

# Ideas that Matter

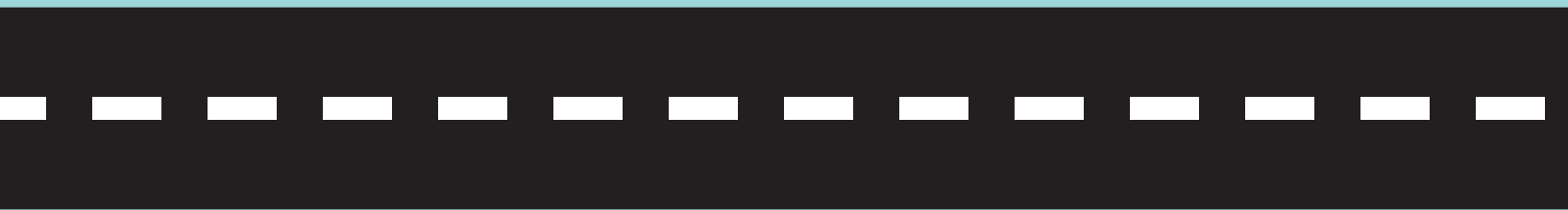
# Sappi Grant Proposal



Blue Ridge  
— AREA —

**FOOD  
BANK**

A member of  
**FEEDING  
AMERICA**



**Zach Trumbo**

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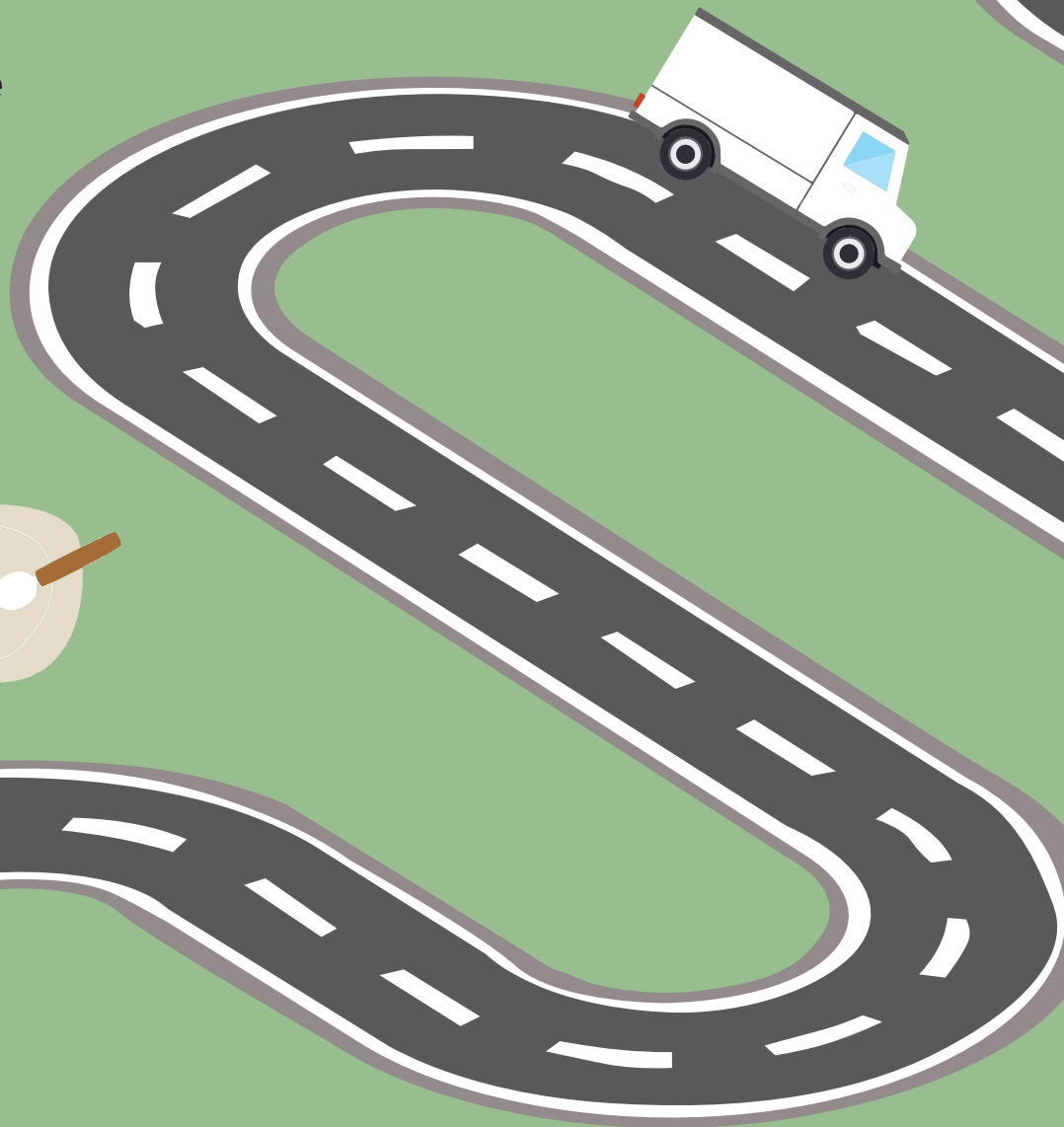
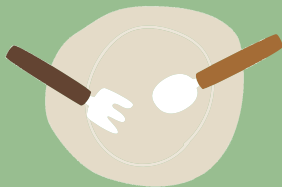
**Jolie Dieu**



