

SNAP

Into
Shape



Lose Weight Now

Mission Statement

Through exercise and education, we aim to improve the health and personal well-being of individuals and families who receive SNAP benefits in Greater Prescott, Arizona.



SNAP Into Shape Mission

Obesity is an epidemic (Mitchell et al., 2011). Its disease-like roots are complex. Those who receive Supplemental Nutrition Assistance Program (SNAP) benefits are disproportionately affected (Chapparo et al., 2014). With complex social problems, the best way to get started toward a solution is to interrupt the destructive cycle while it is occurring (James, 2011). SNAP Into Shape interrupts the cycle of obesity in the SNAP community in Prescott, Arizona, and the surrounding area.

SNAP Into Shape Mission Statement

Through exercise and education, we aim to improve the health and overall personal well-being of individuals and families who receive SNAP benefits in Greater Prescott, Arizona.

SNAP Into Shape Overview

SNAP Into Shape is a 501(c)(3) in Prescott, Arizona. We aim to reduce the overweight and obese population of those receiving SNAP benefits, formerly the Food Stamp Program. This will be accomplished by providing everyone at least 14 years old in a SNAP household exercise bands and access to resources showing how to work out and eat healthy. SNAP Into Shape will also have a local office staffed with volunteers. Our local office will host workout classes, nutrition seminars, and walk-ins for consultations and knowledge sharing. The overall goal is to take a simple set of exercise bands and some basic nutritional knowledge to get the SNAP community into shape.

Obesity costs the U.S. Healthcare system almost \$173 billion annually (CDC, 2022). In Arizona, 64.8% of adults are overweight, while 24.3% are obese (CDC, 2012). For adolescents in Arizona, 14.6% are overweight, and 13.1%

are obese. As the Arizona population grows up, it tends to get more overweight, leading to more obesity if left unchecked. Being overweight adds costs to more than the healthcare system. It also affects self-confidence, which limits overall opportunities. One of the opportunities potentially lost to being overweight is the chance to get back into shape. There is a stigma about being overweight or obese that prevents many people from attempting to get in shape because they are embarrassed to walk into a gym, or once in the gym, they do not know what to do since they lack exposure to the environment.

Once overweight, getting back into shape is made even more difficult for a person on public assistance. The obstacles to getting back into shape are compounded due to a lack of income and access to resources. Obesity prevalence among SNAP participants is almost double that of non-participants (Chapparro et al., 2014). Lack of income and overall resources often leads to poor lifestyle

choices as people are thrown into survival mode and tend to react to situations through a stress-filled lens. Stress also increases obesity. Less income often means less education, which compounds poor lifestyle choices. Affording gym memberships and exercise equipment is challenging. Motivation wanes. Even if an individual on SNAP wants to lose weight, logistically, where do they get started?

What SNAP Into Shape Does

Partnering with Walmart and the Arizona Department of Economic Security (AZDES), we get exercise bands into the hands of those in the SNAP community. We also provide free Walmart meal books to these families that show how to shop for and prepare healthier meals. We do not expect people in this program to eat like fitness celebrities. Instead, the idea is to understand that how a person already eats and exercises dictates their appearance and

physical fitness. Take this notion and add that reducing calories, making better food choices, and adding exercise to the daily routine will help the person lose weight. We do not need to work out for an hour daily and eat nothing but fruit, boiled chicken, and vegetables. Those are myths that will be addressed as part of the program. Plenty of alternatives to encourage healthy living and eating will be provided to SNAP Into Shape's clients.

We offer free nutritional education and workout instruction using exercise bands. We will have a website with similar information and include videos on using exercise bands and bodyweight movement to get in shape. SNAP Into Shape will offer a free service where one of our consultants can shop for food with the client. The goal is to be present to interrupt the craving to buy unhealthy food and keep the client on track with their health and fitness regimen (James, 2011). SNAP Into Shape will also visit individual clients' homes to show them how

to set up a workout environment. Working with clients results in individuals feeling empowered to make healthy lifestyle choices.

