



**RFAA FUND INC**  
**The Value of a Life Tour (VOLT)**  
**Jan 2019 – Feb 2020**

**STATEMENT OF FACTS:**

In order to engage the socially disadvantaged and veteran farmers and ranchers you must meet them where they are and win their trust. 12 States, 432 presentations and 48 Instructional Training Family Reunions later; RFAA FUND INC (Restoring Families Across America ) will have created a national network with youth and current socially disadvantaged and veteran farmers and ranchers. This network will be well educated in USDA programs, the current Farm Bill and more importantly why they are important and need to be successful.

**PROJECT SUMMARY:**

RFAA FUND INC armed with the knowledge that 85% of America's persistent poverty counties are in rural America has chosen to address the issue in a manner that will change the landscape of some many lives. RFAA FUND INC through its network of partners will execute the VALUE OF a LIFE TOUR (VOLT) which will cover 12 states, 48 counties, 144 cities and towns and 288 schools in its first year. In year one VOLT will hold 432 presentations and 48 Instructional Training Family Reunions (ITFR) within STRIKES ZONES in an effort to address the negative effects of poverty among youth while strengthening current socially disadvantaged and veteran farmers and ranchers in the following geographical areas:

1. Texas
  - Maverick (Poorest County)
    - 1) Poverty Rate 39.9%
    - 2) Poverty Rate of Kids Under 18: 53.2%
  - Navarro, McLennan and Limestone County

2. Louisiana

- East Carroll Parish (Poorest Parish)
  - 1) Poverty Rate 40.3%
  - 2) Poverty Rate of Kids Under 18: 53.7%
- Ouachita, West Carroll and Richland Parish

3. Mississippi

- Issaquena
  - 1) Poverty Rate 43.3%
  - 2) Poverty Rate of Kids Under 18: 60.1%
- Hinds, Holmes and Winston County

4. Arkansas

- Lee County (Poorest County)
  - 1) Poverty Rate 37.5%
  - 2) Poverty Rate of Kids Under 18: 46.1%
- Jefferson, Miller and Union County

5. Alabama

- Wilcox (Poorest County )
  - 1) Poverty Rate 39.6%
  - 2) Poverty Rate of Kids Under 18: 52.5%
- Montgomery, Macon and Tuscaloosa County

6. Georgia

- Stewart (Poorest County)
  - 1) Poverty Rate 38.1%
  - 2) Poverty Rate of Kids Under 18: 46.1%
- Decatur ,Laurens and Peach County

7. Kentucky

- Owsley (Poorest County )
  - 1) Poverty Rate 40.1%
  - 2) Poverty Rate of Kids Under 18:54.4%
- Harrison ,Grayson and Graves County

8. Tennessee

- Lake (Poorest County)
  - 1) Poverty Rate 40.4%
  - 2) Poverty Rate of Kids Under 18: 46.8%
- Shelby, Cannon and Jefferson County

9. North Carolina

- Robeson (Poorest County)
  - 1) Poverty Rate 31.5%
  - 2) Poverty Rate of Kids Under 18: 45.5%
- Vance, Graham and Rowan County

10. South Carolina

- Allendale (Poorest County )
  - 1) Poverty Rate 40.4%
  - 2) Poverty Rate of Kids Under 18: 47.1%
- Bamberg, Chesterfield and Marlboro County

11. Virginia

- Buchanan (Poorest County )
  - 1) Poverty Rate 14.9%
  - 2) Poverty Rate of Kids Under 18: 16.1%
- Surry, Dinwiddie and Pittsylvania Counties

12. West Virginia

- McDowell (Poorest County)
  - 1) Poverty Rate 33.6%
  - 2) Poverty Rate of Kids Under 18: 45.4%
- Clay, Doddridge and Barbour Counties

RFAA FUND INC through the Value Of a Life Tour (VOLT) in conjunction with Youth Promoter will take socially disadvantaged youth and train them to become farmers and ranchers will partnering them with current socially disadvantaged and veteran farmers and ranchers. The partnership will add vitality to our current farmers and ranchers and instant knowledge to our beginning farmers and ranchers.

