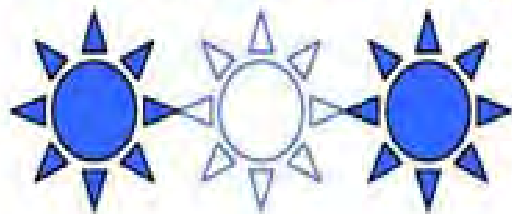






# Every Child, Every Day Summer Hunger Initiative

**California Summer Meal Program Coalition**



# Be a Summer Hunger Fighter in Your Community

If you are on this call you know the detrimental gap that the summer months create for vulnerable, low-income children to access nutritious meals.

You have the power to make a huge difference in the lives of the children in your community.

In 2004, REFB began utilizing its large network of partners and volunteers to organize non-profit, community-based Free Summer Lunch locations throughout Sonoma County and coordinate the delivery of meals from school district kitchens to the sites.

# Each New Year Provides New Opportunities

- 2004 – 13 sites 15,115 meals (facilitated site development did not sponsor or vend)
- 2005 – 31 sites 45,773 meals (we shared sponsorship with Migrant Ed & Schools)
- 2006 – 29 sites 40,191 meals (we sponsored all sites for the first time)
- 2007 – 37 sites 53,309 meals (first time adding breakfast to the mix)
- 2008 – 37 sites 54,125 meals (focused on offering activities at all sites)
- 2009 – 35 sites 75,824 meals (outreach and activities high priority)

# Case Study Outline

Refer to our case study for a complete account of the key steps to organize a successful program.

- *Evaluating Prior Years*
- *The Food & Vendors*
- *Meal Delivery*
- *Site Development & Partnerships*
- *Site Qualification & State Application*
- *Volunteers*
- *Activities & Nutrition Education*
- *Program Outreach & Media*
- *Training & Monitoring*
- *Program Wrap-up*

# Make Summer Lunch a Success

Today we will focus on:

- *Site Development & Partnerships*
- *Volunteers*
- *Activities & Nutrition Education*

# Site Development & Partnerships

## Get to Know Your Community

- Identify low-income areas
- Find suitable organizations, existing programs, community housing complexes and areas where children congregate to build sites
- Many high-need areas lack resources so find groups that will oversee a site(s) and coordinate activities to make viable programming in high-need areas

# Site Development & Partnerships

continued

## Brainstorm Your Options for Sites and Partners

- Community Housing Complexes
- Day Camps
- Recreation & Parks Programs
- Boys & Girls Clubs
- Areas where children already congregate like parks, pools
- Church summer programs
- Existing agencies with programs, i.e. Salvation Army, CAP Sonoma, Catholic Charities

# Example of Site Questionnaire

Name of Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Lunch Site Address \_\_\_\_\_

Contact Person for site \_\_\_\_\_

Phone/Cell Phone of contact  
person \_\_\_\_\_

Email \_\_\_\_\_

Supervisor & Phone # \_\_\_\_\_

Does the site have a stove/refrigerator/sink? \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Time of meal service \_\_\_\_\_

Days of week serving lunch \_\_\_\_\_

Holidays or days not serving lunch \_\_\_\_\_

How many children do you anticipate? \_\_\_\_\_

Do you prefer to serve hot or cold lunches? \_\_\_\_\_

Would you like to have auxiliary meals available for this site? \_\_\_\_\_

# Low-Income Housing Complex Site Run by Community Volunteers



# Seventh Day Adventist Church



# Volunteers

## There's No Free Lunch Without Community Support

- Determine the needs of your program
  - food delivery
  - serving meals
  - overseeing a site
  - supervising children
  - organizing and facilitating activities

# Volunteers continued

- Put a call out to your community addressing the need in your area
- Connect with your local media to post ads, write articles, present on radio stations
- We work with our Volunteer Coordinator to pull from our pool of dedicated volunteers and research additional, new resources

