

*transforming* **HUNGER RELIEF** *changing* **LIVES**





# second harvest **HEARTLAND**



- 468,000 people served in 59 counties throughout Minnesota and western Wisconsin.
- 1,000 non-profit member agencies and programs, including food shelves, soup kitchens, shelters, senior centers, faith-based organizations, and children's after-school programs.
- Second Harvest Heartland, one of six Feeding America Food Banks in Minnesota.

# Reinventing hunger relief through our “core business”

We provide **67%** of the food aid in our service area of Minnesota and western Wisconsin.

- In 2010 we collected and distributed nearly **60 million** pounds of food.
- That’s an increase of nearly **18% more food** distributed in 2010 than 2009.
- We are currently on track to distribute **over 70 million** pounds in 2011.



## But it is not enough

*\* As measured in pounds of food distributed through food shelves and feeding partners.*





*“That is the equivalent of people in need **missing dinner for almost two weeks every month**”*

Approximately 12% of a low-income family food budget is missing





# The face of **hunger** is changing



The majority of new food shelves are in suburban neighborhoods.

We're committed to providing help and hope to all of our neighbors when they need it most. Our strategy for accomplishing this focuses on three most vulnerable groups in our communities: **Children, Working Families and Seniors.**

**As you know, summer brings a higher risk of hunger for our children.**



# Choices



**Every day, one in ten of our neighbors have to choose.**

Hunger in our region has **doubled over the past five years**, and one in ten Minnesotans have to choose between food and something else that they need almost as much:

- Rent that keeps a roof over their head
- Gas for the car that gets them to the job that lets them feed their families
- Medications they need to manage chronic illness

**Summer may intensify this dilemma for many children and their families**





- Hungry infants and young children suffer from iron deficiencies that affect their cognitive and physical development
- Hungry children are more likely to experience headaches, stomach aches, ear infections and colds
- Hungry teens are twice as likely to suffer from depression and five times more likely to commit suicide
- Hungry children have a heightened propensity for having isolating or anti-social behaviors and a greater need for special education
- Hungry children tend to have lower math scores, are twice as likely to repeat a grade and three times as likely to be suspended from school

40% of those seeking hunger relief in Minnesota are now children 18 and under.





## Working “Beyond the Food Bank”

- Clarify our Commitment to Mission
- Challenge Partners - Schools - Non-Profits - Faith-based
- Involvement in Government Programs



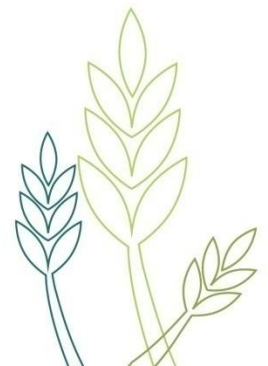




1 in every 4 people served by a Food  
Pantry/Shelf is a child

Approximately 43% of the school children in  
Minnesota receive free or reduced priced  
school meals

The number of low income children in  
Minnesota has increased annually since  
2007





## Summer Food Service Program Summer meals for low-income kids 1-18 years

Approximately 800,000 children are enrolled in Minnesota Schools.

**Nearly 345,000 students participate in the free and reduced priced school meal program.**





## Summer Food Service Program

### Summer meals for low-income kids 1-18 years

- The Summer Food Service Program (SFSP) was created to ensure that children in low-income areas receive proper nutrition during the summer vacation when National School Lunch Program and School Breakfast Program meals are not available.
  - SFSP is a USDA program that is administered by the MDE and FNS.
  - MDE approves sponsor applications, conducts training of sponsors, monitors SFSP operations, and processes program payments. Sponsors sign agreements with MDE to run the program.
- SFSP reimburses approved sponsors for serving meals that meet Federal nutritional guidelines. Sponsors receive payments from USDA, through their State agencies, based on the number of meals they serve. All meals are served free to eligible children.





