



Seeking Food Impact Projects

Award: Up to \$500

Sowers of Justice is seeking food justice venture projects that explore scalable innovations or solve a specific problem.

Award: Up to \$500 - any dollar amount granted must be matched by the proposal group. Ideal Proposal Group would have 1-5 members and be connected to 10 additional volunteers and 3 consultant/advisors other than the project initiator/s.

Food Justice - means communities have equitable access to food —and grow, sell, and eat healthy sustainable food. Projects are asked to work to alleviate food access or insecurity, improve sustainability and offer alternatives to the industrial food system, solve a food-related sustainability issue or offer a way forward to make measureable impact in health equity outcomes, or stimulate new leadership in food justice.

Open Call This open call for ideas is for everyone! Apply if you are a person, organization, business or collective that wants to build food justice in Louisville KY or surrounding areas and embodies a health justice approach. If you have been working in food access for a long time and need some support to scale up and take the next step, we want to hear from you. If you are a community organizer or capacity builder and see a clear way to include healthy food for the future, we want to hear from you. If you are a budding entrepreneur with a fresh idea, we want to hear from you. If you make, grow, sell, or eat food, we want to hear from you.

Proposal Preferences Preference will be given to proposals for projects led by those ages 28 or younger community-based and/or work teams led by food insecure people that aim to serve the community's needs and build residual community assets, knowledge base, and community connections. Preference will be given to proposals that connect student to student work across zip codes, and between universities and school communities (including home schooled students). Proposals should include a detailed project that is either deeply-rooted in a neighborhood, offer promise to change systems, and should have a broad reach or the potential to be scaled county wide. Proposals should include how story, social media, video and or photographic documentation will be used to engage others in food justice and provide record and inspiration to others seeking to engage others in justice work.

Food Impact Review Team, Team Members, & Coaches & Connectors

We seek project reviewers/funders who can help us assure that multiple projects (3-5) are funded up to \$500, are well considered, and demonstrate a potential for real impact. Reviewer/funders will follow an evaluation process with a clear understanding of our criteria and help teams and our food justice efforts develop the strongest most impactful proposal possible. Reviewers engage others in the review process, engage others in financial and coaching support of projects as well as telling their stories through various business, organization, faith, fraternal, community, academic neighborhood, and social media networks. Reviewers help tell our story at conference booths the media and in the public square.

We also seek those who want to help any or all projects as team member, coach, or connector.



Criteria

Leadership Organization and/or project led by people traditionally disenfranchised and/or people with lived experience with food health or environmental health injustice. They have clear and real decision-making roles

Impact Who will benefit and how many people? Will benefit be to geographic location or to individuals/community that experienced historic health injustice?

Authentic Community Ownership Demonstrates community buy in and authentic engagement in selecting this project approach and focus

Local Living Identify local businesses or individuals, partnering with those businesses and groups and individuals committed to a fair wage for all employees

Systems Change Project clearly demonstrates a systematic change or the dismantlement of a system, having a direct impact on chronic disease, sustainability, racism, social determinants of health especially race (e.g. the local food system, local waste system, etc.)

Viability Proposal clearly demonstrates how project activities or impacts will be sustained post award, and/or project is led by groups that are in collective together long-term, with strong community ties, and will keep working on the project after the award and project cycle are completed

Feasibility Proposal scope matches budget and timeline and makes sense with project team and partners' skills.

Innovative and Catalytic Proposal idea will be catalytic in impact or shift the status quo in significant ways

Partnership Collaborative and/or collective approach and includes key sectors and actors to make proposal work.

Project Rubric

1) Offer a detailed proposal, policy and plan to **eliminate Styrofoam** cups “to go boxes”, aka “clamshells”, and other Styrofoam food containers, or drinking straws, or plastic shopping bags from the local waste stream. Offer a clear action a compelling name and graphics that draws attention like “The Last Straw”

2) Offer a proposal and plan to **change food access** for a definable population for example infants 0-2 or children 3-6 or aged persons in a specific geographic area especially those whose limited food access is clearly related to income, health status, gender, age, race, ethnicity or neighborhood.

3) Offer a proposal and plan to teach and recruit **adoption of a plant based diet** to a specific target group resulting in measurable increases in vegan or vegetarian eaters, or vegan vegetarian meals consumed especially for those whose limited food access is clearly related to gender, age, race, ethnicity or neighborhood.

OR

Offer some other well defined proposal and plan to impact environmental sustainability, food access, racism, innovation and new leadership, or health outcomes