

Description of Pilot Project: This pilot is identified as The gitm Foundation initiative under the **Social Innovation Leadership Program*

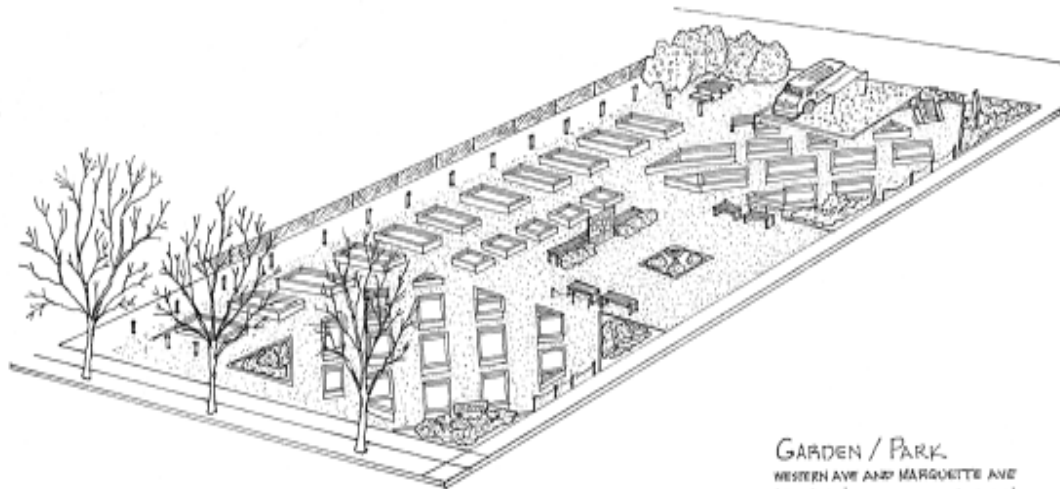
Lead Agency Information

The gitm Foundation

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Bosch Supermarket Park 2014

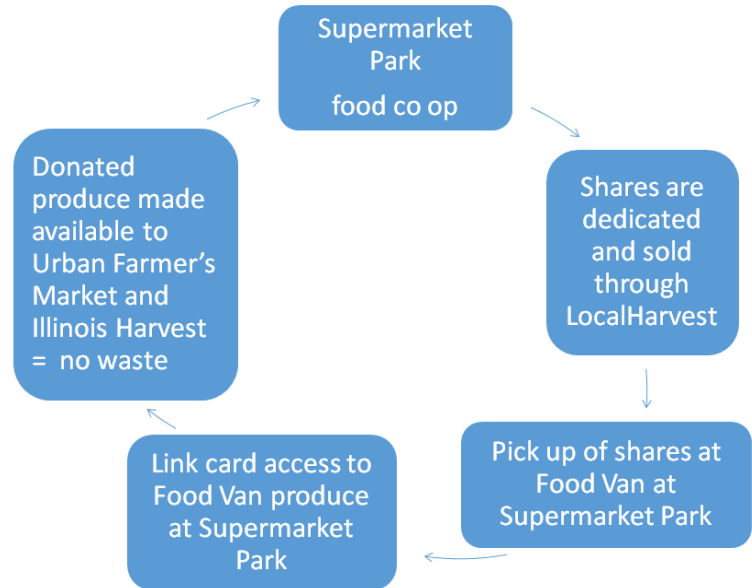


Key Elements

- Produce destination
- Passive Park areas
- Food Van
- Share distribution Center for food co-op pick up

All food co op partners can sell shares as a part of the Localharvest or via Food Van.

Unsold produce is donated to Urban Farmer's Market and distributed through IllinoisHarvest for local food banks.



How does the Supermarket Park work?

*Local food co op for South Village



Bosch
Supermarket Park

- Bosch garden
- South Garden and Learning Center



South Village
Gardens

- Community gardens
- Church gardens
- Business and Agency gardens
- Home gardens



Riverfront
Market

- Farmers with staples such as breads, eggs, cheeses and sauces

Who are the partners and how do they benefit?



