



## Proactive Planning for Sponsors

Providing Summer Meals is a year-round effort! At any point throughout the year, there are activities your organization can do to proactively approach Summer Meal Program expansion.

Go to [Resources](#).

### Sponsor Planning

Given that States have their own deadlines, this list provides general information that sponsors can use to plan their summer meal programs. For some of the States that provide region-specific deadlines for sponsors to meet, scroll down to [Promising Practices](#).

#### FALL

- Ensure all claims for reimbursement have been filed.
- Consolidate daily meal counts and submit reimbursement claims.
- Take time to reflect on the summer with site administrators and what could be improved or what worked.
- Reflect on the service provided by your vendor. Ensure the food was well-received by the children. Revise menus as needed.
- Review unserved and underserved areas near current sites. Recruit sites to these areas of need.
- Compare participation from this year to that of prior years, as well as current participation for free and reduced-price meals in local schools.
- Reach out to sites that were underutilized and offer support to increase participation for the coming year.
- Consider providing nonmonetary awards to recognize sites that excelled during the summer.
- Set participation goals for the next summer and plan how you will accomplish them.
- Look out for dates on mandatory sponsor training from your State agency.





## WINTER

- Sign up for and attend mandatory sponsor training classes.
- Determine which sites are returning, explore new site options, and meet with community partners.
- Plan site staff training, meal production and delivery, and programs and activities.

## MARCH/ APRIL

- Review sites and ensure you are aware of their locations, operational hours, staff, and dates for monitoring.
- Think about how meals will be delivered to the sites and how many will be served.
- Complete preoperational site visits.
- Ensure administrative staff is trained.
- Finish application and renewal forms.
- Contract with a food service management company, if necessary.
- Check with the State agency to determine if there are any potential sites lacking sponsors or areas lacking sites and sponsors and consider extending service to those areas.

## PRIOR TO OPENING

- Ensure your sites are still available and ready to serve meals.
- Conduct outreach to families and children near your sites.
- Finish health inspection letter.
- Ensure site staff and volunteers have been trained.
- Prepare to promote kick-off events in conjunction with your other State and organizational partners.
- **June 15:** All sponsor applications must be submitted to the State agency. Note that States may have earlier deadlines.

## WHILE OPEN

- Engage with partners to see what else they need to support the program.
- Conduct monitoring visits to sites.
- Ensure all monitoring and financial management documentation is complete and accurate.





## Promising Practices

The following examples highlight methods State agencies use to make it easy for sponsors and their partners to stay organized throughout the year.

### Kansas

[http://www.kn-eat.org/SFSP/SFSP\\_Menus/SFSP\\_Calendar\\_of\\_Responsibilities.htm](http://www.kn-eat.org/SFSP/SFSP_Menus/SFSP_Calendar_of_Responsibilities.htm)

### Massachusetts

[http://bestpractices.nokidhungry.org/sites/default/files/resources/MASS%20SFSP\\_sponsor\\_kit-FINAL-1.pdf](http://bestpractices.nokidhungry.org/sites/default/files/resources/MASS%20SFSP_sponsor_kit-FINAL-1.pdf)

### Montana

[http://mfbn.org/wp-content/uploads/2012/11/Guide-to-starting-a-Summer-Food-Site\\_Updated-Novemeber-2012.pdf](http://mfbn.org/wp-content/uploads/2012/11/Guide-to-starting-a-Summer-Food-Site_Updated-Novemeber-2012.pdf)

### Ohio

[http://www.ohiofoodbanks.org/sfspsummit/2013/5\\_SFSP\\_timeline.pdf](http://www.ohiofoodbanks.org/sfspsummit/2013/5_SFSP_timeline.pdf)

### Oregon

<http://oregonhunger.org/files/Summer-Food-Sponsor-Timeline.pdf>

### Illinois

<http://www.isbe.net/nutrition/sfsp-handbooks/summer-guide/s1-overview.pdf>

## Resources

### USDA

- *Policy Resources*  
[http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Policy\\_Resources.pdf](http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Policy_Resources.pdf)
- *Management and Administration Plan*  
<http://www.fns.usda.gov/sites/default/files/sfsp/SMT-MAP.pdf>





- *Retaining Sponsors*  
[http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Sponsor\\_Retention.pdf](http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Sponsor_Retention.pdf)
- *SFSP State Deadlines for Sponsors*  
<http://www.fns.usda.gov/sites/default/files/deadlines.pdf>

## Food Research and Action Center

*Summer Nutrition Programs Implementation Calendars and Guide*

<http://frac.org/federal-foodnutrition-programs/summer-programs/summer-nutrition-programs-implementation-calendars-and-guide/>

## Share Our Strength

- *Building a Coalition to End Childhood Hunger in your Community*  
<http://bestpractices.nokidhungry.org/statelocal-campaigns/building-coalition-end-childhood-hunger-your-community>
- *Summer Meals Toolkit and Guides for Collaborative Meetings*  
<http://bestpractices.nokidhungry.org/no-kid-hungry-summer-collaborative-planning-toolkit>

## The California Summer Meal Coalition

*Leveraging County Nutrition Action Plans (CNAP) to Keep Kids Healthy When School's Out*

<http://www.summermealcoalition.org/wp-content/uploads/2013/10/CNAP-Guide-to-Summer-Meals.pdf>

## For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and compatible with your Program. For additional questions, sponsors and the general public should contact their State agency for help. State agencies should contact their Food and Nutrition Service (FNS) Regional Office.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>

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