OURVOICE

—

Communities coming together to end hunger in America

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Overview

OURVOICE creates a community-based solution to hunger in America that combines an integrated system of research, behavioral science, media initiatives, and technology.

OURVOICE is a proven concept backed by over a decade of experience, applying this approach with proof of concept testing, resulting in measurable positive results.

OURVOICE integrates qualitative and quantitative research, advanced media techniques, proprietary mobile applications, and interactive kiosks, to create long term community-based solutions to hunger. Collectively, the system:

- Identifies and eliminates barriers to issue engagement and motivates community activism
- Quantifies the root causes of hunger in a specific locale
- Identifies correlating physical and human resources
- Enables philanthropic matchmaking
- Applies these resources to directly address the root causes of poverty and hunger
- Designs the system to be scaled to communities across the country

Taken as a whole, the system delivers an enduring solution to end hunger

The Cost of Hunger

1 in 8 People In America

42 Million including 13 Million Children*

$3.5 Trillion — Lost in Lifetime Spending

$50 Billion — Spent annually to feed the hungry, not solving the root causes of hunger
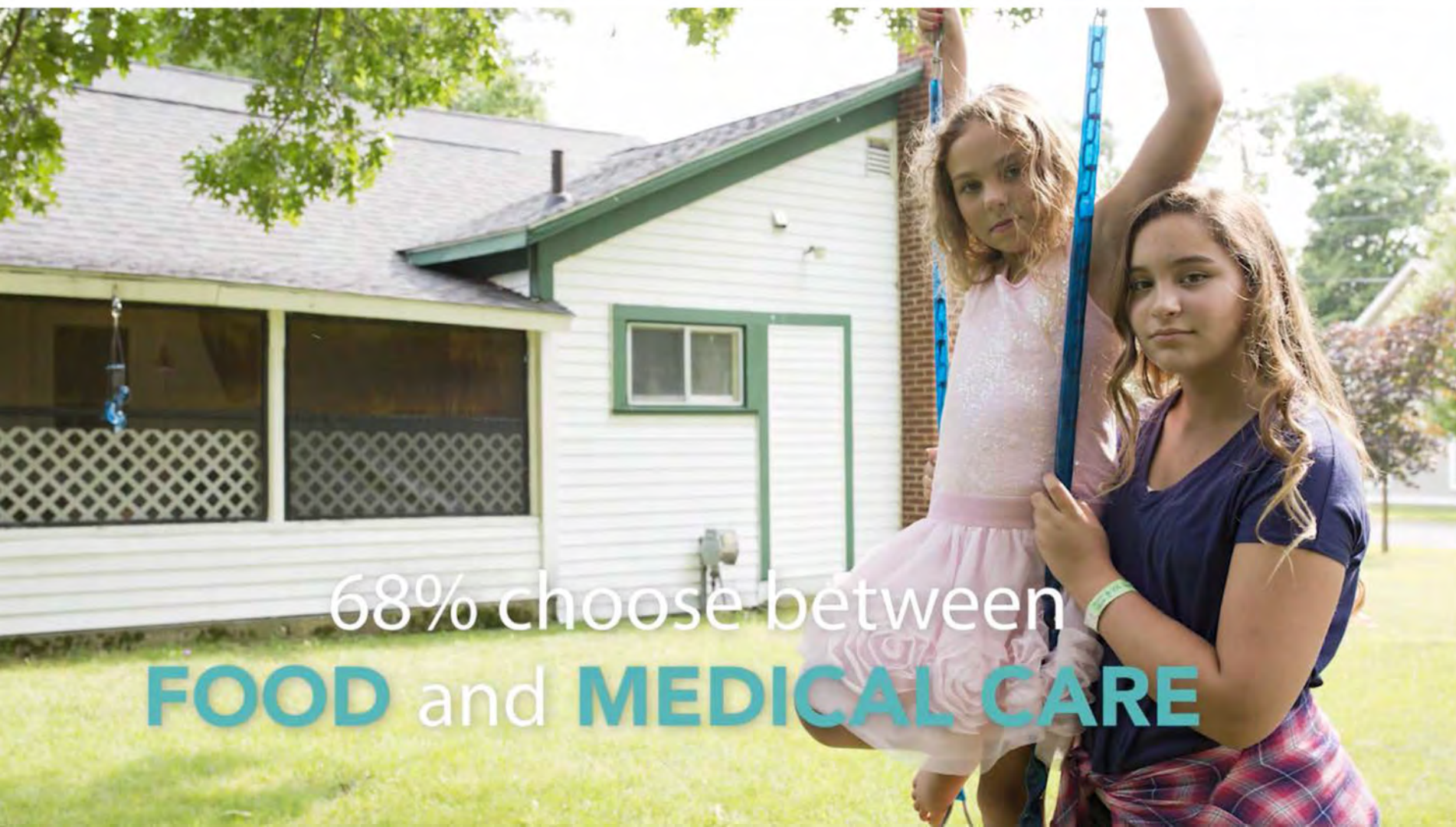
Healthcare costs