Agencies, groups, businesses

- Create their own garden site
- Join as part of a local food co op
- Connect to food pantries
- Link to community programming and education
- Become a Cooking Matters! site



Home growers

- Create home business and sell shares of produce to local market
- Become a part of a local food co op and learn healthy garden management, harvesting and business skills



Churches

- Create their own gardens
- Become part of the food co op
- Contribute fresh produce to their food pantries or soup kitchens
- Develop small group projects for members
- Adopt a week of maintenance as part of the co op



Bosch Supermarket Park

- Pilot project
- Belong to the food co op
- Host site for food van and distribution center



Primary Schools

- Promote nutrition education with Bradley and OSF dietetic interns
- Create small school garden
- Link to PLT education for staff
- Junior Achievement
- Adopt a week for student



High Schools, 2 year and 4 year Colleges

- Hands on education for education, dietary, agricultural, social work and business majors
- Job training for urban ag, site coordination, marketing, sales and bookkeeping
- Adopt a week for vol projects



City of Peoria Explorer Program

- Create new community gardens on empty lots
- Active member of food co op
- Develop mentoring program around urban gardening



Riverfront Market

- Farmers can sell as part of the co op (non) produce staples
- Agree to host nutrition and cooking education as additional Cooking Matters! site



Individuals, families and city

- Buy shares for self or family of fresh locally grown food that adheres to food coop standards
- Promote sustainability in own community
- Volunteer for work days for co op
- Donate shares for the needy



Businesses and Restaurants

- Purchase specific shares to meet business need
- Adopt a week for employees to contribute to co op.
- Contribute to community wellness through local initiative

Mobile Food Van and satellite stops



Food Van Services at SuperMarket Park

2014-2015 year: Cooperative van service with YMCA offered every Tuesday through growing season for harvest pick up from identified community gardens and transported to Urban Farmer’s Market and Heart of Illinois Harvest for food bank disbursement

Nutrition workshops offered with food van once-a-month (July, August, Sept) by Bradley University dietetic students at SuperMarket Park

Plans for 2015-2016 year: SuperMarket Park becomes distribution center for share pickup from LocalHarvest market times.

Portable market offered for produce and non produce food staples with SNAP card at market times

Van makes designated stops at satellite locations on SuperMarket park route

Van continues to work in conjunction with Urban Farmer's Market and Heart of Illinois Harvest of healthy food access to families who do not qualify for SNAP

**working in cooperation with Healthy Living Agriculture Manager at YMCA of Greater Grand Rapids, MI on start up requirements per YMCA national standards.*

Food Co op

LocalHarvest (www.localharvest.org) is an established on-line CSA. For over 25 years, Community Supported Agriculture (CSA) has become a popular way for consumers to buy local, seasonal food directly from a producer. How does the food co op work? A producer offers a certain number of "shares" to the public. Typically the share consists of a box of vegetables, but other farm products may be included. Interested consumers purchase a share (aka a "membership" or a "subscription") and in return receive a box (bag, basket) of seasonal produce each week throughout the farming season.

Preferred Variation

There is also an opportunity to offer "mix and match," or "market-style" CSA. Here, rather than making up a standard box of vegetables for every member each week, the members load their own boxes with some degree of personal choice. The SuperMarket Park lays out baskets of the week's vegetables. Some producers encourage members to take a prescribed amount of what's available, leaving behind just what their families do not care for. Some CSA producers then donate this extra produce to The Urban Farmer's Market and food bank. In other CSAs, the members have wider choice to fill their box with whatever appeals to them, within certain limitations. (e.g. "Just one basket of strawberries per family, please.") Also included are offerings of other goods from vendors of the Riverfront Farmer's Market such as, eggs, homemade bread, meat, cheese, fruit, flowers or other farm products along with their veggies.

Involved in all CSA's is the notion of shared risk. In most CSAs, members pay up front for the whole season (or month at a time) and the producers do their best to provide an abundant box of produce each week. If things are slim, members are not typically reimbursed. The result is a feeling of "we're in this together. Because the Supermarket park will be comprised of many different producers, the element of risk is thus greatly reduced. Only in the case of a specialty item which is grown by only a few producers does this risk increase.

Establishment of Food Co op Board

It is important to establish a board comprised of interested partners and food co op producers. This board would remain separate from the role of Project Management as to strengthen the foundation of the project and allow interested parties to have leadership ability; however, the project manager would need to share openly and readily with board as well as the board needing to recognize the responsibilities of project management.

