

A Cup of Hope



“Feeding North Texas One Cup of Coffee at a Time”

Prepared for:
The Dallas Chamber of Commerce

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1. Introduction

Food insecurity in North Texas is a major problem. Many of the members in our communities struggle to make ends meet to afford food. According to the North Texas Food Bank's website:

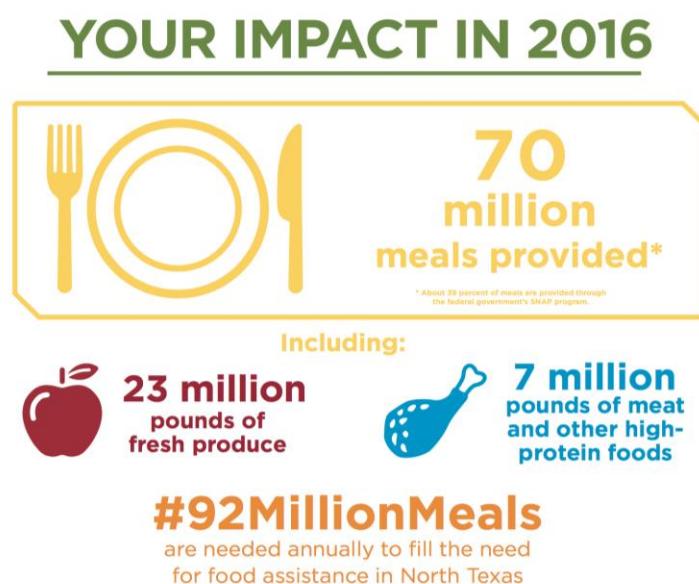
- "More than 835,000 people in North Texas Food Bank's 13-county service area are food insecure – one in six people."
- "One in every four kids in North Texas is food insecure – more than 300,000 children."
- "Food insecure children are sick more often and are more likely to suffer developmental delays."
- "In North Texas, one in six food-insecure households is home to a veteran."

We plan to partner together with the North Texas Food Bank and Starbucks to "feed North Texas one cup of coffee at a time."

2. Background

2.1 About North Texas Food Bank

North Texas Food Bank was founded in 1982. They are a member of Feeding America. Their vision is "a hunger-free, healthy North Texas" with a mission "to close the hunger gap in North Texas by providing access to nutritious food." This non-profit organization was able to provide 70 million nutritious meals in 2016 alone.

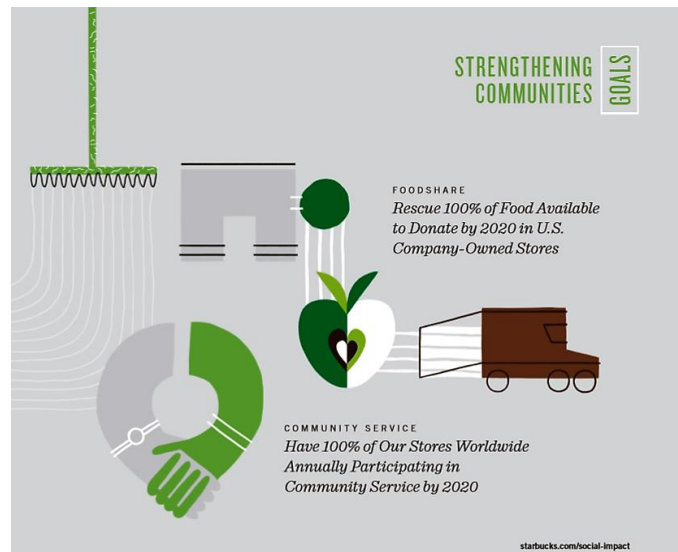


2.2 About Starbucks

Starbucks holds more than 25,000 stores in over 75 countries making them the leading coffee-house chain worldwide. They are a socially responsible company whose mission is to make an impact in communities; “one person, one cup, one neighborhood at a time.”

With over \$29 million in contributions for the year 2015 alone, Starbucks continues to be highly involved in projects that align to key areas such as opportunity youth, transitioning veterans, environmental impact, and alleviating hunger. They aspire to have 100% of their stores participating in a community project by the year 2020.