## Summer Food Service Program

### Summer meals for low-income kids 1-18 years

- SFSP reimburses approved sponsors for serving meals that meet Federal nutritional guidelines. Sponsors receive payments from USDA, through MDE, based on the number of meals they serve.
- All meals are served free to eligible children.



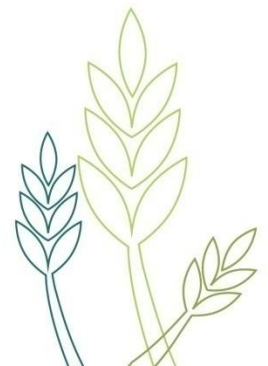


## Summer Food Service Program

### Summer meals for low-income kids 1-18 years

#### Reimbursement Rates: 2011

<u>Type of Meal</u>	<u>Self-Prepared/Rural</u>	<u>Vended/Urban</u>
<u>Breakfast</u>	<u>\$1.88</u>	<u>\$1.845</u>
<u>Lunch/Dinner</u>	<u>\$3.2925</u>	<u>\$3.2375</u>
<u>Snack</u>	<u>\$.775</u>	<u>\$.7575</u>





# Summer Food Service Program

## Summer meals for low-income kids 1-18 years

### **Role of a Sponsor:**

Sponsors are organizations that manage SFSP feeding sites.

As a sponsor, you will:

- Attend MDE training
- Locate and recruit eligible sites
- Hire, train, and supervise staff and volunteers
- Arrange for meals to be prepared or delivered
- Monitor your sites
- Prepare claims for reimbursement
- Ensure that your Summer Food project and sites are sustainable through community partnerships, fundraising, and volunteer recruitment.





# Summer Food Service Program

## Summer meals for low-income kids 1-18 years

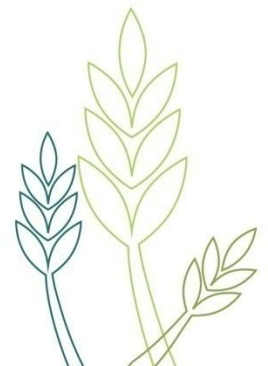
### **Who Can Be a Sponsor:**

Sponsors must be organizations that are fully capable of managing a food service program.

Sponsors must follow regulations and be responsible, financially and administratively, for running your program.

The following types of organizations can be sponsors:

- Public or private nonprofit school (or school districts)
- Units of local, municipal, county, tribal, or State government
- Private nonprofit organizations
- Public or private nonprofit camps
- Public or private nonprofit universities or colleges





# Summer Food Service Program

## Summer meals for low-income kids 1-18 years

### **What is a Site:**

A site is the physical location, approved by MDE, where you serve SFSP meals during a supervised time period.

SFSP meal sites are classified as open, closed enrolled, camp, migrant, or NYSP







# Summer Food Service Program

## Summer meals for low-income kids 1-18 years

Open sites: 50% or greater are eligible for free and reduced school meals. Meals are served to any child at the site.

Closed enrolled sites: 50% of the enrolled children qualify for free and reduced-price meals. Meals are served free only to enrolled children.

Camps: meals served only to enrolled children who qualify for free and reduced-price meals.

Migrant: serve children of migrant workers. The site qualifies by providing appropriate certification from a migrant organization.

NYSP College or university participating in the National Youth Sports Program (NYSP). Children must be enrolled in NYSP to participate.





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AMERICA

# “Beyond the food bank”

Partner with MDE – Sponsors and Sites  
Summer site operation  
Outreach materials  
Direct marketing  
Mini-grant program



It is estimated that only about 20% of eligible children receive summer meals





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AMERICA**

*Minnesota*  
**Department**  
*of* **Education** 



## Addressing Barriers to SFSP Program Growth

Program Awareness

Sponsor/Site Support and Recruitment

Attracting and Retaining Participants



# Outreach Materials – Direct Marketing

- Texting service
- On-line site mapping
- Billboards
- Door hangers
- Tear-off pads
- Posters