**8**  
Blue Ridge  
Area Food  
Bank

**11**  
Good Food  
Truck

**6**  
Hunger





**20**  
Donor Book

**15**  
Proposals



**13**  
Gus Bus



# Hunger



 = 1 million people



## Americans that are Food Insecure

# Hunger in the Valley

131,800

People in the Blue Ridge area are

**FOOD INSECURE**



in



# **The Blue Ridge Area Food Bank**





# Vision

## Everyone has enough to eat.

### Mission

Provide nourishing food to our neighbors in need through vibrant community partnerships and passionate public support.

### Core Beliefs

Hunger is unacceptable, that everyone deserves access to enough food, that food sustains life and nourishes health, and that we are called to serve neighbors in need without judgment.



### Nutrition

We have developed a Food Policy for sourced and donated foods as well as a nutrition education plan.

**Nourish**, a web based interface that helps us make more informed purchasing decisions, using nutrition as our guiding framework.

# Programs

- Community Food Distribution Programs
- Partner Agencies
- Mobile Food Pantry
- Child Nutrition Programs
- Family BackPack Program
- Kids Café
- Summer Feeding Service
- Summer Kid Packs
- Senior Nutrition Programs
- Reach Program
- Senior Boxes (CSFP)
- Nutrition Education Programs

# The Impact

The Blue Ridge Area Food Bank distribute 25.3 million pounds of food a year helping over 131,000 people with food insecurity.

# Tough Choices

Many report that their household income is inadequate to cover their basic expenses, often forcing them to make tough choices. They must choose between paying for food or other neccessities.



**72%**

choose between  
**utilities or food**



**67%**

choose between  
**transportation or food**



**68%**

choose between  
**medicine or food**



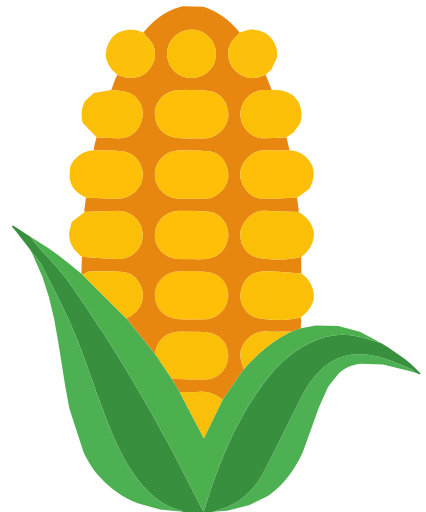
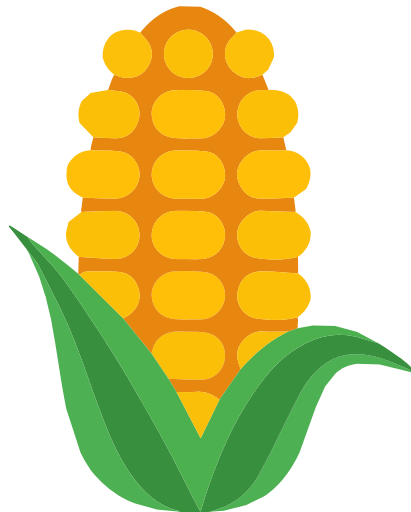
**64%**

choose between  
**housing or food**

# The Good Food Truck

## What is it?

The Good Food Truck is a way to transport produce to neighborhoods in the Blue Ridge Area. It acts as a mobile grocery store to the families in the area. It was launched 3 years ago. It allows the Food bank to reach financially disadvantaged areas in remote, rural communities.