For these reasons, we feel that Starbucks embodies all that we are trying to accomplish in our program. We believe that partnering with Starbucks is a great opportunity to create a lasting impact in the North Texas region.



2.3 Our Plan

Our plan is to partner the North Texas Food Bank with a local Starbucks location to help feed those in need in the Dallas community.

3. Proposal

3.1 Our Purpose

Our purpose is to create a hunger relief organization for North Texas that assists and provides for those in need within our community. We intend to distribute healthy meals to food insecure people around North Texas with help from Starbucks and North Texas Food Bank. We believe that our project will guide and support those in need to obtain better and healthier lifestyles and accomplish a greater goal of reducing the number of people that go hungry every day.

3.2 Our Objective

We have created a program called “A Cup of Hope” that will partner with Starbucks for approximately six months. We will partner with as many local Starbucks location around North Texas that will agree to participate in the program.

During the promotion, customers will be given a receipt with a survey link at the bottom to provide feedback and ratings on our program. After the six month period, Starbucks will evaluate the surveys based on the customer's feedback and their sales to determine if they will continue with the program. Starbucks wants to ensure that this program will become a successful hunger relief organization that can continuously give back to the North Texas communities.



3.3 Starbucks Role

Starbucks essential role in "A Cup of Hope", in the first six months, is to donate ten cents from every purchase above five dollars to our organization. If Starbucks agrees to continue the program after six months, we will have each participating locations donating five cents with every purchase instead of the original ten cents to sustain longevity. At the end of each month, Starbucks will do an electronic transfer to the organization's bank account.

4. Marketing

4.1 Social Media

Our primary marketing strategy is going to be the use of social media such as Facebook, Twitter, and Instagram to make people aware of our project. Advertising our project through social media applications is the most efficient and cost friendly way to gain our audience's attention since the majority of individuals are highly active on social media. We chose three different social media outlets to keep up with updating our followers.



4.2 Other Methods of Advertisement

Additionally, fliers will be distributed in all of the North Texas Starbucks locations. Our fliers will be available at the counter for customers to grab with their coffee.

To avoid overcrowding the fliers, we will only provide important information about how to contribute to our cause. At the top of the flier, we will print our project's purpose and mission to encourage customers to purchase from Starbucks. Listed below the purpose and mission statement will be the locations for any of the Starbucks participating in our cause to help direct any willing participants to help. We also plan on providing information on how to volunteer and where to apply. Lastly, our social media usernames will be posted at the bottom of the flyer in case any potential participants want a day-by-day update on our ongoing cause.

5. Staffing

To make "A Cup of Hope" cost efficient, we will be selecting at least two qualified volunteers that are willing to donate their time and energy to this cause. Candidates must have driving experience and have a flexible schedule to volunteer once a week to purchase and deliver the food items to the North Texas food bank for a six-month period.

5.1 Our Volunteers

For the first two months, we will hire one volunteer to purchase the food items from the grocery store.

To become a volunteer, you must have an SUV that can carry all the groceries. Initially, we considered renting cargo vans to transport the goods once they were purchased; but in order to minimize costs, we settled on partnering with volunteers that already have SUV's. However, we can rent cargo vans if necessary.



After the two months are over, we will reconsider hiring a second person if necessary. This is critical because depending on the success of our cause and how often we reach weekly donation goals, we might have to hire a second person sooner than the two-month checkpoint.

The requirements necessary for volunteers to be a part of "A Cup of Hope" is to pass a background check, be at least 21 years old, and have a valid driver's license. All prospective volunteers are required to have basic math skills to keep up with the purchase transactions. They are also obligated to have interpersonal skills as well as

have a basic knowledge of the food safety standards which will be discussed later in the proposal.

Our volunteers can expect to devote their time to driving their SUV to Costco, purchasing the requested food items, and delivering them to the North Texas Food Bank on a weekly basis. If our chosen volunteers can not allocate the needed time to their duties, we will have to consider finding potential volunteers to replace them.

6. Budget

6.1 Food Costs

Since we will be purchasing food in bulk from a local Costco store, the cost of food will be based on prices listed on the Costco website. We have a range of prices for each of the food categories per unit or per pound as listed below.

