HFDK Background

- Citizen-led ballot measure (302) approved by 59% of Denver voters in November 2018
- Tax increase to establish a fund for healthy food access and food-based education for Denver’s youth
  - 0.08% sales and use tax, expected to generate ~$11 million/year
  - Term: January 1, 2019-December 31, 2028
- Funds distributed through grants to Denver nonprofits, schools/DPS, and local government agencies
- Aimed primarily at low-income and at-risk youth
Why is the HFDK Commission & Funding Needed?

- Pre-COVID-19 pandemic, 1 in 7 Denver kids were food insecure
- During COVID-19, ~25-36% of the Denver population is now food insecure
- Nearly 1 in 3 Denver youth has too much weight for health
- 25% of Denver youth eat less than one serving of fruits and vegetables per day
Purpose of the Funds

• Year-round access to healthy food, meals and snacks
• Hands-on education about farming, gardening, cooking, nutrition and healthy eating
• Preferential procurement of food from Colorado farms, ranches, and food manufacturers (up to 10%)
• Funds & organizations must principally benefit Denver and its residents
• No more than 10% for city administration costs
HEALTHY FOOD FOR DENVER'S KIDS TIMELINE

- Funds begin collecting
- First funding opportunity released
- Grantees announced
- Grantee Q1 data collected

JAN 2019
FEB 2020
JUN 2020
NOV 2020

NOV 2018
Fall 2019
Spring 2020
AUG 2020
DEC 2020

- Voters approve ballot measure 302
- Commission and staff set goals
- Emergency Hunger Relief Grants awarded
- 1st grant term begins
- Annual report to City Council
HFDK Commission

13-member Commission

- 3 City staff
- 2 members of City Council
- 4 residents of the city
- 4 representatives of city-wide organizations or institutions involved in food
- Nonprofit, government, community member appointees
- Diverse representation
- Sub-committees
- Staffed by DDPHE
Equity, Diversity, Inclusion and Public Engagement

- EDI training and equitable grantmaking
- 80+ monthly meeting guests, 1200 Listserv subscribers
- Spanish-language interpretation & Facebook Livestreaming of monthly meetings
HFDK First Funding Opportunity

- First RFP opened February 13, 2020 (in English and Spanish)
- Application deadline extended to April 30, 2020 due to COVID-19
- $10,000-$1,000,000 grants for food access or education
- One-year grant term, option for two additional one-year renewals
- **38 applications received**
- 6 ineligible for HFDK funds
- **25 organizations selected to fund**
  - 16 nonprofits
  - 8 schools or DPS affiliates
  - 1 city agency (Denver Public Library)
HEALTHY FOOD FOR DENVER’S KIDS TIMELINE

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DEC 2020
Annual report to City Council
2020 Grants Awarded

Number of grantees: 25 orgs

Total: $5.96 million

Average grant size: $238,013

Link to 2020 grantee project descriptions
2020 Grantee Example: Sun Valley Kitchen + Community Center

Grant amount: $117,230

Project overview:

The HFDK funds allow us to expand and deepen the impact and reach of our Youth Employment + Professional Development, Youth Enrichment, and No-Cost Grocery Programs. The HFDK funds are also supporting lunches for youth attending in-person programming and virtual cooking classes for youth in our Sun Valley neighborhood, in partnership with Sun Valley Youth Center.

From August-October 2020:
- Distributed 2,802 meals
- 1,523 families received food
- 10 (virtual) cooking/healthy eating classes, engaging 129 youth
2020 Grantee Quarter 1 Data (August-October)

- **18,104** Total youth touchpoints
- **15,448** Meals served
- **40,282** Food boxes distributed to families and youth at 10 community sites (including community centers, nonprofits, and farms), 10 Denver Housing Authority facilities, and 64 schools
- **32** New gardens or farms engaging 21 youth
- **15,098** Pounds of produce harvested from local food production sites, a total value of $43,431.30
- **17** New youth jobs in the food system created, including 1,573 hours worked and $23,067 paid to youth
- **24** Sessions of ongoing food courses including 194 youth attendees
- **770,075** Pounds of rescued food distributed to 12 schools, 11 community centers, 11 housing facilities
- **117** Food classes or workshops with 2,424 youth and 1,740 adults attending
2020 Grants: Who will be served?

