

Webinars for AmeriCorps VISTAs

Fighting Poverty? There's an app for that

To join the audio portion, please dial:

888-942-9865

Passcode: **3178114**

This session will begin shortly.

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

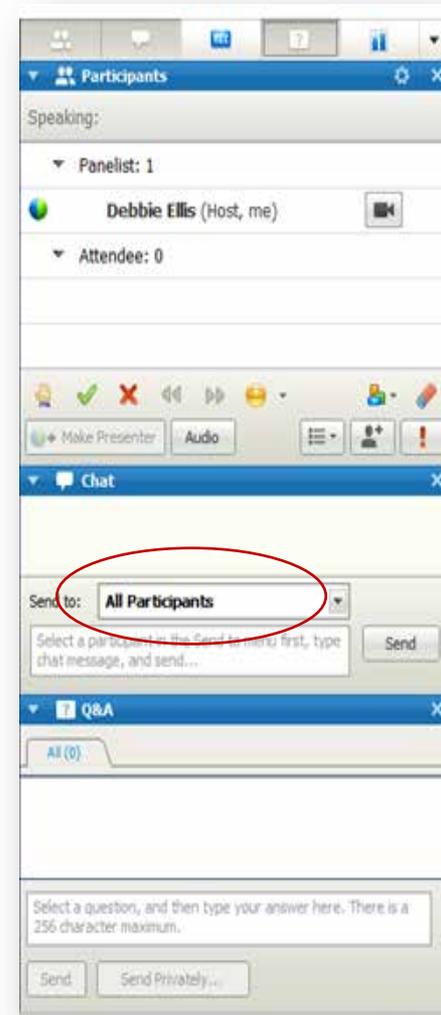


VISTA
50 years
Volunteers In Service To America

Tips For Participating

Webinars for AmeriCorps VISTAs

- Audio available through your speakers
- Phones are muted
 - Phones will be open for Q&A later
- To ask questions, use the Q&A panel
- To share comments and ideas, use Chat
 - Send to "All Participants"
- Links and recording will be available after the session
- Closed Captions can be viewed in the Media Viewer panel



Welcome to Fighting Poverty? There's an app for that

Today's Team



Mark Wilson
AmeriCorps
VISTA



Molly Pelzer
AmeriCorps
VISTA



**Bethany
Dusablou**
Education
Northwest

Activity

What's your dream app for fighting poverty?

What would the app do?

[Enter your responses in the Chat panel.]

Today's Agenda

- A look at gleaning
- What apps can do
- Creating an app
- Insights from app creators
- Question and answer

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Gleaning in the mobile age

Salvaging food, preventing waste
and collecting in-kind donations

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What is traditional gleaning?



- Ancient practice of collecting left-over crops from fields after they have been commercially harvested
- Today's gleaning organizations still glean crops and also sometimes collect and distribute other material donations, such as clothing, hygiene products, and school supplies

Donations and donation logistics

- **Logistics**

The process by which donations are transported, stored, and distributed to maximize efficiency, prevent damage/spoilage, and ensure safety



- **In-kind donation**

A material charitable donation, such as canned goods or office supplies

Crowdsourcing and apps

- **Crowdsourcing**

Lowering the burden of completing a task by creating a system, often online, that allows multiple individuals to contribute toward a project's results

- **App**

A software tool designed to meet a specific purpose. Often refers to smartphone applications, but can refer to simple website tools or single-purpose computer software

What apps can do: Logistics



How do we make it easier to save food than it is to throw it away?

- Dumpster: It's always there. Cheaper than storage
- Donation: Good will, tax deduction. Needs to also be convenient, cost efficient, and low risk
- Which bottlenecks can be fixed through having the right information at the right time?

What apps can do: Crowdsourcing

- Crowdsourcing is using the Internet to harness the power of community
- Connecting a volunteer to a task is getting the right information to the right person at the right time
- Starting small can turn a “like” into a “do”
 - It’s easier to get people to volunteer more than it is to get people to start volunteering, so a small start can lead to big things
 - Micro-volunteering: Short term, low commitment volunteer assignments organized via the Internet



Crowdsourcing examples



snowcrew.org



Claim responsibility for shoveling out a fire hydrant after it snows.

adopt-a-hydrant.org



vizwiz.org

What apps can do: Collecting donations

- Where is food being wasted? Where are other goods going to waste?
- Who has the ability to get the donation from where it is to where it needs to be?
- What information is required to get the donation from point A to point B?

Activity

What existing apps are you aware of that could be useful for VISTA service?

