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# HEALTHY FOOD FOR DENVER'S KIDS

## Bill Request for Modification to Ordinance 302

Denver City Council Safety Committee Meeting  
June 30, 2021

**Empowering Denver's communities to live better, longer**

# Healthy Food for Denver's Kids Background

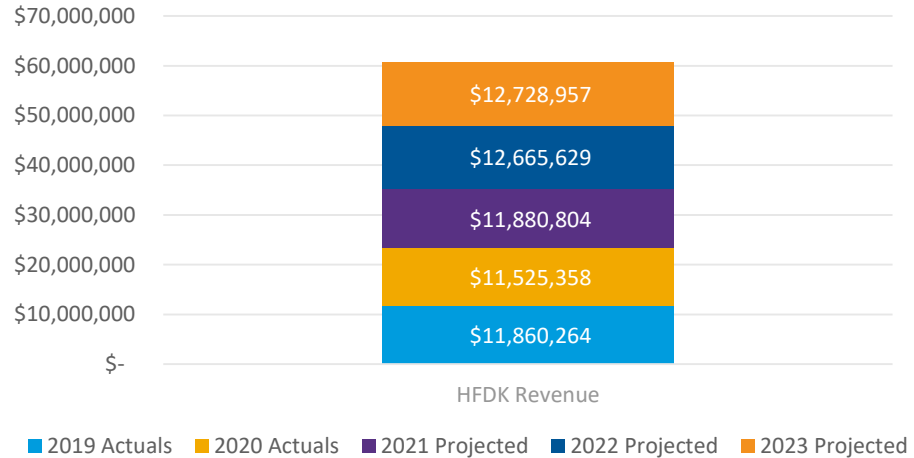
- Citizen-led ballot measure (302) approved by 59% of Denver voters in November 2018
- Tax increase to establish a fund for healthy food access and food-based education for Denver's youth
  - 0.08% sales and use tax, expected to generate ~\$11 million/year
  - Term: January 1, 2019-December 31, 2028
- Funds distributed through grants to Denver nonprofits and local government agencies, including Denver Public Schools
- Aimed primarily at low-income and at-risk youth

# Healthy Food for Denver's Kids Financial Overview

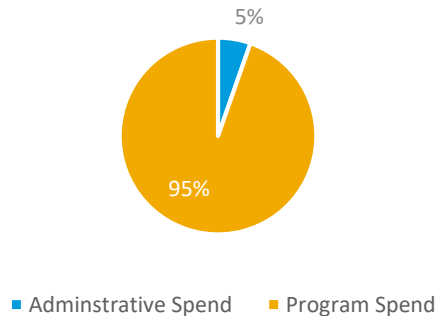
## HFDK Grants Expenses and Encumbrances (2019-2023)

- COVID Emergency Funding = \$895,715
- HFDK 2020 Grantee Funding (1<sup>st</sup> RFP) = \$10,800,000
- HFDK 2021 Grantee Funding (2<sup>nd</sup> RFP) = \$5,900,000
- HFDK 2020 and 2021 Grantee Funding Set Aside for Renewals (thru 2023) = \$15,600,000
- HFDK 2022 and 2023 Future Funding Available for New RFPs = \$20,000,000

## HFDK Revenue (2019-2023)



## Program and Administrative (Actual) Spend (2019-2021)



# HEALTHY FOOD FOR DENVER'S Kids 2020 Grantees



**BOYS & GIRLS CLUBS**

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DENVER SOUTH



DENVER NORTH HIGH SCHOOL



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DENVER



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DENVER PUBLIC SCHOOLS | Food & Nutrition Services Feeding healthy futures



**STRIVE Prep**



# Contracted HFDK Grantee Data for Q1, Q2 & Q3 (Aug 1, 2020 - April 30, 2021)



**192,616**  
**Total youth touchpoints**



**52,060**  
**Meals served**



**129,446**  
**Food boxes distributed to families and youth**



**2,202,712**  
**Pounds of food rescued**  
and distributed to **79 schools**,  
**21 community centers**, and  
**28 housing facilities**



