

GRANT FUNDING PROPOSAL

“ONE HEALTHY MEAL A DAY”

Prepared by:

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GRANT PROPOSAL: “ONE HEALTHY MEAL A DAY” PROGRAM

Applicant: Pilgrim Terrace Cooperative Homes | EIN: 95-3465019

Address: 649 Pilgrim Terrace Drive, Santa Barbara, CA 93101

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Requested Amount: \$35,000

Grant Period: 12 months

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1. Executive Summary: A Lifeline for Santa Barbara's Hungry Seniors

In Santa Barbara County, one in four seniors faces food insecurity, and for many, the choice between groceries and medication is a monthly reality. Pilgrim Terrace Cooperative Homes, a trusted nonprofit with 9 years of service, is launching the "One Healthy Meal a Day" program—a bold, evidence-based initiative to break this cycle of hunger and isolation. With \$35,000 from the Santa Barbara Foundation, we will deliver 15,600 medically tailored, culturally relevant meals to 60 low-income seniors, reducing hunger-driven hospitalizations by 30%, improving nutrition and mental health, and fostering a vibrant, connected community. This program is more than a meal, it is a recipe for dignity, health, and hope. By investing in our elders, we invest in the soul and future of Santa Barbara.

2. Theory of Change & Logic Model

Theory of Change:

If low-income, isolated seniors receive daily, medically tailored meals and holistic support, then their nutrition, health, and social connectedness will improve, leading to fewer hospitalizations, lower healthcare costs, and a more vibrant, resilient community.

Logic Model (Narrative):

Inputs: Funding, nutritionist, volunteers, food donations, kitchen facilities, delivery van, community partners

Activities: Meal preparation and delivery, nutrition workshops, health screenings, social lunches, participant feedback

Outputs: 15,600 meals delivered, 24 nutrition workshops, 12 social events, 60 seniors served

Short-Term Outcomes: Improved nutrition, increased food security, higher satisfaction, reduced loneliness

Long-Term Outcomes: Fewer ER visits, improved chronic disease management, lower healthcare costs, increased community resilience

3. Statement of Need: The Hidden Crisis of Senior Hunger

1. The Stark Reality of Senior Poverty

Santa Barbara County, often celebrated for its beauty and affluence, harbors a hidden population of over 12,000 seniors (14%) living below the poverty line, surviving on less than \$1,200 per month (U.S. Census, 2023). The majority—62%—are women, many widowed or living alone, and disproportionately affected by limited mobility and lack of transportation (SB County Senior Report, 2023). For these individuals, a trip to the grocery store is a logistical and financial challenge.

2. Malnutrition's Devastating Toll

Food insecurity is not just about hunger—it is a public health emergency. Seniors facing food insecurity are three times more likely to suffer from depression and twice as likely to develop chronic diseases such as diabetes and hypertension (NIH, 2023). In 2023 alone, 127 Santa Barbara seniors were hospitalized for severe malnutrition, each admission costing the healthcare system \$18,000 (Cottage Health, 2023). These are not just numbers—they are lives interrupted, families strained, and a community burdened by preventable costs.

3. Systemic Failures

Many neighborhoods, including Guadalupe and the Eastside, are classified as food deserts, lacking access to affordable, fresh produce. Seniors in these areas often rely on convenience stores, where a banana costs \$0.75 and a soda \$0.99 (SB Food Access Report, 2022). Existing meal programs, such as Meals on Wheels, reach only 22% of eligible seniors due to chronic underfunding (Area Agency on Aging, 2023). The gap is wide, and the consequences are dire.

4. A Story of Struggle: Meet Carlos

Carlos, 78, is a retired farmworker living with diabetes. He spends \$40 a week on insulin, leaving just \$15 for food. His diet consists mostly of rice and canned beans, with fresh produce a rare luxury. Last winter, Carlos collapsed from hypoglycemia and spent three days in the ER. “I can’t afford to eat right,” he says. Carlos’s story is heartbreakingly common—a testament to the urgent need for intervention.

