



United States Department of Agriculture

# Utilizing Grants & Unique Partnerships to Serve More Summer Meals

Join Us for This Webinar  
March 25 (Tuesday), 2014  
2:00 pm -- 3:00 pm EDT

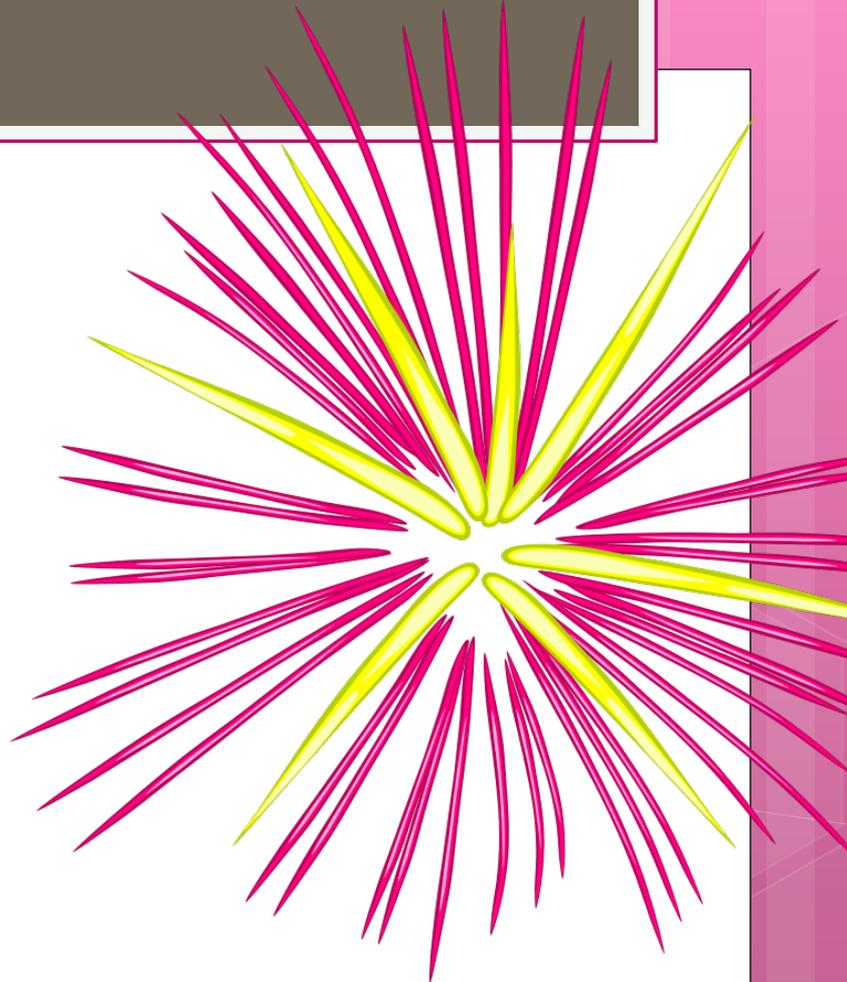


# Jimmy Nguyen

USDA Food and Nutrition Service  
Office of Communications



Webinar Moderator



# Today's Presenters

- Overview of Summer Food Service Program & Grant Opportunities – Jimmy Nguyen, USDA FNS
- Policies that Help – Mandana Yousefi, USDA FNS
- UPS & Transit Authority Partnerships – Deborah Waxman, Food for People (California)
- Working with Libraries - Patrice Chamberlain, California Summer Meals Coalition
- Walmart Grant & Partnering with City Gov't – Carole Husa, Wilkes-Barre Family YMCA (Pennsylvania)
- Americorps & PepsiCo Partnerships – Keven Vicknair, City Square (Texas)
- Questions, Answers, & Sharing of Ideas