School dropouts

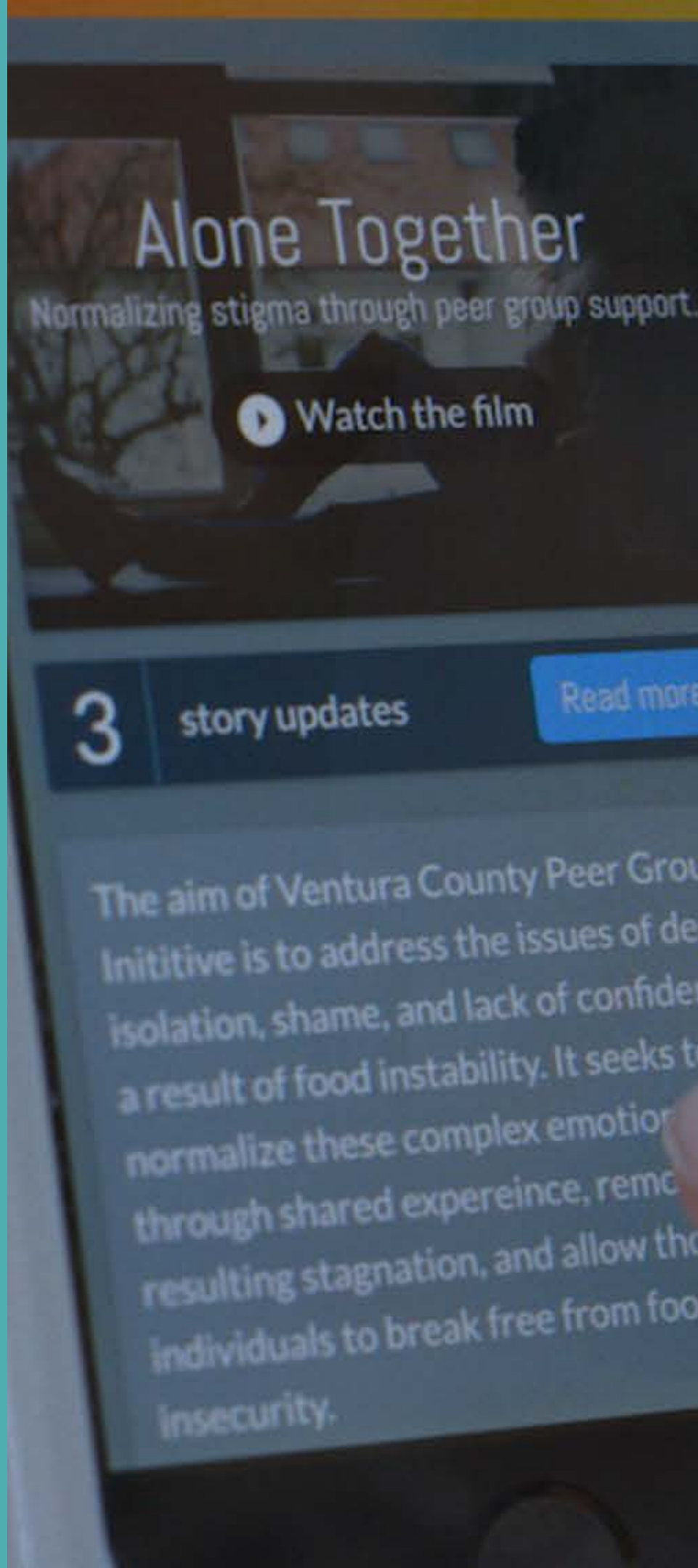Crime & Incarcerations

57% choose between FOOD and HOUSING

31% choose between FOOD and EDUCATION

68% choose between FOOD and MEDICAL CARE

69% choose between FOOD and UTILITIES

Why Now?

This pandemic has taught us how vulnerable Americans are to a crisis

— **Unemployment over 14% it's highest since 1948**

— **3 million more people and 2 million more kids food insecure.**

— **Food pantries and volunteer staff overwhelmed**

— **This is not the last crisis America will face...**

— **Climate change, social and political unrest, fires, water shortages, energy shortages, etc.**

We have to plan for a crisis, not react to one.

OURVOICE

Communities coming together to end hunger in America

Watch [this short film](#) to see the consequences of hunger in communities and the OURVOICE system at work building healthier and safer communities.

How/Why It Works:

General Concepts

## We Listen To The Community

OURVOICE treats the hungry and community as a whole as the experts. The hungry are hired as consultants, and community leaders and residents tell us what works and what is needed.

Inspiring Media Content

From data collected in deep community assessment research we create strategic media assets to change perceptions and inspire whole-community involvement to solving hunger

Innovative Technology
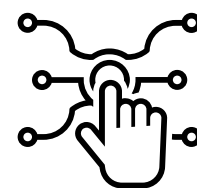
Our technologies are developed to reach all areas of the community, identifying needs and matching them with resources, while inspiring and facilitating actions to solve hunger.

