# **PART I - FACE SHEET**

APPLICATION FOR FEDERAL ASSISTANCE				1. TYPE OF SUBMISSION:	
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)				Application X Non-Construction	
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS):  3. DATE RECEIVED BY STATE: 19-JAN-11				STATE APPLICATION	N IDENTIFIER:
2b. APPLICATION ID:  4. DATE RECEIVED BY FEDERAL A			GENCY:	FEDERAL IDENTIFIER:	
11AC124539			09ACHCA0010001		
5. APPLICATION INFORMATION			NAME AND OOL	ITA OT INICODA A TION	FOR DDG IFOT DIDECTOR OR OTHER
LEGAL NAME: The Health Trust  DUNS NUMBER: 011506016  ADDRESS (give street address, city, state, zip code and county): 2105 S. Bascom Avenue, Suite 220 Campbell CA 95008 - 3292 County: Santa Clara			NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes):  NAME: Katie Smith  TELEPHONE NUMBER: (408) 961-9899  FAX NUMBER: (408) 559-9515  INTERNET E-MAIL ADDRESS: katies@healthtrust.org  7. TYPE OF APPLICANT: 7a. Non-Profit 7b. Community-Based Organization  9. NAME OF FEDERAL AGENCY:  Corporation for National and Community Service		
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 946050231  8. TYPE OF APPLICATION (Check appropriate box).  NEW NEW/PREVIOUS GRANTE X CONTINUATION AMENDMENT If Amendment, enter appropriate letter(s) in box(es):  A. AUGMENTATION B. BUDGET REVISION C. NO COST EXTENSION D. OTHER (specify below):					
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): Santa Clara and San Mateo Counties			11.b. CNCS PROGRAM INITIATIVE (IF ANY):		
13. PROPOSED PROJECT: START DATE: 10/0	D DATE: 09/30/12	14. CONGRESSIONAL DISTRICT OF: a.Applicant CA 015 b.Program CA 015			
15. ESTIMATED FUNDING: Year #: 3			16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?  YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR		
a. FEDERAL \$ 339,016.00 b. APPLICANT \$ 304,803.00					
c. STATE	AFFLICAINI		REVIEW ON:		
d. LOCAL				DATE: PROGRAM IS NOT COVERED BY E.O. 12372	
e. OTHER \$ 0.00					
f. PROGRAM INCOME \$ 0.00			17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?  YES if "Yes," attach an explanation.  X NO		
g. TOTAL  18. TO THE BEST OF MY KNOWLEDGE AND BOULY AUTHORIZED BY THE GOVERNING BO IS AWARDED.		ATA IN THIS APPLICAT	ION/PREAPPLICA	TION ARE TRUE AND	CORRECT, THE DOCUMENT HAS BEEN
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: b. TITLE: Katie Smith Supervisor					c. TELEPHONE NUMBER: (408) 961-9899
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:					e. DATE SIGNED: 01/19/11

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### **Executive Summary**

Silicon Valley HealthCorps will engage 37 AmeriCorps members to increase 7,500 youth and adults' knowledge of healthy behaviors and daily fruit and vegetable consumption through garden based education and farm to school programs in Santa Clara and San Mateo Counties. Members will also increase residents' access to locally grown produce by developing and maintaining new backyard, community and school gardens, year-round community and school farm stands, and school based Harvest of the Month boxes.

### Rationale and Approach

Compelling Community Need

In Santa Clara and San Mateo Counties, 57% of children between the ages of 2 and 11 do not get the recommended 5 daily servings of fruits and vegetables. Among all races, 27% of adolescents are overweight or at risk of become overweight. Among Hispanic adolescents, however, 35% are overweight or at risk of becoming overweight. Among adolescents up to 200% of the federal poverty level, that number jumps to 42.7% (2005 California Health Interview Survey). In addition, major supermarkets are leaving or have left high density, less affluent, predominantly immigrant urban areas such as downtown San Jose and East Palo Alto, at alarming rates. The remaining collection of liquor stores and small markets provide individuals with little access to affordable fresh produce. Compounding the issue is escalating food costs, and insufficient wages. In Santa Clara County, although the median worker earned \$40,361 in 2006, the median Latino worker earned just \$24,151. In San Mateo County, 17.3% of children live in poverty; 26,852 children are eligible for assistance through the school lunch program. Combined, lower-wages, insufficient access, and lack of knowledge about proper health behaviors, are resulting in poorer health outcomes for low-income, immigrant communities.

Although for many recent immigrants, gardening played a central role in their home countries, the lack of accessible, open garden space inhibits their ability to access fresh produce, as well as enjoy the health benefits of gardening. Silicon Valley Health Corps elected to focus member activities on garden based

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education due to the proven efficacy of community and school garden and farm to school programs in addressing nutrition knowledge and behaviors, as well as increasing access to fresh, affordable produce. A report compiled by The Urban and Environmental Policy Institute at Occidental College, titled "A Growing Movement: A Decade of Farm to School in California," examined the success of farm to school, and school garden programs. Farm to schools programs enable schools to buy local produce for their school lunch programs. Garden based education programs enable schools and communities to incorporate nutrition based curriculum, and provide students and residents with experiential learning opportunities. Such programs improve individual eating habits through a combination of improvements in school lunch programs, direct education, and community involvement and support. Evaluations of other programs throughout California have demonstrated that school lunches provided through a farmto-school partnership provided students with 79% of the USDA requirement for fruits and vegetables, compared to conventional hot lunches, which provided only 40%. Fruits and vegetables consumed through school-garden partnerships were 80-90% fresh, compared to 80-90% packaged through traditional hot lunches. Furthermore, data demonstrates that students participating in garden based education had an increased ability to choose a healthy lunch without adult intervention, 75% of students, compared to 46% of students at a school without garden-based education. Finally, a 2003 report by the Community Food Security Coalition has documented that every \$1 invested in a community garden plot yields approximately \$6 worth of vegetables. The investment of AmeriCorps resources in supporting community and school based gardens and farm to school programs and their accompanying educational programs will yield both significant cost as well as health benefits. In selecting partnering organizations for the Silicon Valley Health Corps, The Health Trust identified eight community based organizations serving six high need communities and school districts. Partnering agencies were selected based on multiple criteria, including their ability to demonstrate a need in their target community. Target communities and school districts were selected based on high levels of poverty, large immigrant, specifically Latino populations, and limited access to fresh produce.

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Within each community, specific service beneficiaries will be selected based on greatest need. Youth will be selected for after-school and summer leadership programs through school and community outreach, as well as a referral and recommendation process. Programs will operate in the following communities.

Santa Clara County:

Mayfair Neighborhood in East San Jose: Mayfair Community is located in East San Jose. This area is home to a variety of immigrant populations. 64.5% are Hispanic and/or Latino, and 21.5% are Asian. 81% speak a language other English at home. The poverty rate is higher than the national average. 11.1% of families live below the poverty level respectively.

Downtown San Jose: Although there are currently 900 residents gardening in one of the cities 18 community gardens, there is a waiting list of 500 residents. Many of these residents have been waiting for years for space to become available. The gardens serve a number of low-income, predominantly Latino communities.

Santa Clara Unified School District: There are 14,000 children in grades k-12 in the Santa Clara Unified School District. The district serves students living in the cities of Santa Clara, Sunnyvale, San Jose, and Alviso. 46% of students qualify for free or reduced school lunch, and 31% are overweight or obese. San Jose Unified School District: Within the district, 55% of the youth in the target schools are eligible for free or reduced school meals (185% of the federal poverty guideline which is currently \$39,220 for a family of four).

San Mateo County

Cabrillo Unified School District, Half Moon Bay: Approximately 43% of students in this district are Latino, 40% of whom are overweight or obese. According to a 2004 survey of 400 Latinos by First Five San Mateo, vegetables and fruits only made up 25% of the most common snacks in the participants' homes.

East Palo Alto, Belle Haven, and Ravenswood School District: Latinos account for 70% of the total population. Over 16% of the population is living below the federal poverty line. In neighboring Belle

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Haven, 60% of the residents are Hispanic, and 14.7% of residents live below the poverty level. In the Ravenswood City School District, which serves both East Palo Alto and Belle Haven, 84.3% of the children in the district qualify for free/reduced cost school meals.

Description of Activities and Member Roles:

The Silicon Valley Health Corps Program will utilize 22.47 MSY, structured to provide for 14 full-time members, and 32 ¼ time, for a total of 46 members. Full-time members will provide partnering agencies with a reliable, highly-trained, resource to implement direct as well as indirect service projects. Quarter time members will provide organizations with the flexibility to engage members in more targeted direct-service delivery activities and provide additional support for volunteer recruitment, as well as engage current college students with content expertise in nutrition, environmental sciences, agriculture, and education.