The prices for category 1 foods can range from \$1 to \$2 per unit or per pound, such as bread, crackers, and flour. Even though we aim for brands that fit into our budget, we also want to make sure that the products are of acceptable quality.



Category 2 has a price range of around \$0.50 to \$3.50 per pound and the some examples of food in this category are fresh and dry fruit as well as vegetables. The reason for a noticeably larger price range is due to the inclusion of dried fruits as an option. Because dry fruits have a longer shelf life, we may consider include these as part of our meals.



Category 3 price range includes \$2 to \$4 per unit of canned meat, \$2 to \$4 per pound of cheese and \$2 to \$3 per gallon of milk. These types of food have to be cartoned or canned as these foods can spoil very easily. In special holiday occasions like Thanksgiving, funds can be used to purchase fresh meats like turkey to assure that everyone can enjoy a hot holiday meal.

Our goal is to allocate 20% of funds towards category one foods. Since this category is at a lower price range, we can gain more at a lower price. As for the other two categories, 40% of the funds will go towards category two foods, and 40% of funds towards category three foods. Since category two and category three are at a higher price range and are the foods that will be used for main course meals, we decided to split the remaining budget equally between them.

6.2 Stipend Costs

For however many volunteers our organization may need, the cost of gas may vary depending on the type of vehicle that is driven as well as the amount of distance that is covered between the round trip from the rental shop, to the nearest Costco, to the North Texas Food Bank, and finally back to the rental shop.

The entire round trip is approximately 51.7 miles with 6.6 miles of it taking place on the road while the rest of it is on the highway. Given that our choice of vehicle to rent is a Dodge Caravan, the amount of gas consumed in one round trip will be around 2.3 to 2.6 gallons depending on exterior conditions such as traffic and weather along with the current health of the engine.

Since the average cost of gas per gallon in April is about \$2.41 according to the U.S. Energy Information Administration. The total cost of gas used for one round trip will be about \$5.56, but will probably pay \$6.00 to ensure the coverage of gas due to fluctuating prices and the probability of experiencing heavy traffic during the trips.

6.3 Promotional Materials

Though word-of-mouth is one of the easiest and least-costly marketing methods, we want to make sure that we bring enough attention to our cause to guarantee we can meet our overall goal.

We accumulated a list of flyers for purchase to post in all the Starbucks located in the North Texas region. Each type of flyer listed below has a base cost and depending on how much information is displayed on them, the cost will either rise or stay the same.

We will only use flyers if any promotional material is considered. As previously stated in the Marketing section, social media is going to be used as our primary marketing strategy.

We will observe the effectiveness of or strategy from there, determine if more flyers need to be purchased.

An order 50 one-sided flyers from FedEx will cost \$29.99. Because of its high cost, we will have to be careful to determine if additional orders are needed.



There are more than a thousand Starbucks located in Texas and we want to specifically target the north Texas region so we would have to purchase a minimum of

three orders of the one-sided flyers to be able to post a flyer in each of the north Texas locations.

Each order of 25 double-sided flyers will cost \$33.00. These flyers will not be as necessary as the one-sided flyers as we just want to display enough information to make our project known to the community.

Due to seasonal fluctuations, the cost of the different types of fruits and vegetables will vary during the holiday season. The infographic below shows the deviations between a handful of commonly eaten fruits and vegetables and how their availability varies from month to month.



7. Food Safety

The objective to conserve and not waste food may blur the lines between what is safe and appropriate to donate to your local food bank. Although donating your leftovers seems like a generous thing to do, it is not always the safest nor most appropriate.

In the means of being charitable, it is vital to understand what the requirements are for safe and healthy food donation so that our volunteers select the safest, most beneficial foods.

7.1 North Texas Food Requirements

North Texas Food Bank not only wants to help feed people in need, they want to provide them with a healthy and nutritious meal that will give them the energy and nutrients that their body requires. Although it may seem easy to pick up a bulk load of fresh produce from your local grocery store to donate, there are many variables that must be taken into consideration.

For instance, highly perishable foods are difficult to maintain, especially when storage space is limited, so donating food that can easily spoil may not be the most beneficial choice for food banks.

Therefore, in order to identify suitable options, the North Texas Food Bank follows the Food Category System, which separates food donations into four separate categories. We will be following this system that creates four categories that range from least dangerous to the most hazardous foods.

