

Ripe for Change Round Two Funding Proposal



Ripe for Change is a place-based small grants program supporting healthy and resilient local food systems.

The need for this grants program was identified through an in-depth review of local food system challenges and was successfully piloted in the Casey, Cardinia and Mornington Peninsula regions of Victoria in 2017–18. We are currently seeking funding and new partnerships to deliver Ripe for Change Round Two, to extend the work of the pilot program.

The project funding target also covers the associated promotion, administration and evaluation activities of the grants program; including community consultation, workshops, communication of project outcomes and community education via mediums including videography, social media and online.

Ripe for Change will be administered and delivered by Sustainable Table, an environmental not-for-profit with DGR status that has a proven track record of strong communication and project management. Sustainable Table exists to engage communities in support of a food system that is fair, humane, healthy and good for the environment. Sustainable Table has also engaged Jodi Clarke Consulting – Jodi brings with her a deep understanding of the local food system and co-managed and administered the pilot program.

Minimum
funding target to
deliver and administer
the grants program
(over two years):
\$180,000

Amount already
pledged by
philanthropy:
\$100,000

Still seeking

\$80,000

Would support
10 projects*

\$130,000

Would support
15 projects*

\$180,000

Would support
20 projects*

* this is the minimum number of projects that would be funded, based on the pilot program, where grants were between \$3,000 and \$10,000.

We need to talk about food

We're currently facing serious and urgent issues impacting our food system

1.

Human activity is destroying the environment

These are just a few of the problems we've created and the challenges we now face.



destruction of habitat



urban sprawl



overwhelming plastic pollution



water pollution and toxic runoff from on-farm chemical use



soil degradation



Climate change

2.

Our diet is killing us

95,000 people each year die due to diet-related illnesses



diet-related illnesses such as some cancers, type-2 diabetes, heart disease and stroke are amongst our **biggest killers**



Our national diet is now significantly more deadly than smoking, drugs, motor cars, industrial accidents or firearms



Over half the population in Australia is overweight or obese



The **cost burden** of this health crisis is enormous

3.

Food is no longer fair

Food – a basic need for human health and survival – is treated as a commodity, which leads to huge social issues such as hunger and diet-related illnesses.

Our current food system is not fair to farmers



Urban sprawl is forcing our farmers further away from consumers. This increases isolation, transportation costs and leads to eaters becoming more removed from our food producers

Too much power sits with big business



Our farmers often don't get paid fairly, with big retailers getting the larger share of the profits. This often forces families off their farms to make way for unsustainable agriculture or urban sprawl

It's not fair to animals



Intensive agriculture has led to 500+ million animals being housed in factory farms each year in Australia alone

It's not fair on the environment or those without enough to eat



We now throw out almost half of the food we grow... whilst 2 million Australians don't have enough to eat

We need to talk about food



Ripe for
change.



**It's time
to make a
change**

Our food system supports and impacts every living system on earth. Without a healthy environment we cannot produce enough food. Without food there is no life.

The time to act was yesterday.

The current situation looks pretty bleak, but with information comes the power to make a positive difference – Ripe for Change presents one of these opportunities by empowering community action and delivering solutions to the very real and very urgent challenges we are currently facing.

Please join us to build a food system that's fair, healthy, humane and good for the environment.

