

**Project Concept Paper**  
**FEED SSM (Food Essentials Effortless Delivery)**

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### **Problem statement:**

According to the United Nations, the goal of SDG2 is “End hunger, ensure food security, improve nutrition, and promote sustainable agriculture” and one of its targets is “By 2030, end hunger by providing safe, nutritious, and sufficient food to all people, including the poor and the vulnerable” (UN, 2020). According to Food Banks Canada, “One in eight households will need to access food from a community organization 2021, with low-income workers, indigenous and racialized communities, and younger adults more likely to need help.” In 2017/2018, around 8.8% of Canadian households - approximately 1.2 million - experienced some moderate or severe food insecurity due to financial constraints (Statistics Canada, 2013).

**Poverty** is the root cause of food insecurity in Sault Ste. Marie. We have a larger percentage of people living with moderate or severe food insecurity as compared to the provincial average (12.7% versus 8.8%) (Algoma Public Health, 2016). **Food insecurity** is having too little food and/or insufficient nutritious food because of financial constraints (Helwig, 2016). For instance, during a one-month period in the fall of 2016, the food bank served 202 families, including 44 children (DSSAB, 2016). At the Sault Ste. Marie Soup Kitchen and Community Centre, a total of 938 individuals were served in October 2016, 37 of those being children (DSSAB, 2016).

Almost 20% of people living in Algoma region rely on government income which includes Canada Pension Plan, Old Age Security, Guaranteed Income Supplement, Ontario Disability Support Program, Ontario Works, and Employment Insurance (Leary, 2016). As a result, more than 11,000 Sault Ste. Marie residents are either poor or food insecure, which is detrimental to our community's physical and mental health. Compared to Ontario and Canada, the Algoma District appears to rely more heavily on government transfers (Leary, 2016). The community has a higher rate of single parent households than the province and 38% of these families are defined as low income (Statistics Canada, 2013). Across Canada, Indigenous people “face widespread impoverishment, inadequate housing, food insecurity, ill-health and unsafe drinking water” (Amnesty International, 2016).

According to the Poverty Round Table’s report, Harvest Algoma provides food to 26 locations throughout Sault Ste. Marie and Local ‘front line’ food banks include Soup Kitchen Community Centre, Salvation Army Food Bank, St. Vincent Place, Sault College Food Bank (City SSM Background Report).

Even with having local food banks, community centers and various programs and initiatives, the city has a substantial percentage of food insecurity. The implementation of the **FEED SSM** project will not only provide an easy way to access food essentials, but also results in a significant reduction of hunger and food insecurity in the city. Communities can be healthier and stronger when all the families, including children, have adequate amounts of food and nutrition. As a result, we will not only be able to eliminate poverty in the city but also reach the global goal.

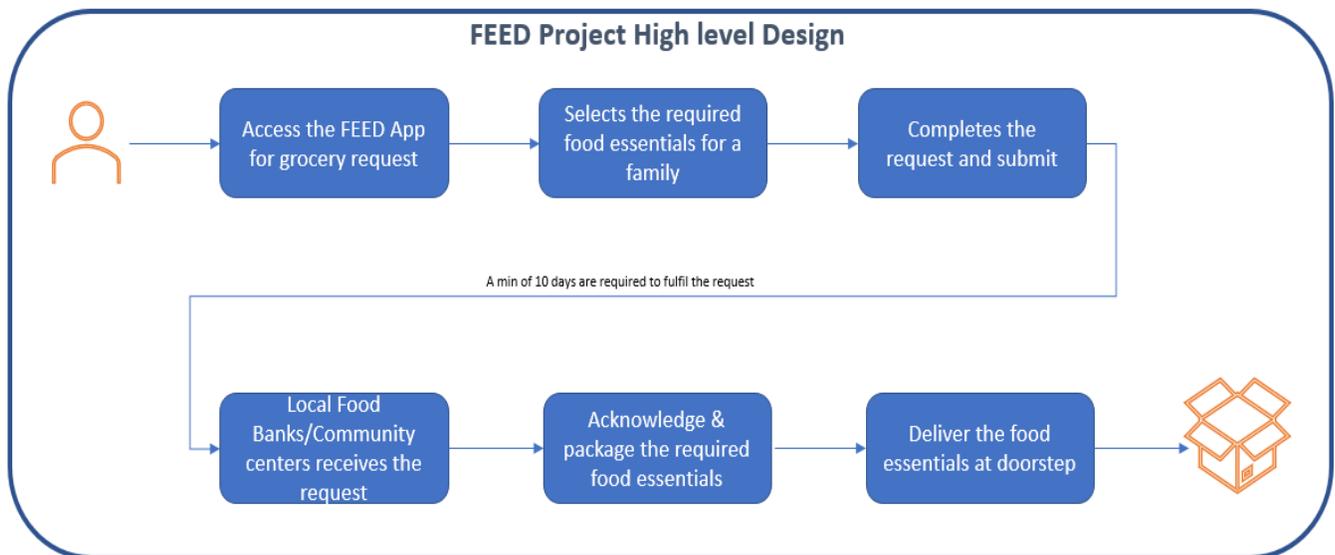
### **Goals and objectives:**

**Goal:** The primary goal of this project is to provide the nutritious & sufficient food essentials for the striving low-income families including children, indigenous and racialized communities at their doorstep through an easy and efficient approach.

