

In Heartside

80% of Heartside is Food Insecure

76.1% of 18 - 64 Year Olds Live in Poverty

45% of the Population Lives Under the Poverty Line

A Wicked Problem

The Heartside Neighborhood is far from well fed. As the statistics to the left and below indicate, many of its residents are impoverished and under-nourished. This is due to the fact that the Heartside Neighborhood is a food desert, meaning they are without access to fresh healthy, and affordable food. This is a wicked problem in the sense that there is no easy solution. For example, adding a new supermarket could serve as a further source of gentrification in an already gentrified neighborhood.

GRAND GLEANERS

Crowd Funding

As is inevitable, the Heartside Gleaning Initiative requires a considerable amount of funding to continue forward with their mission. Their goals are to have:

- \$20,000 by 2015
- \$35,000 by 2016
- \$50,000 by 2017

In creating a crowd-funding platform for HGI, we will work with GVSU film students to create an inspiring and informative video to accompany the campaign. We will also offer a series of rewards for those who donate to the campaign. Along with creating the video and designing the crowd-funding campaign, our team will also promote it through community outlets, as well as through online media. The money raised will go towards:

Hiring a Director

The reason we're working with HGI is because many of their members have other commitments. A director would serve as further alleviation

Developing a Market Strategy

The initiative needs a marketing strategy to utilize data and testimonials to tell their story via the web, social media, and print outlets

Around the Nation



1/3 of produce goes to waste



2nd in the nation at risk for hunger 21.2%



1 in 7 people at risk of going hungry

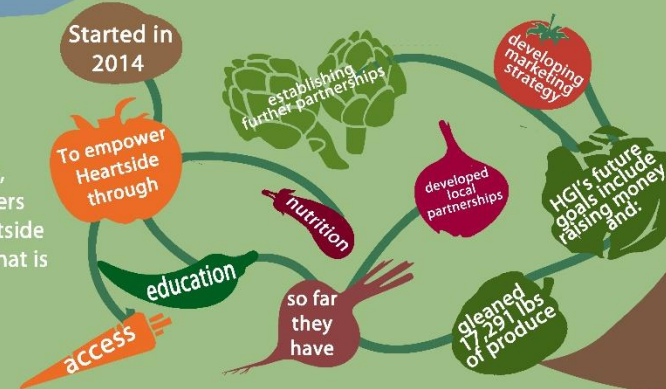
100 billion lbs of food thrown away per year

and

40% of food supply goes to waste

The Heartside Gleaning Initiative

The Heartside Gleaning initiative has a mission of empowering the community through nutrition, food access, and education, by collecting unsold produce from local farmers markets and distributing it to low-income residents of the Heartside Neighborhood. They are working to solve the wicked problem that is Heartside's food desert through an integrative through integrating food and farm systems on a variety of levels within the community.



Circular Economy

