



September 4, 2017

Dear Exeter Budget Committee Members,

This is a letter to formally request funding from the Town of Exeter to support SNAP Services Programs operating within the town on behalf of Seacoast Eat Local. Seacoast Eat Local is a registered 501(c)3 non-profit organization serving Rockingham, Strafford and York Counties. The organization has been operating SNAP Services in Exeter and other locations for over six years. Services in the town of Exeter comprise approximately 25% of our program work and farmers' market services are available to all eligible Exeter residents. The goal of this program is to increase access to fresh, locally grown products by members of the low-income community.

Seacoast Eat Local connects people with sources of locally grown foods and advocates eating locally for the health of our environment, community, culture and economy. Through advocacy, organizing and education, we work toward a sustainable local food system that meets the needs of both producers and consumers. Our work includes operating a SNAP/EBT Farmers' Market Program, organizing winter farmers' markets, producing a local food guide, Seacoast Harvest, and operating a mobile farmers' market program (SAMM). Seacoast Eat Local provides SNAP (Supplemental Nutrition Assistance Programs) Services at seven participating summer farmers markets, four farm stands, our own winter farmers' markets and on the Seacoast Area Mobile Market (SAMM). This work includes the Exeter Summer Farmers' Market on Swazey Parkway, the Seacoast Eat Local Winter Farmers' Market at Exeter High School and a Seacoast Area Mobile Market (SAMM) stop site at Exeter Hospital.

The SNAP Services Programs within Seacoast Eat Local are vital to local low-income residents and available to all qualifying Exeter residents. Through these programs, residents receiving SNAP/EBT (known colloquially as "food stamps") are able to use their benefits at farmers' markets. This service allows them access to fresh, locally grown products from area farms and encourages healthy eating habits. In addition to the ability to use their benefits, SNAP recipients are able to engage in a number of educational activities at markets that focus on healthy living and eating ranging from take-home recipes to food tasting and demonstrations on food storage and preparation. The work of Seacoast Eat Local through its SNAP programs provides not only access, but also supportive education aimed at increasing local food consumption among low-income residents in Exeter.

While many of the benefits of providing SNAP services focus, naturally, on SNAP recipients, these programs are also a boon to local economies. Accepting SNAP money at farmers' markets opens a potential revenue stream to farmers that was likely previously

unavailable to them. SNAP acceptance has boosted the revenues of local farms, allowing them to hire staff, expand operations and invest in important infrastructure. This means both more dollars being spent in our local economy and a more robust local foods system for all to enjoy. In addition to increasing sales for farmers, customers attending farmers' markets (both SNAP and non-SNAP) have been shown to spend increased dollars at other local businesses on the way to or from the market.

Providing SNAP services is a large part of the ongoing workload of Seacoast Eat Local and requires a significant amount of effort and staff time. The work of the SNAP program comprises no less than 1 FTE of staff time (33% of the total organization), ongoing relationship building with social service agencies, marketing and outreach, fundraising and grant writing, training and also equipment costs. Support from the town of Exeter, for SNAP programs which are ongoing within the town, would represent a much needed and appreciated avenue of support. Of all of the locations where our SNAP Services are provided, the town of Exeter is its most consistent recipient with services being offered at markets in nearly every month of the year due to its being both a winter and summer market location. Funds from this award would be used to support the outreach and operation of this important program for the residents of Exeter.

In the year since our first funding request to the town of Exeter, Seacoast Eat Local has continued to expand its commitment to this program in both Exeter and beyond. As a result, farmers' market, and particularly SNAP participation, continues to be strong. Seacoast Eat Local served 139 unique SNAP recipients at Exeter markets in the last 12 month period. Average winter farmers' market attendance in Exeter is 860 people and the summer market average attendance is approximately 1,000 people. New this year in Exeter is a SAMM (Seacoast Area Mobile Market) stop at Exeter Hospital which is open to the public. Also, Seacoast Eat Local is adjusting its winter market schedule to accommodate a winter farmers' market date in Exeter in November, thereby providing increased continuity of services to Exeter market shoppers. In its current strategic planning process, Seacoast Eat Local has set specific goals and strategies in place in place to expand outreach to Exeter-area residents and increase Exeter winter farmers' market attendance. These activities signify the commitment of our organization to the town of Exeter and our desire for mutual partnership and growth into the future.

