swelling need for nutritional supplementation, making this program even more vital as demonstrated by 65% growth in program usage in the current year...While I believe VCFC’s strong role in connecting our community to the Virginia Fresh Match program is most important to celebrate, I also admire and am grateful for VCFC’s additional engagements with food access programs like WIC Veggie Vouchers. These food access initiatives intersect well with the Food Bank’s own work and help develop a safety net for those facing food insecurity. It is also admirable that VCFC has consistently extended its core mission by exercising a convening role and fostering information sharing through monthly meetings among hunger relief and nutrition support partners through the Fredericksburg Food Access Forum.”

Example 2

As a seasonal Market Token Operator, Noelle sees firsthand how the program impacts families at Spotsy Farmers Market. Noelle says: One of the data questions we ask customers is “how has the incentive program impacted your consumption of fruits and vegetables in the past month,” and almost all the customers say, “a lot.” Customers say that produce prices here are better than at the grocery store and the match makes it even more affordable. Without VFM, they would not be able to get the quality and quantity they get here. The vendors make so much money with the program, some turn in big bags of tokens. The farmers work hard and are so generous; it’s good to see them get paid a good amount. We see a lot of new customers referred from Social Services and from other customers. Sometimes the new customers are shy at first, when they don’t fully understand the program. Then it clicks and they realize how much they are getting for free. Then they are so appreciative – I have not had one customer who was not grateful for the program. I see these families week after week, and the kids are so excited to try new foods. It’s great to know we are helping these kids have a healthy diet. And the moms can use their SNAP to buy other things they need, because they are getting all their produce here. Since I started working here, I have learned a lot about EBT, and now I see EBT signs everywhere. You know that the food people can get at a convenience store or gas station is just calories to fill you up. Then I think about my customers at the farmers market leaving with bags of produce that will not just fill them up but make their bodies feel better and give them energy.” Tammy, a longtime Spotsylvania Farmers Market shopper, sums it up well: “This program is a godsend. I love vegetables but they cost a lot. Here, I get my coins doubled plus it’s fresh. People need access to fresh food instead of junk at the store. I couldn’t get by without this - if they took my coins away, I’d cry!”

Example 3 (Optional)

VCFC's many partnerships support our work and increase impact across the region, including SNAP and VFM, WIC Veggie Vouchers and community convening. From Dr. Obasanjo, Director of Rappahannock Area Health District: "RAHD's partnership with VCFC dates back to 2016-2017 when RAHD's Community Health Needs Assessment identified food insecurity as a key health issue in the City of Fredericksburg...RAHD and VCFC have collaborated to promote healthy eating and provide free, fresh produce to Women, Infants, Children (WIC) recipients through the Veggie Voucher program for the past several years...now expanded throughout PD 16...So far in 2021, VCFC has distributed nearly \$5000 in Veggie Vouchers at farmers markets, getting fresh, local fruits and vegetables to low-income families with young children...RAHD also participates in the Fredericksburg Food Access Forum, which VCFC convenes monthly to bring together many of the key organizations working to address food insecurity....RAHD recognizes that VCFC's programs like SNAP Match deliver hundreds of thousands of dollars of fresh fruits and vegetables to local families in need. Not only does VCFC's programming address the issue of hunger, they promote healthy eating tied to long term health outcomes...These programs further address the social determinants of health...Community collaboration is essential to tackle the substantial issues of food insecurity and promoting healthy eating. By bringing together agencies and organizations, individuals and farmers, VCFC's programs improve the health of residents and have a positive impact on the community." Amy Swift, Spotsylvania Social Services: "SCDSS actively partners with VCFC to assist our citizens in leveraging their SNAP benefits to access affordable local food...VCFC operates programs that are vital to encouraging access to healthy food for children and families while benefiting local farmers."

