

# Wake County Summer Food Program

## ***North Carolina*** ***Summer Nutrition Programs***



***Chillin' with Summer Meals***

Summer Food Resource Guide

## What is the Summer Food Program (SFSP)?

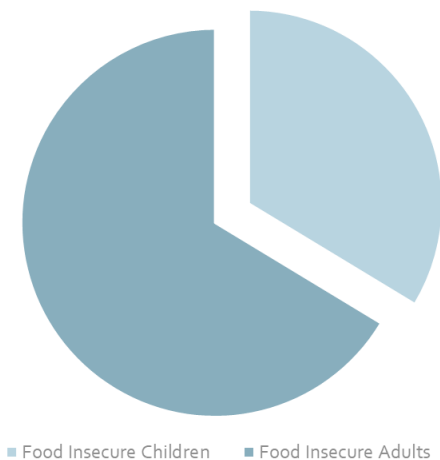
The Summer Food Service Program (SFSP) is a USDA funded program that allows our community to feed children during the summer months. SFSP has provided many communities the opportunity to engage with, and feed children once the school year ends.

SFSP has been crucial in ensuring that our youth have access to nutritious food, engaging activities, and a safe space while school is out.

There are many ways to participate in the program, and engaging community members in the Summer Food Program is essential in making the program successful for our children.

## What is the need?

**33.6% of Children Under 18 are Food Insecure**



Source: Feeding America Map the Meal Gap

- More than 80% of children from low-income families experience limited access to nutritious meals during the summer.
- 1 in 4 children in NC are considered at risk of hunger.
- 41, 320 children under 18 were food insecure.<sup>1</sup>



## How can my organization be involved?

On the local level, there are four main roles that are required to ensure the success of the Summer Food Program: sponsor, vendor, site, and community partner. In some cases, a single organization can take on two or three of these roles; and sometimes, two or more organizations work together and share the responsibilities of these roles.

### Sponsor

The sponsor is the organization that takes administrative responsibility for the program and undertakes the bulk of the work and financial liability. The sponsor is responsible for monitoring all sites, training site staff and submitting reimbursement claims.

#### Who can be a sponsor?

Public/private non-profits, faith organizations, local businesses, etc.

### Vendor

The vendor is the organization that can provide the meals. Some sponsors – camps or parks & recreation departments, for example- do not have the facilities or operational expertise to prepare meals, and must contract the food preparation to a vendor

#### Who can be a vendor?

Any local or chain restaurant.

### Community Partner

A community partner is a collaborator who supports the community effort (including non-profits, businesses, individuals, groups, service groups, health care providers, community members) by providing needed services including: activities, transportation, site support, etc.)

#### Who can be a partner?

Anyone!

### Site

A site is the physical location, approved by the state agency (NCDPI), where Summer Food Program Meals are served during a supervised period<sup>3</sup>.

#### Who can be a site?

Churches, Human Services Centers, apartment complexes, community centers, recreation centers, schools, playgrounds & parks, day camps, residential summer camps, etc.

#### Types of Sites:

Open Site: An open site operates in low-income areas, where at least 50% of children residing in the area are eligible for free and reduced-priced school meals, based on local school or census data. The meals are served free to any child at the site on a first-come, first-served basis.

Closed Site: Closed sites are established for a specific group of children who enroll in an organized activity program or who do not reside in an eligible low-income area. The site becomes eligible for SFSP if at least half of the enrolled children qualify for free and reduced-priced meals. The meals served are only for the children that have enrolled.

# Requirements for each role in the Summer Food Program

## *Requirements for being a Sponsor:*

- ✚ Must be financially viable (calculation for # of kids you want to feed, and how much you need in reserve)
- ✚ Provide administrative support
- ✚ Able to train volunteers
- ✚ Complete the state-provided training
- ✚ Prepare claims for reimbursement
- ✚ Arrange for meals to be prepared or delivered
- ✚ Comply with state & USDA regulations
- ✚ Ensure that site(s) have activities
- ✚ Monitor & communicate with site(s)
- ✚ Ensure that your Summer Food project & site(s) are sustainable through community