**Objectives:** Below are the objectives of the project.

1. To achieve reduction in hunger & eliminate food insecurity within the city.
2. To provide an easy access to nutritious & sufficient food essentials for the striving low-income families including children, indigenous and racialized communities within the city
3. Develop a holistic approach to easy access to the city public in getting the nutritious & sufficient food essentials.
4. To deliver the daily food essentials at their doorstep for the struggling low-income families and individuals within the city at every two weeks (max) or once in a month.
5. Implement this project for at least two full years and pursue the progress.
6. Hunger should not reach the deathbed in Sault Ste Marie.

### **High level Design:**



### **Strategies:**

This project provides an efficient way to get the daily food essentials required for struggling low-income families and residents within the city at their doorstep.

1. Develop a holistic approach towards easy access to the public in getting the required nutritious & sufficient food essentials
2. Conduct a survey within the city, identify and capture the low-income families, indigenous and racialized family details within the city
3. Create a centralized online application with the modern technology tools for the public which is easy to the access.

4. With a couple of clicks, the online application will help in getting the required nutritious food essentials for the struggling low-income families and residents within the city at doorstep.
5. Alternatively, city residents can use the contact number provided and request the food essentials to be delivered.
6. On-time delivery of the daily food essentials at their doorstep for the struggling low-income families and individuals within the city at every two weeks (max) or once in a month.
7. Collaborate with local universities and colleges in designing the simple and efficient web and mobile applications for public usage.
8. Partnership with local governments & Food banks, community centers in transportation and delivering the food essentials to the residents at their doorstep.
9. Track & improve the progress on the project by continuous feedbacks and surveys.
10. The timeline for development & implementation of online application is projected from 9-12 months.
11. The next one year will be utilized for operations, monitoring, and enhancements to the project.

### **Evaluation criteria:**

As compared to the provincial average, there are more people living with moderate or severe food insecurity in Sault Ste Marie. Around 11,000 people in Sault Ste. Marie struggle with poverty and food insecurity (Soup Kitchen Community center). A person with food insecurity has too little food and/or insufficient nutritious food because of financial constraints. By implementing this project, the city will have a stronger reduction in hunger & food insecurity. Our community will be more resilient if poor citizens receive the help necessary to become productive and positive contributors.

Below are some of the quantifiable things to measure the project's success.

- Less percentage of people living in hunger & food insecurity within the city.
  - **Measure:** Achieve zero hunger & food insecurity within the city
- An efficient and growth in usage of centralized online application developed for FEED project
  - **Measure:** Number of residents login/download to the application.
- The amount of food requests received from the residents of Sault Ste. Marie
  - **Measure:** Number of food requests received
- The amount of food requests processed and delivered to the residents in need
  - **Measure:** Number of food requests processed

### **Potential funders:**

<b>Name</b>	<b>Link</b>	<b>Comments</b>
foodbankform	<a href="https://foodbankfarm.ca/">https://foodbankfarm.ca/</a>	
Garden River First Nation	<a href="http://www.gardenriver.org/site/">http://www.gardenriver.org/site/</a>	

City of Sault Ste Marie	<a href="https://welcometossm.com/invest/incentives-programs/">https://welcometossm.com/invest/incentives-programs/</a>	Any funds available from city for community development program.
Ontario Trillium Foundation	<a href="https://www.otf.ca/">https://www.otf.ca/</a>	The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations.
Algoma University	<a href="https://algonau.ca/">https://algonau.ca/</a>	Aid in developing an online application
Community Foundations of Canada	<a href="https://communityfoundations.ca/">https://communityfoundations.ca/</a>	Community Foundations of Canada (CFC) is the national leadership organization for Canada's 191 local community foundations. Together with community foundations across the country, we help drive local solutions for national change on the issues that matter most to Canadians. We're building a movement that connects community foundations, Canadians, and partners to create a just, sustainable future.
Community Food Centers	<a href="https://cfccanada.ca/en/Home">https://cfccanada.ca/en/Home</a>	CFC mission is to build health, belonging and social justice in low-income communities across Canada through the power of food.

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