If reaching our **total** funding target of

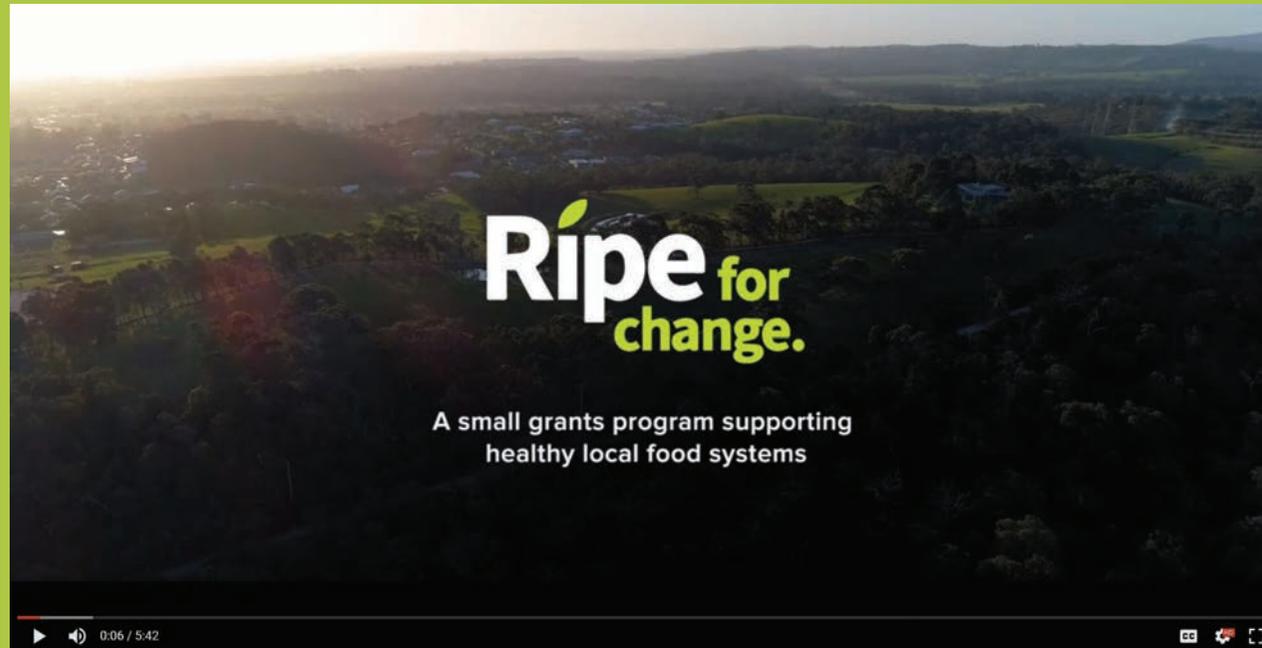
\$180k

(just \$80k to go)

a minimum of
10 projects
will be funded.

A must watch video, you'll be sold!

For a short but spectacular overview of what was achieved during the 2017-18 pilot program, please view our celebration video, which features four of the twelve projects that received funding.



Click on image to play video

Ripe for Change pilot program review



A successful Ripe for Change small grants program was piloted throughout 2017-18, where \$100k was allocated to 12 local projects in the Casey, Cardinia and Mornington Peninsula Regions of Victoria. This was made possible through the support of the Australian Environmental Grantmakers Network (AEGN) and the philanthropic support of two of its' members; *The Morris Family Foundation* and *Garry White Foundation*.

The pilot program was also underpinned by significant investment, both monetary and in-kind to design and administer the program. This included engaging experts to map our complex food system and determine the key 'impact areas' to guide philanthropic engagement and support. This was largely driven by the question of how philanthropy can best support positive change to address Victoria's food system issues.

The four key impact areas that were determined are:



These impact areas were used to guide the funding program and to ensure there was a cross-section of projects across these key areas.

For detailed information on the research undertaken and impact areas, please visit:

<https://aegn.org.au/grantmakers/sustainable-agriculture-and-food-systems/ripe-for-change/>

Summary of projects funded during the pilot program

The Ripe for Change Pilot Program received 32 grant applications, resulting in \$100,000 in grants being allocated to 12 projects across the Mornington Peninsula, Casey and Cardinia regions of Victoria. The pilot was delivered with very tight timings and little scope for promotion, so it is assumed that Round Two would attract more applications.



1 Healthy Natural Systems

1 Mentoring and growing a network of native foods producers

Field days to educate on the importance of growing native plants, as a food source, habitat for native animals and supporting healthy environments. Over 100 people participated who were interested in native food production in rural and urban settings.

2 Enhancing soil quality for improved environmental outcomes

Empowered graziers to better understand their soil and minimise use of synthetic fertilisers and inputs. Outcomes included lower nutrient run-off, reduced erosion, greater productivity and more sustainable land management.



2 Viable Enterprises

1 Bee Pollination and Nectar Production

Built 12 new bee hives filled with live bees to support pollination. Established a hive rescue service to avoid swarms being killed. Began trial of using bees to deliver a live culture direct to the flowers to fight disease and reduce need for fertiliser.

2 Fresh for School

Positive, healthy fundraising for schools. This program works by schools becoming a delivery point for fresh food orders from FarmGate Online and receive a % of that sale in return. *(project partially delivered)*



3 Health Equity Access

1 Healthy Bodies, Healthy Minds – Community Garden

A community garden aimed at producing food for the disadvantaged. Grant enabled the installation of a composting loo, cooking workshops and a green house with seeds and organic fertiliser.

2 Kindergarten Food Garden

Instilling sustainable food practices in our young people. Funding enabled two greenhouses, raised veggie gardens, organics soil and a variety of vegetable and herb seedlings.

3 Pantry redevelopment and local grower relationships

Renovations to the Southern Peninsula Community Support and Information Centre free food pantry program for disadvantaged communities. Funding enabled SPCISC to double fridge and triple freezer space, accept more regular rescued food deliveries and fostered connections with local food producers who now donate excess farm produce.

4 Local fresh fruit and vegetable supply to the disadvantaged

Food rescue, storage and support *(still in progress)*.

5 Fresh food access point for Doveton Aboriginal community *(project discontinued)*



4 Galvanised and Engaged Movements

1 Mornington Peninsula Food Forum

140 producers, restaurateurs, food retailers and local government came together to tackle some of the key issues and opportunities for food production on the Mornington Peninsula. Many new connections were made, and collaborations were formed.