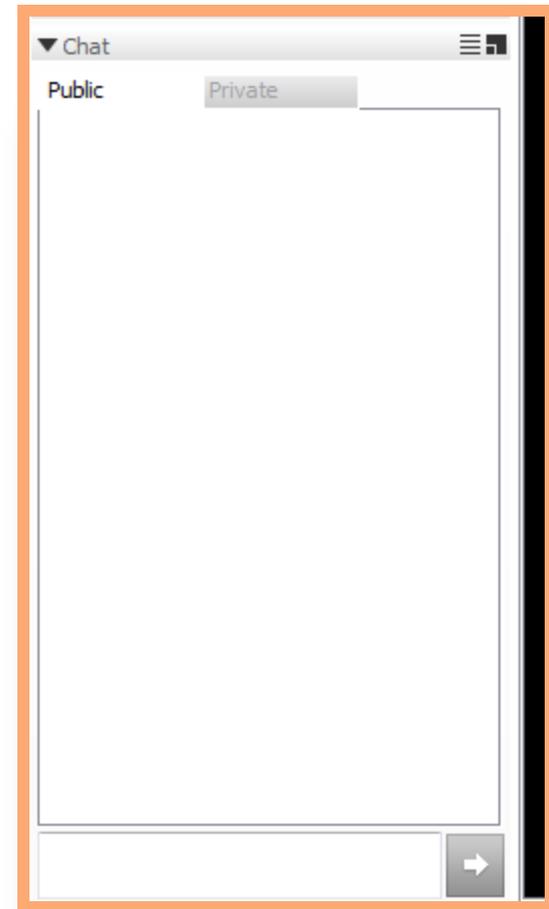


## Ask questions or share your grant or partnership activities

Type a question in the text  
field in the lower left hand  
corner at any time

Or

**Dial \*1** on your telephones to  
ask a question by phone  
during the Q&A period



# Why Summer Meals needs to be a community effort?

- In 2013, 21 Million children received free or reduced priced meals during the school year
- But during Summer 2013, we only reached a fraction of eligible children with summer meals

We need more partnerships between businesses, non-profits, & local governments to make up this gap



Out of 6 low-income students



# Only 1 out of 6 receives summer meals



Millions of kids and teens are at-risk of going hungry this summer

# Summer Food Service Program Basics

- Funds provided by federal government
- Each State Agency administers program
- Low-income kids and teens 18 years old and younger receive free, nutritious meals
- Organizations, schools, local gov't agencies, etc. serve the free, nutritious meals at safe and convenient sites in communities
- Operates when school is not in session



# Main Players

- Federal Government
- State Agencies
- Sponsors
- Sites
- Partners/Volunteers/Promoters
- Kids & Teens



# What Is a "Sponsor"?

They can be a school, non-profit, faith-based organization, government entity, etc.

Really any organization that can handle the financial, administrative, and food service responsibilities of running the Summer Food Service Program



Sponsors come in all shapes and sizes!

# What Is a "Site"?

- The actual place where meals are served and kids eat
- Sites can be anywhere, but ideally it's where the kids usually are during summer



local gov't building



trucks/buses/vans



apartments/  
housing complexes



rural areas/  
migrant centers



# Where do sites & sponsors usually need help?

- Promoting summer meals sites
- Serving enough meals to cover costs
- Transportation of meals to sites
- Planning activities at sites so kids & teens keep coming back

This is where partnerships & grants can help!

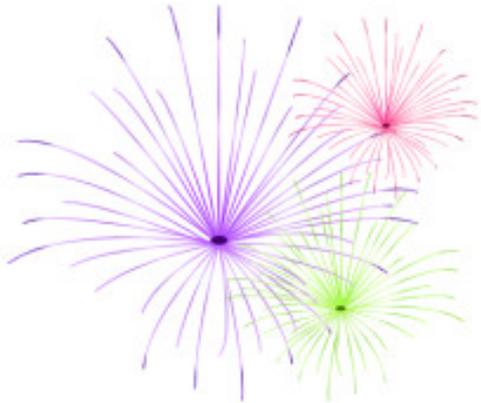


# Share Our Strength Grants Memo & Webinar

- Grants Memo –  
<http://bestpractices.nokidhungry.org/download/file/fid/706>
- Grants webinar -  
<http://bestpractices.nokidhungry.org/sites/default/files/resources/Summer%20Grants.mp4>

# Mandana Yousefi

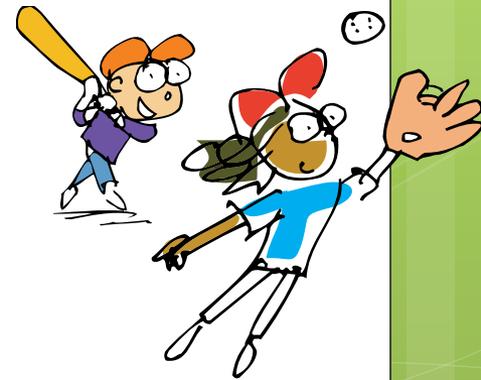
USDA Food and Nutrition Service  
Child Nutrition Division



Policies Can Be Your Friend!