Members will be placed with 9 agencies representing a diverse cross section of non-profits, educational institutions, and foundations in both Santa Clara and San Mateo County. 14 full time members (FT) and 32 quarter-time (QT) members will be placed with the following agencies:

- \* Full Circle Farm -- 4 FT, 4 QT. Full Circle Farm is an 11-acre sustainable, educational farm nestled in the heart of Silicon Valley. Located on Santa Clara Unified School District land, FCF's goals are to inspire curiosity about the natural world, cultivate environmental leadership, and promote meaningful physical activity and a deep appreciation of fresh, healthy foods.
- \* HEAL (Health, Environment, Agriculture and Learning) -- 1 FT, 4 QT. HEAL engages children and youth in innovative programs that empower them to make responsible choices for themselves, their communities and the planet. The HEAL project instills healthy lifestyle habits in children and youth while inspiring environmental and agricultural awareness through a comprehensive and interactive curriculum.
- \* Santa Clara University Urban Agriculture Program -- 3 FT, 6 QT. The Environmental Studies Institute

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at SCU is an interdisciplinary community of faculty, staff, and students that addresses environmental issues through education, research, and leadership. The Institute provides a variety of campus and community programs including seminars, internships, and opportunities for research, service.

- \* Veggielution -- 2 FT, 4 QT. Veggielution seeks to create equity between people and the environment in San Jose by bringing sustainable urban farming to our community. Diverse youth and community members work on the Veggielution community farm at Prusch Farm Park.
- \* Friends of Master Gardeners / Conexions -- 4 QT. Master Gardeners is a 230 member volunteer organization dedicated to supporting educational goals and activities of the University of California Cooperative Extension. Master Gardener volunteers share their training and experience through outreach and education to our multi-cultural community. Conexions, which was founded in 2005 serves people within the region who want to learn how to live more sustainably, and creates schools gardens through its "Getting Going Growing" program.
- \* The Health Trust -- 3 FT, 1 QT The Health Trust is a 501(c)3 nonprofit organization that was founded in 1996 as a community benefit foundation with \$52 million in assets from the sale of four local nonprofit hospitals. The Health Trust's vision is to transform Silicon Valley into the healthiest region in America through three initiatives, Healthy Living, Healthy Communities and Healthy Aging.
- \* Community Alliance for Family Farmers -- 1 FT, 1 QT. CAFF's mission is to build a movement of rural and urban people to foster family-scale agriculture that cares for the land, sustains local economies and promotes social justice.
- \* Guadalupe River Parks and Gardens -- 2 QT. The Friends of Guadalupe River Park & Gardens provides community leadership for the development and active use of the Guadalupe River Park & Gardens through education, advocacy and stewardship.
- \* Collective Roots -- 6 QT. Collective Roots educates and engages youth and communities in food system change through sustainable programs that impact health, education, and the environment. Collective Roots integrates and implements three program areas: garden-based education, food systems change,

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and environmental action.

Collectively, members will spend 65% of their time on Needs and Service Activities, 23% on Strengthening Communities, and 12% on Member Development Activities.

Needs and Service Activities (65%)

Member's direct service activities will directly address the demonstrated need for increased education regarding the importance of fruit and vegetable consumption, as well as a need at both the school and community level for increased access to fresh, affordable produce. All members will be involved in at least one activity supporting direct service school and community based education programs, as well as at least one activity supporting food production and distribution.

Members will support the following direct service school and community based education programs. 1) One-time garden or farm-based environmental science field trips for k-12 students. 2) 8-10 week series of garden based education classes for k-12 students. 3) Year-round garden-based education programs on sustainable, organic gardening techniques, food preparation, and nutrition for k-12 students. 4) Adult workshop series on home gardening, winter vegetables, spring vegetables, cooking, composting, sustainable agriculture, and nutrition. Workshops will be offered year round at both school and community sites. 5) Year-round and summer leadership programs for high school students. The year-round program will operate Tuesday-Friday. The summer program will operate 5 days a week for 10 weeks.

Members will support the following food production and distribution programs: 1) The development and maintenance of new community, backyard, and school gardens. Food from these gardens will provide fresh, affordable produce for distribution to community and school sites. 2) Year-round

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community, school, and hospital based farm stands to provide low-cost produce to target communities.

3) School based "Harvest of the Month" boxes will be distributed monthly to teachers in Santa Clara Unified School District

School based classes and field trips will utilize curriculum adapted from best practice models and curriculum including Junior Master Gardeners, Kaiser Permanente HEAL model, Edible School Yard model from Berkeley, The Food Project in Boston, Community Alliance with Family Farmers, UC Cooperative Extension Santa Clara County "Food Stamp Nutrition Education Program," and the California School Garden Network (CSGN). CSGN's long established and tested curriculum has its roots in successful programs such as Life Lab in Santa Cruz. It was compiled by the University of California Division of Agriculture and Natural Resources Garden-Based Learning Workgroup. In addition, school based activities will draw from the California Department of Education book, A Child's Garden of Standards: Linking School Gardens to California Education Standards, Grades Two-through-Six. This resource identifies specific garden activities that meet California standards in science, history, social science, mathematics, and English-language arts.

Strengthening Communities Activities (23%)

Members will spend 23% of their time on the following indirect service activities. 1) Recruiting, training and coordinating volunteers to support school and community based education programs as well as garden workdays (see volunteer recruitment section). 2) Partnership development with farms, schools, farm service providers, and schools. 3) Teacher training and adaptation of curriculum. 4) Technical and planning assistance for community and school gardens.

Member development, training, and supervision activities will assist members and service sites in achieving the desired outcomes. Members will develop a work plan that includes personal and professional goals that are linked to the outcomes of the grant. Members will be provided classroom and experiential learning opportunities to ensure they have the knowledge and skills to meet their objectives.

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Specific training topics related to project outcomes include: Teaching and training skills, Knowledge of gardening, food system, sustainable agriculture/farming techniques, and garden based learning theory and methods. Weekly team and/or supervision meetings will provide the support members need to successfully achieve their goals. All members will also receive mentoring from experts and peers. The supervisors will use an ongoing evaluation process to assess progress, provide and receive feedback, and ensure that all members receive the resources and support needed to successfully meet the goals of the program. Details on member training activities are included under Member Development, Training, and Supervision.

The Project Director will ensure member and service site compliance with prohibited service activities. During each orientation process, members and site supervisors will be made aware of prohibited activities. Language on the prohibited activities will also be included in the member and supervisor handbook, as well is in the Memorandum of Understanding established with each service site. Placement of AmeriCorps members with these agencies will allow for a regional, coordinated approach to improving youth and adult's knowledge of sustainable gardening practices and proper nutrition behaviors, increase access to fresh-local produce, and increase the ability of school districts with high percentages of students on free and reduced lunch to incorporate fresh produce into their school lunch program. The majority of both full and ¼ time members will serve for a term coinciding with the academic school year. An academic based service term will allow for optimal support by AmeriCorps members of school based education programming and food production activities, as well as support the recruitment and retention of recent college graduates. A limited number of ¼ time positions will be allocated as summer positions in order to provide member support for high school summer leadership programs.

AmeriCorps members are vital to the success of this strategy because community gardens and garden based education are currently underfunded, under-resourced, and under-recognized. In addition, community gardens currently struggle from the lack of long-term volunteer support needed to create a

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sustainable program. Successful community and school based gardens and their educational programs require a stable core staff, as well as a strong, renewable source of both short and long-term volunteers. The ability to initiate new gardens is currently hampered by insufficient resources to provide long-term, trained staff, as well as insufficient systems to recruit and support both short and long-term volunteers. Small non-profits, such as those being included in this request for AmeriCorps support, operate with small staffs and have limited funding available to support additional staff members. AmeriCorps members will provide a corps of dedicated, trained, knowledgeable individuals to establish the community gardens, deliver the health education, and provide the indirect support including partnership development and volunteer recruitment necessary to create a strong regional network of community and school garden programs. Member support of indirect activities will facilitate the long-term sustainability as well as expansion of the direct service activities outlined above. Diverse volunteer and community support is a best practices strategy as identified by California Healthy Cities and Communities.

#### Measurable Outputs and Outcomes:

The proposed member service activities will result in six key outcomes. The members will contribute to an increase in knowledge about community gardens and sustainable agriculture as well as the importance of nutrition and healthy behaviors. Based on data from previous community garden projects, and The Health Trust's change framework, which is built on the Spectrum of Prevention and the socio-ecological model, we anticipate that this outcome will lead to a change in behavior, specifically an increase in consumption of vegetables and fruit among youth. The members' support of new community and school gardens and distribution of produce yield from those gardens will contribute to an increase in available produce at food distribution sites and an increase in affordable organic produce purchased by schools and communities. Finally, member participation in volunteer recruitment, training and support will result in a long term outcome of sustainable community and school gardens

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and related educational programs.

A combination of quantitative and qualitative approaches will be used to evaluate the outcomes for the program. All placement sites will receive a comprehensive evaluation plan that aligns their specific activities to the overall projects' outputs and outcomes. To the extent possible, outputs and outcomes will be collected by uniform tools. At the onset of the grant, partner sites will meet together and review data collection tools and timelines, outline reporting requirements, and establish bimonthly evaluation meetings to review progress toward performance measure targets. Individual placement sites will track their data in an Excel or Access format in a consistent fashion so that data can be aggregated.

Monthly data will be entered into a comprehensive Excel or Access database housed at the lead agency. These data will then be aggregated and presented at bimonthly evaluation meetings. Collectively, the partners will review progress status and develop midcourse plans for improvement as needed. At least one time per site, community stakeholder feedback will be solicited from school staff, volunteers and visitors to the various partner sites to get feedback on the service activities provided by the members. This feedback will be solicited through interviews and short surveys.