Unparalleled Data Collection

Analytics allow us to measure and adjust the impact of our system on project goals, issue awareness, changes in perceptions, and messaging to maximize the results of community engagement. This progress is built into compelling stories and shared with the community - and partnering companies to share with employees and customers

Communicating Progress:

OURVOICE tracks progress with boots on the ground as well as data-driven analytics built into our tools.

Documentary-style video updates are created as part of our media engagement campaigns. By communicating the work being accomplished and sharing the stories of the people involved, the community stays engaged.

Supporting companies can share with customers and employees these powerful stories of lives being changed and communities becoming healthier and stronger.

Proof of Concept In Ventura, CA

Asked by the foodbank:
"How do we get the community to engage in solving food insecurity?"
The OURVOICE system changed people's perceptions, beliefs and desire to get involved.
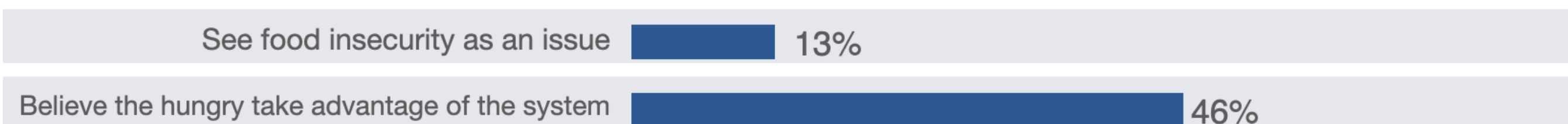
PROOF OF CONCEPT RESULTS: Understanding The Community

Identifying values and beliefs that can either help or hinder community engagement, allows us to tailor messaging for greatest impact.

Motivators Identified: Family values and concerns for family safety

Family oriented	51%
Holds strong Family values	44%
Hardworking	42%
Keeping your family safe	74%

Negative Perceptions Identified: food insecurity not seen as an issue, and people receiving help were thought to be taking advantage of the system.

