



2025 Mobile Market Program



General Overview of the Program

The Mobile Market is a Care and Share-sponsored program that **brings no-cost groceries to communities experiencing gaps in food access**—Southern Colorado communities who lack other food support programs from Food Pantry Partners, Federal and/or State assistances food programs. This program operates outdoors.

How does the Mobile Market work? The Mobile Market arrives up to 60 minutes prior to the scheduled distribution time loaded with food made available by Care and Share Food Bank. The Mobile Market truck will park in a designated area determined by the host site. The space should be able to accommodate our truck which is 40' x 20', or about 6 parking spaces, with an additional 6 parking spaces alongside the truck for a safe shopping area for your neighbors.

The host site staff and/or volunteers will help the Mobile Market Manager set-up the Market for shopping, check neighbors in using Service Insights on MealConnect, keep the Market stocked throughout the shift, and assist with clean-up after the distribution.

Neighbors will form a line and check-in before shopping. Each household is allowed two (2) standard grocery bags of food at no cost. Volunteers/staff are stationed throughout the shopping area to restock, answer questions, and support neighbors where needed. Any remaining product at the end of the Market will be taken back with the Mobile Market for future distributions.

Pre-Partnership Checklist– Step One

The Mobile Market program allows Care and Share Food Bank to partner with community leaders, businesses, organizations, churches, etc. for the purpose of serving their immediate community, provide direct service to those in need of food, and does not redistribute product to any other entity. The pre-partnership checklist outlines the minimum requirements necessary to become a host site.

- Can commit to 4-6 staff and/or volunteers to support the Mobile Market
- Has 1-2 staff and/or volunteers trained on Service Insights on MealConnect
- Provide two points of contact day-of for smooth communication
- Should be in an area or community that is experiencing gaps in food access
- Location is in a safe and accessible space for neighbors to access the Mobile Market

If a proposed host site can meet these five requirements, they are encouraged to complete our online application. The online 2025 host site application can be accessed here: <https://forms.office.com/r/x7iWmb8eid>. If a proposed host site cannot meet the requirements above, we encourage them to reach out to our Programs Director.

Complete the 2025 Mobile Market Host Site Application – Step Two

The 2025 Mobile Market Host Site Application can be accessed online at <https://forms.office.com/r/x7iWmb8eid>. The application is intended to help us understand and highlight your community's specific needs, ensuring we can use our limited resources responsibly and effectively. In 2025, **Care and Share will prioritize support for rural communities with limited access to food and urban areas where services are scarce or unavailable.**

Care and Share reviews application on a rolling basis. Interested host sites need to complete an application for 2025. If you are looking to host the Mobile Market during a particular time of the year, please follow the deadlines below:

- **Host in February-March; Deadline to apply is January 13th**
- **Host in April-June; Deadline to apply is March 1st**
- **Host in July-September; Deadline to apply is June 1st**
- **Host in October-December; Deadline to apply is September 1st**

The application is good for up to one year.

2025 Areas of Focus



By customizing the Mobile Market to address our areas of focus, it becomes an adaptable tool in addressing food insecurity and ensuring equitable access of nutritious food across Southern Colorado.

Lack of nearby grocery stores

Communities with limited or no access to grocery stores create challenges in obtaining fresh, nutritious food.

Why it matters: In areas without grocery stores, residents often rely on convenience stores or fast food, which offer limited or no fresh, healthy food options.

How the Mobile Market helps: The Mobile Market brings fresh produce, protein, and pantry staples directly to these communities, addressing food deserts/food apartheid and ensuring access to nutritious food options.

High transportation barriers

Areas where residents face difficulties accessing transportation, limiting their ability to travel for food or essential services.

Why it matters: For residents without reliable transportation, even a short distance to the nearest grocery store or food pantry can be an insurmountable obstacle.

How the Mobile Market helps: By bringing food to accessible, centralized locations within these communities, the Mobile Market eliminates the need for residents to travel far, reducing the burden of transportation barriers.

Economic challenges (e.g. poverty, unhoused, unemployment, etc.)

Regions with high rates of poverty, unhoused, unemployment, or other economic hardships hinder access to basic needs. Using U.S. Census data and

Why it matters: Economic hardships often mean neighbors must choose between food and other essentials like housing, healthcare, or utilities.

How the Mobile Market helps: By offering free healthy food, the Mobile Market eases the financial strain on families, ensuring they can meet their basic nutritional needs despite economic challenges.

Health or mobility challenges for residents

Communities where residents face physical or health-related obstacles that make accessing food or traditional services difficult. This can include senior residential communities

Why it matters: Individuals with health conditions, disabilities, or mobility issues may struggle to access food resources that require significant physical effort or travel.

How the Mobile Market helps: The Mobile Market creates a convenient and inclusive solution by bringing food closer to home, making it easier for individuals with limited mobility to access the nourishment they need.

Geographical barriers

Locations isolated by distance, terrain, or other physical barriers, making it challenging for residents to access food resources.

Why it matters: Rural or remote areas often face logistical challenges in accessing food due to physical distances, rugged terrain, or a lack of infrastructure.

How the Mobile Market helps: The Mobile Market bridges the gap by reaching these underserved areas, ensuring residents in geographically isolated locations have reliable access to food resources.