VOLT will visit 12 Strike Force States and the poorest counties in each state, along with three (3) additional Strike Force counties. Outreach will take place for 12 days in each state at a middle school, high school and county facility. Each day 3 events will be hosted at each one of the aforementioned sites in different cities within the county. The goal is to retain 5 students from each school event and 10 current socially disadvantaged and veteran farmers and/or ranchers from each county facility event. An Instructional Training Family Reunion (ITFR) will be held within 2 days of the 3 days of presentations for all committed beginning and current socially disadvantaged and veteran farmers and ranchers. The purpose of the ITFR is to gather information thru surveys and questionnaires in order to create the best possible partnership with the beginning and current socially disadvantaged and veteran farmers and ranchers.

Once each demographic has committed RFAA FUND INC and its partners will train the beginning farmers and ranchers on USDA programs that are currently available such as the Youth Loan and secondly RFAA FUND INC will provide technical assistance and guidance to the current socially disadvantaged and veteran farmers and ranchers from new applications to past denial and lawsuits but not limited to.

## **MISSION**

RFAA FUND INC FUND mission is to take the existing knowledge of socially disadvantaged and veteran farmers and ranchers and partner them with the youth beginning socially disadvantaged and veteran farmers and ranchers to build lasting relationships with USDA and maintain successful agricultural businesses.

The youth socially disadvantaged will provide the technology assistance to many of the existing socially disadvantaged and veteran farmers and ranchers this initiative will provide the much needed confidence to apply and participate in various programs of USDA. VOLT over its 3 year existence will include 40 States, 309 cities and 1200 plus middle and high schools. VOLT will assist youth with becoming business owners within

the Agriculture Industry, increase economic stability while also addressing prevalent issues such as childhood hunger and food insecurity. RFAA FUND INC through its collaboration of partners with schools, churches, farmers and veterans have been able to provide millions of meals to children nationally. Despite the success of providing meals so much more is needed in order to have a profound effect on the overall advancement of your youth and communities and that's is the objective VOLT . VOLT and its network will produce our next generation of socially disadvantaged and veteran farmers and ranchers while preserving the existing socially disadvantaged and veteran farmers and ranchers through a unique partnership and support of USDA.

## **SCOPE OF WORK**

VOLT will assist and provide socially disadvantaged and veteran farmers and ranchers with the following:

- Owning and operating successful farms and ranches;
- Improve confidence and participation in USDA programs
- Establish and build relationships with prospective and current
- Outreach and education on USDA class action lawsuits and claims processes
- Agriculture-related information through innovative outreach and technical assistance techniques

RFAA FUND INC will establish relationships with current and prospective socially disadvantaged and veteran farmers and ranchers built on trust and hope. Once the relationship is established each one will develop a short business plan with immediate goals of owning and operating a successful farm or ranch. The network will then search for qualifying USDA loan programs and grants to help meet the needs and goals of each farmer or rancher while introducing new techniques to increase profitability. The aforementioned will improve the confidence and participation in USDA programs. In an effort to build confidence and educate the beginning farmer and rancher on past issues of USDA and the current commitment of USDA to serve all Americans we will perform mock claim processes on USDA class action lawsuits with farmers and ranchers that meet the requirements. By having the beginners involved in this process will help them remain positive when they are told know assistance is really available for them.

**ANTICIPATED OUTPUT/OUTCOMES:**

**OUTPUTS**

- a. 2880 socially disadvantage and veteran farmers or ranchers will be served which breaks down as half youth and half sponsoring/partnering (current farmers and ranchers)
- b. 2880 completed applications to USDA programs
  - 1440 Youth Loans
  - 1440 Current socially disadvantage and veteran farmers and ranchers