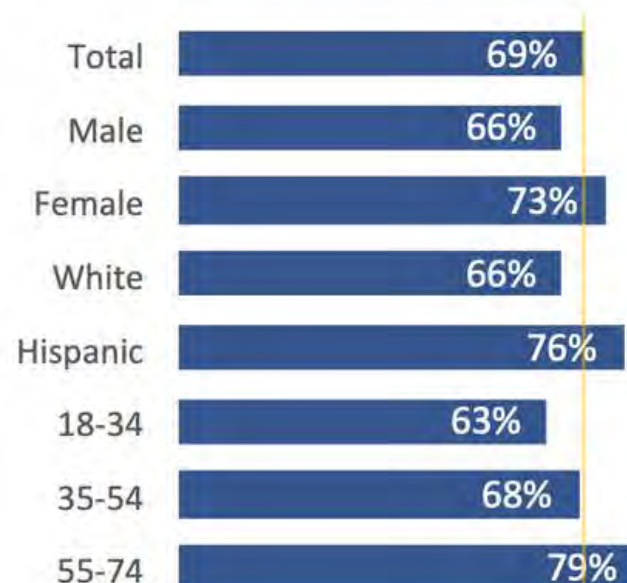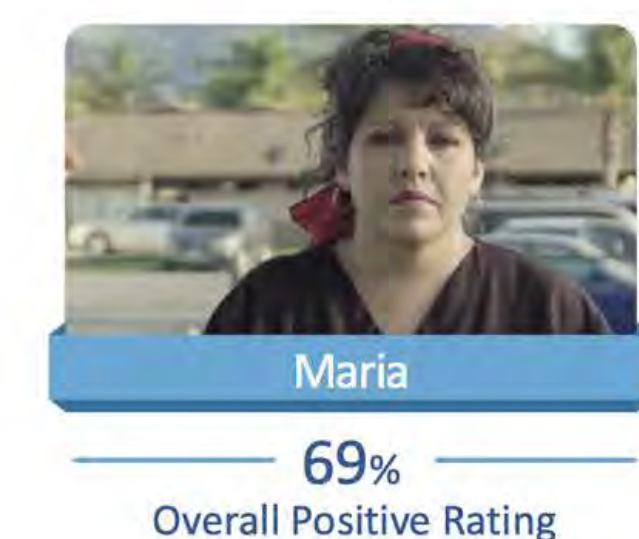|	
See food insecurity as an issue	13%
Believe the hungry take advantage of the system	46%

PROOF OF CONCEPT RESULTS: Changing Perceptions

Having identified positive motivators and negative perceptions, Ourvoice creates and shares compelling stories addressing those issues of real people in the community who utilize food resources.

Maria video: Watch here

Video message: Maria is food pantry client, and hard worker who cares about her family and volunteers to help others.
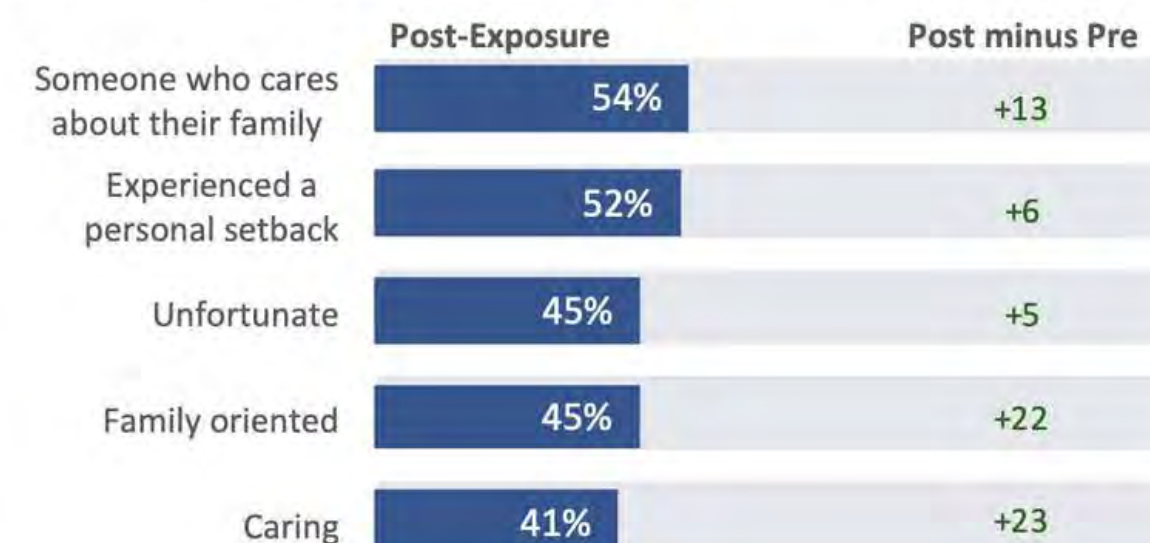
Maria