# How has it impacted the community?

Today, we serve an average of 3,343 individuals each month. It has given these families easier access to getting their fresh produce from the Food Bank as well as help the Food Bank volunteers with moving around large amounts of produce.

It also gives the clients the option to choose what produce they want. While learning about the different produce

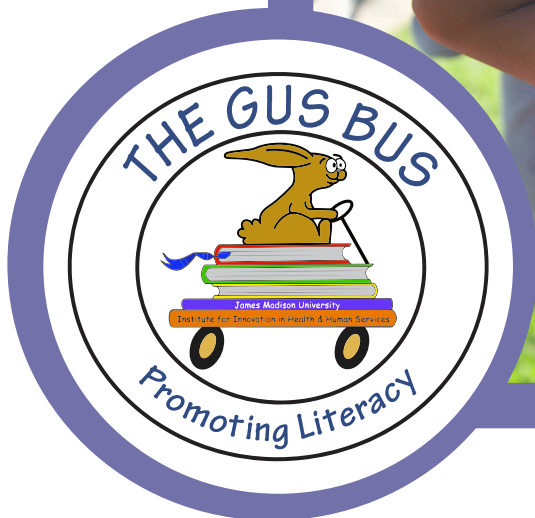


# Partnership with Gus Bus



## What is the Gus Bus?

The Reading Road Show, more affectional known as the Gus Bus, is a mobile literacy program, created by James Madison University, that helps to bring literacy opportunities into the neighborhood of students. On the Gus Bus, instructors provide story time, activities, and book checkout for students. The Gus Bus also works in collaboration with the Blue Ridge Area Food Bank to give out food bags at each neighborhood stop.





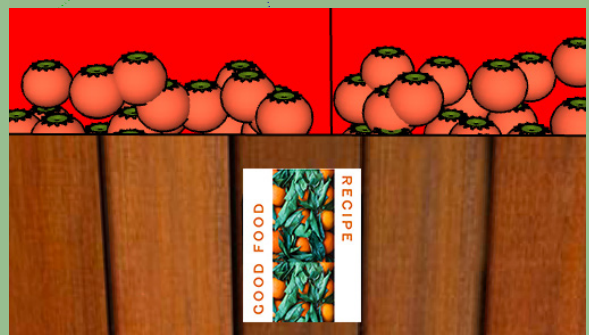
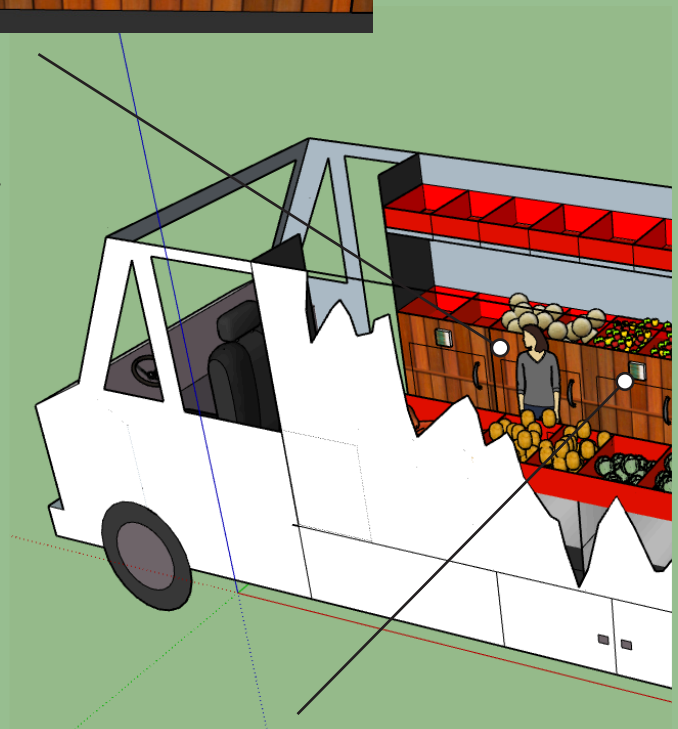
# Our Proposal



# Truck Remodel

## Shelves

The new shelving will make it easier for clients to grab the produce they want. It is easier to see what the produce is and easier for them to pick up any heavier produces like watermelon or cabbage.



