

Regional Funding

Fiscal Year 2020 - Partner Funding Application

Virginia Community Food Connections

Agency Information

General Information

Agency Name	Virginia Community Food Connections
Physical Address	PO Box 7664, Fredericksburg, VA, 22404, U.S.A.
Mailing Address	Same
Agency Phone Number	(540) 940-7914
Federal Tax ID #	811346510
Web Address	virginiacfc.org
Agency Email Address	elizabethborst@virginiacfc.org

Agency Mission Statement

The mission of Virginia Community Food Connections (VCFC) is to ensure the availability, access, and affordability of locally-produced food by connecting local farmers and all members of the community through programs, awareness, and advocacy.

Today 1 in 10 Virginia residents are food insecure, and 1 in 6 are children. In the Fredericksburg region 11.2% of residents are 'food insecure', defined as not able to access sufficient nutritious food for an active and healthy life. Rates of chronic, diet-related disease are skyrocketing. Despite a robust economy, many of the region's 350,000 residents struggle with hunger and access to healthy food, especially the working poor, due to the region's relatively high cost of living and high number of low wage occupations. Many food insecure individuals receive SNAP (Supplemental Nutrition Assistance Program, Food Stamps), a federal nutrition assistance program that provides low-income families with funds via Electronic Benefit Transfer (EBT) that can be used to purchase food. As of August 2018, 26,550 PD16 residents participated in SNAP, and about 5,000 received WIC benefits. PD16 also has significant food deserts, defined as locations with limited access to healthy food. Meanwhile, agriculture is Virginia's largest industry at \$70 billion annually, but small and midsize farmers are struggling to keep their land in production and find direct markets for produce sales.

Through food access programs, local food distribution and community partnerships, VCFC is connecting low-income families with available local fresh produce - a proven strategy for addressing hunger and food insecurity, increasing sustainability for local farmers, and improving community health.

Number of Years in Operation	9
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Main Contact

Main Contact	Elizabeth L. Borst, phone: (540) 940-7829, email: BethAustin@virginiacfc.org
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Job Title Executive Director

Localities Served

Please select any/all localities your agency serves.

Caroline

Fredericksburg

King George

Spotsylvania

Stafford

Collaborative Impact

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

The VCFC-Virginia Fresh Match (VFM) Program, VCFC's core incentive program, provides SNAP access and incentives for affordable fruits and vegetables for low-income Virginians who shop at local farmers markets using SNAP benefits, generating additional income for farmers. VCFC also operates other community food security programs and partnerships that have an important impact on access to healthy food for low-income residents. These include the Farm-to-Pantry program which sells produce to emergency food pantries, and the Produce Pack and Eat Green Fredericksburg programs that connect WIC families with farmers market produce. VCFC convenes the Fredericksburg Food Access Forum to connect area food access organizations for greater collective impact. In 2017, VCFC conducted a VFM Medicaid Incentive pilot, and a Fruit and Vegetable Prescription (FVRx) pilot offered free produce "prescriptions" to high need patients at Moss Free Clinic. All these initiatives tie back to the core VCFC-VFM Program, introducing families to a healthy food environment, expanding partnerships, and increasing community awareness about food insecurity and agricultural production. Collectively, VCFC programs generated over \$200K in 2017, dollars that stay in the local economy, support hungry families and provide income to farmers.

In PD16, VCFC has been the local food organization connecting families in need with locally grown fruits and vegetables since 2009, when Spotsylvania Farmers Market was the second market in Virginia authorized to accept SNAP benefits and offer nutrition incentives. VCFC's regional network now accounts for about 30% of all SNAP sales at farmers market in Virginia. VCFC is a lead partner in the \$1.8M FINI grant, bringing \$388K into the region over 3 years.

VCFC is filling a significant need within the community, with no other entity performing these roles. There would be a loss to community health, food security and the agricultural economy if VCFC ceased operation.