# Allowable Use of Program Funds

- Policy Resources:
  - Program Handbooks - [www.fns.usda.gov/sfsp/handbooks](http://www.fns.usda.gov/sfsp/handbooks)
- The legislative, regulatory, and policy requirements of the SFSP are consolidated in easy to understand guidance for sponsors, monitors and site supervisors.
  - Administrative Guidance for Sponsors
  - Monitor's Guide
  - Nutrition Guidance for Sponsors
  - Site Supervisor's Guide
  - Site Supervisor's Guide (Spanish)
- FNS Financial Management Instruction - <http://portal.nysed.gov/portal/page/pref/CNKC/IntDocs/FNS-FinancialManagementInstruction-SFSP-796-4%5B1%5D.pdf>
- Check Out the Policy Resources toolkit page for more information - [www.fns.usda.gov/sites/default/files/cnd/SMT-PolicyResources.pdf](http://www.fns.usda.gov/sites/default/files/cnd/SMT-PolicyResources.pdf)



# Budgeting for Success

- Like any well-run business, your SFSP needs a budget to help you establish priorities, make decisions and know how your program dollars will be generated and spent.
  - What are your operating costs?
  - What are your administrative costs?
- Purchasing your meals from a vendor?
  - Maintain Costs
  - Protect yourself
  - Ensure high quality, nutritious meals
- Check Out the Budgeting for Success and Vended Meals toolkit pages for more information –
  - [www.fns.usda.gov/sites/default/files/cnd/SMT-BudgetingforSuccess.pdf](http://www.fns.usda.gov/sites/default/files/cnd/SMT-BudgetingforSuccess.pdf)
  - [www.fns.usda.gov/sites/default/files/cnd/SMT-Vended%20Meals.pdf](http://www.fns.usda.gov/sites/default/files/cnd/SMT-Vended%20Meals.pdf)



# How Additional Funds Can Help

- Additional Funds Can Cover:
  - costs of the administration of the program, when USDA reimbursements are not sufficient, or
  - cover costs associated with items not allowable with the USDA reimbursement
- Examples of Unallowable Uses
  - Adult Meals - [www.fns.usda.gov/meal-service-requirements](http://www.fns.usda.gov/meal-service-requirements)
  - Purchasing Vehicles - [www.fns.usda.gov/mobile-feeding-options-summer-feeding-programs](http://www.fns.usda.gov/mobile-feeding-options-summer-feeding-programs)
- Reminder: Additional sources of income that support the meal programs must be tracked and reported separately from Program funds!



# USDA Policy Support Collaborative Planning

- Expanding Awareness and Access to Summer Meals – [www.fns.usda.gov/sites/default/files/SP07%20SFSP07-2014os.pdf](http://www.fns.usda.gov/sites/default/files/SP07%20SFSP07-2014os.pdf)
- This memorandum provides guidance on the requirements in the Summer Food Service Program (SFSP) and the Seamless Summer Option (SSO) of the National School Lunch Program (NSLP) related to expanding awareness and access to these programs. This memorandum also highlights resources available to States and sponsors for conducting their required expansion efforts.
- Check Out the Proactive Planning toolkit page for more information - [www.fns.usda.gov/sites/default/files/cnd/SMT-ProactivePlanning.pdf](http://www.fns.usda.gov/sites/default/files/cnd/SMT-ProactivePlanning.pdf)

# Food for People's Summer Lunch Program

*Working with community partners to overcome  
transportation challenges in Humboldt County, CA.*

**Deborah Waxman, Director of Programs**



# Program Overview

- Food for People is the food bank for Humboldt County, CA, serving more than **12,000 people each month** through our 14 programs.
- Nearly **10,000 children** are at risk for hunger in our county (F/RPL).
- Our Summer Lunch program serves **300-400 children per day at 21 sites** county-wide. We are the only SFSP sponsor in our area.
- This program is operated by **one staff person & a seasonal driver**.
- Our **vendor** is the Humboldt Senior Resource Center. They make pre-packed, cold, sack lunches each day based on our order.
- Driver starts at 6am, packs lunches, milk & ice packs into coolers and begins route, delivering to all sites before noon.

