



Summer Institute in Program Evaluation: June 3 – 7, 2013

Contact Anna Weier if you have any questions: (204) 946-1888, aweier@healthincommon.ca

Case Study Submission

Organization: Winnipeg Food Share Co-operative

Program Name: Good Food Box Program

Reason for evaluation:

Briefly explain why you are evaluating this program (intended audience and use).

Winnipeg FoodShare Co-op (WFC) launched the Good Food Box program October 2012 with our first delivery. Since our start we have reached capacity and are now looking for ways to improve our service now that we have a few months of operations.

Program Description:

Provide background information on your program and/or organization.

Winnipeg FoodShare is a non-profit community service co-operative that grew out of the West Broadway Community Organization's very successful Good Food Box program. This program was developed to address the need for healthy, affordable food for inner city families of low income. Food Matters Manitoba and neighbourhood renewal organizations in the inner city saw the program's success, and in 2011 came together to create Winnipeg FoodShare Co-op to coordinate the distribution of the Good Food Box throughout Winnipeg; these initial organizations comprised the early membership of the co-operative, but has now expanded to include many other non-profits, schools and religious organizations.

Program Goal:

What is the program's overall aim?

Winnipeg Food Share Co-operatives' aim is to increase access to healthy food for everyone. WFC does this by providing the Good Food Box program, and cultivating a membership comprised of community based organizations, distributors, farmers and individuals, who collectively make decisions that guide the co-operative's development while adhering to community economic development principles.

Program Objectives:

If you have a logic model – attach and refer to the logic model. If not, please state the short and long term objectives of your program. Objectives should indicate a desired change. In other words, they are not activities or products but the intended outcome of your activities on the target audience.

Target Audience:





The Good Food Box serves communities and its members to increase access to food by making it more affordable, walkable and healthy.

Key activities:

Describe the primary activities carried out to achieve your objectives

WFC distributes a good food box twice a month. The Good Food Box is a box of food brimming with quality fruits and vegetables, available in three sizes Small (8\$), Medium (\$15) and Large (\$20).

The Good Food Box provides a newsletter about the food, the co-operative, and information about food security issues.

Data Collection:

If you are currently collecting any information about your program on a regular basis, please describe.

Winnipeg Food Share Co-op collects the following data:

- number of boxes sold by depot and by neighbourhood*
- the sales of boxes by size*
- membership*

We recently surveyed box patrons and depot coordinators, with the intention of continuing this survey once or twice a year.

Evaluation Questions

What would you like the evaluation to tell you (what do you want to know as a result of the evaluation)?

WFC hopes to connect with depot coordinators and serve them better.

Implementation Plan

Please describe how you plan to implement the evaluation framework once it is developed.

WFC has received a grant from MAFRA to evaluate the program. We will use the results to apply for funding, tailor our programming to our target audience and re assess our business plan.

Contact Information

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