**170**  
**New gardens or farms**  
engaging **1,289 youth**

**15,098**



**Pounds of produce**

harvested from local food production sites,  
a **total value of \$43,431**



**38**  
**New youth jobs**  
created in the food system  
including **4,950 hours** worked  
and **\$69,051 paid** to youth



**62**  
**Sessions of ongoing food courses**  
including **1,155 youth attendees**  
and **271 youth completing**



**579**  
**Food classes or workshops**  
with **7,769 youth** and  
**5,631 adults** attending

# Summary of HFDK Proposed Ordinance Changes

Currently, the ordinance is restrictive for both organizations and commissioners. The Commission is recommending the following changes to improve the ability of the HFDK Initiative to disburse funds more widely, effectively and equitably.

- Change “under 18” to “18 and under”
- Change a “majority of activities” to “qualifying programmatic activities”
- Clarify that distributed grant funds (rather than organizations overall) need to principally benefit Denver residents
- Clarify that “public schools in Denver” can apply (including individual DPS schools and charter schools), in addition to DPS as an entity
- Change the requirement that Commissioners “be a resident” of Denver to “live or work” in Denver
- Remove the Commissioner minimum age requirement of 21 years

*Note that 9 votes and a public hearing are required to amend a voter-approved initiative*

# Proposed Ordinance 302 Changes

## Sec. 2-242. - Appointment, qualifications, and terms.

(d) Each commissioner must ~~be a resident of live or work~~ in the City and County of Denver, ~~over the age of twenty-one (21) years,~~ not currently ~~be~~ a volunteer or paid staff person of an organization applying for Healthy Food for Denver's Kids Initiative funding, and willing to disclose any potential conflicts of interest.

# Proposed Ordinance 302 Changes

## Sec. 2-243. - Powers and duties.

(c) At the minimum, criteria shall include the following:

- (i) The requirement that all distributions of revenues shall help Denver's kids, primarily Denver's low income and at-risk youth, through year-round access for up to three (3) healthy meals and healthy snacks per day for Denver's youth ~~under the age of 18~~ **age eighteen (18) and under**; hands-on experiential education and public health programs associated with farming, gardening, cooking, home economics, and healthy eating; and preferentially procuring food from Colorado farms, ranches, and food manufacturing businesses so long as they are less than ten (10) percent more expensive than comparable out-of-state foods.
  
- (ii) The requirement that revenues be distributed by the Denver food commission only to organizations which conduct ~~a majority of their activities~~ **qualifying programmatic activities** within the city and county of Denver, ~~and which so long that distributed revenues~~ principally benefit the residents of the city and county of Denver.



