**PlantPure Communities Oasis Jumpstart Pilot Program**

**Memorandum of Understanding**

This Memorandum of Understanding (“Memorandum”) is made on this \_\_(date), by and between PlantPure Communities (“PPC”), of 101 East Clay St., Mebane, NC 27302, and [Group], of [Group Address].

1. **Purpose.** The purpose of this Memorandum is to provide the framework for carrying out the Oasis Jumpstart Pilot Program (the “Program”) in [Community Name, State], by [Group] with the support of PPC. The PlantPure Communities Oasis Jumpstart Program offers reduced-cost, healthy meals and nutrition education in low-income communities, food deserts, and other underserved neighborhoods to people who otherwise would not have access and/or could not afford it.  The Program offers participants the opportunity to learn about the benefits of a plant-based diet, while enabling them to experience firsthand the powerful health impacts. This will empower them to take control over their health and well-being and begin the process of creating a strong, healthy, sustainable neighborhood
2. **Obligations of the Parties.** The parties agree to work together in the true spirit of cooperation to ensure that there is united, visible, and responsive leadership of the Program and to demonstrate financial, administrative, and managerial commitment to the Program as described in this Memorandum.

Subgrant Budget:As part of the Program, PPC may provide a subgrant to [Group] to help cover one or more of the costs connected to the carrying out of the Oasis Program in [Community Name, State] (the “subgrant”). {Group} must use Subgrant received from PPC generally in conformance with this Budget in Attachment #1. Any significant departure from this Budget requires that [Group] seek and secure prior PPC email approval. If fewer than the target number of people participate, [Group] will return to PPC the remaining funds, food and materials within one month of the Jumpstart, unless [Group] receives PPC approval of [Group]’s email request to reprogram the resources.

1. **Program.** The Oasis Program generally consists of the following**:**

* Participant enrollment & Forms
* Screening of the film, *PlantPure Nation* and/or showing of [Jumpstart video](https://drive.google.com/file/d/0B6BJOTeqOx-5T3VzdXpTZmttSHM/view?usp=sharing)
* Biometric testing of participants on first day of Jumpstart
* Participants eat only whole food, plant-based (WFPB) meals with no added oil during specific time period - known as the Jumpstart portion of the Pilot
* Biometric testing of participants on last day of Jumpstart
* Report on Pilot: Foundational Story/Testimonials
* Supplemental Program Activities: An important feature of the Oasis Program is to use the Jumpstart as a catalyst to create and deliver complementary activities taking place over a multi-week period, working synergistically to help achieve lasting change in the health and well-being of participants. While it is anticipated that participants will be inspired to make changes when they see the biometric data that proves the powerful benefits of eating plant-based, there is also value in providing resources and support to improve the likelihood of success in the short-term and lasting health and quality of life improvement over the long-term. (See “Action Sheet - Supplemental Program Activities” for list of the types of additional program activities and services that have been identified as being potentially important for supporting long-term change.)

1. **Allocation of Responsibilities.** In addition to the Key Obligations above, the parties will perform the responsibilities as set forth below:

**A. PPC Responsibilities include:**

* Provide Program and Participant forms, guidance documents and program structure.
* Provide negotiated below-market pricing for WFPB meals and/or Kitchen Starters.
* Support [Group]’s efforts to secure participation of healthcare resource person.
* Support [Group]’s efforts to secure reduced cost or pro bono biomarker testing.
* Support [Group] in the writing of funding proposals and the identification of potential funders.
* Develop the graphic design and flyer for the Program.
* Provide educational materials -- as more fully described in attachment #3
* Provide DVD of the *PlantPure Nation* film consistent with PPC’s license agreement/requirements.
* Provide support to [Group]’s efforts to secure buy-in of “partner groups” which may commit to offer support during the 10-day jumpstart and/or for supplemental program services.

