



Neighborhood Industries Grocery Relief Funding Proposal

Program Overview

Since March 2020, in collaboration with other local agencies, Neighborhood Industries has established itself in food distribution in not only the City of Fresno, but in Fresno County and the Central Valley as a whole. Neighborhood Industries has delivered food to households, food pantries, and schools in over 80 different cities in 8 California counties, primarily servicing the Central Valley.

Neighborhood Industries grocery relief program, is designed to address food insecurity needs of Central California residents affected by the COVID-19 pandemic; while also providing employment opportunities for people living in neighborhoods of concentrated poverty, who would otherwise be unemployed because of the pandemic.

The Grocery Relief Program is designed for the most at-risk individuals and families, including: the elderly, immunocompromised, and those who cannot shop for themselves due to loss of employment and/or transportation. Neighborhood Industries also delivers food resources to committed community partners: creating large batch grocery boxes that are easily accessible by neighbors in need.

The grocery relief program is free to the community and can be accessed online and/or over the phone. Once someone signs up for groceries, Neighborhood Industries employees supplement a grocery box containing 8-10 family meals, and deliver the boxes directly to the individual's doorstep. Additionally families can access these boxes from food pantries and distribution sites that Neighborhood Industries delivers food to.

Existing Partnerships: Central California Food Bank, Bitwise Industries, Every Neighborhood Partnership, Fresno County Office of Education, and Cradle to Career.

Example: Through a partnership with the Central California Foodbank, Fresno County Office of Education, and Cradle to Career and Neighborhood Industries is committed to a specific focus of families with school aged children in the Rural areas of Fresno County through the summer of 2020; and proposes to extend this commitment, as many schools will be operating off campus for the Fall semester.

Neighborhood Industries seeks to employ Fresno Residents from neighborhoods of concentrated poverty who's employment has been affected by the pandemic, as well as opportunity youth (ages 18-24). The benefit this provides is two-fold: people are able to earn income and they are empowered to serve their neighborhoods. These benefits are a true

embodiment of Neighborhood Industries mission: To operate businesses that reveal value in people, so they can be positive contributors in their homes and neighborhoods.

In the 19 week period between March 15, 2020 and July 24, 2020, Neighborhood Industries has delivered grocery boxes to over 10,000 households, and delivered an additional 14,500 grocery boxes to community members or organizations that are interested in serving their neighborhood. Neighborhood Industries has also maintained 7 full-time equivalent employment positions through this program.

Proposed Program

Neighborhood Industries goals for The Grocery Relief Program are to continue to serve the Central Valley, with a specific focus on the City and County of Fresno, as it recovers from the COVID-19 pandemic, by distributing groceries to 500 households each week through the end of 2020.

Neighborhood Industries also proposes to serve community partners with large batch orders of grocery boxes. Neighborhood Industries will deliver 750 grocery boxes each week via bulk deliveries to distribution sites through the end of 2020.

This program is prime for growth, Neighborhood Industries proposes growing the Grocery Relief program by over 100% from 1,250 grocery boxes delivered each week, to 2,625 grocery boxes each week by the end of the 5 month period. Neighborhood Industries will increase its capacity by a minimum of 500 to 2,500 boxes each month during the 5 month period. Delivering at least 40,000 grocery boxes by the end of the proposed program period.

Neighborhood Industries recognizes a need to reachout to and serve migrant communities in Fresno, specifically the Hispanic and South East Asian Communities. Neighborhood Industries is actively pursuing a partnership with Every Neighborhood Partnership, Fresno Interdenominational Refugee Ministries, and Education and Leadership Foundation to create and distribute information about the Grocery Relief program to these communities, as well as connect with potential distribution sites in these communities.

With these partnerships, Neighborhood Industries will distribute a marketing toolkit in english, spanish, and hmong, as well as a marketing budget to each partner to reach their communities. Neighborhood Industries will also create a public campaign on behalf of the partners to reach the community at large. These partnerships are key for Neighborhood Industries to develop culturally competent grocery boxes, tailored to the specific needs of the culturally diverse communities of Fresno.