69% Overall Positive Rating

Total	69%
Male	66%
Female	73%
White	66%
Hispanic	76%
18-34	63%
35-54	68%
55-74	79%

Video Descriptors
Top 7

Truthful	(78%)
Informative	(77%)
Compelling to watch	(73%)
Important	(73%)
Powerful	(71%)
Motivates you to want to help others in your community	(70%)
Held your attention	(70%)

Community Attitudes – Pre to Post-Exposure Effect
Top 5 Differences (Post minus Pre)

+41	+19	+17	+17	+16
Food insecurity is affecting my community	Hard working people in my community cannot make ends meet	I believe we can solve food insecurity in my community	People in my town need food pantries in order to feed their families	Food insecurity is everyone's problem

Food Insecure People Descriptors – Pre to Post-Exposure Effect

	Post-Exposure	Post minus Pre
Someone who cares about their family	54%	+13
Experienced a personal setback	52%	+6
Unfortunate	45%	+5
Family oriented	45%	+22
Caring	41%	+23

PROOF OF CONCEPT RESULTS: Root Causes and Community Actions

By addressing the root causes that create the conditions that cause food insecurity, we can give people the opportunity to climb out of poverty and make hunger a non-issue. Utilizing food pantries and community kitchens as service locations when possible allows us to meet the food pantry clients in need, where they are.

Root Causes for Non and Under-employed:

- Lack of english language skills
- Lack of confidence in job search and training pursuits
- Lack of job training
- Transportation issues
- Emotional and Mental Stresses
- Addiction issues
- Financial Stress Issues

Potential Community Actions:

- Peer-to-peer support groups, mentoring and goup classes
- Language training
- Job search and skills training for local employment opportunities
- Ride share programs and partnerships
- Mental health services
- Addiction services and counselors
- Financial Management

OURVOICE Technologies

By developing technologies to work within the limits of the communities at need we are able to overcome low exposure and access to technologies, limited broadband service, language barriers and distrust.

Data Collection

Question sets are developed to identify root causes of hunger and then deployed through specialized technology including kiosks and online apps, for in person, anonymous, multi-lingual information collection for people without access to Internet or smart phones. and email.

Needs and Resources

Inventory management systems allow community members to provide items and services. Mobile friendly admin access provides staff with tools to match and deploy team members for pickup and delivery.

OURVOICE Community App

A powerful tool for sharing the stories of projects in progress, community involvement, to help inspire involvement, organizing projects, providing messaging, tracking progress and celebrating successes.

Analytics

Extensive analytics allow us to measure and adjust all aspects of the project and the impact of our systems on targeted goals to maximize community engagement and outcomes of those being helped.

A Proven Platform

71% Increase in willingness to get involved in solving hunger

70% Improvement in negative perceptions around the hungry

41% Increase in awareness that hunger was negatively affecting their community

22% Increase in the belief that hunger is everyone's problem

OURVOICE'S
Next Steps

Communities coming together to
end hunger in America

Why Los Alamos?

