

Communities for Better Health

A Better Future for Better Health



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Introduction

Organization's mission statement: "improve health outcomes by promoting health equity and addressing social and environmental conditions (social determinants of health) in vulnerable communities"



Source: CFBH's Facebook

Problem

Finding creative ways to ensure community garden is consistently profitable

1. Donations
2. Expansion
3. Awareness



Source: CFBH's Facebook

Target Population

Acres Homes

- 24% lives below the poverty line
- 7 of 11 of census tracts are located in a food desert with 3,000 low income households without a vehicle living a half-mile or more from a grocery store
- Higher percentage of adults suffer from negative health outcomes



Source: Acres Homes Complete Communities Action Plan

Primary Recommendation

Community Supported Agriculture Box:

- Half-share (1-2 individuals): \$20
- Full-share (2-4 individuals): \$25

Partnership:

- Yearly subscription: \$480, \$40/month
- Includes monthly full share, one free item of merchandise, a variety of dried herbs and a bouquet of flowers.
- Discounted price for residents: \$420, \$35/month



Timeline

Visitors

Increasing the number of visitors to 75 people per month.

2022

Supply

Finish the cultivation of the land.
Supply about 50 boxes per month.

2024

Review

Review the plan using the past cost and benefit analysis.

2026

Start

Initiate the subscription box
and the agriculture box.

Max sell

Sell 35 boxes per month.

2023

2025

Cost and NPV for the CSA Box

	average month in the year of			
	2023	2024	2025	2026
visitors	72	79	87	87
boxes	29	31	35	35
revenue	\$ 644	\$ 708	\$ 779	\$ 779
cost	\$ 354	\$ 357	\$ 361	\$ 361
profit	\$ 290	\$ 351	\$ 418	\$ 418
profitability	45%	50%	54%	54%
denominator	1.07	1.14	1.31	1.72
present value	\$ 271	\$ 306	\$ 319	\$ 243
NPV (2022)	\$ 1,139			

Social Impact



Initial price was \$40.



People who earn below average income level spend about \$20.



We altered the price to \$20.



The affordable price will incentivize local people to visit the farm.

(Gumirakiza and Curtis, 2013)



Source: CFBH's Facebook

Oversupply

The farm will produce about **50 Agriculture Box** by 2024

The number of visitors will not increase drastically

Nearly **12 to 20 boxes** will become oversupplied

Considering selling some boxes outside of the community

Additional Recommendation

Social Media



Engagement Rate (ER) Follower Growth Rate (FGR)

	Instagram	Facebook	LinkedIn
Average ER	0.064%	5.6%	2%
Average FGR	0.64% to 2.2%	1.5% to 2.5%	2%

CFBH website



- Donation page
- Tracking the traffic

Suggestions

- Selling seeds
- Doing vertical garden
- Checking regulation about growing Dandelions and Chickweed



Conclusion

1. The goal was to financially sustain the organization.
2. Subscription box will generate a stable income.
3. We suggested other plans as well.
4. The limited number of visitors tended to downsize the scale of plans.



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