**B. [Group]’s responsibilities include:**

* Identify a Local Program Coordinator [Name of day-to-day contact person at Group] and any other staff with clearly defined roles and share that information with PPC.
* Regularly update the Projected Schedule of Key Milestones (see attachment #2)
* Identify and secure a venue for the film screening and/or videos (e.g., church, library, community center, theater).
* Fully understand and accommodate the delivery needs of the food supplier, and secure a venue for food delivery and storage and establish a distribution process.
* Provide a venue for regular meetings with participants.
* Conduct outreach for participant sign-up and participant registration, and secure signed Participant Forms.
* Secure fully executed forms before accepting applicants into the Program and email electronic copies of all forms to PPC prior to or on the day of the first biometric testing.
* Collect and be accountable for funds from each participant, as applicable.
* Outreach and coordination of local groups and champions.
* Identify and coordinate with PPC, and take the lead, in strategically reaching out to the key political people that need/want to be involved.
* Order and pay for the food.
* Assign someone to take photos and/or videos during the Pilot and share them with PPC.
* Collect testimonials and share them with PPC (see “Communication Strategy” section below).
* Identify and secure pro bono services of a physician/healthcare resource person who will donate his/her time and services to the Program in accordance with the “HealthCare Resource Person” PPC program guidance document.
* Arrange for reduced priced or pro bono bio-marker testing of participants, before and after the 10-day Jumpstart, and share with PPC that data and other long term data tracking, in accordance with HIPAA rules and PPC program forms and guidance.
* Gather and distribute data in a manner consistent with PPC guidance/forms, HIPAA rules, and applicable state and federal laws. Group acknowledges that health information collected by [Group] must be kept confidential and handled according to HIPAA confidentiality requirements.
* Send de-identified biometric testing results to PPC within 14 days of receipt of such data. Each participant should be assigned a number (code) and the data should be sent to PPC with the number
* Track long term results of Participants. {details added here re: length of time and scope & mechanics of biometric testing}
* Offer WFPB meals to participants via farmers market(s) when applicable. If applicable, work towards establishing a system so that participants are able to pay for meals using their Supplemental Nutrition Assistance Program Electronic Benefit Transfer (SNAP EBT) cards. And, if applicable, establish systems so that the benefits from Wholesome Wave (Double SNAP and Fruit and Vegetable Prescription Program) are made available to eligible Program participants, as well.
* Coordinate a thoughtful Kickoff presentation, considering the suggestions offered in PPC’s Kickoff Agenda guidance document.
* Develop and implement a program to address meal preparation specifically for breakfast and snacks, utilizing PPC’s nutrition education documents and other materials. .
* Reach out to PPC if unforeseen costs arise connected to the carrying out of the Oasis program.
* Send Personal Evaluation Forms and Local Coordinator Feedback Form to PPC within 14 days of Jumpstart completion.

1. **Communication Strategy**. Marketing of the Pilot and any media or other public relations contact must be consistent with the Program objectives and only undertaken with the express agreement of both parties, if outside this Memorandum. Because of laws regarding health claims, publicity about the program and results of the program must use only the information provided by PPC or testimonials. Where it does not breach any confidentiality protocols, a spirit of open and transparent communication must be adhered to. Coordinated communications will be made with external organizations to elicit their support and further the aims of the Program. To the extent it is needed/desired by the local nonprofit, the parties will work together on a written public relations/media/social media plan and timeline. At the conclusion of the Jumpstart portion of the Pilot, the parties will work to finalize a ‘foundational’ written description of the Pilot that both parties may use to guide their external messaging.
2. **Notice.** Any notice or communication regarding this Memorandum shall be sufficiently given by email to:

PPC: Caroline Dyar, cdyar@plantpurecommunities.org or Alex Brown, abrown@plantpurecommunities.org and

Cc: Jody Kass, jkass@plantpurecommunities.org

[Group]: Name, email

1. **Governing Law.** This Memorandum shall be construed in accordance with the laws of the State of North Carolina.
2. **General Provisions.** This Agreement sets forth the entire understanding of the parties regarding [Group]’s relationship with PPC. Any amendments must be in writing and signed by both parties. This Agreement shall not be assignable by either party, and neither party may delegate its duties under this Agreement, without the prior written consent of the other party.