## Recipe Card

These recipe codes will be placed on recipe cards as well as the signage for anyone who wants to go paperless. These codes will take the client to a page with many different recipes they can try out.

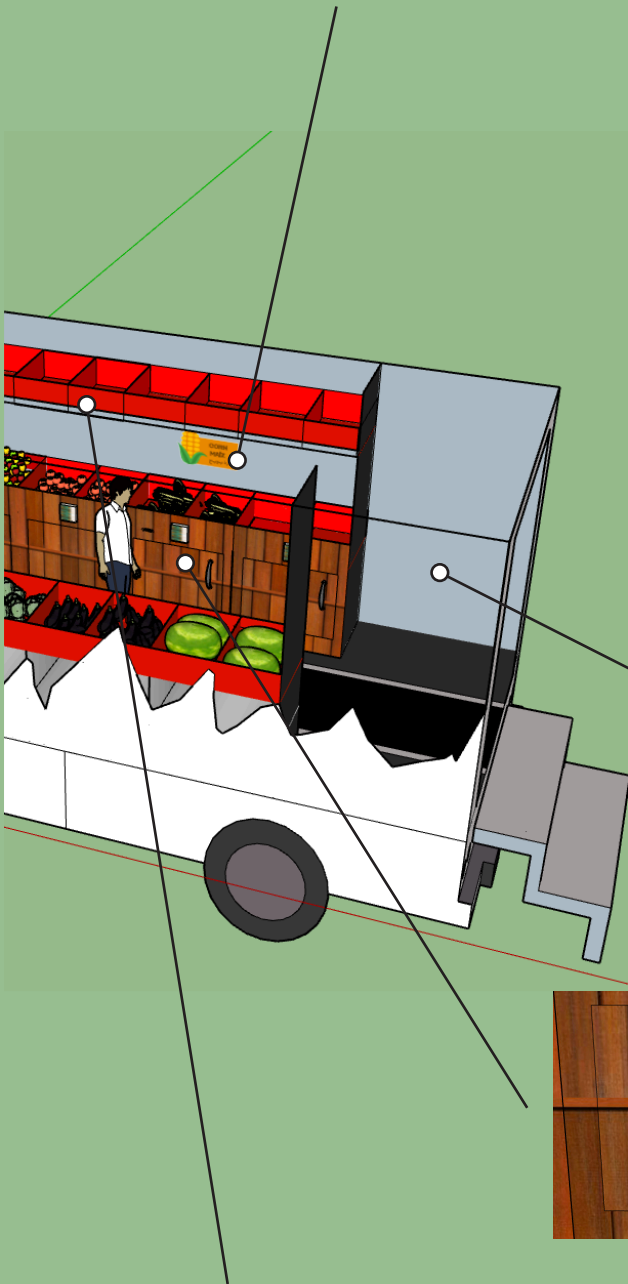




## Multilingual Produce Signage

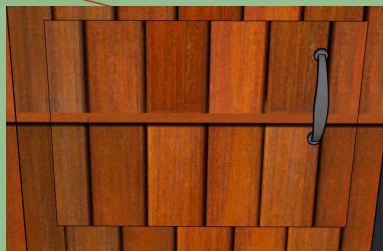


These will be new signage that will be displayed above the produce on the wall. It will be written in multiple languages such as Spanish, Arabic, etc. to cater to the diverse families the food bank serves.

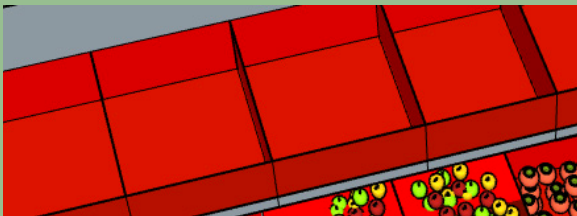


## More Storage

Extra storage in the back of the bus will allow for more room to store bags of potatoes and melon bins.



Cubby spaces under produce bins can be used to store extra literature, empty produce bins, and any other backstock.



