



**THE FOUNDATION
FOR ENHANCING
COMMUNITIES**

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**CHILDREN'S HOME FOUNDATION
APPLICATION FOR FUNDING COVER PAGE**

To complete the Application for Funding Cover Page type into the provided fields. Use your preferred word processing program to answer all other questions. **A complete application consists of the Application for Funding Cover Page; a narrative of five pages maximum (exclusive of attachments) answering the questions below; and the required attachments.** Completed applications may be emailed to grants@tfe.org or mailed to The Foundation for Enhancing Communities, PO Box 678, Harrisburg, PA 17108-0678. Emailed applications must be submitted by 4pm on the deadline date. Mailed applications must be postmarked by the deadline date. Contact Jennifer Strechay, Program Offer for Community Investment, at jstrechay@tfe.org or 717-236-5040 with questions.

Name of Organization Cocoa Packs, Inc.

Name, Title, Email, Phone of Executive Leader

Christine Drexler, President
cocoapacks@gmail.com
717-580-4470

Organization Mailing Address P.O. Box 613, Hershey, Pa 17033

Website cocoapacks.org

Name, Title, Email Phone of Application Contact Christine Drexler, President,
cocoapacks@gmail.com, 717-580-4470

Amount of Funding Requested \$6,000

Purpose of Funding Request Fresh produce and recipe cards to be included in weekly food packs for 550 children who are food insecure in Dauphin County.

Briefly describe your organization

- A. Mission, purpose, and history.
- B. Service population and geographic area served, including demographics.
- C. Current programs, activities, and accomplishments.

Briefly describe the project for which you are requesting funding

- A. Project goals, objectives, and planned activities/events.
- B. Project timetable and budget. *The project budget is separate from the organization budget.*
- C. Constituency served or targeted population.
- D. Other funding sources and amounts.
- E. Project benefits and anticipated results.
- F. Description of how project differs from similar projects in geographic area served.

Required Attachments

- A. Board of Directors List.
- B. Applicant organization's current budget.
- C. First page of the applicant organization's most recent 990. If 990 is not available, provide the most recent audit or financial statement to meet this need.
- D. 501(c) (3) Letter or proof of application.

E. Copy of your registration with the Pennsylvania Bureau of Charitable Organizations.

Please Note: Letters of support are not required, but are accepted. If your project represents a partnership or is 100% dependent upon participation by an organization presented in your application, provide a letter from each organization that confirms their agreement to participate. If your project utilizes a Fiscal Sponsor, follow the Fiscal Sponsor instructions at <https://www.tfec.org/grants/the-childrens-home-foundation-fund-grant-guidelines/>.



Organizational Description

Mission, Purpose and History

Cocoa Packs has a **vision** of a world where all children have what they need to succeed. The **mission** of Cocoa Packs is to provide supplemental food and emotional support to local children in need to enhance their overall wellness.

The **purpose** of the organization is to provide a loving, caring environment, where the children served feel safe to access supplemental food and other support services they require in order to promote their chances of success. Cocoa Packs aims to ensure that all school-aged children in Derry Township School District and the surrounding area are food secure every day of the year. School based programs are able to provide nutritious meals during the school day, however this leaves a gap on the weekends, over the holidays and in the summer. The remaining 185 days of the year, those children facing food insecurity are truly vulnerable in their access to food. The aim of Cocoa Packs is to fill this gap, providing packs to students filled with a variety of nutritious breakfast, lunch, dinner and snack items on the days that there is no access to subsidized food offerings.

Cocoa Packs has evolved to meet additional needs of the participants of the program. Since its inception, Cocoa Packs has developed a greater understanding of the struggles of the Cocoa Packs participants leading to an expanded mission that includes the enhancement of both emotional and physical wellness.

The **history** of Cocoa Packs began in August of 2015 when the mother of 5 and outgoing PTO President, Christine Drexler, noticed the changing demographic of Derry Township and witnessed a growing number of children accessing food subsidization in schools. Christine realized that accessing proper nutrition on days that children were not in school was an overlooked challenge for these children and their families. Christine met with the Derry Township School Superintendent and the Food Service Director and pitched the idea of a weekend food assistance program for students K-12 facing food insecurity. With their support, she embarked on what would be an incredible labor of love that would change her life, as well as many in the community, forever. She asked 10 friends to join her in fighting for the welfare of these children and between them they provided the start up funds. She shared the idea with the Hershey Middle School Principal who offered to provide space for the project. A domino effect followed, resulting in a collaboration of support, and Cocoa Packs was born. The goal was to distribute the first packs for Thanksgiving and that goal was met starting with 92 students, a miraculous outcome in such a short time.

