

Meals On Wheels
LEADERSHIP ACADEMY

Summer Meals
An Innovative Opportunity
For Revenue and Partnerships

The webinar will begin at 3:30 p.m. EST

Presenters: Will Thomas, Kristin Caulley,
Dianna Young, and Kim Caldwell
Organizer: Mike Preston

Summer Food Service Program



Kristin Caulley
Program Analyst
External and Government Affairs
Food and Nutrition Service
U.S. Department of Agriculture

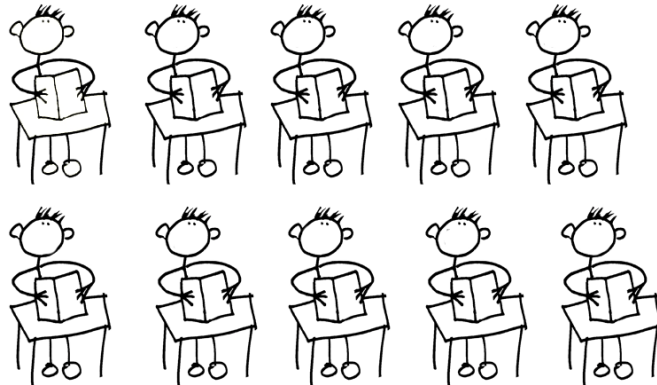
Help Us Feed More Kids

Approximately 21 million children access free and reduced price meals during the school year, but **only 3.5 million children receive meals through USDA's summer feeding programs.**

That means there are lots of children that are going hungry in the summer.