- The Board provides overall direction for the Cooperative on behalf of the members to achieve the identified goals
- Board members could serve 3 year terms

- Board meetings set for once a month to review objectives, changes and recommendations
- Bylaws established
- Establish as a formal organization under “Food Cooperative”

Nutrition Education and Research

1. Coordinate Bradley University dietetic interns in providing nutrition education workshops on-site during SuperMarket Park pick up, provide rotating education on mobile food van contingent upon harvested produce as well as continued education and cooking demonstrations at Urban Farmer’s Market
2. Facilitate transportation with Peoria Park District van in providing rides for south village residents to River Front market for once-a-month educational workshops
3. Continue to utilize Seven Generations Ahead curriculum for nutrition education to primary schools.
4. Assist in the coordination of Cooking Matters! Site education with (3) identified south village sites
5. Explore use of “community kitchens” to further education in numerous sites throughout south village and provide additional job training offerings. Develop 1-2 community kitchen sites for “Kids in the Kitchen” Junior League programming.

Specific Partnerships and Resources to this project

The gitm Foundation: To supply matching funds for Supermarket Park pilot study

City of Peoria Zoning: direction and expertise in zoning conditions and processes

City of Peoria City Council (Denise Moore): public support with Supermarket Park pilot project and direction with governmental agencies and departments, Trade Union support, possible reallocation of city funding

YMCA: Possible Social Innovation Leadership partner and mobile produce van partner, 2015 food co op garden in planning

LISC: Provide technical assistance in the development of food co op board, possible Social Impact Bond Programming intermediary

HisHelpingHand and Jeff Heft: Continued leasing of 3 parcels under property land use agreement for SuperMarket Park

Heart of Illinois Harvest: Providing food van pick up once a week for fresh produce distribution to food banks

Bradley University dietetic department: nutritional education, internship and research

Peoria Park District: Land use agreements, Luthy Botanical Gardens expertise and direction, horticulture interns and starter plant projects

OSF Saint Francis Medical Center Dietetic Department

Community Foundation of Central Illinois: expertise in not-for-profit coaching, application of Community Needs Grant (2015)

South Side Mission: Possible expansion of greenhouse plantings and programming. Possible “cooking matters” site

Neighborhood House: Urban Farmer’s market site, possible “cooking matters” site

City of Peoria Police Department Explorer program: garden site management

Illinois Central College: Partners in sustainability project

CWTC: possible “cooking matters” site. Possible food co op partner

Christ Lutheran Church and School: South Garden and Learning Center site

HyVee: Charitable Giving Program

Bosch Company: corporate sponsor of Supermarket Park pilot site.

YMCA: Possible Social Innovation Leadership Partner and Mobile produce van partner

Junior League of Peoria “Kids in the Kitchen” program

[Specific Partnerships to the Social Innovation Initiative](#)

OSF/Community Needs Assessment Implementation and Collaboration under the ACA and Social Innovation Leadership Program

OSF Jump Center: Expertise in technology, planning and research

CAT: Social Innovative Lab program partner

University of Illinois Graduate School of Social Work partnership in Social Innovative Lab program initiatives and internship coordination in Advocacy Leadership and Social Change, Master of Social Work rotation site

Bradley University/ Business department and Turner Center partnership with Social Innovative Lab program initiatives

United Way: Community Impact Fund in Health-related Programs

Focus Forward CI: Possible committee member in *Innovative Ecosystem”

Complete list of Partnerships of The gitm Foundation

Aaron Robbins Trucking

Arbor Day Foundation

Army Corp of Engineers

Bethany Baptist Church: Living Stones Group

Better Earth Compost

Bosch or Robert Bosch Tool Corporation

Bradley University Black Student Alliance

Bradley University Dietetic Program

Bradley University Dietetic Student Association

Bradley University Full Service Community Schools program

Central Illinois Wellness Council

Christ Lutheran Church and School

City of Peoria

Dr. Amy Christison - American Cancer Society School Grant

Girl Scout Troop 4724

Heartland Community HealthCare

HisHelpingHands (HHH) NFP

Higher Dimensions Praise and Worship

HyVee

Illini Brick and Stone

Illinois American Water Company

Illinois Department of Natural Resources

J & D Trucking

Junior League of Peoria

Kickapoo Sand and Gravel

Krumholz Landscape and Excavating

Living Waters Lutheran Church
Mantis Grant
Midwest Adopt-a-school garden award
Neighborhood House
No Child Left Inside National Initiative
OSF Children's Hospital of Illinois/ Dr. Amy Christison's Exergaming for Health Program
OSF Dietetic program
Pekin Park District
Peoria Garden Club
Peoria Park District
Peoria Park District's Luthy Botanical Gardens
Peoria Police Department Explorer Program
Peoria Youth for Christ
Project Learning Tree
Project Nature Connect
Quality Quest for Health
Rebuild Together Peoria
Saint Vincent de Paul Catholic School
Schepke Greenhouse
Seven Generations Ahead nutrition program
South Side Mission
South-West Kiwanis
Tazewell County Health Department
Unity Point Wellmobile
Universalist Unitarian Church
University of Illinois School of Medicine
University of Illinois Center for Outcomes Research
University of Illinois Graduate School of Social Work

