



Summer Meals Newsletter

AUGUST 2016 • STATE AGENCIES

SUMMER ISN'T COOLING DOWN YET...
LET'S MAKE IT ONE THE KIDS CAN'T FORGET!

What's New?

Mark your calendar! National Farmers Market Week starts August 8th! Encourage sponsors to organize a field trip to a local farmers market or invite a local farmer to visit a site and teach the kids all about local produce! For more ideas, check out the Farm to Summer memo "Local Foods and Related Activities in Summer Meal Programs": <http://www.fns.usda.gov/local-foods-and-related-activities-summer-meal-programs-questions-and-answers>

Updated Toolkit pages: Be sure to check out the Summer Toolkit page for updates to toolkit resources! <http://www.fns.usda.gov/sfsp/summer-meals-toolkit>

Upcoming USDA and Partner Events

August 4th, 1pm EST

Food Research & Action Center: Evaluating and Recognizing Quality Summer Nutrition Programs
http://org2.salsalabs.com/o/5118/p/salsa/event/common/public/?event_KEY=81848



Recruiting and Retaining Volunteers

A reliable volunteer base is important to the success of any Summer Meals Program. Volunteers can help with outreach, supervision, meal preparation, and activities. When searching for volunteers, encourage sponsors to target the following groups:

- **Teen Interns.** "Summer Meals Internships" can encourage teens older students to become involved in the Program.
- **Local Employers.** Businesses can choose one day each week to send staff to volunteer at a site.
- **Senior Citizen Programs.** AARP's "Create the Good" (<http://www.createthegood.org/>) and Senior Corps (<http://www.nationalservice.gov/programs/senior-corps>) are great places to find older volunteers.
- **Volunteer Directories.** Sponsors can share opportunities on national volunteer websites, such as United We Serve (<http://www.serve.gov/?q=site-page/endhunger-sfsp>) and Volunteer.gov (<https://www.volunteer.gov/>).

Wrapping Up Summer 2016

Summer “Best Practice Awards”

As the season draws to a close, it’s important for State agencies to pause and thank their best sponsors, sites, and partners for all the hard work they have put in feeding children this summer. States can create nonmonetary awards to generate excitement, encourage competition, and build goodwill among their best and most reliable partners. Awards can be given in a number of categories, including:

- **“Greatest Increase in Meals Served”** for Sponsors
- **“Healthiest Summer Meals”** for Vendors or Sites
- **“Best Outreach Effort”** for all Partners
- **“Volunteer of the Year”** for Site Supervisors
- **“Best Site Programming”** for Sites or Site Supervisors
- **“Summer Champion”** for Elected Officials and Community Leaders



States that have overcome specific obstacles, such as reaching more children in rural areas or addressing their community’s transportation challenge, can recognize a sponsor, site, or other partner for their creativity with a “Summer Innovator” award. FNS encourages State agencies to issue a press release when granting their Best Practice Awards as a way to increase the visibility of the Program.

Summer Debrief

Summer Debrief meetings give State agencies the opportunity to evaluate the success of the Program and begin planning for next year. Sponsors, site supervisors, and partners can discuss challenges (low participation, transportation issues, etc.) and brainstorm solutions to implement in 2017.

Share Our Strength has resources available for State agencies interested in hosting a Summer Debrief, including a sample meeting agenda:

<https://bestpractices.nokidhungry.org/summer-meals/wrapping-and-renewing-commitment>

Sponsor Exit Interviews

August is a great time for States to check in with their sponsors and see how the summer went while it is still fresh in their minds. Sponsors planning to return in 2016 can provide feedback on what went well, and those leaving the Program can explain the challenges they faced, allowing States to proactively address similar issues in the future.

A “sponsor survey” can include questions about:

- The sponsor’s interest in returning.
- The sponsor’s interest in adding new sites.
- Any challenges the sponsor faced, and what the State agency can do to help.

FRAC has a sample survey available online that State agencies may use as a template when developing their own questionnaire:

http://frac.org/pdf/ffsp_state_agency_sponsor_retention_plans.pdf