



## 2023 – 2024 Seattle Rotary Community Impact Grant Application

Organization: Pike Place Market Foundation

Contact Person: Ashley Mouldon, Corporate Engagement Specialist

Email: ashleym@pikeplacemarketfoundation.org

Phone: 206-774-5238

Seattle 4 Advocate\*: Einer Handeland

Email: eihandeland@gmail.com

Category (more than one may apply): **Food Insecurity**

**Project Name:** Pike Place Market Food Access Program

### Project Description:

Pike Place Market is home to a bounty of fresh produce and yet not everyone can afford to shop here. A social determinant of health, food security is an important non-medical factor that affects well-being. When community members do not have access to healthy, affordable, full-service grocery offerings, the resulting stress of having lower-quality foods or insufficient quantities of food leads to negative health outcomes. The Market Foundation combats food insecurity by making the Market's abundance more accessible to community members who live and work in the Market. From shopping, meal and pilot programs to education to a community garden, we help our community gain and maintain food security while supporting the farmers who are integral to our history. We collaborate closely with partners in the Market to ensure that people of all ages, abilities and needs – both those housed and those experiencing homelessness – can access fruits, vegetables and protein to support their health and well-being:

- **Food Bank.** The Pike Market Food Bank (PMFB) alleviates hunger in Seattle's downtown core by distributing free groceries and produce. It annually distributes over 70,000 bags of groceries and specially packed food bags for 4,000 unhoused neighbors and are a major part of downtown Seattle's safety net. In addition to bulk purchases of proteins and canned goods, one of the most unique benefits that PMFB provides for shoppers is fresh produce, bread, and other goods donated by Pike Place Market vendors: Market Grill, DeLaurenti, Choice Produce, Storyville, Three Girls, Beechers, Michou Deli, Le Panier, Piroshky Piroshky, Kitchen & Market and Honest Biscuits.
- **Home Delivery.** The Home Delivery Program provides delivery of free weekly groceries from the PMFB. Because of public health lockdowns and restrictions during the pandemic, home deliveries had to scale up quickly and significantly over the past few years. Through a partnership between PMFB and The Market Commons (our community resource center), we brought 23,784 bags of groceries and meals to seniors sheltering in place in 2020, a 300% increase over deliveries made pre-pandemic. Today, we are maintaining this higher level of service, ensuring that seniors who are most vulnerable to health risks and who have limited mobility receive the groceries they need.
- **No-Cook Food Bags.** PMFB has long recognized a need for specialized foods for people experiencing homelessness and who lack access to kitchen facilities for food storage or preparation. No-cook food bags contain pre-packaged and ready-to-eat items that provide enough nutrition for one day. Between 400 - 500 of these bags are given out weekly.

- **Meals.** Pike Market Senior Center (PMSC) and Pike Market Child Care and Preschool prepare daily made-from-scratch meals. Last year, the PMSC served 55,000 meals.
- **CSA bags.** Our subsidized Community Support Agriculture (CSA) program provides 30 weeks of produce bags to low-income families working in the Market. These bags contain seasonal fruits and vegetables from Market farmers as well as quality farm fresh eggs and meat. Bags provide a four-person family food for about two to three days.
- **Pike Market Coupons and Matching Programs.** We support a variety of coupon and matching programs for those living on low incomes. People shopping with government food assistance using EBT can double their purchasing power through our year-round matching programs. We also support Market residents and workers with monthly Farm Coupons and Protein Bucks Coupons to ensure that everyone can purchase the farm fresh produce and quality meat sold in the Market.
- **Pike Place Secret Garden.** The Secret Garden is a thriving community-led garden run by Market residents and staff from The Market Commons. Nearly 500 pounds of fresh herbs and vegetables are grown each year, all of which is donated to PMFB.

### **Project Impact:**

- **Who will benefit:**

We reach anyone in need of stability who lives, works, or accesses services in Pike Place Market. Our community comprises a variety of people – young/old, working/retired, housed/unhoused, farmers/artists/ small business owners/retail workers – and many face challenges accessing key determinants of health needed to ensure well-being and happiness. Many are chronically unhoused and live with complex health conditions and economic instability. Historically, many have been denied access to healthcare, housing, education, and employment because of their race, gender, sexual orientation, or mental and physical conditions.

- **Describe how they will benefit:**

Food is at the heart of Seattle’s famous Pike Place Market, but people in our community who live in poverty too often cannot afford to purchase the healthy produce that is all around them. These people range from elder residents to Market workers who have steady employment but still earn a low income. For all of our community members living on low incomes, cost is the primary barrier to their ability to eat healthily. For some, regular access to any food is a constant worry. Food security has long been one of the most pressing issues faced by the low-income residents and workers of the Market, and food insecurity worsened significantly during the COVID-19 pandemic.

Our programs break down access barriers for community members and ensure that, regardless of their income, housing or mobility circumstances, they can consistently have their most basic needs met: healthy foods to eat. With coupon and matching programs that stretch purchase dollars, a home delivery program, no-cook food bags and more, we meet our community’s individualized needs.