# Rural Transportation Challenges

- Humboldt County's land mass is roughly the size of Rhode Island.
- It is a 5-6 hour drive north of San Francisco and 2 hours from the Oregon border. This is a very rural, forested and mountainous area.
- Sites can be up to **70 miles** away from our food bank, making it challenging to get food to all sites in the county before noon lunch service.
- Strategic partnerships with **Humboldt Transit Authority and UPS** have allowed us to reach our **most distant sites**.

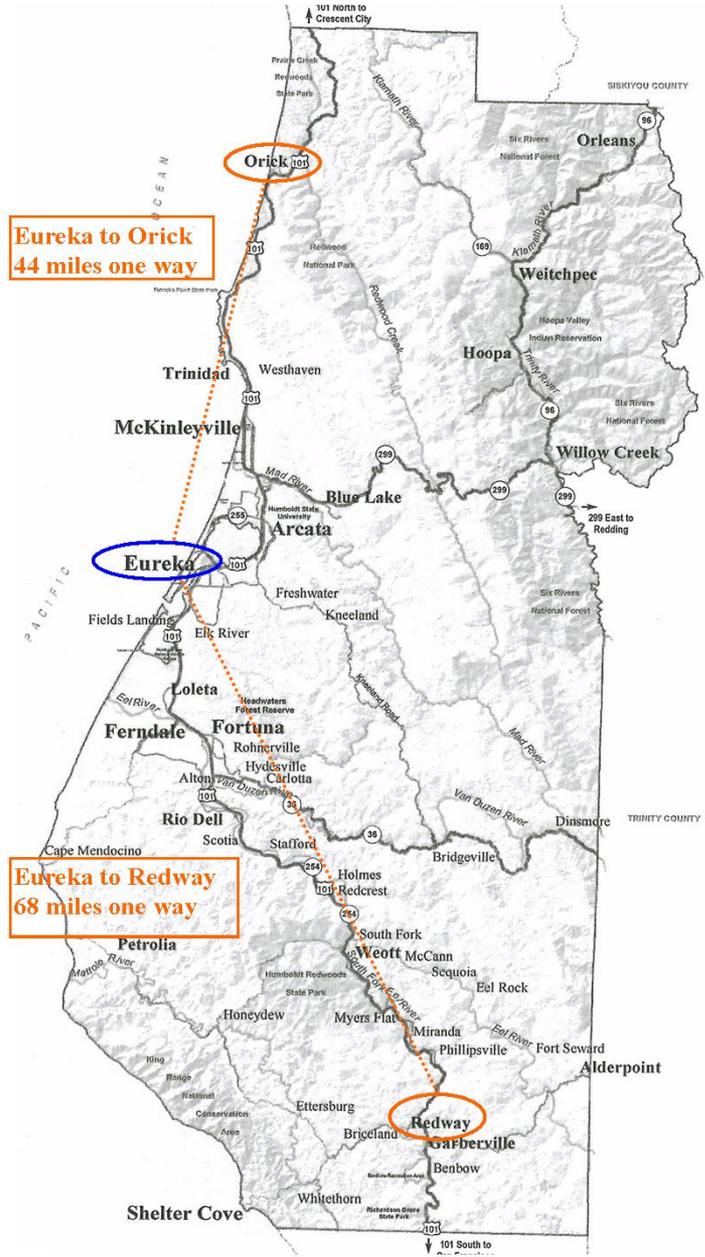
# Partnership with UPS

**HISTORY:** Started in 2001, volunteer stopped taking lunches to Orick, needed to find a new way to get food to kids there. Asked UPS what they would charge, they offered to take the cooler for free.

Since then, UPS has helped us get food to Orick (44 miles away) and Redway (68 miles away) in years when those sites have participated.

**LOGISTICS:** Our driver drops off the coolers at the UPS central depot in Eureka every morning & picks up empty coolers from the previous day.

When we are sponsoring both of these sites, UPS donates 225 miles per day, for a total of over 12,000 miles for the summer.