Plan for Self-Assessment and Improvement:

The evaluation for this program will be overseen by the Vice President of Assessment, Planning and Evaluation at The Health Trust. Upon initiation of the program, the partners will be convened for an evaluation stakeholders meeting to review evaluation questions and requirements, data collection methods and reporting schedules, and evaluation utilization practices. As appropriate, the evaluation questions, approach, methods and tools will be revised on the basis of this input with an eye toward meeting the unique needs of each partner while maximizing the opportunity to roll up data across partners.

The first meeting of the evaluation stakeholders will take place during the first month of the grant period. Evaluation implementation will begin once there is shared agreement on the above issues. Each

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of the partner sites will designate an evaluation liaison to be the evaluation stakeholder/representative for that site. The Health Trust Vice President of Assessment, Planning and Evaluation will oversee the evaluation, but each liaison will be responsible for the data collection and compilation at their site, reporting the data to The Health Trust, and participating in evaluation dissemination, review and utilization. Although an outside evaluator will not be hired, The Health Trust has requested funds to support instrument development and analysis. The evaluation will be funded in part by the evaluation funds requested in this budget, as well as through matching funds to support The Health Trust's Vice President of Assessment, Planning and Evaluation. The \$7500 requested from CNCS will provide for an outside consultant to support instrument development and analysis. In addition, each participating site will contribute the in-kind resources required to implement the evaluation.

Opportunities for continuous program improvement will exist through bimonthly partner and service site meetings, and through the submission of regular progress reports. Biannual meetings will allow for open dialogue regarding the project's successes and challenges, as well as allow opportunities for sharing of best practices, and increased collaboration among partners. The biannual meetings will also provide opportunities for discussion of training and technical assistance needs. Partners will be encouraged to support other partners, and use their expertise to facilitate trainings for other partners. The Health Trust will also facilitate training as needed to support partners in meeting the grant requirements. In addition, the Project Director will produce a minimum of two summary reports annually, documenting the project's progress towards achieving the identified outcomes.

### Community Involvement:

As part of a two-year long strategic planning process, The Health Trust engaged community partners from all sectors, as well as residents, in a series of focus groups to identify specific strategies that would result in the vision of transforming Silicon Valley into the healthiest region in the country. As part of that planning process, the need for increased community gardens and education was identified by the

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community as a strategy for increasing fruit and vegetable consumption and reducing the prevalence of overweight and obesity.

The planning process for the Silicon Valley Health Corps was initiated through an open invitation to community and school gardens and farm to school programs in Santa Clara and San Mateo Counties to attend an informational meeting and brainstorming session on the CaliforniaVolunteers Request for Applications. Through this initial meeting, a vision for the grant was developed. In addition partnering service-sites collectively decided on the member roles, member types and training activities. Each partner then responded to a Request for Qualification to The Health Trust, documenting their organization's individual need for AmeriCorps support, as well as proposed member activities and service outcomes. All partnering organizations reviewed this document before submittal.

During operation of the grant, stakeholders and partners will be responsible for assuring appropriate member roles and activities and supporting training and technical assistance for members. Partners will also participate in regular meetings to promote collaboration and sharing of best practices.

Relationship to other National and Community Service Programs:

Silicon Valley Health Corps builds upon the partnerships and infrastructure generated with support of AmeriCorps VISTA members. VISTA members have been integral in establishing Healthy Silicon Valley, a county-wide collaborative focused on reducing overweight and obesity. The partners and service sites included in this grant were identified as a result of their connection with the collaborative. In addition, a current VISTA member is supporting Full Circle Farm in establishing the framework for a volunteer recruitment and management system which will be utilized by the Health Corps members placed there, and will serve as a model for other service sites. In addition, the VISTA member is currently conducting a county-wide assessment of school and community gardens. This assessment, which has demonstrated a need for increased gardens and garden based education, will inform the baseline evaluation data. Where appropriate, Silicon Valley Health Corps will partner with other national service programs

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including City Year, Public Allies, and San Jose's Our City Forest Environmental Service Corps to support service projects. Health Corps members will also utilize national service programs such as SeniorCorps to recruit volunteers.

### Potential for Replication:

The proposed program will serve as a model for multi-partner health and nutrition focused AmeriCorps projects. The Health Trust is functioning as an intermediary for this grant process, a role not often undertaken by community foundations. The Health Trust and our partners' success will serve as a model for how other community foundations can leverage their own resources, and resource from AmeriCorps to support multiple smaller community based organizations. Process as well as outcome evaluation data will be incorporated into semi-annual reports. These reports will be made available to other foundations and community based organizations, as well as serve as the basis for regional and national presentations on the Silicon Valley Health Corps model.

### Organizational Capability

Sound Organizational Structure

The Health Trust has a bold vision: Silicon Valley as the healthiest region in America. In 2008 The Health Trust launched three strategic initiatives to help realize this vision -- Healthy Living, Healthy Aging and Healthy Communities. Each initiative contains specific strategies to make Silicon Valley an environment conducive to optimum health for all.

The Health Trust is a 501(c)3 nonprofit organization, founded in 1996 as a community benefit foundation from the sale of three local nonprofit hospitals. For over ten years, the organization has been a respected leader in Silicon Valley and a catalyst for change, improving the health and wellness of the community through partnership, advocacy and policy work, and direct services.

As a respected community health leader with a 12-year history of extensive program service delivery, grant making, and community engagement, The Health Trust is uniquely positioned to convene

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institutions of higher education and community agencies in a shared vision to engage Silicon Valley

Health Corps members as active participants in improving the health of their community.

Service learning has been an important component of The Health Trust's community wellness strategy since its inception in 1996.

Annually, the The Health Trust brings together individuals, academic institutions, corporations, youth organizations and civic clubs to develop collaborative health solutions in Santa Clara County through volunteer service. Volunteers facilitate health care and health screenings, food delivery, access to healthcare for uninsured children, organizing and undertaking outreach efforts, as well as access to health and medical information. In fiscal year 2008, The Health Trust's volunteers contributed 25,580 hours of volunteer service, valued at over \$346,518. In fiscal year 2008, volunteers delivered 40,000 meals to homebound adults, delivered 600 health screenings and 500 free flu-shots to low-income community members, provided monthly food baskets to 300 individuals with HIV/AIDS, and educated 5,000 community members about cardiovascular disease, hypertension, and diabetes.

The Health Trust has successfully administered a Corporation for National Community Service

AmeriCorps\*VISTA State grant since 2005. Through the AmeriCorps\*VISTA program, The Health Trust has engaged a diverse cross section of volunteers, students, and community partners to build sustainable programs that address the health needs of Silicon Valley's diverse communities. Since 2003, The Health Trust has served as a placement site for four VISTA members under the San Jose State

University VISTA Grant; 18 VISTA members under the current grant (The Health Trust/San Jose State

University Collaborative project); and 45 part-time AmeriCorps members under San Jose State

University's AmeriCorps Bridging Borders Project (currently hosting one member).

Following Generally Accepted Accounting Principles (GAAP), The Health Trust has demonstrated sound fiscal management and oversight of its public and private contracts, maintains a financial management

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system that assures control over the use of contract funds in accordance with federal, state, and county requirements, and has written policies regarding procurement, cost allocation and personnel expenses. Audit and evaluation includes a yearly financial audit and an A-133 audit. The Chief Financial Officer of The Health Trust who reports to the CEO has overall responsibility for the Accounting Department and the integrity and accountability of all financial books and records, and is ultimately responsible for fiscal management and reporting of all grants and contracts. In addition to managing finances for our own agency, The Health Trust provides comprehensive administrative support and financial services to 19 area nonprofits.

The Health Trust has a history of successfully managing federal, state, county and city grants. In fiscal year 2007, The Health Trust received \$2,548,349 in federal and pass-through funding from the Department of Housing and Urban Development, Department of Health and Human Services and Corporation for National and Community Service to support our AIDS Services, Meals On Wheels and Community Partnerships programs. Through this funding, The Health Trust provided case management, food, transportation and housing assistance to 800 HIV+ individuals, 15,000 hot daily meals to home-bound adults and leveraged VISTA support to recruit 1200 new volunteers and \$20,000 in cash and non-cash resources to create sustainable programs that engage the community in the delivery of health education and health services.

The Health Trust engages in evaluation to create a culture of learning and reflection; improve initiatives, programs and processes; generate knowledge that advances our work, the work of our grantees and partners, and the field of community health; and ensure and communicate accountability for quality and outcomes. The Health Trust has incorporated elements of the Center for Effective Philanthropy's performance measurement model into its evaluation framework, which incorporates both process and outcomes evaluation of The Health Trust's governance, organizational effectiveness and impact. Employee performance goals are a part of an overall performance management system whose main purpose is to align employee and departmental goals to organizational goals.