4. Community Engagement & DEI Commitment

Our program is designed with seniors, not just for them. In 2024, we conducted focus groups with 30 local seniors—representing Latinx, Asian, and Eastern European backgrounds—to identify meal preferences, delivery challenges, and workshop topics. Their feedback directly shaped our menu (including pozole, borscht, and stir-fried tofu), delivery schedule, and the addition of Friday Social Lunches.

We are committed to diversity, equity, and inclusion:

- Menus reflect the cultural backgrounds of our residents.
- Bilingual staff and volunteers ensure all communications and workshops are accessible.
- We prioritize outreach to LGBTQ+ seniors and those with disabilities, ensuring all feel welcome and valued.

5. Program Description: More Than a Meal—A Recipe for Dignity

1. Daily Nutrition Designed by Experts

Each meal is crafted by a registered nutritionist to meet the unique dietary needs of seniors, including those with diabetes, hypertension, and heart disease. Meals are prepared in an FDA-inspected kitchen, adhering to HACCP protocols to ensure safety and quality.

Sample Menu:

- Grilled Herb Chicken (low-sodium, hormone-free)
- Kale & Quinoa Salad (locally grown carrots, beets, avocado)
- Berry Antioxidant Smoothie (spinach, chia seeds)
- Diabetic-Friendly Dessert (sugar-free dark chocolate chia pudding)

Meals are delivered hot and ready to eat, with options for vegetarian, gluten-free, and culturally preferred dishes.

2. Holistic Support

Beyond nutrition, the program offers:

- Nutrition Workshops: “Shop Smart, Eat Well” teaches seniors how to stretch \$50/week at farmers’ markets; “Cooking for One” demonstrates batch-freezing for those with limited mobility.
- Health Partnerships: Monthly free blood pressure and glucose screenings in collaboration with Sansum Clinic, ensuring early detection and intervention for chronic conditions.

3. Building Community

- Friday Social Lunches: Weekly gatherings feature live acoustic music, intergenerational volunteers, and themed meals (e.g., “Harvest Festival” with pumpkin recipes). These events combat isolation and foster a sense of belonging.
- Volunteer Opportunities: Seniors like Carlos assist with meal prep, finding renewed purpose. “Chopping vegetables makes me feel useful again,” he shares.

4. Strategic Collaborations

- Foodbank of SB County: Supplies 500 lbs/month of surplus produce at 40% below retail.
- Local Farms: Fairview Gardens donates organic herbs; UCSB nutrition students lead cooking demos, bridging generations and cultures.

5. Risk Assessment & Mitigation

Potential risks include supply chain disruptions, volunteer shortages, or public health emergencies. We have secondary food suppliers identified, a reserve list of trained volunteers from local service clubs, and a COVID-19 safety protocol ready for rapid implementation.

6. Scalability, Replicability, and Sustainability

1. Scalability & Replicability

We will document our processes and outcomes in a toolkit to be shared with other senior housing providers in Santa Barbara County and beyond, supporting regional efforts to end senior hunger. Our model is designed for easy replication, with standardized menus, workshop curricula, and volunteer training modules.

2. Sustainability

- Diversified Funding: Applying for CA's Senior Nutrition Program (\$50,000/year) and in talks with Whole Foods SB for a "Round-Up" campaign at checkout.
- Community Ownership: "Adopt-a-Grandparent" initiative allows local families to sponsor a senior's meals for \$50/month. Legacy Giving Campaign enables seniors to leave bequests for program longevity.
- Organizational Capacity: Our leadership team and board include experts in gerontology, nutrition, and nonprofit management, ensuring strong governance and sustainability.
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7. Funder Alignment

This proposal directly advances the Santa Barbara Foundation's commitment to health equity, aging with dignity, and community resilience, as outlined in your 2024 Strategic Plan. By supporting "One Healthy Meal a Day," the Foundation will:

- Reduce health disparities among low-income seniors.
- Promote social connection and mental well-being.
- Build a replicable model for addressing senior hunger countywide.