[Enter your responses in the Chat panel.]

What if we want to make our own app?



- Successful apps do one thing and do it flawlessly
- Users come first, second and last
 - An app just for the sake of creating an app won't work
 - Others in your organization may want to tag on their own pet features, which could doom the app

Do-it-yourself, fund it or pro-bono?

- Do you have the skills and resources to do this in-house? Does the person with the skills have the time?
- Fundraising to hire a programmer – is this something that your donor pool would get excited about?
 - Would new user excitement cause it to make sense to use a fundraising “kick start” website?
- Would pro-bono programmers or the open source community make sense?

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Presentations from app creators

Food Cowboy
FarmRaiser

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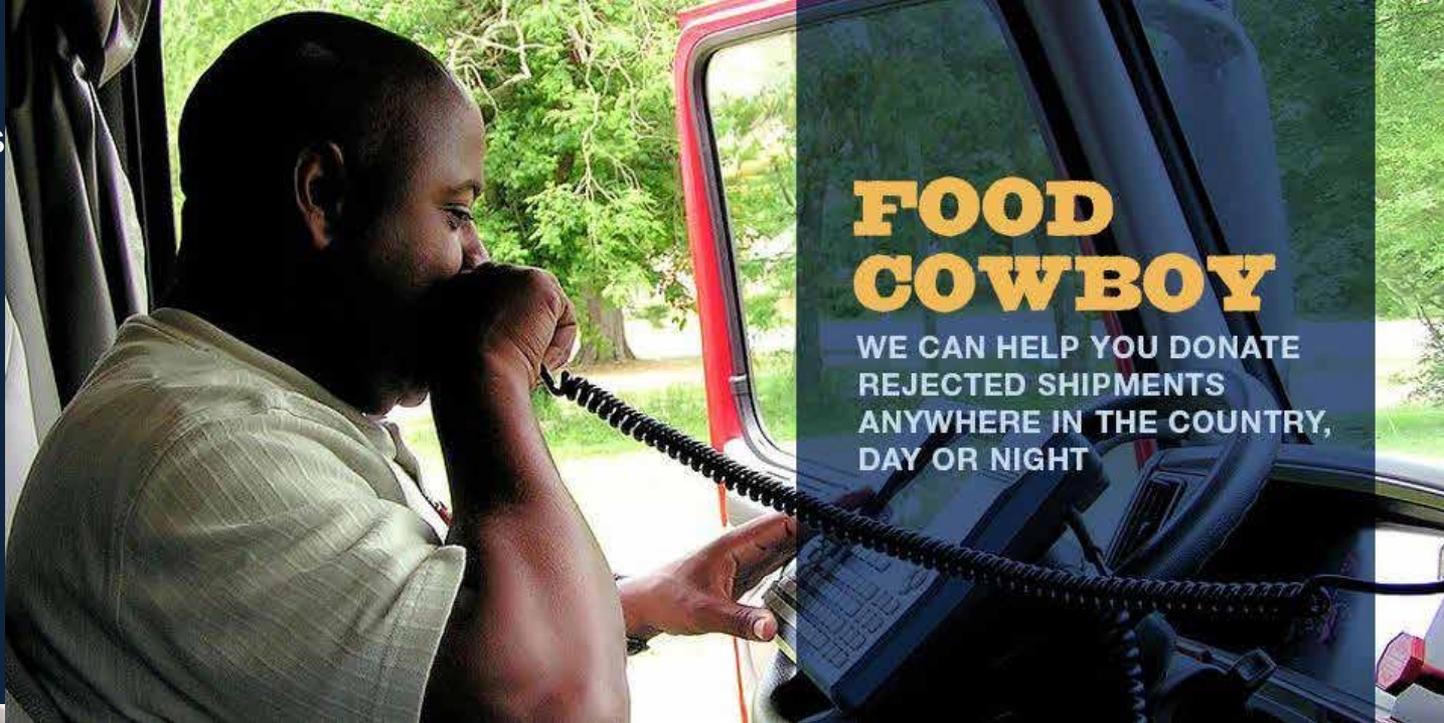
Food Cowboy



Barbara Cohen, PhD MPH
Food Cowboy Co-Founder

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Food Cowboy uses technologies similar to Uber and Foursquare to route surplus food to charities and engage millions of consumers in the fight against hunger



FOOD COWBOY

WE CAN HELP YOU DONATE REJECTED SHIPMENTS ANYWHERE IN THE COUNTRY, DAY OR NIGHT



PLANNING A CATERED EVENT?

