



CARES project

Report 11/1/2020

PROJECT SYNOPSIS

Since launching this project we have made progress in delivering a number of the project components, all of which you will find detailed below. Most importantly we have identified 1000 families to receive “Saba’s Food Card;” ordered the first 700 cards (the remaining 300 will be ordered in the coming weeks), successfully enrolled 26 merchants in a merchant restricted card system, hired new project staff, and established a produce ordering system and distribution pattern for 7 corner stores. Our distributor has delivered produce to all 7 stores on a weekly basis and to support long-term sustainability and success, we have facilitated in-depth 1-on-1 trainings on produce sales and maintenance for these stores. We have purchased and delivered energy efficient refrigeration units for participating corner stores. Saba has identified a list of essential grocery items per store, and established a system to discount each product by \$1. Lastly, we have designed and printed fliers for 4 corner stores (*One Stop, Isler’s, Salam Halal, Campbell Park Stop*). We are flyering these neighborhoods this week, and we will produce flyers and other marketing materials for the remaining 3



stores (*Q&S Market, Jalisco Market, Two Star*). In the next two weeks we will be distributing 700 cards, along with masks and 8oz hand sanitizer. We will also be ordering the remaining 300 cards and distributing them through our partner networks. We will continue our weekly produce deliveries and monitor produce

sales and waste logs.



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CARES project

Report 11/1/2020

COMPLETED TASKS

○ Produce & Grocery

- Conducted a project orientation and onboarding process for 7 corner stores covering program guidelines and protocols. This included expectations of store owners to: place weekly produce orders (~\$100/week); maintain produce section; set up refrigeration unit in an obvious and visible location; complete weekly logs of sales, waste and redeemed coupons; adjust essential grocery prices; champion new products and produce with customers; encourage customers to take program survey; and solicit feedback on product/produce requests.





CARES project

Report 11/1/2020

- We have established a weekly produce distribution system. This included setting up a method for stores to place weekly orders, developing a calendar for order deadlines and delivery dates/times with all stores, curating a weekly produce menu, and providing store owners with invoices and breakdown of wholesale prices.
- We have conducted one-on-one training sessions with each store owner/manager on: Grocery Sales, Pricing and Maintenance.
- Along with the corner store owners, we identified a specific list of Essential Grocery Items per store, and agreed on discounting each item by \$1 for now. We will be revisiting this subsidy later on in the project to assess the discount amount.





SABA Grocers Initiative

CARES project

Report 11/1/2020

○ Equipment purchases


- We have purchased five energy efficient refrigeration units, and worked with 3 stores on upgrading their electricity hubs to account for the requirements of this equipment.





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- We designed 13 Hand Sanitizer Stations that share information on this project with residents, and have an embedded survey link inviting customers to share ideas, request products and connect with this project. Customers receive \$5 off of their produce purchases when completing the survey. Please see Hand Sanitizer Station design: 
- **Marketing**
 - We have designed two Feather Flags per corner store (total 7) promoting new produce and discounted groceries.
 - We have designed and printed flyers for four stores: Salam Halal, Campbell Park Stop, One Stop & Isler's. We plan to start flyering in two neighborhoods in West Oakland this week (the first week of November). *(Please see flyers attached below).*
- **Saba Food Cards**
 - Saba has successfully set up a rewards card program to be used exclusively in our 26 participating stores.
 - In partnership with the East Oakland Collective, Sugar Freedom Project, Parks & Rec, Head Start, Street Level Health Project, Lighthouse Mosque, Al-Salam Mosque and Corner Store Owners, we have identified 1000 individuals/families to receive Saba's Food Card (700 first batch, 300 second batch). Through our eligibility identification protocol, we gathered first and

