

# THE GOOD FOOD TRUCK

and its partner, JMU Gus Bus

*A Sappi Ideas that Matter Grant Proposal*

*How nutrition and literacy are shaping communities.*



Blue Ridge  
— AREA —  
**FOOD  
BANK**

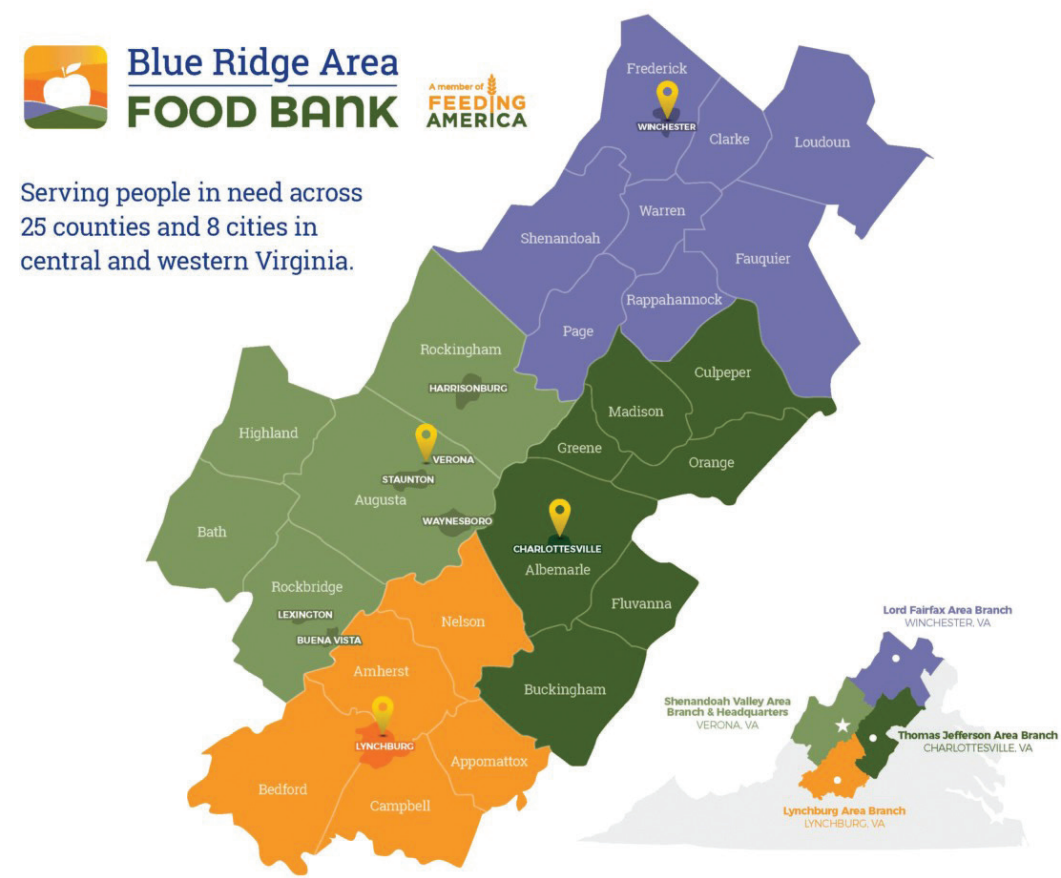
# HUNGER IN THE BLUE RIDGE

This map illustrates the surrounding food pantries/banks that the Blue Ridge Area Food Bank services.

Research from 2018 reveals that **131,880** neighbors in the Blue Ridge area are food insecure.

A person who is food insecure is without reliable access to a sufficient quantity of nutritious, affordable food.

View additional statistics on hunger



The Blue Ridge Area Food Bank serves people in need across 25 counties and eight cities in central and western Virginia.

