

# Baled It!

Non-Profit Business Plan

2023



## Baled It!

Gardening and fitness for a better world

[www.baledit.org](http://www.baledit.org)

Baled It!  
P.O. Box 696  
Maryville, MO 64468

## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>II</b>
Mission Statement .....	ii
<b>BALED IT! BUSINESS PLAN.....</b>	<b>1</b>
Mission of Baled It!.....	1
<i>Objectives</i> .....	1
Programs and Services .....	2
<i>Education</i> .....	2
Market Analysis .....	3
Marketing Plan.....	6
Management Team .....	7
Financial Plan .....	7
<i>Fundraising</i> .....	9
Contingencies.....	9

## **EXECUTIVE SUMMARY**

Baled It! was founded in July of 2022 to provide a service to disparate communities in need of improved health outcomes by implementing inexpensive methods of gardening and nontraditional forms of physical activity. Programs offered by the organization will teach local community members how to build and maintain straw bale gardens and design workout strategies using everyday tools that can be found around the house. Programs and services offered by Baled It! come in two separate phases. Phase 1 consists of building partnerships with local schools, other nonprofit organizations, and private businesses to fund and implement monthly outdoor fitness and straw bale educational programs to impoverished community members. Phase 2 consists of expanding these programs beyond Montgomery and to other states around the country.

With current market trends, data indicates a need for an organization to provide services for localized food production and exercise programs for people in disparate communities. Communities in counties across the southern half of Alabama are particularly vulnerable to poverty and negative health outcomes related to obesity. Therefore, this organization's initial focus will be on these communities located in what has been termed health deserts, or areas with limited access to fresh foods and physical activity. A detailed marketing plan and budget are provided in the second half of this document outlining how Baled It! will partner with local community members and leaders, and how money will be raised to cover expected expenses.

### **Mission Statement**

Baled It! is a nonprofit organization based out of Montgomery, Alabama that seeks to collaborate with other entities and organizations operating in the region toward the goal of empowering Alabamians who live within health deserts to take control of their quality of life through novel, cost-effective ways to increase their access to fresh foods, physical activity, and mental health practices.

### **Board of Directors**

**Jeremy S. Browning**, Director of Gardening

**Brett A. Davis**, Director of Fitness

**Jesse M. Lane**, Director of Records and Finance

**Erin S. Weaver**, Director of Arts and Media

# BALED IT! BUSINESS PLAN

## Mission of Baled It!

Baled It! is a nonprofit organization based out of Montgomery, Alabama that seeks to collaborate with other entities and organizations operating in the region toward the goal of empowering Alabamians who live within health deserts to take control of their quality of life through novel, cost efficient ways to increase their access to fresh foods, physical activity, and mental health practices. The concept of a health desert was developed from a research paper published by two of the founding members of Baled It! titled *Food, Physical Activity, and Health Deserts in Alabama: The Spatial Link Between Healthy Eating, Exercise, and Socioeconomic Factors*.<sup>1</sup> Much research has been dedicated to studying the impact of limited accessibility to fresh foods for disparate communities, or food deserts, but few have focused on regions where communities have little access to fresh foods and physical activity. These areas have been termed health deserts.

A region of particular concern for health deserts is the southern region of Alabama, especially rural and poor minority communities. As presented in our study, health deserts adversely impact black communities at a significantly higher rate than other communities. These communities have limited access to two of the most important parts of maintaining optimal physical and mental health. However, these communities are not the only ones affected by health deserts. A lack of quality nutrition and regular exercise can be attributed to the growing obesity rate in the State of Alabama. According to the Centers for Disease Control and Prevention (CDC), obesity rates reached an all-time high of 39 percent in 2021, ranking third place in the country. Minority communities in the state are particularly susceptible to obesity and increased morbidity, as 48 percent of Blacks and 38.8 percent of Hispanics were registered as above the obesity rate in 2020.<sup>2</sup> As of 2021, the State of Alabama had a gross poverty rate of 15.6 percent, ranking 7th highest in people below the poverty rate in the United States.<sup>3</sup> The confluence of high poverty rates in the state and obesity rates across all groups, especially minority communities, means thousands of people across the state can benefit from a program providing methods for growing local and sustainable fresh foods and nontraditional forms of exercise. Provided with the opportunity to control their own health outcomes, it is our belief that these communities can thrive on their own.

