



TOWN OF EXETER, NEW HAMPSHIRE  
HUMAN SERVICES  
FY 2026

**Organization's Name:** Seacoast Eat Local **Year Founded:** 2006  
**Address:** 4 Captain Smith Emerson Rd, Lee, NH 03861  
**Executive Director/ Board Chair:** Shawn Menard / Dawn Barker **Tax ID Number:** 45-2547575  
**Applicant Contact:** Shawn Menard **Email:** director@seacoateatlocal.org  
**Address:** 4 Captain Smith Emerson Rd, Lee, NH 03861 **Phone:** 603-241-4400

**Organization's Mission Statement and Statement of Grant Purpose (e.g. This grant will be used...):**

Seacoast Eat Local cultivates a resilient, equitable, and community-centered local food system. Through markets, education, and collaboration, we connect producers and consumers to each other as well as the knowledge and resources they need to thrive.

This grant will be used to support the operation of our SNAP (food stamps) and matching incentive program as well as kids' educational activities at the Exeter Farmers' Market.

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

Funds will be used to operate our food access program, which enables low-income Exeter residents to use SNAP (food stamps) benefits at the Exeter Farmers' Market and other local farm vendors. This includes our matching incentive program, which provides additional purchasing power for fruits, vegetables, and other eligible foods. The program runs throughout the 24-week summer farmers' market season in Exeter and continues through 15 winter markets in nearby communities. Exeter residents can also use their benefits at participating farm stands, such as Heron Pond Farm in South Hampton. In addition, funds will support weekly, hands-on educational activities for children at the Exeter Farmers' Market. These activities are designed to spark curiosity, increase food literacy, and build early connections to local food and farming in a fun, age-appropriate way. By engaging youth directly, we aim to create lasting awareness and enthusiasm for healthy, locally grown foods among Exeter's youngest community members.

**% of overall services that goes to Exeter residents:** about 20% of the above described services  
**# of Exeter residents served:** roughly 200-300 benefit from the service described above

**List all geographic area(s) served by organization:** Rockingham and Strafford counties of NH & ME

Total Municipal Contributions in 2025: \$6,850 total  
\$2,000 cash  
\$4,850 in-kind

List each town that contributes and the amount received:

Exeter \$1,500, Durham \$750, Portsmouth \$2,600, Dover \$2,000

Organization's total projected budget for FY 2026: \$ 495,793

**Amount Requested:** \$ 1,500


**Additional Information Required:**

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

1. Provide a narrative, not to exceed two pages in size 12 font
  - a) Organization's overview
  - b) Program changes and/ or highlights from the past year
2. FY24 funded organizations must submit a brief summary of how those funds were used to support Exeter residents
  - a) If your organization is requesting an increase in funding for FY26, submit justification of increased need
3. Complete financial statements
  - a) Operating budget
  - b) Balance sheet

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 6/30/2025 (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 Select Board and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature:  Date: 7/30/2025

Submit no later than July 31, 2025:

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





4 Captain Smith Emerson Rd, Lee, NH 03861  
603-241-4400 · [director@seacoasteatlocal.org](mailto:director@seacoasteatlocal.org)

July 30, 2025

Dear Members of the Human Services and Budget Recommendations Committees,

I am writing to request continued financial support from the Town of Exeter for Seacoast Eat Local's food access and youth education programs. As a nonprofit organization serving Rockingham, Strafford, and York counties, our mission is to strengthen the relationship between people and the food grown, raised, and harvested in our region. We pursue this through year-round programs including farmers' markets, the Seacoast Harvest local food guide, food access initiatives, and educational activities that promote community engagement with local food.

Over the past year, our work has been shaped by both new opportunities and external challenges. At the Exeter Farmers' Market, we launched a weekly hands-on educational activity series designed to help children and families explore local food in fun, engaging ways. These activities focus on building early food literacy and increasing comfort with fresh, seasonal ingredients. At the same time, we maintained a strong presence for SNAP/EBT and other food access programs, ensuring low-income residents could use federal benefits to purchase fresh produce and local goods at the market.

However, we have also experienced major challenges tied to shifting federal priorities. Under the current administration, significant delays and reductions in USDA nutrition incentive funding have directly impacted the Granite State Market Match (GSMM) program. GSMM provides matching dollars to SNAP recipients for the purchase of fruits and vegetables at farmers' markets and farm stands. Federal freezes earlier this year led to the temporary suspension of matching programs across New Hampshire, including at our markets. Although emergency funding from partners like the NH Charitable Foundation allowed us to restore services, the experience underscored how vital consistent, local support is to keeping food access programs running in our communities.