CARES project

Report 11/1/2020

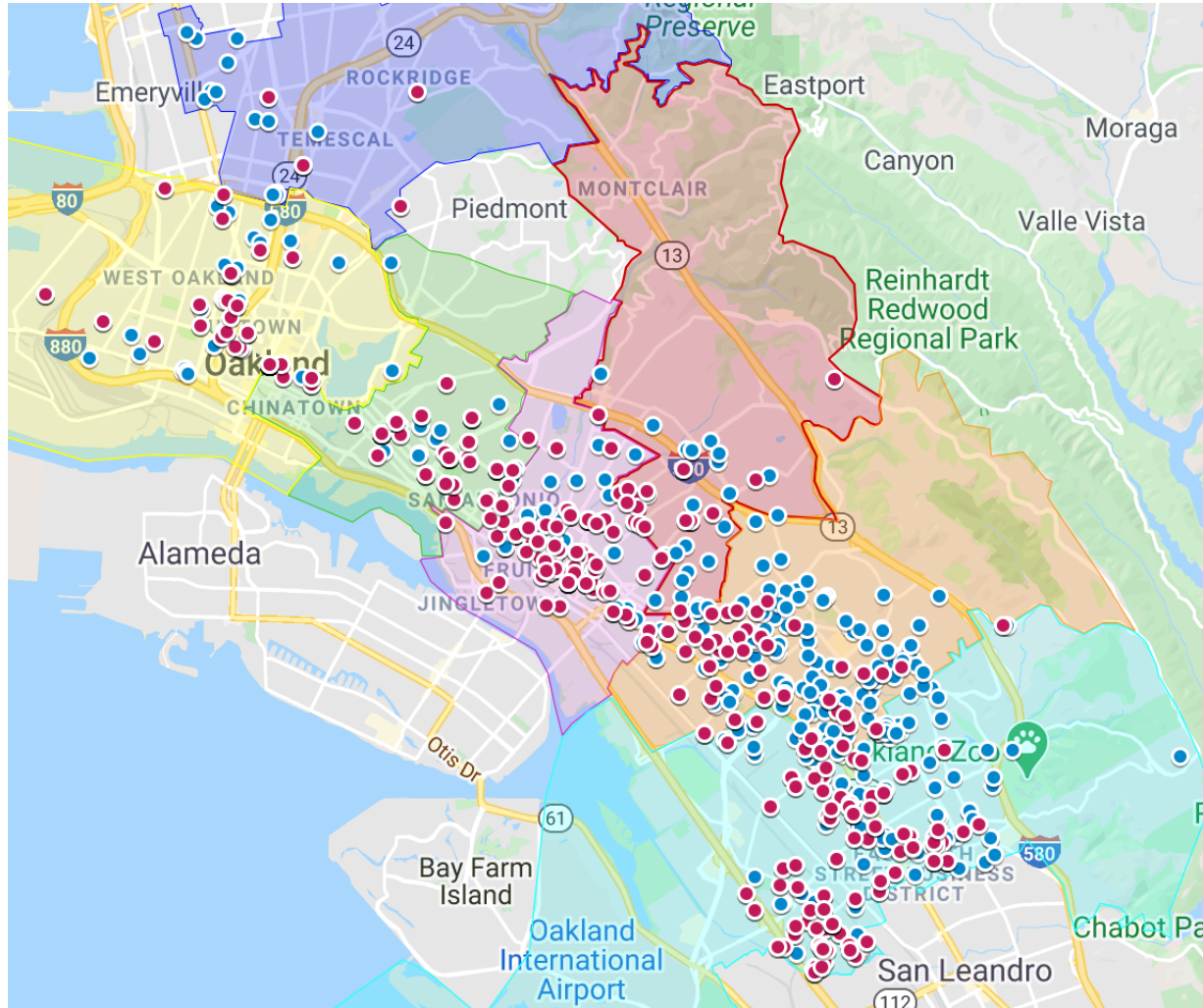




SABA Grocers Initiative

CARES project

Report 11/1/2020



last name information and will use this data to personalize each card by embossing each cardholder name on the card. We also have addresses of all 1000 individuals and have produced this map to show the reach and equity of card distribution across Oakland.

Red Dots = Sugar Freedom Cards Distributed
Blue Dots = All other CBOs



SABA Grocers Initiative

CARES project

Report 11/1/2020

- We expect a delivery of the first batch of cards to arrive on Thursday 11/5/2020, and will be placing another order of 300 cards within ten days.
- We have designed and translated a tri-fold program guide into Spanish and Arabic. This pamphlet gives residents instructions on the use of Saba Food Cards with regards to stores and store locations, eligible products, and card expiration date.