It is the explicit purpose of Baled It! to promote more sustainable and decentralized methods for healthier diets and regular exercise for communities whereby cost and accessibility are issues in the fight against morbidity. The following pages will outline our plan of action for the next three years and describe the steps our organization will take to provide a quality service to local communities in need.

## Objectives

- Raise \$50,000 to fund the organization's first year of official programs.
- Build personal and working relationships with local organizations and leaders in efforts to bring inexpensive and nontraditional methods of gardening and exercise to disparate people in deprived communities.

---

<sup>1</sup> Lane, J. M. & Davis, B. A. (2022). Food, physical activity, and health deserts in Alabama: The spatial link between healthy eating, exercise, and socioeconomic factors. *Geojournal*, 87, 5229–5249. <https://doi.org/10.1007/s10708-021-10568-2>

<sup>2</sup> CDC. (2021). *BRFSS prevalence & trends data* [Government Database]. Center for Disease Control and Prevention. <https://www.cdc.gov/brfss/brfssprevalence/>

<sup>3</sup> USDA. (2021). *Percent of total population in poverty, 2019* [Government Database]. Economic Research Service, U.S. Department of Agriculture. <https://data.ers.usda.gov/reports.aspx?ID=17826>

- Develop educational programs designed to teach children and adults in disparate communities how to grow their own food and remain physically active in order to promote healthy living in health deserts.

## **Programs and Services**

To accomplish the objectives listed above, the organization will provide a variety of services to communities located within health deserts. At this time, the organization will primarily focus its efforts on communities in need in the state of Alabama but plans are being developed to expand the scope of the organization into health deserts in various states across the United States.

### ***Education***

Baled It! will provide educational seminars to communities located within health deserts on simple and nontraditional methods for gardening and exercise. These methods include, but are not limited to, the use of straw and hay bales as conduits for sustainable gardening and various tools readily available that can be used in physical activity. Seminars will be provided free of charge to local schools and community groups and funds will be raised to cover the costs of any materials needed during these operations. Depending on the number of people in attendance and the amount of funds raised, tools and materials such as seeds, straw bales, and other resources will be provided to attendees. Additionally, online tutorials will be made available for community members who are unable to attend these seminars in person.

Educational seminars will also consist of outreach programs designed to appeal to young professionals interested in helping promote the cause of nontraditional methods of gardening and exercise. These programs may include but are not limited to, family-friendly gardening and fitness-themed trivia nights at locally owned restaurants, guest speaker events partnered with local nonprofits, and other outreach programs.

### ***Phase 1 Programs***

The first phase of Baled It! will begin in Montgomery, Alabama, and expand outward from there. This will allow organization leaders to build partnerships and coalitions with local organizations and provide educational opportunities for local community members and schools.

- Auburn University at Montgomery (AUM) Bale Garden: Baled It! will design and build a straw bale garden on the campus of AUM adjacent to the Early Learning Center (ELC). The purpose of the AUM Bale Garden is to have university students at AUM teach elementary students at the ELC how to design, build, and maintain bale gardens and use gardening tools for nontraditional methods of physical activity.
- Outdoor Fitness: Within the first year, Baled It! plans to implement a once-a-month free outdoor fitness program for community members in Montgomery health deserts. AUM students will provide assistance throughout the program and provide additional instruction when needed.
- Partnership Outreach: During the first year of operations, Baled It! will perform outreach and build partnerships with a variety of aligned nonprofits in the Montgomery area. Some organizations may include That's My Child, MGM Runs, Help a Brother Out Foundation, and River Region Trails. Partnerships with E.A.T. South and Help a Brother Out Foundation are in the early stages. Other organizations that have been identified for potential partnerships include: That's My Child, MGM Runs, Help a Brother Out Foundation, and River Region Trails.

- Monthly Educational Programs: Each month, board members will host educational events for local community members on how to build and maintain straw bale gardens using tools found around the house and neighborhood. Materials such as seeds, wood pallets, straw bales, fertilizer, and gardening soil.
- Special/Recruitment Events: Baled It! will participate in special community events sponsored and arranged by other organizations, such as festivals, symposia, and expos, with the intent of networking with other organizations that may be potential partners and for gaining exposure to local communities that may benefit from the scope of our mission. Additionally, Baled It! staff will also leverage extracurricular trends in young professionals, such as trivia nights and pub-runs, to recruit volunteers.