Service Population and Geographic Area Served, Including Demographics

Cocoa Packs distributes food at 10 sites in Dauphin County. The sites include: Hershey Early Childhood Center, Hershey Elementary School, Hershey Middle School, Hershey High School, St. Joan of Arc School, Market Square Friends, Milton Hershey School, The Vista School, The Hershey Library (emergency packs are available at this site, which also contain information on registering to be a Cocoa Packs participant) and the Boys and Girls Club of Harrisburg. The children that are served are those from Pre-K through 12th grade who are considered food insecure. Eligibility to participate in the Program is established through the uptake of subsidized lunches, through referrals from social workers and teachers, as well as parent referrals. Cocoa Packs is providing packs to a total of 550 children per week.

According to the 2018 Census Reporter, 13.7% of the residents of Dauphin County live below the poverty line. This is 10% more than the Pennsylvania average and slightly higher than the national average of 13.1%. Breaking it down further, 21% of children under the age of 18 in Dauphin County live below the poverty line. Cocoa Packs insures that these children have the supports they need to overcome the challenges that these statistics impose.

Current Programs, Activities and Accomplishments

Cocoa Packs is currently distributing food packs to 550 children on a weekly basis, anticipating an increase in that number when the enrollment forms are distributed in August to all students K-12 through the Derry Township School District Food Service Department.

In the Spring of 2020, with the onset of the Covid-19 pandemic, Cocoa Packs experienced an increase of over 80 children in need of support. Cocoa Packs adapted to the necessary requirements to meet those additional needs in a safe and secure manner, which included an alternative drive-thru operation.

Currently, Cocoa Packs continues to operate a drive-thru pick-up in addition to a weekly delivery to The Boys & Girls Club of Harrisburg while maintaining safety measures dictated by the CDC.

In addition to the food distribution component of the programming, Cocoa Packs offers more. The following list is a snapshot of the emotional and physical supports Cocoa Packs provides:

- Monthly educational offerings delivered by the partnering organization, Penn State Health: most recently these opportunities included a fire safety assembly, involving a Fire Chief giving the children a tour of a fire truck; a sun safety tutorial, and a tomato planting activity; allowing each student to take a tomato plant to care for at home. When they brought in a picture of their tomato plant growing, they received a prize.

- Special event examples include a slime making experiment, a reading station, a salsa making station which involved chopping and preparing ingredients and then being sent home with an ingredient bag and recipe.
- Complimentary back-to-school haircuts at Cocoa Packs HQ facilitated through donated time by local stylists.
- Cocoa Packs provides holiday presents to insure that each child has a special holiday.
- The “Heart for Others” fund allows a one time per year request for financial assistance as voted on and approved by a Cocoa Packs panel. Example of these requests include but are not limited to paying rent, providing financial assistance to get homeless students in a hotel until accommodation can be found, financial assistance for heat and electric bills.
- Each participant of Cocoa Packs is provided with a new winter coat.
- As needed supports. For example, a Cocoa Packs board member, who is a medical professional, assisted a mother through the mental health system, who’s son attempted suicide.
- Cocoa Packs cooks and distributed holiday meals on site to insure all children supported have a nutritious meal in a loving environment.

Testimonials serve as Cocoa Packs greatest accomplishments. The following are a few of the many notes received from recipients and also supportive community members during the height of the Covid-19 pandemic.

- ❖ “Dear Cocoa Packs Community, Thank you for helping out, not only our family but so many other families during this difficult time. People like me who are immune system compromised from cancer cannot thank you enough for your generosity. Much Love. P.S. Whoever donated the cooked chicken last week, it was delicious, and I was able to make chicken salad with the leftovers which fed us through the weekend. Thank you!”
- ❖ “I am a single mom with 2 kids. I lost my job due to Covid-19. I don’t know what I would do without you. You helped save our Easter. Thank you so much for all that you do!”
- ❖ “Dear Cocoa Packs, We just received our Economic Impact Payment from the government. While a welcomed gesture by our government we felt it would be better served by offering it to organizations who are tirelessly helping others who have been negatively impacted by the Coronavirus. Thank you for your dedicated love and efforts and for being there when it is so desperately needed. And, as the ongoing battle cry quote has been, we’ll get through this together. We are also reminded by Mother Theresa who said help one person at a time and always start with the person nearest you.”
- ❖ “Thank you for your hard work and your kindness to me and my family. We are very glad you are giving us food.” This note was in child’s writing with a picture of a pack of food being handed to a passing car.