The Exeter Farmers' Market remains one of our most impactful venues for this work. The funds we are requesting will directly support SNAP and GSMM matching at the market, as well as complementary programs like Vouchers for Veterans and Produce Prescription redemptions. In tandem, we will continue delivering weekly youth-focused educational activities that promote healthy food choices and deepen connections to local agriculture.

We're deeply grateful for the long-standing support from the Town of Exeter. Local contributions are critical to our ability to respond to shifting federal dynamics while continuing to meet the needs of low-income residents and young families. Thank you for your consideration and commitment to building a more resilient and inclusive food system.

Thank you for your support.

Sincerely,  
Shawn Menard, Executive Director

**Town of Exeter Human Services Funding  
Annual Spending Summary  
Seacoast Eat Local: FY25**

We are pleased to report that in Fiscal Year 2025, Seacoast Eat Local received a \$1,500 grant from the Town of Exeter to support our SNAP and incentive programs, as well as youth educational activities at the Exeter Farmers' Market. Ensuring that all Exeter residents have access to fresh, local food, regardless of income, is central to our mission, and this funding has played a critical role in making that possible.

This year, a total of \$14,453 in SNAP benefits and matching incentives were redeemed at the Exeter Farmers' Market and surrounding sites. This purchasing power helps low-income residents bring home more fresh fruits and vegetables while supporting local farms and food businesses. Additionally, we continued to offer credit and debit transactions at the market, making shopping easier for all visitors and supporting a vibrant market community. Approximately 45 Exeter residents utilized SNAP benefits through our program at farmers' markets, with an estimated 25 additional residents participating at farm stands such as Heron Pond Farm. The Exeter market remains one of the most active and impactful locations for our food access work.

In addition to our SNAP program, this year marked a successful expansion of our weekly children's educational programming. Every Thursday during the market season, we hosted hands-on activities designed to teach children about local food, farming, and healthy eating in fun and interactive ways. These activities have helped deepen family engagement at the market and promote early food literacy. Approximately 150 children participated in these activities throughout the season.

We are grateful to the Town of Exeter for its continued partnership. Support from the Human Services Fund allows us to meet real needs in the community while helping to build a healthier, more inclusive local food system.

Thank you for helping us make this work possible.

# Statement of Financial Position

Seacoast Eat Local

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Total for Credit Cards</b>	<b>\$805.87</b>
Other Current Liabilities	
Accrued Liabilities	
Gift Card Outstanding	527.00
Payroll Liabilities	0
Federal Tax Payable	
NH SUI Payable	
Simple IRA	410.86
<b>Total for Payroll Liabilities</b>	<b>\$410.86</b>
Refundable Advance	
Token Liability	0
Cooking Matters Tokens	
Debit Tokens	13,999.00
Gather Tokens	
SNAP Tokens	11,147.00
WISE Vouchers	2,000.00
<b>Total for Token Liability</b>	<b>\$27,146.00</b>
Unearned Revenue	8,569.15
Westwick Farming Fiscal Sponsorship	
<b>Total for Other Current Liabilities</b>	<b>\$36,653.01</b>
<b>Total for Current Liabilities</b>	<b>\$52,172.38</b>
Long-term Liabilities	
Auto Loan - ServiceCU	17,953.90
<b>Total for Long-term Liabilities</b>	<b>\$17,953.90</b>
<b>Total for Liabilities</b>	<b>\$70,126.28</b>
Equity	
Retained Earnings	102,548.41
Net Income	29,637.68
Net Assets	0
General Fund	
Seacoast Harvest	
SNAP	
Winters Farmer's Market	
<b>Total for Net Assets</b>	<b>0</b>
Opening Balance Equity	
<b>Total for Equity</b>	<b>\$132,186.09</b>
<b>Total for Liabilities and Equity</b>	<b>\$202,312.37</b>



# Statement of Financial Position

## Seacoast Eat Local

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
Checking - Operating	11,099.28
Checking - Program	728.91
Money Market	121,019.54
PayPal	51.83
Petty Cash	200.00
<b>Total for Bank Accounts</b>	<b>\$133,099.56</b>
Accounts Receivable	
Accounts Receivable (A/R)	35,651.81
<b>Total for Accounts Receivable</b>	<b>\$35,651.81</b>
Other Current Assets	
Prepaid Insurance	
Uncategorized Asset	
Undeposited Funds	28.00
<b>Total for Other Current Assets</b>	<b>\$28.00</b>
<b>Total for Current Assets</b>	<b>\$168,779.37</b>
Fixed Assets	
Accumulated Depreciation	-86,185.00
Cooler	
Farmers' Market Vehicle	30,000.00
Mobile Market Van	80,045.00
Solar Project	7,673.00
<b>Total for Fixed Assets</b>	<b>\$31,533.00</b>
Other Assets	
Security Deposits	2,000.00
<b>Total for Other Assets</b>	<b>\$2,000.00</b>
<b>Total for Assets</b>	<b>\$202,312.37</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	14,713.50
<b>Total for Accounts Payable</b>	<b>\$14,713.50</b>
Credit Cards	
Staff Credit Cards	805.87