### *Phase 2 Programs*

The second phase of Baled It! will begin by expanding the scope of programs beyond the city of Montgomery into other areas categorized as health deserts.

- Digital Education: Baled It! will begin providing online seminars to disparate community members who are unable to attend in-person seminars. These seminars will include curricula on how to grow straw bale gardens using readily available materials and how to perform regular exercise using nontraditional equipment.
- Health Fair: Baled It! will plan and implement a health fair in conjunction with the Human Performance Research Group at AUM. This program will be designed to attract early professionals and student researchers to create new methods for improving the overall health of people located in health deserts.
- Mental Health Initiative: Leaders in Baled It! will begin offering various programs designed to promote mental and emotional health through Shinrin Yoku (nature immersion/forest therapy), Tai Chi, Qi Gong, meditation, and other nonmedical techniques for improving mental health.
- Northwest Missouri Bale Gardens: Baled It! will begin expanding into other states and providing programs to various institutions. One of the first steps in the expansion of these programs is to work with Northwest Missouri State University to design a program in conjunction with the Humanities and Social Sciences Department and Agricultural Sciences Department whereby students in both departments will work with the Horace Mann Laboratory School in the NWMSU campus.
- Pollinator Program: Building upon Phase 1 recruitment programs and leveraging volunteers that move away from Montgomery (e.g., servicemembers of nearby Maxwell Air Force Base transferring to other AF bases around the nation/globe), Baled It! will develop a series of packets to establish new trivia nights or pub runs, with additional information on how to initiate a new Baled It! partnership with other nonprofits in the new location.

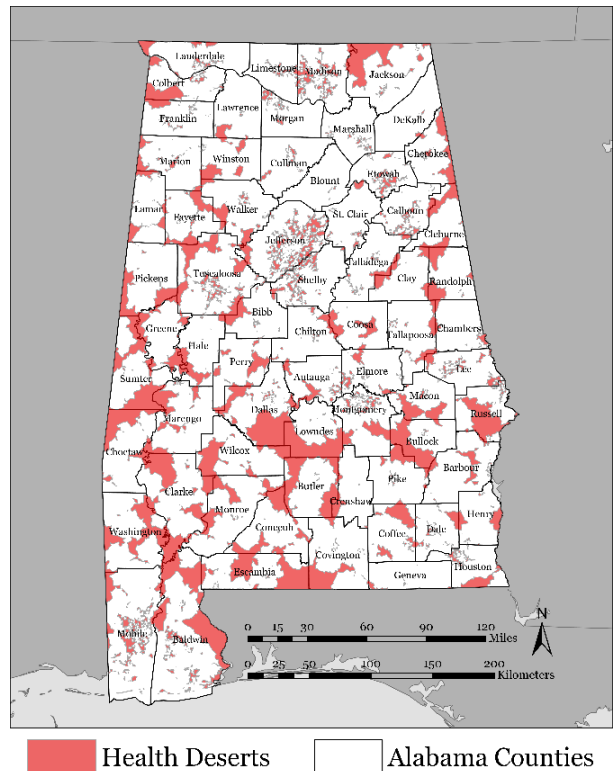
### **Market Analysis**

Baled It! is primarily focused on communities located in health deserts. As stated by Lane and Davis, health deserts are regions with limited access to fresh foods and readily available physical activity. This is defined as areas not within a 1-mile driving distance in urban regions and not within a 10-mile driving distance in rural areas to fresh grocers, parks, and gyms. Health deserts are dominated by suburban areas and poor minority communities. As of the most recent available data, 24,934 square kilometers of the State of Alabama consists of health deserts. These communities exist in every community and city across the state but are especially prevalent in the southern half of Alabama (see Figure 1).

Regions and neighborhoods especially vulnerable to health deserts are inner-city minority and poor rural farming communities. According to the Department of Health and Human Services (HHS), household income levels for a family of four are considered below the poverty level if below \$30,000.<sup>4</sup> By that standard, at least nine counties in Alabama have median household incomes below the poverty line. Seven additional counties are at a point of marginal poverty, or within \$3,000 from reaching the poverty level for annual household income. On average, 27.3 percent of the area within these counties is defined as health deserts (see Table 1). Of these disparate counties, all are located within the poor Blackbelt region in the southern half of Alabama.