**Find free lunch  
near you!**





# Outreach Material Examples:

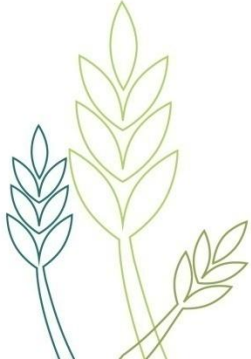
The poster is set against a chalkboard background with a grassy top edge. On the left, a group of ten diverse children and adults are posed together. The text 'KIDS EAT' is written in yellow chalk, and 'FREE!' is written in large, multi-colored chalk letters. Below this, 'SUMMER MEALS FOR KIDS AGES 1-18' is written in white chalk. On the right, there is a logo for 'Vikings' (Minnesota Vikings) and the Target logo, with the text 'PRESENTED BY:' above it. At the bottom, a dark blue banner contains the text 'TEXT 612-516-FOOD OR CALL 211 for locations' in white.

**KIDS EAT FREE!**

**SUMMER MEALS FOR KIDS AGES 1-18**

**PRESENTED BY:**

**TEXT 612-516-FOOD OR CALL 211 for locations**



# Outreach Material Examples:

**KIDS EAT FREE!**

**SUMMER MEALS FOR KIDS  
AGES 1-18**

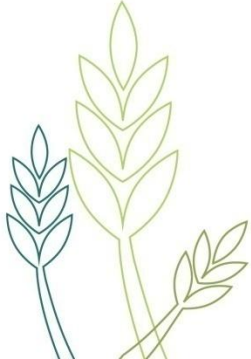
TEXT 612-516-FOOD  
OR CALL 211 FOR LOCATIONS

[2harvest.org/summermeals](http://2harvest.org/summermeals)

**FROM CELL PHONES:**  
Metro: 651-291-0211 • Outstate: 800-543-7709 • TTY: 651-291-8440

**¡LOS NIÑOS COMEN GRATIS!**  
Comidas de verano para niños de edades 1-18  
SMS 612-516-FOOD o llame al 211 para las localizaciones  
**DESDE TELÉFONOS CELULARES:**  
Metro: 651-291-0211 • Outstate: 800-543-7709 • TTY: 651-291-8440

Presented by (Presentado por) Vikings Children's Fund, Target, ConAgra Store Brands, Division of The Salt Pool Foundation, and Minnesota's Feeding America Food Banks.





# Outreach Material Examples:

Billboards in both English



And Spanish






Call




Text


Search

 Call  Text







Archive Report Spam Delete More Actions [Refresh](#)


Inbox

 Starred  
Spam  
Trash

 Contacts 



History 



 Voicemail  
 Text  
 Recorded  
 Placed  
 Received  
 Missed



Calling Credit **\$0.10** 



[Add Credit](#) | [Rates](#) | [History](#)

[Invite a friend](#) (3 left)

  **+16122291841** [Add](#) - Minneapolis, MN  
7/26/11 9:56 AM 104 minutes ago  
**+16122291841:** Can you please send me info on kids meal program? 7:59 AM  
**Me:** Kids 18 and under eat free M-F all summer. No registration required. Text me your address to find a meal site near you. 9:56 AM  
[Call](#) [Text](#) [more](#) ▾

  **+16125621505** [Add](#) - Eden Prairie, MN  
7/25/11 3:28 PM 20 hours ago  
**+16125621505:** 1:34 PM  
**Me:** Kids 18 and under eat free M-F all summer. No registration required. Text your address to find a meal site near you. 2:48 PM  
**+16125621505:** 396 marie avenue east west saint paul mn 55118 2:50 PM  
**Me:** Closest meal site: Garlough Elementary 1740 Charlton St, West St Paul, MN 55118; Breakfast:8:00-9:30 Lunch:11:00-12:15; Call (651) 403-7321 w/ ?s.  
[Call](#) [Text](#) [more](#) ▾