Community Impact

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

Example 1

Deborah Aulick is a retired senior in her mid-60's who lives near the Route 639 Farmers Market (639FM) in Ladysmith. She learned about the VCFC-VFM Program from the Department of Social Services (DSS), and her church is also supportive in helping ensure people know how to double their benefits and have enough to eat.

She loves the variety of fresh foods she can purchase at the farmers market and now shops there weekly. Especially since her retirement, equally important are the personal connections she has made there. She values being able to spend time each week socializing – getting to know and talk with the vendors and other customers. (DSS points to social isolation as a major impact of poverty.)

Deborah lives simply in one room with access to a kitchen with a stove, some storage and a very small portion of a refrigerator. She is frugal and budgets very tightly. She does all her own cooking and never eats out, not even for a cup of coffee as she feels this is a waste of money.

Deborah receives \$120 a month in SNAP benefits and spends about \$30 of that at the farmers market. She takes full advantage of the \$30 match, spreading it across the month so that she has a steady supply of fresh vegetables between markets. Today she bought fresh eggs, pork chops and bacon from one of the meat vendors. She also bought beans, squash, cucumbers, a pepper, an onion and fresh corn. She loves vegetables and is happy that Virginia Fresh Match makes them so affordable.

When asked how this program makes a difference, she is silent for a long moment as she ponders the question. Tears appear in her eyes, and just as quickly vanish. “I would have to do without or at least cut way back. I couldn't afford the vegetables at all, and I'd have to do all my shopping at the grocery store. Today, I wouldn't have been able to get squash, corn or green beans. I wouldn't buy the local eggs either, even when they taste so much better. I wouldn't enjoy my food as much.”

Example 2

Lea Dodge has been shopping at the Spotsylvania Farmers Market (SCFM) for years. She has a 28-year-old son with Down Syndrome and does all his cooking and shopping. He is on a restricted diet due to food preferences and health needs. She uses the SNAP and Virginia Fresh Match program at the farmers market to purchase the fruits and vegetables that she needs for his meal prep. She buys eggs, peppers, onions and mushrooms for his breakfasts, loads the refrigerator up with cut-up vegetables for snacks, and makes lunch daily for him to take to the support center.

For Lea, using ‘the match’ means she can get twice as much produce for the money, versus shopping at the grocery store. She thinks that the match makes it more affordable, the local produce is more nutritious, and it lasts longer. In some ways, “It's simply a math issue. I can get more fresh vegetables. Being able to use EBT at the market is the best thing ever!” she exclaims.

Lea also saves unused tokens received at the beginning of the month to use at the end of the month when things get tight, and purchases in bulk for canning. She encourages others to do the same. “I tell everyone – go the farmers market. Use your SNAP benefits there and take advantage of the match. It just makes good sense, is smart financially and smart for improving health.”

Her son's health has improved drastically in a short period of time, and she attributes it to the healthy food she is able to buy from the market. “It's a wonderful program and a huge benefit to many in the community. But it seriously helps families like mine – it enables the caretakers of special needs family members to provide what is needed”.

Example 3 (Optional)

Little Green Farm (LGF) is a small produce farm in Spotsylvania County run by Luis Gutierrez and his family. They have been selling at local farmers markets for about 10 years. In the beginning, they used 5-7

of their 10 acres, farming by hand with hoes. Over time, they acquired farm equipment, created a pond for watering, and now farm 25 acres, maximizing production through crop rotation. As area markets have grown, their business has expanded from 2 tents and a small amount of produce at 2 markets, to 4 produce-filled tents at 6 markets. 3 are PD16 markets - 639FM in Ladysmith and both SCFMs- and are run by Gutierrez son and college student, Alfredo, with family help.