- c. 2880 will attend trainings throughout the 12 states this includes youth farmers and ranchers and current socially disadvantage farmers and veterans and ranchers
- d. A total of 432 which breaks down to 288 presentations beginning youth socially disadvantaged farmers and ranchers and 144 presentations/trainings for current socially disadvantage farmers and veterans and ranchers. The presentations for the youth will be held at middle and high schools and for the current farmers and ranchers at county facilities.
- e. Outreach events for beginning youth will provide educational material on the potential income, available support system through USDA and societal benefits in farming and ranching while the educational material for current farmers and ranchers will focus on how to increase profits, sustainability and information on real resources within USDA.
- f. Two program that will be instituted in the initial 12 states will be called:
  - Boss Builders: non-athletic youth that become Agriculture Youth Business Owners
  - Building Athletes for Success after Sports (BALAS): Athletic youth that become Agriculture Youth Business Owners of Organic Gardens

Points will be awarded to each youth and current socially disadvantaged veteran farmers and ranchers that complete at least one program loan or grant. Additional points will be awarded to youth and their sponsors for each webinar and live training they participate



in. The points will be utilized in the crowning one of the youth as the New Ag King and the New Ag Queen with Youth Promoter. Each crowning comes with awards and rewards that will be presented in June 2020 at the YP Value of a Life Youth Summit in Washington DC. All participating socially disadvantaged and veteran farmers and ranchers will be encouraged to attend the summit in order to discuss best practices, our successes, setbacks and future. For more information please visit [www.youthpromoter.com](http://www.youthpromoter.com) . Each participating farmer and rancher will provide information in research and surveys that will provide clarity and guidelines on how we are progressing quarterly. RFAA FUND INC FUND and partners will screen all data and survey outreach materials and provide results to USDA and its partners.

## **OUTCOMES**

As result of VOLT youth and current socially disadvantaged and veteran farmers and ranchers participation in USDA programs will increase but more importantly confidence through positive outcomes with USDA programs will have long-term effects. VOLT will provide technical assistance to address the fear of paperwork to increase receptiveness of the socially disadvantaged and veteran farmers and ranchers within the 12 states and 48 Strike Zone Counties that we be served. In order to increase economic stability RFAA FUND INC will create marketing campaigns in communities within a 90 mile radius of all Strike Zone farming and ranching partners and an incentive campaign for fine restaurants for organic products. In an effort to increase resources conservation and sustainability practices we will offer points to each socially disadvantaged and veteran

farmer and rancher for increased productivity and documentation of utilization of sustainably practices.

### **PERFORMACE MEASURES**

RFAA FUND INC in conjunction with VOLT for 144 days starting 2019 through 2020 will host three (3) events daily one at a middle school, a high school and a county facility for current socially disadvantaged and veteran farmers and ranchers. The goal are to get 5 youth from each school to commit to becoming a farmer or rancher and 10 current farmers and ranchers to partner with us as sponsors to the youth. In past tours we normally have 200 plus youth at each school that attend our events and keeping consistent with those numbers it highly likely to get 2.5% to commit especially with the incentive of becoming a youth business owner and earning an income. It is also safe to assume based on the socially disadvantaged and veteran farmers and ranchers culture and love for the next generation they will participate. The outreach will also introduce the benefits for the current farmers and ranchers such as ongoing technical support, application assistance and increase of income through lands leases to beginning farmers and ranchers.

The funds from this grant opportunity will accomplish the following goals:

- The short term goals get prospective and current socially disadvantaged and veteran farmers and ranchers excited, committed and active with the current programs available through USDA.

- The long term goals are to assist each socially disadvantaged and veteran farmer within our network to increase profits and conserve resources utilizing new and innovative sustainability practices.

In order to measure progress in achieving the expected results RFAA FUND INC will on a monthly basis check numbers of enrollment at each event preparing to adjust marketing strategies if outcomes are not being met. To ensure resources are effectively and efficiently being utilized RFAA FUND INC has created partnerships with hotels to reduce cost for the outputs and invest in a tracking software that will provide real time accounts of completed applications, webinar attendees, produce production and loss produce for the beginning farmers and ranchers.

RFAA FUND INC will be able to determine the overall effectiveness of our youth beginning farmers and ranchers once they have completed their first round of production rather it is a 4 x 4 garden of organic products, fish channel or first calf being birth and sold.

