

Growing Hope's Farmers Markets Food Assistance Services



Growing Hope offers a variety of contracted services to other farmers markets around planning for, setting up, and implementing food assistance. We are located in Southeast Michigan, so we can only provide on-the-ground services in nearby locations, but we can provide consulting remotely anywhere in the United States. Our standard fee is on a sliding scale from **\$50-\$100/hr**, depending on the type of engagement and type of organization. We can also prepare a per project estimate for a deeper engagement in addition to the packages we've outlined in this document. Below you will find the basic services offered as well as the fee structure of each, though we can customize as needed. Get in touch with us at market@growinghope.net to get started.

Growing Hope is proud to be a member of the MIFMA (Michigan Farmers Market Association), who provides tremendous support and resources for farmers markets. We require any Michigan market we work with to be a MIFMA member. In addition to our services, we also encourage markets to consider hiring MIFMA to conduct a Rapid Market Assessment. <http://www.mifma.org> for more info.

30-Minute Free Consultation

Cost: Free (by phone/video, or if you come to our place)

Fee Structure: N/A

SERVICE: Growing Hope market staff will provide the following –

- Listen to and assess needs around food assistance start-up/management
 - Connect client with available resources
 - Assist in creation of plan of action
 - Determine if further services are needed
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Three-Hour Consultation

Cost: \$200 (by phone/video or at our site, add mileage/travel reimbursement if we visit you)

Fee Structure: Flat rate, invoiced day after service

SERVICE: Growing Hope market staff will consult on client-specific food assistance programs, including –

- Share details of Growing Hope systems, with example materials
 - Walk client through Growing Hope's system
 - Advise in creation of client-specific system design
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Turn this sheet over for complete further package options!

GROWING HOPE CENTER
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getintouch@growinghope.net
www.growinghope.net



Full Service Food Assistance Set-Up

Cost: \$1200 + cost of materials (limited availability, as scheduled) + mileage/travel for site visits as needed

Fee Structure: Flat rate, invoiced upon completion of services. Cost of materials may require up-front payment, to be determined in MOU at start of service.

SERVICE: Growing Hope market staff will assist in all pre-season program creation, including –

- Initial consultation to assess needs and create program plan
- Assistance in food assistance application processes
- Acquisition of tokens, market equipment, as needed (graphic design services may be extra)
- Assistance in creation or revision of applications, policies, and written market protocols as relating to food assistance programs
- Creation of client-specific data collection processes

In-Season Token Processing

Cost: \$28 per hour + set up (price to be determined after initial assessment)

Fee Structure: Invoiced monthly, hours and data reported weekly. MOU will be agreed upon before start of weekly service

SERVICE: Growing Hope market staff will do all of the processing of redeemed alternative currencies by:

- Holding an initial meeting to understand token system and depth of market's needs
- Confirming counts of tokens/coupons turned in by vendors
- Entering data into spreadsheet
- Sending regular updates of market food assistance numbers, including graphed trends

In-Season Token Distribution

Cost: \$100 per market day* + \$.75 per mile/ day for travel from Ypsilanti to/from market

Fee Structure: Invoiced monthly

SERVICE: Growing Hope will staff your market's food assistance table, including:

- Distribution of alternative currencies
- Completion of at-market food assistance paperwork
- Customer and vendor food assistance education while at market

**Note: assumes 3-4 hour market; this requires an existing token system to be in place OR the purchase of Full Service Set-Up*

First-Year Full (up to 6 month) Season Food Assistance Service

Cost: \$5000- \$7000 (commensurate with needs, volume, location, etc)

Fee Structure: Invoice schedule as agreed upon in MOU

SERVICE: Growing Hope provides all services listed the above, plus:

- All banking and vendor reimbursement related to food assistance
- End of year reporting

Ongoing Full Season Food Assistance Service

Cost: \$6,000-10,000 (commensurate with size of market and volume of food assistance)

Fee Structure: Invoice schedule as agreed upon in MOU

SERVICE: Growing Hope will continue to provide full services for clients who have purchased First-Year Full Season Food Assistance Services.

Outreach/Advertising Package

Cost: \$500-\$2,500 (commensurate with extent of marketing plan)

Fee Structure: Invoiced upon completion

SERVICE: Growing Hope will create a marketing strategy that could include:

- Creation of flyers, delivering to key businesses
- Setting up and maintaining social media site
- Creation of lawn signs, sandwich signs, feather banners, etc

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