Neighborhood Industries proposes creating an RFP for local food entities to provide the food. This RFP will allow the city of Fresno to support local businesses while stimulating the local economy. Neighborhood Industries will manage the RFP process and payment of goods for the grocery boxes. This competitive bidding process will create equal opportunity for food entities,

both private and nonprofit, to become a partner in Neighborhood Industries' proposal. Neighborhood Industries is developing its final food cost numbers- but estimates the total food cost to be \$790k for the 5 month period.

In the 5-month period of August 1, 2020- December 31, 2020; Neighborhood Industries ultimate goal will be to serve over 40,000 households/individuals through its Grocery Relief Program.

This program will also create and/or retain 15 full-time employment opportunities for Fresno residents whose employment has been affected by the COVID-19 pandemic.

Project Need

Neighborhood Industries is requesting \$1,217,138 to distribute 40,000 grocery boxes over the 5-month period of August-December 2020. This cost includes all food, materials, equipment, and labor to produce and distribute grocery boxes. This budgeted amount may adjust as food prices are confirmed, and as the program scales.

Project Evaluation

Project success will be measured in three ways: amount of food distributed, amount of money invested into local businesses, and successful employment outcomes for program participants. Food Distribution outcomes are tracked in Salesforce CRM. This software actively tracks all of the order, production, and delivery activities.

The employment results and Local Food Entity spending are tracked in Neighborhood Industries quickbooks program, which is maintained by a third party accountant.

Neighborhood Industries Grocery Relief Program will be deemed a success when it effectively purchases and distributes a minimum of 40,000 grocery boxes during the five month period of August - December. The employment outcomes will be deemed a success by increasing employment opportunities from 7 to 15 full time equivalent employment positions, and maintaining these positions during the proposed period.

In the broad scope, Neighborhood Industries' goal is to grow its Grocery Relief Program into a permanent social enterprise that provides employment training and opportunities, as well as helping the community move from a place of food relief to food security.

Treating the end of year commitment to Take Care as a 'pilot,' Neighborhood Industries will analyze collected data, and evaluate and leverage its partnerships with food pantries and food distributors to determine if it has a mission driven place as a business in solving food insecurity in the Central Valley.

Organization Overview

Neighborhood Industries mission is, "To operate businesses that reveal value in people, so they can be positive contributors in their homes and neighborhoods." Neighborhood Industries fulfills its mission at its three social enterprise businesses: Neighborhood Thrift- a thrift store that primarily serves low-income individuals, Neighborhood Recycling- a textile, e-waste, paper, plastic and metal recycling facility that diverts nearly 5 million pounds of materials from landfills each year, and Black Marketplace Vintage- a vintage boutique that showcases vintage and designer products from Neighborhood Industries donation stream.

Neighborhood Industries operates its businesses as its "Classrooms" for workforce development, using its businesses as the teaching spaces for on-the-job training. Neighborhood primarily works with men and women receiving welfare benefits as well as opportunity youth living in low income neighborhoods. Its program goal is to prepare these populations, many of whom have little to no work experience, for employment. On average, each year; Neighborhood Industries transitions over 30 individuals off of welfare and into employment, as well as sees 12 opportunity youth complete its program and move on to long term employment and/or continue their academic education.

In addition to the success of its program participants, Neighborhood Industries also distributed nearly \$1M into Fresno neighborhoods of concentrated poverty, one paycheck at a time. Over 90% of management within Neighborhood Industries is composed of people that have completed its program. Neighborhood Industries management structure is based on the idea that there is no better person to guide a program participant than someone who has walked the path themselves.

Due to the COVID-19 pandemic and shelter in place orders, Neighborhood Industries temporarily suspended operation of its three social enterprises: Neighborhood Thrift, Neighborhood Recycling, and Black Marketplace Vintage, because they were deemed non-essential.

These social enterprises are where Neighborhood Industries provides job training and employment services to its population, and also generated over 80% of the organization's income.

Neighborhood Industries made a quick pivot in its operation, utilizing its production, logistics, and delivery capacity to become essential during the pandemic. Through a partnership with local company, Bitwise Industries on the 'Take Care' program, Neighborhood Industries shifted its focus to Food Distribution to be able to provide 'essential' employment opportunities to its population served; packaging and delivering emergency grocery boxes in the Central Valley