# Who Can Get Involved?

- Parents
- Corporate groups
- Community members
- Businesses
- Service clubs
- Churches
- Youth groups
- Teachers on summer break
- Students – High School & College
- Girl Scouts & 4-H Clubs
- Agencies of the Food Bank

# Example of Volunteer Questionnaire

[Date of return call: \_\_\_\_\_]

Please complete the following information and let us know how you would like to be involved. **Please consider a minimum of one day per week throughout the summer.**

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone/Cell Phone \_\_\_\_\_

Begin and end date you are available \_\_\_\_\_

How many days, what days per week \_\_\_\_\_

Site you would like to volunteer at \_\_\_\_\_

Check the box that corresponds with your level of interest:

- Oversee a Summer Lunch site
- Serve prepared meals
- Deliver meals to sites
- Lead physical activities
- Read to children
- Educate on nutrition
- Teach arts and crafts
- Offer your own interesting, fun or educational activity at sites

Additional information, comments or ideas:

# Volunteer Organization Facilitates Activities at Carrillo Place



# Corporation Volunteers Donate Lunch Hour to Kids



# Activities & Nutrition Education

## Summer Lunch is Fun!

- Help build a site and keep participation more consistent
- Engage the children with their community which strengthens positive connections
- Provide opportunities to learn, stay active, have fun and thrive

# Activities & Nutrition Education

continued

- A summer lunch site provides a good way to help community groups and/or organizations fulfill their requirements to provide resources to a target group
  - Mosquito and Vector Control
  - Mighty Mouths Dental
  - Creek Stewardship and local ecosystems
  - Rethink Your Drink
- Activities create great funding opportunities to provide additional resources

# Activities & Nutrition Education

continued

## **REFB's Success List**

- Bicycle Rodeos
- Reading – Library Foundation
- Nutrition Education – Food Tastings & Rethink Your Drink
- Mosquito and Vector Control
- Assistance Dog Institute
- Creek Stewardship Program
- Wildlife Rescue
- Board games
- Painting
- Origami
- Music groups
- Arts & Crafts projects – beading, making puppets, nutrition mobiles
- Play dough sculpting
- Physical Activities – Book of Records
- Jump House
- Imagine Bus Project

# Activities & Nutrition Education

continued

## Plan and Advertise

- Work with Site Leaders to ensure appropriate execution of special events. Clear communication with both the site contact and the activity presenter is critical for fun, smoothly run, successful activities and events.
- Create a coherent plan with presenters so they understand how each site is organized. This will help to prepare them for varying site types and different scenarios.
- Promote the activities and special events so that these wonderful resources are utilized to the fullest.

## Example of Preparing a Site for an Activity

Steve Boxer, public education specialist from The Marin Sonoma Mosquito and Vector Control will be visiting **Mondavo Apartments** on **Monday, July 17<sup>th</sup>** at **12:45pm**. The site will serve lunch at the regularly scheduled time, 12:00 – 12:45pm. Steve will be prepared to begin the educational presentation after children finish their meal.

Steve will be presenting information about the Marin Sonoma Mosquito and Vector Control and the exciting work they do. He will discuss the biology, ecology and control of mosquitoes. This will enable the children to protect themselves, their families and even their pets from the dangers of mosquitoes.

This activity/presentation is projected to be 30-45 minutes long.

The Site Coordinator and Site Workers of the Summer Lunch site are responsible for having adequate supervision present during the presentation.

Please use the flyer provided to promote in the surrounding neighborhood so that children are aware of this fun opportunity.

We hope that this will be an educational and fun experience for the children involved.

If you have any questions or concerns, please contact Issac Munoz at xxx-xxxx ext. xx.

Thursday, July 24th

12:30- 1:30

Come find out more about

# Recycling



-how it works

-what you can do



-easy and fun!

