Communities for Better Health

A Better Future for Better Health



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Table of Contents

- 1. Introduction
- 2. Problem
- 3. Target Population
- 4. Primary Recommendation
- 5. Timeline
- 6. Cost and NPV
- 7. Social Impact
- 8. Oversupply
- 9. Additional Recommendations
- 10. Suggestions
- 11. Conclusion

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:

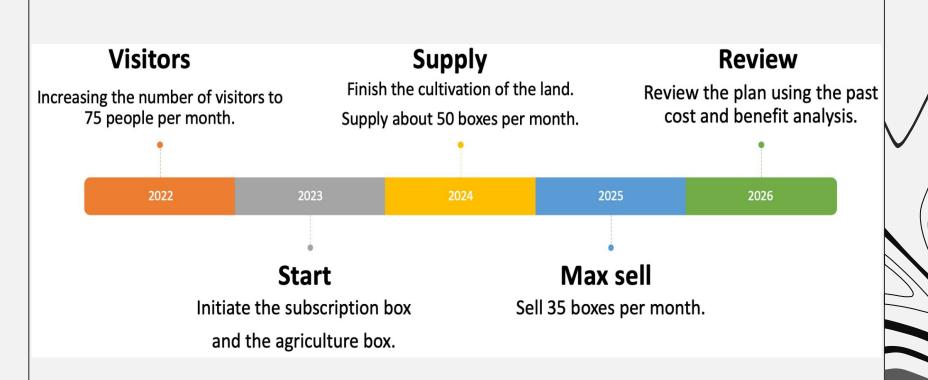
- Half-share (1-2 individuals): \$20
- Full-share (2-4 individuals): \$25

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



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.



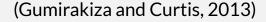
People who earn below average income level spend about \$20.



We altered the price to \$20.



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





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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