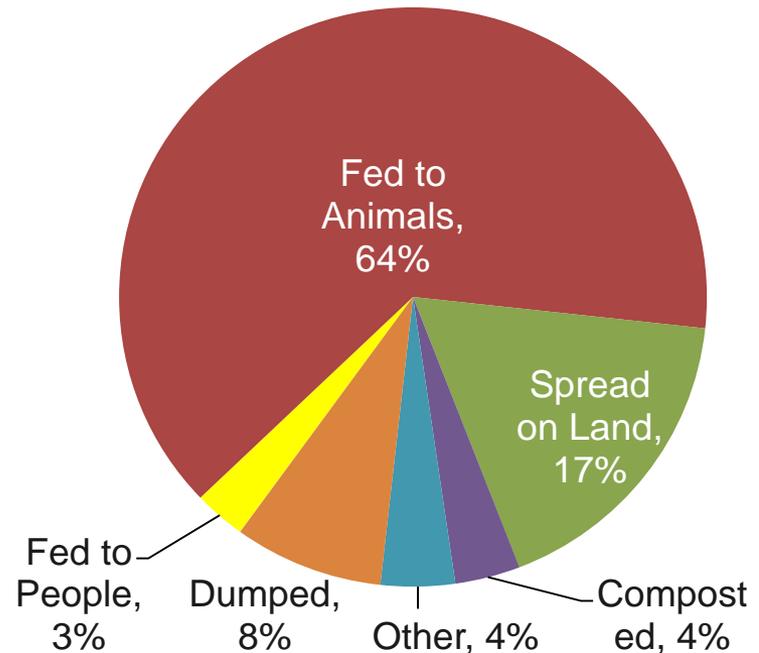
We'll send a limo for the leftovers.



Our Focus: Recovering wholesome fresh fruits and vegetables from the supply chain and surplus fresh and prepared foods from supermarkets and local retailers

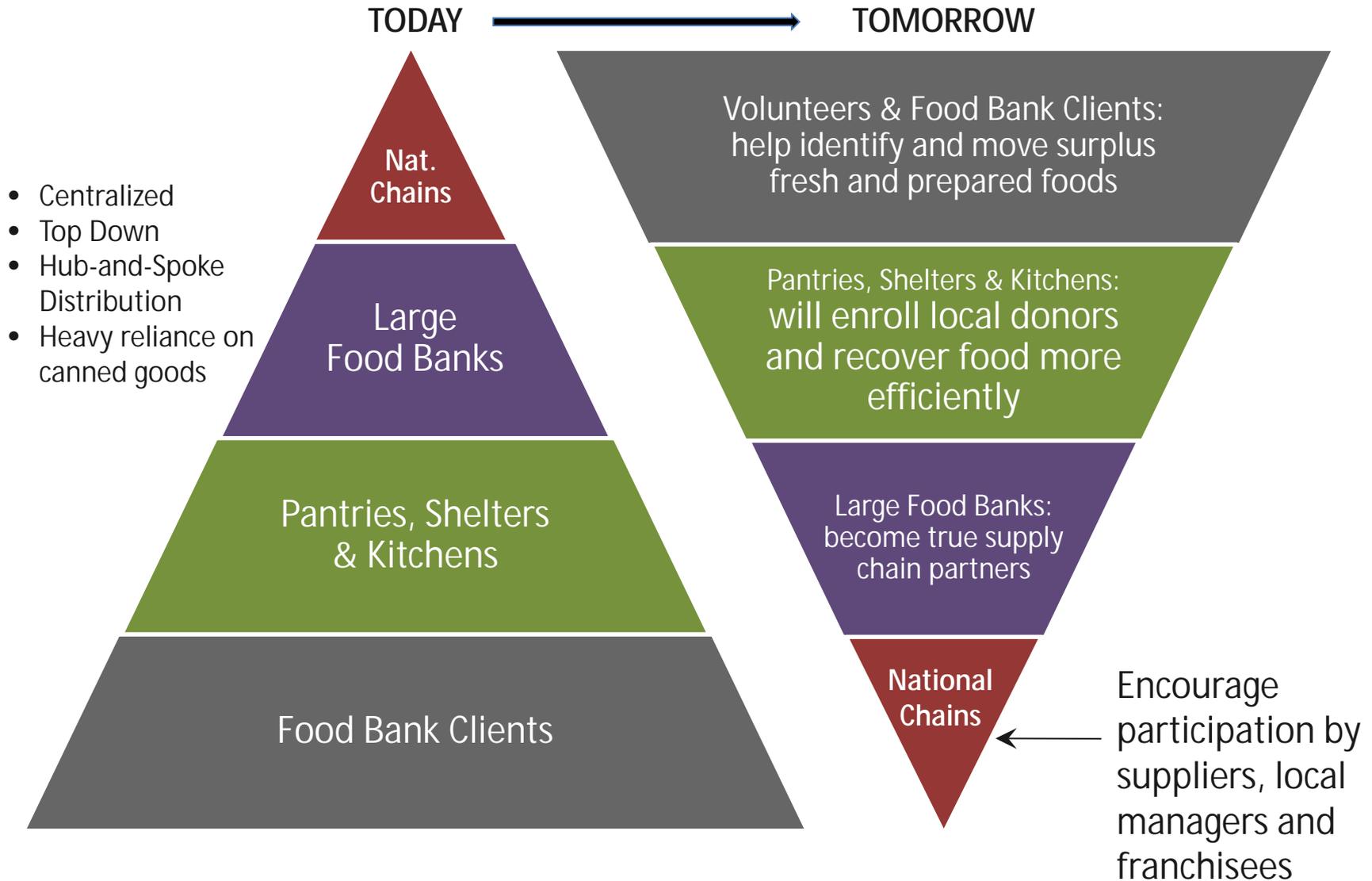
- 50 million Americans don't always have enough to eat
 - 27% of food charities have to turn away families
- Disposing of food waste is getting harder
 - Disposal costs are rising
 - \$750k/year (avg.) for Manufacturers*
 - \$960k/year (avg.) for Retailers*
 - Food waste landfill bans are proliferating
- Wasted food = \$6 billion in wasted tax deductions