Markets are LGF's main source of income. 80% comes from cash and credit sales and 20% comes from the VCFC-VFM Program. Alfredo's family likes the program because "it benefits SNAP families through doubling and brings income to farmers. The more money customers have to spend equals more money to our businesses". It creates a stable customer base too, with customers that shop weekly with tokens, or cash when the tokens run out. "Once customers understand their money is doubled, it's in their interest to come to the market regularly-it gets them more food than they can buy at the grocery store".

For 3 years, VCFC has facilitated wholesale produce sales for LGF to the Salvation Army for distribution at their weekly pantry. "I like that our vegetables go to a good cause and are distributed to people who don't have access to fresh vegetables. It also helps us because we can provide excess vegetables when our harvest is large and puts extra money back into the business every week."

LGF benefits from new customers using the Produce Pack program. Alfredo spends a lot of time teaching these WIC moms about produce. "They ask about a vegetable and are willing to try those they are curious about. They need a description of how to use it and what the vegetable is good for, then they can buy and cook it."

Virginia Community Food Connections

Agency Budget Narrative

Administrative Expenses

Provide an overview of the administrative costs for your agency.

VCFC administrative costs include accounting expenses, operating expenses, marketing expenses, and program-specific expenses.

Accounting expenses include accounting services, banking and merchant service fees, and audit services.

Operating expenses include insurance, office supplies and services, telecommunication equipment and services, computer equipment, software fees and services, and travel expenses.

Marketing expenses include social media services, graphic design services, and printing and publication services.

Program-specific expenses include the equipment and materials costs for each program and contracted services for seasonal work required by several programs. These expenses also include payment of vendor redemptions for the VCFC-VFM Program and payment for produce purchase for the Farm-to-Pantry and Produce Pack programs.

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

As this is VCFC's first application for outside agency funding, this request by default reflects an increase in administrative funding. Two additional factors have created a real increase in VCFC's administrative costs.

One, through 2017, VCFC operated as a program under GWRC. GWRC served as fiscal agent/grant sponsor and VCFC managed the programs that were funded. In this partnership, GWRC covered the programs' administrative costs. At GWRC's encouragement, VCFC formed as a nonprofit and at the beginning of 2018, started to operate independently of GWRC, meaning that all agency administrative costs are now VCFC's financial responsibility.

The other factor has been VCFC's programs success, which is organically leading to increasing administrative costs. For example, the VCFC-VFM Program is now responsible for 30% of the SNAP benefits used at farmers market in the state of Virginia. These program successes naturally result in more size and complexity causing greater costs.

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

Specific administrative costs that are defrayed by locality funds are expenses allocated to the VCFC-VFM Program:

- Accounting expenses (\$10,890), includes accounting services specific to the VCFC-VFM program (e.g., processing SNAP revenue and vendor redemption payments).
- Operating expenses (\$12,931), includes operating expenses specific to the VCFC-VFM program (e.g., hotspots used at farmers markets for internet connectivity, FINI market fees, bank ACH fees for vendor redemption payments).

- Marketing expenses (\$6,939), includes VCFC-VFM Program-specific marketing and promotional materials (e.g., outreach flyers and posters distributed to potential clients throughout PD16).
- Program-specific expenses (\$190,057), includes program equipment and materials, seasonal contractor services and vendor redemptions.

Capital Expenses

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

VCFC does not have any capital expenses at this time, so this section is not applicable.

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

VCFC does not have any capital expenses at this time, so this section is not applicable.

Salary & Benefit Expenses

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

While VCFC operated as a program of GWRC, all VCFC staff was contracted to GWRC, which allowed VCFC a significant degree of independence in operation, as well as minimizing the cost of staffing to VCFC programs. When VCFC separated from GWRC at the beginning of 2018, year-round staff became employees of VCFC. Immediately upon this change, VCFC incurred the additional cost associated with an organization that has employed rather than contracted staff. Additionally, VCFC is planning COLA increases for all employees, for which these funds will be used to help defray.

