

# American Rescue Plan Act (ARPA) Funding Application

[Print](#)**Submitted by:****Status:** Open**Priority:** Normal**Assigned To:** Jonathan Storage**Due Date:** Open**Attachments**

- [Additional Documentation\\_WVFFC.pdf](#) - 2021-12-15 05:16:17 pm

**American Rescue Plan Act (ARPA)****Funding Application****Non-Profit, Community Groups, Neighborhood Associations, and Businesses****APPLICATION DEADLINE: December 15th 2021**

Application must be completed in full to be considered. Applications may be submitted online using this fillable form. But forms and attachments may also be submitted by email to [ARPA@cityofcharleston.org](mailto:ARPA@cityofcharleston.org) or by U.S. Mail to City Manager's Office, 501 Virginia Street East Charleston, WV 25301.

All requests for funding **must be directly related to COVID-19 mitigation or recovery efforts** and must fall within the parameters of at least one of the goals set by the treasury department along with other requirements listed within this application.

**GENERAL INFORMATION****\* Name of Project/Program:**

Community Refresh: Supporting Healthy Food Access in the West Side and Beyond

**\* Organization Name:**

West Virginia Food and Farm Coalition, Inc.

**\* Address:**

3820 McCokle Ave SE

**\* Primary Contact Person:**

Spencer Moss

**Title:**

Executive Director

\* Phone:

816-248-6501

\* Email:

smoss@wvfoodandfarm.org

Federal Tax ID:

46-2706460

If applicable: DUNS Number:

079830788

To obtain a DUNS number please visit <https://fedgov.dnb.com/webform> After obtaining, please register your organization with the System for Award Management at <https://sam.gov/SAM/>

List the organization’s owner(s), Board of Directors, senior staff members, and other key members:

Board of Directors: Dr. Joseph Aloï, President Matt Welsch, Vice President Samuel White, Esq, Secretary Dr. Karen Kunz, Treasurer Lacy Davidson Ferguson Julie Schaer Sean O’leary Melia Thompson Lisa Dumars Alecia Allen Key Staff: Spencer Moss, Executive Director Bethany Lewis, Operations Director Iris Sidikman, SNAP Stretch Coordinator

Describe any partner organizations, their roles, and your relationship with them:

- Keep Your Faith Corporation (KYFC) - Keep Your Faith Corporation, Inc. (KYFC) began as a literacy-focused volunteer group meeting the needs of local children and adults struggling with the ability to read and write. KYFC has grown to host community and partner events to connect families. They also provide mental health support, recovery coaching, and workforce development. KYFC operates West Side Grown, a project that is striving to eliminate food insecurity by increasing access to fresh fruits and vegetables while promoting agricultural and nutrition literacy and economic growth. The West Side Grown (WSG) project is a collaboration of several local farmers in the Kanawha Valley, several community stakeholders, and Keep Your Faith Corporation Inc. in order to bring fresh, healthy, and locally harvested food to students and families in order to reduce food insecurity while promoting entrepreneurship and economic growth. The “West Side Grown” (WSG) program, relies on a token system to promote entrepreneurship and a sense of economy within the community while improving access to fresh fruits and vegetables as well as nutritional and agricultural literacy through indoor/outdoor education activities, workshops, and farmer’s markets During the COVID-19 crisis, KYFC provided partner feeding sites with locally harvest fresh fruits and vegetables to continue to promote food security for marginalized communities, even working with the West Virginia Food and Farm Coalition to provide funding for more feeding opportunities. A partnering organization that works with youth and residents in the West Side of Charleston, WV in community gardening and creating opportunities for healthy food access for youth and seniors. KYFC will be the implementer and operator of the community-owned West Side grocery store and offer SNAP Stretch on site. - Thankful Valley Farms - SNAP Stretch participating site offering the SNAP Stretch program at senior living facilities via mobile markets during the growing season. - Charleston Capitol Market - SNAP Stretch participating site located in Charleston, WV, offering the SNAP Stretch program seven days a week, seven months a year. - West Virginia University Family Nutrition Program (WVUFNP) - This long-time WV Food and Farm Coalition partner provides resources to low-income communities as well as education and human resources. WVUFNP will help provide education and outreach within Charleston’s West Side surrounding the grocery store. Additionally, WVUFNP assists the Coalition in the SNAP Stretch program evaluation annually.

BUDGETARY OVERVIEW - Must match Budget Worksheet

\* Funds Requested

\* Total Program/Project Cost

Annual Organization Budget

989675.92

1499215.64

1288753.91

Request Summary

1. Provide a narrative overview/summary of the request.

Topics that may be included but not limited to:

- a. Purpose and anticipated outcomes
- b. Individuals, entities, or communities served
- c. How the pandemic has necessitated this request
- d. Amount of any estimates and bids received to date
- e. Timeline for project completion

