

CUMBERLAND COUNTY COMMUNITY DEVELOPMENT PROGRAM

CDBG GENERAL PROGRAM APPLICATION – 2010

Lead Community: Cumberland County

Additional Communities: Bridgton, Casco, Naples, Falmouth, Freeport, Gray, Harrison, Brunswick, Raymond, Scarborough, South Portland, Steep Falls, Standish, Windham, Yarmouth

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Project Title: Wayside Food Rescue; Food Pantry Assistance Program

Program Category: Public Service X; Public Infrastructure/Facility ___;

Housing ___; Downtown Revitalization ___; Economic Development ___

Select your CDBG “National Objective”: Low/moderate income:

Area-wide X; Limited Clientele ___; Direct Benefit

Presumed Group _____ (identify group)

Slum/Blight: Area-wide ___; Spot Basis ___ Amount of CDBG

funds requested \$ 20,000

Total estimated project cost \$ _____

Name of Authorized Official: Susan Violet

Signature of Authorized Official: _____

GENERAL GRANT PROGRAM APPLICATION - 2010

1) Summary (200 Words)

10 Points

Wayside Food Rescue (WFR) sources, collects, and equitably distributes food and non-food essentials, free of charge, to pantries, soup kitchens, and agencies in Cumberland County's most distressed communities. In 2009, WFR experienced increasing pressure to deliver more food to more locations. Existing pantries experienced increased demand; new communities expressed their need for a pantry. Food Rescue addressed these needs and founded three new pantries in Naples, Gray and Yarmouth while finding new sources of food.

As distributor of USDA and non-USDA food in Cumberland County, Wayside is positioned to bring its public services to an expanded level. Efforts increase access in under-served communities. Staff steadily survey pantries and communities help to gauge changing needs. Ancillary supports are provided in identifying locations, materials and equipment. Wayside also helps to improve pantry capacity by providing better equipment and technology. Laptops will be distributed in February, encouraging organization, communication and standards in reporting.

2010 public service activities meet two "national objectives" :

- 1) Area-wide benefit to low/moderate income persons
- 2) Meeting an urgent need.

Funding would enable WFR to expand operations by offsetting increasing cost of rescuing food while, efficiently increasing access to public services through an expanded pantry network.

2.) Management of Proposed Activity 10 Points

Wayside Food Rescue will benefit from the governance of 1 Full Time Program Manager, 1 Half Time Driver, 1 Full Time AmeriCorps Member, 1 Half Time Food Programs Director, 1 Part Time 2nd AmeriCorps Member (5 Hrs wkly) and 1/3rd Time Executive Director. Staff involved will oversee the startup, standards in reporting and food safety and handling of all pantries. Site visits will be conducted on a regular basis to ensure all standards are met and to identify opportunities to expand operational safety and reporting ability. Food Rescue staff will assume the primary role of day to day operations of sourcing, collecting and distributing. All other staff will contribute where needed during promotions and distributions and additional administrative supports will provide resource development of grants, accuracy in reporting and publicity.

3) Implementation Schedule

10 Points

Wayside implements this program in two areas; 1) sourcing and "rescuing" the food and, 2) distributing that food. In these two areas Wayside is charged with documentation of efforts and seeking and identifying new donors and recipient agencies.

Wayside Food Rescue is constantly looking to find new food donors. They are found through cold-calling; making sure potential food donors know that Wayside Food Rescue is available as

a resource so needed food does not need to be thrown away. In addition, contacting trucking companies to let them know about the Food Rescue Program is an avenue that has resulted in a fair amount of food being saved and distributed. Going to major food shows and being available to take the food that cannot be moved has helped Food Rescue become "known" in this arena. Collaborating with food provider agencies such as Southern Maine Agency on Aging and the hospitals has produced a significant amount of food and will help to support new populations going without food.

Equally, Wayside Food Rescue is always looking for agencies that it can serve. Once contact with a potential distribution agency is established, the Wayside Food Rescue Program Director meets with the agency head to discuss what it means to be a recipient agency of the Food Rescue Program. The Program Director will inspect the facility and convey any facility improvements needed before the agency can accept food. Qualifying agencies are inspected on a regular basis and recipient agencies must maintain records documenting food received and persons served.