Disposition of U.S. Food Industry Waste*
– 48 billion pounds/year –

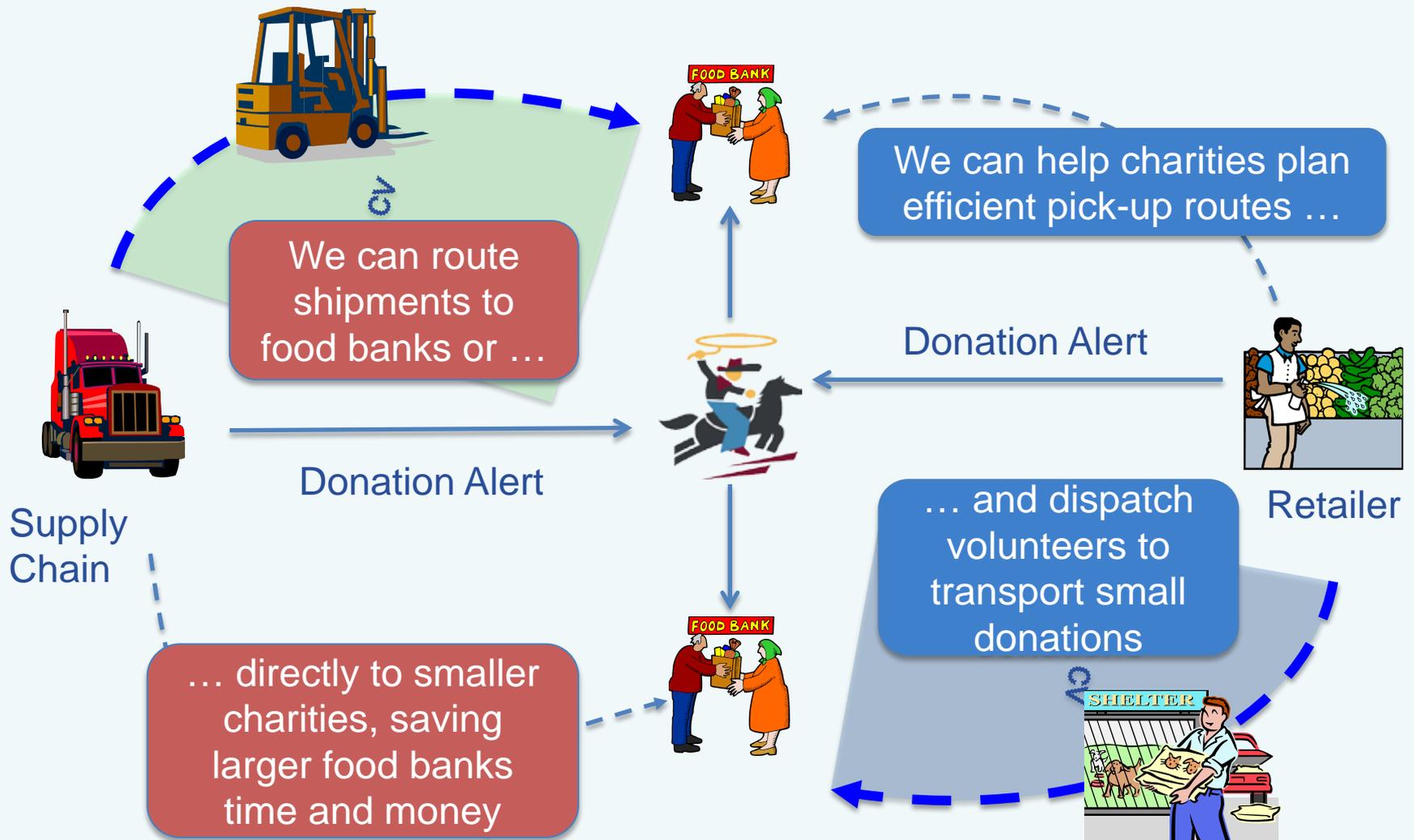


*Source: Business for Social Responsibility

Mobile technology allows us to take a decentralized approach to reducing hunger and waste and recovering food both in the supply chain and from local food companies without incurring unacceptable efficiency losses.



When Food Becomes Available: A Donor alerts Food Cowboy, which alerts the most suitable charities. Larger charities can alert smaller ones. Soup kitchens and pantries can alert volunteers to pick up donations.



Saddle Up!



You can't change the status quo working alone. If you care about hunger and waste, why not partner up with us so together we can help our neighbors?

If you do your part, we'll do ours.

That's the cowboy way.

Roger Gordon
Barbara Cohen
Richard Gordon

info@foodcowboy.com
(800) 673-6916

How to Ask Questions

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- By phone – dial *1 and record your name
- Online – use the Q&A feature in the bottom right corner



Webinars for AmeriCorps VISTAs

FarmRaiser

CEO Mark Abbott



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FARMRAISER

FarmRaiser

Reinventing the School Fundraiser!



FARMRAISER

Connecting Student-led Fundraisers
with
Local Farmers & Artisans
to

Support Local
Causes

Grow Local
Economies

Deliver Healthy
Products

