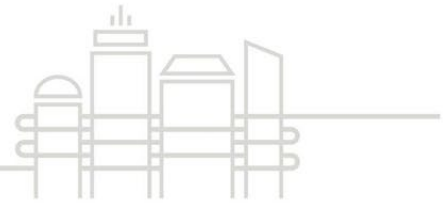


Mattapan Food and Fitness Coalition



FOUNDED: 2006

CURRENT ORGANIZATION BUDGET: \$725,873

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Investment Opportunity

MFFC is seeking \$2M over the next two years. These funds will allow the organization to boost its impact by hiring additional staff and increasing hours of existing staff, expanding office space and obtaining storage space for programming equipment, and continuing to serve the immediate needs of the community through gift cards while developing long-term solutions.

The mission of Mattapan Food and Fitness Coalition's (MFFC) is to promote health and healthy behaviors by improving the nutritional and physical activity environments for residents of Mattapan and surrounding communities.

Mattapan is a culturally diverse area with over 39,495 residents, consisting of 90% people of color and 50% first-generation immigrants. The community faces a host of issues:

- Mattapan has higher than state averages for obesity, smoking, diabetes, glaucoma, and prostate cancer.
- Only 18% of high-school students in vulnerable Boston neighborhoods get the recommended amount of fruits and vegetables in their diets.
- One-third of Mattapan adults are obese (compared with the Boston average of 22%).
- Only 31% of youth engage in physical activity at least 60 minutes/day.

Addressing these health disparities is a multifaceted challenge, requiring a multidimensional approach. MFFC's proven approach involves identifying specific inequities, engaging residents, collaborating and advocating alongside with them, and achieving the beauty of neighborhood they deserve.

MFFC is unique in that it is for the community, by the community. As a result, there is a deep sense of trust between residents of Mattapan and MFFC.

Two-Year Goals

- Increase FTEs from three to eight
- Expand office and storage space
- Provide support to more families through gift cards and other services
- Build partnerships with academic institutions, municipalities, and community-based organizations to support transportation equity projects with a focus on those who walk and take public transit (buses and trains). Current projects include the Blue Hill Ave. Corridor from Mattapan Square to Grove Hall and access to the Blue Hills Reservation.

Ways to Invest

FINANCIAL

- \$68,000: Food Access Manager
- \$47,000 each: Project coordinators focused on environment, youth, and fitness
- \$35,000: Support for local community gardens
- \$30,000: Expansion of office and storage space
- \$10,000: Gift cards for 100 families

IN-KIND:

- Volunteers: Day of events and planning committees for Mattapan on Wheels, Mattapan Moving For Life, Mattapan Square Farmers Market, for example
- Marketing, technical, and administrative assistance
- Donation of program supplies (e.g., bikes, helmets, seeds, plants)

Leadership & Governance

Mattapan Food and Fitness Coalition is led by the Mattapan community first. Since its inception, the organization has tapped into the energy of Mattapan and empowered residents to take on active leadership roles in the community.

MFFC has a diverse and committed eight-member Board of Directors who are experienced in the organization's five focus areas. Collectively they have expertise in nutrition, dietetics, children and families, public health, research, community engagement, education, program management, and fitness.

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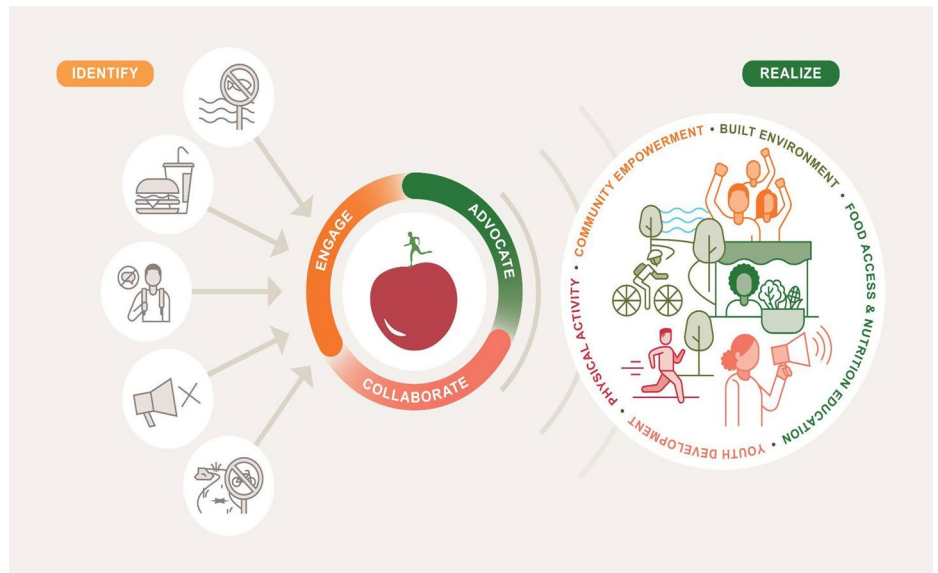
I have learned so much about nutrition and exercise as it relates to my body, which has given me hope in preventing chronic disease. My children look forward to participating in these health events because it gives them a sense of community and togetherness. They now love to cook! We are making healthier decisions because of MFFC and BOND.