Tarjeta de Comida
Las tiendas de las esquinas en Oakland están comprometidas a proveer más acceso a verduras y mandado saludable para los residentes. Su tarjeta de \$250 puede ser utilizada en cualquier de las tiendas en esta lista. (Por favor vean el mapa).
Nuestra esperanza es que utilicen esta tarjeta para comprar frutas, vegetales, mandado y productos que les sirvan en estos momentos difíciles.
Por favor noten que la tarjeta se vence en Abril 30 del 2021.

Stay safe & be well!
Saba Grocers Initiative

بطاقة سبأ البنكية للأكل الصحي
لحملي بطاقة سبأ البنكية للأكل الصحي، هذه قائمة بالمحلات التي تستطيعون إستخدام البطاقة فيها في مدينة أوكلاند. تستطيعون شراء المواد الغذائية والخضروات ويمنع شراء الدخان ومشتقاته أو المشروبات الكحولية. تحتوي البطاقة الواحدة على مبلغ ٢٥٠ دولار وتنتهي صلاحيتها في اخر يوم في شهر أبريل/نيسان ٢٠٢١
توفير الأكل الصحي للجميع شعارنا
حظا موفقا لكم



Saba Food Card

Corner stores in Oakland are committed to providing more access to healthy, affordable produce and groceries for residents. Your card for \$250 can be used at ANY of the stores listed (please see map).

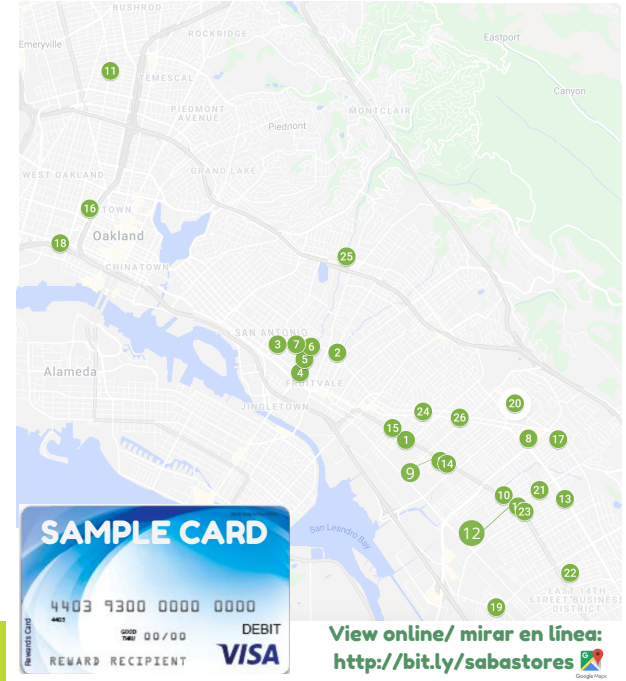
We ask that you use this card to purchase fruits, vegetables, groceries, and household products to help you during these difficult times.

Please note the card expires April 30, 2021



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- 1 - Chapala Market : 5415 International
- 2 - Mi Ranchito Market : 3326 Foothill
- 3 - El Ranchito Market : 1536 23rd Ave
- 4 - Supermercado Mi Pueblo : 2838 International blvd
- 5 - Mi Carnal Produce : 1621 28th Ave
- 6 - Mi Carnal #2 : 2755 Foothill Blvd
- 7 - A&A Produce Market : 2520 Foothill
- 8 - Gazzali's Supermarket : 7000 Bancroft
- 9 - La Raza Market : 6215 International
- 10 - Better Trade Market : 7838 International
- 11 - NorthSide SuperMarket : 4505 Market
- 12 - 82nd Produce : 8201 International
- 13 - Arrwa Market : 8607 Bancroft Ave
- 14 - FoodTown Market : 6421 International
- 15 - La Raza Market 1 : 5040 International
- 16 - Campbell Park : 799 17th St
- 17 - Royal Market : 7615 MacArthur Blvd
- 18 - Salam Halal : 999 7th St
- 19 - Jalisco Market : 9710 Edes Ave
- 20 - 4M Market : 6349 MacArthur Blvd
- 21 - A&M Market : 1774 82nd Ave
- 22 - Q&S Market : 1524 100th Ave
- 23 - One Stop Market : 8400 International
- 24 - Isler's Liquor : 5285 Foothill Blvd
- 25 - Two Star Market : 2020 MacArthur
- 26 - ShopRite Supermarket : 5800 Bancroft Ave