The purpose of this proposal is to invest in two projects that create healthy food access and greater food security in Charleston, WV. First, this proposal aims to procure additional funding for the SNAP Stretch program. SNAP Stretch began in 2018 and has increased its operations significantly in the wake of the COVID-19 pandemic. SNAP Stretch doubles and triples EBT/SNAP (Electronic Benefits Transfer/Supplemental Nutrition Assistance Program) dollars, formally “food stamps”, at farmers’ markets, on-farm stands, CSA, mobile markets, and a growing number of local retailers. Currently, the program is funded through USDA and private foundation grants, however, there is not enough funding to support all of the firms at the current rate of expenditure. Therefore, this proposal is requesting \$630,910 over the next three (2022, 2023, 2024) growing seasons to support the matching funds for the SNAP Stretch program for firms in the City of Charleston. It is anticipated that in addition to \$630,910 in SNAP Stretch “incentive” dollars being expended, approximately \$600,000 in EBT/SNAP dollars will be captured in the local food economy, and 7500 households will utilize the program. Secondly, this proposal aims to install a community-owned and operated grocery store in partnership with Keep Your Faith Corporation (KYFC) on Charleston’s West Side. This grocery store will create an access point for fresh groceries for nearly 14,000 residents, 40% of which are EBT/SNAP recipients, and 43% are considered low-income. This grocery will particularly benefit the 1324 households, or 2834 residents, that do not have access to vehicles, which will provide closer access than the Kroger that is located on the eastern edge of the West Side Community. This grocery store will not only provide food access points, as it will also implement the SNAP Stretch program, but it will also be a place where residents can receive nutrition education, courtesy of a partnership with West Virginia University Family Nutrition Program (WVU FNP). This grocery will employ youth to work in the store and learn entrepreneurship. The grocery store will utilize KYFC’s community gardens to stock produce, while also purchasing a significant amount of produce, meat, and value-added items from local farmers. The store will also carry staple food items. It is anticipated that with assistance from the West Virginia Food and Farm Coalition's Rural Grocer Network, the store will be established and operational within one year of receiving funding.

Attach any additional information such as bids, concepts, designs, letters of support, etc. If submitting electronically the documents must be in PDF, Excel, or Word format and total file size must not exceed 10 megabytes.

Program/Project Details

\* 1. The funding will be used to:

- ☐ Start a new program/project
- ☐ Maintain an existing program/project
- ☒ Expand an existing program/project

\* 2. If funded, will the program/project be completed within FY 2022?

- ☐ Yes
- ☒ No

If no, when is expected completion year?

Project Operated 2022-2024

3. Which eligible ARPA Expenditure Category does this program/project represent (See <https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:

\*

- ☒ Public Health
- ☒ Negative Economic Impacts
- ☒ Services to Disproportionately Impacted Communities
- ☐ Premium Pay
- ☐ Infrastructure
- ☐ Other

4. Briefly describe the program/project funds are being requested for:

This proposal, “Community Refresh: Supporting Healthy Food Access in the West Side and Beyond,” brings together several organizations and two overlapping projects all aimed at reducing food insecurity in low-income communities within Charleston, WV. The SNAP Stretch program began as a United States Department of Agriculture (USDA)/National Institute of Food and Agriculture (NIFA) Food Insecurity Nutrition Incentive award in late 2018 and has grown in size and participation each year since. Currently, the program has 40 participating firms comprising 21 farmers' markets, three Community Supported Agriculture programs (CSAs), six mobile markets, and ten brick-and-mortar retailers that emphasize local product sourcing. Under a 2020 USDA/NIFA GusNIP and 2021 GusCRR award, SNAP Stretch matches EBT/SNAP purchases for qualifying fruits and vegetables at the aforementioned participating firms. Adults receive a 1:1 match in incentives, while senior citizens, to incentivize more mobile markets that reach senior citizen populations, receive a 1:2 match. Finally, families with children receive a 1:2 match, with the second portion of the match given to children in “kids coupons” that can only be spent by children. This allows children the autonomy to choose their healthy foods. In a real market scenario, if an adult attends a participating market and chooses to spend \$20 in EBT/SNAP, they will receive \$20 in EBT/SNAP script and an additional \$20 in SNAP Stretch script that can be spent

