



**My
Grocery
Store**

Feeding The Whole Body



My Grocery Store, I-94 Eatz and Learn Initiative

Program Overview

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www.mygrocerystore.org



Executive Summary

The I-94 corridor from Waukegan, Illinois to Milwaukee, Wisconsin presents a unique opportunity to address interconnected challenges facing underserved families. Our initiative combines nutritional access, educational engagement, small business development, and financial empowerment through a sustainable revenue-generating model. By incentivizing parental involvement in education, distributing fresh meals, hosting an interactive cooking show, and providing matched savings accounts, we create a comprehensive ecosystem that transforms both individual families and entire communities.

Key Objectives



Improve K-12 educational proficiency



Reduce environmental trauma and youth violence



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Business Description



Business Overview

Headquartered in Southeastern, Wisconsin, the My Grocery Store, I-94 Eat and Learn Initiative creates a network connecting Distribution Partners, small businesses, schools, parents, and students. Our model delivers both social impact and economic opportunity by transforming the traditional food distribution model into an engine for community change. Through a \$25,000 participation commitment, Distribution Partners unlock exclusive benefits and revenue-generating opportunities worth over \$350,760 over the two-year pilot period, while simultaneously advancing community wellbeing.

Products & Services



Fresh Meal Distribution Program



"My Grocery Store is Cooking" Show



Small Business Network



My Grocery Store IDA Pilot



Market Analysis

The I-94 corridor from Waukegan to Milwaukee represents a critical opportunity zone where educational disparities, food insecurity, youth behavioral issues, and limited economic opportunities converge to create significant barriers to family success. Our comprehensive market analysis reveals both substantial needs and untapped potential across this region. With approximately 2,000,000 residents including 900,000+ school-aged children in our target communities, we've identified a significant service gap that our initiative directly addresses through an integrated approach to family and community wellbeing.



Educational Need



Students with parents who are involved in their education are 40% more likely to earn higher grades and 30% more likely to graduate.

Nutritional Gap



Approximately 1 in 6 children in the corridor live in food-insecure households with limited access to fresh, healthy food options.

Economic Opportunity



Families in US communities receive over 112 billion SNAP benefits annually, representing significant untapped potential for local businesses.

Community Safety



Programs promoting family engagement have demonstrated 25-30% reductions in youth violence incidents in similar communities.



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Budget And Financial Plan

Our financial model balances community impact with economic sustainability through a diversified revenue approach. Revenue projections of \$87,475,400 come from Distribution Partner fees of \$2,875,000, cooking kit sales of \$84,600,400, and a \$2,157,000 Sustainability Fund. The two-year pilot requires a \$85,318,000 investment covering infrastructure, staffing, operations, IDA matching funds, and educational incentives. Distribution Partners receive substantial ROI on a \$25,000 investment, potentially yielding \$350,760 over two years, while our sustainability plan includes efficiency improvements, diversified funding, and social enterprise development for long-term viability beyond the pilot period.

Financial Overview

Amt (USD)

Projected Revenue: Distribution Partner Fees and Cooking Kits

\$87,475,400

Total Two-Year Pilot Investment

\$85,318,000

With A Significant Projected Surplus, Eatz and Learn Is Positioned To Expand

\$ 2,157,000

Distribution Partner ROI: \$25,000 Investment yields potential selling \$38,760 in fresh food and \$312,000 in cooking kits

\$ 350,760





Thank You

The My Grocery Store, I-94 Eat and Learn Initiative represents a groundbreaking approach to integrated community development. By addressing the interconnected challenges of education, nutrition, safety, and economic opportunity, we're creating a comprehensive model for building stronger families and communities along the I-94 corridor. We invite you to partner with us in this transformative work.



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