7.2 Food Categories



- Category 1 is the lowest risk and includes non-perishable foods. For example, unrefrigerated, pre-packaged foods, canned goods, bread, pasta, crackers, and flour.

Recently, there have been some concerns revolving around flour as being an ingredient that can carry food-borne pathogens.

However, no new clarifications have been made as to how that will affect the dangers of being exposed to it and how much of a risk it will bring.



- Category 2 are low risk perishable foods that includes whole fresh vegetables and fruits. Whole fruits and vegetables are considered a lower risk than sliced fruits and vegetables due to the fact that the insides of the produce are not exposed to air.

Some alternatives could include packaged dried fruit and vegetables, canned fruit and vegetables, or packaged juices. Though canned fruits and vegetables do not provide as high of an amount of nutrients compared to fresh produce, they expire a lot slower and provide more benefits in the long run.

- Category 3 are the high risk foods that may be potentially hazardous. These include dairy products, eggs, tofu products, and meats all from commercial processors, retailers, or licensed restaurants. According to Dr. Elizabeth Scott, “raw foods, including meat and poultry, raw eggs, fish and shellfish, and fruits and vegetables, should all be considered as potential entry sources of foodborne pathogens into the home.”

Some alternatives include canned meats or powdered milk. These alternatives provide a better choice to fresh milk and raw meat because their expiration dates are prolonged due to the fact that they are not “fresh” commodities and there is a dramatically smaller chance of bacteria growing.

- Category 4 lists all the foods with the highest risk that will be declared unacceptable for donations. Foods that have been processed at home, uninspected meats, opened packages, or partially used foods all fall under this category.

These foods are considered the most hazardous because of the inability to tell if the food has been contaminated, or processed and stored incorrectly. Not only that, major concerns can arise if there is no way to tell what ingredients are in homemade foods.

If someone at the North Texas Food Bank were to have a food allergy, and we were to serve them a homemade baked good that contained that particular allergen, we would be faced with dangerous consequences regarding their health.

There are no alternatives to the foods within this category because it is either canned or prepackaged foods, or no foods at all.



7.3 Legalities

Texas has not created a law that specifically targets our charitable act, however, a license will be necessary should we ever decide to go door to door for donations. Since the purpose of our campaign is to take a small percentage of proceeds that will go towards buying and delivering food, a license will not be necessary.

Nevertheless, there are certain precautions that will have to be taken in order to ensure that all guidelines are met. Some of these precautions include not taking any leftover food from Starbucks and delivering it to the North Texas Food Bank.

Though it may seem like giving back is better than letting food go to waste, it is important to consider the freshness and quality of the food. That is why we have put such a large emphasis on foods that have farther expiration dates, to guarantee that

future issues will not be brought upon those who are already suffering with food insecurity.

8. Conclusion

Our plan to partner with the North Texas Food Bank with local Starbucks locations to help feed the Dallas community will help alleviate North Texas' food insecurities. We believe that our proposal will help aid those in need in a way that is an ultimate win for all parties involved.

The first major step of our proposal is getting the word out and promoting our cause as much as possible. Though we are using the power of social media as a marketing tactic, we still plan on utilizing flyers to advertise our cause. For our promotional materials, we are asking for \$629.99. This lump sum of money will be allocated towards 500 one-sided flyers and 250 double-sided flyers. Once we feel that we have adequately spread the word about our cause, we will transition to the next step; seeking out volunteers.

For our volunteers, we will need \$2,766.00 which will go towards gas. This amount of money will be considered a stipend which means we are not necessarily paying our volunteers, but assisting them with their volunteering duties.

We estimate that the monthly donations between our five Starbucks locations will equate to \$5,540.00. This sum of money will then be allocated towards all the produce and canned goods requested by the North Texas Food Bank. Depending on the season, some goods will be purchased in higher quantities than others. All donations made through Starbucks will be solely utilized for the purchasing of goods.

In total, we are asking for the Dallas Chamber of Commerce to finance half of our total costs which equates to \$1,703.00. Between the generous donation from the Dallas Chamber of Commerce and the funds we are raising, we plan on spreading our cause to help feed North Texas one cup of coffee at a time.

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