

Successful Promoting

For the Mobile Market to be successful its inter connections with our partnerships are essential. Partnerships with the County and City governments as well as local agencies and non-profits alike help promote our food initiative. Partnering through healthy lifestyle literature and demonstrations are key to a successful marketing strategy as well as cross promotions via Facebook, Twitter, Instagram, and email listings. Working with community groups and /or representatives to co-ordinate distribution sites will help locals in need receive the information needed for the success of this project also. Seed of Life will also work with local media venues to help with promotions through newspaper, magazines, television and radio.

Our Projected 3 year plan for this project will consist of potentially having 4 mobile markets in service to be in the counties of Frederick, Washington and Carroll. With low overhead and mobilization of this project Seed of Life Nurseries has a projection of Income would be \$ 150.00 at each distribution sites with 4 sites serviced 5 days a week, yielding \$ 3000.00 weekly, after capital and employee wage deductions this could give our nonprofit \$ 1,000.00 a week to reserve for another bus within a 8 month period. Within year two having 2 operational Mobile Markets could yield 2 more mobile markets that could be servicing other counties with low income and senior families in need.

How you can help!

DONATE:

Our proposed budget for this project is \$ 28,500.00 for purchase and conversion of a bus for mobile Farmers Market and \$20,000.00 for 2 employees and operational costs for 1st 6 months.

Budget Breakdown:

Bus: \$ 7,000.00

Conversion of Bus \$ 14, 200.00

Initial Food Capital: \$3,000

First year fuel: \$ 4,300

2 employees salary 1st 6 months
\$ 20,000

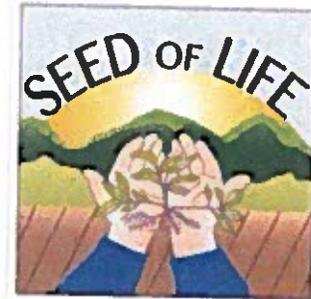
You can go to :

<http://solnurseries.mydagsite.com>
or our website: solnurseries.info.

100% of donations are tax deductible.

VOLUNTEER :

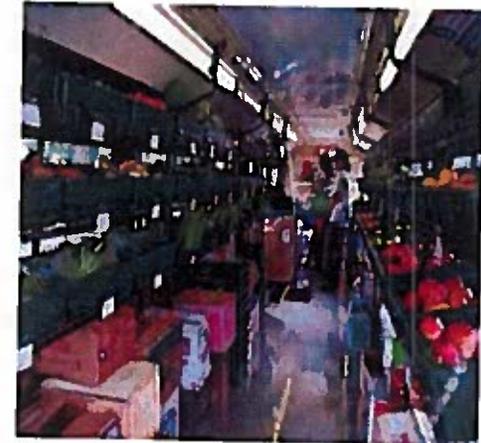
We are always in need of volunteers for our projects.



Seed of Life Nurseries

501c3 NonProfit 27-4356750

Project M.O.T.R. Market On The Roll



How Will A Mobile Market Work?

A mobile market will give direct distribution of groceries and fresh produce to low income communities. This project is designed to meet these needs, communities whom lack transportation. By bringing groceries to low income communities, we can provide a flexible "set-up" schedule to accommodate shopping times to specific communities. Groceries will have a diverse assortment of vegetables, fruits, dairies, cheeses, breads and meats that will meet their dietary needs for optimal healthy lives.



The grocery costs are also designed to be competitive with, if not better, than stationary store fronts and convenient shops. This affords low income communities the opportunity to purchase needed groceries on a smaller budget.

Why Our Community ?

Frederick County has 4 noted food deserts. A food desert is categorized as an area which it is difficult to buy affordable or good quality fresh foods and its community cannot obtain said foods outside of itself because of financial and transportation restraints. Frederick County's low income and senior living communities will be the 2 major targets of this projects. With multiple small communities within Frederick City such as The Carver Community, Lucas Village, Waverly and Hillcrest as well as the cities of Brunswick, Thurmont and Emmitsburg needing more help with efficient food access. Having a SNAPs certified program and W.I.C. certification are two great additions to a mobile market as it increases the level of assistance toward healthy diets. With the ability to reach families in their communities, we as a whole can better access the needs of (those in need) and keep regular checkups on our participants. The ability to keep educational literature in our client's hands is an added value as well. Another component of this project is the distribution of locally produced groceries. As it is not possible to be totally locally grown, a majority of products will be sourced from local farmers and vendors, as it is our belief that supporting local businesses first, then out sourcing past their capabilities.

Knowledge is Power

To sustain a successful project community partners are essential. Seed of Life Nurseries' plan will not only provide access to groceries, but also have educational and medical components intergraded as well. Our hope is to bring our partnering organizations such as (Community Action Agency, United Way, Frederick County Health Department, Habitat for Humanity, CALM and Asian American Center of Frederick just to name a few) into this project to create more health access to low-income communities and have educational demonstrations / literature available at all of our distribution points. Any and all partnerships are welcomed so to more benefit the communities.

Contact Us

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