Washington Greenhouse

West Central Illinois Building and Construction Trade Council

Windmill Creek Ranch

YMCA of Peoria

Zion Evangelical Church

2014-15 Timeline and Projected Outcomes

2nd Quarter (April – June)

1. Complete Supermarket park “passive park” application for zoning
2. Research mobile produce van options: leasing, buying or renting
3. Research mobile produce van licensing, regulations and certifications
4. Research traffic patterns for satellite stops for mobile produce van
5. Complete Healthy Food Access public survey by Bradley University interns
6. Complete City of Peoria Alternative Food Proposal application
7. Elicit feedback from partnerships on plan and make necessary changes based on feedback (**a.2 Partnership Communication and Resource Plan**)
8. Design (**a.1a Supermarket Park Marketing Packet**) with assistance from Bradley University*
9. Design Food co op board application with feedback from south village alternative food committee
10. Initiate creation of “Local Harvest” website*
11. Collaborate with LISC in necessary food co op board elements*
12. Develop (**a.3 Grant Resource Plan with timeline**)*
13. Complete employee wellness program pilot
14. Complete collaborative survey for Farmer’s Market nutrition education with Bradley University
15. Apply for SNAP authorization with SuperMarket Park and van

3rd Quarter (July – September)

1. Complete Supermarket Park construction
2. Create Food Co op program process (**a.4 Food Co op Plan**)*
3. Invite prospective Food Co op members for open forum and request volunteers for serving in first Food Co op board (application required)*
4. Establish mobile food van pilot process (**a.5 Mobile Food Van Plan and Research**) including purchase or lease of van*

5. Contact health department regarding food selling permits and regulations
6. Initiate first harvest year partnership with IllinoisHarvest in weekly pick up of produce for food bank distribution
7. Design **(a.6 Education Plan for Primary, Secondary, H.S. and College Curriculum Enhancements)***
8. Complete map and inventory of all current community and household gardens interested in co op with help from city census worker.*
9. Request support of ALHE (Barb Strand), Clare Howard, Golda Ewalt and Jason Breede for Riverfront market in obtaining information from vendors at Farmer's market regarding interest in food co op of non produce staples.*
10. Begin authoring master pieces of grant application and spearhead submissions (most grant cycles in early year)*
11. Collect surveys on receptivity to Farmer's Market nutrition education
12. Publish outcome research on employee contact with nature study
13. Complete data collection and analysis on employee wellness pilot program

4th Quarter (October – December)

1. Complete Food co op board membership. Review potential formation of "cooperative Co op" designation*
2. Begin work on creation of Food Co op best practice structure, monitoring of provider sites, rules, membership, and forms*
3. Begin construction of Supermarket Park and Food Co op website for forms portal and host home of master volunteer scheduling for all sites*
4. Continue "Partnership Communication and Resource Plan" specifically indicating open communication forums and workshops on "how to create your own home food co op garden" and design of food cop op website rolled under SuperMarket Park website
5. Proceed with Marketing Packet Plan*
6. Evaluate Co op provider and membership status
7. Pilot educational enhancements in schools*
8. Continue on Grants Resource Plan giving ample feedback to Food Co op board on grant approvals and denials along with all new additions as grant cycles open*
9. Create membership goals for "Collective Impact Committee"
10. Publish research on employee wellness pilot program

1st Quarter: 2015 (January - March)

1. Formalize planning on structure of food co op
2. Finalize best practice model on food co op (**a.7: Food Co Op Garden Management**)
3. Open SuperMarket Park website for public access
4. Publicize workshops for food co op gardens and home garden entrepreneurs
5. Initiate program design for green jobs training and job co op
6. Advertise for members of “Collective Impact Committee”
7. Compile feedback data on school educational enhancements
8. Compile farmer’s market survey data for analysis
9. Continue Grant resource/plan feedback to board
10. Collect data on response to Cooking Matters! site development
11. Elicit survey from “Kids in the Kitchen” programming for host sites and Junior League
12. Initiate design for Green Education Model
13. Continue Grant/Resource plan with feedback to board

