



Central Dallas Ministries

Nurture Knowledge & Nutrition Prospectus

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overview

DESCRIPTION: Because poverty makes individuals more vulnerable not only to hunger, but to obesity as well, the Nurture Knowledge & Nutrition (NKN) department of Central Dallas Ministries takes a holistic approach to addressing hunger and obesity together. Through collaborations with internal and external resources, NKN supports Neighbors, the people they serve, in three ways: nurturing them by showing them how to obtain healthy food and providing opportunities for healthy choices; by giving them knowledge they need to make healthier food and lifestyle choices; and by providing access to nutritious food through a wide range of food distribution programs. NKN aspires to reach the day when both hunger and obesity are eliminated in Dallas County.

INVESTMENT OPPORTUNITY: NKN is seeking \$1 million over two years to expand case management, increase educational opportunities and improve nutrition to help thousands of Dallas County resident's lead healthier lives.

NEED FOR CHANGE

Low-income families are at greater risk for hunger and obesity because of limited access to affordable and healthy food, a lack of knowledge about healthy choices and a lack of opportunities to make healthy choices.

- Texas is the second hungriest state and first in terms of child hunger.
- In Dallas County 300,000 children are at or below 185% of the poverty level—this is the maximum income level for which a family might qualify for food assistance.
- Obesity is a common consequence of malnutrition. In Texas, 42% of fourth-graders, and 36% of eleventh graders were overweight or at risk for being overweight. Nearly 66% of all Texas adults are overweight.
- Nationally, \$66.8 billion dollars is spent on hunger-related illnesses and \$147 billion dollars is spent on obesity-related health problems.

OPPORTUNITY FOR SOCIAL IMPACT

Research shows that reducing obesity and other health issues involves not only changing what one eats, but behaviors as well. NKN's model increases access, but it also addresses modifying behaviors and making healthier choices.

- NKN serves over 600,000 meals and snacks during the summer when students have limited access to nutritious meals.
- NKN partners with over 75 agencies to provide programming at 133 feeding sites, increasing children's opportunities for physical activity.
- NKN's four supported learning gardens provide natural learning environments which improve attitudes and knowledge about nutrition and food choices.
- Through case management, and/or education related to nutrition and health, 60% of Neighbors complete at least one goal for improving their health every 45 days.

SOCIAL INNOVATION IN ACTION – THE NKN MODEL

NKN helps low-income residents of Dallas County lead healthier lives, free of hunger and obesity, through three key elements:

1. NURTURE: NKN provides case management and referrals to families when they first visit the Resource Center. NKN partners with after-school programs and community agencies to provide programming at food distribution sites, so children have daily opportunities for physical and enrichment activities. NKN drives public policy and legislative action for better nutrition.

2. KNOWLEDGE: NKN supports learning gardens to meet community needs. One of these gardens serves the Community Health Clinic patients and addresses special dietary needs of diabetics. Other gardens focus on afterschool students learning new skills (such as composting and environmental design) and reinforcing academic skills (such as math and reading). A new health and wellness campus, scheduled to open in 2011, will include a teaching kitchen and classrooms to accommodate cooking classes and demonstrations on-site.

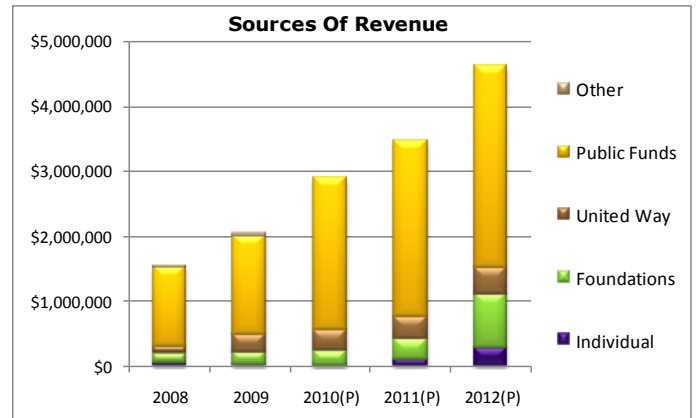
3. NUTRITION: NKN offers summer and after school menus which far exceed the USDA minimum nutritional requirements. Menus offer whole grains, fresh fruits and vegetables, and low-fat dairy products. Neighbors who visit the Resource Center are given shopping lists based on the USDA MyPyramid nutritional guidelines. The Resource Center also offers fresh produce two days a week.



FINANCIAL SUSTAINABILITY

NKN's sources of revenue are heavily reliant on USDA federal funding, which is restricted to food purchases. Increased investment from individuals and foundations will allow NKN to expand programs to include more case management, education and improvement in nutrition. To accomplish this, CDM plans to maintain its strong connections to local foundation and corporate partners while seeking out new foundation partners at the regional and national levels who would like to support the NKN model. In addition, CDM will place greater emphasis on reaching out to individual donors and faith based organizations with a shared interest in hunger and obesity.

Additionally, this new investment will leverage the increased capacity of a new, fully funded, health and wellness campus to be completed in 2011. The new facility will have the capability to provide case management, nutrition, education and health resources all in one location thus providing more comprehensive services to NKN Neighbors.



GOALS AND PERFORMANCE MEASUREMENT

PROGRAM AND ORGANIZATIONAL HEALTH: Below is a summary of the key measures Central Dallas Ministries will track to demonstrate progress, capture lessons learned and make course corrections as needed.

	FY 2009	FY 2010 (P)	FY 2011 (P)	FY 2012 (P)
Program Performance				
Case management	810	931	1,300	2,000
Sites with programming	116	133	153	180
Education materials (# Neighbors received)	779	1,318	2,068	2,819
Nutrition/Cooking classes (# Neighbors attended)	102	329	579	829
Learning gardens planted	2	4	10	15
Summer meals provided	354,652	454,852	554,000	654,000
After-school snacks provided	190,143	195,968	225,000	250,000
Families receiving food assistance	13,158	13,500	13,500	13,500
Organizational Health/Capacity-Building				
New health and wellness facility (\$3 million raised)	Land acquisition	Breaking ground	Grand opening	Daily operations
Increase support from individuals and foundations	\$25,000	\$22,000	\$350,000	\$700,000
Improve collection, tracking and evaluation of internal data	Research	Implemented	Track outcomes	Track outcomes
Total revenue	\$2.1 million	\$2.9 million	\$3.5 million	\$4.6 million

SOCIAL IMPACT: Currently, NKN uses the metrics below to measure its impact on food accessibility and nutritional quality in Dallas County.

IMPACT Indicators

Innovative mobile food distribution, "Food on the Move," feeds additional 10,000 children	25% increase in Summer Food accessibility in Dallas County
Neighbors receiving case management and/or education related to nutrition and health complete at least one goal for improving their health every 45 days	60% of Neighbors
Increased availability of fresh produce, eggs and dairy for NKN's Neighbors	2009 - 40% 2010 - 80%

Ways to Invest: Financial

- \$50,000 One case manager to increase case management to 75 more Neighbors for one year
- \$25,000 Educational materials for health and nutrition/cooking education classes for 500 Neighbors
- \$10,000 Fresh fruits, vegetables, eggs and dairy for food pantry, five days a week for a month
- \$ 5,000 Plan, build, setup, and oversee a Learning Garden in an afterschool setting for one year

Ways to Invest: In-kind

- Volunteer gardeners to mentor and oversee Learning Gardens at after-school sites
- Guest chefs to conduct cooking classes and demonstrations
- Refrigerated truck

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