We thank the Exeter Budget Committee and its dedicated members for its consideration of our application.

Thank you,

Jillian Hall, Seacoast Eat Local Director of Programs  
[jill@seacoateatlocal.org](mailto:jill@seacoateatlocal.org) 1-888-600-0128



TOWN OF EXETER, NEW HAMPSHIRE  
HUMAN SERVICES  
FY 2018

Organization's Name: Seacoast Eat Local Year Founded: 2006  
Address: 2 Washington St., Ste 331, Dover, NH 03820  
Executive Director/ Board Chair: Sara-Zoe Patterson Tax ID Number: 45-2547575  
Applicant Contact: Jillian Hall  
Email Address: jill@seacoateatlocal.org Phone: 1-888-600-0128

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**Organization's Mission Statement:**

Seacoast Eat Local connects people with sources of locally grown foods and advocates eating locally for the health of our environment, community, culture and economy. Through advocacy, organizing and education, we work toward a sustainable local food system that meets the needs of both producers and consumers.

**Statement of Grant Purpose; e.g. This grant will be used...:**

This grant will be used to support Seacoast Eat Local's administration of SNAP/EBT acceptance and incentives services at the Exeter summer and winter farmers' markets. This work includes providing customer service and information, completing customer transactions (SNAP/EBT, debit, credit), and providing basic education regarding market products and their storage/use.

% of overall services that goes to Exeter residents: 23%  
# of Exeter residents served: 139

List all geographic area(s) served by organization: Strafford County, NH Rockingham County, NH  
York County, ME

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**Brief Detailed description of how the money will be specifically utilized for Exeter residents:**

Exeter is unique in that it receives support services from Seacoast Eat Local at farmers' markets 11 of 12 months per year; more than any other town or market. Supporting SNAP services at these markets increases access to fresh fruits and vegetables by SNAP (low-income) recipients shopping at Exeter markets and also increases convenience for middle and upper income Exeter market shoppers due to the associated debit and credit services. In addition, supporting SNAP services also means increasing access to education for market customers. While targeted towards SNAP recipients, market goers of all income levels are able to participate in educational programming and information frequently provided by SNAP services staff.

**Amount received from the Town of Exeter (by year) for the last 3 (three) years:**

2015 - n/a 2016 - n/a 2017 - 1,000

Organization's total projected budget for FY 2018: \$ 270,548 Amount Requested: \$ 1,000

**Additional Information Required:**

Please supply the following items for a complete application to be considered:

- Provide a narrative, not to exceed two pages in size 12 font
  - Organization's overview
  - Program's impact on Exeter residents
  - Program changes and/ or highlights from the past year
  
- Complete financial statements (Please note: the organization's 990 may be requested)
  - Operating budget
  - Balance sheet
  
- Board of Directors List
  
- 2017 Funding recipients must submit an Annual Report prior to consideration of 2018 application

I certify to the best of my knowledge that the information in this proposal reflects accurate data concerning need and estimates of planned/delivered services. The proposal was considered and approved for submission by the agency Board of Directors on September 6, 2017 (date).

By signing this application the undersigned offers and agrees, if the proposal is accepted, to furnish items or services that is quoted. This agreement is subject to final negotiation and acceptance by the Board of Selectmen and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature: \_\_\_\_\_

Date: 9/6/17

Submit no later than September 8, 2017:

Town of Exeter  
Town Manager  
10 Front Street  
Exeter, NH 03833

## **Town of Exeter Funding: Annual Spending Summary**

For the 2016-17 Fiscal year, Seacoast Eat Local was awarded \$1,000 from the Town of Exeter to support SNAP Acceptance and Incentive Services in operation at summer and winter farmers' markets in the town. Access to an adequate amount of fresh and local produce is a basic right which should be afforded to all citizens of the Exeter community. SNAP acceptance services, funded in part by this grant, make such access possible for low-income families. In an interview with SNAP recipients at the Exeter winter farmers' market in 2016, a mother and SNAP recipient commented on the personal impact of our programs:

*"I can get produce at the grocery store but that doesn't mean it is fresh or healthy, so honestly I think that coming to the markets has been the first opportunity we have had to get really fresh foods. I work full time and have four boys so we have just enough to make ends meet and the little bit of food stamps that I get usually I do my best to spread it out. I shop deals and stuff like that but being able to come here to the market and use the Market Match-- it blew my mind and I didn't have to go and buy off season produce. I love being able to get the kids something for a snack like an apple or something."*

### **In the last 12 month period, Seacoast Eat Local can provide the following data regarding SNAP services in Exeter:**

Total unique SNAP customers served in Exeter: 139

Total number of SNAP transactions completed: 441 (average of 3 transactions per customer)

Average winter farmers' market attendance: 860 people

Average summer farmers' market attendance: 1,000 people

Total number of farmers' market events (summer, winter, SAMM): 37

### **Seacoast Eat Local has also expanded or enhanced its services in Exeter in the following ways:**

- Seacoast Eat Local participated in a community "touch a truck" event in Exeter in spring 2017.
- Seacoast Eat Local participated in a community exploration and service project with students and faculty from Phillips Exeter High School, also collaborating with St. Vincent DePaul Food Pantry on this project.
- St. Vincent DePaul Food Pantry continues to be a primary recipient of "gleaned" or donated foods from local farms and farmers' markets, receiving at least weekly donations of 100 lbs of fresh, local food or more.
- The Seacoast Area Mobile Market (SAMM) now operates a weekly public stop at Exeter Hospital.

- Exeter and its residents benefit not only from funding provided by the Town of Exeter, but also from SNAP related funding provided by other sources. This includes a free cookbook featuring seasonal recipes of 5 ingredients or less that are given to SNAP recipients and nutritional education, information and activities provided by an intern of Seacoast Eat Local working towards the requirements of becoming a Registered Dietitian.
- In winter 2017-18, Seacoast Eat Local has chosen to add a winter farmers' market date in Exeter in November to increase continuity of services and access for Exeter residents
- Exeter farmers' markets are specifically named and will benefit from the implementation of our organizational strategic plan, which aims to increase outreach and market attendance for the Exeter winter farmers' market, as well as at least one pending grant award that would increase funds for advertising the winter farmers' market series.

# Seacoast Eat Local

## BALANCE SHEET

As of June 30, 2017

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Checking	15,286.09
Checking - Mobile Market	2,958.24
Paypal	5,603.91
Savings	137,857.49
Savings - Mobile Market	5.00
<b>Total Bank Accounts</b>	<b>\$161,710.73</b>
Other Current Assets	
Petty Cash	-200.00
<b>Total Other Current Assets</b>	<b>\$ -200.00</b>
<b>Total Current Assets</b>	<b>\$161,510.73</b>
Fixed Assets	
Fixed Asset	80,045.00
<b>Total Fixed Assets</b>	<b>\$80,045.00</b>
<b>TOTAL ASSETS</b>	<b>\$241,555.73</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax Payable	4,688.87
FUTA Payable	4.28
NH SUI Payable	339.02
<b>Total Payroll Liabilities</b>	<b>5,032.17</b>
Token Liability	-988.09
Accrued Liability	0.00
Debit Tokens	19,730.85
SNAP Tokens	3,894.00
<b>Total Token Liability</b>	<b>22,636.76</b>
<b>Total Other Current Liabilities</b>	<b>\$27,668.93</b>
<b>Total Current Liabilities</b>	<b>\$27,668.93</b>
<b>Total Liabilities</b>	<b>\$27,668.93</b>
Equity	
Net Assets	95,220.63
Opening Balance Equity	100.00
Retained Earnings	142,052.11
Net Income	-23,485.94
<b>Total Equity</b>	<b>\$213,886.80</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$241,555.73</b>