Only 1 in 10 kids who are eligible for free summer meals get those meals



SFSP Basics

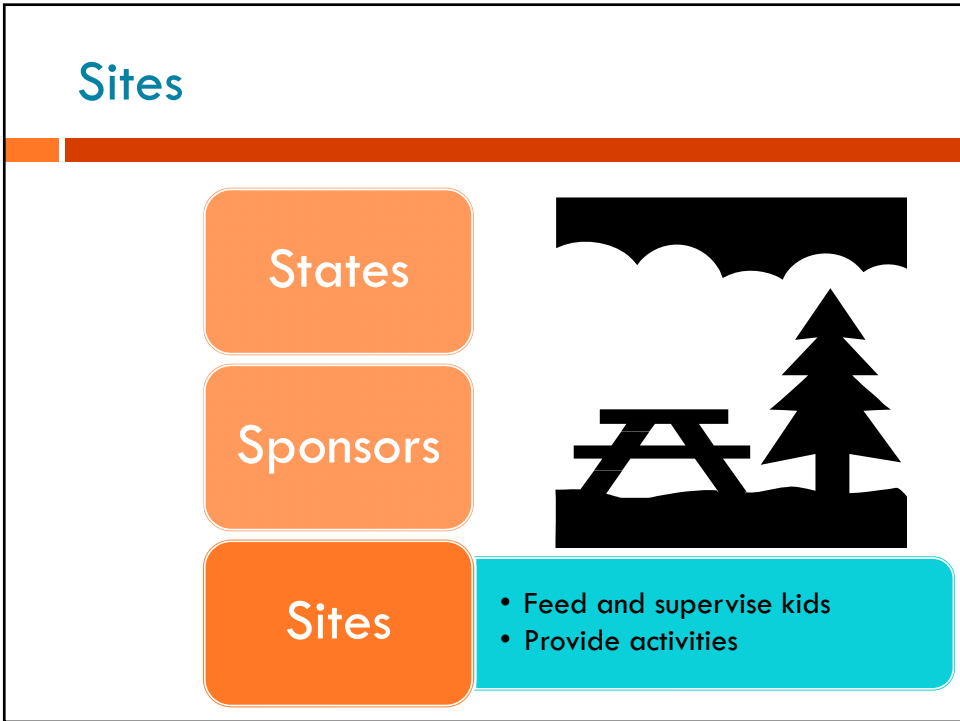
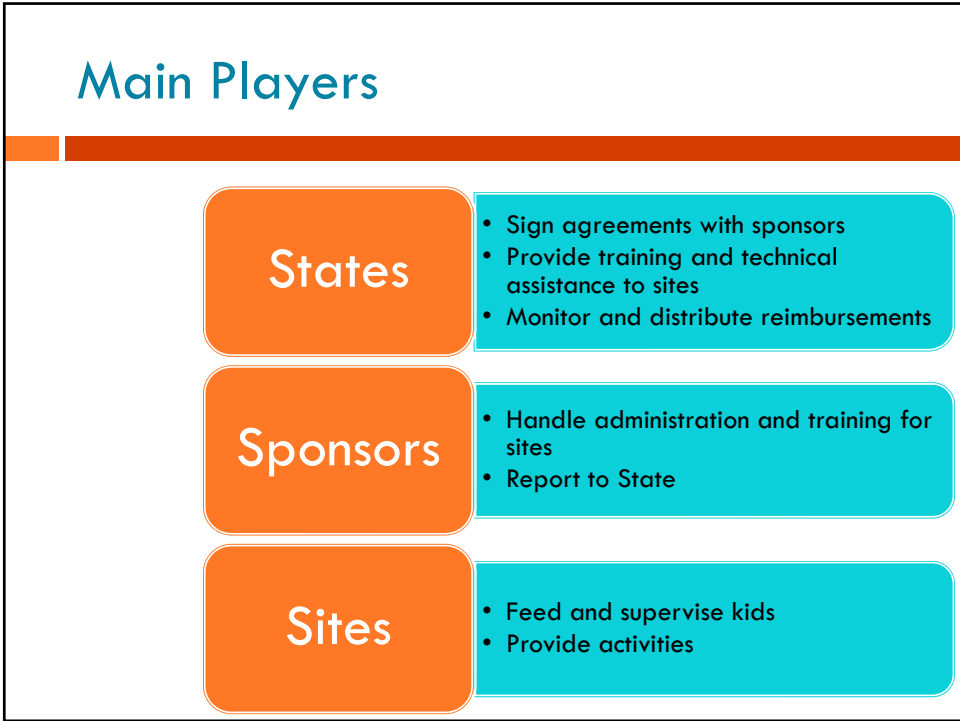
- Federally-funded program administered through State agencies
- Provides free, nutritious meals to low-income children 18 years old and younger
- Operates when school is not in session



Program Benefits

- Gives children the food they need to learn, play and grow
- Helps families stretch food budgets
- Keeps children mentally and physically engaged





Open Sites

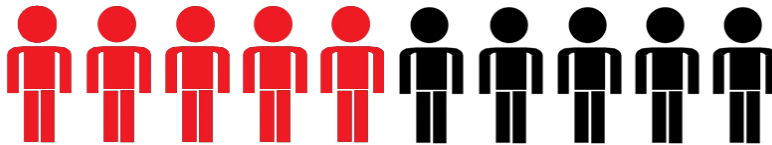
- **Open site** – All children eat free without the need of additional paperwork because the site is **area** eligible



<http://216.55.182.132/FairData/SummerFood/map.asp?command=scope&map=0>

Enrolled Sites

- **Enrolled site** – All children eat free because 50% or more of children **enrolled** at the site are income eligible



Sites

Site Supervisor Required

Training Covers:

- Serving meals properly
- Taking accurate meal counts
- Keeping food and children safe
- Keeping accurate paperwork



Sites

Site Responsibilities:

- Attend training
- Order and receive meals
- Count and serve meals to eligible children
- Supervise children while they eat
- Prevent discrimination
- Keep accurate paperwork



What if I want to be Sponsor?

The **CHAMPIONS** of SFSP

- Direct Operating Agreements with State
- Great Responsibility!
- Great Impact on your Community!

How you can help?