It's Easy and Everybody Wins

Schools &
Organizations



» Cost effective
way to raise \$\$

Students



» Fun, mission
driven sales

Farmers &
Artisans



» New Marketing/
Sales channels

Consumer &
Supporters



» Value priced,
healthy & local

1. Register at FarmRaiser.com
2. Select Local Products to sell (we'll provide lots of choices)
3. Give your students access to our Mobile Apps
4. Make selling fun, educational and community oriented
5. Students deliver healthy products
6. Collect the funds—90% stays in the community

Students Sell Online or In-Person Using Our App



Our Causes

- Parent Teacher Organizations
- Sports Teams
- Afterschool Programs
- Field Trips
- Non Profit Organizations
- Youth Groups
- Bands and School Clubs

Products We Sell

- Fresh Vegetables
- Fresh Fruit
- Preserves, Salsas, Sauces
- Honey
- Coffee & Tea
- Other Value-Added Products, depending what is available locally

FarmRaiser Platform is Free to use

Education/
Awareness

Raise \$\$\$

Community
Service



Reserve Your Market Today!

Register at:
www.farmraiser.com

Email us:
info@farmraiser.com

Connect with us:
facebook & twitter

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Webinars for AmeriCorps VISTAs

It's Time Texas

Kristin Moore
and Heather Dearborn
AmeriCorps VISTA members



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IT'S TIME TEXAS

CHOOSE HEALTHIER APP.