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 Director
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. VCFC operates the Virginia Fresh Match Healthy Food Incentive (HFI) program 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). VCFC accepts SNAP EBT at farmers markets, enabling residents to use their federal nutrition benefits to buy local food, while generating significant income for local farmers. In 2021 residents who used SNAP benefits at participating farmers markets received, at no cost, up to \$40 in matching VFM incentives each week to purchase fresh produce, effectively doubling the value of SNAP spent. By increasing the purchasing power of SNAP benefits, food insecure families can access nutritious, locally-grown food that may otherwise not be affordable, helping people buy and consume more. Unlike emergency food programs, participants make their own dietary- and culturally- appropriate food choices, focussed on nutrient dense, plant based foods. VCFC's program attracts new shoppers to markets, increases affordability 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 lasting economic impacts of COVID on residents and 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, also referred to as SNAP recipients, shoppers or customers, must already 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 recipients 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 Token Operator swipes the EBT or P-EBT card for the amount the client chooses to spend, and the client receives \$1 blue tokens to purchase any SNAP-eligible foods and a matching amount of free VFM \$1 red tokens, exclusively for purchasing fresh produce. In response to COVID, VCFC offers a matching amount of \$40 at farmers markets to give customers even more buying power. The SNAP shopper spends their tokens with various producers, who receive weekly payment from VCFC.

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 provides nearly 30,000 PD16 low-income families with \$6.6m in monthly food benefits. Despite pandemic increases in SNAP benefits, in Dec 2020, 81.2% of adults receiving SNAP reported being food insecure, compared to 59.3% in April 2020. This suggests that SNAP benefits simply were not enough to offset the drastic economic impacts of COVID. As more regional citizens struggled to make ends meet, VCFC's infrastructure was in place to double the value of their SNAP benefits for local produce. Since the start of the market season in April 2021 program use has soared. SNAP/Match distributions increased 49% and SNAP customers grew 52% at PD16 markets. Residents rely on VCFC's program to stretch their limited food budgets. VCFC has provided services to the community for 12 years, connecting 1000s of residents with affordable local produce and building income for 100s of family farms. Locality support enables VCFC to help vulnerable residents gain essential access to affordable local food.

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

This is the 4th year VCFC is requesting locality funding for a program that has served PD16 for 12 years. As the regional partner in the statewide VFM network, VCFC has access to federal incentive funds through the USDA GusNIP grant shared by other farmers markets and local food organizations. Localities benefit from this federal incentive funding, which when combined with SNAP dollars, brought \$160,968 into PD16 in FY 21 and another \$134,458 in the first 4 months of FY22 (Jul-Oct 2021). SNAP clients rely on VCFC for fresh food for their families, many returning weekly to stretch their limited food budgets across the month. VFM's strong program performance and growth indicates ongoing need for the program, and is a strong measure of VCFC's value to the community. Other VCFC food security roles include the WIC Veggie Vouchers, 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.

The target population for VCFC's VFM program is low-income residents and households that receive SNAP benefits. To be eligible for SNAP benefits, the household gross monthly income may not exceed 200% of the Federal Poverty Level. In Virginia, more than 69% of SNAP participants are families with children and more than 35% are seniors or persons with disabilities. In August 2021, 29,324 individuals in 13,669 PD16 households received SNAP benefits, with the number of active SNAP clients remaining steady though SNAP issuance increased by 27% over August 2020. Many families with school-age children automatically received P-EBT, even if they otherwise would not qualify for SNAP. To serve the SNAP population, VCFC operates VFM at 6 PD16 farmers markets plus Dale City: 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 receive the free match for fresh fruits and vegetables.

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 or P-EBT benefits. Clients are qualified for SNAP by local DSS offices, following federal/state eligibility guidelines. P-EBT benefits are issued by state DSS, in partnership with the Department of Education. VCFC is not involved with these processes. 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. VCFC plans to provide additional outlets in the future, such as a mobile market to address transportation and social isolation barriers, and to reach low income seniors and families 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.

VCFC is not requesting an increase in funding for the VFM Program in FY23.

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

Not Applicable

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

Not Applicable

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

Program Specific Budget

In the boxes below provide program specific administrative costs associated with this program for FY 2023. Please also provide updated FY 2021 Actuals. Data has been rolled over from previous fiscal year application submissions.

	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Personnel	72,196.00	96,056.00	98,931.00	98,931.00	92,780.00	98,931.00	99,152.00
Benefits	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Operating Expenses	177,861.00	220,817.00	189,097.00	189,097.00	208,645.00	189,097.00	203,469.00
Capital Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	250,057.00	316,873.00	288,028.00	288,028.00	301,425.00	288,028.00	302,621.00

Program Specific Revenue

In the section below please provide revenue specifically associated with your program for FY 2023. Please also provide updated FY2021 Actuals. Data has been rolled over from previous fiscal year application submissions. The revenue in this section supports the implementation of your program and the services provided to the community.