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The Health Trust directly engages over 1,500 volunteers each year and reaches out to thousands of individuals through our community partnerships. For this project, The Health Trust selected member organizations participating in the Healthy Silicon Valley Community Collaborative's Food Providers and Nutrition and Physical Activity Sectors. As members of the collaborative, these community gardens and urban/sustainable farm groups have already made significant efforts to impact community access to fruits and vegetables and increase environmental education and physical activity in our County. As the proposed intermediary organization for this partnership of colleges and small community-based organizations, we convened partnership organizations for a series of strategic planning meetings to assess need, outline programmatic requirements and discuss partner roles and responsibilities. We then initiated a Request for Qualifications (RFQ) process that enabled us to carefully screen partners for organizational needs and experience, programmatic and relevant fiscal capacity, and ability to maintain compliance with fiscal, programmatic and evaluation requirements. As an intermediary organization, The Health Trust will convene partners regularly for planning and implementation purposes. Continuous evaluation of infrastructure, operations, strategy and planning for the program will be a core responsibility of The Health Trust. Development of a site-supervisor manual, memorandums of understanding with each service site, bimonthly site supervisor meetings, and regular evaluation stakeholder meetings are some of the tools The Health Trust will utilize to ensure proper oversight of service sites, and as a result project outcomes. Primary oversight will be the responsibility of the Project Director, with support being provided by the Program Coordinator and Vice President of Assessment, Planning and Evaluation.

The Health Trust will establish Memoranda of Understanding with all partner agencies outlining the fiscal relationship and expectations for member placement sites prior to program implementation. As part of the RFQ process, we have already communicated expectations for payment of matching costs, as well as the Health Trust's plans for monitoring agency compliance with fiscal and programmatic rules and regulations.

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Board of Directors, Administrators, and Staff:

The Health Trust is governed by an increasingly diverse volunteer Board of Trustees, which has legal and fiduciary responsibility for the agency. Frederick J. Ferrer, Chief Executive Officer of The Health Trust, a community leader with more than 20 years of experience in Silicon Valley and a nationally recognized expert in nonprofit leadership strategies and child development, provides executive leadership. The Health Trust's executive, middle and line management structure assures that the proper strategic vision, internal management controls and administrative oversight systems are in place to ensure quality service delivery, high standards for effective corporate governance, compliance with applicable law and government regulations, and performance accountability to regulatory and funding organizations.

Key Silicon Valley Health Corps program and fiscal positions include:

- Rachel Poplack, Director of Community Partnerships, is responsible for strengthening The Health Trust's support of community partnerships. She has five years experience managing The Health Trust's volunteer activities and national service programs and coordinating the agency's partnerships with colleges and universities, secondary schools and community-based organizations. Mrs. Poplack has a BA from Brandeis University and will complete a Masters in Public Health in 2009. She will provide overall management and supervision of the Silicon Valley Health Corps program.
- Katie M. Plante, Community Partnerships Coordinator, supports the AmeriCorps\*VISTA program with recruitment, screening and selection of applicants, and designs and implements systems that streamline volunteer recruitment. She has worked at The Health Trust for four years, including one year as an AmeriCorps\*VISTA and one year as an AmeriCorps Bridging Borders Health Ambassador. Ms. Plante has a BA from San Jose State University. She will provide member recruitment and support activities.

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- TBD, Silicon Valley Health Corps Supervisor, will oversee the planning, recruitment, selection, training, support and supervision of Health Corps members placed at The Health Trust and community partner service sites. The Coordinator will develop an annual project and training plan and maintain ongoing coordination with and ensure compliance of all project partners with grant requirements, including quarterly reporting of performance measures.
- Paul Hepfer, Vice President of Programs, is responsible for management and oversight of The Health Trust's community health programs. He has more than 15 years experience in management positions in health and wellness organizations. Mr. Hepfer has a BS from Indiana State University and an MS from Indiana University. He will provide executive oversight of the program.
- Aimee Reedy, M.P.H, Ed.D., Vice President of Assessment, Planning and Evaluation, is responsible for The Health Trust's assessment, planning and evaluation functions. She guides the agency's community assessments, service design, grant strategies and evidence based research and evaluation. Dr. Reedy has a BS and MA from University of California, Berkeley, and an Ed.D. from the University of San Francisco. Dr. Reedy will design the evaluation component of the Silicon Valley Health Corps program.
- Amor Santiago, D.P.M., M.P.H. is Vice President and Director of the Healthy Living Initiative. Dr. Santiago has devoted the past 17 years to leadership positions in community organizations throughout Santa Clara County. He received his DPM degree from the California College of Podiatric Medicine and an MPH from San Jose State University. He will assist with strategic planning and implementation.
- Ira Holtzman, Chief Financial Officer, is responsible for monitoring the Health Trust's investment portfolio, which is in excess of \$115 million and a fiscal budget of more than \$12 million. Mr. Holtzman

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will provide fiscal management and executive oversight of the AmeriCorps grant. He holds a BS from California State University, Northridge.

Plan for Self-Assessment or Improvement:

The Health Trust has several processes in place to ensure ongoing assessment and improvement of its overall systems, structure, staffing and other capacities. At the leadership and governance levels, the organization has an active Board of Trustees that ensures a strong and effective organization through several committees, including Finance, Grants, Planning and Evaluation, and Board Development.

Committees meet on a monthly or quarterly basis and bring recommendations to the full Board of Trustees that meets 10 times per year.

The organization has a comprehensive planning, assessment and evaluation approach that includes periodic organizational assessments in the areas of finance, human resources, fund development, communications and grantmaking. Indicators for organizational effectiveness have been identified for each of these areas and data are collected, reported, and used to plan for continuous improvement on a routine basis. The VP of Assessment, Planning and Evaluation oversees the internal assessment and creates structures for using data to strengthen the organization. Examples of such structures include Evaluation Learning Circles that engage staff in interpreting data and developing action steps for improvement. In addition, the organization has several committees designed to plan for and implement systems that improve the effectiveness of the organization. The committees were established based on the results of employee surveys and organizational assessment results and include: Information Technology, Communication, Wellness, Recognition, and Staff Development. The organization maintains an employee performance program that is universally implemented and used as the basis for each employee's performance assessment.

Finally, the organization conducts it strategic planning in six-month cycles. This promotes active implementation of strategic goals and objectives and continuous monitoring of progress. Each six-

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month strategic plan is reviewed for progress at weekly Leadership Team meetings and adjusted as

necessary.

Plan for Effective Technical Assistance:

All service sites will be required to attend an intensive training prior to the placement of AmeriCorps members. During this training, financial as well as programmatic obligations will be reviewed including match requirement, prohibited member activities, grant outputs and outcomes, and member development activities. This information will also be complied into a Site-Supervisor Handbook which will be distributed to all service-sites. Pertinent financial as well as programmatic obligations will also be included in the MOU, to be signed by each program site.

The Health Trust has a strong finance as well as fundraising team that will provide assistance in securing any financial assistance required for implementation of the program. The Health Trust has already begun forwarding information regarding funding resources to service sites in order to assist them in raising the funds necessary to provide their share of the matching costs. Health Corps program staff will be responsible for providing programmatic assistance to service sites. Service site needs will regularly be assessed and discussed during the bimonthly service site meetings and the submission of regular progress reports. The Project Director will be made aware of the diversity of program development, member support, and evaluation resources available through AmeriCorps's online resources center.

Sound Record of Accomplishment as an Organization

Volunteer Generation and Support:

The Health Trust is a community based organization which relies on volunteers to support many of its programs, some of which would not function without volunteer involvement. In FY 2008, The Health

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Trust engaged over 1,000 volunteers in 25,000 hours of service, valued at over \$300,000. Volunteers are recruited through a variety of outreach methods. We work directly with our partners at local high schools, colleges and universities, grantees, and other nonprofit organizations to promote our volunteer opportunities. We also utilize volunteer recruitment websites such as Craigslist.org, VolunteerMatch.org, and 1800Volunteers.org. In addition, The Health Trust regularly uses the CaliforniaVolunteers Matching Network to recruit volunteers for one-time, ongoing, and national service volunteer opportunities. Our volunteers are in constant communication with their volunteer supervisor, and are encouraged to make suggestions and provide feedback whenever possible. We recognize all of our volunteers year round, as well as during National Volunteer Week in April. We have a corps of regular volunteers supporting programs such as our Meals on Wheels and AIDS Service Food Basket programs, as well as year round, one-day and short term community events and educational activities.

Organizational and Community Leadership:

The Health Trust's Leadership Team is composed of outstanding leaders in the Silicon Valley nonprofit community, all of whom hold multiple public positions of leadership (boards, task forces, advisory committees, etc.) in the healthcare field. As a respected community health leader, The Health Trust has received numerous awards, including the Association of Fundraising Professionals Philanthropy Day Award (2007 and 1999); Certificate of Special Congressional Recognition for Invaluable Service to Community (2006); the American Heart Association for Outstanding Support of Efforts (2003-2004); and American Cancer Society Hope Award (2001). The Health Trust has also been recognized for its commitment and success in engaging students in service learning activities. In both 2004 and 2005, The Health Trust received San Jose State University's Provost Award for Outstanding Partner in Excellence in Service Learning. The Health Trust has presented at national conferences on its successful service learning projects: San Diego, CA, 2003, National Service Learning Conference (Collaboration for Health: A Model Community-Campus Partnerships); Oregon, 2005, The 2nd Annual Community Based

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Research Conference (Evaluating a Health Partnership to Reduce Recent Immigrant's Risk for Cardiovascular Disease and Community Mapping: A Case Example of Student Involvement in a Modern Community-based Collaborative Research Strategy); and Las Vegas, Nevada, 2006, Society for Public Health (SOPHE) Midyear Meeting, (Community Mapping: A Unique Collaboration between University and Community). In addition, The Health Trust's collaborative service learning projects will be the focus of Promoting Health and Wellness in Underserved Communities: Multidisciplinary Perspectives through Service Learning, a monograph (January 2009).