The parties support the goals and objectives of the PlantPure Communities Oasis Jumpstart Pilot Program as described in this Memorandum:

PlantPure Communities, Inc. [Group]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Jody Kass Date [Name] Date

Executive Director [Title]

*doc: TemplateMOU/January 2018 updated*

**ATTACHMENTS - LIST OF ATTACHMENTS**

Attachment #1: Budget (requires signature)

Attachment #2: Projected Schedule of Key Milestones (requires signature)

Attachment #3: Curriculum List/Nutrition Education

Attachment #4: Template Public Announcement

Attachment #5: Example of Flyer

**Attachment #1**



**PlantPure Communities Oasis Jumpstart Pilot Program**

**[Community Name] Oasis Jumpstart Pilot Subgrant Budget**

PlantPure Communities (PPC) will provide a total subgrant of $XXXX to [Group Name] to cover costs connected to the [Community Name] Oasis Pilot. The following chart reflects the plan for how [Group] will use these and other funds. This Agreement is based on **an Enrollment goal/expectation** of XX participants.

|  |  |  |
| --- | --- | --- |
| **Item** | **Description** | **Amount** |
| WFPB Food for the 10-day Jumpstart period | During the 10-day Jumpstart, the frozen line of products from the supplier (PlantPure, Inc.) will be used by participants to prepare their meals (20 meals/participant). PPC has negotiated with the supplier to secure a reduced price ($) for the frozen line products. In order to avoid incurring additional costs related to delivery, [Group] has confirmed that they fully understand and can handle all the food supplier’s delivery requirements.  - Subgrant Funds: [Group] plans to use $X of the PPC subgrant dollars to help purchase the food.  - Participant Match Fee: Each participant is required to pay $X to participate in the Jumpstart, and 30 people are expected to enroll. The total amount raised from these fees will be $X ($X/person x X people). |  |
| Biometric Testing Costs | -Costs for the before and after biomarker testing  -Staffing to administer testing, clinical supplies and pro-bono Physician supervised participant monitoring evaluation.  -Accredited and certified plant-based staff who will facilitate two educational seminars on day one & five, including a WFPB breakfast cooking class and host a movie screening with WFPB snacks. |  |
| Nutrition Education Materials | PPC will provide [Group] with the following:  - X copies of the Vegetarian Starter Kit booklets produced by PCRM  - 1 PlantPure Nation film DVD  - 1 PCRM DVD |  |
| Lending Library | PPC will provide [Group] with 2 copies of each of the following books: *The China Study, Whole,* and the *PlantPure Nation Cookbook* to be used in [Group]’s lending library or local library to be shared with Oasis participants. |  |
| Total PPC Subgrant  Participant Match Fee  Grand Total Pilot Funding | **SOURCES OF FUNDS** |  |

**Attachment #2**

**Projected Schedule of Key Milestones**

Date: \_\_\_ MOU execution

Date: \_\_\_ Schedule date and location for PlantPure Nation film and/or Jumpstart video screening, info sessions,

biometric testing, and other Pilot activities

Date: \_\_\_ Finalize biometric testing arrangements

Date: \_\_\_ Finalize logistics for Group meetings, meal storage and distribution

Date: \_\_\_ Arrange Healthcare Person - See: “The Role of the Healthcare Resource Person” document available on PPC’s website under Oasis Resources. This document is intended to help guide the person who is offering health-related resources to the participants during the PlantPure Communities Oasis Jumpstart Pilot. This is typically a healthcare professional (e.g., doctor, nurse, community health worker) or a certified health educator (e.g., Food for Life instructor).

Date: \_\_\_ Marketing of Pilot (This marks the beginning of marketing efforts and continues until the Pilot

commencement).