In the state overall, the median household income increased from \$40,933 in 2010 to a high of \$56,929 in 2021.<sup>5</sup> However, this increase was preceded by a significant decline in incomes in 2020 from \$56,200 in 2019 to \$54,689 in 2020 (see Figure 2). During the period between January of 2019 and January of 2023, the consumer price index for the southeastern region of the United States increased by a total of 19.8 percent year-over-year, with an average 12-month increase of 3.96 percent. The highest increases occurred between January 2021 and January 2023, at a total of 14.7 percent year-over-year. Additionally, between April 2022 and April 2023, food prices in the southeast rose by 8.1 percent.<sup>6</sup> These increases are significant considering incomes from 2010 to 2021 averaged a percentage change of 3.2 percent year-over-year.

In addition to low-income levels, the counties listed in Table 1 also have the highest rates of obesity across both male and female populations. In counties with incomes below the poverty level, male obesity rates are 41.4 percent and female obesity rates are at a staggering 55 percent. While slightly lower overall in marginal counties, rates were still relatively high with 41.4 percent of males and 48.8 percent of females obese. Juxtaposed with the nationwide data, obesity in men within these counties is lower than the national average of 43 percent but obesity rates in women are significantly higher than the national average of 41.9 percent.<sup>7</sup> With incomes increasing at such a slow rate compared to consumer and food prices and significant rates of obesity in males and females in poor communities, it is crucial for families in impoverished and deprived areas of



**Figure 1** Health Deserts in Alabama

<sup>4</sup> HHS. (2023). *Federal poverty level (FPL)*. Department of Health and Human Services. United States Government. <https://www.healthcare.gov/glossary/federal-poverty-level-fpl/>

<sup>5</sup> FRED. (2023c). *Median household income in Alabama*. FRED Economic Data. St. Louis Federal Reserve Bank. <https://fred.stlouisfed.org/series/MEHOINUSALA646N>

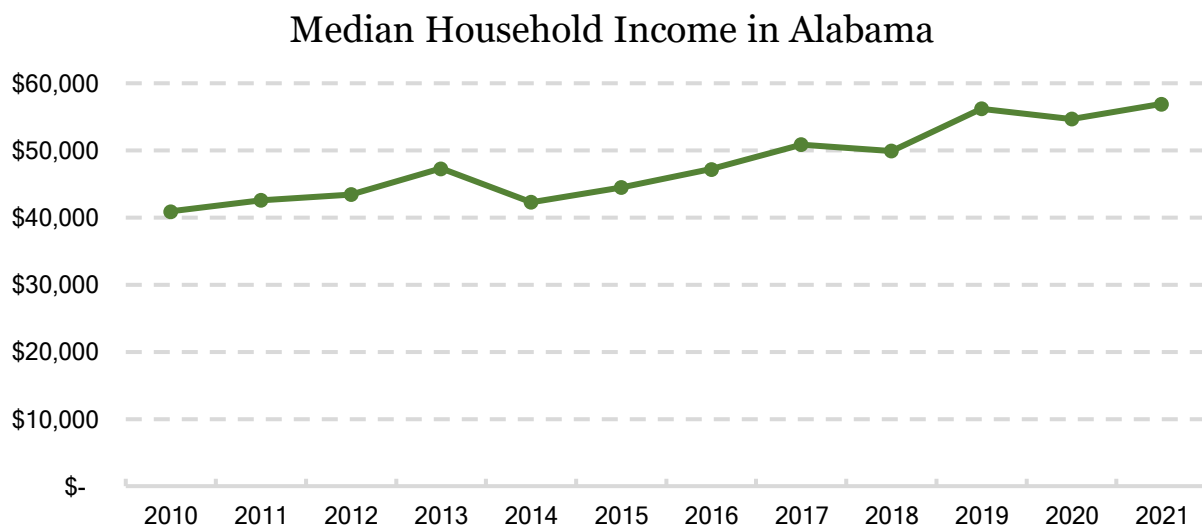
<sup>6</sup> BLS. (2023). *Southeast Information Office*. U.S. Bureau of Labor Statistics. United States Government. [https://www.bls.gov/regions/southeast/news-release/consumerpriceindex\\_south.htm](https://www.bls.gov/regions/southeast/news-release/consumerpriceindex_south.htm)

<sup>7</sup> NIH. (2023). *Overweight & obesity statistics*. National Institute of Diabetes and Digestive and Kidney Disease. National Institute of Health. United States Government. <https://www.niddk.nih.gov/health-information/health-statistics/overweight-obesity>

Alabama to find inexpensive, decentralized, and innovative methods for growing healthy foods and finding ways to improve overall health through physical activity.