We need:

- More summer feeding sites
- More children coming to existing sites everywhere

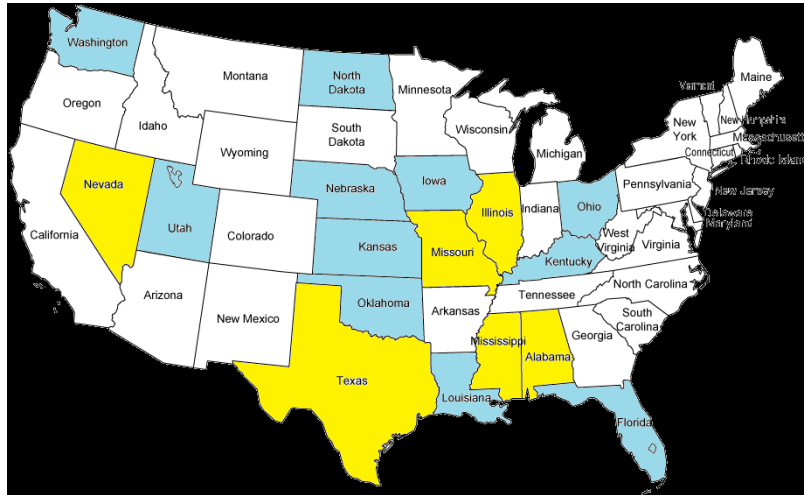
www.whyhunger.org/findfood

- More program sponsors
- Volunteers

www.serve.gov/endhunger



Targeted States



USDA Resources

- SFSP Homepage
www.summerfood.usda.gov
- Summer Food Service Program Toolkit
<http://www.fns.usda.gov/sfsp/summer-meals-toolkit>
- Training Videos
<http://www.fns.usda.gov/get-involved/webinars>

www.summerfood.usda.gov

The screenshot shows the USDA Summer Food Service Program website. At the top, the URL www.summerfood.usda.gov is displayed. Below the header, there is a navigation menu with options like 'Programs', 'Data', 'Resources', 'Research', and 'Training'. The main content area is titled 'Summer Food Service Program (SFSP)' and features a video player for 'Training Videos'. Below the video, there is a 'How to Get Involved' section with several icons and links, including 'Find Free Summer Meals for Children in Your Community', 'Summer Meals Toolkit', 'Schools, Organizations, and Local Government Entities', 'Raise Awareness in Your Community', 'Innovative Strategies', 'Contact Your State', and 'Training Videos'. The left sidebar contains a 'How To Apply' section with links for 'Application for Sponsors', 'Income Eligibility', 'Recruitment/Marketing', 'Contact State Agency', 'State Agency Questionnaire', 'How to Receive a Site', and a 'Browse by Subject' section with links for 'Federal Regulatory Notices', 'Legislation', 'Policy', 'New Videos', 'Regulations', 'Resources for Sponsors', 'Resources for States', 'Seamless Summer Option', 'SNL Labeling', 'Food Safety', 'School Meals', 'Grants', 'Greater Awareness', and 'Materials'. There is also an 'Other Resources' section with links for 'SFSP Meal Patterns', 'Summer Nutritionists', 'Frequently Asked Questions', 'Training Videos', 'Working Awareness', and 'SFSP Implementation Strategies'.

<https://www.surveymonkey.com/s/SFSP2014>

The graphic is a promotional poster for the 2014 Summer Food Service Program Webinar Series. It features the USDA logo and the text '2014 Summer Food Service Program Webinar Series'. Below this, it says 'There's a role for everyone. Join us to learn more.' The graphic is divided into three sections: 'BE A SPONSOR' showing a white van with 'Family League of Business Summer Food Service Program Mobile Meals Van' written on it; 'PROMOTE' showing a woman holding a sign that says 'Summer Meals FREE'; and 'SERVE MEALS' and 'VOLUNTEER' showing children eating and a woman serving food.