February 18, 2015

Kristin Moore, Kristin.moore@itstimetexas.org

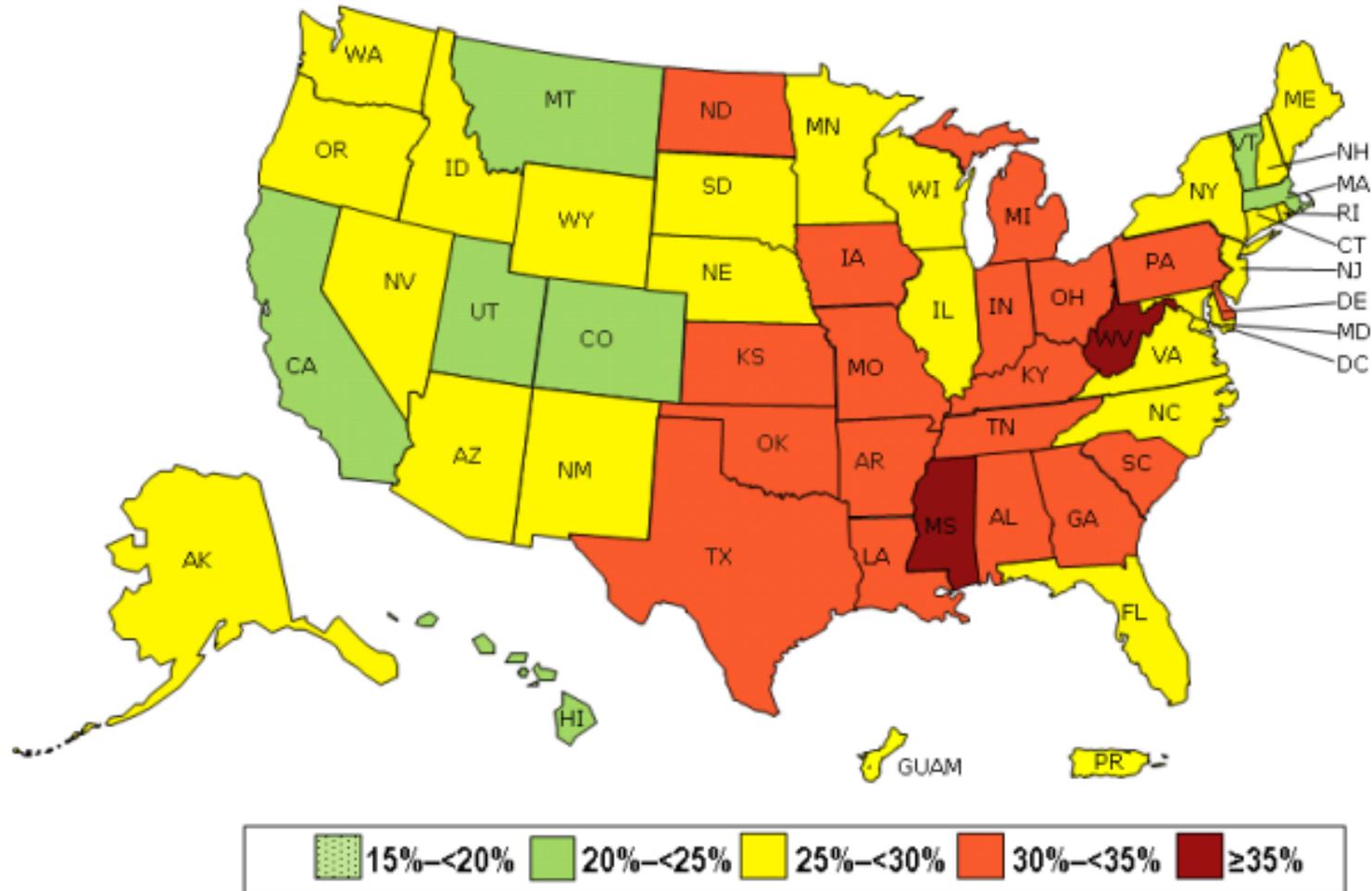
Heather Dearborn, Heather.dearborn@itstimetexas.org

AmeriCorps VISTA Project Development Coordinators



The Crisis.

2013 Prevalence of Self-Reported Obesity Among U.S. Adults



The Cause.

- § Thousands of individuals, institutions, and organizations have stepped up to take action, **but** those efforts are often siloed and lack critical support.
- § A cause organization is needed to unite and accelerate these disparate efforts so that we can outpace and reverse the crisis.
- § IT'S TIME TEXAS is that organization, and together, we will make healthy the norm in Texas and beyond.