## Requirements for being a Site:

- ✚ Supervise activities and meal services at your site
- ✚ Manage volunteers
- ✚ Distribute meals by following SFSP guidelines
- ✚ Keep daily record of meals served
- ✚ Keep the site clean and sanitary
- ✚ Promote and market your site
- ✚ Attend your Sponsor's training(s)

## Requirements for being a Community Partner:

- ✚ Background checked with the NC Registry of Sex Offenders OR be directly supervised by someone who is background checked
- ✚ Enjoy working with youth and adults
- ✚ Have time, skills, and/or resources to share in the summer



## I'm interested, where do I begin?

First, evaluate the need for the Summer Food Program in your community and determine how your organization can contribute to the Summer Food Program in your area. Then, determine which role would best fit your organization (sponsor, vendor, site or community partner).

## Let's get started!

- ✚ Will you serve as a site, sponsor, vendor, or community partner?
- ✚ Are there existing agencies and organizations that are offering summer meals in your area?<sup>4</sup>  
Are they seeking partners to expand their SFSP partnership(s)?
- ✚ Where do children congregate naturally? Consider parks and housing authorities as potential service sites.
- ✚ Have you thought through various limitations that may exist in your community (transportation, and site locations)?
- ✚ Are there community organizations that provide activity programming for children during the summer?
- ✚ How many weeks during the summer will you offer meals? How many days a week would your organization like to serve?
- ✚ Do you have a volunteer base to help sustain the program throughout the summer?



# Planning for your Summer Food Program

Once you've determined how you would like to be involved in the program, it's time to start planning! You can't wait until the school year ends to start thinking about feeding kids when school lets out. So, let's start now!

*Use this checklist to begin planning for your program.*

## Who:

- ☐ How many children in your community need service throughout the summer to keep them from going hungry?
- ☐ Is lunch a primary requirement, or is there a need for a breakfast or dinner meal?
- ☐ What support do I need from the community? Are there community leaders who will help sponsor and/or promote the program?
- ☐ How many staff/volunteers are needed to help lead enrichment activities?
- ☐ Who will oversee the site?
- ☐ Who will monitor participation counts?
- ☐ How many total staff will I need to run the program?

## Where:

- ☐ Where will I serve the food?
- ☐ Does the meal site have adequate shelter in case of inclement weather?
- ☐ How will trash be removed?

## For Sponsors:

- ☐ Does the meal site have access to a telephone?
- ☐ Does the meal site require special transportation provisions?
- ☐ Does the meal site have equipment for refrigeration, warming, preparation, holding and storage for food and meals, if necessary?
- ☐ Have I conducted a pre-operational visit to each site?

## What (for Sponsors/Vendors):

- ☐ Can I use my existing kitchen to make meals? (Do I have a three-part sink?)
- ☐ Do my proposed meals and menus meet nutritional requirements?
- ☐ Are my planned foods appealing to children for summer meals?
- ☐ What food safety measures need to be implemented?
- ☐ What monitoring procedures need to be in place?

## How (for Sponsors):

- ☐ How will food be delivered to the site(s)?
- ☐ What is my proposed delivery method and schedule?
- ☐ Do I need to coordinate with an outside organization to arrange for transportation?
- ☐ How do I determine area eligibility?
- ☐ How will I keep necessary records? (required for all)

## Marketing & promoting your Summer Food site

“If you feed them, they will come.”

Yes, if you feed them, they will come, IF they know about the program! Let's examine ways to share the Summer Food Program with your community

Wake County Cooperative Extension provides customizable marketing materials that are available for you to use. To access these materials, contact Ruth Elengi at [ruth.elengi@wakegov.com](mailto:ruth.elengi@wakegov.com) or Sydney Klein at [Sydney.klein@wakegov.com](mailto:Sydney.klein@wakegov.com).

### Now, let's build a marketing plan:

Determine your target audience: Determine your primary audience (students and parents) and secondary audiences (the community at large). Work towards engaging all audiences focusing primarily on children, because if they are excited about the activities and food provided, they will tell their family and friends, and in turn, increase and maintain program participation throughout the summer.

Marketing strategies & tactics: Find engaging ways to publicize the program. Use flyers, posters, and yard signs with color and engaging pictures. Contact community organizations and ask if you can leave promotional materials at their locations. Contact specific community groups and individuals to help canvas neighborhoods and distribute flyers is also a great way of sharing the program with your community.

