

## Appendix C: Fresh Roots Café and Catering Logic Model

Goals: 1.To create a sustainable, inclusive space for all community members including those with mental health issues, building resiliency, reducing experiences of social isolation and stigma, and increasing self-confidence/self-esteem, 2. Create an opportunity for employment and social enterprise for individuals experiencing mental health issues, 3. To improve health and wellbeing within the Grey Bruce community through the development of food literacy (eg. food skills and knowledge) and opportunities to socialize

Primary audience: community at large  
Secondary audience: individuals with mental health issues

Inputs	Strategies	Activities	Process Objectives	Outcome Objectives
Staff Time Volunteer Time Lease of café space In Kind Materials & Supplies: Office supplies Kitchen equipment Funding/Financial Support <ul style="list-style-type: none"> <li>• Community /Private grants</li> <li>• Government grants</li> <li>• Donations</li> <li>• CMHA Grey Bruce Mental Health and Addictions</li> <li>• Bruce Grey Shores Employment Services</li> </ul> Community collaboration	Built environment	Coordinate construction of café with building inspectors, funding agencies, and design team including bathroom renovation	All building approvals and grant approvals received, and construction of the café completed by May 31, 2020	A safe, inclusive space is accessible for all Owen Sound and area community members by January 2019. Participants express satisfaction with environment
	Community Engagement/Partner Development	Coordinate recruitment of staff and volunteers for café and catering with support, including from Bruce Grey Employment Services	12 staff hired (part-time) and develop a list of 5 volunteers for café and catering activities	Fresh Roots staff gain a sense of purpose and achievement and self-esteem through employment with CMHA
	Community Engagement/Partner Development	Engage community organizations, groups, and individuals to develop programming and entrepreneurial partnerships	All applications and forms completed for Bruce Grey Employment Services	Food entrepreneurs and local crafts people identify Fresh Roots Café as an accessible space for producing and retailing their products
	Community Engagement/Partner Development	Develop policies for external use of café space	Terms of reference/rental agreement for external use of café resources developed by April 2020	Increased Community awareness of Fresh Roots Initiatives. Social Media efforts result in 20% increase in online reach in 2020. Fresh Roots achieves a 20% increase in engagement on social media. Community members identify local media as increasing their awareness of Fresh Roots initiatives
	Community Engagement/Partner Development	Foster relationships with CMHA client craftspeople to promote the sale of their products	Café offers unique crafts created by three CMHA clients for sale	Increased understanding of safe food handling and food literacy by all staff
	Community Engagement/Partner Development	Implement a Fresh Roots promotional campaign	Weekly Facebook and Instagram posts released on Fresh Roots initiatives	Increased understanding of the impact of Fresh Roots activities and potential future actions
	Education/Skill Building	Partner with public health to offer Safe Food Handling training for staff and volunteers	Records of all media coverage on Fresh Roots initiatives archived	Increased Community awareness of Fresh Roots Initiatives. CMHA clients and other community members report increased social engagement/inclusion
	Education/Skill Building	Conduct orientation training for all new volunteers and staff of Fresh Roots Café and Catering	All staff achieve safe food handling certification and participate in one orientation and food literacy training in 2020	Increased community access to affordable, locally grown, fresh produce and prepared foods
	Education/Skill Building	Conduct food literacy training for volunteers and staff of Fresh Roots Café and Catering	Evaluation framework completed by Dec 31, 2019 Evaluation activities completed throughout 2020.	Staff demonstrate a sense of purpose due to employment. Decreased social isolation among participating staff and volunteers. Funds earned to support Fresh Roots sustainability
	Evaluation	Develop and implement an evaluation framework and tools for café and catering programs	Grand opening event held at the Café with at least 30 people in attendance including local media	
	Events	Plan and host a grand opening event for the Fresh Roots Café	4 seasonal menus developed and include at least one type of garden produce	
	Service Provision	Develop café and catering menus that incorporate anticipated harvests from the gardening program	Complete 100 catered events by Dec 31, 2020. Breakfast and lunch offered at least 5 days/week throughout 2020 (excluding stat holidays). 6 monthly pop up dinners held in 2020.	
	Service Provision	Provide café and catering services for the Owen Sound community		

Assumptions: Construction of Fresh Roots kitchen and café completed in 2020. Community support for local social enterprise. Consumer interest in Fresh Roots products and services. External Factors: Contractor services, growing season length and quality, approval from external funding agencies