Across the 25 primary grantees:

~129,500 youth

will be impacted by programs providing healthy food access and food-based education
HEALTHY FOOD FOR DENVER'S KIDS TIMELINE

- Funds begin collecting: JAN 2019
- First funding opportunity released: FEB 2020
- Grantees announced: JUN 2020
- Grantee Q1 data collected: NOV 2020

- NOV 2018: Voters approve ballot measure 302
- Fall 2019: Commission and staff set goals
- Spring 2020: Emergency Hunger Relief Grants awarded
- AUG 2020: 1st grant term begins
- DEC 2020: Annual report to City Council
COVID-19 Emergency Hunger Relief Grants

- March 2020, HFDK Commission approved $1.11 million, including $135k to DPS, to support emergency hunger relief needs, in partnership with the Colorado Blueprint to End Hunger
- Funds awarded to feed youth in Denver during the pandemic, supporting food procurement, distribution, PPE, sanitation supplies, payroll and outreach
- Grantees are located across Denver, including in communities of color and areas of high poverty and food insecurity
Emergency Hunger Relief

Number of grantees: 52 orgs

Total: $880,903

Average grant size: $16,940

Link to 2020 grantee project descriptions
Emergency Grant Example: Venture for Success Prep

Grant amount: $10,000

Project overview:

Provided food boxes and hot meals to 320+ families; 90% of food went to the 80239 (Montbello) community, and 10% went to 80249 (Green Valley Ranch)

378 meals = 3,402 lbs of food went to 356 Denver youth, including low income, immigrants and those experiencing homelessness

"We are fortunate for the support from the HFDK Emergency Hunger Relief Grant. The Far Northeast (Montbello) is home to thousands of children, many who fall below the federal poverty guidelines. Many of our enrolled families were already struggling financially and the pandemic has exacerbated their financial woes. Our volunteers have ensured that every child has a plate of food and a box of perishable and non-perishable items for each family. As the number of confirmed COVID-19 cases continues to rise in communities of economic hardship, specifically communities of color, this grant has gone a long way to support more than 320 families with food."
April-August 2020
Emergency Grants:
Who was served?

114,244 youth

3,539,235 meals
served through the emergency grants
Healthy Food for Denver’s Kids 2020 Funded Organizations and Percent Minority (Non-White) Population

All HFDK Grantees by City Council District
Evaluation

• Public RFP → Change Matrix evaluation partner brought on in February 2020
• Adaptive, participatory, culturally responsive and equitable approaches
• Deliverables:
  • Baseline Assessment
  • Social Network and Systems Map
  • Theory of Change
  • Macro-Evaluation Plan
  • Grantee and Cohort-level indicators and quarterly dashboards
Grantee Technical Assistance

Meeting grantees where they’re at

- Customized evaluation plans
- Relationship-based approach: 1:1 learning partner for each grantee

Learning opportunities

- Five webinars completed:
  - 1) Pandemic-EBT
  - 2) Food Procurement & Distribution
  - 3) Colorado Food Pantry Network
  - 4) Collecting Demographic Data
  - 5) Remote/Virtual Learning for Food Education

Grantee engagement

- 47 grantee-affiliated staff/individuals
- 24 grantees
- Cohort community building
Partnerships

Internal and external organizations assist with technical assistance, leveraging resources, and thought partnership.

Vendors and food distributors are serving as key partners to many grantees.
In 2020, HFDK allocated $7,342,458 in grants and program administration.

**HFDK Projected Revenue**

- **2019 Actuals**
  - $5,000,000
  - $10,000,000
  - $15,000,000
  - $20,000,000
  - $25,000,000
  - $30,000,000
  - $35,000,000
  - $40,000,000

- **2020 Projected**
  - $10,909,732
  - $11,860,264
  - $11,880,804

- **2021 Projected**
  - $5,961,555

**HFDK Encumbrances 2020**

- **COVID-19 Emergency Funding - Direct Funding**
  - $475,000
- **COVID-19 Emergency Funding - Trailhead/Blueprint to End Hunger**
  - $405,903
- **Budgeted Administrative Spend**
  - $500,000

**Summary**

- Total Encumbrances: $5,961,555

**Budget Update**
Upcoming Funding Activities

$10,000 or less grant requests, reviewed and approved on a monthly basis

For extraordinary requests that arise between regular RFPs

Establish a regular funding cadence

Rolling Micro-Grants

Regular RFP Cycle

Exceptional/Emergency Grants
Thank you!

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