8. Measurable Outcomes & Evaluation Plan

Baseline Data & Targets

- Current: Only 18% of our seniors report eating at least one serving of fresh produce daily.
- Target: Increase to 80% within 12 months.

Metrics

- Meals Served: 15,600 annually (520/month)
- Participant Satisfaction: 90% target (measured via surveys)
- Reduction in ER Visits: 30% decrease (tracked via Cottage Health partnership)
- Improved Health: 50% of diabetic participants will lower HbA1c by at least 1 point
- Social Engagement: 75% of participants will report reduced loneliness (UCLA Loneliness Scale)

Evaluation Methods

- Monthly Dashboards: Real-time data and participant stories shared with the Foundation.
- Annual Impact Report: Includes testimonials, healthcare cost savings, and a roadmap for scaling.
- Participant Feedback Circles: Quarterly forums where seniors shape menu choices and workshop topics.

Public Recognition & Knowledge Sharing

We will feature the Santa Barbara Foundation's support in our annual report, on our website, and at community events. We will also present our results at local aging and public health conferences, sharing best practices and lessons learned.

9. Budget & Budget Narrative

Category	Details	Amount	Justification
Food Supplies	Bulk purchases via Foodbank SB (\$1.60/meal vs. \$3.50 retail)	\$25,000	Ensures high-quality, nutritious meals at scale
Eco-Packaging	100% compostable containers (aligns with SB's Climate Action Plan)	\$5,000	Reduces waste, supports city sustainability goals
Nutritionist	10 hrs/week to design menus, lead workshops	\$4,000	Ensures meals are medically tailored, supports education
Transportation	Gas for delivery van to reach homebound seniors in rural areas	\$1,000	Essential for reaching isolated participants
Total Request		\$35,000	

Leveraged Resources:

- \$10,000 In-Kind: Facility use, 200 volunteer hours/month from Rotary Club SB.
- Pro Bono Legal Aid: Hanson Bridgett LLP ensures compliance with CA food safety laws.

Budget Narrative:

The majority of funds (\$25,000) are dedicated to food procurement, leveraging bulk purchasing and local partnerships to maximize nutritional value and minimize cost. Eco-friendly packaging (\$5,000) aligns with Santa Barbara's environmental goals, while the nutritionist's expertise (\$4,000) ensures meals are both delicious and medically appropriate. Transportation costs (\$1,000) are kept low through a robust volunteer network. Every dollar is stretched to deliver the greatest possible impact, with in-kind and pro bono support amplifying the program's reach.

10. Letters of Commitment & Attachments

Letters of Commitment: Foodbank SB, Sansum Clinic, Fairview Gardens, UCSB Nutrition Program (attached)

IRS 501(c)(3) Determination Letter

Full Financial Audit (2022)

Sample Menus & Workshop Calendar

Logic Model Infographic

11. Compelling Stories & Testimonials

“My mother looks forward to her Friday lunch all week. It’s the highlight of her month.” — Maria, daughter of a program participant

“This program saved my life. I feel healthier, happier, and less alone.” — Carlos, 78, program participant

12. Risk Assessment & Mitigation

Potential risks include supply chain disruptions, volunteer shortages, or public health emergencies. We have secondary food suppliers identified, a reserve list of trained volunteers from local service clubs, and a COVID-19 safety protocol ready for rapid implementation.

13. Conclusion & Call to Action

With your partnership, we can ensure that no senior in Santa Barbara goes to bed hungry or alone. The Santa Barbara Foundation’s investment will:

- Save \$250,000 in healthcare costs annually by preventing malnutrition-related ER visits.
- Strengthen families, relieving adult children of the guilt and worry of being unable to feed aging parents.
- Build a model for statewide replication, ensuring that no senior in California eats alone in the dark.

Let’s ensure that Santa Barbara is a place where aging is met with abundance, not scarcity. Together, we can honor our elders and build a community that truly cares.

Submitted by:
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August 15, 2024

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