	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Caroline	9,861.00	10,000.00	2,465.00	10,000.00	9,861.00	10,000.00	10,000.00
Fredericksburg	0.00	15,000.00	0.00	10,000.00	5,000.00	15,000.00	10,000.00
King George	5,000.00	5,000.00	5,000.00	5,000.00	0.00	5,000.00	5,000.00
Spotsylvania	0.00	15,000.00	5,000.00	10,000.00	20,000.00	20,000.00	20,000.00
Stafford	0.00	5,000.00	9,457.00	10,000.00	4,000.00	4,000.00	5,000.00
United Way	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grants	132,726.00	164,629.00	167,200.00	150,622.00	154,353.00	135,122.00	170,246.00

	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2021 Actual	FY 2022 Budget	FY 2023 Budget
Client Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fundraising	0.00	0.00	2,000.00	2,000.00	1,557.00	2,000.00	2,000.00
Other (Click to itemize)	102,470.00	106,000.00	96,906.00	96,906.00	105,131.00	96,906.00	82,355.00
EBT/SNAP redemptions	62,719.00		66,165.00	66,165.00	75,089.00	66,165.00	61,766.00
Credit redemptions	39,751.00	106,000.00	30,741.00	30,741.00	30,042.00	30,741.00	20,589.00
Total	250,057.00	320,629.00	288,028.00	294,528.00	299,902.00	288,028.00	304,601.00

Surplus / Deficit

	FY 2019 Actual	FY 2020 Budgeted	FY 2020 Actual	FY 2021 Estimate	FY 2022 Budget	FY 2023 Budget
Surplus or Deficit	0.00	3,756.00	0.00	6,500.00	-1,523.00	-1,980.00

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 and WIC staff are strong program partners and advocates, ensuring clients receive information about VFM. Outreach partnerships have been formed with CRRL, VCE, Healthy Generations, Moss Free Clinic, RACSB, the Food Bank and pantries, schools, Mary Washington Hospital 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. The newly formed Hunger Action Coalition will more formally coordinate food access throughout PD16. Key to program success continues to be marketing and outreach efforts that leverage community partners to reach food insecure families about using SNAP/VFM. A key outreach strategy is to increase our social media presence and expand use of digital outreach, as well as reviving traditional paper outreach suspended during covid.

Collaborative Impact

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

Shoppers and vendors tell the story of why the program is essential. Kimberly, Mom of 5, FXBG resident: "This program is a huge benefit and we shop here regularly. With the free produce I get, we can have vegetables with every meal. I am preserving food now to have when the season ends. Since coming to the market, we are eating better, healthier food!" Mena is one of 8 kids and lives in Stafford. Her family shops weekly for produce for traditional Afghan meals. They love the great values they get using P-EBT and VFM. "At the store, we spend more and get less. At the market, we spend less and get so much more! When we can buy more, we eat more vegetables." At Spotsylvania, vendor Jim observes, "VCFC's tent is always busy - they are bringing in lots of new customers, making for a busier market where people want to shop. More customers can afford produce and farmers are making money. It's cool that SNAP, match and WIC are part of the market's DNA and what it brings to the community."

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 FY2021 and the estimated numbers of individuals to be served in FY2023.

Locality	FY2017 (Actual)	FY2018 (Actual)	FY 2019 (Actual)	FY 2020 (Actual)	FY 2021 (Actual)	FY 2022 Estimate	FY 2023 Estimate
Fredericksburg City	204	183	207	250	306	258	275
Caroline County	22	54	60	68	84	70	76
King George County	89	84	30	36	48	38	43
Spotsylvania County	536	332	260	269	326	277	293
Stafford County	90	115	60	59	76	61	69
Other Localities	311	477	567	641	590	661	532
Total	1,252	1,245	1,184	1,323	1,430	1,365	1,288