## Seacoast Eat Local Budget FY 2017-2018

July 1, 2017 - June 30, 2018

	Budget
<b>Income</b>	
Direct Public Donations	\$23,700
Corporate Contributions	\$4,000
Gifts in Kind - Goods/Services	\$7,200
Vendor reimbursement donation	\$1,500
<b>Total Direct Public Donations</b>	<b>\$36,400</b>
<b>Direct Public Grants</b>	<b>\$66,300</b>
<b>Fundraising</b>	
Product Sales	\$17,850
Sponsorships	\$27,000
<b>Total Fundraising</b>	<b>\$44,850</b>
<b>Program Income</b>	
Program Service Fees	\$24,762
Winter Market Vendor Fees	\$24,000
<b>Total Program Income</b>	<b>\$48,762</b>
<b>Special Events Income</b>	<b>\$6,200</b>
<b>Other Income</b>	<b>\$55,805</b>
<b>Total Income</b>	<b>\$258,317</b>
<b>Expenses</b>	
Advertising	\$650
Market Promotion incentives (e.g. Carpool Day)	\$0
<b>Total Advertising</b>	<b>\$650</b>
<b>Awards and Grants</b>	<b>\$12,000</b>
<b>Bank Service Charges/Credit Card Fees</b>	<b>\$1,988</b>
<b>Business Expense</b>	<b>\$525</b>
<b>Contract Services</b>	
Accounting Fees	\$2,000
Legal Fees	\$0
Outside Contract Services	\$4,000
<b>Total Contract Services</b>	<b>\$6,000</b>
<b>Total Facilities and Equipment</b>	<b>\$6,100</b>
<b>Inventory for Product Sales</b>	<b>\$12,710</b>
<b>Operations</b>	
Gifts In Kind - Goods/Services	\$7,200
Membership Fees	\$440
Postage, Mailing Service	\$1,000
<b>Total Printing and Copying</b>	<b>\$14,550</b>
<b>Total Supplies</b>	<b>\$5,230</b>

	<b>Budget</b>
Telephone, Telecommunications	\$120
Database service	\$2,375
Email newsletter service	\$950
Monthly Data Fees	\$1,200
Website hosting & domains	\$280
<b>Total Telephone, Telecommunications</b>	<b>\$4,925</b>
<b>Total Operations</b>	<b>\$33,345</b>
Other Types of Expenses	\$0
Insurance - Liability, D and O	\$2,200
<b>Total Other Types of Expenses</b>	<b>\$2,200</b>
Payroll Expenses	
Health Insurance	\$6,336
Payroll Services	\$1,223
Payroll Tax Expense	\$11,922
Wages	\$146,463
Workman's Comp	\$800
Other Benefits	\$1,700
<b>Total Payroll Expenses</b>	<b>\$168,444</b>
Token Reimbursement	
Accrued Expenses	\$0
Market Match	\$20,800
Close the Gap	\$0
<b>Total Incentives Reimbursement</b>	<b>\$20,800</b>
Travel and Meetings	
Conference, Convention, Meeting	\$900
Annual Meeting	\$0
Professional Development	\$1,500
Travel	\$2,335
<b>Total Travel and Meetings</b>	<b>\$4,735</b>
<b>Volunteer cultivation</b>	<b>\$1,050</b>
<b>Total Expenses</b>	<b>\$270,548</b>
<b>Net Income</b>	<b>(\$12,231)</b>

## **Board Member Listing**

Sara-Zoe Patterson, Co-Chair and Founding Member

sarazoe@seacoastlocal.org

Newington, NH

Theresa Walker, Co-Chair and Member since 2016

theresawalker@comcast.net

Durham, NH

Sherri Nixon, Treasurer and Member since 2013

sherri.nixon1@gmail.com

Exeter, NH

Jean Pauly, Secretary and Founding Member

rovingsprout@gmail.com

Stratham, NH

Kate Donald, Founding Member

kate@seacoastlocal.org

Brentwood, NH

Andy Gagnon, Member since 2013

andy.gagnon@gmail.com

Portsmouth, NH

Robin Schweikert, Member since 2014

rkschweik@comcast.net

Portsmouth, NH

Annette Lee, Member since 2017

annette@throwbackbrewery.com

North Hampton, NH

Chris Duffy, member since 2017

chris@redc.com

Stratham, NH