**Seacoast Eat Local: Budget by Class/Program**  
**Fiscal Year 2026: July 1, 2025 - June 30, 2026**

	General Fund	Education	Seacoast Harvest	SNAP	Summer Market	Winter Market	Total
<b>INCOME</b>							
Donations							0.00
Foundation Donations	50,000.00	25,000.00	7,500.00		2,500.00		85,000.00
Individual Contributions	60,000.00	10,000.00	1,000.00				71,000.00
Organization-Business Contributions	10,000.00						10,000.00
Vendor reimbursement donation				1,000.00			1,000.00
Total Donations	\$ 120,000.00	\$ 35,000.00	\$ 8,500.00	\$ 1,000.00	\$ 2,500.00	\$ 0.00	\$ 167,000.00
Events Income							0.00
Restaurant Dinners	10,000.00						10,000.00
Workshop Events		1,500.00					1,500.00
Total Events Income	\$ 10,000.00	\$ 1,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 11,500.00
Grants							0.00
Government Grants							0.00
Federal Grants	25,000.00		10,000.00		17,200.00		52,200.00
Local Grants				1,500.00			1,500.00
Total Government Grants	\$ 25,000.00	\$ 0.00	\$ 10,000.00	\$ 1,500.00	\$ 17,200.00	\$ 0.00	\$ 53,700.00
Public Grants	70,000.00	10,000.00	1,500.00	8,000.00	2,500.00		92,000.00
Total Grants	\$ 95,000.00	\$ 10,000.00	\$ 11,500.00	\$ 9,500.00	\$ 19,700.00	\$ 0.00	\$ 145,700.00
Program Income							0.00
Mobile Market Services							0.00
SNAP Services				7,000.00			7,000.00
Stall Fees					70,163.75	30,457.50	100,621.25
Total Program Income	\$ 0.00	\$ 0.00	\$ 0.00	\$ 7,000.00	\$ 70,163.75	\$ 30,457.50	\$ 107,621.25
Sales							0.00
Market Match				22,000.00			22,000.00
Product Sales					1,000.00	3,000.00	4,000.00
Total Sales	\$ 0.00	\$ 0.00	\$ 0.00	\$ 22,000.00	\$ 1,000.00	\$ 3,000.00	\$ 26,000.00
Sponsorships		5,000.00	12,500.00		17,500.00	9,000.00	44,000.00
Total Income	\$ 225,000.00	\$ 51,500.00	\$ 32,500.00	\$ 39,500.00	\$ 110,863.75	\$ 42,457.50	\$ 501,821.25
Gross Profit	\$ 225,000.00	\$ 51,500.00	\$ 32,500.00	\$ 39,500.00	\$ 110,863.75	\$ 42,457.50	\$ 501,821.25
<b>EXPENSES</b>							
Advertising & Promotions					17,200.00	1,000.00	18,200.00
Bank Service Charges/Credit Card Fees	1,200.00	100.00	50.00	750.00	1,000.00	300.00	3,400.00
Business Registration Fees	150.00	75.00			200.00		425.00
Capacity Building							0.00
Conferences & Meetings	200.00						200.00
Professional Development	500.00						500.00
Volunteer cultivation	300.00						300.00
Total Capacity Building	\$ 1,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,000.00
Contract Services							0.00
Accounting/Bookkeeping Fees	5,500.00						5,500.00
Outside Contract Services	2,500.00				8,000.00	4,600.00	15,100.00
Total Contract Services	\$ 8,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 8,000.00	\$ 4,600.00	\$ 20,600.00
Event Expenses							0.00
Restaurant Dinner Expenses	3,000.00						3,000.00
Workshops Expenses		2,500.00					2,500.00
Total Event Expenses	\$ 3,000.00	\$ 2,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,500.00
Facilities and Equipment							0.00
Equipment Purchase & Rental					500.00		500.00
Fuel & Parking					300.00	100.00	400.00
Rent & Utilities	24,000.00				2,100.00	5,700.00	31,800.00
Vehicle Maintenance					1,000.00		1,000.00
Total Facilities and Equipment	\$ 24,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 3,900.00	\$ 5,800.00	\$ 33,700.00
Food & Products							0.00