As an organization, The Health Trust has led the county in establishing a countywide collaborative to address the growing epidemic of obesity. In September 2002, representatives of The California Endowment, The David and Lucile Packard Foundation, the Silicon Valley Community Foundation and The Valley Foundation responded to The Health Trust's invitation to explore how together we might facilitate the development of a healthier Santa Clara County. Nationally, there has been a growing consensus that health problems need to be addressed through upstream, widely-based collaborative and community approaches, emphasizing primary prevention and environmental change strategies. With support of the original funders plus additional grant makers, planning efforts were conducted. Early in 2006, the Healthy Silicon Valley Collaborative formalized its structure and then engaged in completing a Community Action Plan. Over 100 organizations and individuals now participate in the collaborative, and have become the basis for partnerships and synergies driving important environmental change strategies.

The vision of Healthy Silicon Valley is: All residents in Silicon Valley will experience optimized health and wellness. The mission of Healthy Silicon Valley is: To foster a culture of health by supporting prevention and wellness activities, increasing physical activity and promoting healthy nutrition. To this end, Healthy Silicon Valley has two primary goals:

- To counter environments that have led to the obesity epidemic
- To enlist and support a growing network of groups and individuals mutually committed to making the

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Silicon Valley a model for community wellness.

Multi-Sector Approach: Healthy Silicon Valley utilizes a multi-faceted, multi-dimensional approach

involving the following sectors/environments:

- Afterschool Providers -- Santa Clara County Afterschool Collaborative

- Community - Businesses, Government, Education, Nonprofits and Faith-Based Organizations

- Early Childhood -- First 5 Early Childhood Obesity Prevention Collaborative

- Education -- K-12

- Food Providers -- Restaurants, Grocers, Producers/Growers

- Health Care Community - Physicians and Hospitals

- Government - Policymakers and Parks and Recreation/Community Services

- Media and Marketing -- Social Marketing and Media Outlets

- Nutrition and Physical Activity Providers -- Neighborhoods and Resident Engagement

Membership: Healthy Silicon Valley has a growing group of over 100 organizations committed to the

movement to address overweight and obesity and its consequences. The collaborative reflects the

diversity of individuals and organizations necessary to impact this challenge. Collectively, members

understand the complexity of the social, economic and cultural issues involved and that success depends

on the wider participation of many more individuals and organizations in our community to effectively

combat the epidemic of obesity.

Success in Securing Community Support

Collaboration:

Through our day-to-day community engagement, The Health Trust has strong relationships with a

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broad spectrum of cross sector partners. Through our leadership of two countywide multi-sector collaboratives--Healthy Silicon Valley and the Aging Services Collaborative--we convene numerous public benefit organizations, schools, hospitals, neighborhood and faith-based organizations, businesses, government and the community-at-large. Hundreds of organizations have joined these community-wide collaboratives, which reflect the scope and diversity of individuals and organizations throughout our region who have come together to accomplish goals and challenges bigger than what one organization could take on alone. In addition, through the AmeriCorps\*VISTA program, The Health Trust has engaged a diverse cross section of volunteers, students, and community partners to build sustainable programs that address the health needs of Silicon Valley's diverse communities.

Local Financial and In-kind Contributions:

The Health Trust implements a diversified fund development strategy to ensure the stability of our programming efforts. We maintain a stable source of government funding to support program activities, and we receive ongoing support from a variety of corporations, foundations and individual donors. The Health Trust has successfully maintained a growing list of over 50 committed institutional funding partners who continue to support our programs and initiatives on an annual basis. We are grateful for the ongoing support of local grant makers in health. For example, in September 2002, representatives of The California Endowment, The David and Lucile Packard Foundation, the Silicon Valley Community Foundation and The Valley Foundation convened to provide seed funding for the Healthy Silicon Valley Community Collaborative on Obesity Prevention. The California Endowment and other partners continue to provide leadership, technical and financial support for this innovative model of community social change.

Wide Range of Community Stakeholders:

The Health Trust is a recognized community leader and advocate for a healthier Silicon Valley. The

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Health Trust engages an increasingly wide range of community stakeholders, including individuals, community based organizations, government leaders, and for-profit businesses as partners in advancing each of our 3 initiative areas. As a leader in the formation of the Healthy Silicon Valley collaborative, The Health Trust has engaged over 100 stakeholders in supporting environmental changes that support individuals in making healthier decisions regarding physical activity and nutrition. Beginning in 2006, The Health Trust assumed the role of lead agency for the Aging Services Collaborative, a collaborative made up of more that 40 community stakeholders working to promote health aging among older adults. In addition, as The Health Trust continues to work to reduce racial and ethnic health disparities, The Health Trust has outreached to minority service providers, small businesses, and neighborhood action councils. Community stakeholders represent many areas of community health, from physical activity, nutrition and obesity prevention to chronic disease prevention and management, healthcare coverage and services, and health promotion and advocacy.

### Cost Effectiveness and Budget Adequacy

The total program cost is \$624,612. The requested funds are \$342,116, or \$15,225 per each of the 22.47 MSY. The Health Trust has committed to providing matching funds in the amount of \$285,256 or 45.67%.

The Silicon Valley Health Corps supports multiple strategies within The Health Trust's portfolio of initiatives. We are committed to successful implementation of this program and will contribute and/or raise funds from diverse non-federal sources to meet the requisite match. The Health Trust implements a diversified fund development strategy to ensure the stability of our programming efforts. We maintain a stable source of local, state and federal funding to support program activities, and receive ongoing support from a variety of corporations, foundations and individual donors which will be directed to this program if funded. We have initiated discussion with the Richard and Rhoda Goldman Fund for matching funds for this project, and plan to approach the S. D. Bechtel, Jr. Foundation, the Walter S.

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Johnson Foundation, the Clarence E. Heller Foundation, the Union Bank of California Foundation and the Dean Witter Foundation.

Because the project involves collaboration among various higher education institutions and organizations, the project is highly leveraged by significant cash and in-kind services. Partner sites will provide the cost-share for member service stipends and health care expenses, in-kind support for member site supervisors, and staff time and facility use for member development activities.

# **Budget Adequacy**

The proposed budget will provide for strong personnel support including a dedicated AmeriCorps

Project Director, and support from the Community Partnerships Program Director and Coordinator,
both of whom have previous experience administering Corporation for National and Community Service
grants, and supporting and training AmeriCorps members. Because member development activities will
be primarily provided through partner and service site staff members, as well as other community based
organizations, member training costs are limited to the costs associated with CERT training. Evaluation
will be guided by the Vice President of Assessment, Planning and Evaluation, provided through
matching funds, and supported by a contractor, provided through CNCS funds. Additional funds have
been allocated to support staff and member travel, member screening, service gear, and recognition.

The funds provided by CNCS for member stipends will enable The Health Trust to minimize costs passed on to service sites, thereby increasing partner sites' ability to host AmeriCorps members. The partnering agencies in this grant are all small non-profits with limited budgets. A lesser cost-share component from CNCS would inhibit their ability to host members. The program is also a new program, requiring significantly higher staff support than continuation programs. The cost of living in the Bay Area is significantly higher than most of the country; a higher member stipend level is therefore

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warranted. Through past experience as an AmeriCorps VISTA service site, The Health Trust has been challenged to recruit members due to the low-stipend level. Establishing a mid-range stipend for full-time AmeriCorps members of \$16,000 will increase The Health Trust's ability to recruit and retain members from throughout the country.

# **Evaluation Summary or Plan**

The evaluation for this program will be overseen by the Vice President of Assessment, Planning and Evaluation at The Health Trust. Upon initiation of the program, the partners will be convened for an evaluation stakeholders meeting to review evaluation questions, evaluation requirements, data collection methods, data reporting schedules, and evaluation utilization practices. As appropriate, the evaluation questions, approach, methods and tools will be revised on the basis of this input with an eye toward meeting the unique needs of each partner while maximizing the opportunity to roll up data across partners.

The first meeting of the evaluation stakeholders will take place during first month of the grant period. Evaluation implementation will begin once there is shared agreement on the above issues and will continue throughout the program year.

The evaluation will address the following questions:

- 1. To what extent does the program meet its direct beneficiaries target number?
- 2. To what extent to do adults and youth increase their knowledge about gardening, sustainable food systems, nutrition and healthy behaviors?
- 3. To what extent do youth increase their consumption of fruit and vegetables?
- 4. To what extent is the program successful in increasing the number of community and school garden sites?
- 5. To what extent is the program successful in increasing the number of farm stands providing low-cost

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organic produce to targeted schools and communities?

- 6. To what extent have the targeted communities and school sites received an increase in fresh produce as a result of the program?
- 7. To what extent has the volume of organic produce purchased by schools and communities increased as a result of the program?
- 8. To what extent does the program recruit its targeted number of volunteers?
- 9. What is the total amount of impact (in service hours) of volunteer contribution to the targeted schools and communities?
- 10. To what extent does the program achieve sustainable environmental and programmatic change?
- 11. To what extent are AmeriCorps members satisfied with their experience?
- 12. To what extent do AmeriCorps members meet the objectives of their workplans?
- 13. To what extent do AmeriCorps members increase their knowledge and skills to work in the community and to carry out the specific objectives of this grant?

A combination of quantitative and qualitative approaches will be used to evaluate the outcomes for the program. For each of the evaluation questions, a potential method is listed in the table below.