As VCFC continues to grow and establish its presence as a regional food security organization, the need for a staff member focused solely on business development has been identified. Funds from this request will be used to hire a part-time Business Development Director, whose responsibility it will be to focus on the long-term financial sustainability of VCFC.

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

There have been no changes to VCFC's benefit structure or costs.

Budget Issues

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

At this time, VCFC is not aware of any legislative initiatives or issues that might affect the agency for the upcoming year.

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.

Funding for the USDA FINI program is provided for through the Farm Bill. A general concern is that the Farm Bill has not been reauthorized for only the second time in its history putting this funding at risk. However, the federal FINI funding for the statewide VFM network, through which VCFC receives its FINI funding, is secure through April 2021.

Another primary funding source is Mary Washington Hospital Foundation. No changes are anticipated to this local support.

At the state level, efforts are underway to develop long-term, sustainable funding for nutrition incentives through legislative and/or budget approaches. These efforts are being championed by Governor Northam's Children's Cabinet, Food Security Work Group, on which VCFC's Executive Director serves.

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

In addition to operating the VCFC-VFM Program, VCFC also conducts other regional food access activities, which connect low-income families to available local food. These activities include:

- Farm-to-Pantry Program, which sells after-market produce to emergency food pantries
- Produce Pack Program, which distributes sample produce to WIC families, with free refills at the farmers market
- Eat Green Fredericksburg, which distributes produce coupons to WIC clients
- Fredericksburg Food Access Forum, which convenes regional organizations working on food security for greater collaborative impact.

VCFC has also piloted Medicaid incentives and a Fruit and Vegetable prescription (FVRx) Program with Moss Free Clinic. While funding for these programs is not requested, it is important to note the cumulative impact of these programs on regional food security, on community food access partnerships, and on farmer income.

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 2017 Actual	FY 2018 Budgeted	FY 2018 Actual	FY 2019 Budgeted	FY 2020
Salary			96,996.00	138,744.00	193,123.00
Benefits			0.00	0.00	0.00
Operating Expenses			212,392.00	237,727.00	262,315.00
Capital Expenses			0.00	0.00	0.00
Other Expenses			0.00	0.00	0.00
Total	0.00	0.00	309,388.00	376,471.00	455,438.00

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 2017 Actual	FY 2018 Budgeted	FY 2018 Actual	FY 2019 Budgeted	FY 2020
Caroline			9,861.00	9,861.00	10,000.00
Fredericksburg			0.00	0.00	15,000.00
King George			0.00	0.00	5,000.00
Spotsylvania			0.00	0.00	15,000.00
Stafford			0.00	0.00	5,000.00
United Way			0.00	0.00	0.00
Grants			175,318.00	221,548.00	258,248.00
Client Fees			0.00	0.00	0.00
Fundraising			775.00	2,500.00	10,000.00
Other (Click to itemize)	0.00	0.00	136,405.00	143,353.00	141,500.00
Total	0.00	0.00	322,359.00	377,262.00	459,748.00

Surplus / Deficit

	FY 2017 Actual	FY 2018 Budgeted	FY 2018 Actual	FY 2019 Budgeted	FY 2020
Surplus or Deficit	0.00	0.00	12,971.00	791.00	4,310.00

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

As of August 2018, Caroline County has 3,500 individuals on SNAP, 11.5% of the total population, with \$416,795 in SNAP issued monthly. Last year, VCFC met a long-time goal to expand the VCFC-VFM Program to Caroline County to improve fresh food access for the large SNAP population there. This program was introduced at the Bowling Green Farmers Market and the Route 639 Farmers Market in Ladysmith in July 2017. With this expansion, program participation by Caroline County residents at all regional markets has tripled and now represents 6.3% of overall program participants, up from 2% in 2017. This program expansion was funded by Caroline County and has the support of the Caroline Food Council, which includes Caroline County DSS, VDH, Virginia Cooperative Extension (VCE), and other partners. According to the Regional Food Security Map (<http://virginiacfc.org/FoodSecurityMap>), Caroline has extensive USDA food deserts, high SNAP usage rates, and significant food distribution shortfalls.