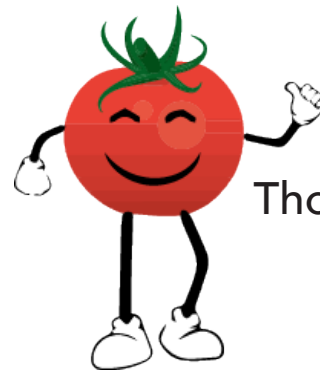
Excess produce bins can be stored overhead until needed. Once a bin space becomes vacant, a new bin can be pulled down from overhead.

# Keeping the Kids Involved



## TITLE PAGE

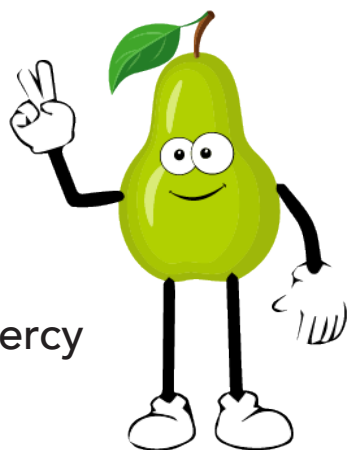
Each month, a new volume will promote a new comic story!



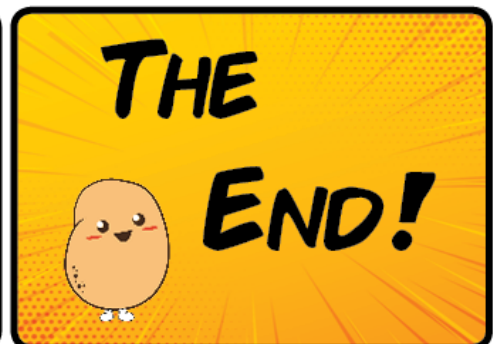
Thomas

## COMIC PAGE

A new comic every month featuring the produce of the month!

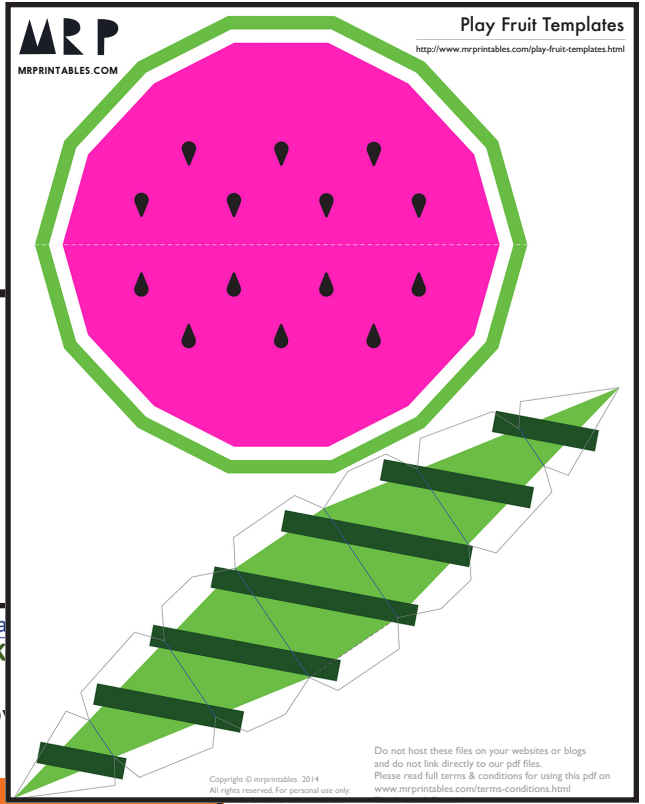


Percy



# ORIGAMI PAGE

Promote creativity with hands-on origami activities featuring a new fruit or vegetable every month!



# WORD SEARCH PAGE

Kids learn new nutrition related words and how to spell them at the same time!

Blue Ridge Area  
FOOD BANK

Help Pat stay healthy by  
finding hidden words!

