

# BrightSide at UMN

Uniting communities, making a difference.

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UNIVERSITY  
OF MINNESOTA  
Driven to Discover



18% of students qualify as food insecure.

Of 51,000 students, that's 8,700 who are unable to afford enough food.







55% of Cedar Riverside community is below the federal poverty line.

Food deserts negatively impact lives, but they don't have to.



**How might we improve student and community access to affordable, fresh food?**







**Learn more & ask questions**

**Break down the barriers**

**Increase access to fresh food**



# The BrightSide Model at UMN

5+ years of  
sustainability

Student-led

Community  
driven

Unique  
opportunities





# How does BrightSide work?





# Pilot: Summer 2019

**Pre-pilot**  
Focus is on  
volunteers, student  
group, Buyer's  
Club participants,  
and funding  
strategy

**Part 2: Buyer's  
Club and Corner  
Stores**

4 weeks long

x

10 corner stores

**Part 1: Buyer's  
Club initiation**

6 weeks long

x

60-80

participants

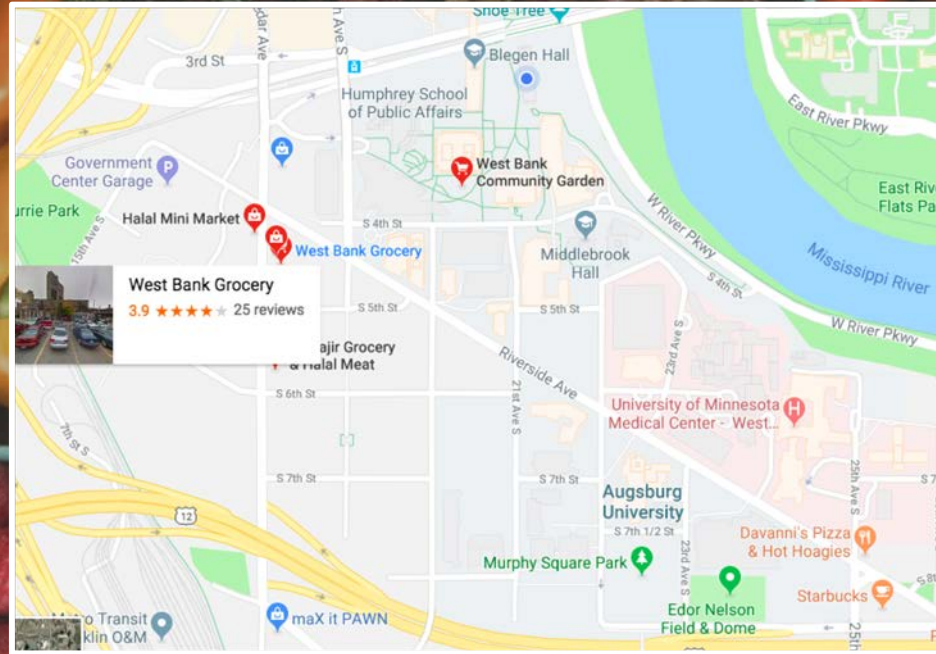




# Customer Segments

60-80  
students

10 corner  
stores



# Business Model & Financial Plan

We are a self-sustained social venture that is proven to work.





# Business Model & Financial Plan

Estimated Financial Need	
Purchases	Cost
<sup>1</sup> Initial Produce Purchase	\$ 1,200.00
<sup>2</sup> Packaging	\$ 328.19
<sup>3</sup> Transportation	\$ 310.08
<sup>4</sup> Inspection	\$ 40.00
<sup>5</sup> Wages	\$ 480.00
<sup>6</sup> Apparel	\$ 210.00
<sup>7</sup> Advertisement	\$ 341.97
<sup>8</sup> Produce stands for 10 stores	\$ 1,500.00
<b>Total</b>	<b>\$ 4,404.14</b>



# 5 year plan

Increase organizational involvement

Develop community-specific offerings

Improve offerings and partnerships

Expansion to other neighborhoods and cities





# Theory of Change

## Input:

- Students, youth workers, volunteers
- Customers
- Corner store owners
- Produce distribution system
- Wages for youth

## Output:

- Participants buy produce
- Participants consume more produce
- Corner store owners sell more produce
- Consumers save \$\$\$

## Outcome:

- Increase consumer access and consumption of produce
- Consumers save \$\$\$
- Youth workers gain skills & a living wage
- Students gain experience

## Impact:

Reducing food insecurity on the University of Minnesota - Twin Cities campus and in nearby neighborhoods.



# Why will we work?

- 1 We are not a CSA or a Food Shelf
- 2 We work directly with students and communities
- 3 We meet people where they are







**Clara Holder**  
Nutrition, B.S.



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Health Services  
Management, B.S.





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