Complete the 2025 Host Site Agreement – Step Three

Each host site is required to review and complete our host site agreement. This will be provided to the host site when they receive their award email. The agreement must be signed and returned to Care and Share before hosting the first distribution of the year.

The host site agreement is good for one year.

Attend a Service Insights on MealConnect Training – Step Four

Once your site has been confirmed as a partner, we ask that you have one to two staff and/or volunteers meet complete our Service Insights on MealConnect (SIMC) online training here: <https://careandshare.thinkific.com/courses/SIMC-introduction>. Once the training is completed, your team will be ready to support the intake process during your Mobile Market distribution. If you have any questions during the training, please reach out to our SIMC team at SIMC@careandshare.org. You can also find additional resources on our agency portal here: <https://careandshare.org/agency-portal-2/service-insights/>.

Why is Care and Share using SIMC? Clearer, more accurate data will help Care and Share raise funds for our mission and the Mobile Market Program, better meet the needs of all our neighbors, allocate food fairly, and provide culturally responsive food.

Host your First Mobile Market – Step Five

Below is a checklist of things the Host Site should do before the first distribution:

- Recruit 4-6 volunteers to support the distribution (at least 1 that has completed the SIMC training)
- Advertise the distribution to the community
- Encourage neighbors to bring their own grocery bags (2 reusable bags per household)
- Block the location of where the Mobile Market truck will park ahead of time
- Talk with any neighbors that arrive early and make sure everyone is safe from the elements
- We encourage outreach activities in addition to the Mobile Market to engage with neighbors while they wait to shop (**please reach out to Care and Share ahead of time**)

Frequently Asked Questions



How does the Mobile Market work?

The Mobile Market is a beverage delivery truck that has been refurbished to create a shopping experience for our neighbors in need. The Mobile Market is equipped with bays with doors that slide up. Shelving is filled with products for neighbors to shop from. In addition, tables are set up with other products (breads, pastries, produce, prepared foods, etc.). The goal of the Mobile Market is to create a storefront environment where families can easily access the foods they may need.

How many neighbors can the Mobile Market serve?

The Mobile Market is intended to provide groceries for up to 120 households. If a Mobile Market sees more than 120 household, Care and Share will work with the host site to explore other options to feed our neighbors in need.

How do I host a successful Mobile Market?

The three key aspects to hosing a successful Mobile Market are, 1) recruiting enough volunteers to support the Market, 2) advertising to our neighbors ahead of the scheduled distribution, and 3) hosting the Mobile Market in a location with high visibility and in a high-need area.

Is the host site responsible for advertising the Mobile Market?

Care and Share Food Bank publishes all scheduled Mobile Markets on our website monthly. The host site is responsible for advertising the Mobile Market to the community intended to be served.

How many volunteers do I need to support the Mobile Market?

It takes 4-6 volunteers, in addition to Care and Share's Mobile Market Manager, to host a successful Mobile Market. The host site is responsible for recruiting those volunteers. The ideal ratio is 1 volunteer for every 20 families served.

What does the intake process for neighbors look like?

Care and Share uses an electronic tablet to collect household information using Service Insights on MealConnect (SIMC). A volunteer at the host site should be trained in how to use SIMC and will check-in each household that shops at the Market.

Are there limits to how much food a Family can take?

Care and Share will set limits on products that are intended to be accessible to all shoppers throughout the distribution. Otherwise, neighbors can shop for what they need that will fit within their two reusable bags.

Can I use the leftover food from a Mobile Market?

The Mobile Market is designed to have little to no food leftover after a distribution. If there are products remaining after distribution, they will be utilized at the next scheduled Mobile Market.

What types of food can we expect at the Mobile Market?

The Mobile Market is intended to have a variety of products to help meet the needs of our neighbors. You can expect to see pantry staples, breakfast items, produce, and bread/pastries. When available, dairy products and prepared foods will be included too.

What if I need to cancel a Mobile Market?

Our *Cancellation Policy* is as follows:

1. Care and Share will notify the primary contact of a cancellation with as much notice as possible.
 - Please watch the forecast 1-2 days leading up to your distribution to be able to make a proactive decision when applicable.
2. Care and Share may cancel a Mobile Market if:
 - Care and Share is closed due to weather
 - Weather conditions are unsafe to operate in – this includes but is not limited to wind chill temperatures at or below 18 degrees Fahrenheit, temperatures at or above 100 degrees Fahrenheit, extreme winds, if lightning, hail, or other weather extremes exist that could pose a threat to our neighbors, volunteers, and Care and Share staff.
3. Host sites may cancel a distribution if weather conditions endanger the safety of attendees.
 - This includes ensuring roads, parking lots, and sidewalks at or near the distribution site are safe to use.
4. If a host site decides to cancel the Mobile Market, the host site must call Care and Share at least 2 hours before the scheduled Mobile Market. When possible, give 24-hour notice.

The host site must notify attendees and volunteers of cancellation by—at a minimum—posting signage at the site.

What if we need to change the location of the Mobile Market?

The Mobile Market is intended to be mobile. On a case-by-case basis, Care and Share will work with the host site to adjust locations to serve more of our neighbors in need. Please provide at least 24-hour notice of a short-term location change. For a permanent location change, the host site would need to apply for the new location.

Can I have other resources available during a Mobile Market?

The Mobile Market is intended to provide food access. We welcome other resources to be made available during Mobile Market distributions to empower our neighbors and strengthen our communities.