NUTRITION

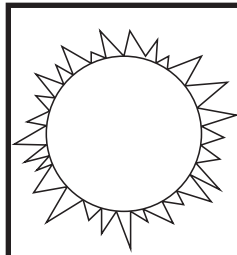
V I T A M I N Z W D P  
 E B J E C Q K Y C N R  
 G N D G A R D E N S O  
 E H U R L F R E S H D  
 T B D T O M A T O E U  
 A S P A R A G U S A C  
 B P N V I I F A W L E  
 L D P C E W T R P T Z  
 E L E L O N H I U H O  
 T Y E Q E R W W O I B  
 P R O T E I N J E N T

WORD BANK

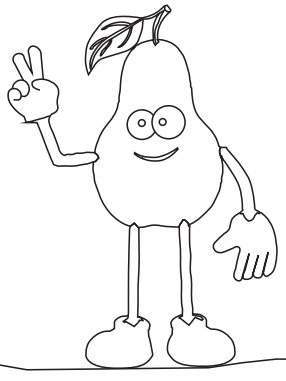
NUTRITION	CALORIE	VITAMIN	HEALTH	FRESH
ASPARAGUS	PRODUCE	FRESH	FRUIT	MELON
VEGETABLE	PROTEIN	TOMATO	APPLE	CORN



Pat



What  
Percy [



# COLORING PAGE

Color in the produce of the month and decide how he will spend his day!

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# A Sample of the Donor Book

This small deliverable will be given to donor and other companies that want to learn more about the Blue Ridge Area Food Bank and what they can do to help. The goal is to persuade them to donate to the Food Bank. It will be a small booklet printed on Sappi paper.

## SAMPLE



Blue Ridge Area  
**FOOD BANK**

A member of  
**FEEDING  
AMERICA**

## SAMPLE

**What is the  
Blue Ridge  
Area Food  
Bank?**

### **MISSION**

Our mission is to provide nourishing food to our neighborhoods in need through vibrant community partnerships and passionate public support.

### **VISION**

Every one has enough to eat.

# SAMPLE

**Where does  
the food  
come from?**



# SAMPLE

**Become a Donor &  
make an impact today!**

# ZACH TRUMBO

## CONTACT DETAILS

EMAIL: [trumbojz@dukes.jmu.edu](mailto:trumbojz@dukes.jmu.edu)

PHONE: +1 (540) 490-0751

WEBSITE: [trumbojz.com](http://trumbojz.com)

## SKILLS

- Problem Solving
- HTML & CSS
- Javascript & JQuery
- Bootstrap
- UX Design
- Google Drive
- Adobe Suite
- Customer Knowledge
- Microsoft Office
- Public Speaking
- Teamwork

## EDUCATION

**BLUE RIDGE COMMUNITY COLLEGE**  
ASSOCIATE OF ARTS AND SCIENCES,  
MAY, 2017

## JAMES MADISON UNIVERSITY

BS IN MEDIA ARTS AND DESIGN,  
DECEMBER, 2019

## EXPERIENCE

### ADMINISTRATIVE ASSISTANT INTERN

SIERRA McCRAE PHOTOGRAPHY | JUL 2016 - NOV 2017

- Website development
- Photo editing
- Bookkeeping
- Corresponding with clients

### RED LOBSTER | AUG 2016 - CURRENT

- Customer satisfaction
- Submitting orders
- Adapting
- Working as a team
- Food safety

