



# Project RALLY

#Solutions

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# Forming RALLY

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Project Rally creates and innovates ideas to enrich communities with concepts that present a long term vision oriented around the basis of respect, accountability, love, leadership, and youth (RALLY). We work to reestablish personal and community autonomy, encourage healthy physical and mental lifestyles to develop self-sufficient communities by hosting various campaigning events that fosters community cohesiveness. Additionally, Project RALLY is partnering with other organizations to spread greenhouses and health awareness within our urban core. Here at project rally, we are bridging gaps between community members and Community Officers to promote respect through accountability and love in order to teach our youth leadership qualities guiding them in a positive and motivation direction

















# The Need

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Wyandotte County residents spend at least \$450 million (conservatively estimated) each year buying food sourced outside the region. This spending represents a significant market for food that Wyandotte County farmers and food processors could strive to meet.

As of 2015, most Wyandotte County residents were above normal weight, with 76% of the population either overweight (36%) or obese















# The Need Cont.

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This is in part due to the community's numerous food insecurity challenges. According to a 2014 study, 18.1% of the county's population (28,940 people) was food insecure, making it the most food insecure county in the state.

Furthermore, the FA (Feeding America) calculates that \$13.7 million in additional funding would be required to provide these low-income residents with donated food



















# Community

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- building a community-based food system  
(e.g. Nile Valley)















# Community Cont.

- ensuring that marginalized residents can own and operate emerging food businesses

E.g. Partnering with local restaurants to provide access to local produce, supplying local grocers and mobile markets.







# Community Cont.

## Building Awareness

- annual community-based food summit to reflect on successes and challenges the movement faces, improve their practice in building community-based food systems, and refine strategies over the long term

<http://kccg.org/project-rally-expands-rally-garden/>

✕ Groups Work To Raise En... SHARE ⋮  
kcur.org

## Groups Work To Raise Environmental Awareness In Kansas City, Kansas

By LEXI CHURCHILL • AUG 7, 2017

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*Richard Mabion, Terrell Dyer, his two daughter and Aaron Marks stand in front of the community garden they built on Alden St.*

LEXI CHURCHILL / KCUR

# Community Cont.

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Incorporate other local smaller and private gardens within the community





# Community Cont.

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Supporting local gardens for sustainability





Planting • Connecting with the Community • Food • Fun • All Ages

**12-12**  
PROJECT RALLY

2018 Spring

**GARDEN PARTY**

Presents the

**JOIN US HERE!**  
**APRIL 7 @ 10 AM**



# Education

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# Education Cont.

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- implement healthy eating habits by helping to promote gardens at homeless shelters, school gardens, community gardens, and various home gardens as part of our outreach





# Education Cont.

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- learn how fresh, local produce is grown.



# Access

- technical assistance and garden resources at reduced prices to low-income members
- grow more food within the County for the Community



## Project Rally

Aug 3 at 10:51 am · 🌐

Good morning community!! Project Rally needs your help... We will be at the Rally garden (2526 Alden KCK) on Sunday August 5th at 6:00 pm.. We would looove for you to come help out and also take home some fresh veggies.. The produce is FREE but we do accept donations.. Bring everyone you know and be apart of something amazing!! We look forward to seeing each and every one of you!!

**#communitygardens #ourcommunity  
#ourresponsibility #healthyliving  
#healthyeating #gardening #freshproduce  
#solutions**





# Infrastructure

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Pressure government for permanent economic incentives appropriate for new small to large scale urban gardens wishing to start or expand locally.

- create structures to assist efficient community food trade, and connects farmers more closely with consumers



# Infrastructure Cont.

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- erect an extraordinary urban agriculture environment and marketplace









**R**ESPECT

**A**CCOUNTABILITY

**L**OVE

**L**EADERSHIP

**Y**OUTH

**#SOLUTIONS**