Social Media strategies: Promote your program through popular social media platforms. Community Facebook pages, Instagram, and Twitter are great ways to get the program out there. Creating a Snapchat filter that surrounds your feeding site is also a great way to promote the program directly to kids in your area.

Scheduling & Planning: Keep the dates for the end of school and the start of your Summer Food Program in mind when planning your promotion/marketing schedule. Start promoting the program to students, parents, and community groups *before* school ends, and continue to promote the program for its duration.

Using local media outlets : A newspaper article or radio story about your program serves as free publicity for your site, and it can help increase participation in the program.

Evaluation: This is a key, and often overlooked element. It is essential to evaluate your results against your initial objectives so you can improve your marketing plan and overall program implementation.



## Building Activity Programming into your Summer Food Site

Having fun and engaging activities at your summer food site is just as important as the food that is being provided. We have learned that consistent activities contribute to boosted attendance and allows kids to have a mini summer camp experience!

Having consistent and engaging activities helps to keep kids interested in returning to your site all summer long! Fun activities help engage young minds and bodies, and also increase participation. Activities can be easy and inexpensive, such as arts & crafts, outdoor games, and water activities. It is important to have activities designed for children in all age groups. Including activities for mixed-aged groups can ensure that children of all ages are provided with activities that appeal to them. Whichever activities you choose to incorporate at your site, be sure to keep them fun, fresh, entertaining and sustainable to last throughout the summer!

## Including activity programming opportunities for adults

Including professional development mini-series can also help to boost attendance and program effectiveness. For example, if programming opportunities are included for moms, they are more likely to bring their kids. Sewing, cooking, ESL, resume building, yoga & Pilates, and simple car maintenance lessons are examples of ways to incorporate adult programming at your site.

Federal funding for the Summer Food Service Program does not include meals for adults, so providing them with supplement courses can help offset the absence of food.





## Activity Programming & Local partnerships

Here are some of the most popular activities from this past summer, that would make a great addition to your site:

|                          |                |                       |
|--------------------------|----------------|-----------------------|
| DIY slime                | DIY Lava Lamps | Paper & Straw Rockets |
| Egg carton bugs          | Dream catchers | Coffee filter bugs    |
| Outdoor water activities | Face painting  | DIY slime             |

*\*If you would like instructions for any of the activities listed above, please reference the Summer Activities document or contact Robin Smith*

Partnering with local organizations can provide additional interactive & creative activities. Here are some ideas for ways in which you can involve your community in reducing childhood hunger in your neighborhoods:

| <u>Activity</u>  | <u>Who can I contact?</u>  |
|--|--|
| Establish a reading program and distribute free books to each child.<br><i>*Book choices can also be selected from the Summer Reading list from WCPSS to reduce summer learning loss and meet the summer reading requirement</i> | Libraries, local churches or faith groups, Raleigh's Rolling Readers (Contact through the 'Raleigh's Rolling Readers' Facebook page) |
| Set aside story time with seniors in your community. This can also help to facilitate positive relationships with the older members of their community.  | Local church or faith groups, volunteers, Resources for Seniors  |
| Collaborate with local Fire/Police Departments to demonstrate important safety tips, promote positive interactions with law enforcement, and provide hands-on activities.  | Local fire department, local police department, local emergency services   |
| Invite college students to come and encourage the kids to excel in school, spark interest in higher education, and serve as mentors to the youth at your sites.  | Local students from NC State, St. Augustine University, Shaw University, William Peace University, etc.                              |

## Summer Food, Summer Fun!

The Summer Food Program is a great way to plug into your community, and directly address childhood hunger in your communities. This program provides meals *and* a mini summer camp experience for your community's kids. What's better than that?

**Contact Robin Smith @ 919-250-1085 with any questions.**

Happy Summer Feeding!

Made possible by:



Data Sources:

<sup>1</sup> 2018-2019 Wake County profile: [http://foodbankcenc.org/wp-content/uploads/2019/11/2019-2020-County-Profiles\\_Wake.pdf](http://foodbankcenc.org/wp-content/uploads/2019/11/2019-2020-County-Profiles_Wake.pdf)

<sup>2</sup> Site Area Eligibility Resource: <https://www.fns.usda.gov/areaeligibility>