4) Project Readiness 10 Points 10 Points

- **Community Support:** Wayside Food Rescue enjoys a wide ranging system of community supports. Over a 100 vendors have donated food and non-food essentials in FY 2009/2010. Vendor confidence is elevated by Food Rescue's commitment to food safety and handling, greatly appreciates Food Rescue's quick response time and values Food Rescue as a single point of contact for distribution of food and products. Wayside is committed to maintaining vendor confidence and the high quality standards they have come to expect by ensuring that all staff participates in nationally certificated programs of food safety, equipment safety and communication. Whole Foods, Shaws and WalMart host food drives and other promotional events on a regular basis to support Food Rescue's model of equitable distribution. Both the private and public sector have overwhelmingly responded by donating time, money and/or talent. An Army of volunteers helps to sort and distribute food, run food drives, events and promotions to help Wayside in its mission to provide supplemental foods to a growing number of individuals and families struggling to attain enough food.

- **Staffing:** Wayside Food Rescue is staffed by:
 - 1 Full Time Program Manager
 - 1 Half Time Driver
 - 1 Full Time AmeriCorps Member**Additional staffing supports include:**
 - 1 Half Time Food Program Director
 - 1 1/3rd Time Executive Director
 - 1 Part Time 2nd AmeriCorps Member (5 Hrs wkly)

- **Matching Funds:** Wayside Soup Kitchen is prepared to fund Wayside Food Rescue program beyond the 20% matching funds. As an organization, Wayside recognizes the severity of the problem and the need that exists for a program like The Food Rescue

Program. Additional funding is being applied for to ensure program sustainability.

Collaborations on proposals have begun with the following Partners:

- Southern Maine Agency on Aging
 - Cumberland County Cooperative Extension Service
 - A grant \$5,000 was awarded to assist with funding of a full-time AmeriCorps 2009/2010.
 - Wayside hopes to attract additional funding for food and transportation expense
- **Location:** Wayside Food Rescue Warehouse is located at 135 Walton Street, This program solicits donations locally and nationally to be distributed throughout Cumberland County.
 - **Marketing & Networking:** Wayside is committed to elevating public knowledge of its pantry services and need to acquire more diverse, healthy food. Frequent media attention is sought and bestowed upon Wayside Food Rescue. Newspapers, radio and television stations are quick to cover Wayside events and services. Multiple companies promote Food Rescue in their newsletters. Most recently, Whole Food Market has given national coverage to the success and model of the healthy food drives hosted in Portland. Promotional goods with Food Rescue's name have been donated this year and Wayside has recently engaged pro bono assistance of marketing and publicity professionals to expand public knowledge through education of services.
 - **Potential Impediments:** The number of people requesting help and coming to a pantry has grown significantly. This is witnessed statewide and throughout Cumberland County. We have added 3 new qualifying pantries of this grant in the past year. Maintaining a level of nutritious food is the greatest impediment. However, Wayside is collaborating with multiple community agencies that are committed to assisting Food Rescue in fulfilling our mission. These community partners include: Mercy Hospital, Maine Medical Center, Southern Maine Agency on Aging and the Cooperative Extension. These organizations provide nutritious meals and produce that are fresh, frozen and shelf stable. These collaborations were cultivated this year in a direct response to the growing need. A garden was also grown this year and several farmers have committed to provide fresh food. A secondary impediment is vehicle availability. The growth of Food Rescue has required a significant amount of time dedicated to just the picking up of food and then redistributing to the community. A third concern is availability of cold storage for fresh foods. Many farmers contributed to Food Rescue in late summer and fall of 2009. While this was certainly of great advantage, we struggled with maintaining the fresh quality. We will identify grants to attempt to remedy both problems of vehicle and cold storage.

5) Definition and justification of need: 20 Points

- **Magnitude and Severity of Issue:**

The community needs that are addressed by the Wayside Food Rescue program are those of hunger and food insecurity. The food pantry agencies located throughout Cumberland County receive free of charge, a supply of food that helps those agencies meet the needs of their communities. The Food Rescue program also helps community businesses to have a place where they can donate food that would otherwise be wasted.

- Pantries and Soup Kitchens in Cumberland County have access to fresh produce, fruits and meats free of charge, so that the homeless and the growing number of

working poor throughout Cumberland County will have access to nutritious food, free of charge.