on fruits and vegetables. If a family with children or a senior citizen comes to the market to spend \$20 EBT/SNAP they will receive \$20 in EBT/SNAP script and an additional \$40 in SNAP Stretch script. In the unprecedented and unexpected wake of the COVID-19 pandemic, the West Virginia Food and Farm Coalition experienced a 442% increase in the use of the SNAP Stretch program during the 2020 season, reaching 8,426 families. In 2021, the program experienced a 66% increase, expending \$474,217 incentive dollars and capturing an additional \$463,981 in federal food assistance dollars within the local food economy while serving 22,597 families. Capitol Market, located in the heart of downtown Charleston, is one of the program's largest partners reaching 1,961 families, expending \$66,286 in SNAP Stretch, and capturing an additional \$38,204 in EBT/SNAP dollars within the local food economy. This proposal is requesting additional funding for the SNAP Stretch program to specifically support the purchase of fruits and vegetables at Charleston-based partnering firms, such as Capitol Market, Thankful Valley Farms, and any additional firms that join the program. Additionally, the West Virginia Food and Farm Coalition in partnership with Keep Your Faith Corporation is requesting American Rescue Plan Act funding to seed a culturally appropriate, community-based, community-operated grocery store on Charleston's West Side. In 2019-2020, the Coalition received a USDA Healthy Food Financing Initiative (HFFI) grant to help establish two brick-and-mortar grocery stores (in Princeton and Wheeling, WV) and five corner kiosks in existing businesses along Route 219 in Pocahontas County, West Virginia. This funding allowed the Coalition to 1) develop a grocery store tool kit, 2) provide technical assistance to participating nascent grocers, and 3) provide access to necessary supplies and equipment to open the groceries. As a result of this project, the Coalition has developed the WV Rural Grocer Network. Within this network, the Coalition has provided technical assistance and access to capital for six grocers across the state. At the two-year benchmark, \$215,400 worth of federal investment produced an average annual sales of \$609,749 (a 24% increase from 2020) at the two brick-and-mortar stores and an average of \$13,642 in sales at the corner kiosks in Pocahontas County. These businesses staff 16 full-time jobs and 19 part-time positions. Brick-and-mortar grocers and corner kiosks boast 14%-30% of their total sales as SNAP EBT sales. Many West Virginia communities resemble Baldwin, Florida, a small community of 1,600 residents, many of which are senior citizens, and where the median household income is well below the state and national average. It's in this rural conservative community that, after losing their grocery store in 2018, the mayor and city council devised a plan to create a community-owned grocery store. This store grosses well over \$1.2 million in sales and shelves local agricultural products from area farmers. Similarly, in 2013 a community-owned grocery store in St. Paul, Kansas, population 629, was opened and continues to be a model for communities. What can be learned from these two examples is that small groceries in communities where populations do not support big-box grocery stores profit thresholds should be viewed as, not just a business or as economic development, rather as a community good, such as water and sanitation, as they provide a valuable service to communities and especially communities that have high populations of seniors or low-income residents that may not be able to travel distances to shop. The West Side community-owned grocery store will incorporate locally grown produce and other value-added items in addition to stocking staples. It will be centrally located where it can be easily accessed by community members and act as a hub where the community can learn healthy eating and cooking habits from our partners at West Virginia University Family Nutrition Program. This grocer will also implement SNAP Stretch to allow the community's low-income residents to stretch their family food budget and purchase fresh fruits and vegetables. More than just a healthy food access point, this small grocer is an incredible opportunity for youth entrepreneurship. Following in a similar model to Wardensville Garden Market, in Wardensville, WV, this grocer will employ youth from within the community to help grow food, stock, manage, and conduct community engagement about the grocer. This project model off on the Producer Peddlers, which was a youth-led enterprise in Huntington and Charleston, where youth grew produce and sold it from bicycles.

## 5. Describe the need for this program/project:

Locally owned and operated grocery stores have long been a cornerstone of communities for decades. Local grocers provide essential services to their neighbors, including access to fresh food and household products, and serve as a market for farmers. Unfortunately, big-box grocery stores have made it impossible for local grocers to survive in their communities. As West Virginia's population wanes and population density decreases, communities can no longer meet the big-box grocery's profit threshold which leads to a growing flight of big-box grocery stores. As a result, many West Virginia communities are being defined as food deserts. Near Five Corners on Charleston's West Side community the Save-A-lot grocery has closed and so has the local dollar store, leaving just a Kroger for the neighborhood's youth and senior citizens to purchase their food items. This community is looking for an investment in healthy food access as well as youth entrepreneurship. Keep Your Faith Corporation sees an amazing opportunity to invest in food access, local agriculture, and youth entrepreneurship by establishing a small grocer in this neighborhood. KYFC already has a small shed that functions as their office on a lot at 307 Delaware. That same lot functions as an urban farm where community members help grow fresh produce. KYFC is currently engaging the West Side community in a series of community meetings to determine the best location for a community-owned grocery that can serve this, historically underserved community. West Virginia ranks 47th out of 50 in food insecurity with 15% of West Virginia residents experiencing food insecurity before the pandemic. Adding to the complexity of income issues, during the pandemic, supply chains have been disrupted in record ways. According to the USDA, food prices have risen faster than in the previous 10 years, with food prices rising 6.2% between the fall of 2020 and the fall of 2021. Between September and October of 2021, food costs rose 1%. It is imperative to strengthen a network of both farmers and retailers and grow the number of grocery stores that can offer healthy food options to all West Virginians regardless of where they geography or their level of income. Programs like SNAP Stretch financially support healthy food choices while also supporting economic development for West Virginia Farmers.

## 6. List other Charleston organizations in Charleston that address this need:



At this time, there are no other organizations in the Charleston area that are administering a program that is similar to SNAP Stretch. Additionally, the Coalition and KYFC are aware that there is a Kroger grocery store located in Charleston’s West Side. However, many West Side residents lack transportation, and therefore a grocer that is located closer to senior living facilities and deeper into the heart of the community would be of greater benefit. Moreover, a grocery store that is owned and operated by members of the community would provide culturally appropriate and educational opportunities that big-box stores, like Kroger, do not offer.

**7. Describe the level of collaboration with other organizations on this program/project:**

There are four main partners on this application: Keep Your Faith Corporation is deeply committed to and rooting inside of Charleston’s West Side. They will be the entity implementing and operating the grocery store. KYFC will continue to work with youth to grow vegetables in the community garden to supply the store and also work with area farmers to ensure adequate stock and supply of a diversity of grocery items. KYFC will use its community connections to engage customers to strategically stock their shelves with food items that the community desires and wants to consume. West Virginia University Family Nutrition Program will provide support and education to both SNAP Stretch firms as well as the community-owned grocery. They will conduct cooking demos, develop healthy recipes, and conduct outreach about both programs. Additionally, they serve as an evaluator on the SNAP Stretch program. Capitol Market (Charleston) and Thankful Valley Farms are SNAP Stretch participating markets. These markets will continue to operate the SNAP Stretch program and increase their capacity to offer fruits and vegetables to EBT/SNAP recipient families. The West Virginia Food and Farm Coalition will administer the grant and provide staffing support and technical assistance to SNAP Stretch firms and KYFC as they develop their grocery.