Food for People Driver and UPS Route Driver with a lunch cooler

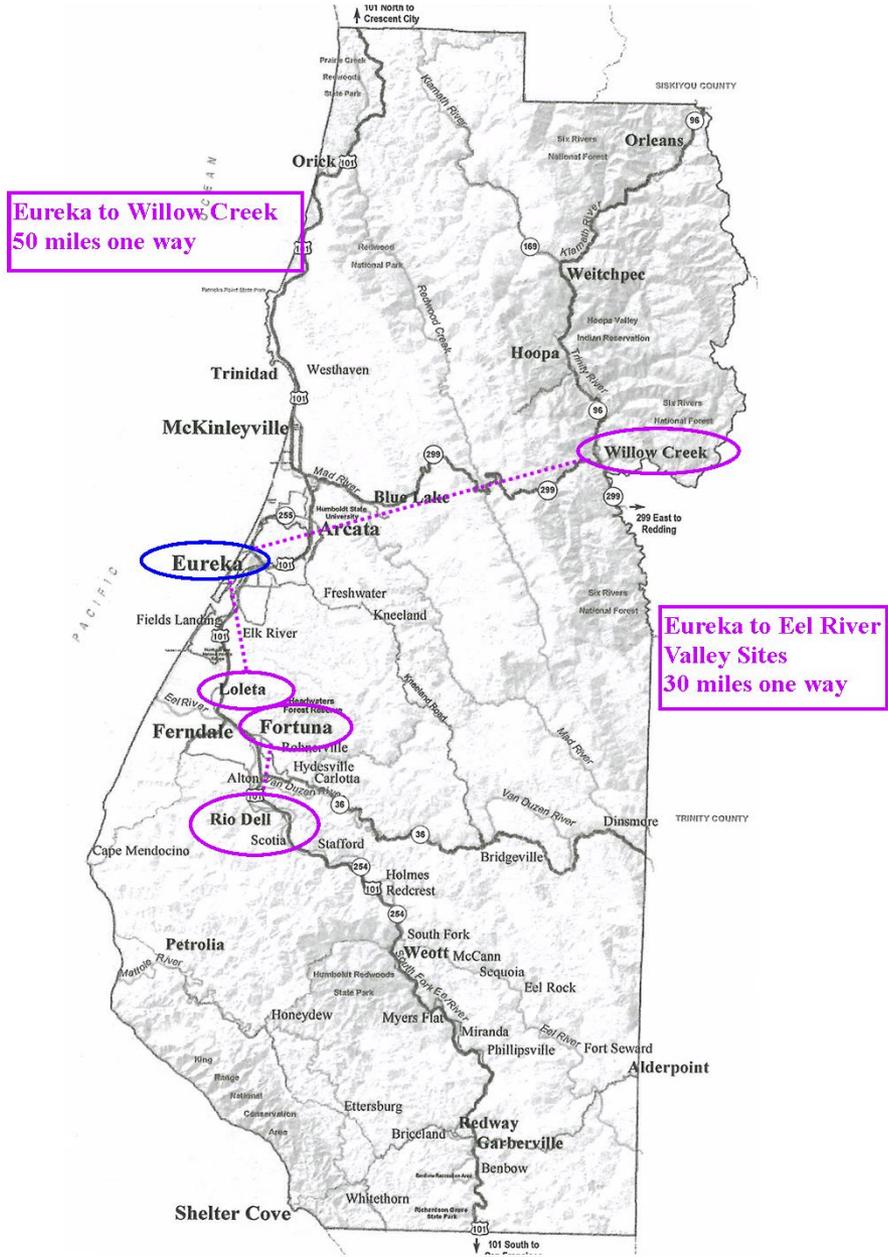
# Partnership with Humboldt Transit Authority (bus system)

**HISTORY:** Started in 1999, inspired by Oregon Food Bank's partnership with their local bus system. We asked HTA if they would take coolers on their bus routes for us, and they generously agreed.

Since then, they have been helping us get lunches to Willow Creek (50 miles away) and to 5 sites in the Eel River Valley (30 miles away).

**LOGISTICS:** Our driver takes coolers to bus stops in Eureka and loads them on the bus. Site supervisors pick up coolers from the bus on the other end. HTA allows us to put 6 coolers on each bus.

Each summer, HTA donates 160 miles a day, for a total of nearly 9,000 miles.





Food for People driver loading coolers on to an HTA bus

# Challenges

- If our driver is unable to meet the bus or UPS truck, how to get lunches to those sites?
- If a site supervisor does not meet the bus and pick up the coolers, the lunches stay on the bus and we have to track them down.
- Buses do not bring back empty coolers, so we make a weekly trip to collect them all.

