



HACTAC Academy Community Development Corp.

HACTAC is a 501©3 non-profit community development corporation operated by Ellison Lifestyle Group to rally sponsors of the SuperFood Friends curricula and The CropBox, a vertical farming unit. All contributions are tax deductible.

What is SuperFood Friends? Curricula features 100 fruit and vegetable cartoon characters that teach vocabulary, science, math, fitness and healthy choices in a fun learning environment. The CropBox grows fruits and leafy vegetables. It's endorsed by the Nevada Department of Agriculture.

What is The CropBox? It's a farm in a truck trailer. Using hydroponics and LED lights, The CropBox yields as many crops year-round as an acre of farmland, well suited for Nevada's arid climate.

Strategy: Improve learning and stabilize underserved communities as well as hasten the creation of a new urban agricultural industry that stimulates jobs, small businesses and green grocers in Food Deserts in underserved communities.

Donor Benefits: Charitable tax deductions, national media exposure, community engagement, employee volunteerism, social responsibility and enhanced reputation.

Phase 1 Goal: \$1.5 million. Target eight Victory Schools in Center City Las Vegas for SuperFood Friends and CropBoxes, which will generate a profit for the schools' general budgets from crops sold to hotels, resort casinos, markets and restaurants.

Phase 2 Goal: \$3.5 million. Target an additional 20 schools for the program, growing their role in the Nevada food supply chain, and supporting training programs, more jobs and college-accredited classes.

Who we are:

Ellison Lifestyle Group, based in Las Vegas, is a certified minority-owned company whose family of products advances child health, economic development and nutritional justice.

TARGET LAS VEGAS VICTORY SCHOOLS

Kermit R. Booker Sr. Innovative Elementary School
 Innovations International Charter School of Nevada
 Jay W. Jeffers Elementary School
 Matt Kelly Elementary School
 Walter V. Long Elementary School
 William E. Snyder Elementary School
 Vegas Verdes Elementary School
 West Prep Elementary School

BY THE NUMBERS

	Las Vegas	Target Zips Codes
Population	632,000	99,780
White %	46	24.2
Latino %	33	50.8
Black %	11	15.7
Asian %	9	5.9
Median Household Income	\$45,670	\$30,093
Unemployment Rate %	5	16.7
Household income Less than \$24,999	27	41.4
Owner Occupied %	57	37.1
Renters %	43	62.9