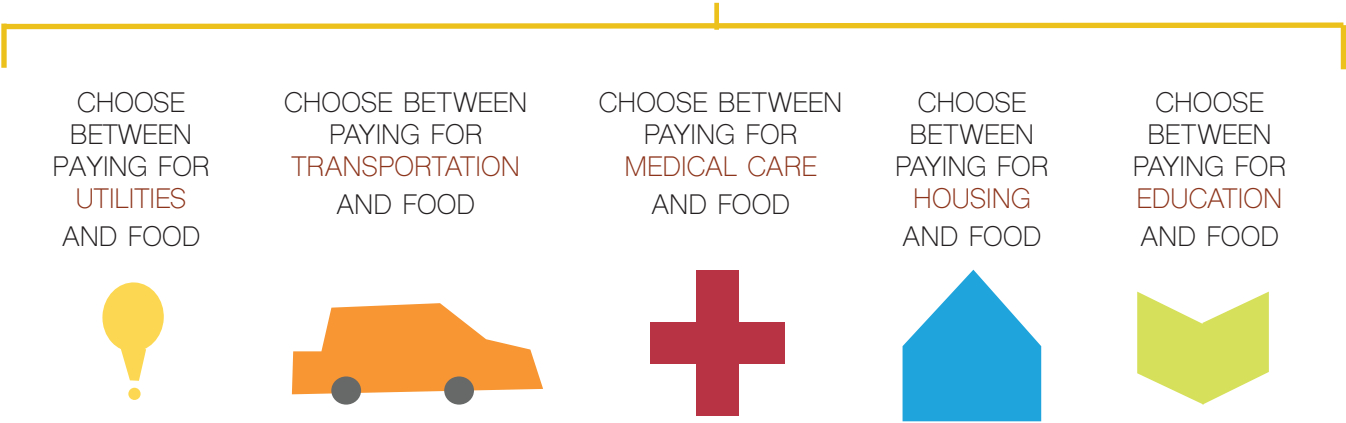
The sheer size of the Blue Ridge Area Food Bank makes it the largest organization alleviating hunger in these areas.





# TOUGH CHOICES

Our clients report that their household income is inadequate to cover their basic expenses, often forcing them to make tough choices



The Blue Ridge Area Food bank has a mobile food pantry program called The Good Food Truck. Once a month, The Good Food Truck goes to various food insecure neighborhoods. Families are encouraged to take fresh produce from the truck for free, without any limitations.

Partnering with the Good Food Truck is the JMU Gus Bus, a mobile literacy program. Through this, children are able to interact with games and books on the bus while their families use The Good Food Truck service. The JMU Gus Bus also acts as a library style system where children can borrow a book to take home.





