



TOWN OF EXETER, NEW HAMPSHIRE  
HUMAN SERVICES  
FY 2025

**Organization's Name:** Seacoast Eat Local **Year Founded:** 2006  
**Address:** 4 Captain Smith Emerson Rd, Lee, NH 03861  
**Executive Director/ Board Chair:** Shawn Menard / Dawn Barker **Tax ID Number:** 45-2547575  
**Applicant Contact:** Shawn Menard  
**Email:** director@seacoateatlocal.org **Address:** same as above  
**Phone:** 603-241-4400

**Organization's Mission Statement and Statement of Grant Purpose (e.g. This grant will be used...):**  
 Seacoast Eat Local cultivates a thriving food economy by building bridges between regional food producers and consumers. Our vision is that the Seacoast Region will have a vibrant, diverse community of successful farms and food producers and ever-expanding access for consumers. In dedication to this mission, we operate four primary programs: Farmers' Markets, the Seacoast Harvest Local Food Guide, food access programs, and a variety of events fostering deeper community engagement with local food.

This grant will be used to support the operation of our SNAP (food stamps) and matching incentive program as well as kid's educational activities at the Exeter Farmers' market.

**Brief Detailed description of how the money will be specifically utilized for Exeter residents:**

Funds will be used to support the operation of our food access program, which is available to all low-income residents in the Town of Exeter. This is made available during the 24-week summer farmers market season as well as our 15 winter markets in the surrounding area. Through this program, Exeter residents can also use their SNAP benefits at area farm stands, such as Heron Pond Farm in South Hampton.

Funds will also support ongoing activities and resources targeted towards children and young families in Exeter to increase knowledge and awareness of local food. This is done through take-home resources and special activities at our Exeter Farmers' Market, which takes place weekly on Thursdays from 2:30-6:00 May through October.

**% of overall services that goes to Exeter residents:** about 20% of the above described services

**# of Exeter residents served:** roughly 200-300 benefit from the services described above

**List all geographic area(s) served by organization:** Rockingham, Strafford, and York counties of NH & ME

Total Municipal Contributions in 2024:

\$7,350 total  
 \$2,500 Cash  
 \$4,850 in-kind

List each town that contributes and the amount received:

Exeter \$1,500; Durham \$750; State of NH \$500; Portsmouth \$2,600; Dover \$2,000

Organization's total projected budget for FY 2025: \$447,524

**Amount Requested:** \$ 1,500

*Town Manager's Office*

**JUL 31 2024**

*Received*


**Additional Information Required:**

Please supply the following items for a complete application to be considered:

1. Provide a narrative, not to exceed two pages in size 12 font
  - a) Organization's overview
  - b) Program changes and/ or highlights from the past year
  
2. FY24 funded organizations must submit a brief summary of how those funds were used to support Exeter residents
  - a) If your organization is requesting an increase in funding for FY25, submit justification of increased need
  
3. Complete financial statements
  - a) Operating budget
  - b) Balance sheet

I certify to the best of my knowledge that the information in this proposal reflects accurate data concerning need and estimates of planned/delivered services. The proposal was considered and approved for submission by the agency Board of Directors on\_\_\_\_(date).6/24/24

By signing this application, the undersigned offers and agrees, if the proposal is accepted, to furnish items or services that is quoted. This agreement is subject to final negotiation and acceptance by the Select Board and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature:  Date: 7/30/2024

Submit no later than July 31, 2024:

Town of Exeter  
Town Manager  
10 Front Street  
Exeter, NH 03833



4 Captain Smith Emerson Rd, Lee, NH 03861  
603-241-4400 · director@seacoasteatlocal.org

July 30, 2024

Dear Members of the Human Services and Budget Recommendations Committees,

I am writing to request financial support from the Town of Exeter for our food access and youth education programs at Seacoast Eat Local (SEL). As a 501(c)3 nonprofit organization serving Rockingham, Strafford, and York Counties, SEL is dedicated to strengthening our regional food economy by connecting local food producers with the community. Our core programs include Farmers' Markets, the Seacoast Harvest Local Food Guide, food access programs, and community events that promote local food engagement.

Over the past year, SEL faced significant challenges due to the restricted space at the Exeter Farmers' Market caused by the construction project adjacent to Swasey Parkway. Our space for vendors has been significantly reduced and many people in the community have been confused if the market is still operating during construction. Despite these constraints, we successfully maintained our food access programs, ensuring that SNAP recipients had uninterrupted access to fresh, locally-produced food. Our efforts also extended to providing educational resources and activities for children and their families, helping them learn about and confidently use fresh, healthy foods.