# Benefits

- Able to serve children in towns far from our food bank. Without these partnerships, we would not be able to get the food there.
- Community partnerships make our organization stronger. People learn about our mission and programs & spread the word.
- They help us and we help them with positive publicity and appreciation, building relationships.

# Contact

- **Deborah Waxman**, Director of Programs
- **Carrie Smith**, Child Nutrition Programs Coordinator (After School Snacks/CCNSP, Backpacks for Kids, and Children's Summer Lunch/SFSP)
- (707) 445-3166
- [dwaxman@foodforpeople.org](mailto:dwaxman@foodforpeople.org)
- [csmith@foodforpeople.org](mailto:csmith@foodforpeople.org)
- More details at: [www.foodforpeople.org](http://www.foodforpeople.org)

# Lunch @ the Library:

*Connecting Summer Meals and Summer Reading Programs @ Public Libraries*



Patrice Chamberlain  
Director, California  
Summer Meal  
Coalition



# California Summer Meal Coalition

- **Statewide network to combat childhood obesity and food insecurity by increasing access to USDA summer meal programs – administered by Public Health Institute**
- **Members represent broad group of stakeholders: schools, afterschool programs, CBOs, food banks, food policy & anti-hunger, nutrition/physical activity, state agencies**

[summermealcoalition.org](http://summermealcoalition.org)

- Alliance for a Healthier Generation
- Alameda County Community Food Bank
- California Afterschool Network
- California Dept. of Education
- California Dept. of Public Health *Network for a Healthy California*
- California Association of Food Banks
- California Food Policy Advocates
- California School Boards Association
- CANFIT
- Center for Collaborative Solutions
- FIND Food Bank
- Food Research & Action Center
- Fresno Economic Opportunities Commission
- City of Oakland Dept. of Human Services
- Partnership for Children & Youth
- Redwood Empire Food Bank
- San Francisco Dept. of Children & Youth
- School Districts: Alvord, Bakersfield, Long Beach, Palm Springs, Riverside, Salida, San Diego
- San Diego Summer Lunch Task Force
- YMCA Silicon Valley

# Lunch @ the Library

- **Collaboration with California Library Association to partner summer meal providers and public libraries**
  - Fresno Economic Opportunities Commission + Fresno Public Library
  - Feeding America San Diego + San Diego County Library
  - Elk Grove USD + Sacramento Public Library
  - Los Angeles Regional Food Bank + Los Angeles Public Library
- **Modeled on partnership between Oakland Public Library, the City of Oakland, and the Alameda County Food Bank**
- **Support provided by David and Lucile Packard Foundation**



# Why Lunch at the LIBRARY?

- Community spaces at the heart of the neighborhood; safe, trusted (and air conditioned) place
- Highly valued by residents, particularly among low-income, lower education households (*Pew Research*)
- Free access to resources that support lifelong needs
- Summer reading programs, activities, other programs
- Libraries: The “great equalizer”



# Our Goal

**To establish libraries as summer meal sites *and* connect families with library programming and resources**



# Community kick-off

- Hosted kick-off event at the Sacramento Public Library in conjunction with USDA Summer Meals Awareness Week
  - Leaders from USDA, State Superintendent, Acting State Librarian, Elk Grove USD School Board, Sacramento Public Library
  - Nutrition education activities
  - Free farmers market
  - Resources for families
  - Storytime
  - Summer reading signups
  - Visits with fire and police
  - Face painting, activities
  - Info about Affordable Care Act



# Program Impact

- Libraries were successful summer meal sites:
  - Served 13,348 lunches and 432 snacks
  - Expanding to more branches in 2014
  - Developing intentional programming for 2014
- Increase in summer reading sign-ups and library card issuance
- New families visiting the library
- A shift in library behavior

help us improve the summer library lunch program. Thank you!

1. Which of these things can you do at the library? (Please check all that apply)

- Read books and magazines
- Borrow books
- Borrow DVDs and CDs
- Get lunch
- Talk to a librarian
- Learn to read better
- Find information
- Get help with homework
- Use the computers
- Play with games and toys
- Do projects or crafts
- Go to storytimes
- See shows
- Join a club
- Join a teen advisory group
- Other: please tell us get FREE BOOKS at Lunch time.

How do you feel right now? (Please check all that apply)

- I feel good
- I feel happy
- I feel safe
- I feel like the food I ate is good for me
- I feel like people are nice to me at the library
- I feel relaxed
- I feel respected
- I feel like I have energy
- I feel like I'm using my brain
- I feel like I'm with friends
- Other: please tell us ≠ Feel Super!