”

SOPHIA M.,

Cooking Class Participant

MFFC's MODEL



MFFC takes a holistic approach comprising five initiatives: Food Access & Nutrition Education, Physical Activity, Youth Development, Built Environment, and Community Empowerment.

Food Access & Nutrition Education

MFFC works to increase access to healthy, affordable produce and other food, and educate the community on how to best use them. For example, MFFC manages the Mattapan Square Farmers Market, which runs from July to October and ensures accessibility to healthy and culturally relevant food for low-income families. MFFC also supports two community gardens (Woolson Street and Kennedy Community Garden), partners with Project Bread to serve meals to children through the Summer Eats program, and offers cooking classes in partnership with Boston Organization of Nutritionists and Dieticians of Color (BOND).

Physical Activity

MFFC engages the community in alternative ways to get their bodies moving without having to travel far. The physical activity offerings include Mattapan Moving For Life, an annual event that serves as a kickoff to the summer programming of healthy eating and physical activity events; the Mattapan Walks Walking Challenge; the Nature Walk and Tea Party at the Boston Nature Center; fitness classes; and biking programs with the Vigorous Youth.

Environment

MFFC advocates for changes that promote community cohesion and increased physical activity through the creation of welcoming safe parks and green and blue spaces. Its two achievements in this area include the extension of the Neponset River Greenway walking and biking trail, which has been named one of six great public spaces by the American Planning Association, and the work with the Fairmount Greenway Task Force to increase parks and green space along the Fairmount Indigo train line.

“

It was a lot of character development for myself. When I first started, I wasn't as outgoing as I am now. I feel like working at MFFC really helped me grow into the person I am today. I thank MFFC for that.

”

CHRISTOPHER EUGENE,
Assistant Youth Coordinator
Vigorous Youth since 2014



Key Investors

- BARR FOUNDATION
- BRIGHAM AND WOMEN'S HOSPITAL
- BOSTON CHILDREN'S HOSPITAL
- MAYOR'S OFFICE OF FOOD JUSTICE

Partners

- BOSTON ORGANIZATION OF NUTRITIONISTS & DIETICIANS OF COLOR
- PROJECT BREAD
- THE MATTAPAN COMMUNITY

Youth Development

MFFC's Vigorous Youth, ages 14-19, support the organization's mission and vision through food access programming, transportation education and advocacy, and professional and personal development workshops. Youth find their sense of belonging and develop their personal and professional selves through planning and implementing activities like Mattapan on Wheels, a youth-led day of biking that draws residents from all over Boston; bike repair workshops; running their own farm stand; and special projects like a recent research project with Northeastern University on green and blue spaces and connection to emotional well-being among those their age.