- **Number served:**

Across all of The Market Foundation’s programs, we serve 20,000 community members annually. The PMFB alone serves 4,000 low-income unhoused people, distributing over 70,000 bags of groceries to our unhoused neighbors and last year alone, they tripled the number of grocery deliveries to their clients. Last year, our shopping programs helped our neighbors with 16,112 Market shopping trips, allowing these shoppers to invest in their health with \$224,407 spent on fresh fruits and vegetables.

- **Describe how the surrounding community (businesses, residents, visitors) may also benefit:**

The needs in our downtown neighborhood are significant. According to the US Census 2022 American Community Survey, the percentage of people living below the poverty level in the 98101 downtown zip code is 12.8%, more than two percentage points higher than the percentage (10.1%) across the entire city. The Market Commons, our community resource center, enables us to reduce barriers to meet emerging service needs in our community. Working in collaboration with our partners throughout the Market and across the city we’re able to address the

needs of our neighbors as they arise. Anyone who lives, works or receives services in the Market is welcome to visit The Market Commons for support.

To ensure that our services are effective, our food access programs take varied approaches to helping community members address food insecurity, providing them support in ways that align with their situation and needs. Through our Protein Bucks Program, for example, participants can double their SNAP dollars and purchasing power at participating Market businesses: Don and Joe's Meats, Pike Place Fish Market, and Pike Place Creamery. This program, along with our other coupon programs, not only give low-income seniors and residents the ability to access fresh and healthy food, but Market businesses and farmers also benefit from their shopping trips.

- **Describe how the Project will be sustained over the long-term:**

The Market Foundation implements a robust fundraising program, where approximately 80% of contributions come from individual donors. Overall, we rely on a combined effort of special events, grants, corporate sponsorships, donor stewardship and direct mail to continue attracting new donors each year and to increase the giving levels of committed donors.

- **Describe roles for any other Cooperating Partners:**

Our primary partner in our Food Access Programs is the Pike Market Food Bank, which serves anyone facing food insecurity who lives in downtown Seattle, housed or homeless. The PMFB:

- \* is a reliable source of culturally appropriate nutrition and allows a low-income population to stretch their monthly budget and reserve their money for things like rent and medication.

- \* shields an already vulnerable population from sliding further into poverty, especially critical during this period of high food costs.

- \* creates a friendly environment that lets a marginalized population know that they matter. What begins with a no-cook bag or a nice lunch can start a process where clients can connect with other forms of assistance (social work case management, enrollment in benefits programs, etc.).

A commitment letter from PMFB is attached. As a legacy organization within the Pike Place Market Historic District, we have worked closely together for over four decades to bring our respective skills and experiences to benefit our community's members.

- **Describe how the Rotary Club of Seattle will be acknowledged for its involvement in the Project, including how you will use the media to publicize this project:**

This grant would provide us with unique opportunities to engage and recognize Rotarians through a variety of ways such as: a feature about the grant in our digital and printed newsletter (with logo and URL visibility), on our social media platforms and in press materials that are part of publications focused on downtown recovery. The PMFB would also recognize the Rotary Club's support in similar ways.

- **Describe opportunities for Seattle 4 Rotarians to be involved in the Project implementation:**

As noted, 400 – 500 No-Cook Bags are given out each week at the Pike Market Food Bank and are in high demand. As an ongoing engagement opportunity, we would invite Rotarians to participate in a quarterly packing event that could be held at the Market Foundation office, or off-site, before or during a Club meeting. The bags would then be delivered by Rotarians directly to the PMFB. An example of what each bag contains: granola/protein bars, water bottle, fruit, mixed nuts, protein like a tuna packet or beef jerky and an optional snack. A group of 25 Rotarians would be able to pack about 765 bags each quarter. By having a regularly scheduled packing event, the PMFB would then be able to better plan for what to expect. In November 2023, a group of 25 Rotarians participated in a packing event and found it to be an engaging way to directly and immediately impact our downtown neighbors in need of food.

**BUDGET DETAIL** - Please supply a detailed Project budget including Funding Sources.

	2023 Expected Total Program Expense	Non-Foundation Funded	Pike Place Market Foundation Funded
Pike Market Food Bank No-Cook Bags	\$25,000	\$8,000 (Seattle Rotary)	\$0
Pike Market Food Bank Food Purchase	\$200,000	\$42,000 (Seattle Rotary)	\$0
Pike Place Market Foundation Food Access Programs		\$50,000 (Seattle Rotary)	\$0
CSA	\$65,000	\$31,058	\$33,942
Highstall Pike Bucks	\$45,000	\$30,000	\$15,000
Farm Pike Bucks	\$21,700	\$21,200	\$500
Bulk Buy - food purchase for Senior Center meal program and Food Bank food purchases from Market farmers	\$25,000	\$0	\$25,000
Bonus Card	\$35,000	\$35,000	\$0
Bonus Bucks Protein EBT Matching	\$35,000	\$0	\$35,000
Fresh Bucks	\$15,000	\$15,000	\$0
SNAP Market Match	\$8,000	\$8,000	\$0
<b>Totals</b>	<b>\$249,700</b>	<b>\$240,258</b>	<b>\$109,442</b>