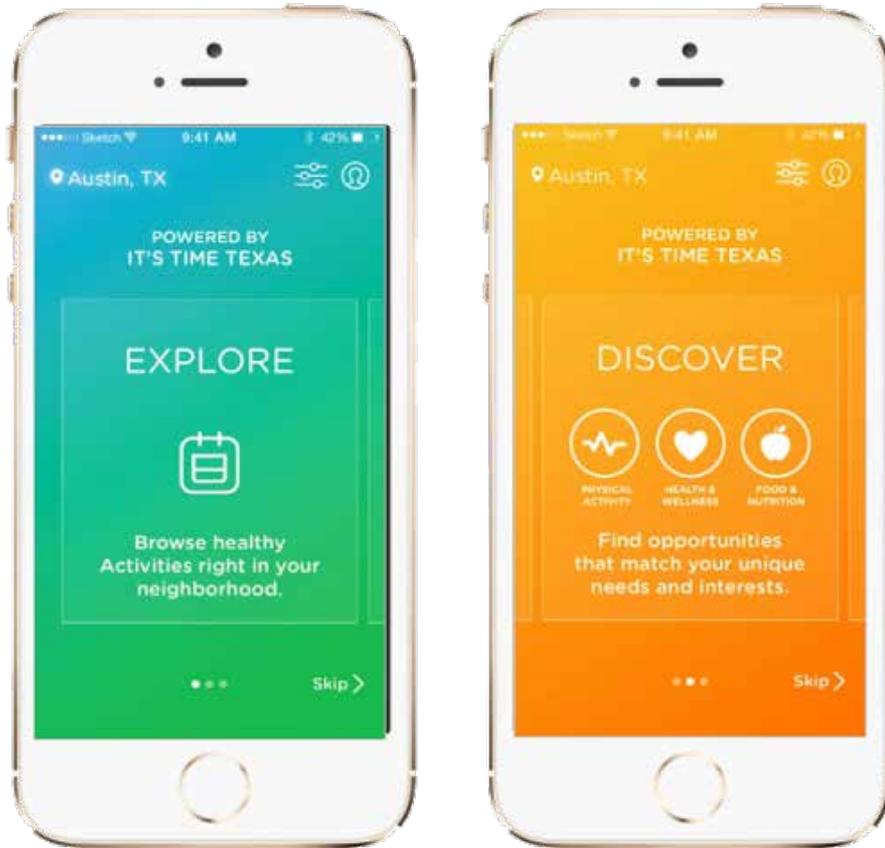
IT'S TIME TEXAS MISSION.

ITSTIMETEXAS.ORG

IT'S TIME TEXAS is a first-of-its-kind cause that empowers people to lead healthier lives and build healthier communities.



CHOOSE HEALTHIER APP.



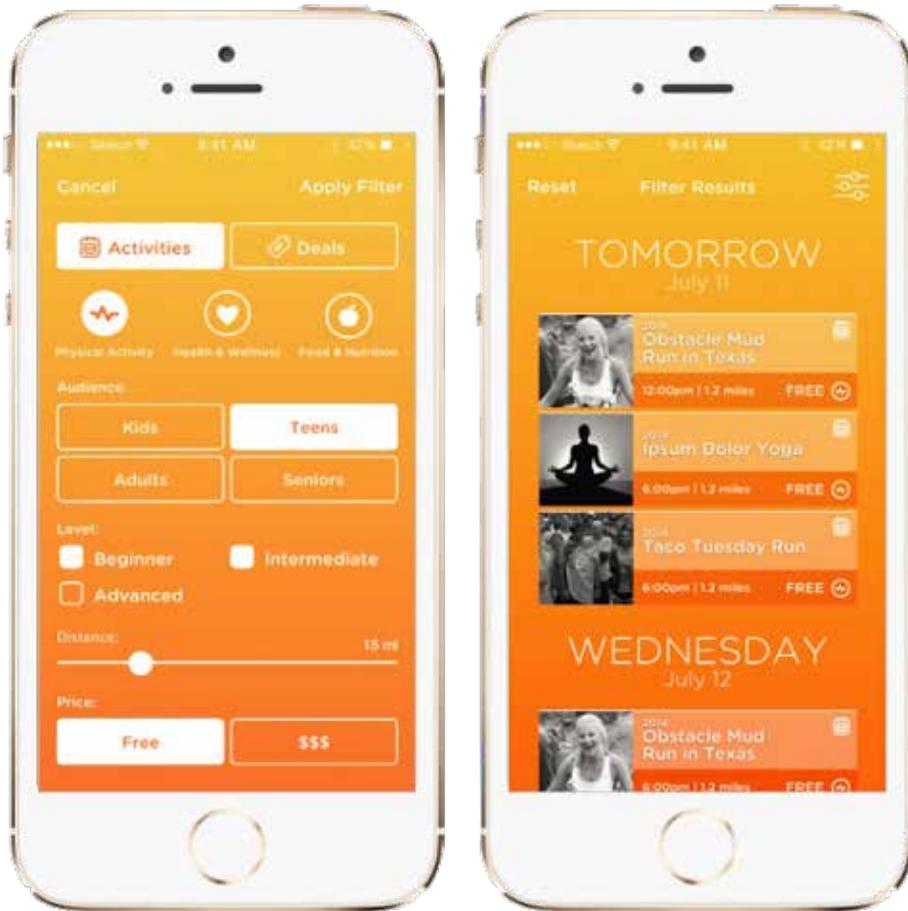
q FEATURES:

- § Available on iOS (Apple) & Android for FREE!
- § Geolocation
- § Detailed filtering
- § Social sharing
- § Favorites

q KEY AUDIENCES:

- § Appropriate for All Ages
- § Families
- § Community Members & Employees

CHOOSE HEALTHIER APP.