A microcosm of the United States

Demographics

— Racially diverse

— 1/3 of the population is food insecure

— Almost 50/50 split between political party preference

— Influx of young wealthy individuals

Obstacles

— Lack of health care and transportation

— Large class and racial divides

— A large amount of undocumented people

— No robust non-profit or government programs

Progress Roadmap

months

3 PHASE 1 –
Project Development
COMPLETE

4 PHASE 2 –
Technology Development

4 PHASE 3 –
Action Development

12 PHASE 4 –
Scale to other communities

Phase I: (COMPLETE)

- Research Location of Launch Community
  - Identify Los Alamos as the initial launch location
  - Research demographics and history
  - Meet with community leaders
  - Form Alliances and partnerships
- Produce Project Documents: project management, project plan, budgets, timelines, team and staffing requirements, alliances, media production plans
- Research needs and assets of local nonprofit - Los Alamos Foundation (LAF)
  - Interviews with all stakeholders
  - Produce a preliminary report on needs and assets of LAF
- Research needs of low-income community
  - Interviews with community organizers and stakeholders
  - Produce initial needs of the community report
- Produce action plan for initial needs of the community
  - Identified daytime care program for low-income families as first target OURVOICE action (Summer in the Park)
    - Developed and implemented social media campaign to fund Summer in the Park
    - Funded Summer in the Park
  - Identified Secondary action plan
    - Specialized technology system for data gathering on needs of low-income community
    - Begun initial development stages of first technology build-out
- Produce funding assets for next phase

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Next Steps

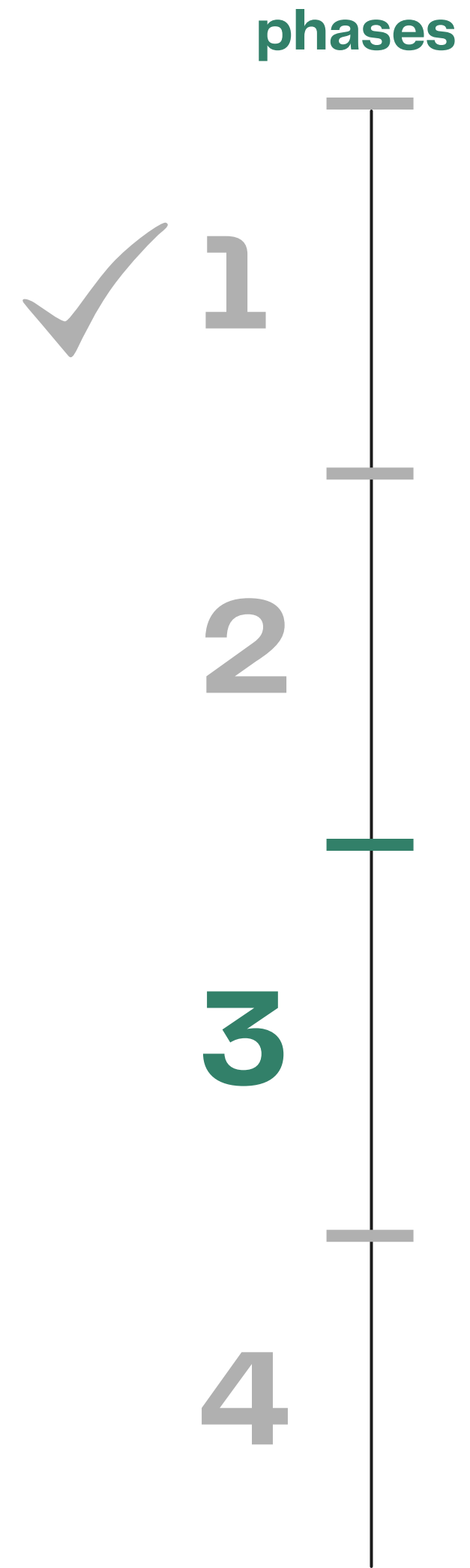**Phase II. Media and Technology Development, 4 months**
- Root Causes of Hunger Assessment Phase
  - MVP data gathering tech build, test and deploy
  - mobile app, website and kiosks development start
  - Community acceptance media production
  - r&d, question set develop and test,
  - deploy hunger community survey
  - summary report on root causes of hunger and poverty
- Community of means Assessment Phase:
  - mobile app, website and kiosks development start
  - r&d, question set develop and test,
  - Deploy community of means survey
  - Produce summary report on community of means
  - media production
  - media testing
  - Start technology build, for asset data and community engagement