*The overall PPMF Food Access programs cost around \$250,000, but are only funded at around \$140,000 so a grant from the Seattle Rotary would help to close that gap.*

Other Documents Required:

- IRS 501(c)(3) Designation Letter
- Commitment Letter(s) from other NGO Partners and/or Cooperating Organizations (if any)

**This document should be no longer than four pages.**

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**Please submit by January 18, 2024 to [Foundation@SeattleRotary.org](mailto:Foundation@SeattleRotary.org)**

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85 Pike Street, Suite 200 | Seattle, WA 98101 | 206.728.2773 | [www.pmsc-fb.org](http://www.pmsc-fb.org)

January 3, 2024

To whom it may concern,

My name is Mason Lowe and I am the Deputy Director at the Pike Market Senior Center & Food Bank. As one of the Five Family agencies that partners with the Pike Place Market Foundation (Market Foundation), I am honored to write this Letter of Support. For over four decades, our two organizations have come together to support our beloved Pike Place Market community. I am thrilled at the prospect of collaborating with them once again through the Seattle Rotary Service Foundation Community Impact Grant program.

At the Pike Market Food Bank, we serve any resident of the 98101, 98104, or 98121 zip code, anyone in urgent need of food, and people who are homeless living in downtown Seattle. The Pike Market Food Bank promotes the food security of our downtown neighbors and removes barriers through a variety of programs including walk-in grocery service, at-home delivery, no-cook bags and more. Over the past few years, we have witnessed the dramatic growth and need for our services. Thanks to close community partners like the Market Foundation, we have been able to expand our offerings as the need has grown. Challenges remain, however as more and more people are utilizing our No-Cook Bag program.

If the Market Foundation received a Community Impact Grant, it would support the entirety of their Food Access Programs which include: our No-Cook Bag program, Pike Bucks (doubling the purchasing power for Market residents), the Pike Place Market Secret Garden (produce grown is donated to the Food Bank), Community Supported Agriculture (CSA) program and Bulk Buy. We would be thrilled to further grow our partnership with the Market Foundation to better serve those in need of fresh, healthy foods. In addition, we would also look forward to a volunteer activation opportunity for Seattle Rotarians to consistently and routinely pack No-Cook Bags (upwards of 330 are given out weekly).

We are a community here in Pike Place Market, working together to ensure that all who live, work or access services here can live their best lives possible. On behalf of everyone at the Pike Market Senior Center & Food Bank, I thoroughly support the Market Foundation in receiving a Community Impact Grant. Please reach out to me if you have any questions and thank you so much for the consideration.

With gratitude,

A handwritten signature in blue ink that reads "Mason Lowe". The signature is fluid and cursive.

Mason Lowe, Deputy Director  
Pike Market Senior Center & Food Bank  
[mason@pmsc-dtfb.org](mailto:mason@pmsc-dtfb.org)

Date: SEP 18 1983

Our Letter Dated:

April 22, 1983

Person to Contact:

Ellen Oliver

Contact Telephone Number:

(206) 442-5106

▷ Market Foundation  
85 Pike Street Number 500  
Seattle, WA 98101

— Dear Sir or Madam:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

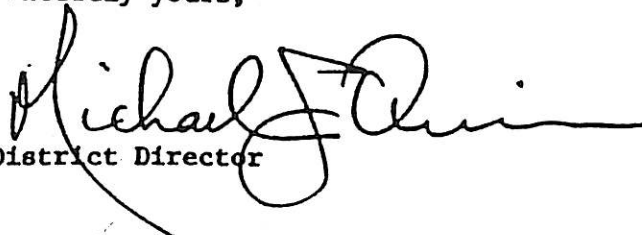
Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section See Below\*. Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section \*509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section \*509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

  
District Director

\*509(a)(1) & 170(b)(1)(A)(vi)

Department of the Treasury  
**Internal Revenue Service**

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MARKET FOUNDATION  
85 PIKE ST 500  
SEATTLE

WA 98101

Date of This Notice

If you inquire about 02-21-83  
your account, please Employer Identification Number  
refer to this 91-1197625  
number or attach a ▶  
copy of this notice

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**NOTICE OF NEW EMPLOYER IDENTIFICATION NUMBER ASSIGNED**

Thank you for your application for an employer identification number. The number above has been assigned to you. We will use it to identify your business tax returns and any other related documents, even if you have no employees.

Please keep this number in your permanent records. Use the number and your name, exactly as shown above, on all Federal tax forms that require this information, and refer to the number in all tax payments and in tax-related correspondence or documents. You may wish to make a record of the number for reference in case this notice is lost or destroyed.

Note that the assignment of this number does not grant tax-exempt status to nonprofit organizations. For details on how to apply for this exemption, see IRS Publication 557, Tax-Exempt Status for Your Organization, available at most IRS offices.

We appreciate your cooperation.