



# 2019 Annual Report

*Creating food access and community health*

To learn more, or support our work, please visit: [www.oasiscommunitypartners.org/donate-today](http://www.oasiscommunitypartners.org/donate-today)

## Introduction

Oasis Community Partners' mission is to improve food access and community health. We envision a world in which everyone has access to fresh, nutritious, affordable and culturally appropriate food in a safe and welcoming environment. Oasis meets the food access component of our mission through our ownership stake in Good Food Markets (GFM). GFM is a small-format grocery store designed to thrive in the neighborhoods that have been written off by the supermarket industry.

### What makes GFM different:

1. Small footprint operation minimizes initial investment and operating costs.
2. Focus on fresh food drives mission, and margin.
3. Grants, innovative financing, and programmatic partnerships combine private sector rigor and mission dedication.



GFM's pilot location on Rhode Island Ave NE in Ward 5 is celebrating five years in operation in 2020. During this time, GFM has served over 7,385 households in a former food desert. With over 3,000 households visiting on a weekly or monthly basis, GFM has provided over \$124,068 in discounts on fresh food to members of our Good Neighbor Rewards program.



All told, we have provided \$30,000 in food to 1,036 of our neighbors experiencing food insecurity, and \$8,000 to 1,119 Senior households.

These discounts on fresh produce for our neighbors are supported by retail operations that have generated \$4M in sales since 2015, creating 8 permanent jobs for DC residents. The GFM pilot supports 4.2 full-time-

equivalent positions. Over five years, GFM and Oasis have employed over 80 DC residents in grocery, food service, and programmatic operations.

As Good Food Markets is meeting food access needs, Oasis works to address multiple aspects of food access so that eating healthy and cooking at home are easy, affordable, and celebrated.



### Community Engagement & Programs

In 2019, Oasis presented at 42 events and classes. These activities are the core of Oasis programming, and include health promotion at public events, free cooking classes, youth education, and individualized nutrition counseling. Over 100 people participated in Oasis' educational programs. In the process, Oasis engaged directly 450 with community members (330 in Ward 8 and 120 in Ward 5) who signed up for the Good Neighbor Rewards program. Oasis also reached 1,600 unique individuals with fresh food and health promotion messages, including recipes, cooking utensils, and information food assistance programs offered by mission-aligned organizations. All told Oasis was represented at events attended by over 5,000



neighbors and customers.

Oasis' foundational cooking class series has been hosted by the DC Public Library – Woodridge since 2015. These free and fund classes are busting the myths that healthy food is bland, expensive and complicated. In 2019, Oasis presented 8 classes, attended by 67 registered participants. Recipes are developed by GFM leadership with guidance from Oasis nutrition staff to create delicious and affordable meals so simple that they can be prepared and shared right in the library. Program and evaluation tools are created in consultation with the DC Health department from the evidenced-based USDA "SNAP-Ed" program materials.



The majority of respondents reported high confidence that the recipes would be enjoyed by their families, and in their ability to recreate this recipe, as well as likelihood to make the recipe again.



Oasis also partners with schools and youth organizations to present "Healthy Snacks for Kids" sessions. In 2019, Oasis partnered with the YMCA-Calomiris to host five events as part of regular after school programming. Over 60 students grades 2 – 8 learned how to create a snack they can make at home without heat, or anything sharper than a butter knife. This program was developed in part by Oasis public health fellow, Hannah Chichester (American University '20), who in partnership with fellow Jordan Brown (Howard University '21), led Oasis community engagement and

program efforts, including the development of the Community Nutrition Education Initiative (CNEI) with Howard University Nutritional Sciences Department (HUNS).

HUNS' goal is to reduce health disparities and provide nutrition services to promote better health through positive behavioral change within the local community. CNEI is a unique nutrition education program for the grocery store setting to develop nutrition-based habits where food choices are made. Ten participants registered for the pilot CNEI, and most were able to improve one or more aspects of their health. Different participants showed positive outcomes including more frequent exercise, maintenance of healthy weight, decreased fat and sugar consumption with increased fiber intake, and lower blood pressure.