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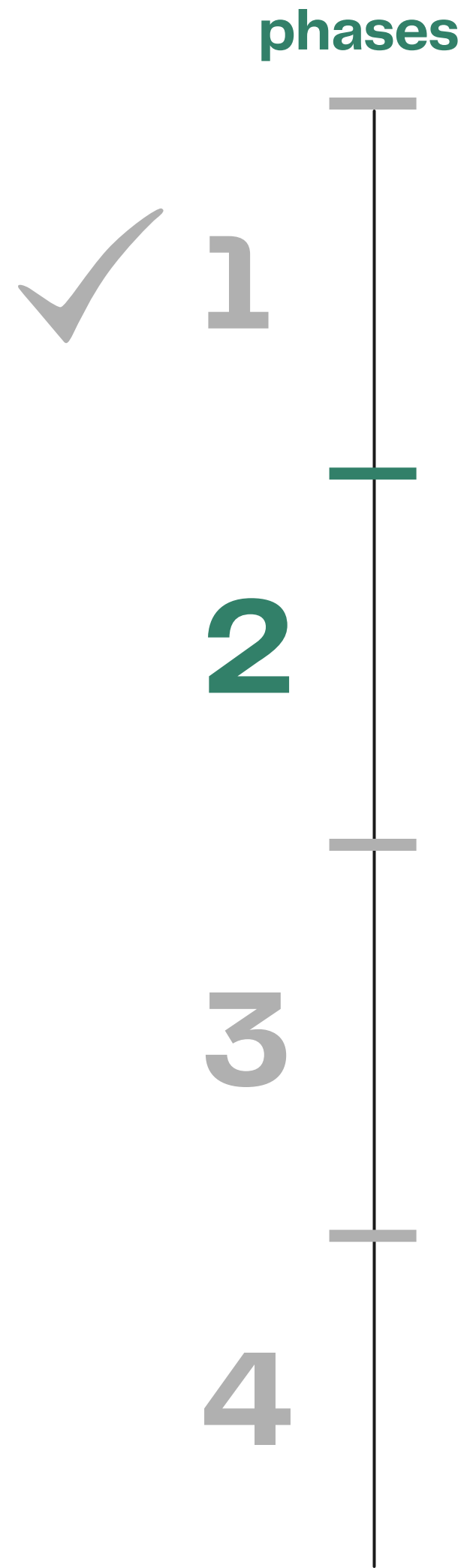
Phase Three

Phase III. Action Development, 4 months

- Strategy and Planning: mvp action development, locations, partnerships, sponsors, staffing, locations, budgets, timelines, project management documents
- Community Engagement and asset gathering buildout, prototype launch and test
- Revenue Model Development: r&d, partners and alliances, project plan document
- Phase IV Capital Raise, media and pitch assets, travel, presentations, partner development

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Phase Four

Phase IV. Action, 12 months
- Media Development: PR and social media assets, video production, PR firm engagement, deploy PR campaign
- Community Engagement Technology: deployed- engagement, analytics, progress reporting, rewards functions, revenue functions, gamification,
- Hunger Assessment Technology (KIOSKS): individual interface functions, reward functions, service delivery functions, deploy kioks, summary repots
- Launch Action: site management contractor, staffing, community engagement operations
- Deploy Community Revenue Models, technology launch, media support, partnerships, mico and maco engagements
- Community Assessment Research: mid action assessment report
- Hunger Assessment Technology: mid action assessment report
- Adapt and Improve: adapt media, technology and action based on project assessment reporting
- Community Assessment Research: final project assessment report
- Hunger Assessment Technology: final project assessment report
- Pilot Project Summary Reports: proof of concept analytics and reports