**Table 1** Summary economic data on counties in Alabama below the poverty level and marginal poverty level

County	Median Household Income (U.S. \$)	Unemployment Rates (%)	Male Obesity Rates (%)	Female Obesity Rates (%)	Heath Desert Area (%)
<b>Below Poverty Level</b>					
Sumter	\$20,428	15.3%	41.1%	54.8%	35.3%
Greene	\$21,339	18.2%	43.8%	58%	25.3%
Wilcox	\$24,442	20.4%	41.9%	57.8%	24.6%
Perry	\$24,912	11.7%	42.7%	57.4%	16.1%
Conecuh	\$27,609	20.4%	40.6%	49.5%	23.8%
Lowndes	\$27,914	12.3%	41.6%	55.3%	41.7%
Dallas	\$28,136	14.9%	40%	56.2%	39.1%
Monroe	\$28,182	21.8%	39%	49.7%	17.3%
Bullock	\$29,335	13.3%	41.9%	56%	36.5%
<b>At Marginal Poverty Level</b>					
Marengo	\$30,713	14.1%	41.9%	50.6%	19.1%
Pickens	\$31,679	12.3%	41.8%	48.3%	19.3%
Coosa	\$31,910	12.6%	41.6%	48.4%	16.8%
Escambia	\$32,334	15.2%	41.6%	44.1%	37.3%
Macon	\$32,390	15.0%	39.9%	53.9%	23.6%
Choctaw	\$32,622	13.6%	41.2%	49.9%	25.9%
Clarke	\$32,735	17.1%	41.8%	46.6%	35.1%
<b>Average</b>	<b>\$28,543</b>	<b>15.5%</b>	<b>41.4%</b>	<b>52.3%</b>	<b>27.3%</b>



**Figure 2** Median Household Income for Alabama from 2010 to 2021



## **Marketing Plan**

The purpose of this organization's programs is to provide an educational service and materials to disparate communities designed to provide a decentralized approach to healthy eating and exercise. To reach these audiences, board members of Baled It! will implement the following plan as the first year of incorporation ensues.

**Organizational Partnerships:** Several organizations exist across Montgomery and the greater Southeastern United States which work with local community members to improve health and wellness. Beginning with this organization's incorporation, board members will contact other nonprofit organizations and locally owned businesses which own a stake in the common welfare of local communities. This may include, but not limited to, local gardening and agricultural organization, civic groups, local farmers, nonprofits oriented toward uplifting impoverished communities, locally owned restaurants, physical fitness clubs, health and wellness centers and nonprofits, and educational foundations.

**Social Media:** Frequent posts on Facebook, Instagram, Twitter, TikTok, YouTube, and the organization's website (<https://www.baledit.org/>) will be used to provide information about upcoming events and programs. Blog posts on the website and vlog posts on YouTube, Instagram, and TikTok outlining simple and inexpensive methods for gardening and exercise and teasers for upcoming events will be shared with the community-at-large.

**Community Outreach:** The target audience of Baled It! will be community leaders, educational professionals (primary, secondary, and post-secondary teachers), nonprofit organizations, and community members in need. Community leaders, educators, and related nonprofit organizations will be contacted and partnerships will be created to spread the word about the organization's mission. Additionally, board members will participate in and set up tables at local community events such as art fairs, festivals, educational events, educational symposiums, and other public events. Baled It! will also host events such as trivia competitions, scavenger hunts, and drawings for gardening and fitness supplies.

**Speaking Engagements:** Board members and other organizational associates will schedule speaking engagements with local educational institutions designed to promote the cause of local gardening, personal physical fitness, and overall concern with personal and community health. These speaking engagements will provide outreach for the organization as well as build partnerships with schools in various communities.

**University Programs:** Universities and community colleges provide an excellent avenue for teaching future leaders about the benefits of gardening and physical fitness. Many universities around the country offer degrees in environmental studies, sustainability, geography, earth science, ecology, nursing, and agriculture. These programs are pivotal in promoting a more sustainable and localized method for building healthier communities. Baled It! will work together with various post-secondary institutions to teach disparate communities methods for sustainable gardening and nontraditional exercise and provide materials to people in need of assistance. Additionally, the students in these programs can volunteer in exchange for valuable work and clinical experience that will be applicable to their majors and future career goals.