**8. How will duplication of services be prevented?**

There is no concern about duplication of services. For SNAP certified retailers to provide any incentives, such as SNAP Stretch, they have to apply for and be approved for a waiver by the USDA Food Nutrition Services. All SNAP Stretch participating firms are under a waiver for this program. It would be unlikely that another program would acquire such a waiver. Additionally, there is no known other entity wishing to install a grocery store on Charleston’s West Side.

**Program Requirements and Objectives**

**1. Identify the target recipients of proposed services. Specify the number of City residents the program will serve during the fiscal year and explain the basis upon which this number is calculated.**

The SNAP Stretch program benefits low-income residents who utilize the EBT/SNAP program. This equates to approximately 15.6% of Charleston area residents. The West Side community grocery store portion of the project targets census tracts 54039000500, 54039000800, 54039000600, 54039000700, and 5403900030. According to 2019 USDA/Economic Research Service (ERS) data, this community encompasses 13,989 residents across 6,543 households. To break it down further- 2,846 households or 6,460 residents are SNAP recipients, 43% of residents are considered low-income and 22.7% of residents live below the poverty line. Additionally, 16.4% of residents are senior citizens and 21% are children. 1,324 households in these census tracts do have access to a vehicle, which equates to approximately 2,834 residents or 20% of the population.

**2. List any eligibility requirements the program has with respect to age, gender, income, or residence.**

There are two projects within this application. This application requests funding to increase the available incentives for the SNAP Stretch program and is looking to support the installation of a community-owned grocery store on Charleston’s West Side. The SNAP Stretch program does require users to be recipients of EBT/SNAP, formerly known as “food stamps”. The recipient’s demographics will determine their benefit eligibility. For example, a single adult will receive a 1:1 match, a household with children or seniors will receive a 1:2 match, and grandfamilies receive a 1:3 match. There are no eligibility requirements for customers shopping at the community-owned grocery store.

**3. If this is a continuing activity, describe a measurable outcome of the previous year's work regardless of funding source.**

SNAP Stretch is completing its 4th year of operation. Measurable outcomes include: Increased SNAP Stretch implementation at brick-and-mortar stores from six to ten sites from 2020-2021. Increased household participation from 8,426 households to 22,597 between 2020 and 2021. Increased the federal food assistance dollars captured in the West Virginia local food economy by 51% to \$463,981 between 2020 and 2021. Increased the SNAP Stretch incentive dollars expended by EBT/SNAP recipients for the purchase of fruits and vegetables by 66% to \$474,217.

**4. If this is a new program describe two anticipated measurable outcomes for the proposed program.**

Two measurable outcomes for implementation of a community-owned West Side grocery store, which is a new program, includes: Completing all construction/rehabilitation, purchasing, stocking, and training to open a new grocery store in one year. To gross sales of \$125,000 the grocery store in one year.

Budget

\* 1. Has the organization received funding from the City of Charleston in the past for a similar program/project?

☐ Yes ☒ No

\* 2. Has the organization requested funding from other Federal, State, or Local government entities for any program/project support related to COVID-19?

☒ Yes ☐ No

3. If yes, explain from which entities and the amounts requested for each program/project.

US Department of Agriculture/National Institute of Food & Agriculture Gus Schumacher Nutrition Incentive Program COVID Relief & Response funds: \$650,000.00 for the SNAP Stretch program. WV CARES Act Funding: \$100,000.00 for the SNAP Stretch Program. West Virginia Community Development Block Grant (CDBG-CV). These funds were authorized by the Coronavirus Aid, Relief, and Economic Security Act (CARES Act): \$200,000.00 for the SNAP Stretch program

4. List any other Federal, State, Local, or private funding or grant awards received in the last three years and the amount and status of each award.

Appalachian Regional Commission: \$1,020,000.00, to conclude 12/31/2022 US Department of Agriculture/National Institute of Food & Agriculture Gus Schumacher Nutrition Incentive Program: \$500,000.00, to conclude 8/31/2024 US Department of Agriculture/National Institute of Food & Agriculture Gus Schumacher Nutrition Incentive Program COVID Relief & Response: \$650,000.00, to conclude 7/31/2025 Babcock Foundation: \$225,000.00, to conclude 12/31/2022 Education Foundation of America: \$70,000.00, completed Education Foundation of America: \$40,000.00, to conclude 12/31/2022 Education Foundation of America Emergency COVID funds: \$15,000.00, completed Farm Aid: \$6,500.00, completed The Greater Kanawha Valley Foundation: \$30,000.00, completed The Greater Kanawha Valley Foundation: \$27,000, completed West Virginia University Extension Family Nutrition Program: \$99,000.00, completed West Virginia University Extension Family Nutrition Program: \$111,000.00, completed West Virginia University Extension Family Nutrition Program: \$99,000.00, to conclude 9/30/2022 National Coal Heritage Association: \$16,960.80, completed National Coal Heritage Association: \$17,000.00, to conclude April 30, 2022 Healthy Food Financing Initiative: \$215,400.00, completed Just Transition Fund: \$25,000.00, completed Northeast Sustainable Agriculture Research & Education: \$29,067.00, completed Claude Worthington Benedum Foundation: \$75,000.00, completed The Greater Kanawha Valley Foundation: \$80,000.00, completed The Nutrition Incentive Hub: \$10,000.00, completed WV CARES Act Funding: \$100,000.00, completed Appalachian Funders Network: \$33,000.00, to conclude 12/31/2022 The Pallottine Foundation of Huntington: \$77,000, completed The Pallottine Foundation of Buchannon: \$8,500, to conclude 12/1/2022 Parkersburg Area Foundation: \$15,000, completed

5. Briefly summarize project revenues and expenses related to this request. This should coincide with the budget worksheet.