City of Fredericksburg

In the City of Fredericksburg, 3,658 individuals receive SNAP benefits and more than 16% of residents are living below the poverty level. The Fredericksburg Farmers Market (FXFM) has been a long-time partner with VCFC, participating in a number of additional programs like Produce Pack and Eat Green Fredericksburg, and continuing to grow the VCFC-VFM program to serve the community. A small market also operates on Thursdays at Dixon Park. In June 2018, VCFC and FXFM teamed up to support SNAP benefit use and to provide VFM nutrition incentives there. There is also farmers market at Mary Washington Hospital on Thursdays. While it has not yet been possible to offer support for SNAP and VFM incentives at this market, we hope to be able to do so in the near future, as well as possibly expand the Moss Free Clinic FVRx program to this site. The city has a high SNAP usage rate, high food insecurity index and several USDA food deserts, per the Regional Food Security Map (see link above).

King George County

In August 2018, 1,962 individuals received SNAP in King George with an issuance of \$231,339 per month. King George Farmers Market (KGFM) is a longtime partner in the VCFC-VFM Program and helped to initiate the regional incentive network. VCFC has worked closely with KGFM leadership to help establish, promote and improve the community farmers market as a healthy food resource for King George citizens. VCFC works with DSS and RAHD on outreach, participates in the DSS monthly food pantry and works with VCE, the school food director and others to distribute outreach material to summer feeding programs, backpack programs, and preschools. In 2019, VCFC will be working with KGFM management to increase VCFC-VFM program promotion throughout the county, with a focus on reaching SNAP families through the school system, area churches, and social media. Per the Regional Food Security, King George has USDA food deserts, low vehicle access, and a relatively high food insecurity index.

Spotsylvania County

As of August 2018, 9,763 individuals received SNAP in Spotsylvania with \$1,197,543 issued monthly. With support from DSS, the region's first incentive program originated at Spotsylvania Farmers Market (SCFM) in 2009 and became the second market in Virginia to be authorized to accept SNAP. SCFM has

been a leading VA incentive market since. VCFC grew from this beginning. In 2012, a weekday market opened at Spotsylvania Regional Medical Center, in part to serve the SNAP population in the lower county. The two markets represent 60% of all SNAP sales at PD16 farmers markets. Outreach is conducted at DSS and VDH, by school counselors, at food pantries, churches, libraries, thrift stores, and summer feeding sites, and at other locations. VCE and Master Food Volunteers conduct nutrition education at SCFM, along with SNAP-Ed interns provided by Virginia Tech. Parts of Spotsylvania have a high food insecurity index, low vehicle access and USDA food deserts, per the Regional Food Security Map.

Stafford County

As of August, 7,671 individuals received SNAP with a monthly issuance of \$991,042. VCFC does not operate the VFM Program in Stafford, despite repeated efforts to find a market partner. Stafford DSS has been supportive of these efforts so their clients can benefit from the regional program, as well as other VCFC market programs like Produce Packs. Many Stafford residents use and get value from the program at FXBG, SCFM, and KGFM, representing 13% of total program clients. To align with regional efforts and increase their collaborative impact, Stafford school counselors seeking resources and connections with other area agencies and food access organizations such as SERVE participate in the Fredericksburg Food Access Forum, led by VCFC. According to the Regional Food Security Map, Stafford has a medium food insecurity index, areas of low vehicle access and USDA food deserts.