**Print Materials:** Print materials such as brochures and pamphlets will be made available for local schools or community events with detailed explanations of our goals, mission, and purpose. These materials will be provided with the expressed permission of administrators and leaders within these organizations.

## **Management Team**

The founding board will consist of three leadership positions consisting of the Director of Fitness, Director of Gardens, and Director of Records and Finance.

**Director of Gardens:** Jeremy Browning will oversee the planning and execution of all garden operations. These activities include, but are not limited to, (1) identifying the need for supplies & consumables and budgeting for their acquisition; (2) serving as chairperson or co-chairperson on garden-related committees; (3) planning and coordinating garden and education events; (4) providing consultation to potential garden-hosts and other relevant stakeholders; and (5) identifying, recording, managing, and disseminating botanical and horticultural data.

**Director of Fitness:** Brett Davis, will oversee the planning and execution of all fitness-related activities/operations. These activities include but are not limited to, (1) identifying the need for supplies and budgeting for their acquisition; (2) serving as chairperson or co-chairperson on fitness-related committees; (3) planning and coordinating fitness and education events; (4) providing consultation to relevant stakeholders; and (5) identifying, recording, managing, and disseminating health and fitness data.

**Director of Records and Finance:** Jesse Lane will communicate information about past and upcoming meetings, keep meeting minutes, maintain de jure and de facto corporate records, keep records of financial transactions, organize budgets, keep banking records, sign checks, and organize any financial records associated with purchases from which the board of directors deems necessary for the continued function of Baled It!

**Director of Arts and Media:** Erin Weaver will be responsible for public relations and designing various outreach programs and materials for use in building alliances and partnerships with community leaders and other nonprofits. Responsibilities include, but are not limited to, (1) designing promotional and advertisement material for the organization; (2) planning and implementing outreach programs; (3) designing and posting advertisements on the website and social media for upcoming events; and (4) acting as a liaison between Baled It! and other related organizations.

Language has been made in the bylaws to provide for the future growth of Baled It! and the addition of officers based on the needs of the organization at the time. New board members may be added based on the size and scope of the organization's duties within the larger community. Additionally, volunteers will be included in Baled It! operations as needed for planned events. As such, the organization has been set up to approve the inclusion of new board members and volunteers based on the vote of a majority of board members during scheduled or ad hoc meetings. It is our intention to become an integral part of the community, therefore volunteers will be chosen based on their willingness to support our mission statement in their local community.

## **Financial Plan**

Currently, revenue has only been derived from individual donations from the board members involved in the initial planning. However, as programming begins, additional funds will need to be raised to offset various costs associated with purchasing materials. Projected costs for the first year are set at \$68,415, higher than initially expected due to necessary transportation for materials to-and-from planned programs in the community. Provided below is a projected 3-year budget.

<b>Baled It! 3-Year Financial Plan</b>		<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Revenue</b>				
Individual Donations		\$25,000	\$30,000	\$50,000
Corporate Sponsorships		\$2,000	\$5,000	\$10,000
Crowdfunding		\$5,000	\$10,000	\$10,000
Fundraising Events		\$5,000	\$5,000	\$15,000
Board Donations		\$1,500	\$2,000	\$3,000
In-Kind Donations		\$30,000	\$30,000	\$60,000
Grants		-	-	-
Total Revenue		\$68,500	\$82,000	\$148,000
<b>Expenses</b>				
Salaries		-	-	\$20,000
Legal and Accounting Services		-	\$1,000	\$1,000
Fundraising Expenses		\$1,000	\$1,000	\$1,000
Program Expenses		\$13,583	\$33,015	\$39,215
Reservation Costs		\$250	\$800	\$800
Seeds		\$250	\$500	\$500
Gardening Scissors		\$750	\$1,500	\$1,500
Straw Bales		\$2,000	\$5,000	\$6,000
Fertilizer		\$1,500	\$4,000	\$5,000
Gardening Soil		\$1,500	\$4,000	\$5,000
Wood Pallets		\$3,000	\$7,000	\$8,000
Fencer Wire 16 Gauge		\$2,250	\$5,500	\$6,500
Galvanized Chicken Wire		\$1,000	\$3,000	\$4,000
Landscape Fabric		\$400	\$900	\$1,000
8-foot 1X2 wood		\$50	\$200	\$300
Screws		\$60	\$200	\$200
Staples		\$10	\$40	\$40
Battery Powered Drills		\$450	\$300	\$300
Staple Gun		\$100	\$50	\$50
Paper Towels		\$13	\$25	\$25
Exercise Equipment		\$700	\$100	\$100
Lease for Property		-	-	\$30,000
P.O. Box		-	\$114	\$114
Marketing		\$300	\$600	\$600
Office Supplies		-	\$400	\$600
Website		-	\$260	\$260
Telephone and Internet		-	-	\$600
Printing and Postage		\$250	\$500	\$750
Transportation		\$38,000	\$1,250	\$1,250
Insurance		\$1,000	\$1,000	\$3,150
Total Expenses		\$68,415	\$72,254	\$137,854
<b>Profit/Loss</b>		<b>\$85</b>	<b>\$9,746</b>	<b>\$10,146</b>