Date: \_\_\_ Info Session(s) and Registration. Begin to Collect Participant Forms & Participant Fee

Show PlantPure Nation DVD or 15-minute Jumpstart video. Distribute the following documents to

participants:

Info Sheet: Our Culinary Philosophy

Info Sheet: WFPB Diet Explained for the Individual

How to Prepare for the Jumpstart

Date: \_\_\_ Participant Registration Deadline

Make sure participants who did not attend any info sessions receive the above documents.

Date: \_\_\_ {Group} submits electronic copies of completed Participant forms to PPC

Date: \_\_\_ {Group} email to PPC their plan for accepting delivery of food and also for distribution, including the dates.

Date: \_\_\_ PPC sends check to Group to cover portion of food costs + books/DVDs

Date: \_\_\_ {Group} Orders & Pays for Food (at least 1 month prior to biometric testing) -- PPI needs 3 weeks notice to

place order for food.

Date: \_\_\_ Final Participant Registration Deadline if space permits (develop waiting list)

Date: \_\_\_ Remaining Participant Forms sent electronically to PPC

Date: \_\_\_ FINAL PREP (internal-Group): Review Pilot Kickoff Agenda

Remind Participants to fast (if measuring fast blood glucose)

Date: \_\_\_ Kickoff - Pre-Jumpstart Biometric Testing

Date: \_\_\_ Beginning of 10-day Jumpstart and Supporting Activities (cooking demos, nutrition education, etc.)

Date: \_\_\_ Educ. sessions during 10-day Jumpstart (add dates in accordance with Action Sheet)

Date: \_\_\_ Post-Jumpstart Biometric Testing

Implement Final Day of Biometric Testing Agenda. Gather testimonials, Evaluation & Feedback forms, and

take photos.

Date: \_\_\_ Post-Jumpstart Personal Evaluation & Feedback Form for Participants

This should be mailed to PPC within two weeks of the completion of the Jumpstart.

Date: \_\_\_ Supplemental Programmatic Activities

This Schedule reflects (Group)’s best projection of the timing to advance key milestones for the {Pilot Name} Oasis Pilot. (Group) will update this Schedule on a monthly basis, or more often if projections change and submit it to PPC, leading up to the commencement of the Jumpstart portion of the Pilot.

**Attachment #3**

Curriculum List - includes nutrition education materials and all other educational elements. See PPC’s website for all materials: http://plantpurecommunities.org/oasis-resources/.

* Action Sheet - Delivering the Basic Curriculum (overview of how all the documents in the Curriculum should be used during the Jumpstart period)
* Nutrition Education Materials (during Jumpstart) - A compendium of documents on PPC’s website under Oasis Resources, organized under this title.
  1. PPC’s Info Sheet: Dining at Restaurants & Fast Food Chains
  2. PPC’s Info Sheet: WFPB Diet Explained for the Individual
  3. PPC’s Info Sheet: Breakfast, Snacks, and Meal Tips Guide
  4. PPC’s Info Sheet: Culinary Philosophy
  5. PPC’s Info Sheet: Everyday Plant-Based Substitutions
  6. PCRM’s Vegetarian Starter Guide
  7. Educational Materials are also available in Spanish
* Action Sheet - Supplemental Program Activities (overview of how all the documents in the Curriculum should be used during the post-jumpstart period)

**Attachment #4**

**The {neighborhood name} PlantPure Communities Oasis Jumpstart Pilot**

Draft PUBLIC ANNOUNCEMENT – Template

Despite spending more money than any other country in the world, American healthcare has failed to stem the rising tide of chronic disease. Its primary weapons, a plethora of pharmaceuticals, mostly focus on symptoms and do not address root causes. As the number of Americans suffering from heart disease, diabetes, cancer, autoimmune diseases and obesity continues to skyrocket, there is a growing recognition that these chronic problems are somehow connected to what we eat. Today, half of all Americans are on some form of prescribed medication, and as millions struggle with the ravages of chronic disease – they know they need to eat healthier, but fad diets have only made things worse and they don’t know where to turn. The {*City/County of xx*} in {*xx*} State, is {*add demographics here about poverty, disease/obesity, etc.*} In light of these challenges, the community’s leadership is taking bold steps to reverse these trends.