Where We Operate

SNAP Into Shape operates in multiple areas. We will have a dedicated office staffed with volunteers and a promotional booth at the Greater Prescott, Arizona AZDES offices. When the booth is not staffed, promotional materials and information will be left to take. SNAP Into Shape will have a website promoting the program and a virtual workout area where clients can watch videos on essential nutrition, basic workouts, and other free weight loss resources. SNAP Into Shape will also be promoted on the AZDES website and at Walmart stores in the Greater Prescott area.

When Do We Launch

Our launch date depends on how fast we can secure funding, establish our corporate partnership with Walmart, and get approvals from the State of Arizona and the AZDES leadership. Our target launch date is January 1, 2025, so we can promote a “New Year, New You” style campaign centered around our “Lose Weight Now” tagline.

Funding

Providing free or low-cost services to a community requires funding (Willis, 2023). “Too many community organizations rely on too few sources of money to survive” (Brown, 2006, p. 246). Multiple funding sources are required for a non-profit to be successful and sustainable. The more funding sources a non-profit has secured, the more likely it will receive funding from additional donors as the business model appears stable and diversified (Willis, 2023).

SNAP Into Shape is pursuing two funding streams from Walmart. Walmart will sponsor SNAP Into Shape's meal books to drive SNAP recipients to shop there. This increased shopping revenue will allow SNAP Into Shape to ask Walmart to donate the exercise bands. Through Walmart's "Local Community Grants" program, SNAP Into Shape will also apply for funding in grants ranging from \$250 to \$5000 (Walmart, n.d.).

An organization can secure up to 25 separate grants during the 2023 grant cycle. Walmart offers non-profit grants in eight different areas. The diversified approach and goals of SNAP Into Shape allow us to apply for funding in the areas of community and economic development, education, health and human services, and healthy eating.

The Greater Prescott, Arizona, area is in Yavapai County. SNAP Into Shape will pursue several local funding

sources and apply for the upcoming grant cycle through the Arizona Community Foundation Yavapai County chapter. Their public policy statement, “We ensure that available discretionary dollars can be leveraged to create systemic change in our communities,” ties into the mission of SNAP Into Shape (Arizona Community Foundation, n.d.).

The Arizona Community Foundation partners with Blue Cross Blue Shield of Arizona to offer event sponsorships to create a healthier community. SNAP Into Shape will coordinate an event with the Arizona Community Foundation and Blue Cross Blue Shield to give us access to potential donors. Beyond event sponsorship, Blue Cross Blue Shield of Arizona also has a Foundation for Community Health and Advancement. Its goal is to invest in programs that align with its focus on chronic health conditions, health equity, mental health, and substance abuse disorders (Arizona Community Foundation, n.d.).

SNAP Into Shape will pursue this funding source as funding priority is given to scalable organizations with a measurable impact (Arizona Community Foundation, n.d.). Another local funding source, The United Way of Yavapai County, offers grants that improve community health and education. These stated goals also align with the mission of SNAP Into Shape (United Way, n.d.). As SNAP Into Shape grows and establishes credibility, we will seek funding from local businesses. In return, local businesses will get their logos on promotional materials and will get mentions at local events (Willis, 2023).

Threats

SNAP Into Shape recognizes several threats to the organization's success and our stated mission:

1. Lack of community interest – SNAP recipients may not want to participate.

- a. It is difficult to start a workout program. Inertia dictates that the sedentary stay that way.
 - b. There is a stigma attached to being on SNAP or other forms of public assistance that may cause potential clients not to want to self-identify.
2. Lack of funding.
- a. Our stated mission may not resonate with donors and other funding sources.
3. Lack of volunteer interest.
- a. We must include important reasons for volunteers to join the organization.
 - i. Serve the community.
 - ii. Build resumes.
4. External threats to the organization from competition or those who do not believe in the mission (Brown, 2006).
5. Lack of financial planning.