Revenue Source Projections Project Revenue Requested from the City: \$989,672.92 Project Revenue Received from Government Grants/Other Sources: \$509,542.72 TOTAL REVENUE: \$1,499,215.64 Expense Projections \$164,150 Salaries/Wages - Requested from City - SNAP Stretch Program manager - Responsible for collecting data, verifying expenses, fiscal management, and providing technical assistance to participating firms. --221 hr./yr. or .15 FTE at a base salary of \$47,000 -Executive Director/Market Manager, Dural Miller - Responsible for all aspects of project development, implementation, staff supervision, purchase, urban farm manager, and mentorship of youth. --1 FTE at a base salary of \$50,000. Investment in position is stair-stepped down over four years as the market becomes more sustainable. \$67,500 Salaries/Wages - Other Sources -SNAP Stretch Program Manager - Responsible for providing technical assistance to potential firms to acquire FNS numbers and equipment, as well as project implementation and troubleshooting. --780 hr./yr. or a .5 FTE at a base salary of \$47,000. \$63,223 Benefits and Matchings - Requested from City -SNAP Stretch Program Manager -- 221 hr./yr. or .15 FTE at a base salary of \$47,000 and a 38% fringe rate -Executive Director/Market Manager, Dural Miller --1 FTE at a base salary of \$50,000 and a 38% fringe rate. Investment in position is stair-stepped down over four years as the market becomes more sustainable. \$25,650 Benefits and Matchings - Other Sources -SNAP Stretch Coordinator --780 hr./yr. or a .5 FTE at a base salary of \$47,000 at a 38% fringe rate. \$36,000 Contracted Services - Requested from City -Funding was requested by Charleston Capitol Market to support their booth that provides the SNAP Stretch vouchers so that they can operate SNAP Stretch 7 days per week. --\$1715/month for 7 months. \$19,375 Contracted Services - Other Sources -Grocery Trainer/Consultant: Small grocery stores need approximately 27 hours of direct support to implement SNAP Stretch. This consultant will assist SNAP Stretch retail firms with developing business models that align with SNAP Stretch including stocking additional fruits and vegetables, developing waste budgets for these products, and fiscal accountability. -Promotional Consultant: Providing 90 hours of direct support in the design and development of the materials for promotion to all SNAP Stretch firms. \$24,500 Marketing - Requested from City -Marketing and promotional supplies such as posters, banners, flyers, postcards, and geo-targeted ads to engage low-income communities to utilize the SNAP Stretch program and for the West Side Grocery. \$39,625 Marketing - Other Sources -Promotional Ads to promote the SNAP Stretch program in low-income communities. These ads will include, geo-targeted social media ads, radio ads, public transportation ad space, and other ad space as designated by participating firms. \$70,879.92 Supplies - Requested from City - Utility shed, mini-van for transportation of the product, interior supplies for cold storage of product and display shelving, refrigeration, freezing, and initial product inventory. \$630,910 Other - Requested from City -SNAP Stretch Incentive Dollars. These are the funds that provide the

EBT/SNAP purchase match at a 1:1 ratio for adults and a 1:2 ratio for families with children and senior citizens. Property purchase and finishing on the structure to provide for use of the grocery supplies and materials. Utility costs, stipends, insurance costs, and shipping for the West Side Grocery. \$357,392.72 Other - Other Sources -SNAP Stretch Incentive Dollars. These are the funds that provide the EBT/SNAP purchase match at a 1:1 ratio for adults and a 1:2 ratio for families with children and senior citizens.

**6. If this request is not fully funded, what adjustments to the program/project is the organization prepared to make?**

If the request is not funded or fully funded two things will occur: The SNAP Stretch program will be forced to drastically reduce the funding available to partnering sites by approximately 90% in order to preserve the remaining federal funds that are available through 2024. The WV Food and Farm Coalition in partnership with Keep Your Faith Corporation will continue to work to cobble together funding from various sources in order to eventually open a community-owned West Side grocery store. Unfortunately, it may take years in order to accomplish this task.

**7. Describe the plan for sustainability of the program/project or initiative after the requested award has been exhausted.**

A program such as SNAP Stretch will always need a funding source, as it will continue to match EBT/SNAP purchases for fruits and vegetables. The Coalition has been compiling data that indicates this program is teaching and encouraging low-income residents to purchase and consume healthier foods. As a result, we are following the lead of other states that have institutionalized similar programs within state governments with state budgetary funds attached. All of the funds that have been cobbled together thus far continue to establish the viability of the SNAP Stretch program and all of the benefits for low-income residents as well as West Virginia farmers. On the other hand, the community-owned West Side grocery project will need seed funding to help get the project developed, supplies and equipment purchased. The grocery will also need operating funding in order to have enough time to make the grocery sustainable. Once grant funds have been used, the grocer should be sustained on its own sales revenues.