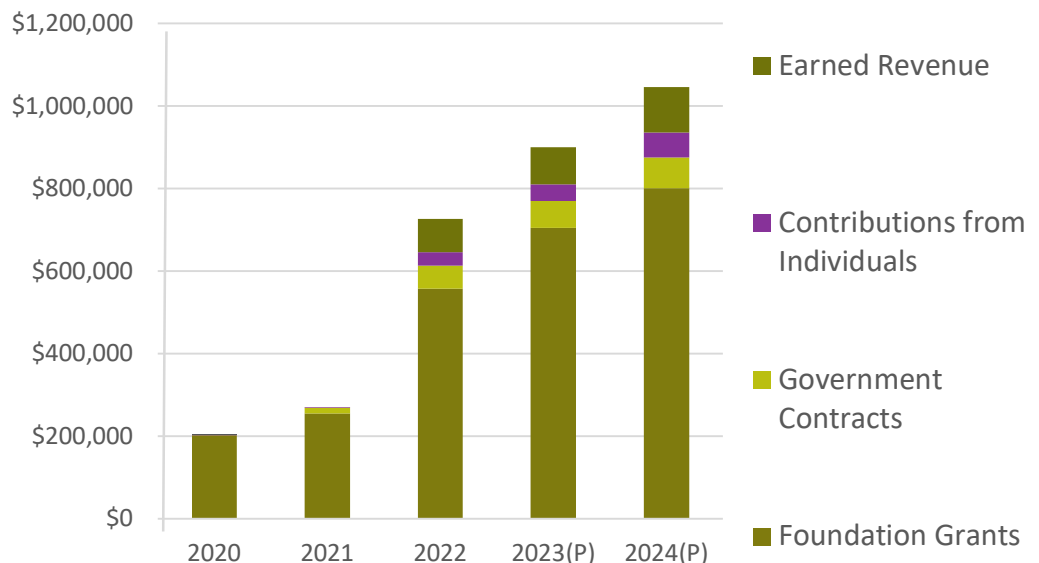
Community Empowerment

MFFC gives residents the tools and education to advocate for the resources needed for their community. Activities include participation in the Healthy Neighborhoods Study in partnership with the Conservation Law Foundation, which hires and trains local residents to become researchers; Transportation Talks that explore the intersection of transportation and quality of life; monthly information-sharing meetings; and support to a neighborhood association that is working to build a walking path and food forest.

FINANCIAL SUSTAINABILITY

MFFC is funded largely through foundation grants plus contributions from corporate and individual donors. In order for MFFC to expand its programs and impact in Mattapan, the organization seeks to increase and diversify its revenue streams in the coming years.

Revenue by Source



Success Story: Shavel'le Olivier

In 2006, Shavel'le started at Mattapan Food and Fitness Coalition at the age of 17 as a Vigorous Youth. Her first responsibility was to support the Mattapan Square Farmers Market.

MFFC was not only Shavel'le's first job, but where she found a sense of belonging. As a shy and unsure teen, MFFC gave her a community and helped her flourish.

Shavel'le was constantly pushed out of her comfort zone by the advisory board, partners, and the community. With their encouragement she was able to speak at conferences and summits, create Mattapan on Wheels with a goal of getting Black and Brown people biking, and facilitate many other events that bolstered community engagement.

Shavel'le became co-chair at the age of 22, supporting the organization with grant writing and anything else that was needed operationally.

In 2019, she became Executive Director. However, her story doesn't end here. This is just the beginning.

Shavel'le's story is not unique. There are many other young people who have benefited from being part of MFFC.



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures that Mattapan Food and Fitness Coalition will track to demonstrate progress, create internal accountability, incorporate lessons learned, and adjust strategy as necessary.

	FY 2022	FY 2023 (P)	FY 2024 (P)
PROGRAM PERFORMANCE			
Total participation	7,000	8,000	9,000
Youth employed since 2016 (cumulative)	50	65	85
Community partnerships	20	25	28
Residents engaged in advocacy-related programming	700	800	900
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Number of staff members	3.6	6	8
Board members	9	9	13
Total revenue	\$725,873	\$900,000	\$1M

SOCIAL IMPACT

MFFC has changed the Mattapan community profoundly and sustainably. The organization repairs multifaceted systemic issues using methods that provide immediate help and lasting change within its five focus areas.

Since 2007, MFFC has served 51,000 residents at the Mattapan Square Farmers Market, provided over 200 fitness classes, employed 50+ youth, given away over 70 bikes and 1,500 helmets, advocated for the completion of the Neponset River Greenway section in Mattapan, and supported the building of a neighborhood food forest.

Its Mattapan community members are leading and supporting MFFC's efforts, which has resulted in incredible life-changing work. As a community-led organization, MFFC understands its community's needs on a grassroots level and provides solutions that have a positive and enduring effect.

Below is the summary of the social impact that MFFC aspires to have on Mattapan in the next two years.

GROWTH INDICATORS	2022	2024
Overall community engagement	8,000	10,000
Families supported through gift card distribution	60	200
Volunteers involved in planning programs, activities, and events	45	65
Community gardens supported	2	5
Participants involved in youth programs	10	20
Residents involved in Mattapan Walks Walking Challenge	50	80
Residents served at Mattapan Square Farmers Market	3,400	5,000