- a. Evaluation Question, b. Potential Method, c. Timeframe
- 1a. To what extent does the program reach its intended beneficiaries? 1b. Program documentation on participation rates and participant characteristics. 1c. (1) Monthly data collection
- (2) Quarterly data compilation. (3) Quarterly data utilization (dissemination and review).
- 2a. To what extent to do adults and youth increase their knowledge about gardening, sustainable food systems, nutrition and healthy behaviors? 2b. Survey and observation methods (pre/post). 2c. (1) Preand post-survey data collected as indicated by site schedule. (2) Observation data collected during

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application of knowledge event as indicated by site schedule.

3a. To what extent do youth increase their consumption of fruit and vegetables? 3b. Survey method (pre/post). 3c. (1) Pre- and post-survey data collected as indicated by site schedule.

4a. To what extent is the program successful in increasing the number of community and school garden sites?4b. Program documentation on garden development progress (baseline to year end).4c.(1)Baseline data collected in September 09.(2) Quarterly data compilation. Quarterly data utilization (dissemination and review).

5a. To what extent is the program successful in increasing the number of farm stands providing low-cost organic produce to targeted schools and communities? 5b. Program documentation on farm stand progress (baseline to year end). 5c. (1)Baseline data collected in September 09. (2) Quarterly data compilation. (3) Quarterly data utilization (dissemination and review).

6a. To what extent have the targeted communities and school sites received an increase in fresh produce as a result of the program? 6b. Program documentation on volume of food distributed (baseline to year end). 6c. (1) Baseline data collected in September 09. (2) Quarterly data compilation. (3) Quarterly data utilization (dissemination and review).

7a. To what extent has the volume of organic produce purchased by schools and communities increased as a result of the program? 7b. Program documentation on volume of food purchased (baseline to year end). 7c. (1) Baseline data collected in September 09.

(2) Quarterly data compilation. (3) Quarterly data utilization (dissemination and review).

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8a. To what extent does the program recruit its targeted number of volunteers? 8b.Program documentation on volunteer rates and volunteer characteristics. 8c.(1) Monthly data collection (2) Quarterly data compilation. (3) Quarterly data utilization (dissemination and review).

9a. What is the total amount of impact (in service hours) of volunteer contribution to the targeted schools and communities? 9b. Program documentation on volunteer service hours by site. 9c. (1) Monthly data collection, (2) Quarterly data compilation.

(3) Quarterly data utilization (dissemination and review).

10a. To what extent does the program achieve sustainable environmental and programmatic change?

10b.Program documentation on institutionalized gardens, farm stands and expansion efforts.

Interviews of stakeholders to assess sustainability. 10c. (1) End of year review of program documentation. (2) Interview data collected in June 10, compiled, disseminated and reviewed in July 10.

11a. To what extent are AmeriCorps members satisfied with their experience? 11b.Survey method (midyear and end of year).

Focus group (mid-year and end of year). 11c. (1)Satisfaction survey data collected in Feb 10 and July 10; analyzed, compiled, disseminated and reviewed in Feb 10 and July 10. (2) Focus group data collected in March 10 and August 10; analyzed, compiled, disseminated and reviewed in March 10 and August 10.

12a. To what extent do AmeriCorps members meet the objectives of their workplans? 12b.Supervisor review of workplan progress (mid-year and end of year). 12c. (1) Data collected in January 10 and August 10; analyzed, compiled, disseminated and reviewed in February 10 and August 10.

13a. To what extent do AmeriCorps members increase their knowledge and skills to work in the

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community and to carry out the specific objectives of this grant? 13b. Survey method (post/retrospective pre). 13c. (1) Year-end data collection (July 10); analyzed, compiled, disseminated and reviewed in Aug 10.

The evaluation will cover Year 1 2009-2010, beginning September 2009. The proposed timelines are included in the table above.

Year 1 2009-10 -- Awarded AmeriCorps Program start date--September 2009

Year 2 2010-11

Year 3 2011-12 -- Final Evaluation Report due October 2012, with the AmeriCorps recompete application.

Each of the partner sites will designate an evaluation liaison. This liaison will be the evaluation stakeholder/representative for that site. The Health Trust Vice President of Assessment, Planning and Evaluation will oversee the evaluation, but each liaison will be responsible for the data collection and compilation at their site, reporting the data to The Health Trust, and participating in evaluation dissemination, review and utilization.

Although an outside evaluator will not be hired, The Health Trust has requested funds to support instrument development and analysis.

The evaluation will be funded in part by the evaluation funds requested in this budget, as well as through matching funds to support The Health Trust's Vice President of Assessment, Planning and Evaluation. The \$7500 requested from CNCS will provide for an outside consultant to support instrument development and analysis. In addition, each participating site will contribute the in-kind resources required to implement the evaluation.

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#### **Amendment Justification**

N/A

### **Clarification Summary**

-Please clarify program start and end dates.

Year 1 of the program will begin September 1, 2009 and end September 1, 2010

-Please clarify if income is generated as a direct result of AmeriCorps. Are funds exchanged between farms and the schools? If food is sold in stands -- how will proceeds be used?

Produce will be sold at public farm stands which will be set up in targeted communities. The proceeds from the farm stands will go right back in to farm and garden operation costs. There will be no profit generated through the program. Produce is sold to the school district at-cost, meaning the farms merely recoups labor and materials input.

-Please clarify that schools are using produce generated by this program by incorporating fresh produce into the school lunch program.

Schools will be using produce generated by this program in the form of an organic salad bar. The salad bar will be offered as a lunch option at selected elementary, middle, and high schools in Santa Clara and San Mateo Counties.

-Compelling needs in each community are not thoroughly documented to describe full extent of local poverty, immigration, and obesity and why gardens and access to produce would alleviate those needs. The collective amount of land/water that will be available to the program was not clearly described. Will there be sufficient land to produce quantities of food that will impact schools, hospitals, communities and teachers?

In Santa Clara and San Mateo Counties, 57% of children between the ages of 2 and 11 do not get the recommended 5 daily servings of fruits and vegetables. Among all races, 27% of adolescents are overweight or at risk of become overweight. Among Hispanic adolescents, however, 35% are overweight or at risk of becoming overweight. Among adolescents up to 200% of the federal poverty level, that

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number jumps to 42.7%. A combination of factors such as escalating food costs, insufficient wages, and the lack of accessible, open garden space, inhibits low income, often immigrant populations, access to fresh produce, as well as the enjoyment of health benefits of recreational physical activity through gardening.

The performance measures show we plan to create 8 new gardens on 15.6 total acres of land and plan to produce 180,000 pounds of food each year. The food produced will benefit 20,000 low-income, predominantly Hispanic residents of Santa Clara and San Mateo Counties. Food will reach these beneficiaries through farm-to-school salad bars, public farm stands located in targeted communities and at hospitals, and teachers will receive a "harvest of the month" box which will be used as a display to teach students about different varieties of fruits and vegetables. The gardens will also provide opportunities for community members to engage in physical activity through gardening.

-Please clarify why members are being trained in Certified Emergency Response Training.

Northern California is constantly threatened by wild fires, earthquakes, and other emergency situations.

Because members will be working closely with school classes, volunteers, and community members, often in an outdoor setting, they will be trained in Certified Emergency Response. This training will prepare members to handle emergency situations and teach them basic disaster response skills such as techniques for proper fire extinguisher use, conducting light search and rescues, neighborhood organization, etc. Further, CaliforniaVolunteers strongly encourages AmeriCorps programs to prepare AmeriCorps members to respond in times of disaster.

-The demographics of the area were not clearly described. Clarify the expected diversity of the member corps.

The diversity of the member corps should reflect the diversity of the county, which is made up of approximately 38% Caucasian, 30% Asian, 26% Hispanic/Latino, 3% black, and 3% other.

-Clarify plans to engage alumni after their year of service.

A Silicon Valley Health Corps Alumni Network will be created in order to keep all alumni engaged and

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involved with the program. Alumni will be informed of upcoming community events and invited to attend and participate. We will also ask alumni if they would be interested in meeting with potential new members in order to share their insights and experiences. Annual alumni gatherings will be arranged in order to ensure that all alumni are kept updated on the progression of the program.

-Clarify plan to recruit a diverse corps.

By recruiting AmeriCorps members locally, we expect the diversity of the members will reflect that of the community. For example, Stanford University and San Mateo Community College district students will be recruited for positions with Collective Roots in East Palo Alto and HEAL in Half Moon Bay, Santa Clara University students will be recruited for positions in the Santa Clara Unified School District, and students from San Jose State University will be recruited for positions in downtown San Jose and within the San Jose Unified School District. Santa Clara County is rich in culture and diversity, and this diversity strengthens our community. By reaching out to a variety of community colleges, state colleges, and private universities in the area, we will ensure a diverse member corps. For some positions, priority will be given to applicants who are bilingual in Vietnamese, Spanish, or Hindi, which will also add to the diversity of the corps.

-Clarify plan to reward members.

Members will be rewarded through a variety of recognition events. Members will be honored for their service with an end of service recognition celebration in which all site supervisors, members, and partners will be invited to attend. Plaques and AmeriCorps alumni merchandise will be given to all members upon completion of their service. Members will also receive AmeriCorps memorabilia such as t-shirts, sweatshirts, window decals, etc., in order to create a sense of pride in their service. Recognition and thank-you gifts will also be given out during National Volunteer Week. Member service gear is included in the budget under Supplies. The cost associated with end of service recognition events will be covered by The Health Trust.