*indicates those objectives that are in need of additional support and resource

a.1 – a.7: addendums are separate documents

Budget 2014-15: SuperMarket Park Initiatives

Budget Item	Resource Agent	Contribution Received	Contribution Requested	Total Budget Request
SuperMarket Park construction Phase 2: Building 2 more beds and fill for 9 garden beds, placement of Hydrant Phase 3: picnic tables, berms and beds, central work bench, central planting area, front plant area, graphic design and construction of sign	Bosch The gitm Foundation Partnerships and volunteers	Phase 1: Initial construction 5,000.00	Phase 2: 1130.00 Hydrant: 493.67 Phase3: 3,451.34	
Maintenance costs Phase 4			2,868.00	
Site insurance	The gitm Foundation	2014: 300.00	1000.00	8,943.01

Budget Item	Resource Agent	Contribution Received	Contribution Requested	Total Budget Request
Mobile Food Van Phase 1 2014				
Van	YMCA	Van		
Driver	YMCA		19.10 per hour includes	

			insurance, license for 2014= 859.50	
License	YMCA		0	
Gas	YMCA		.56 per mile/350.00	
Maintenance	YMCA		0	
Mobile Food Van Phase 2 1st quarter 2015				
Refrigerated Box Truck	Caterpillar Engines YMCA		35,000.00	
Insurance	YMCA		1,200.00 for 1st quarter of 2015	
Permit			150.00	37,559.50

Budget Item	Resource Agent	Contribution Received	Contribution Requested	Total Budget Request
Project Management				
1.0 FTE Project Manager			\$70,000.00	
Project Manager fringe (30% of salary)			\$30,000.00	
1.0 FTE Site Manager			\$70,000.00	
Site Manager fringe (30% of salary)			\$30,000.00	
1.0 FTE Gardens Coordinator			\$32,640.00	

1.0 FTE Grant writer and technical support staff/ research data analyst			\$40,000.00	
Travel and gas (included in fringe)			0	
Office Space				
Community office space and education hub	LISC Neighborhood House			TBD
Office supply and equipment : Computer/ laptops	The gitm Foundation		0	
Equipment: Bundle office service for internet, phone, cable			125.00 per month=1500.00	
Equipment: Printer/scanner/ copier			650.00	
Supply: staplers, tape, pens			100.00	
Equipment: dry erase board and markers			100.00	
Equipment: Toners and ink			50 per month=600.00	

Supplies:			50.00 per month = 600.00	
Paper				276,190.00

Budget Item	Resource Agent	Contribution Received	Contribution Requested	Total Budget Request
Marketing				
Van painting	Vinyl Van Graphics		1,000.00	
Satellite stop signs	Outdoor Directional signs for 3 stops		1,000.00	
Website development			\$6,000.00	
CSA Software			2014: 1000.00 2015: 1000.00	
SNAP Card			0	
Copies, newsletters			200.00	
Postage			100.00	10,300.00

Budget Item	Resource Agent	Contribution Received	Contribution Requested	Total Budget Request
Education				
Van transportation for Riverfront Market Education	Peoria Park District	Van transportation	0	
Education workshops at	The gitm Foundation, OSF dietetics	Educators	0	

Riverfront Market				
Cooking Matters! Supplies for (3) community kitchen sites	Amerivista 2 workshops/3 sites		1,500.00	
SuperMarket Park Nutrition Education	The gitm Foundation Bradley University	Educators	0	
Materials for healthy eating workshops at SuperMarket Park	The gitm Foundation and Bradley University		250.00	
Urban Farmer's Market supplies and marketing for assessment of wellmobile	The gitm Foundation and Bradley University		250.00	
Kids in the Kitchen programming	Junior League	Educators Curriculum	0	
Materials for "Kids in the Kitchen" programming			0	2,000.00

Budget Item	Resource Agent	Contribution Received	Contribution Requested	Total Budget Request
Research	The gitm Foundation and The University of Illinois		0	0

Computer and software			2,000.00	
Equipment: 4 drawer locked cabinet			200.00	
Equipment: Interactive white board: board, projector, speakers, cables, wall mounting, delivery, taxes and installation			5,000.00	
Office supplies, binders			200.00	7,400.00