Fresh Approach Community Ambassador – South Bay

Position Summary
Fresh Approach seeks a motivated Redwood City or Sunnyvale community member to provide program assistance. This paid volunteer position is primarily responsible for supporting in-field operations for Fresh Approach’s mobile farmers’ market, as well as community outreach.

This is a paid volunteer position that will require weekly volunteer support in the city of Redwood City and Sunnyvale from late November 2021 to late April 2022.

This position is a good fit for Redwood City or Sunnyvale residents interested in the health and well-being of their community as well as anyone interested in local agriculture, nutrition, and community volunteering.

This position will require 160 hours of volunteer support (approximately 13 hours per week). After the completion of the volunteer hours, the ambassador will receive a stipend up to $2,400.

About Fresh Approach
The mission of Fresh Approach is to create long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition. We accomplish our mission through a variety of programs, including the Mobile Farmers’ Market; VeggieRx nutrition education classes; Collective Roots Gardening; and the East Palo Alto Community Farmers’ Market. We believe that everyone should have equal access to healthy foods, and that the health of our communities and the livelihood of our local farmers should go hand-in-hand.

Community Ambassador Volunteer Description
The community ambassador program was created in order for Fresh Approach to make stronger community linkages and improve its program offerings with the support of resident community members. The position will help Fresh Approach in the following ways:

- **Support mobile farmers’ market on Thursdays (7.5 hours per week)**
  - Volunteer at truck assisting FA staff with sales, shopping for customers, stocking produce, and connecting with community members
  - Administer customer surveys at mobile farmers’ market, collecting contact information from participants

- **Conduct community outreach (4 hours per week)**
  - Help distribute outreach materials to social services agencies, food banks, and community partners near route stop
  - Participate in community engagement activities virtually and/or remotely
  - Identify, contact, and coordinate with local organizations and businesses to partner with Fresh Approach
○ Conduct outreach to recipients of public benefits (CalFresh/SNAP, WIC and Market Match) to promote use of their benefits at the mobile farmers’ market via social media (Facebook/Instagram/Next Door)

● Support nutrition and cooking demonstrations (3 hours per month)
  ○ Lead nutrition and cooking demonstrations at the mobile farmers’ market
  ○ Plan educational demonstrations in collaboration with the nutrition team

Desired Qualifications:
● Experience working with diverse populations, including recipients of public benefits (CalFresh/WIC/Medi-Cal, etc.)
● Ability to work in a team environment as well as independently
● Detail-oriented with ability to complete tasks in a timely manner
● Creativity and dependability
● Strong ties to the Redwood City and/or Sunnyvale community via, school, social group, church, volunteerism or a recipient of some/all programs we offer.

Requirements:
● Ambassador must be a Redwood City or Sunnyvale resident above 18 years of age
● This position may require weekend and evening work (some community events happen in the evenings or on the weekends)
● This position requires reliable transportation to IKITCHENS (326 Commercial St, San Jose, CA 95112). Optional: Ambassador is able to ride along on the Mobile Farmers’ Market truck from IKITCHENS when supporting the full route day or may use their own reliable transportation when supporting the Mobile Farmers’ Market route in Redwood City and Sunnyvale.
● Requires the ambassador to be able to lift (30lb) equipment and produce in and out of a vehicle and stand for 1-2 hours at a time.
● Requires the volunteer to interact with persons of various socio-economic backgrounds
● Ambassador must be comfortable speaking in front of groups and working with a wide range of people from all backgrounds
● Bilingual in English/Spanish or English/Vietnamese

Compensation:
● Ambassador will be eligible to receive a stipend up to $2,400 depending on the number of volunteer hours completed.

Timeline/Hours:
● In-person support for market days is on Thursdays from 8:30AM to 4PM, times are subject to change
● The ambassador term will begin in early December 2021 and last until late March 2022. Ambassador is expected to complete between 160 hours (13 hours per week depending on the ambassador’s position, some weeks may be more than others)
To Apply:
To be considered for this position, send a brief description of yourself and your interest in the position to programs@freshapproach.org. If you are interested in this role, we encourage you to visit our mobile farmers’ market and volunteer with us prior to submitting your application if you have not had the chance to yet!