

Karen Secord

Food and Finance

Intro:

Food and Finance connects kids to their food by installing growing towers and walls in schools, community centres and other youth serving locations, and supporting youth and those working with them to harvest and sell the food to local businesses and community.

Model:

Food and Finance provides a platform that consists of hydroponic towers/walls, an online portal and tools, and coaching support:

- Schools, community organizations and other youth facilities purchase the platform.
- Local businesses and community partner to purchase the food produced
- Youth increase their financial literacy, connection to food, and entrepreneur agency and skills

Work to Date and Traction:

We have worked with dozens of teachers, students, administrators, business owners and other community leaders to assess the desirability, feasibility and viability of this venture. In the summer of 2016 we installed 10 towers and walls in 7 locations, and confirmed 3 business purchasing partners, including new funding to hire a program manager to oversee this initial pilot.

Timeline and Next Milestones:

- Through summer 2017:
 - Continued prototyping of on-site pilots installed in time for this school year, adding new as opportunities arise.
 - Working with users and purchasers to assess price points for financial viability.
 - Developing and finalizing the platform and coaching model
- Sept 2017 - expansion and testing of platform with multiple markets
- 2018 - launch of model nationally, based on initial geographic density and interest.

The Ask:

- We are seeking \$150,000 in grant funding to support the continued scoping phase through 2017, development of the online platform and coaching model, and expansion beyond our initial close to home pilots.
- Technical support in curriculum, platform and coaching model design.
- Introductions to educators, youth serving organizations, or others that might be interested in the model so we can learn more about user needs and financial viability.

More information?

See this [Prezi Link](#) and [contact Karen Secord](#).