The Exeter Farmers' Market remains one of our most effective locations for these initiatives. Given the high demand and demonstrated community impact, we are seeking the Town of Exeter's continued support to sustain and expand these crucial programs. Specifically, the requested funds will help us maintain and enhance multiple efforts such as SNAP (food stamps), Vouchers for Veterans, and Produce Prescription programs for underserved communities. Additionally, we plan to further develop resources and activities aimed at fostering healthy food habits and education among children.

We sincerely appreciate the Exeter Human Services and Budget Recommendations Committees for considering our request. Seacoast Eat Local is committed to making a positive impact and building stronger community connections in Exeter. We look forward to another year of meaningful service and collaboration.

Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Shawn Menard". The signature is fluid and cursive, written in a professional style.

Shawn Menard, Executive Director

**Town of Exeter Human Services Funding**  
**Annual Spending Summary**  
**Seacoast Eat Local: Fiscal Year 2024**

We are pleased to report that in the fiscal year 2024, Seacoast Eat Local received a \$1,500 grant from the Town of Exeter to support our SNAP and Incentive program at farmers' markets and farm stands. Ensuring that all Exeter residents have access to fresh, local food is a fundamental goal of our organization. This grant plays a significant role in making that possible, particularly for low-income families who benefit from our SNAP services.

Throughout the year, \$16,433 in SNAP benefits and matching incentives were spent at Exeter farmers' markets, including the Stratham Winter Farmers' Market just over the town line. This additional income is vital for the sustainability of Exeter's farmers' markets, encouraging farms and regional food vendors to continue participating. In addition to boosting sales through SNAP, we also enable customers to pay with credit and debit cards, further supporting all market vendors.

Approximately 50 Exeter residents utilized SNAP benefits at our farmers' markets, with at least 25 others shopping at farm stands. Our commitment to making the local food system accessible to individuals of all income levels remains a top priority. The SNAP program is one of our most impactful initiatives, and Exeter consistently stands out as one of the most active locations in our region.

Overall, our SNAP program continued to thrive in fiscal year 2024. We are excited about the future and look forward to expanding our offerings at the Exeter Farmers' Market in the coming year. We aim to create an engaging and welcoming environment where residents can enjoy and learn about the local food scene.

Thank you for your continued support and partnership. Together, we are making a meaningful difference in our community.

	General Fund	Education	Seacoast Harvest	SNAP	Summer Market	Winter Market	Total
<b>INCOME</b>							
Donations							0.00
Foundation Donations	40,000.00	15,000.00	7,500.00		2,500.00		65,000.00
Individual Contributions	40,000.00		1,000.00				41,000.00
Organization-Business Contributions	42,500.00						42,500.00
Vendor reimbursement donation				500.00			500.00
<b>Total Donations</b>	<b>\$ 122,500.00</b>	<b>\$ 15,000.00</b>	<b>\$ 8,500.00</b>	<b>\$ 500.00</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 149,000.00</b>
Events Income							0.00
Restaurant Dinners	10,000.00						10,000.00
Workshop Events		5,000.00					5,000.00
<b>Total Events Income</b>	<b>\$ 10,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 15,000.00</b>
Grants							0.00
Government Grants							0.00
Federal Grants							0.00
Local Grants				1,500.00			1,500.00
<b>Total Government Grants</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1,500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1,500.00</b>
Public Grants	70,000.00	20,000.00	1,500.00	5,000.00	2,500.00		99,000.00
<b>Total Grants</b>	<b>\$ 70,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ 1,500.00</b>	<b>\$ 6,500.00</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 100,500.00</b>
Program Income							0.00
Mobile Market Services		2,500.00					2,500.00
SNAP Services				8,000.00			8,000.00
Stall Fees					48,566.00	30,457.50	79,023.50
<b>Total Program Income</b>	<b>\$ 0.00</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 8,000.00</b>	<b>\$ 48,566.00</b>	<b>\$ 30,457.50</b>	<b>\$ 89,523.50</b>
Sales							0.00
Market Match				43,000.00			43,000.00
Product Sales		2,000.00			2,000.00	2,500.00	6,500.00
<b>Total Sales</b>	<b>\$ 0.00</b>	<b>\$ 2,000.00</b>	<b>\$ 0.00</b>	<b>\$ 43,000.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 49,500.00</b>
Sponsorships		5,000.00	15,000.00		15,000.00	9,000.00	44,000.00
<b>Total Income</b>	<b>\$ 202,500.00</b>	<b>\$ 49,500.00</b>	<b>\$ 25,000.00</b>	<b>\$ 58,000.00</b>	<b>\$ 70,566.00</b>	<b>\$ 41,957.50</b>	<b>\$ 447,523.50</b>
<b>Gross Profit</b>	<b>\$ 202,500.00</b>	<b>\$ 49,500.00</b>	<b>\$ 25,000.00</b>	<b>\$ 58,000.00</b>	<b>\$ 70,566.00</b>	<b>\$ 41,957.50</b>	<b>\$ 447,523.50</b>
<b>EXPENSES</b>							
Advertising & Promotions					3,000.00	1,000.00	4,000.00
Bank Service Charges/Credit Card Fees	1,800.00	100.00	50.00	750.00	1,000.00	300.00	4,000.00
Business Registration Fees	150.00	75.00			200.00		425.00
Capacity Building							0.00
Conferences & Meetings	200.00						200.00
Professional Development	500.00						500.00
Volunteer cultivation	300.00						300.00
<b>Total Capacity Building</b>	<b>\$ 1,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1,000.00</b>
Contract Services							0.00
Accounting/Bookkeeping Fees	6,500.00						6,500.00
Outside Contract Services	7,500.00				8,000.00	4,600.00	20,100.00
<b>Total Contract Services</b>	<b>\$ 14,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 8,000.00</b>	<b>\$ 4,600.00</b>	<b>\$ 26,600.00</b>
Event Expenses							0.00
Restaurant Dinner Expenses	4,000.00						4,000.00
Workshops Expenses		2,500.00					2,500.00
<b>Total Event Expenses</b>	<b>\$ 4,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 6,500.00</b>
Facilities and Equipment							0.00
Equipment Purchase & Rental							0.00
Fuel & Parking		300.00			350.00	100.00	750.00
Rent & Utilities	24,000.00				2,100.00	5,700.00	31,800.00
Vehicle Maintenance		1,000.00			600.00		1,600.00
<b>Total Facilities and Equipment</b>	<b>\$ 24,000.00</b>	<b>\$ 1,300.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,050.00</b>	<b>\$ 5,800.00</b>	<b>\$ 34,150.00</b>
Food & Products							0.00
Food Donation Purchases		5,000.00					5,000.00
Inventory Purchases		1,500.00			1,000.00	1,000.00	3,500.00
Market Match				43,000.00			43,000.00
<b>Total Food &amp; Products</b>	<b>\$ 0.00</b>	<b>\$ 6,500.00</b>	<b>\$ 0.00</b>	<b>\$ 43,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 51,500.00</b>