Contact Information

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Our Next Speaker

- Dianna Young, CDM/CFPP
 - ▣ Director, Meals on Wheels Horizons, A Family Service Alliance
 - ▣ Cedar Rapids, Iowa
 - ▣ Past and current SFSP Sponsor

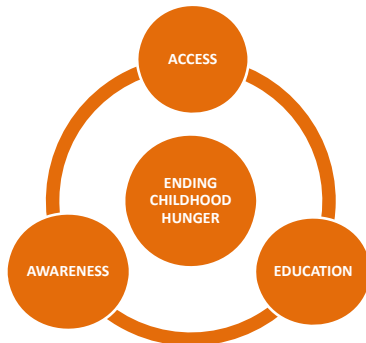
Getting Started with Partnerships

Kim Caldwell
Senior Program Manager, No Kid Hungry Center for Best Practices
Share Our Strength

OUR APPROACH


Share Our Strength employs a three-pronged approach to ending childhood hunger.

1. **Increasing access** to and participation in three federal nutrition programs currently available to children in-need, including **school breakfast**, **summer meals**, and **afterschool meals/snacks**.



2. **Teaching families** to shop for and prepare nutritious meals on a limited budget, empowering them with the skills and knowledge to stretch their food resources, including those provided through **SNAP** and **WIC**, to make healthy eating an every day opportunity.

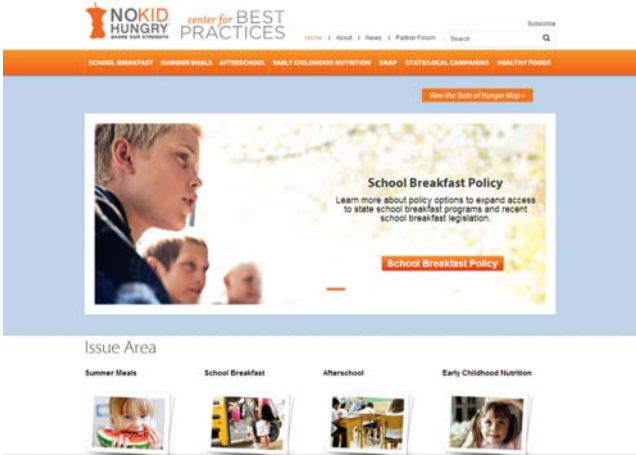
3. **Driving awareness** of child hunger and No Kid Hungry at the national, state, and local levels through advocacy and innovative campaigns/events that engage the public around this critical issue.




center for BEST PRACTICES

No Kid Hungry Center for Best Practices

Providing the tools and resources needed to help elected officials and their staff, educators and community leaders achieve success in fighting childhood hunger




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center for BEST PRACTICES

Summer Meals

- No Kid Hungry Campaigns
- Website
- Webinars
- National Summer Summit



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NOKID HUNGRY center for BEST PRACTICES

http://bestpractices.nokidhungry.org/nutrition-program-sponsor-center

Nutrition Program Sponsor Center

Resources

Guides/Toolkits

- Mobile Meals Playbook Calculator
- Summer Food Service Program State Assessment
- Summer Meals Site Capacity Evaluation Tool

Videos

- Afterschool Meals Survey Webinar
- Keeping your way to No Kid Hungry Webinar
- Summer Meals Survey Webinar

Welcome to the No Kid Hungry Sponsor Center!

SPONSOR SURVEY: This site is designed to help organizations sponsoring Summer and Afterschool Meals programs better access tools and best practices for feeding more kids in their community. If you are a school, camp, local government agency or nonprofit organization looking to start a new program or improve your existing program, we

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Getting Started

- Connect to what is already happening
- Find the right role
- Test then grow

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SHARE OUR STRENGTH

Connecting – High Level

- State Agencies (<http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>)
- No Kid Hungry Campaigns
- Local Summer Meal Coalitions

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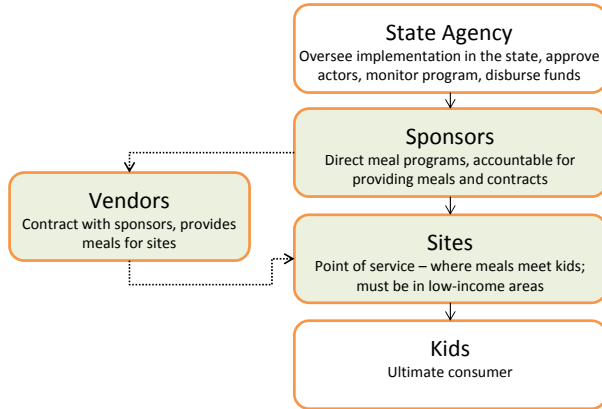
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SHARE OUR STRENGTH

Connecting – Who serves kids?