# Meet Isabel,

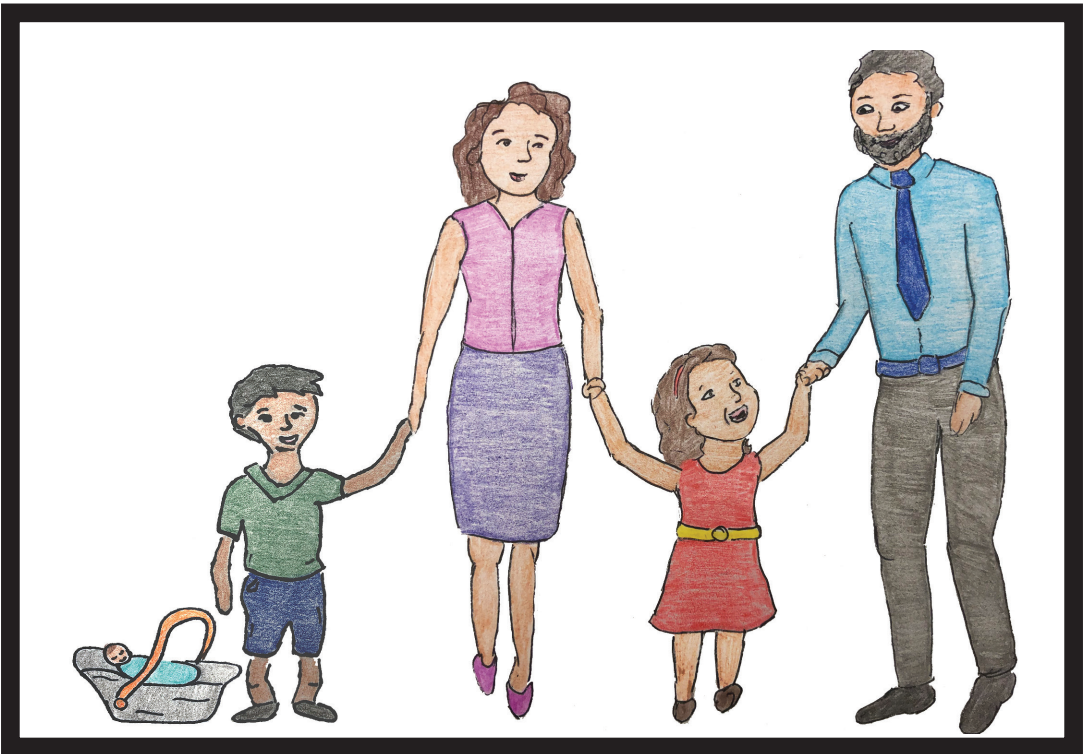


Age: 9  
Grade: 4  
Hobbies: reading, playing with brothers, coloring pictures

Isabel is representative of the many children who attend Blue Ridge Area Food Bank market days.

Children like Isabel enjoy walking through the Good Food Truck and picking produce with their families. Accompanying the truck is the JMU Gus Bus which provides activities and lessons for these children to participate in while their parents and guardians go through the Good Food Truck.

Isabel's favorite part is being able to pick out her own fruit and vegetables to take home. She also enjoys seeing friends from school at these events.



## Non-English Speaking

Many families who visit the Gus Bus and Good Food Truck speak Spanish, Arabic, and English. We will provide signage and resources that are inclusive to all languages.



## Hardworking

60% of households have at least one employed member.  
78% of clients have a high school degree or GED.  
55% of households have incomes that fall at or below the federal poverty line.



## Family-Oriented

Above all, these individuals want the best for their family.

<https://www.brafb.org/learn/hunger-in-our-area/>

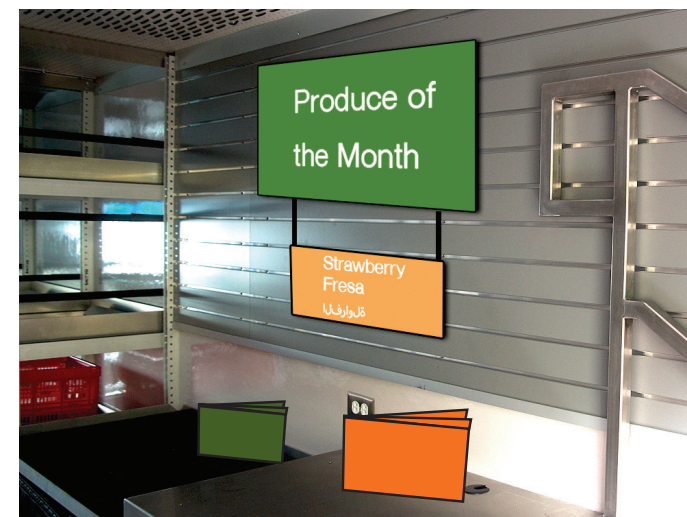




# THE PLAN



Fundraising is a critical component of maintaining The Good Food Truck's services. With the help of Sappi paper products, a direct mailer would be sent to potential donors. The money raised from donations would continue to provide The Good Food Truck with fresh produce, fuel, maintenance and other needs.



Sappi paper products would provide families with easy-to-follow, low maintenance recipe cards in their native language and English. These recipe cards would emphasize healthy eating. Recipes would be based off the produce of the month.



There is a space on the Good Food Truck that would be perfect for displaying the produce of the month. This is where the Sappi paper recipe cards would be available for the taking.