-Clarify the recognition dinner for volunteers as it is not in the budget.

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Recognition dinner costs will be included in The Health Trust volunteer recognition budget and will not need to be matched.

-Clarify the diversity of the volunteers that will be recruited.

Volunteers will be diverse in a variety of ways. We will have volunteers from all age groups and genders. Community members young and old will be welcome to participate in the development, production, and maintenance of community gardens. Since our program will implement garden-based learning with elementary, middle, and high school students, there will be a larger number of youth volunteers. Our volunteers will also be ethnically diverse and reflect the diversity of the county.

-Elaborate on the development of high school volunteers including processes, goals, and outcomes.

Process: Create and expand year-round and summer leadership programs for high school students, as well as single day volunteer opportunities for students and student groups.

Goals: High school students will volunteer for service learning and after school programs at local gardens to learn basic organic gardening techniques and sustainable agriculture practices. Students will become engaged as active garden volunteers and will help promote and sustain community and school gardens.

Outcomes: Leadership programs and garden based service learning will improve high school students' nutrition knowledge and behaviors. By volunteering with these programs, students will gain access to fresh fruits and vegetables, and increase their consumption by at least one fruit and vegetable per day. Students will become engaged in community gardening and will continue volunteering outside of school-related programs, which will ensure that gardens remain sustainable.

### Budget Items:

-Expand the line item descriptions of staff roles to be consistent with narrative.

The narrative mentions Ira Holtzman, Chief Financial Officer, and Amor Santiago, Vice President and Director of the Healthy Living Initiative. We did not include these individuals in the grant due to the fact that they will have very little interaction with the program. Also in the narrative, Rachel Poplack's title is

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listed incorrectly as Manager of Community Partnerships. Her correct title, Program Director of Community Partnerships, is listed on the budget.

- -Separate FICA, SUI, Worker's Comp, Retirement and Insurance costs in the budget.
- See budget narrative for updates.
- -Clarify who will cover costs of tools, gloves, wheelbarrows, seed, bags, sunscreen, hoses, bird net, etc.

  All necessary tools and supplies will be provided by each partner organization. Partner organizations

  will receive funding for these items through a combination of grants and private donations. These costs

are not needed to meet federal match requirements.

- -Describe how costs for orienting site supervisors will be covered.
- Site supervisors will be orientated by the Silicon Valley Health Corps Supervisor. The supervisor will create a Site Supervisor Manual and each site supervisor will be required to attend an orientation prior to the start of AmeriCorps members' service. The cost for materials for Site Supervisor Manuals is listed in the budget narrative under Office Supplies (cost will be covered by The Health Trust).
- -Elaborate further how, with an evaluator on board (\$9,952), a contractor is needed for an additional 15 days for evaluation. Note also that a program over 500,000 is required to have an outside evaluation. Where is this cost?

We will be using the contractor to provide specific support in instrument development and, potentially, data analysis. The Vice President of Assessment, Planning, and Evaluation will use the instruments created by the contractor in her evaluations of the program. The cost for the outside evaluator is in the budget under Operating Expenses. Our program is not asking for over \$500,000 and is not required to have an outside evaluation.

- -Under Other Program Operating Costs, move utilities to a separate line item.
- See budget narrative for updates.
- -Please clarify the amount of cash each foundation is contributing. Please list each partner agencies contribution.

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The Health Trust will raise the following funds through submission of grant proposals to foundations,

including:

Clarence E. Heller Charitable Foundation - \$22,617

Wayne & Gladys Valley Foundation - \$20,000

Partner Agency Contributions:

Full Circle Farm: \$33,709

HEAL: \$12,517

Santa Clara University: \$29,177

Veggielution: \$19,581

Friends of Master Gardners/Conexions: \$5,453

CAFF: \$8,719

Guadalupe River Parks and Gardens: \$2,921

Collective Roots: \$7,985

The Health Trust: \$22,846

-Section II - B - Provide a calculation for the worker's comp line item.

See budget narrative for updates

-Food Production and Distribution Performance Measure: Actual end outcome target value should be

7.8, however eGrants does not allow the use of a decimal point so we rounded up to 8.

2011-2012 Competitive Continuation Clarification

PERFORMANCE MEASURE CLARIFICATION

Healthy Eating Knowledge & Behavior Change Measure

Question: The output appears ambitious in that it attempts to count students and adults and for each group there are several different service activities.

\* In an effort to increase the amount of on-going education we provide, we have elected to remove one-

### **Narratives**

time workshops and field trips for adults and youth. This will decrease the number of service activities. In year 3, we will only count one group: the number of youth receiving a minimum of 8 hours of education.

Question: CNCS recommends breaking out the output into one for adults and one for children and focusing on the one main strategy service area.

\* Activities for adults will be removed from the outputs, and we will focus on one strategy of providing on-going garden based education to youth.

Question: For the intermediate outcome: the program staff is attempting to measure too many target groups and activities in the same outcome. Similar to the Output, we recommend identifying the one or two most important activities and streamlining the intermediate performance measure to align with the appropriate streamlined output.

\* See above. We have identified on-going education as the most important activity, and will remove all activities related to one-time education from the performance measure.

Food Production & Distribution Measure

Question: This measure does not appear to be a major component of the service design. The program may wish to delete this as a reportable measure.

\* Food production and distribution is a critical piece of our program. We can provide nutrition education to everyone, but if they don't have access to fresh, affordable fruits and vegetables, they won't increase their consumption. The community residents who need the nutrition education most, also need to be able to access healthy foods. We will continue to work on increasing local production and distribution, as it goes hand-in-hand with the education we provide.

### **BUDGET CLARIFICATION ITEMS**

-In year 1, we estimated a cost of \$3,500 for worker's compensation costs based on our current premiums for staff coverage. However, since our members are performing higher-risk work (farm

### **Narratives**

production), they had to be recoded as "Truck Farm" workers. This significantly increased the worker's compensation premium.

## **Continuation Changes**

YEAR 3 (2011-2012) CONTINUATION CHANGES

Rationale and Approach:

17 full-time and 20 quarter-time members (22.292 MSY) will be placed with the following agencies:

Full Circle Farm--4 FT, 4QT

HEAL--1 FT, 2 QT

Santa Clara University--4 FT, 2 QT

Veggielution--2 FT, 4 QT

Friends of Master Gardeners/Acterra--5 QT members, Acterra's mission is to bring people together to create local solutions for a healthy planet.

The Health Trust--1 FT, 1 QT

CAFF--1 FT

Guadalupe River Parks and Gardens--1 FT

Collective Roots--1 FT, 2 QT

Sacred Heart Community Services (La Mesa Verde)--1 FT

Schmahl Science Workshops--1 FT

Organizational Capability:

Key Silicon Valley HealthCorps Program and Fiscal Position Update:

Teddy Daligga, Program Coordinator (replacing Emma Friaz-Gallardo), supports The Health Trust's assessment, planning and evaluation functions. Teddy will oversee the monthly reporting of Silicon Valley HealthCorps partners, as well as analyze the data collected. He has worked at The Health Trust

**Narratives** 

for three years, including one year as an AmeriCorps VISTA.

Enrollment: As of December 6, 2010, our enrollment rate is 78.4%. We are intentionally holding 6 of our

QT slots until Spring/Summer as outlined in our program design. The remaining 2 slots should be filled

within the next few months. In 2009-2010, our enrollment rate was 97.8% due to the fact that we did

not refill one QT slot. We plan to improve our enrollment rate by thoroughly screening applicants to

confirm their ability to hold the position for the designated term.

Retention: As of December 6, 2010, or retention rate is 100%. In 2009-2010, our retention rate was 91%.

We lost one FT member to a compelling personal circumstance, and one QT member leaving early in the

year due to school commitments. We also had another QT member who was on track to finish her hours

on time, but decided within the last month of her term (90 hours short of finishing) to focus on another

job. This came as a shock, but also revealed a weakness in our policy to collect timesheets monthly. Next

year, timesheets will be looked at more frequently.

Compliance with 30 Day Enrollment/Exit Policies: As of December 6, 2010, no members have been

enrolled or exited past 30 days during this program year (2010-2011).

Cost Effectiveness and Budget Adequacy:

The total program cost is \$643,780. The requested funds are \$339,016, or \$15,208 per each of the

22.292 MSY. The Health Trust has committed to providing matching funds in the amount of \$304,764

or 47.34%.

**Evaluation Summary or Plan:** 

No Changes

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### **Narratives**

No Changes
YEAR 2 (2010-2011) CONTINUATION CHANGES
Narrative
Rationale and Approach:
Description of Member Roles:
In the late spring, The Health Trust will begin a new RFP process in order to identify possible new
partners that are serving the identified high need beneficiaries and target population. Member allocation

with current partners will also be reviewed and modified based on partner need and compliance.

\*New Partner: La Mesa Verde -- 1 FT. La Mesa Verde is a program of Sacred Heart Community Service

Center, which strives to impact poverty by providing essential services. La Mesa Verde will install 100

new backyard gardens for very low income families in San Jose. The home owners will be trained on
how to maintain their backyard gardens, taught about nutrition and preparation of the vegetables they
grow, and given an opportunity to share their home grown produce with neighbors and community
members.