During summer lunch at West Ave. Apartments 

## Example of Procedures for a Visiting Activity Presenter

Assistance Dog Institute – Volunteer/Activity Procedure (sample)

You will be visiting **Domingo Place Apartments** on **Monday, June 30<sup>th</sup>** at **1pm** following lunch. The site serves lunch at 12:30 – 1pm. The site is located at 200 Coyote Way in Santa Rosa. You should arrive a few minutes before your start time to get settled.

The Site Coordinator is Rory Brown; she can be reached at (xxx) xxx-xxxx. The site Coordinator is responsible for having adequate supervision during the presentation and has been notified of your arrival on the date/time noted above.

There are approximately 30-35 children present at this site for lunch. Their ages range from 4 to 13. Three children have been asked to prepare simple math problems for the dog(s) during the activity.

The children have been instructed not to touch the dogs unless instructed.

The site has been notified that the presentation/activity will be 30-45 minutes long and will be educational, fun and interactive.

Thank you for your participation and contribution to the Summer Lunch program. We hope that you have an enjoyable experience.

If you have any questions, concerns or comments, please contact Janice Bursor at xxx-xxx ext. xx.

# Example of Procedures for a Visiting Activity Presenter for Multiple Sites

Marin Sonoma Mosquito and Vector Control – Volunteer/Activity Procedure

You will be visiting the following sites by order of date:

**Wednesday, June 25<sup>th</sup> at Miramonte Apartments at 1:30pm** following lunch. The site serves lunch at 12:30-1:30pm. The site is located at 1421 Range Ave, Santa Rosa. The site coordinator is Josie Dunster, she can be reached at (xxx) xxx-2700. There are approximately 35-40 children present at this site for lunch.

**Thursday, June 26<sup>th</sup> at Coyote Apartments at 12:30pm** following lunch. The site serves lunch at 12-12:30pm. The site is located at 1689 Canyon Run, Healdsburg. The site coordinator is Veronica Leyva, she can be reached at (xxx) xxx-1528. There are approximately 25-30 children present at this site for lunch.

For all the sites you should arrive a 10-5 minutes before your start time to get settled. The site Coordinator is responsible for having adequate supervision during the presentation and has been notified of your arrival on the date/time noted above. The children's ages range from 4 to 13

The site has been notified that the presentation/activity will be 30-45 minutes long and will be educational, fun and interactive.

Thank you for your participation and contribution to the Summer Lunch program. We hope that you have an enjoyable experience.

If you have any questions, concerns or comments, please contact Sophie Grayson at xxx-xxxx ext. xx.



Come make a pop-up card!  
on Tuesday, July 15th



During summer lunch at 12:30pm  
at Carrillo Place

# 4-H Volunteers at Lavell Village



# Bicycle Rodeo



# We Have Resources to Help You

## ***Evaluating Prior Year***

Kitchen Fax

## ***Meal Delivery***

Delivery Receipt

## ***Site Development & Partnerships***

Site Questionnaire

## ***Volunteers***

Volunteer Questionnaire

General Information for Volunteers

REFB Volunteer Advertisement

## ***Activities & Nutrition Education***

Organization Presentation List

Activity Protocol Letter for Site

Activity Protocol Letter for Volunteer Presenter

Activity Outline for Volunteer Presenter

Recycle Presentation

How-to Label – How to Create a Book of Records

Arts at West Oakes Flyer

## ***Program Outreach & Media***

Advertising Media Plan

Food Bank PSA

REFB Locations Ad

REFB Summer Crop Ad

Free Lunch Poster in English/Spanish

Free Lunch Flyer-English

Free Lunch Flyer-Spanish

General Outreach Flyer

Santa Rosa Promotion Flyer

## ***Training & Monitoring***

Volunteer Meeting Agenda

Flyer for Mandatory Training Meeting

Daily Meal Count Form

Site Procedures

## ***Program Wrap-up***

Invitation Flyer for Thank-you Brunch

# You Make the Difference!

Make this the best summer ever; feed children in need in your area!

<http://www.ccrwf.org/other-projects/>