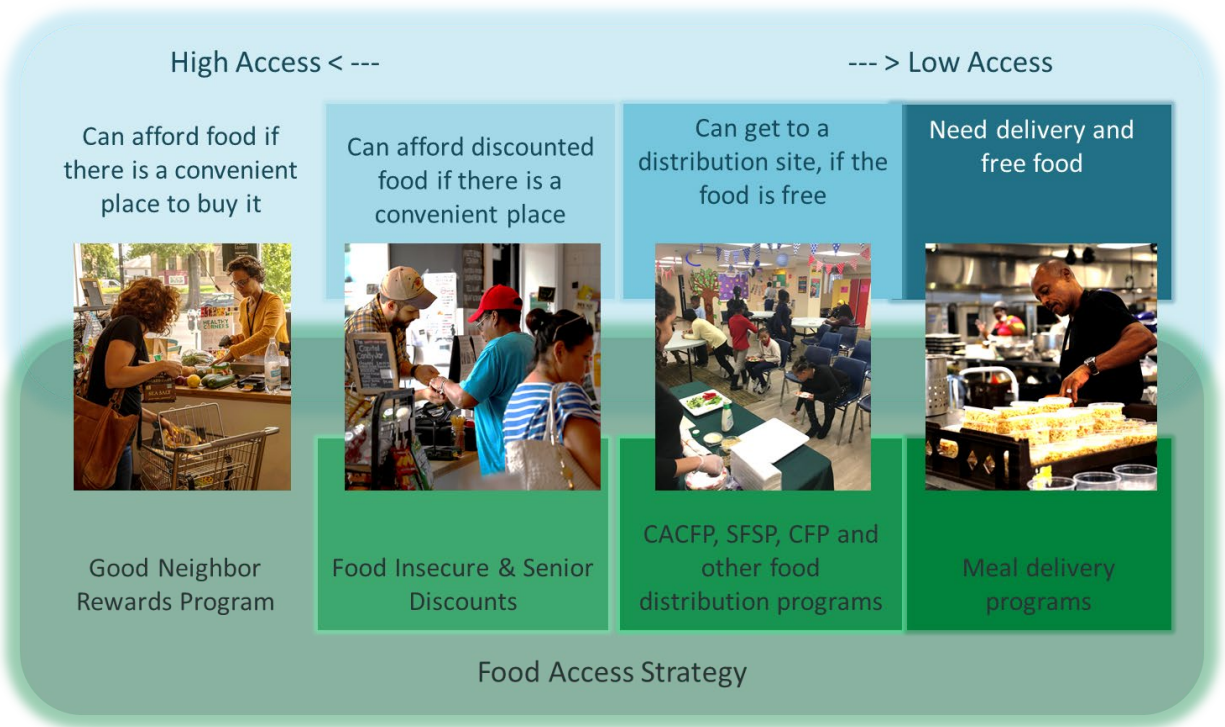
### Workforce Housing -- Social Service as Amenity

In the housing context, Oasis is uniquely positioned to deliver an unmatched set of community-enhancing amenities that will create constructive landlord-tenant relationships, improve tenants' overall stability, and maintain affordable rents in developing neighborhoods. After food, rent is an increasingly large part of the average household budget. Today, 35% of American renters are paying over 30% of their income towards rent. Annually, more than 100,000 apartment units are lost due to gentrification or disrepair, while population growth and new household formations require more than 328,000 new apartments be built to satisfy demand. This quiet crisis in housing hits food desert and other

underserved communities particularly hard. Stable middle-income residents – those above 60-80% of Area Median Income and ineligible for subsidies, but below 120-150% of AMI where incomes can support paying a market rent in a gentrifying community – are the most at risk of displacement.

Oasis has partnered with Riparian Capital Partners, a social impact investment platform founded by GFM co-founders Kris Garin and James Anderson, to further explore the part we

can play on the housing front. Beginning in Q2 2020, Riparian has engaged Oasis to coordinate, in partnership with Richmond’s Lewis Ginter Botanical Garden, the launch of a fully-funded Urban Agriculture program on land adjacent to its Petersburg, VA workforce housing portfolio. Similarly, we are working with Riparian in Baltimore to place a farmer-in-residence in a subsidized apartment in another Riparian Property, and developing a range of programming concepts with the ability to stand at the intersection of Health and Housing to address the needs of this vulnerable demographic.



Together... Oasis, GFM and our ever-broadening partnership network are creating food access and community health.

## Next Steps

### Ward 8, Washington, DC

Neighborhood grocery with adjoining ANC offices and community space, serving the Bellevue neighborhood of Ward 8. Public, private, nonprofit partnership including:



- > Bainum Family Foundation
- > DC Deputy Mayor for Planning and Economic Development
- > Department of Small and Local Business Development
- > Department of Insurance, Securities and Banking

### Prince George's County, Maryland

Neighborhood grocery and café, serving the residents of Seat Pleasant and Capitol Heights. In partnership with:

- > Low Income Impact Fund
- > Prince George's County
- > Horning Brothers



### Boston, Massachusetts

Neighborhood grocery and café with community classroom space, and neighboring gym, serving the Roxbury neighborhood. A Public, private, nonprofit partnership of:

- > Kresge Foundation



- > Boston Medical Center
- > Massachusetts Housing Investment Corporation
- > Local Enterprise Assistance Corporation
- > Nuestra Comunidad Development Corporation
- > Massachusetts Department of Agricultural Resources
- > Office of Community Services