Member Orientation:

Amendment Justification:

Initial member orientations are being conducted by the program supervisor on an individual basis at the beginning of the member's term. Members are also required to attend a group orientation, which is held for new members monthly.

Site Specific Orientation:

Ongoing Training:

In addition to the ongoing training topics outlined in the narrative, members will also be allotted a

### **Narratives**

number of flexible training hours. This means members will have a set number of training hours to designate trainings of their choice. This will allow members the opportunity to choose training topics based on their interests and need for skill development. The initial member skills assessment will be used to evaluation member training needs.

The 20 hour Community Emergency Response Training will now only be completed by full-time members. Quarter-time members will receive a condensed, 2 hour training provided for free by the City of San Jose. This change was made in order to allow for more training hours to be spent on sustainable agriculture techniques, community food systems, and other topics more relevant to their service. Key Silicon Valley HealthCorps Program and Fiscal Position Update:

- Emma Friaz Gallardo, Community Partnerships Associate, supports the coordination of the Youth Advisory Board, assists with volunteer coordination, and updates the online volunteer management system. Previous to The Health Trust, she served one year as an AmeriCorps Public Ally. Emma has a B.A. from Mills College and lives in San Jose. Emma will provide member recruitment and support activities.
- -Katie Smith, Silicon Valley HealthCorps Supervisor, will oversee the planning recruitment, selection, training, support and supervision of HealthCorps members placed at The Health Trust and community partner service sites. Katie has developed a first-year project and training plan, and maintains ongoing coordination with partners in order to ensure compliance with grant requirements, including quarterly reporting and performance measures.

### Enrollment:

Our program has currently enrolled 69.% of our members (14 full-time, 18 quarter-time). We are currently on track for enrollment since our plan is to enroll an additional 12 quarter-time members in January/February, and 2 quarter-time members in May.

### Retention:

Our program is currently at 100% retention.

### **Narratives**

Compliance with 30 Day Enrollment/Exit:

Two members have been enrolled past the 30 day period. The reasons behind the late enrollment include member problems with the system (never receiving the invite, inability to sign in to the system, inability to create user name and password, etc.). In order to improve the system and avoid this issue in the future, the program supervisor has dedicated two hours per week to updating eGrants, checking in with new members for an update on their My AmeriCorps enrollment progress, and reviewing member files. An appointment has been added to her calendar in order to ensure this time is set aside every week.

### Darfarmanaa Maaaiiraa

Performance weasures							
SAA Characteristics  AmeriCorps Member Population - None  Comparison -	Geographic Focus - Rura Encore Program	I					
Priority Areas							
x Education	x Healthy Futures						
Selected for National Measure	Selected for National Measure						
Environmental Stewardship	Veterans and Military Familie						
Selected for National Measure	Selected for National Measure						
Economic Opportunity	Other						
Selected for National Measure	Selected for National Measure						
Grand Total of all MSYs entered for all F	Priority Areas 22.31						
Service Categories							
Food Security		Primary	Secondary	X			
Other Health/Nutrition		Primary X	Secondary				
Healthy Eating Knowledge and Behavior Change							
Service Category: Other Health/Nutrition							
Measure Category: Needs and Service Activities							
rategy to Achieve Results							

# Briefly describe how you will achieve this result (Max 4,000 chars.)

Each member will be supporting multiple activities, as outlined below. Members will be using one of the following curricula: Community Alliance for Family Farmers Farm-to-School Program, Lessons from the California State Science Standards, Life Lab Science Programs.

- 1) 10 QT and 11 FT members will work with teachers to schedule field trips for 1,800 k-12 students. Members will also deliver field trip lessons on how to grow fresh produce, and the importance of eating fresh fruits and vegetables. Field trip lessons will be delivered in farm and garden settings to k-12 classes, and will last from 2-6 hours.
- 2) 14 QT and 7 FT members will work with teachers to schedule on-going garden based education programs on sustainable, organic gardening techniques, food preparation, and nutrition for 3,475 k-12 students. Education programs will be held in the classrooms once a week for at least 45 minutes, and

Briefly describe how you will achieve this result (Max 4,000 chars.)

will continue for a minimum of 8 weeks.

3) 7 QT and 9 FT members will schedule and deliver one-time adult workshops on home gardening,

winter vegetables, spring vegetables, cooking, composting, sustainable agriculture, and nutrition for

2,125 adults. Workshops will be offered year round at 10 school and community garden sites, and will

last 1-3 hours. Each site will hold a minimum of one workshop per month.

4) 10 QT and 6 FT members will schedule and deliver year-round and summer leadership programs

for 82 high school students. The year-round program will operate Tuesday-Friday at Collective Roots,

Veggielution and Full Circle Farm. The summer program will operate 5 days a week for 10 weeks at

Full Circle Farm, East Palo Alto School District, and Emma Prusch Park.

5) 8 QT and 4 FT members will train teachers on garden curriculum at selected school sites using a

'train the trainer' model, in order to ensure garden-based education will continue on without the

assistance of the member.

### Results

### **Result: Intermediate Outcome**

Youth increase vegetable and fruit consumption.

Indicator: The number of youth with increased fruit and vegetable consumption.

Target: 50% (1,000/2,000) youth receiving a min. 8 hours of ed. will increase daily fruit and veg.

consumption by at least 1 fruit and veg. 50% (1,000/2,000) youth receiving a min. 8 hours of ed.

will increase knowledge of which foods are healthy/unhealthy

Target Value: 2000

Instruments: School-Based Garden/Farm Education Survey to collect data on the amount of fruits and

vegetables consumed before and after the intervention.

Completed by students 2x, pre and post

School-Based Garden/Farm Education Survey to collect data on the self-assessed knowledge of which foods are healthy or unhealthy. Completed by students with the AmeriCorps member 2x, pre

and post

PM Statement: 50% (1,000/2,000)youth receiving a minimum of 8 hours of garden based education will self-report

increasing daily fruit and vegetable consumption by at least 1 fruit and vegetable.

50% (1,000/2,000) youth receiving a minimum of 8 hours of garden based education will increase

knowledge of which foods are healthy or unhealthy by one level.

Prev. Yrs. Data

**Result: Output** 

Youth participate in community garden/agriculture education programs.

Indicator: The number of youth who receive at least 8 hours of garden/agriculture-based

Target: 3,557 youth (2,000 high need) will receive at least 8 hours of garden-based education.

Target Value: 3557

**Result: Output** 

education.

Instruments: Attendance Log to collect data on the number of youth and adult participants in education

programs.

Completed by AmeriCorps members Frequency Every class

PM Statement: 3,557 youth (2,000 high need) will receive at least 8 hours of garden-based education.

Prev. Yrs. Data

### **Food Production and Distribution**

Service Category: Food Security

**Measure Category:** Needs and Service Activities

### Strategy to Achieve Results

# Briefly describe how you will achieve this result (Max 4,000 chars.)

Each member will support multiple activities, as outlined below:

1) 10 QT and 7 FT members will be responsible for the construction of 8 new community, backyard, and school gardens, as well as the general garden maintenance which includes planting, watering, weeding, fertilizing, harvesting, and more. Food from these gardens will provide fresh, affordable

produce for distribution to community and school sites.

2) 5 QT and 6 FT members will schedule the operation of year-round community, school, and hospital based farm stands to provide low-cost produce to the community. Farm stands will operate at least

one day per week, and will be manned by both members and volunteers.

3) 1 QT and 1 FT members will work with teachers to organize the distribution of monthly "Harvest of the Month" produce boxes. Boxes will be delivered by the members to teachers at select schools in Santa Clara County. In turn, the teachers will distribute the produce to their students.

4) 7 QT and 4 FT members will work with school staff and community members to provide technical and planning assistance around the development of new gardens. Technical and planning assistance includes scouting possible garden locations, determining what kind of tools and systems need to be put in place at the location, advice on what crops to plant, etc.

### Results

### **Result: Output**

Community agencies will receive community, backyard, and school garden maintenance and development, operation of low-cost farm stands, and maintenance of agriculture for food distribution. Indicator: The number of small, non-profit agencies with limited ability to develop and maintain

**Result: Output** 

school, community, and backyard gardens in low-income neighborhoods and under-

Target: 10 agencies receive 340,000 sq. ft. of garden maintenance.

Target Value: 10

Instruments: Garden Progress Tracking Sheet to collect data size of new gardens.

PM Statement: 10 agencies receive 340,000 sq. ft. of garden maintenance.

Prev. Yrs. Data

**Result: Output** 

resourced schools.

### **Result: Intermediate Outcome**

Community agencies will increase the volume of fruits and vegetables distributed in targeted

communities and school sites.

Indicator: The number of community agencies that have increased the volume of fruits and

Target: 80% (8/10) agencies maintaining a minimum of 1,600 square feet, will increase food production

by 500 pounds.

Target Value: 8

Instruments: Produce Distribution Record to collect data on the pounds of food distributed.

PM Statement: 80% (8/10) agencies maintaining a minimum of 1,600 square feet, will increase food production by

500 pounds.

Prev. Yrs. Data

**Result: Intermediate Outcome** 

vegetables distributed at community and school sites.

# **Required Documents**

Document Name	<u>Status</u>
Evaluation	Not Applicable
Labor Union Concurrence	Not Applicable