- Businesses donate food that they would otherwise have to throw away.

The issues of hunger and food insecurity are especially prevalent in Cumberland County. In 2007, Partners in Ending Hunger stated from a 2006 survey that they found that of the households in Cumberland County 11.8 of them was Food Insecure. Of that number, 5.8% were household that were Food Insecure without hunger while 6% were Food Insecure with Hunger. People living in "Food Secure" households are able to acquire adequate, safe and nutritious food. People who live in "Food insecure without hunger" households have limited or uncertain availability of nutritious food. People living in "Food insecure with hunger" households have a recurrent lack of access to food. This issue is certainly one that has not diminished in Maine. With the current bleak, economic outlook in Maine, the number of persons needing help so they can make ends meet will be increasing. Poverty and hunger go hand in hand; an increase in hunger will certainly have a ripple effect on the incidences of hunger. It forces people to make choices between fuel and food or who will eat and who will not.

- **Number of people** 39,380

- **Number Low/Moderate** 95%

- **Extent of long-term measurable difference in economic & social health of region**
Wayside is interested in responding to the changing and specific needs of any one region. Clearly, towns and families have been hit by the economic downturn. This is demonstrated in lost household revenues due to declining employment and static wages. The qualifying communities identified in this grant reflect many marginalized and uninsured citizens. Wayside has escalated its involvement with a number of food providers involved in a variety of initiatives to improve the social determinates of health of people coming to a pantry. A diversity of nutritional foods helps to maintain the well-being of individual and the larger community.

6) Need for CDBG Funds: 15 Points

Wayside is a lean, efficient organization that makes the most of volunteer and donor contributions. While much of the public service of Food Rescue provided to the community is donated, operational costs are increasing. The CDBG award would help to defray the cost of providing the growing need for pantry services by assisting with the cost rent of our Food Rescue Warehouse. WFR distributed over 1.25 million pounds of food last year. That is up from the 1 million pounds distributed in FY 2008/2009. Much of this new food consists of fresh produces that requires refrigeration for safe storage and nutrient retention. Wayside will have the added expense of adding a walk-in cooler at the warehouse. The consequences of Food Rescue not receiving funding would mean monetary resources designated for Soup Kitchen operations would have to be redirected to Food Recue to help cover program expenses. As this is a year that Wayside Soup Kitchen will be transition into the community to provide supplemental meals to those who are not able to meet their basic need, it would be prudent to maintain revenues to address their unique program services.

7) Budget for the Project:

10 Points

Cost Category	CDBG Funds	Municipal Funds	Other Funds	Total
Equipment			15,000	15,000
Materials/Supplies			3,500	3,500
Operations			15,000	15,000
Salaries			101,480	101,480
Fringe			0	0
Transportation			0	0
Consultants			0	0
Space/Rent	20,000		20,600	20,600
Project Management			0	0
Other – 1) Misc			4,500	4,500
Other – 2) Insurance			11,000	11,000
Total Costs			181,080	181,080



Food Pantries served by Wayside Food Rescue in Cumberland County.

(Excluding Brunswick, Westbrook, and Portland)

	Pantry	Location	Allocation Source(s)	
1	Bridgton Food Pantry	Bridgton	FR & USDA	
2	Casco Alliance Church	Casco	FR & USDA	
3	Casco Village Church Food Pantry	Casco	FR & USDA	
4	Cross walk Community Outreach	Naples	FR & USDA	New
5	Falmouth Food Pantry	Falmouth	FR & USDA	
6	Freeport Community Services	Freeport	FR Only	
7	Gray Food Pantry	Gray	FR & USDA	New
8	Harrison Food Pantry	Harrison	FR & USDA	
9	Mid Coast Hunger	Brunswick	FR & USDA	
10	Raymond Food Pantry	Raymond	FR & USDA	
11	Scarborough Food Pantry	Scarborough	FR & USDA	
12	South Portland Food Cupboard	South Portland	FR & USDA	
13	Catherine's Cupboard	Steep Falls	FR & USDA	
14	Standish Connection	Standish	FR & USDA	
15	Windham Food Pantry	Windham	FR & USDA	
16	Yarmouth Food Pantry	Yarmouth	FR & USDA	New