Are there anything else you would like to tell us about the library or the library program?

I want to tell you this is the Best LIBRARY in the whole univers!

# Bonus Points

- Storytelling, writing workshops, nutrition classes, container gardening, soccer, ping pong, and Zumba!
- Became a youth development program through the recruitment and support of teen volunteers
  - Teens developed job skills
  - Brought in friends
- Strong support from leadership
  - Increased visibility of collaboration among decision-makers
- Staff engagement

*"[This program makes me] feel like the community cares about us."*

*--L@L Participant*



# Working with Your Local Library

## Plan for This Summer

- Library is a resource...but even better as a partner
  - Summer is busy for libraries
  - Reciprocal support
- Initiate relationship now
  - Literacy activities for sites
  - Bookmobile visits
  - Promote sites

## Plan for Next Summer

- Approach in the fall for sites
- Understand library goals
- Develop a shared vision for summer (and beyond!)



# Contact Information:

## Patrice Chamberlain

California Summer Meal Coalition

415.637.6815

[Patrice.chamberlain@phi.org](mailto:Patrice.chamberlain@phi.org)

## Natalie Cole

California Library Association

650.376.0886 ext.4

[ncole@cla-net.org](mailto:ncole@cla-net.org)



@CA\_SummerMeals

@CalLibAssoc

facebook.

It is easier  
to build  
strong  
children  
than to  
repair  
broken men.

-Frederick  
Douglass

# Food -n- Fun @ the Park!



Thomas M. Leighton  
Mayor

A partnership of



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# Healthy Community Work Began in 2005



*Working to make the healthy choice the easy choice where people live, learn, earn, play and pray.*

# DEMOGRAPHICS



**Small city: 42,000**

**High Unemployment: >9%**

**Economically Challenged**

**Families: Childhood**

**poverty rate = 51.6%**

**Free & Reduced Lunch**

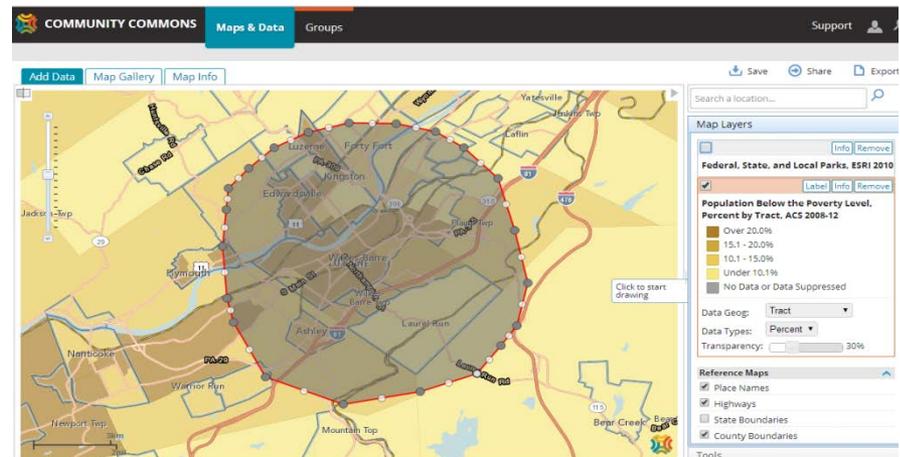
**participation**

**rate=65.54%**

**Poor Health Status: Ranks**

**57out of PA's 67**

**counties**





**In 2007-8, more than 53% of children in grades K-6<sup>th</sup> in Wilkes-Barre Area School District were overweight or obese.**

# Food -n- Fun @ the Park!



**In 2012, 846 children enjoyed 8,487 breakfasts and lunches at 7 city parks and at the YMCA**

**746% increase in the local Summer Food Service Program in 2 years**

# Food -n- Fun @ the Park!



- **Commission on Economic Opportunity provided lunches, City hired summer workers, Y trained and provided oversight, materials and programming and Health Department provided programming.**
- **Funding: Y USA & Walmart Foundation Partnership grant, Wilkes-Barre City Health Department, Wilkes-Barre City Summer Youth Employment program, Commission on Economic Opportunity.**

# Food -n- Fun Park!

**ATTENTION - All Wilkes-Barre Kids!**

Have fun, stay active and enjoy yummy FREE lunches and snacks all summer long.