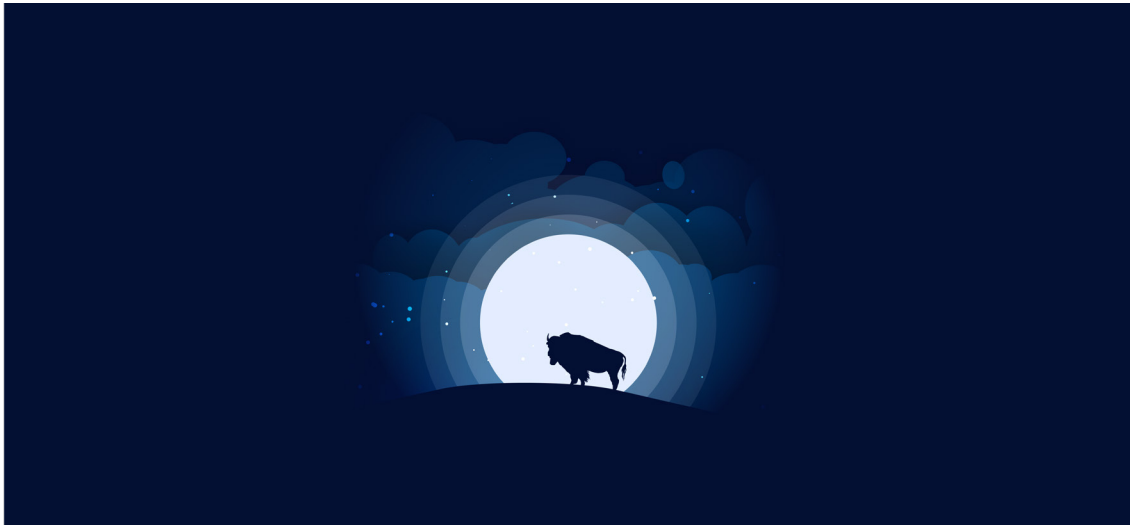
## CERTIFICATIONS

- User Experience for Web Designers
- Storytelling for Designers
- Web Development Foundations: Web Technologies
- WordPress Essential Training
- HTML Essential Training
- Interaction Design Foundations
- Axure RP for UX Design

## ACHIEVEMENTS

- Produced and directed a studio PSA.
- Developed an Ad campaign for a local non-profit.
- Redesigned a book cover.
- Designed and created a mobile app.
- Designed and coded a retail website.
- Produced and directed a music video

# Portfolio



**A Conversation**  
 With MacArthur Genius  
**Yiyun Li**  
 And Whiting Award Winner  
**Amy Leach**

Memorial Hall  
 April 2, 2019 at 5 pm

Sponsors: C&T Writing Scholars, C&I Deans Office, English Department, Office of Access and Inclusion, College of Visual and Performing Arts, and Writing, Research and Technical Communication. For more information, please contact the event host, Erica Cavanagh at [cavanake@jmu.edu](mailto:cavanake@jmu.edu).

**WHAT ARE WE?  
 HUMANS?  
 OR ANIMALS?  
 OR SAVAGES?**

**LORD OF THE FLIES**

**WILLIAM GOLDING**

British schoolboys are stranded on a tropical island. In an attempt to recreate the culture they left behind, they elect Ralph to lead, with the intellectual Piggy as counselor. But Jack wants to lead, too, and one-by-one, he lures the boys from civility and reason to the savage survivalism of primal hunters. In *Lord of the Flies*, William Golding gives us a glimpse of the savagery that underlies even the most civilized human beings.

Awardee of the prestigious Nobel Prize in Literature in 1983, the coveted Booker Prize in 1980, and the James Tait Black Memorial Prize in 1979, William Golding's writing continues to touch every country in the world and is today read in more than 35 languages. He was knighted by the Queen in 1988, and his 'journalistic-realistic' classic novel *Lord of the Flies* is a global phenomenon.

# JOLIE DIEU

## CONTACT DETAILS

PHONE: 1+ (703)980-3370

EMAIL: Jolie.dew@gmail.com

WEBSITE: JolieDew.Wordpress.com

## PROFILE

Hi, my name is Jolly and I am currently a junior, Media Arts and Design Major, with a concentration in Interactive Design. I am experienced in designing screen and print graphics, social media and User Experience and User Interface design. I am looking for an internship where I can learn more about social media marketing, logo and branding, and User Experience/User Interface design, so I can improve my knowledge and experience on these skills. I hope to learn how I can apply my skills into the real world.

## EXPERIENCE

### PUBLIC RELATIONS CHAIR

#### MOZAIC DANCE TEAM | FEB 2019 - CURRENT

- Manage social media accounts and created social media for daily postings
- Created flyer and posters to promote fundraising events
- Created video promotions
- Created designs for apparel

### GRAPHIC DESIGNER

#### KYLE DIEU PRODUCTIONS | 2017- CURRENT

- Created cover art for music promotion
- Created other screen graphics and printed material

### SOCIAL MEDIA MARKETING INTERN

#### QUINOA QUEEN FOODS | 2019 - CURRENT

- Manage social media accounts and created social media for daily postings

## EDUCATION

### JAMES MADISON UNIVERSITY

BS IN MEDIA ARTS AND DESIGN,  
CONCENTRATION IN INTERACTIVE DESIGN  
2016-2020

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Lightroom
- Wordpress
- HTML/CSS
- User Research
- Canva
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Google Suite
- iMovie



# Portfolio



**"Dear Friend,**  
From My Life I Speak to You in Your Life

**A Conversation**  
with MacArthur Genius **Yiyun Li**  
and Whiting Award Winner **Amy Leach**  
about the writing life and reading life"

**April 2, 2019**  
at 5PM

**Memorial Hall**  
**Auditorium**