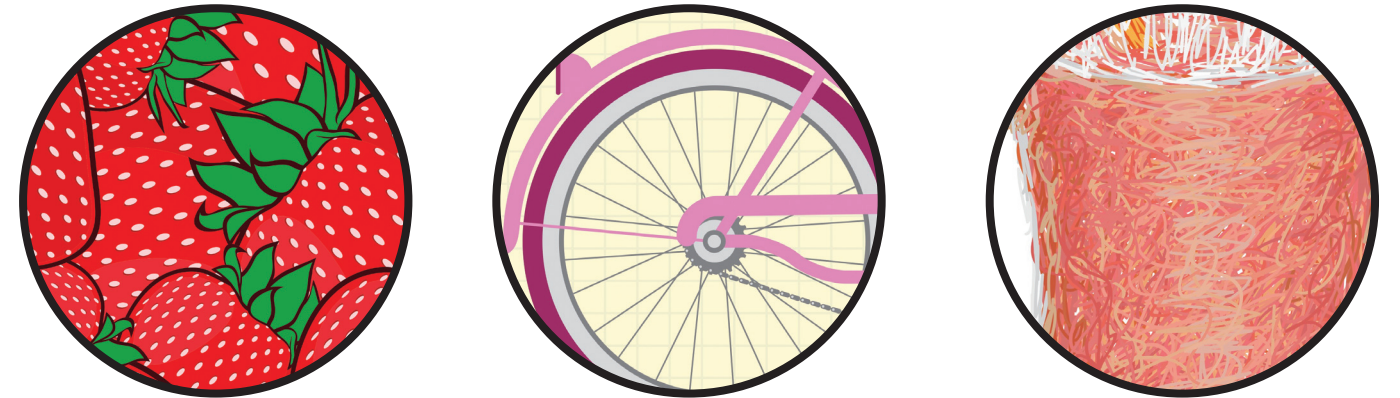
# THE BLENDER BIKE



Blender bikes are stationary bicycles with a blender attached to the front. When the user pedals, ingredients in the blender quickly mix together within roughly 15 seconds. The end result is a nutritious smoothie.

The blender bike will provide an opportunity for community members to use the produce from the Good Food Truck to make their own smoothies. Engaging participants with the blender bike will promote healthy eating, self-sufficiency and exercise.

Watch a video of the  
blender bike



The Good Food Truck currently engages families by encouraging everyone to pick their own fresh produce. Everyone from children to grandparents are able to grab as much produce from the truck as they wish. The food service company, Aramark, supplies free samples of produce and snacks during the market days. These samples give families the opportunity to try new foods before taking the produce home.

Even with these programs, there is still a need to promote a healthy lifestyle through exercise. The blender bike is simply one way participants can be active. Exercise is a key piece to leading a long, happy and healthy life. Having the blender bike at market days will showcase how exercise can be both important and fun.





# IPADS FOR THE GUS BUS

Technology has become fundamental in education. Children like Isabel have vast experience with the newest devices. This type of learning will continue outside of the classroom as many families have this technology at home.

As many children have access to devices outside of school, they will be able to practice and continue lessons they experienced on The JMU Gus Bus. The plan is that the iPads can be used for ebooks, educational games and craft examples.



View additional iPad educational resources



With the help of Sappi paper we can continue to provide community members with access to nutritious, inclusive and educational resources.

The blender bike and iPads will promote mental and physical education. The act of using the blender bike encourages people to be active. This element along with creating a smoothie from fresh produce complement the mission of leading a healthy lifestyle. As there is no current lesson plan to teach nutrition, iPads are a flexible solution. Ebooks are easy and affordable ways to read. Similarly, with so many children visiting The JMU Gus Bus, there is a need for new material at a variety of reading levels. Educational games and crafts are fun ways to engage children based off lessons. With hundreds of options for material and resources, volunteers can easily use the iPads to teach and engage students on the importance of nutrition.

The new food label signs, in addition to the recipe cards, serve as an inclusive way for all community members to confidently participate in the services. These signs and paper products help non-English speaking members acclimate to their community.

Lastly, the fundraising mailer is an important piece to supporting The Good Food Truck. To continue providing families with nutritious, free and fresh produce, there must be donations. The direct mailer will provide donors with crucial information on the service provided and how they can support The Good Food Truck.







# KIMBERLY DALIAGON

designer & advocate

## CONTACT

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## EDUCATION

James Madison University,  
Senior Class

Media Arts & Design Major  
creative advertising  
Health Sciences Major  
health studies

Major GPA 3.82  
Cumulative GPA 3.37

## HONORS

Top 30% of Juniors/Seniors  
Omicron Delta Kappa

Dean's List Fall 2018  
Spring 2018  
Fall 2017

Leadership  
Scholarship 2017—

Health Sciences  
Symposium 2018

Honors Program 2015-2017  
General Education  
Conference 2015

## SKILLS

Adobe Software  
Associated Press style  
Axure  
Sony Vegas Pro  
WordPress  
IBM SPSS Statistics  
Microsoft Software