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

[View Diagram](#) Goals and Objectives

Goals

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		2020 Baseline	2020 Year End	2021 Baseline	2021 Year End	2022 Baseline	2022 Year End	2023 Baseline
Objective 1: In FY23, VCFC will successfully distribute \$244,000 in SNAP benefits and VFM nutrition incentives as evidenced by vendor market token redemptions	Total # Clients Served	121,540	135,311	127,617	211,419			244,000
	Total # Clients Achieved/Successful	121,540	135,311	127,617	211,419			244,000
	% Achieved / Successful	100	100	100	100	0	0	100
Objective 2: In FY23, VCFC will support 94 regional vendors with SNAP and VFM token payments to increase farmer income at participating	Total # Clients Served	97	87	90	90			94
	Total # Clients Achieved/Successful	97	87	90	90			94
	% Achieved / Successful	100	100	100	100	0	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 FY21 we projected a modest 5% increase based on a planned reduction in the match from \$50 to \$40 and ongoing uncertainty about COVID. Actual FY21 results far exceeded expectations. Across the region, vendors expressed that their token sales and thus their income, have dramatically increased. \$211,419 is the combined total of SNAP and VFM distributed to customers that is spent directly with vendors, a 66% increase over what was projected. As explained elsewhere, many factors contribute to the increase, including VCFC's acceptance of P-EBT in addition to SNAP benefits, strong market attendance with customers regularly maximizing the match. Overall, the number of participating vendors remained flat. From Jul-Dec 2020, there was a reduction in participating vendors, directly related to the decrease in vendors selling at all markets during the pandemic. During the 2021 season, these numbers rebounded as vendors returned to markets, ending the season with 90 participating vendors.

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

As the first half of FY22 draws to a close, we expect to see continued strong returns as the 3 leading markets continue to do a record breaking amount of SNAP and VFM distributions, serving more PD16 customers than ever before. However, for the 2nd half of FY22-FY23, we are projecting an up to 10% decrease in results. P-EBT benefit distribution is ending, and the funds on P-EBT cards are running out. In addition, we will be dropping the SNAP match from \$40 to \$30 to conserve shared incentive funds. For FY23, we project an increase in the number of participating vendors, in the expectation that, as operational requirements requiring physical spacing between vendor booths are revised, there will be more booth space available and new vendors will be able to join the markets, offering SNAP and match to their customers.

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

The Goal remains the same: 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 have been updated for FY2023.

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			2020		2021		2022	
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		2020 Baseline	Year End	2021 Baseline	Year End	2022 Baseline	Year End	2023 Baseline
Objective 1: In FY23, VCFC will continue to provide SNAP EBT access at local farmers markets by serving SNAP customers in 4,456 SNAP transactions at participating farmers markets	Total # Clients Served	2,525	3,021	2,650	3,880			4,456
	Total # Clients Achieved/Successful	2,525	3,021	2,650	3,880			4,456
	% Achieved / Successful	100	100	100	100	0	0	100
Objective 2: In FY23, VCFC will attract at least 1,186 new SNAP households (estimated 2,490 total persons served) to participating farmers markets.	Total # Clients Served	775	895	800	993			1,186
	Total # Clients Achieved/Successful	775	895	800	993			1,186
	% Achieved / Successful	100	100	100	100	0	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 FY21, VCFC exceeded all baseline objectives and all measurable impacts increased significantly. July 2020-June 2021, during the height of the pandemic, actual SNAP transactions(3,880) increased 46% over baseline (2,650). The number of new customers was targeted at 800; the actual outcome was 933, a 16% increase. By April of 2021, when the market season opened, customers flocked to the markets as a safe, outdoor space to shop with their families. Every market reported an increase in early attendance. VCFC's program also started off extremely strong. Higher SNAP allotments and P-EBT benefits circulating in the community meant customers had additional SNAP benefits that could be spent at the markets and many took advantage of this. Repeat customers drove transactions up, with most taking the full \$40 match to maximize their fruit and vegetable purchases. Additionally, P-EBT customers brought new and returning business to the markets.

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

While we have seen record program usage both in FY21 and through the remainder of the 2021 season, for FY23 we are projecting an overall 10% decrease in transactions and SNAP/VFM distributions. This is due to uncertainty about the pandemic economic recovery and the end of widespread distribution of P-EBT funds. Also, to better conserve our shared incentive funding, we are changing the match in 2022 from \$40 to \$30, still very generous and an excellent value. Other programmatic changes we anticipate include: hiring additional staffing support such as an AmeriCorps VISTA worker and/or interns; evaluating operational processes given the program's growth; and enhancing financial backend and marketing support. There is continued recognition that additional support is needed for non-SNAP low income families who need help affording healthy food. We hope to expand WIC Veggie Vouchers and explore other options to increase access to fruits and vegetables for all community members.

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

The Goal remains the same: 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 have been updated for FY2023