SABA Grocers Initiative

CARES project

Report 11/1/2020

- Coupon cards of \$30 value have been designed and printed. These coupons are valid at 7 corner stores only. Residents can purchase anything at stores EXCEPT Alcohol and Tobacco products. Coupon is translated into Spanish. The Coupon also shares store owner stories on back side. Coupon delivery is expected to arrive on 11/5/20.

Saba's \$30 Food Card

You can use this card at the following stores. No Alcohol or Tobacco purchases allowed with this card. Please refer to the back for information on participating stores.
 Este cupón puede ser utilizada en cualquier de las tiendas en esta lista. (vean el mapa). Para comprar frutas, vegetales, mandado y productos pero NO alcohol ni tabaco.

\$5

\$5

\$5

\$5

\$5

Expiration: 2/28/2021
La tarjeta se vence en Febrero 28 del 2021

Store Owner Stories

Andre Isler is born and raised in Oakland. His family has owned Foothill in the Melrose neighborhood since 1972, which they bought after retiring from the navy. Andre was the President of CalPac-a group of organized corner store owners based in Oakland, in the 80's.

Abdul and his family migrated from Yemen in the 70's and bought Two Star Market - a historic beer garden - in the 80's. Abdul and his father brought over the tradition of feeding the community in Ramadan and applied it to feeding the community on Thanksgiving. They have been hosting dinners at Two Star for the last 20 years.

Leonard & Chelsea Charles' family have owned One Stop on E.14th & 84th Ave for 45 years. Leonard started working in the store in 1987 after graduating from collage where he focused on making the store more efficient for his father. He has been working there since.

- We have purchased and received 1000 fabric masks to be distributed through our partner networks to 1000 residents.
- We have also purchased 1000 8oz Hand Sanitizer bottles, to be distributed to 1000 residents along with masks, coupons, and reward cards.



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CARES project

Report 11/1/2020

TASKS IN PROGRESS

- Project Launch Meeting is set for 11/13/20. We are organizing a virtual project launch with the 26 store owners, our CBO's, and Sugar Freedom Project Resident Leaders. This event will demonstrate to CBOs our distribution protocol, explain Saba Food Card guidelines, as well as the Coupons guidelines. The primary goal of this meeting is to do a final break down of project components to all participating partners: store owners, resident leaders, and CBO's.
- Upcoming milestones:

Task	Key Dates					
	11/5/20	11/6/20	11/10/20	11/11/20	11/13/20	11/16/20
700 Cards Arrive	x					
700 Cards Activated		x				
700 Cards Distributed to CBO's			x			
300 Cards Ordered				x		
Project Launch Meeting					x	
700 Cards Distributed to Residents						x

ATTACHMENTS

- 1- Corner Store Flyers (Isler's, Campbell Park, Salam Halal)



SABA Grocers Initiative

Saba Grocers Program Budget
Schedule B
<i>May-Dec 2021</i>

Expenses		
<i>Personnel</i>	<i>FTE</i>	<i>Amount</i>
Project Manager	0.33%	\$25,000
Taxes & Benefits		\$5,000
Intern	0.25%	\$5,000
Consultants		
Distributor		\$9,000
Store Owner Coordinator		\$20,000
Interpretation		\$1,000
		\$65,000
Program		
Saba Food Cards		\$25,000
Store Equipment		\$80,000
Printing		\$5,000
		\$85,000
Total Expenses		\$175,000
Projected Income		\$175,000