## RELATED COURSE EXPERIENCE

- SMAD 201 Studied computer systems, principles, and practices of graphic production for media.
- SMAD 202 Developed skills and gain experience in storytelling through audio and video. Worked with film equipment, learned lighting, and film techniques.
- SMAD 242 Learned fundamentals of advertising and work on a semester-long blog project through WordPress.
- SMAD 252 Studied the principles and practices of developing creative copy in print, radio, television, and more.
- SMAD 342 Learn fundamentals of advertising messaging design across a variety of platforms. Combines copywriting and graphic design elements.
- SMAD 332 Learn theories and methods for print design communication and how to produce materials.
- SMAD 301 Study and analysis of how graphics, videos, and other forms of communication mold perception and cultural change.
- SMAD 203 Study aesthetic principles and practices of web and interactive narrative design.

## LEADERSHIP

Game Changers Social Media Chair (2016—)  
Design event pages, running social media accounts, taking photos and videos, showcasing an end-of-year video, and crafting miscellaneous materials (e.g. fliers).

Chick Fil A Senior Team Member (2017—)  
Began working at Chick Fil A in 2017 and promoted a year after. Works at the on-campus restaurant as well as one back home.

Teacher's Assistant (2018)  
Assist students in course by answering questions (in class and over email), hosting review sessions, and grading assignments.

JMU Open House Department Representative (2018)  
Volunteer representative at JMU open houses. Guides and informs perspective students.

Circle K International Secretary (2016-2017)  
Took meeting minutes and was in charge of sending out weekly emails.

# CASSIDY WELCH

Media Arts & Design Student



## CONTACT

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www.linkedin.com/in/cassidywelch  
Greater Philadelphia Area

## EDUCATION

James Madison University  
Harrisonburg, VA  
Media Arts & Design: Creative Advertising concentration  
Business minor  
Expected graduation in Dec. 2019  
GPA: 3.08

## EXPERIENCE

- INTERN**  
James Madison University  
X-Labs  
Harrisonburg, VA  
Jan. 2019-Present  
Facilitated free, non-credit Pop-Up classes and workshops for students, faculty and community members  
Co-run @jmxlabs instagram account, created “Make it Monday” weekly stories showcasing how to make projects
- ORIENTATION PEER ADVISER** *DAY-TO- DAY DUTIES*  
James Madison University  
Harrisonburg, VA  
Jan. 2018-Sept. 2018  
Selected as one of 30 Orientation Peer Advisers chosen to represent JMU as part of their nationally renowned orientation program  
Led groups of 10-20 incoming students throughout orientation including:  
Facilitated discussions with first year students  
Was a resource, answered questions, and initiated conversations to first year students to help them make friends and become familiar with JMU
- SUPERVISORY ROLES*  
Assisted in the interview, selection, and training process of approximately 300 First Year Orientation Guides (FROGs)  
Supervised directly 9 FROGs
- PROJECT MANAGEMENT*  
Project managed JMU's pep rally (JMU's largest orientation event for first year students) Led details for the event from set up to completion, delegating responsibilities to all other Orientation Peer Advisers and FROGs. (Approximately 75 people).  
The event hosted approximately 4,000 first year students
- PUBLIC SPEAKING*  
Participated in larger discussions with first year students and parents which included public speaking in front of crowds of up to 1,000 people  
Participated in a semester long course to learn about human development and leadership

## SERVICE

- Big Event  
James Madison University  
Harrisonburg, VA  
Spring 2019  
Serve as the Marketing Committee Head for the Big Event, a campus-wide day of service  
Created rebranding for the organization, oversee marketing efforts, manage @bigeventjmu instagram account, contact departments & organizations to help promote event
- Alternative Spring Break  
Arches National Park  
Moab, UT  
March 2018  
Assisted the National Park Service in the removal of Tamarisk, and invasive species, through the Volunteers-In-Parks program
- First Year Orientation Guide  
Harrisonburg, VA  
August 2017  
Guided the transition of 27 students from high school into their first year of college  
Assisted with move in, facilitated activities, and led discussions during orientation.  
Helped first year students build friendships, transition strongly, and build JMU school spirit