**Seacoast Eat Local: Budget by Class/Program**  
**Fiscal Year 2026: July 1, 2025 - June 30, 2026**

	General Fund	Education	Seacoast Harvest	SNAP	Summer Market	Winter Market	Total
Food Donation Purchases							0.00
Inventory Purchases					1,000.00	1,500.00	2,500.00
Market Match				22,000.00			22,000.00
<b>Total Food &amp; Products</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 22,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,500.00</b>	<b>\$ 24,500.00</b>
Insurance - Liability, D&O, Auto	2,150.00				1,341.00	447.00	3,938.00
Operations							0.00
Membership Fees	500.00						500.00
Postage, Mailing Service	300.00						300.00
Printing and Signage	500.00	100.00	15,000.00	300.00	500.00	500.00	16,900.00
Supplies	750.00	500.00		150.00	300.00	300.00	2,000.00
Telecommunications							0.00
Database service	2,380.00		264.00		1,650.00	1,650.00	5,944.00
Email & Phone service	1,800.00						1,800.00
Terminal Data Fees				1,000.00			1,000.00
Website hosting & domains	4,500.00						4,500.00
<b>Total Telecommunications</b>	<b>\$ 8,680.00</b>	<b>\$ 0.00</b>	<b>\$ 264.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,650.00</b>	<b>\$ 1,650.00</b>	<b>\$ 13,244.00</b>
<b>Total Operations</b>	<b>\$ 10,730.00</b>	<b>\$ 600.00</b>	<b>\$ 15,264.00</b>	<b>\$ 1,450.00</b>	<b>\$ 2,450.00</b>	<b>\$ 2,450.00</b>	<b>\$ 32,944.00</b>
Payroll Expenses							0.00
Health Insurance	22,800.00						22,800.00
Mileage & Travel	300.00						300.00
Other Benefits	6,887.50						6,887.50
Payroll Services	1,824.00						1,824.00
Payroll Tax Expense	10,669.20	3,340.19	1,280.99	1,160.87	5,715.37	1,998.41	24,165.03
State Unemployment Tax	1,500.00						1,500.00
<b>Total Payroll Tax Expense</b>	<b>\$ 12,169.20</b>	<b>\$ 3,340.19</b>	<b>\$ 1,280.99</b>	<b>\$ 1,160.87</b>	<b>\$ 5,715.37</b>	<b>\$ 1,998.41</b>	<b>\$ 25,665.03</b>
Short Term Disability Insurance	650.00						650.00
Wages							0.00
Staff Wages	129,323.61	40,487.17	15,527.17	14,071.17	69,277.17	24,223.17	292,909.48
<b>Total Wages</b>	<b>\$ 129,323.61</b>	<b>\$ 40,487.17</b>	<b>\$ 15,527.17</b>	<b>\$ 14,071.17</b>	<b>\$ 69,277.17</b>	<b>\$ 24,223.17</b>	<b>\$ 292,909.48</b>
Workman's Comp.	550.00						550.00
<b>Total Payroll Expenses</b>	<b>\$ 174,504.31</b>	<b>\$ 43,827.37</b>	<b>\$ 16,808.17</b>	<b>\$ 15,232.05</b>	<b>\$ 74,992.54</b>	<b>\$ 26,221.59</b>	<b>\$ 351,586.02</b>
<b>Total Expenses</b>	<b>\$ 224,734.31</b>	<b>\$ 47,102.37</b>	<b>\$ 32,122.17</b>	<b>\$ 39,432.05</b>	<b>\$ 110,083.54</b>	<b>\$ 42,318.59</b>	<b>\$ 495,793.02</b>
<b>Net Operating Income</b>	<b>\$ 265.69</b>	<b>\$ 4,397.63</b>	<b>\$ 377.83</b>	<b>\$ 67.95</b>	<b>\$ 780.21</b>	<b>\$ 138.91</b>	<b>\$ 6,028.23</b>
Other Income							0.00
Interest earned	2,000.00						2,000.00
<b>Total Other Income</b>	<b>\$ 2,000.00</b>						<b>\$ 2,000.00</b>
Other Expenditures							\$ 0.00
Interest-SCU	\$ 1,300.00						\$ 1,300.00
<b>Total Other Expenditures</b>	<b>\$ 1,300.00</b>						<b>\$ 1,300.00</b>
<b>Net Other Income</b>	<b>\$ 700.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 700.00</b>
<b>Net Income</b>	<b>\$ 965.69</b>	<b>\$ 4,397.63</b>	<b>\$ 377.83</b>	<b>\$ 67.95</b>	<b>\$ 780.21</b>	<b>\$ 138.91</b>	<b>\$ 6,728.23</b>