Project Description

Project Goals, Objectives and Planned Activities.

Cocoa Packs is requesting \$6,000 from The Children's Home Fund in order to expand on the fresh produce included in each pack distributed. The **goal** of the produce expansion is to provide more fresh produce to the participants of the Program all year and enhance the nutrition in each pack. Cocoa Packs has made it a priority and part of the Board of Directors' strategic plan is to include more fresh produce in each pack, as well as educational enhancement supplies, including recipe cards and information on food safety. There are **2 key objectives** of the requested funds:

- The **first objective** of the requested funds is to include 8-10 pieces of fresh produce in each pack.
- The **second objective** of the requested funds is to include companion recipe cards with the produce as well as food safety information and any instructions in each pack.

Historically, Cocoa Packs depended a great deal on produce yielded from donated plots at the Community Gardens, as well as other sporadic donations of produce throughout the growing season. Produce is a more expensive pack item and more difficult to acquire, store, and distribute effectively and efficiently, especially outside of the local growing season.

Cocoa Packs recently formed a partnership with an organization called Blessings of Hope, who will provide a weekly consistent and reliable source of fresh produce at a reduced rate year-round. Cocoa Packs engaged a coordinator & volunteers specific for the purposes of the weekly produce pick up.

Activities are to include:

- ⇒ Weekly pick up of fresh produce
- ⇒ Process, pack and distribution of fresh produce on a weekly basis

Project Timetable and Budget

Cocoa Packs will provide 8-10 pieces of fresh produce in each pack all year. This will be ongoing. The monthly cost of acquiring the fresh produce to provide 8-10 pieces of fruit on each pack is \$1,100 per month or \$13,200 annually. The requested \$6,000 will provide fresh produce for approximately 5 1/2 months.

Insert budget

Constituency Served

The target population of the fresh produce expansion is the same population served by Cocoa Packs, 550 children within Dauphin County who are considered food insecure. This will serve as an expansion and improvement to the currently distributed packs, giving a greater focus to nutrition and healthy habits.

Other Funding Sources and Amounts

Cocoa Packs operates through the generosity of the Dauphin County community in the form of donated time, money, food and support. Cocoa Packs acquires a significant portion of its funds through fundraising efforts, including the annual Heart4Hunger fundraiser and foundation applications. Due to Covid-19, unfortunately Cocoa Packs was forced to cancel the 2020 annual fundraiser.

The Covid-19 pandemic has placed additional strains on Cocoa Packs, with an increase in participants in conjunction with a decrease in anticipated fundraising. Cocoa Packs did appeal to several Covid-19 Emergency Response funding streams. Cocoa Packs was ineligible for The Foundation For Enhancing Communities Covid-19 Community Response Funds due to the fact that Cocoa Packs does not employ 3 Full Time staff. In May of 2020, Cocoa Packs was awarded a donation of \$25,000 from The Donald B. and Dorothy L. Stabler Foundation in order to offset unforeseen costs of the Covid-19 pandemic. Cocoa Packs will continue to explore additional funding opportunities.

Project Benefits and Anticipated Results

According to the Harvard School of Public Health, a diet rich in vegetables and fruits can lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer, lower risk of eye and digestive problems, and have a positive effect upon blood sugar, which can help keep appetite in check. Countless publications reinforce the above that a diet rich in fruits and vegetable result in a healthier outcome. The direct benefit of the produce expansion is better nutrition in conjunction with the development of healthier habits, in turn, contributing to an improved overall well-being.