## SKILLS

- WordPress
- Social Media
- iMovie
- GarageBand
- Adobe Creative Suite
- Microsoft Office
- AP Style Grammar



# Portfolio: Kimberly Daliagon

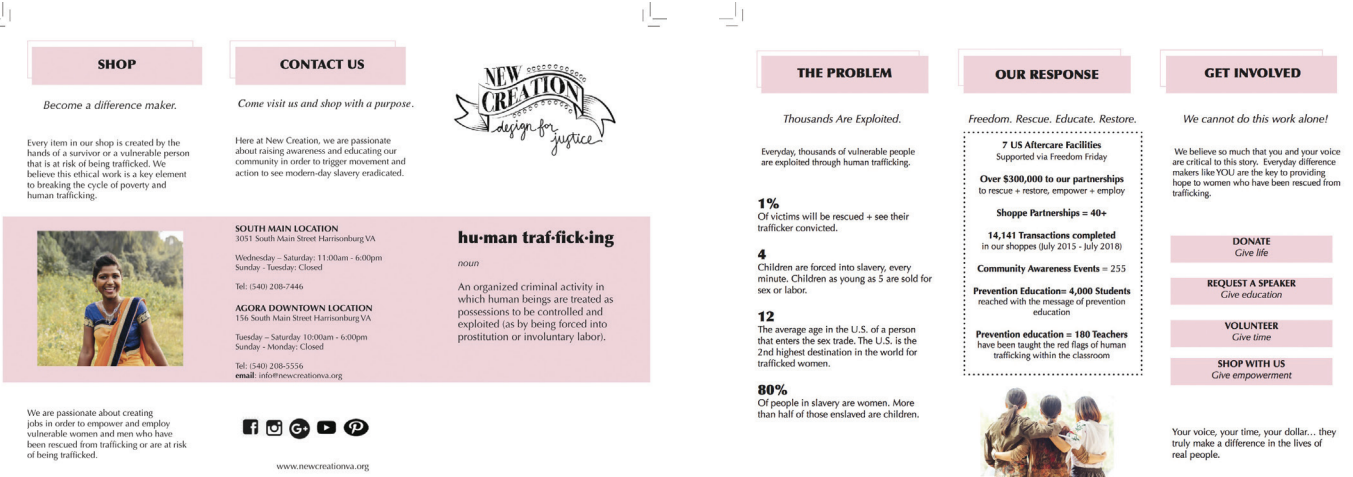


Brochure for Friends of Loudoun Mental Health

For this project, I used Adobe InDesign to craft a brochure for nonprofit organization, Friends of Loudoun Mental Health. I chose this organization because I am studying health sciences and consider myself to be an advocate. This campaign targeted loved ones of individuals struggling with mental health to donate. Along with this brochure, I created a blog mockup, radio spot, and poster.

In creating this, I learned the importance of typography and the grid layout. I believe these skills will be important in the production of the various materials we plan to produce.

# Portfolio: Cassidy Welch



Brochure for New Creation

This assignment was to create a Call To Action Campaign for a local non-profit. I chose New Creation, a non-profit that works to help survivors of human trafficking through education, rescue, and employment. The campaign urged the target to volunteer and shop at New Creation's stores. The elements I chose to reach my target audience were a poster, a Facebook web banner, a brochure and a billboard.

My experience making this brochure and working with important social issues will transfer as useful skills for this ItM proposal. I can use these skills specifically to work on the direct mail fundraiser.



Book Jacket for Murder on the Orient Express

Using Adobe Illustrator, I created a book jacket for the book “Murder on the Orient Express.” I chose this book to recreate a jacket for because I imagined working with a mystery novel would enable me to incorporate a vast array of design elements to create intrigue and curiosity.

Creating a book jacket allowed me to understand the process of book design and the importance of how the overall creation comes together.

JMU X-Labs Admissions Brochure

As an intern for JMU X-Labs I had the opportunity to design a brochure to be featured for prospective students. This brochure demonstrates my ability to focus on information hierarchy, write copy and highlight important factors.

Working at JMU X-Labs has prepared me to work on this ItM proposal because I am constantly challenged to think outside the box. Innovation is important in problem solving and I believe my internship experience has provided me with the right tools to collaborate on this project proposal.