	General Fund	Education	Seacoast Harvest	SNAP	Summer Market	Winter Market	Total
Insurance - Liability, D&O, Auto	2,150.00	1,600.00					
Operations					1,341.00	447.00	5,538.00
Membership Fees	500.00						0.00
Postage, Mailing Service	150.00						500.00
Printing and Signage	500.00	100.00	13,500.00	300.00	500.00	500.00	15,400.00
Supplies	750.00	500.00		300.00	300.00	300.00	2,150.00
Telecommunications							0.00
Database service	2,380.00		264.00		1,650.00	1,650.00	5,944.00
Email & Phone service	1,500.00						1,500.00
Terminal Data Fees				1,000.00			1,000.00
Website hosting & domains	4,500.00						4,500.00
<b>Total Telecommunications</b>	<b>\$ 8,380.00</b>	<b>\$ 0.00</b>	<b>\$ 264.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,650.00</b>	<b>\$ 1,650.00</b>	<b>\$ 12,944.00</b>
<b>Total Operations</b>	<b>\$ 10,280.00</b>	<b>\$ 600.00</b>	<b>\$ 13,764.00</b>	<b>\$ 1,600.00</b>	<b>\$ 2,450.00</b>	<b>\$ 2,450.00</b>	<b>\$ 31,144.00</b>
Payroll Expenses							0.00
Health Insurance	19,200.00						19,200.00
Mileage & Travel	1,000.00						1,000.00
Other Benefits	7,550.60						7,550.60
Payroll Services	1,824.00						1,824.00
Payroll Tax Expense	8,587.71	2,777.95	829.75	960.29	3,821.06	1,879.57	18,856.34
State Unemployment Tax	1,500.00						1,500.00
<b>Total Payroll Tax Expense</b>	<b>\$ 10,087.71</b>	<b>\$ 2,777.95</b>	<b>\$ 829.75</b>	<b>\$ 960.29</b>	<b>\$ 3,821.06</b>	<b>\$ 1,879.57</b>	<b>\$ 20,356.34</b>
Short Term Disability Insurance	650.00						650.00
Wages							0.00
Staff Wages	104,093.51	33,672.17	10,057.61	11,639.87	46,315.92	22,782.67	228,561.74
<b>Total Wages</b>	<b>\$ 104,093.51</b>	<b>\$ 33,672.17</b>	<b>\$ 10,057.61</b>	<b>\$ 11,639.87</b>	<b>\$ 46,315.92</b>	<b>\$ 22,782.67</b>	<b>\$ 228,561.74</b>
Workman's Comp.	550.00						550.00
<b>Total Payroll Expenses</b>	<b>\$ 144,955.82</b>	<b>\$ 36,450.13</b>	<b>\$ 10,887.36</b>	<b>\$ 12,600.16</b>	<b>\$ 50,136.98</b>	<b>\$ 24,662.24</b>	<b>\$ 279,692.69</b>
<b>Total Expenses</b>	<b>\$ 202,335.82</b>	<b>\$ 49,125.13</b>	<b>\$ 24,701.36</b>	<b>\$ 57,950.16</b>	<b>\$ 70,177.98</b>	<b>\$ 40,259.24</b>	<b>\$ 444,549.69</b>
<b>Net Operating Income</b>	<b>\$ 164.18</b>	<b>\$ 374.87</b>	<b>\$ 298.64</b>	<b>\$ 49.84</b>	<b>\$ 388.02</b>	<b>\$ 1,698.26</b>	<b>\$ 2,973.81</b>
Other Income							0.00
Interest earned	5,000.00						5,000.00
<b>Total Other Income</b>	<b>\$ 5,000.00</b>						<b>\$ 5,000.00</b>
Other Expenditures							\$ 0.00
Interest-SCU	\$ 1,437.32						\$ 1,437.32
<b>Total Other Expenditures</b>	<b>\$ 1,437.32</b>						<b>\$ 1,437.32</b>
<b>Net Other Income</b>	<b>\$ 3,562.68</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,562.68</b>
<b>Net Income</b>	<b>\$ 3,726.86</b>	<b>\$ 374.87</b>	<b>\$ 298.64</b>	<b>\$ 49.84</b>	<b>\$ 388.02</b>	<b>\$ 1,698.26</b>	<b>\$ 6,536.49</b>