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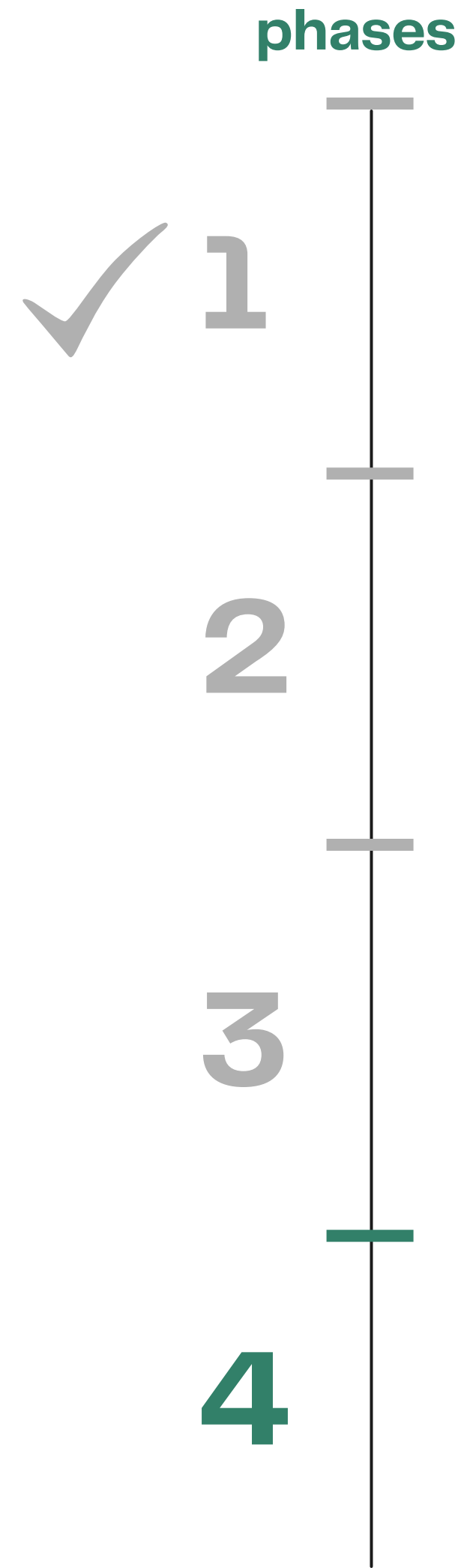
A Gift for the Nation

It <u>costs more</u> to feed people than it does to alleviate hunger. We want to create a better economic system by eliminating hunger and creating safer communities by employing those that are in need.

Those who learn the system can be trainers and coaches for the next community allowing the model to scale across America.

The Team

CONCEPTION MEDIA

Film and Media Production

SMITHGEIGER

Analytics and Insights

OPUS LOGICA

Venture Technology

A team of media and technology experts creating a system to change mindsets, engage communities, empower solutions, and provide tools to manage it that scale nation wide.

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The Toughest Proving Grounds

In 2004, OURVOICE founder and director Mark Manning developed the system while operating a humanitarian relief agency in conflict zones in Iraq.

In 2004 the city of Fallujah had been destroyed by an American assault. 50,000 civilians were in desperation. At the same time, most relief agencies had pulled out of Iraq because they were being targeted. There was a major humanitarian crisis without any relief.

Not really knowing what was needed, Mark Manning and Rana Al Aiouby, an Iraqi humanitarian worker, walked into the city and met with tribal leaders to ask them. Tribal leaders explained that they first needed Korans – because the Mosques had been destroyed, and fans because it was hot, and they needed to fan themselves while they prayed.

Mark and Rana went back to Baghdad, loaded a truck full of Korans and fans and delivered them to the destroyed city. This earned them the trust of the people and they successfully operated more than 40 humanitarian missions during the height of the conflict.

By listening, they learned that needs can vastly differ from what is assumed. When you work to listen and provide what is truly needed, the broader community is inspired to engage. The system worked — and the seeds of OURVOICE were born.