Description of How Project Differs from Similar Projects in Geographical Area

Cocoa Packs is the only weekend food assistance program operating in Dauphin County. There are no programs offering food packs as well as the emotional supports offered by Cocoa Packs

<u>NAME</u>	<u>ROLE</u>	<u>ADDRESS</u>	<u>PHONE and EMAIL</u>
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Kim McCall	Treasurer	51 Hill Manor Dr Hershey, PA 17033	717-877-1607 cocoapackstreasurer@gmail.com
Kim Zuck	Board Member	462 W Granada Ave Hershey, PA 17036	717-917-5311 kimberlyzuck@gmail.com
Erin Darr	Board Member	260 Maple Ave Hershey, PA 17033	717-525-2164 erin.darr@verizon.net
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Jeff Goyette Sr.	Board Member- Non-voting	2250 Millennium Way Suite 100 Enola, PA 17025	717-214-1925 jeff@jmgwealth.com



Cocoa Packs™

Fighting Childhood Hunger **One** ❤️ **at a Time**



Cocoa Packs™

Fighting Childhood Hunger One ♥ at a Time

Actual 2020 Budget				
	2019 Budget	2020 Budget	Incr (Decr)	2020 % of Total
Income				
H4H Faulkner	\$60,000	\$36,000	\$ (24,000)	13.4%
H4H Event	\$175,000	\$140,000	\$ (35,000)	52.1%
Flat Donations	\$15,000	\$15,000	\$ -	5.6%
Grant Income	\$50,000	\$60,000	\$ 10,000	22.3%
Matching Funds	\$3,500	\$3,000	\$ (500)	1.1%
Misc Recurring Donations (Paypal Monthly)	\$2,500	\$1,585	\$ (915)	0.6%
Sponsorship	\$0	\$12,000	\$ 12,000	4.5%
Other	\$1,000	\$1,000	\$ -	0.4%
Total Income	\$307,000	\$268,585	(38,415)	100.0%
Expenses				
Accountant	\$1,500	\$1,500	\$ -	0.6%
Accounting Audit	\$3,000	\$0	\$ (3,000)	0.0%
Bank Chargeback Fee	\$100	\$0	\$ (100)	0.0%
Bank Chargeback Item	\$100	\$0	\$ (100)	0.0%
Bank Redeposit Fee	\$25	\$0	\$ (25)	0.0%
Clothing Closet	\$2,000	\$6,000	\$ 4,000	2.2%
Food	\$125,000	\$150,000	\$ 25,000	55.8%
Gas Expense	\$450	\$250	\$ (200)	0.1%
Grant Expenses	\$6,000	\$5,000	\$ (1,000)	1.9%
Marketing	\$2,500	\$2,500	\$ -	0.9%
Office Supplies	\$500	\$500	\$ -	0.2%
Operating Supplies	\$1,000	\$4,500	\$ 3,500	1.7%
Pa Charitable Organization	\$300	\$150	\$ (150)	0.1%
Paypal Fees	\$0	\$1,500	\$ 1,500	0.6%
Payroll Taxes	\$0	\$2,100	\$ 2,100	0.8%
Payroll Wages	\$0	\$18,200	\$ 18,200	6.8%
Postage	\$175	\$175	\$ -	0.1%

Quickbooks Monthly Fee	\$375	\$950	\$ 575	0.4%
Scholarship	\$1,000	\$1,000	\$ -	0.4%
Sign Up Genius Monthly Fee	\$125	\$125	\$ -	0.0%
Summer Feeding Program	\$50,000	\$5,000	\$ (45,000)	1.9%
Web Expenses	\$250	\$175	\$ (75)	0.1%
Constant Contact Expense	\$600	\$600	\$ -	0.2%
Insurance- General Liability	\$730	\$950	\$ 220	0.4%
Insurance - Board of Directors	\$500	\$500	\$ -	0.2%
Insurance- Vehicle	\$900	\$800	\$ (100)	0.3%
Insurance- Workmens Compensation	\$0	\$1,110	\$ 1,110	0.4%
Appreciation/Sympathy Expense	\$1,500	\$2,000	\$ 500	0.7%
Heart for Hunger	\$50,000	\$50,000	\$ -	18.6%
Special Event	\$6,000	\$5,000	\$ (1,000)	1.9%
Capital Expenditures		\$2,500	\$ 2,500	0.9%
Miscellaneous Expenses	\$3,500	\$500	\$ (3,000)	0.2%
Charitable Contributions	\$250	\$0	\$ (250)	0.0%
Heart for Others Expense	\$5,000	\$5,000	\$ -	1.9%
Total Expenses	\$263,380	\$268,585	\$ 5,205	100.0%