## ***Fundraising***

Fundraising will be an essential part of the means by which Baled It! is able to afford continued work in disparate communities, especially within the first year of operations. The board of directors will strategize and brainstorm various methods of fundraising and identify goals for meeting budget demands. Funding will be received through various channels including, but not limited to, private or government grants, fundraisers, donations, and corporate sponsorships.

- **GoFundMe**: GoFundMe will be one of the main methods by which Baled It! will crowdfund donations. A link will be shared on social media.
- **Donations**: A PayPal link will be made available on the organizational website for donations to Baled It!
- **Community Events**: Events such as trivia nights, scavenger hunts, drawings, selling of discount cards, and more, will be hosted by Baled It! board members to periodically raise funds for various nonprofit events.
- **Sponsorships**: Sponsorships from private businesses will become an important revenue stream for Baled It! as partnerships are formed with community leaders. Board members will canvas local businesses that are interested in providing services to local community members in need.
- **Grants**: Board members will research various grant opportunities from private and public institutions. Of particular interest are educational grants from public organizations such as the United States Department of Agriculture (USDA) and the Department of Health and Human Services (HHS). Foundations will be contacted by board members for additional information on grant opportunities.

## **Contingencies**

As there is potential for major market changes and internal evolutions in the organization, plans will be made to meet these changes as they arise. It is expected that prices will change in the upcoming 3 years and the organization will need to make contingencies to the budget to account for these changes. Additionally, it is likely the demand for services from local community members will also change, as the number of people needing support will likely change. Below is a concise description of plans for changes in the market and the local community.

**Market Changes**: Between January 2021 and April 2023, consumer prices have increased by a total of 15.33 percent.<sup>8</sup> During the same time period, food prices increased by 18.36 percent.<sup>9</sup> Commodity prices for raw materials such as seeds and building materials used in the programs offered to the community are expected to reflect continued increases in prices; therefore, contingencies will need to be made in the case of significant changes in pricing structures. Board members will keep a close look at various market forces and make cuts when necessary to ensure the financial stability of the organization.

**Community Changes**: As markets and prices change, there will be an impact on the local community. If the above estimates occur, it is likely that demand for services provided by Baled It! will increase. As stated earlier in this report, incomes in the state of Alabama were impacted by the COVID-19 pandemic and have only slightly recovered. Since data is not available for 2022 and 2023, it is difficult to estimate changes on the local level compared to changes in prices. However, it is expected that as prices increase and incomes remain stagnant, the poorest people

---

<sup>8</sup> FRED. (2023a). *Consumer Price Index for All Urban Consumers: All Items in U.S. City Average*. FRED Economic Data. St. Louis Federal Reserve Bank. <https://fred.stlouisfed.org/series/CPIAUCSL>

<sup>9</sup> FRED. (2023b). *Consumer Price Index for All Urban Consumers: Food in U.S. City Average*. FRED Economic Data. St. Louis Federal Reserve Bank. <https://fred.stlouisfed.org/series/PALLFNFINDEXQ>

in the community will be significantly impacted by these changes, especially as it relates to food and discretionary costs such as gym memberships. Therefore, as these changes are likely to occur, Baled It! will need to implement a strategy for meeting increases in demand for services through the creation of partnership coalitions with local businesses and outreach to other institutions around the United States.

Our goal at Baled It! is to provide a valuable service to people in need of support. These communities are usually the first to be impacted by downturns in the market and are usually the last to recover. Therefore, our organization will create various plans to meet these expected changes so that disparate communities will be able to live healthier lifestyles using inexpensive methods of gardening and exercise.