- a. Opponents will often attack the finances of their competition (Brown, 2006).
6. Foundation or grant funding can suddenly disappear (Brown, 2006).
 7. Lack of internal organization and execution.
 - a. We must establish who is in charge and the scope of individual responsibility.
 - b. Who has the final say?
 8. Improper mobilization of resources (Brown, 2006).
 - a. Once we build human and social capital, it must be maintained.
 - b. We must continually build our knowledge base.

Future

The original name of SNAP Into Shape was SNAP Into Shape Prescott. However, we want to leave room in the name to scale to other areas of Arizona outside of the Greater Prescott area. Having Prescott in the name also

potentially limits the clients we can serve in the area, as there are two other surrounding cities, Prescott Valley and Chino Valley. SNAP Into Shape's primary business goal is to be scalable to the whole state of Arizona. Scalability also applies to volunteers. Our program will be so effective that past clients will feel motivated and dedicated to volunteering for SNAP Into Shape, functioning as program graduates who become volunteer advisors to their peers.

Using SNAP benefits is closely tied to being on State medical insurance. SNAP Into Shape will apply for continuous funding from the State of Arizona with the benefit of reducing strain on the State's health insurance system. We will register with the State's procurement office and follow the procedure to become an official service provider to the State (Arizona Department of Economic Security, n.d.). This will alleviate the concern of grant money potentially drying up.

Lastly, SNAP Into Shape intends to serve other marginalized or underserved populations. The elderly and mentally ill are target populations that greatly benefit from increased exercise and improved diet.

Basic Marketing Plan (Feverbee, n.d.)

Goals – SNAP Into Shape wants 10% of the target population in the program during the first year.

Objectives – To generate target market interest in participating in the program and make the Greater Prescott area aware of the program so that we may encourage potential donors. Once interest is generated in the target market, we need them to follow through and actively participate in the program. This will be the biggest challenge as people are leery of something new, and individuals who lead sedentary lifestyles will find it difficult to break that cycle. We need a social worker or

psychologist to volunteer for the program to handle mental motivation.

Tagline – “Lose Weight Now.” The concept behind Lose Weight Now is that additional physical activity and positive nutritional change compared to a client's current lifestyle will result in almost immediate weight loss.

Strategy – Serving the marginalized and making them feel like they deserve to feel good and be in shape.

Tactics—SNAP Into Shape will have a booth or table with inspirational and promotional materials in AZDES offices. Our logo and basic program description will be on the AZDES website, and there will be a link to SNAP Into Shape’s website, which promotes our “Lose Weight Now” campaign. We will also have a dedicated website offering free advice, describing our program, and explaining how to qualify.

Improve – Continuous measurement will occur with three metrics. First, are we on target to meet our 10% target population participation goal? Second, after the target market engages, are they on target to lose eight pounds per month? Lastly, are we on target to meet our funding goals?

Conclusion

In Arizona, 64.8% of adults and 14.6% of kids are overweight. The burden on the healthcare system and damage to personal esteem are substantial. Statistics prove that obesity among SNAP participants is double that of non-participants. Being overweight is a social problem, but it does not have to be. Stigmas can be broken. Getting in shape can be manageable with proper coaching and direction.

Losing weight and getting into shape is difficult for anyone. However, it is even more difficult for the

disadvantaged and marginalized due to a lack of resources and access to education. SNAP Into Shape addresses this issue by providing free exercise bands and simple steps to begin the weight-loss journey. Moreover, it is a journey—one that requires dedication and determination. SNAP Into Shape recognizes the concept of inertia and the desire to give up at times.

We provide free counselors for support and encouragement to assist the sedentary in starting to move to break the chains of being overweight. The overweight and resource-deprived no longer must hide in the shadows. Through community and corporate sponsorships and involvement, SNAP Into Shape will have a real and immediate impact on our clients' lives.

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