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 Program Coordinator
Email BethAustin@viriniacfc.org
Phone (540) 940-7829

Program Purpose / Description

Provide an overview of this program

Virginia Community Food Connections (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 VCFC-Virginia Fresh Match (VFM) Program is an incentive program designed to provide affordable fresh food access to low-income Virginians who shop at local farmers markets using SNAP (Supplemental Nutrition Assistance Program, Food Stamps). It also generates additional income for local farmers. Families that use their SNAP benefits at participating farmers markets can receive, at no cost, up to an additional \$30 in 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 healthy, locally grown produce that may otherwise not be affordable. Evidence shows that when people can't afford produce, they don't buy it, but when produce is available and affordable, they buy and consume more. Thus, the VCFC-VFM Program attracts new shoppers to community farmers markets, increases affordability and encourages consumption of nutritious, local fruits and vegetables, creates revenue for farms and keeps benefit dollars in the local economy.

VCFC also provides a token program that enables customers to use their credit or debit cards at the market. This program serves all market customers, is a service for vendors and creates an additional

\$40k/year in farmer revenue.

Client Fees

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

To participate in the VCFC-VFM Program, clients must receive SNAP benefits and use their benefits at the market. There is no fee, beyond spending SNAP funds to "trigger" the VFM incentive. To accept SNAP, the market, or an agent such as VCFC, is authorized by USDA Food & Nutrition Service as a SNAP retailer. Once infrastructure is in place (bank account, processing equipment, tokens, signage) the market accepts SNAP at a centralized location like the market manager tent. The SNAP client swipes their SNAP EBT card for the amount they choose to spend. They receive blue \$1 wooden tokens to spend on any SNAP eligible food. VCFC matches every \$1 in SNAP spent with red \$1 VFM tokens to be used for additional fresh fruits and vegetables only. This effectively doubles their benefits, allowing clients to purchase more produce. Clients can receive up to \$30 in VFM tokens a week which can add up to \$120/mo. - a significant addition to a family's budget when the average SNAP benefit is \$124/mo.

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.

Obesity and diet-related diseases are skyrocketing, resulting in increased healthcare costs and lost productivity in the region. Paradoxically, hunger and obesity often go hand-in-hand. One proven prevention strategy is to ensure that low-income residents have access to affordable healthy foods. SNAP benefits are a major source of local spending - \$3M in SNAP are disbursed monthly in PD16, spent mostly at big box retailers. When a portion of these SNAP dollars are spent at farmers markets, it benefits families, farmers, and community. Families are healthier and healthcare costs fall. Revenue from token sales for farmers can be 10-15% of total market sales. In 2017, farmers earned \$200K from all VCFC programs. Retaining SNAP dollars benefits the community - every \$1 spent at farmers markets translates into \$3 in local spending. Localities should support this funding request to ensure a healthy diet for food insecure residents, actively support farmers and build the regional economy.

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

This program has been operating for nearly 10 years and outside agency funding is being requested for the first time. Until 2017, the program operated under George Washington Regional Commission (GWRC) who served as fiscal agent/grant sponsor with program management by VCFC and participating markets. As the program grew in scope and impact, GWRC encouraged the incubation of a separate nonprofit, leading to VCFC as a 501(c)3. Localities supported food access work indirectly through GWRC member fees, which covered some of the program overhead expenses. These costs now must be directly funded in order for VCFC to maintain and expand core programs. In addition, VCFC has taken on other regional food security roles such as local food distribution and facilitation of community collaborations. VCFC is also working with Virginia partners to advance nutrition incentives and localities will benefit from the region's \$388K share of \$1.8M Virginia FINI grant which requires 100% local match.

Target Audience and Service Delivery

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

The program serves SNAP clients in PD16. As of August 2018, 11,342 households and 26,550 individuals received SNAP benefits. More than half are children under 18 or seniors over 64. With stringent income requirements for SNAP eligibility, these clients represent the most vulnerable residents in our community. To serve this population, the program operates at Dale City Farmers Market and at 7 PD16 farmers markets: Hurkamp Park and Mayfield in Fredericksburg, Spotsylvania at Gordon Road and Spotsylvania Regional Medical Center, the King George Saturday Market, and most recently, Route 639 and Bowling Green in Caroline County. Stafford SNAP clients also utilize these markets, several of which are located in low-income, high need areas. As previously described, clients access the program by using their SNAP EBT card at these participating farmers markets to purchase healthy, locally grown foods. A SNAP purchase "triggers" distribution of matching VFM tokens for additional fresh produce.