2 Women on Farms Gathering

A celebration weekend for women on farms across the country. Included many events that showcased all the Mornington Peninsula has to offer and enabled learning and discussion around sustainable agriculture.

3 Galvanising the Cardinia Food Movement

Funding supported the Cardinia Food Circles project to establish, promote and expand a healthy, sustainable and fair food system for local residents. Communications activities were funded, enabling the establishment of the Community Grocer fresh, affordable food market in Pakenham, which is the most successful franchise to date, achieving financial viability very quickly.

Why the Ripe for Change model is a winner



Upon evaluation it was clear that Ripe for Change had enabled significant grassroots work to take place and the approach of focussing in a specific geographical region enhanced the impact of the grant because it enabled groups to work together and better connect with other important work happening in their area.

Ripe for Change – a flexible, agile and accessible model

Ripe for Change is about spreading the word that support is out there for the people who already have the answers. We're not about reinventing the wheel, instead we'd like to continue to deliver a well-managed program that strengthens what is already being done and supports solutions to the challenges that **we**, and our food producers face.

Ripe for Change, although branded as a small-grants program, has the potential to become much more. We are starting small to test what is already happening in the community, however, should a deeper relationship form or a big solution to a big problem become evident, Ripe for Change, **with your help**, has the ability to fund anything. No request is too small or too bold.

The way the grant is structured places significant importance on communication and developing strong relationships with those delivering projects 'on-the-ground'.

A strong foundation for keeping our finger on the pulse and enabling grantees to discuss the failures as well as the successes is something we're passionate about and have allocated funding for. We cannot expect collaboration between our grantees without allowing time and scope for collaboration and relationship building between Ripe for Change and the grantees. It's the phone calls and the side conversations where we expect to learn so much more than any acquittal will tell us.

Why Ripe for Change Round Two is in the same region



For starters, there are so many documented learnings from the Pilot Program, it would be a shame to walk away from this without better engaging with the community and shaping Ripe for Change into something that can be replicated nationwide.

Secondly, Casey, Cardinia and the Mornington Peninsula represents an important food bowl for Victorians.

Did you know?

90%

of Australia's
Asparagus is grown
in Casey-Cardinia

70%

of Victoria's
herbs are grown in
Casey-Cardinia

One third of

Victoria's lettuce is
grown in Mornington
Peninsula's frost-free
maritime climate

Almost **one third**
of Victoria's chicken
meat production
occurs in Mornington
Peninsula,
Casey-Cardinia

Without the right support to nurture the fertile soils, connect producers and eaters and test innovative solutions to the challenges posed by climate change, environmental degradation and urban sprawl we risk losing so much of our local food bowl.

Social disadvantage and food insecurity



There is significant social disadvantage and food access challenges in the Mornington Peninsula, Casey-Cardinia region.

- In the Mornington Peninsula, **48.8%** of people do not meet their daily intake of fruit and vegetables with the most vulnerable residents being most at risk of this.
- **7.3%** of Mornington Peninsula residents reported experiencing food insecurity compared with the Victorian state average of 4.6%
- **12%** of people in Cardinia Shire have experienced incidents of food insecurity (ie. run out of food and had no money to buy more)
- For every **1** fresh food shop in Cardinia Shire there are **6** “non-essential” food outlets (ie. fast food)

(Department of Health and Human Services, 2015)

(Department of Health, 2014)

There are very real and clear indicators that this region (as with many regions) is facing significant barriers and challenges when it comes to supporting a resilient, local food system that can withstand ‘shocks’ in the system thrown up by climate issues, market forces and economic downturn.

There are many players in the food system – farmers, growers, eaters, retailers, community enterprises, wholesalers and animals. It is a highly complex system, yet it is one that involves us all.

We must all eat. Therefore, we must all be part of the solution.

The vision for Ripe for Change beyond Round Two



The vision for Ripe for Change is to develop a robust model and all the resources to underpin it, so that it can be replicated across different geographical regions of Australia.

We'd like to offer up the model to other leaders in the space who could deliver the grants program within their local communities.

Imagine what we could achieve with support to grow the funding pool and increase the positive impacts of the project, as well as the number of locations Ripe for Change operates in.



What to do if you're interested in providing support



Thank you for taking the time to read about Ripe for Change.

We are currently seeking more partners to enable Ripe for Change to continue and would love your support. As a funding partner you will also be invited to join the selection panel to determine successful projects, should you wish.

The funding goal of \$180k will enable two years of project support and administration, with a minimum of 10 projects to be funded. We have already received \$100,000 in philanthropic support, with \$80,000 remaining.

Should we secure this funding we would build on the successes of the pilot, strengthen relationships, connect grant recipients with other projects on the ground, share stories with the aim of inspiring and educating others and help to showcase what the region is doing to build community awareness and broaden the reach and impact of the program.

If you're interested in contributing to support the Round Two program then please contact:

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Thank you