Research has proven that a whole food, plant-based diet is optimal for humans. This diet can prevent serious chronic diseases and also reverse many of America’s biggest killers (e.g., heart disease and diabetes), and it can do so rapidly. Unlike pharmaceuticals, which typically address the symptoms, food can do the job of fully treating the underlying disease, and without negative side effects. The Oasis Program offers affordable healthy meals and nutrition education to people who otherwise would not have access and/or could not afford it. It offers participants the opportunity to learn about the benefits of a plant-based diet, while enabling them to experience the health benefits first-hand.

{*name of area*} is one of five pilot communities participating in a national program to build stronger, healthier, and more sustainable communities, that is underway by the nonprofit organization, PlantPure Communities (PPC). Working with the {*name of local nonprofit partner*}, {*local elected/appointed officials*}, and partnering with {*xx – name of other participating local churches and community organizations*}, the {xx} Oasis Pilot will make healthy meals and nutrition education available at affordable prices. The {xx} Pilot is modeled on the Jumpstarts conducted in Mebane, North Carolina that were documented in *PlantPure Nation* film (available on Netflix). The Jumpstart program has been fully validated -- the majority of participants in the Mebane Jumpstart on prescription drugs were able to reduce or discontinue those medications after just 10 days; and many people with diabetes, high lipids, arthritis and other chronic conditions found relief by the end of the program.

{*Mayor/elected official xx*}, who {*add background info or info about other relevant initiatives*}, has demonstrated a strong commitment to improving the health and wellness of his/her constituents by also working to bring a {*food bank, urban farming, farmers market and other – add dates and location} {Mayor/elected official xx*} views the Pilot project with PPC as a vital component in the success of the {xx}, and the long-term health of {*xx’s*} citizens. It is anticipated that the {xx} Pilot will involve {*xx milestones/phases/other*}.

The official start-date for the Oasis Pilot is {XX date}. During the first week, all participants will conduct the preparatory steps, including watching the *PlantPure Nation* film, and reviewing the welcome and nutrition education material. On *xx date*, the {add organization} will take bio-marker data on all Pilot participants. For 10 days, participants will follow the daily jumpstart educational and eating program. Ten days later, on {xx date}, follow-up bio-marker information will be taken.

The cost to participate is {$xx} per person. The initial sign-up fee is {$xx}, with the balance due at {xx date}. Efforts are underway to secure donations which may further reduce the per person cost. In addition, the ability to use SNAP benefits to cover participants’ costs is being explored. [Note: You can use this section to highlight the grants/funding that will be used to cover the costs.]

Outreach and sign-ups will get underway {*add date, location, timing and other mechanics for how to sign up*}. There are a limited number of participant slots. Participants will be accepted on a first-come-first-serve basis.

For more information, see next page for key organizations and contacts.

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Add letterhead of groups

**The {xx} PlantPure Communities Oasis Pilot**

***Participating Organizations***

*Once groups sign on, add name of each org, contact person w/email/phone, 2 – 3 sentences describing who they are and their role. Also include funders/donors.*

**{*Name of the local Nonprofit organization} {Short description of Org/mission} {Name & email of key contact at the nonprofit*}**

**PlantPure Communities (PPC)** – is a 501c3 nonprofit organization that is spearheading the Oasis Pilot, nationally. PPC has developed the program and related materials and negotiated reduced pricing for the food. PPP will also work with the local nonprofits to help identify and secure philanthropic funding to support the initiative. {PPC lead, title} of PlantPure Communities, is the key contact: {email address}

**Elected/Appointed Official(s)/Government rep/City of XXX/Office of Mayor XXX**

**Local Nonprofit Partner**

**Local Nonprofit Partner**

**Attachment #5**