# Seacoast Eat Local

## Statement of Financial Position

As of June 30, 2024

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
CD	0.00
Checking - Operating	22,951.08
Checking - Program	1,134.97
Money Market	96,100.49
PayPal	5,351.03
Petty Cash	573.00
<b>Total Bank Accounts</b>	<b>\$126,110.57</b>
Accounts Receivable	
Accounts Receivable (A/R)	10,233.40
<b>Total Accounts Receivable</b>	<b>\$10,233.40</b>
Other Current Assets	
Prepaid Insurance	0.00
Uncategorized Asset	0.00
Undeposited Funds	243.99
<b>Total Other Current Assets</b>	<b>\$243.99</b>
<b>Total Current Assets</b>	<b>\$136,587.96</b>
Fixed Assets	
Accumulated Depreciation	-86,185.00
Cooler	0.00
Farmers' Market Vehicle	30,000.00
Mobile Market Van	80,045.00
Solar Project	7,673.00
<b>Total Fixed Assets</b>	<b>\$31,533.00</b>
Other Assets	
Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$170,120.96</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	9,238.11
<b>Total Accounts Payable</b>	<b>\$9,238.11</b>
Credit Cards	
Staff Credit Cards	1,091.08

# Seacoast Eat Local

## Statement of Financial Position

As of June 30, 2024

	TOTAL
<b>Total Credit Cards</b>	<b>\$1,091.08</b>
Other Current Liabilities	
Accrued Liabilities	435.50
Gift Card Outstanding	10.00
Payroll Liabilities	
Federal Tax Payable	0.00
NH SUI Payable	0.00
Simple IRA	1,706.91
<b>Total Payroll Liabilities</b>	<b>1,706.91</b>
Refundable Advance	0.00
Token Liability	0.00
Cooking Matters Tokens	0.00
Debit Tokens	14,064.00
Gather Tokens	0.00
SNAP Tokens	11,986.00
WISE Vouchers	80.00
<b>Total Token Liability</b>	<b>26,130.00</b>
Unearned Revenue	1,306.90
Westwick Farming Fiscal Sponsorship	4,579.25
<b>Total Other Current Liabilities</b>	<b>\$34,168.56</b>
<b>Total Current Liabilities</b>	<b>\$44,497.75</b>
Long-Term Liabilities	
Auto Loan - ServiceCU	23,729.20
<b>Total Long-Term Liabilities</b>	<b>\$23,729.20</b>
<b>Total Liabilities</b>	<b>\$68,226.95</b>
Equity	
Net Assets	
General Fund	0.00
Seacoast Harvest	0.00
SNAP	0.00
Winters Farmer's Market	0.00
<b>Total Net Assets</b>	<b>0.00</b>
Opening Balance Equity	0.00
Retained Earnings	149,289.64
Net Revenue	-47,395.63
<b>Total Equity</b>	<b>\$101,894.01</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$170,120.96</b>