- Schools
 - Private and Public
- Local Governments
 - Parks and Recreation
 - Mayor's Office
- Nonprofit organizations
 - Food Banks/Food Pantries
 - YMCAs, Boys and Girls Clubs, etc.
 - Churches and faith-based groups
- Who can connect you to kids?
 - Community resources
 - Informal leaders


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Finding the Right Role



More ways to help

- Volunteer management and training
- Logistics expertise
- Connections to low-income families
- Other strengths to share?



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Outreach Toolkit

Summer Meals

SUMMER MEALS HOME

EXAMPLES OF NO KID HUNGRY CAMPAIGN SPONSORS

SODEXO FOUNDATION SUMMER MEALS OUTREACH TOOLKIT

DELORITE SUMMER MEALS EVALUATION TOOLKIT

Sodexo Foundation Summer Meals Outreach Toolkit

Summer time means food, friends and fun. For families who count on school breakfast and lunch, however, the summer months can be stressful and family food budgets have to be stretched even further. Free summer meals are available to kids and teens age 18 and under at thousands of summer meals sites across the country. These programs are more important than ever as more families are struggling to make ends meet.

In 2010, more than 21 million kids in the U.S. get free or reduced-price school lunch, just over 3 million of those kids get a free summer meal. During these tough economic times, free summer meals can help families save money and stretch their summer food budgets while giving their kids a chance to eat a healthy meal and stay active.


Thanks to the generous support of the Sodexo Foundation, Share Our Strength has developed this toolkit to help you get the word out through the media and outreach materials about summer meals programs in your city or state. The toolkit has simple instructions and easy-to-use templates to help your organization work with the media to promote summer meals programs, as well as outreach materials that you can tailor with tips to use in your community. Share Our Strength also released a report.

"Tackling Summer Hunger: Ensuring No Kid Goes Hungry When School is Out" highlighting what other states are doing to effectively increase participation in summer meals. This toolkit includes tips and templates for:

- Working With the Media
- Planning a Media Event
- Writing Op-Eds and LTRs
- Creating Radio PSAs
- Outreach Tactics
- School-Based Outreach
- Faith-Based Outreach
- Community Outreach
- Deliver Outreach
- Outreach Materials
- Evaluating Your Efforts
- Other Resources
- Photo Library

- Media Tactics
- Working With the Media
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- Faith-Based Outreach


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Summer Site Texting

- Partnership with WhyHunger
- Bring in data from states
- Seen growth from 2012 to 2013
- Important to share the number!



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Test then Grow!

- Determine the right fit for the first year
- Take on a manageable commitment
- Evaluate your work
- Plan early for year two!

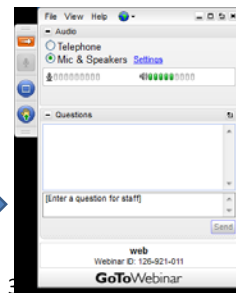


Thanks!

Bestpractices.NoKidHungry.org
bestpractices@strength.org

Questions for Our Panelists?

Use your Question Box



Meals On Wheels

LEADERSHIP ACADEMY

Upcoming Webinar Opportunities

March 12, 2014 – Virtual Town Hall with Association President Ellie Hollander (Free)

March 27, 2014 – Viken Mikaelion presents “There IS Money Out There: Simple Steps to Raise Planned Giving”

April 24, 2014 – Celia Blalock presents “Construction Conflict Resolution”

To register go to www.mowaa.org/webinars