

Sugar Sweetened Beverage Cards Program Proposal

January 05, 2022



Objective:

Distribute 2,000 Saba Food Cards to 2,000 residents over two batches (1,000 Summer 2022; 1,000 Fall 2022). Each card will be loaded with \$75, and reloaded for a 5 month period. Each resident/family will receive a total of \$375 within 5 months. We will partner with Oakland HeadStart, free food distribution partners to distribute the cards, and the Sugar Freedom Project to assign cards to families/residents most marginalized (i.e. without access to EDD, Pan-EBT, EBT..etc.) . Each resident will be registered for a card and will return to pick it up at a distribution site. Cards will be personalized with recipient name, and multi-lingual program information. Each resident will have access to an online Saba web platform, and App to activate and track spending. We will manage monthly notifications of funds to each participant in multiple languages. Residents will be able to report and receive a stolen or lost card through a 24/7 1800 customer service line listed on the back of the card, app, and all program materials. Each resident will be able to shop at 20-30 small independent stores across the city of Oakland.

Project Timeline: February 2022 - May 2023 (16 mon project)

1st 1,000 cards : April 2022- August 2022

2nd 1,000 cards: November 2022 - May 2023

Budget:

Item	Description	Cost
2,000 Saba Food Cards	\$75/card, reloaded every month for 5 months	\$750,000
Card Production Fees	Program initiation	\$15,000
Reloadable Card Fees	.5% of each load	\$3,750
Card Distribution	2-3 partners; \$10 per card	\$20,000
Materials Translation, Design & Printing	2,000 program flyers and customized envelopes and supplies	\$10,000
Insurance	Insuring up to \$2mil in food cards	\$6,800
Milage	Managing store banking network	\$3,000
Occupancy	Office rent	\$6,000
Fiscal Sponsorship	5% Fee	\$50,000
Staff (Benefits + tax)	Distribution process tracking & management, online platform management, data analysis, reloading funds, issuing refunds, managing sub-contracts, updating all store banking information twice during the duration of the grant	\$135,450
Total		1,000,000