**8. Briefly describe the organization’s fiscal oversight / internal controls to minimize opportunities for fraud, waste, and mismanagement.**

-The organization undergoes a third-party audit annually -Monthly reconciliations are reviewed by the Executive Director -Checks over \$1000 require a second signature from a board member -Annually fiscal procedures are reviewed and new procedures are created for additional controls over purchasing -The organization limits staff access to financial information and purchasing to only two people, the Executive Director and Operations Director. All bank and credit card accounts are reconciled monthly and are reviewed by the Executive Director. The Board President and Treasurer review all reconciliations quarterly. Additionally, the Coalition maintains a third-party accountant who reviews reports quarterly. -A quarterly report is issued to the Board of Directors. The report is issued after staff and the contracted accountant have reviewed/developed the report. The Board Treasurer closely reviews the report before submitting it to the full board of directors. -The Board Treasurer and President review all account reconciliations quarterly -If extenuating circumstances occur in the organization, they are brought before the executive committee and if need be, the full board. Resolution of the circumstance is documented via email, printed, and included in the check register. -All documentation regarding this topic can be located in the organization’s fiscal policies developed by the organization’s board of directors. -The receipt, retention, and treatment of complaints regarding questionable accounting, internal accounting, or auditing matters against any staff or officer of the Coalition will be handled by confidential submission of such concerns according to the following procedures: 1) Fraud or deliberate error in the preparation, evaluation, review, or audit of any financial statement of the Coalition; 2) Fraud or deliberate error in the recording and maintaining of financial records of the Coalition; 3) Deficiencies in or noncompliance with the Coalition’s internal accounting controls; 4) Misrepresentation or false statement to or by a senior officer or accountant regarding a matter contained in the financial records, financial reports, or audit reports of the Coalition; and 5) Deviation from full and fair reporting of the Coalition’s financial conditions and results of operations.

**9. How does your agency plan to separate ARPA funds from other agency funds for purposes of identification, tracking, reporting and auditing?**

-The Coalition utilizes an accounting system, Quickbooks Online, to file all accounting activities. This system allows the Coalition to categories all expenses and revenue by grant, program, activity, and matching source. -Income and expense accounts identified within the organization’s chart of accounts are updated with the addition of every new grant source and projects/programs are delineated further within account categories and classes. -Monthly reconciliations of all accounts include the classification/tagging of each deposit and expense incurred. These are then reviewed by the executive director before being presented to the board of directors and/or presented to the grantors. -In compliance with the Sarbanes-Oxley Act of 2002, the West Virginia Food and Farm Coalition establishes the following procedures to facilitate disclosures of questionable practices, encourage proper individual conduct and alert the Audit Committee of potential problems

**REQUESTED BUDGET WORKSHEET**  
**Revenue Source Projections**

List all Estimated Funding for this Program/Project

2/10/22, 10:40 AM

Revize Online Forms

* <b>Proposed City ARPA Funding</b>	<b>Internal/Self-Funding</b>
989672.92	
<b>Donations/Other Fundraising</b>	<b>Government Grants/Other</b>
	509542.72
* <b>TOTAL REVENUE</b>	
1499215.64	

Expenses Projections

List all Estimated Expenses for this Program/Project

Salaries/Wages

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
164150	67500	231650

Benefits & Matchings

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
63223	25650	88873

Contracted Services

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
36000	19375	55375

Program Materials

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
0	0	0

Marketing

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
24500	39625	64125



Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
70879.92	0	70879.92

Other

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
630910	357392.72	988302.72

Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
989672.92	509542.72	1499215.64

NOTE: Revenues and Expenses must balance, and the use of requested funds must be directly related to COVID-19 recovery efforts.

Organizational Details

1. Describe the history of the organization and its current programs and activities.

The West Virginia Food and Farm Coalition was launched by the West Virginia Community Development Hub in August 2010. Beginning in 2010, West Virginia communities contacted the Hub requesting food and farm information and resources. It soon became clear that shaping the economic landscape of local food would require resource and information sharing between individuals, farmers, governmental agencies, and businesses. At that time, limited communication and organization meant that divisions existed among communities and service organizations that hampered the development of the local food sector. Given this gap and these divisions, The West Virginia Community Development Hub convened over 25 food-focused agencies and organizations to identify the need and shape the basis for a new initiative to be called The West Virginia Food and Farm Coalition. Today, The West Virginia Food and Farm Coalition has developed beyond our focus on relationship-building and provides leadership to the local food and farm sector across the state of West Virginia by building a strong network equipped to GROW food and farm business, PROMOTE access to local foods, SHARE resources, as well as to MAP and CONNECT the local food sector, CHANGE agricultural policy, and TELL West Virginia’s food and farm story statewide. Currently, the West Virginia Food and Farm Coalition’s programs include Food Equity and Access work, Foodshed Development, the West Virginia Rural Grocer Network, and Policy Advocacy. The Food Equity program activities mainly consist of the SNAP Stretch program as outlined here in this application. Foodshed Development spans across the multiple program areas within the Coalition to provide opportunities in 17 different counties around the state from the ground up the power to invest in which areas of development are needed for themselves. The West Virginia Rural Grocer Network is providing nascent businesses, like the West Side Grocery, the know-how and the equipment to start and grow their business model. Meanwhile, the Policy Advocacy work facilitates the work of the West Virginia Food For All Coalition to ensure policy change/development that is fair and equitable for everyone operating within the food system and the state’s most vulnerable populations.

