BrightSide at UMN
Uniting communities, making a difference.

Clara Holder & Carley Meyers
4 March 2019
18% of students qualify as food insecure.

Of 51,000 students, that’s 8,700 who are unable to afford enough food.
Food deserts negatively impact lives, but they don't have to.

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

Produce Warehouse -> Delivery Van

Delivery Van -> Volunteer & Youth Worker Network

Volunteer & Youth Worker Network -> Corner Store

Corner Store -> Buyer’s Club
Pilot: Summer 2019

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

Part 1: Buyer’s Club initiation
6 weeks long
X
60-80 participants

Part 2: Buyer’s Club and Corner Stores
4 weeks long
x
10 corner stores
Customer Segments

60-80 students

10 corner stores
We are a self-sustained social venture that is proven to work.
## Estimated Financial Need

<table>
<thead>
<tr>
<th>Purchases</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Initial Produce Purchase</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>2 Packaging</td>
<td>$328.19</td>
</tr>
<tr>
<td>3 Transportation</td>
<td>$310.08</td>
</tr>
<tr>
<td>4 Inspection</td>
<td>$40.00</td>
</tr>
<tr>
<td>5 Wages</td>
<td>$480.00</td>
</tr>
<tr>
<td>6 Apparel</td>
<td>$210.00</td>
</tr>
<tr>
<td>7 Advertisement</td>
<td>$341.97</td>
</tr>
<tr>
<td>8 Produce stands for 10 stores</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,404.14</strong></td>
</tr>
</tbody>
</table>
5 year plan

- Increase organizational involvement
- Improve offerings and partnerships
- Develop community-specific offerings
- Expansion to other neighborhoods and cities
# Theory of Change

<table>
<thead>
<tr>
<th>Input:</th>
<th>Output:</th>
<th>Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Students, youth workers, volunteers</td>
<td>- Participants buy produce</td>
<td>- Increase consumer access and consumption of produce</td>
</tr>
<tr>
<td>- Customers</td>
<td>- Participants consume more produce</td>
<td>- Consumers save $$$</td>
</tr>
<tr>
<td>- Corner store owners</td>
<td>- Corner store owners sell more produce</td>
<td>- Youth workers gain skills &amp; a living wage</td>
</tr>
<tr>
<td>- Produce distribution system</td>
<td>- Consumers save $$$</td>
<td>- Students gain experience</td>
</tr>
<tr>
<td>- Wages for youth</td>
<td>-</td>
<td></td>
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</tbody>
</table>

**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
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Health Services Management, B.S.
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