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

Clients are qualified for SNAP by local Social Services (DSS) offices, following federal and state eligibility guidelines. VCFC is not involved in the SNAP application or approval process, but works closely with DSS, Rappahannock Area Health District (RAHD) and other stakeholders who have direct SNAP client contact to conduct outreach to build program awareness and usage. Partnerships with RAHD, Women Infants and Children (WIC), The Doctor Yum Project (DYP), Virginia Cooperative Extension (VCE), food pantries, school divisions, summer feeding programs and others help to provide nutrition education and additional touch points with these clients. The SNAP population is continually in flux - multiple touch points and ongoing direct contact through trusted sources are essential. Clients also learn about the program through tabling events, outreach materials posted in public locations, referrals from school counselors and food pantries, social media and word of mouth.

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.

As noted above, this is VCFC's first application for outside agency funding and, as such, reflects an increase in the funds requested. The VCFC-VFM Program has been quite successful and continues to expand throughout PD 16, aiding greater numbers of food insecure families each year and providing income for more farmers. This success and growth is driving increases in VCFC's staffing costs and operating costs for the program. Through the years, VCFC has been able to fund the VCFC-VFM Program almost exclusively through a variety of grant awards. VCFC is now seeking outside agency funding to diversify the funding portfolio and to augment the available grant funds to ensure that this much-needed program continues to thrive and to better serve the citizens of PD16.

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

The VCFC-VFM Program is satisfying a significant need within the community. This program provides access to affordable fresh nutritious fruits and vegetables for low-income families who use their SNAP benefits at local farmers markets. This program also directly provides increased revenue for local farmers and indirectly benefits overall community health by reducing the likelihood of diet-related diseases. No other organization is performing this role in PD16. Without this funding, the VCFC-VFM Program would be diminished and there would be greater food insecurity, a higher risk to community health, and a weakening of the agricultural economy in the region.

Additionally, without the requested funds, it will be a challenge for VCFC to satisfy the 100% match requirement for the VFM FINI grant, which is providing over \$100,000 per year for the next three years to address food insecurity in the region.

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

As VCFC continues to mature as an organization, the need for a Business Development Director has been recognized. This new position will be responsible for the long-term financial sustainability of the organization, and the VCFC-VFM Program in particular. This individual will also be involved in setting the strategic direction of VCFC. Funds from this request will be used to defray a part of the cost of hiring a part-time Business Development Director.

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

Program Specific Budget

Please provide your program specific budget below.

Expenses

	FY 2017 Actual	FY 2018 Budgeted	FY 2018 Actual	FY 2019 Budgeted	FY 2020
Personnel			74,020.00	76,013.00	96,056.00
Benefits			0.00	0.00	0.00
Operating Expenses			178,619.00	184,629.00	220,817.00
Capital Expenses			0.00	0.00	0.00
Total	0.00	0.00	252,639.00	260,642.00	316,873.00

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 2017 Actual	FY 2018 Budgeted	FY 2018 Actual	FY 2019 Budgeted	FY 2020
Caroline			9,861.00	9,861.00	10,000.00
Fredericksburg			0.00	0.00	15,000.00
King George			0.00	0.00	5,000.00
Spotsylvania			0.00	0.00	15,000.00
Stafford			0.00	0.00	5,000.00
United Way			0.00	0.00	0.00
Grants			140,108.00	152,678.00	164,629.00
Client Fees			0.00	0.00	0.00
Fundraising			0.00	0.00	0.00
Other (Click to itemize)	0.00	0.00	108,613.00	100,000.00	106,000.00
Total	0.00	0.00	258,582.00	262,539.00	320,629.00