We will be  
8 locc

Huber Mayflower Pa  
Coal Street Pa  
Miner Park & Kistler Pc  
Iron Triangle Playgroui  
Boulevard Townhom  
Madison/Flood Pa  
Parsons Playgroui  
Wilkes-Barre Family YMC

**ATENCIÓN - Todos los niños de Wilkes-Barre!**

Divertirse, Mantener en forma y Disfrutar los almuerzos riquísimos (GRATIS) y las meriendas todo el verano. Vamos a "Servir el Verano" en estas ubicaciones siguientes:

Huber Mayflower Park	Huber and Stanton Streets
Coal Street Park	Coal and Sherman Streets
Miner Park & Kistler Pool	Old River Road, behind Kistler Elementary
Iron Triangle Playground	Corner of Hickory and Metcalf Streets
Boulevard Townhomes	Midland Court, off Wilkes-Barre Boulevard
Madison/Flood Park	Corner of East Maple and North Washington Streets
Parsons Playground	1100 Block of Scott Street, behind Turkey Hill
Wilkes-Barre Family YMCA	40 W. Northampton Street <i>(Nota - el espacio es limitado a los primeros 50 niños en este sitio. La inscripción anterior es necesaria. Llámanos 570-823-2191)</i>

**Lunes a Viernes 10 am de la mañana las 2 de la tarde**  
**El 11 de junio hasta el 17 de agosto**



**Wilkes-Barre YMCA sites provided over 7,000 meals last summer**

Food -n- Fun @ the Park!



A partnership of



25% of our city's population lives below the federal poverty guidelines, 36% of which are children under 18

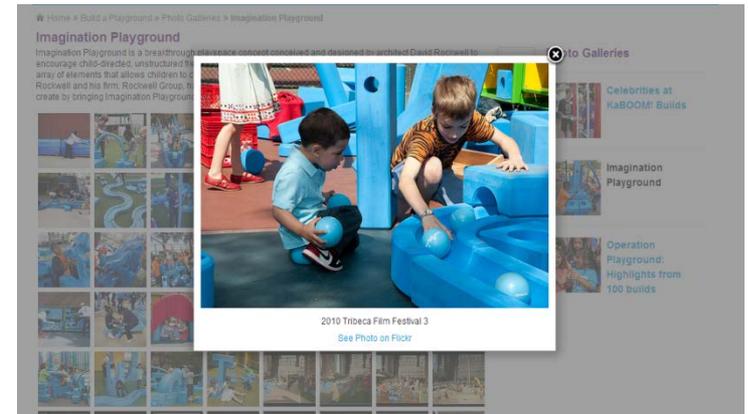
1 in 6 kids who received free or reduced cost meals during the school year receive meals during the summer through the SFSP

Since fall 2010, our county's unemployment rate has consistently been the highest in the region

In summer 2011, 307 YMCA's took part in SFSP helping to serve over 114,000 unduplicated youth, providing 4.9 million meals and snacks

# Food -n- Fun Park! @ the

## Partners Planning Promotion People Parks





Food -n- Fun @ the Park!



**Carol Hussa**  
Healthier Communities  
Coordinator  
Wilkes-Barre Family YMCA  
[Carol.hussa@wbymca.org](mailto:Carol.hussa@wbymca.org)  
570-970-5040



Dr. Keven Vicknair,  
Vice President of Strategic Thought  
City Square



## Scope of Effort

- ❑ CitySquare is the largest nonprofit summer food sponsor in Texas
- ❑ Summer 2013, CitySquare operated 208 summer sites across three Texas cities: Austin, Dallas and Houston
- ❑ Summer 2014, CitySquare will add another 50 sites in Waco, Texas and Denver, Colorado
- ❑ Sites are evenly split between traditional “Drop and Go” sites and mobile “Stay and Serve” sites.
- ❑ This effort is known as ***Food on the Move***



## Array of Resources

**An effort of this size, we served 800,000 meals last summer, is only possible through coordination of resources**

- ❑ AmeriCorps members.
- ❑ Committed and innovative vendors like Pepsico.
- ❑ External funding – we receive funding from United Way and Walmart.
- ❑ Collaborative Partners:
  - ✓ Texas Hunger Initiative made possible the expansion to Waco
  - ✓ Hunger Free Colorado is a key partner in Denver.