2. Provide the organization’s mission statement/purpose.

The West Virginia Food and Farm Coalition works to build the West Virginia food and agriculture system in a way that provides viable incomes for farmers and local food businesses and ensures all residents have access to locally produced food. The Coalition utilizes the theory of accompaniment as a framework for how it serves communities. This means that Coalition staff accompanies or walk shoulder to shoulder with the communities they serve which in turn creates meaningful relationships with farmers and food-based business entrepreneurs in the communities they serve. Staff act as a coach, a policy advocate, a resource bringer, a cheerleader, and a fund developer while building the collective capacity of the community to do this development work. This relationship often looks like a staff member

recognizing a need and bringing a business owner to a training, helping them do business planning, or helping them organize a project with their neighbors.

3. List any third-party references that can verify the organizations qualification or prior grant experience.

Kristin McCartney, West Virginia University Family Nutrition Program - Kristin.McCartney@mail.wvu.edu Marlo Long, Truist- Marlo.Long@truist.com Norman Bailey, West Virginia Department of Agriculture- Nbailey@wvda.us

COVID-19 Impact

1. Explain the impact of the COVID-19 pandemic and how it relates to your request. For example, reduction in services, closures, increased costs, community impact, etc.

When it comes to food security, the COVID-19 pandemic has had two major impacts: Supply chains were and continue to be significantly disrupted. As a result, the West Virginia agricultural sector ramped production to be able to feed their communities. More work needs to be done to increase the supply of West Virginia-grown produce, however creating market opportunities through programs like SNAP Stretch and locally owned grocery stores helps to economically grow the agricultural sector and sustainability of West Virginia farms. The cost of food has significantly increased during the pandemic with overall prices increasing 6.2% just since the fall of 2020. Increases in food costs can be devastating to family budgets. High food prices also lead families to purchase food items that are not perishable and inexpensive to decrease food waste. These inexpensive food items are low in nutrients and high in sugars and fats that cause obesity and health issues. This proposal aims to invest in two projects that increase food access and food security, particularly for low-income families, which will help offset the effects of COVID-19 by increasing supply chain access, increasing purchasing power, and increasing market opportunities for West Virginia farmers.

2. If funds are being requested to replace revenue lost due to COVID-19, provide details, and attach supportive documentation.

The funding requested to support SNAP Stretch isn’t replacing lost revenue, rather it is enhancing the amount of funding available for the program. As a result of the pandemic, between 2019 and 2020 the SNAP Stretch program experienced a 442% increase. In 2021, the program experienced an additional increase of 66% from 2020. With all of the need and success of the program, many funds that were designed to be used over four years have been expended quickly to try and offset the effects of COVID-19. This funding request is meant to help replenish the incentives for SNAP Stretch.

3. If awarded, how will ARPA funding aid in the recovery from the COVID-19 pandemic?

This proposal aims to invest in two projects that increase food access and food security, particularly for low-income families and low-income communities. Maintaining access to SNAP Stretch funds will allow low-income families to stretch their food budgets while purchasing fresh and healthy food. These stretched food budgets may mean the difference between paying an electricity bill or buying school supplies for children. As many families have lost income and experienced price hikes during the pandemic, programs like SNAP Stretch help families keep their heads above water. Charleston’s West Side community was struggling before the COVID-19 pandemic and has only continued to struggle as families lost income and jobs in the service industry. Investing in a community-owned grocery store in Charleston’s West Side is not only an investment in a struggling community, it is an investment in local agriculture. It is an investment in education. It is an investment in a healthier community. All of these investments will help this struggling community recover from the effects of the COVID-19 pandemic.

THE APPLICANT UNDERSTANDS:

- \*

☒

1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure under the West Virginia Freedom of Information Act. Documents containing sensitive information may be marked as “confidential.”
- \*

☒

2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.

THE APPLICANT CERTIFIES THAT:

- \*

☒

1. I have reviewed the US Treasury guidelines regarding the eligible uses of American Rescue Plan State and Local recovery funds. <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-fund/request-funding>

\*

☒ 2. By submitting this request, I represent that I am an authorized officer, or member of the organization for which I am submitting, and the information contained in my submittal is true and correct to the best of my knowledge and belief.

\*

☒ 3. The information submitted to the City of Charleston ("City") in this application, and substantially in connection with this application, is true and correct.

\*

☒ 4. The applicant is in compliance with applicable laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

\*

☒ 5. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

\*

☒ 6. I understand and agree that I must disclose, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

\*

☒ 7. I certify that the requested funding is needed to ensure this program/project will occur within the City limits of Charleston West Virginia.

\*

☒ 8. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy of the authorizing resolution or meeting minutes using the file upload.

\* Signature

\* Date

Spencer C Moss

12/15/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

\* PRINTED NAME:

Spencer C Moss

\* TITLE OF APPLICANT:

Executive Director

\* ORGANIZATION NAME:

West Virginia Food and Farm Coalition, Inc.

Upload a File

Choose File

 No file chosen



Building resilient & equitable  
food systems in West Virginia

304-926-0567

3820 MacCorkle Ave SE  
Charleston, WV 25304  
wvfoodandfarm.org

Be it resolved that the West Virginia Food & Farm Coalition hereby authorizes Spencer Moss, Executive Director to act on its behalf to submit a proposal to the City of Charleston pertaining to American Rescue Plan funds to support agricultural and food access programing pursuant to COVID relief.

Be it further resolved, The West Virginia Food & Farm Coalition hereby authorizes the certifying official, Spencer Moss, Executive Director of the West Virginia Food & Farm Coalition to act on its behalf to enter into a contractual agreement with the City of Charleston to receive and administer funds pursuant to provisions of the American Rescue Plan funding, if awarded

Signature:

A handwritten signature in black ink, appearing to read "M. Aloï".