Surplus / Deficit

	FY 2017 Actual	FY 2018 Budgeted	FY 2018 Actual	FY 2019 Budgeted	FY 2020
Surplus or Deficit	0.00	0.00	5,943.00	1,897.00	3,756.00

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

Objectives	2017 Baseline	2017 Year End	2018 Baseline	2019 Baseline
Objective 1: In 2019, VCFC will successfully serve SNAP beneficiaries as evidenced by 2,450 SNAP transactions at VCFC markets.	Total # Clients Served	2,340		2,450
	Total # Clients Achieved/Successful	2,340		2,450
	% Achieved / Successful	0	100	0
Objective 2: In 2019, VCFC will successfully attract 750 new SNAP shoppers at VCFC farmers markets.	Total # Clients Served	703		750
	Total # Clients Achieved/Successful	703		750
	% Achieved / Successful	0	100	0

Explanation & Overview

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

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

No changes are required

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

Goal:

Provide SNAP processing and Virginia Fresh Match incentives at VCFC farmers markets to build local farmer income and support the regional agricultural economy

Objectives

		2017 Baseline	2017 Year End	2018 Baseline	2019 Baseline
Objective 1: In 2019, VCFC will successfully distribute \$118,000 in SNAP benefits and VFM nutrition incentives as evidenced by vendor market token redemptions	Total # Clients Served		113,650		118,000
	Total # Clients Achieved/Successful		113,650		118,000
	% Achieved / Successful	0	100	0	100
Objective 2: In 2019, VCFC will support 94 regional vendors with SNAP and VFM token payments to increase farmer income at farmers markets.	Total # Clients Served		87		94
	Total # Clients Achieved/Successful		87		94
	% Achieved / Successful	0	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

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

No changes are required

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

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 and FY2018, the estimated numbers of individuals served in FY2019 and the projected numbers of individuals served in FY2020.

Locality	FY2017 (Actual)	FY2018 (Actual)	FY 2019 Estimate	FY 2020 Projected
Fredericksburg City	204	183	182	191
Caroline County	22	54	63	71
King George County	89	84	82	86
Spotsylvania County	536	332	404	424
Stafford County	90	115	98	103
Other Localities	311	477	554	590
Total	1,252	1,245	1,383	1,465

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 social services and community organizations to conduct outreach to build awareness and program usage. Spotsylvania Social Services was instrumental in launching the program and regional DSS directors are valued program partners and advocates. Outreach partnerships have been formed with RAHD, CRRL, VCE, Agency on Aging, Moss Free Clinic, DYP, RACSB, Head Start, Summer Food Service, Fredericksburg Regional Food Bank, food pantries, the Community Foundation, Mary Washington Healthcare, Spotsylvania Regional Medical Center and others. Many participate in the Fredericksburg Food Access Forum, an informal working group that VCFC facilitates to build connections between regional food access programs and develop effective food security strategies. One key output is the Regional Food Security Map, virginiacfc.org/FoodSecurityMap developed by VCFC and Marstel-Day LLC to better understand regional food security and address distribution gaps.

Collaborative Impact

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

Agriculture is a key regional asset and the #1 industry in Virginia, yet it lacks organizational champions in the community. PD16 has abundant agricultural production, vibrant farmers markets and high demand for locally grown food. Similarly, food insecurity is a pervasive problem for 11.2% of residents and while there are many partners and programs addressing this issue, there is a lack of alignment to these efforts. The VCFC-VFM Program addresses both the needs of the needs of food insecure families and small and mid-sized family farms, while creating a more robust farm and food economy. The VCFC-VFM Program creates long term behavior change for a healthier diet for low-income families, who would otherwise not have access to healthy, locally grown foods. Additionally, through state partnerships, VCFC is connected to larger statewide efforts in local food, health and agriculture. Connecting our region to these broader efforts is an important way in which VCFC adds value to the region.