### **TRACKING AND MEASURING**

RFAA FUND INC will track progress in real time with software and weekly inputs additionally the events will be videoed for real life documentation. The value of the videoing is that it brings instant credibility to the current socially disadvantaged and veteran farmers and ranchers who has little faith in USDA programs but also excite the beginning farmers and ranchers because they are a part of something being documented.

We will measure our effectiveness weekly based on the number of committed new and current socially disadvantaged and veteran farmers and ranchers we acquire weekly. The efficiency will be measured based on the ability to motivate them to act immediately and retain them to daily. There will be urgency placed on taking action for example within the first 30 days of their event; we will have a plan of action for each beginning and current farmer and rancher which will start the process of increasing participation in USDA programs of beginning and current socially disadvantaged and veteran farmers and ranchers. In order to improve participation a completed application will be done with 90 days of each participant's commitment.

### **PROGRAMMATIC CAPABILITY**

RFAA FUND INC network of partners is very diverse including AgriLife Extension for guidance and resources but our internal team consists of the following:

Marguerite Jordan is a Hispanic female who is a Certified Herbalist and Master Gardener. She has been an organic farmer his 2004. She is a Corrections Officer and knows that organic nutrition is the key to behavior and good health. The techniques she will train beginning farmers will include use wicking beds that use 90% less water to 30% to 50% more production rate; 4 ft. farm beds; trans farming; aquaponics and intensive organic farming. These farming techniques can be taught to any age or economic level in order to feed families or to start their own organic farms.

Everett Burton a United States Veteran and national QuickBooks trainer will teach beginning and current socially disadvantaged and veteran farmers and ranchers how to financially manage their business. Mr. Burton currently keeps books for companies like Boys and Girls Club of America, Capital One; Biloxi Mississippi Gaming Commission and will manage the funds of this grant.

Youth Promoter has a proven track record with getting youth to move and has a great incentive program that will continually motivate our youth beginning farmers and ranchers to excel on a daily basis.



Pastor Robert Dyson will be our project director and has managed projects nationally with up to 700 employees.

Anthony Carter is a US Veteran and has been a farmer for 20 plus years and is committed to traveling and training nationally on programs and sustainability to disadvantaged and veteran farmers and ranchers.

George Relerford has been a rancher for 30 plus years and is committed to sharing and passing on his ranch to qualified and serious youth but like so many disadvantaged and veteran farmers and ranchers has little faith in USDA. His only experience was applying for a \$20,000.00 loan and being denied but he kept going and now owns hundreds of acres with roughly \$250,000.00 of equipment.

#### **PAST FUNDING PERFORMANCE**

It's paramount that we look at awarding grants and funding too socially disadvantaged and veterans organizations that have the heart for the socially disadvantaged and veteran farmers and ranchers who can gain or already have their trust and best interest at heart. To date RFAA FUND INC or its partners has never applied for a grant in their 12 years of existence but has provided over 1 million meals to underserved children nationally, spoken to over 500,000 youth nationally in school districts, colleges, juvenile centers and churches.

RFAA FUND INC has a team that is more that capable of managing the proposed budget and completing this project. Evaluate our team it is composed of a Hispanic female (Master Gardner), National QuickBooks Trainer (Veteran), Veteran Farmers and Ranchers that have never received assistance through USDA local offices. Our project with the support of USDA makes the task easier because it creates a partnership not just a conversation piece. Awarding this funding to RFAA FUND INC will prove to have been one of the best choices because we will go over and above the work you see in this proposal.

VOLT according to [bing.com/maps](http://bing.com/maps) from the farthest counties within a state totals 3,124 miles a VOLT is account for a total number of miles to be 6,724 which is the 3,124 plus 3600 miles accounts for as additional 300 interior miles per state.