Print Name: Joseph Aloï

Title: President

Organization: West Virginia Food and Farm Coalition





December 15, 2021

307 Delaware, Ave  
Charleston, WV 25302

West Virginia Food and Farm Coalition  
3820 McCorkle Ave SE  
Charleston, WV 25304

Dear Ms. Moss,

As the founder of the Keep Your Faith Corporation (KYFC) we are so excited to be partner with the West Virginia Food and Farm Coalition on our joint application to the City of Charleston American Rescue Plan funding. This application support both the SNAP Stretch program as well as the creation of a grocery store on Charleston's West Side in partnership with the Coalition's WV Rural Grocer program and Keep Your Faith Corporation.

KYFC is a community organization that is deeply rooted in the Charleston's West Side community. We understand our community needs and how to best meet them. Many of our community members are low-income, lack transportation, are senior citizens, and children. We need a grocery that can serve our community by providing access to locally grown fresh fruits and vegetables. Additionally, we will implement the SNAP Stretch program at the store, furthering our community's access to healthy foods.

Sincerely,

Dural Miller

Chief Executive Officer  
Keep Your Faith Corporation  
304-382-6698  
dmiller@kyfc.org

KYFC-Keep Your Faith Corporation is a non-profit organization focused on helping children and adults overcome reading and spelling difficulties.



December 12, 2021

Capitol Market  
800 Smith Street  
Charleston, WV 25301

West Virginia Food and Farm Coalition  
3820 McCorkle Ave SE  
Charleston, WV 25304

Dear Ms. Moss,

Charleston Capitol Market is so excited to support the West Virginia Food and Farm Coalition's application to the City of Charleston's American Rescue Plan funding to support both the SNAP Stretch program as well as the creation of a grocery store on Charleston's West Side.

2021 was Capitol Market's second year participating in the SNAP Stretch program and it is such a beneficial program for both low-income Charleston residents as well as the farmers. In 2021 we served 1961 families, with \$66,286 in SNAP Stretch and capturing an additional \$38,204 in EBT/SNAP dollars within the local food economy.

At Charleston Capitol Market we're trying to deepen our connection to all communities in Charleston and the SNAP Stretch program helps us do just that. Additionally, we support the Coalition's application to create a grocer on the West Side, as it creates even more of an opportunity to use our farmers' produce to make our community healthier!

Sincerely,

Evan Osborn  
Interim Executive Director  
Capitol Market Inc.  
Evan@Capitolmarket.net

December 14, 2021

West Virginia Center on Budget and Policy  
8 Capitol Street, 4<sup>th</sup> Floor  
Charleston, WV 25301

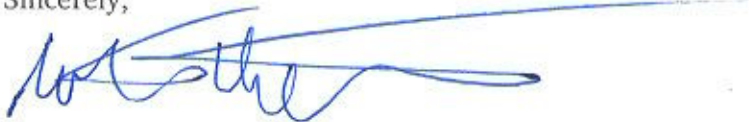
West Virginia Food and Farm Coalition  
3820 McCorkle Ave SE  
Charleston, WV 25304

Dear Ms. Moss,

The West Virginia Center on Budget and Policy would like to express our support for the West Virginia Food and Farm Coalition's application to the City of Charleston's American Rescue Plan funding. This application will support both the SNAP Stretch program as well as the creation of a grocery store on Charleston's West Side in partnership with the Coalition's WV Rural Grocer program and Keep Your Faith Corporation.

At the Center we advocate for policy that support programs promoting and creating greater food access and food security. Creating access through programs such as SNAP Stretch and a new grocery store on Charleston's West Side is good for West Virginia's health. It is also an economic for West Virginia farmers who grow the food that is stocked in the grocery store and purchased with SNAP Stretch dollars. We know that when consumers purchase locally, for every dollar spent, at least \$1.70 circulates in the local economy. These projects do just that, helping raise the profile of the agriculture economy in our state while benefiting low-income residents as they learn to purchase and consume healthy foods.

Sincerely,



Seth DiStefano  
Policy Outreach Director  
West Virginia Center on Budget and Policy  
[sdistefano@wvpolicy.org](mailto:sdistefano@wvpolicy.org)



December 12, 2021

900 Virginia St East  
Suite 320  
Charleston, WV 25301

West Virginia Food and Farm Coalition  
3820 McCorkle Ave SE  
Charleston, WV 25304

Dear Ms. Moss,

As the director of the West Virginia University Family Nutrition Program (WVUFNP), I want to express my support and partnership for your application to the City of Charleston American Rescue Plan funding. This application support both the SNAP Stretch program as well as the creation of a grocery store on Charleston's West Side in partnership with the Coalition's WV Rural Grocer program and Keep Your Faith Corporation.

WVUFNP has been a partner in the SNAP Stretch program, since its inception in 2018 and the program has grown exponentially, reach more and more families, teaching them how to purchase healthy foods by allowing them to stretch their family food budgets. We will continue our support in providing educational opportunities and helping to annually evaluate the effectiveness of the SNAP Stretch program. Additionally, we support the installation of a grocery store that will serve the West Side community, implement SNAP Stretch and create even more opportunities for nutrition education.

Sincerely,

Kristin McCartney, MPH, RDN, LD  
WV SNAP Ed Director  
Public Health Specialist  
West Virginia University Extension  
Kristin.Mccartney@mail.wvu.edu