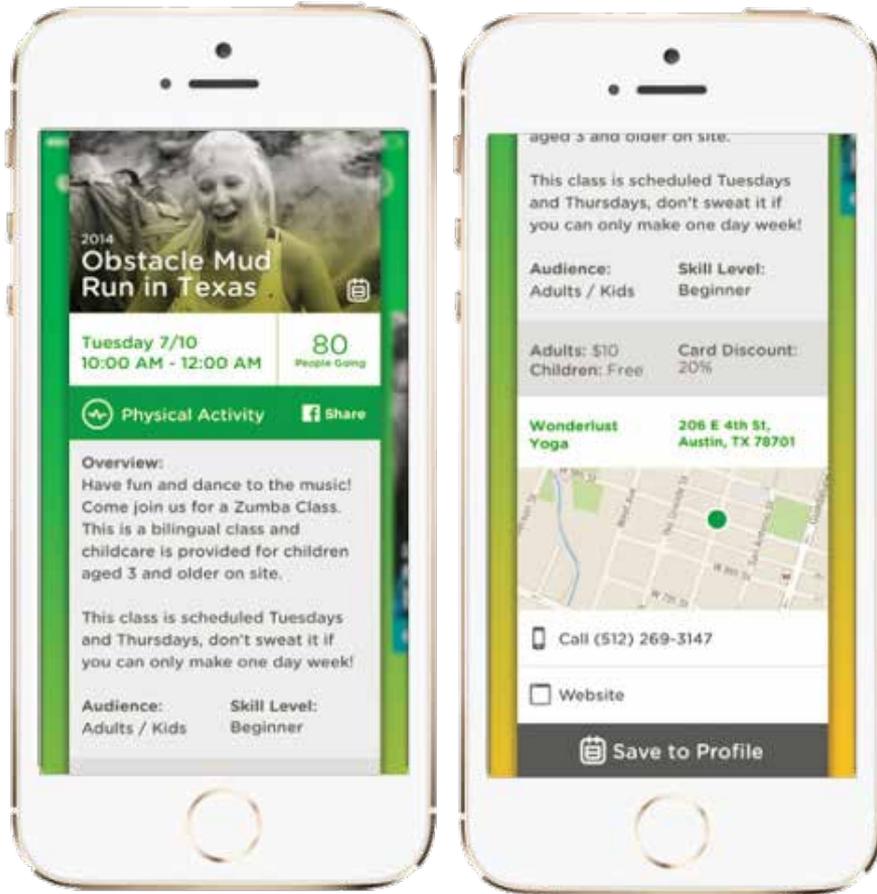


q Set the filters to accommodate your needs!

- § Type of activity
- § Age appropriateness
- § Skill level
- § Cost

q Allow the device to search and a series of healthy opportunities will be listed for you within the upcoming week!

CHOOSE HEALTHIER APP.



- q Tapping on an event presents you with a scrollable detail view for that activity!
- q Simple and easy to read
- q Detail view gives users all the additional information they would want about an event or activity
- q Share the event to Facebook or Save it to your profile

Building Capacity.

- § Create an infrastructure to support growth
- § Have a product that people want
- § Start small and expand gradually



Increasing Accessibility.

- § Call the Choose Healthier Coach Hotline!
- § Partnership with other community organization to increase user base
- § Create a dialogue with a live coach to encourage engagement in a healthy lifestyle
- § Free for anyone to use!



Staying Connected.

ITSTIMETEXAS.ORG



**FOLLOW US
on Twitter!**

www.twitter.com/choosehealthier



Are you on
Instagram?
Follow
@choosehealthier



**LIKE US
on Facebook!**

www.facebook.com/choosehealthier

IT'S TIME

to
MAKE HEALTHY
EASIER!



www.itstimetexas.org

Evaluation

Webinars for AmeriCorps VISTAs

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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Thank You for Your Participation!

Webinars for AmeriCorps VISTAs

Next Webinar:

Managing Up/Managing Expectations

March 12, 2015

2:00 PM ET

Join us:

National Solutions Summit

February 25, 2015

AmeriCorps.gov/VISTA50



Questions? VISTAwebinars@cns.gov

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