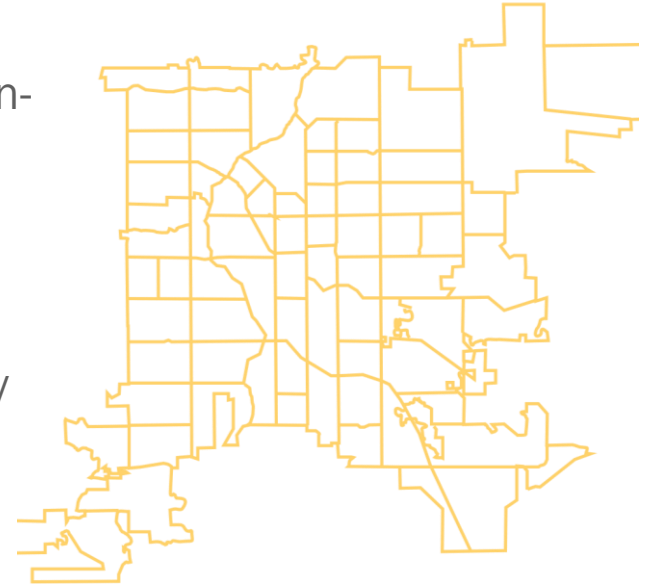
# Proposed Ordinance 302 Changes

## Sec. 2-243. - Powers and duties.

(d) The Denver food commission shall only distribute monies from the Healthy Food for Denver's Kids Initiatives fund to recipients who are either non-profit organizations in good standing that have a determination letter in effect from the U.S. Internal Revenue Service confirming the organization meets the requirements of 26 USC 501(c)(3) and ~~whose primary purpose is to that~~ provide healthy meals and healthy snacks for Denver's youth ~~under the age of 18~~ **age eighteen (18) and under**; hands-on experiential education and public health programs associated with farming, gardening, cooking, home economics, and healthy eating; or the preferential procurement of food from Colorado farms, ranches, and food manufacturing businesses so long as they are less than ten (10) percent more expensive than comparable out-of-state foods; or agencies of local government, including Denver Public Schools **and public schools in Denver**, that have programs directly furthering such purposes.

# Impact to the City from Changes

- **Program expansion:** The proposed modification will expand the number of organizations eligible for grant funds
- **Neighborhoods:** Proposed changes will allow more non-profits in different neighborhoods to receive funding
- More inclusive and equitable by allowing more organizations to apply for funds.
- Greater inclusion and diversity in terms of age and residency for representatives appointed to the Healthy Food for Denver's Kids Commission.
- More consistency and accessibility for community stakeholders



To better serve Denver's youth

# Support and Opposition

- Support from:
  - Both current and potential grantees
  - HFDK Commission, including the two members of City Council who serve on the Commission
  - Community stakeholders
- DDPHE has not received any opposition to the proposed ordinance language changes to date

# Community Engagement about Funding

- In 2020, HFDK staff presented at 7 RNO community meetings (Eastside Unified, La Alma Lincoln Park, Villa Park, Sun Valley Community Coalition, Barnum RNO, West Colfax, and Northeast Park Hill Coalition) and 6 HRCP Commission meetings (African American, American Indian, Asian American and Pacific Islander, Latino, Immigrant and Refugee, LGBTQ)
- In 2021, HFDK staff gave 13 presentations about the funds including to RNOs (Athmar Park, Barnum, East Colfax, Five Points, Northeast Park Hill, Ruby Hill), City Council groups (District 9 Food Desert Solution Advisory Committee), DPS Garden and Sustainability Forum, Mayor's Youth Commission, and the Denver Sustainable Food Policy Council

DDPHE has received feedback from community members that the eligibility requirements are confusing, and people were unsure if their organizations would be eligible or were clearly ineligible.

# Example Feedback on Eligibility

- 2020 RFP feedback survey: 26 responses, including:

*“I know a number of organizations wanted to apply but were not ultimately eligible. It is very hard to separate serving children from serving families and I think eligibility should be broadened to include organizations that serve families with children. We appreciate that the requirements included 50% or more of organization efforts have to be centered around serving kids, so that orgs who have been doing this work for a long time don't need to compete with those shifting to chase the funding, but 50%+ of org efforts can be hard to quantify so perhaps there is another way to validate their efforts.”*

# Data on Eligibility from 2021

- 30% of interested organizations working on food or education for kids were not considered eligible under current language
- Of these, 80% would be considered eligible if changes are approved
- Examples of future eligible organizations:
  - Wrap-around services and basic needs support
  - Crucial mental health services
  - Colorado food access leadership
  - Affordable housing
  - Youth empowerment and leadership
  - Education
  - Support for refugees and immigrants
  - Environmental health & wellbeing

# Serving Youth Ages 0-5 in Early Childhood Education (ECE) and Childcare

- HFDK's first 2020 RFP revealed low representation serving youth ages 0-5
- Many ECE providers are not considered DPS schools
- These ECE providers are generally not eligible as nonprofits since primary purpose is usually not to feed kids or provide food-based education
- According to DPS, there are dozens (50+) of DPS ECE partners, and many serve high need at risk youth

# HEALTHY FOOD FOR DENVER'S **KIDS**

## Thank you!

For more information,  
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