13. Texas
  - Navarro to Maverick 384.9 miles 5 hrs. and 54 mins
  - Includes McLennan and Limestone County
14. Louisiana
  - East Carroll Parish to Richland Parish 52.2 mi and 1hr 8 mins
  - Includes Ouachita and West Carroll Parish
15. Mississippi
  - Hinds, Holmes includes Issaquena 80.5 miles and 1hr 27mins
  - Holmes to Winston County 70.4 miles and 1hr 33 mins
16. Arkansas
  - Miller to Lee County 240.4 miles and 3 hrs. 46 mins
  - Includes Jefferson Union County
17. Alabama
  - Wilcox to Macon includes Montgomery 115.4 miles and 2hrs 14 mins
  - Macon to Tuscaloosa County 152 miles and 3 hrs.
18. Georgia
  - Decatur to Laurens 175.7 miles and 3hrs 23 mins
  - Includes Stewart and Peach County
19. Kentucky
  - Owsley to Graves County 360.7 miles and 5 hrs. 29 mins
  - Includes Harrison and Grayson County
20. Tennessee
  - Shelby to Jefferson County 411.8 miles and 5hrs and 56 mins
  - Includes Cannon and Lake County
21. North Carolina
  - Vance to Graham County 365.5 miles 5hs and 32 mins
  - Includes Robeson and Rowan County
22. South Carolina
  - Allendale to Marlboro County 184 miles and 3hrs 9mis
  - Includes Bamberg and Chesterfield
23. Virginia
  - Buchanan to Dinwiddie 335.9 miles and 6hs and 8mins
  - Includes Surry, and Pittsylvania Counties
24. West Virginia
  - McDowell to Doddridge 194.6 miles and 3 hrs. 43 mins
  - Includes Clay and Barbour Counties



## 2014 RFAA FUND INC Outreach and Technical Budget

### Value of a Life Tour

**Event Venues** = \$ 38,480.00

- \$28,800.00 144 venues @ \$200.00 per venue for Socially Disadvantaged and Veteran Farmers and Ranchers Initial Meeting
- \$ 9,600.00 48 Venues @\$200.00 per venue for Instructional Training Family Reunions for committed beginning and current Farmers and Ranchers

**Out Reach** is set a \$2,000.00 per county for a total of = \$96,000.00

- \$1,000.00 in each county includes Radio, TV, Print and Social Media
- \$1,000.00 per county Promotional Items to be given a way as door prizes.
  1. Shrinkable T-Shirts that look like food, livestock and equipment
  2. Water Bottles

**Lodging** = \$ 72,000.00

- 5 Rooms Double Occupancy @ \$100.00 per room for 144 nights

**Transportation** = \$48,857.00

- \$32,000.00 Bus @ \$4,000.00 per month for 8 months including Insurance and Maintenance
- \$ 3,362.00 Bus Gas @ \$4.00 avg. per gallon and 8 miles to the gallon and 6,724 miles
- \$12,000.00 Van @\$1,500.00 per month for 8 months including Insurance and Maintenance
- \$ 1495.00 Van Gas @ \$4.00 avg. per gallon and 18 miles to the gallon and 6,724 miles

**Financial Manager** = \$ 8,500.00

- \$6,000.00 Quick Books Made To Order
- \$2,500.00 Cloud Software

**Staff**

= \$134,096.00

- \$28,000.00 (1) Project Manager
  1. Oversee entire Project
  2. Create and Manage Existing Partnership
  3. Attend USDA Webinars and Trainings
- \$12,000.00 (1) Assistant Project Mgr./ Coordinator 8 months @ \$1500.00 per month
  1. Schedules Events at Schools
  2. Quality Control to Insure Data is on the cloud and in software
  3. Sets up all interviews
- \$43,200.00 (4) Presenters / Trainers and each event has a Lead and Youth
  1. (2) Lead Presenters @ \$75.00 per event
  2. (2) Youth Trainers Lead presenters receive \$25.00 per event
- \$26,896.00 (4) Technical Assistants/ Drivers @ \$1.00 per mile and 6,724 miles.  
\$6,724.00 per Driver
  1. Wrap up each county of the 60 participating Farmers and Ranchers
  2. Gather Surveys and Questionnaires
  3. Maintain contact with designated group of Farmers and Ranchers
- \$24,000.00 (2) Videographers at \$3000.00 per month for 8 months
  1. Video each presentation/ Training
  2. Create short video's with 2 days
  3. Create a county video
  4. Create a state video
  5. Create a National Video

**Total Budget**

**\$397,933.00**