  **+16126388146** [Add](#) - Minneapolis, MN  
7/25/11 11:47 AM 23 hours ago  
**+16126388146:** Locations 11:18 AM  
**Me:** Kids 18 and under eat free M-F all summer. No registration required. Text your address to find a meal site near you. 11:25 AM  
**+16126388146:** 1026 11th ave se mpls 11:35 AM  
**Me:** Closest meal site: Van Cleve Rec Center 901 15th Ave SE; Lunch:12:00-1:00 PM Snack:3:00-4:00; Call (612) 668-2823 with questions. 11:47 AM  
[Call](#) [Text](#) [more](#) ▾

  **+16123879616** [Add](#) - Minneapolis, MN  
7/25/11 11:25 AM 24 hours ago  
**+16123879616:** Location 1:25 PM  
**Me:** Kids 18 and under eat free M-F all summer. No registration required. Text your address to find a meal site near you. 10:45 AM  
**+16123879616:** 3614 Crossroads Ct Eden Prairie, MN 55123 11:08 AM

# [www.2harvest.org/summermeals](http://www.2harvest.org/summermeals) meal site mapping tool

1117 marquette ave  
minneapolis mn

Find Location Search Distance (Miles) 1

Start Over

Help

- St Stephens Church
- Messiah Lutheran Church
- Blake School - Minneapolis
- Building Community Within
- Elliot Park
- Emerson Elementary
- MCTC Jump Start to College

Map Satellite Terrain

Minneapolis

Map data © 2011 Google - Terms of Use





[www.2harvest.org/summermeals](http://www.2harvest.org/summermeals) meal site mapping tool

1117 marquette ave  
minneapolis mn

Find Location Search Distance (Miles)  
Start Over 1

Help

- St Stephens Church
- Messiah Lutheran Church
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- Elliot Park
- Emerson Elementary
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**Building Community Within**

**Address**  
2100 1st Avenue South  
Minneapolis, MN 55404

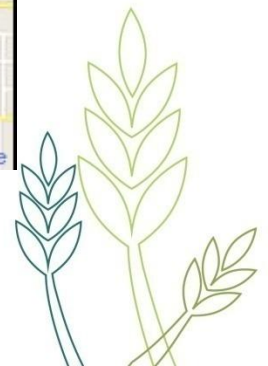
**Phone Number:** (612) 668-2823

**Start:** 07-05-2011  
**End:** 07-28-2011

**Meals**  
Breakfast: 8:30 - 9:00  
Am Snack: -  
Lunch: 12:30 - 1:00  
PM Snack: -  
Supper: -

**Directions**

Map data ©2011 Google - Terms of Use

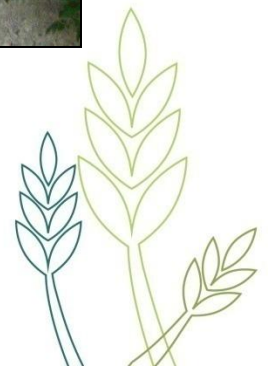




Second Harvest Heartland interns labeled and distributed over 50,000 door hangers for SFSP meals sites in 2011.

**Free Summer Meals in Your Area:**  
Location: Corcoran Park  
3334 20th Ave S.  
Minneapolis, 55407  
Dates: June 13 - Aug 18  
Times: Monday - Thursday  
Snack: 2:30-3:00  
Dinner: 5:00-5:45  
Who: ALL Children 1-18!!  
**Meal times are subject to change.**  
Call the meal site (612) 370-4919 with questions.

**Free Summer Meals in Your Area:**  
Location: Groveland Rec. Center  
2021 St Clair Ave  
St. Paul, MN 55105  
Dates: June 20- Aug 26  
Times: Monday - Friday  
Breakfast: 8:15-8:45  
Supper: 5:00-6:00  
Who: ALL Children 1-18!!  
**Meal times are subject to change.**  
Call 651-695-3714 with questions.





Vikings Youth Camp – SFSP promotion and outreach  
Second Harvest Heartland operated a meal site for breakfast & lunch  
Vikings training staff promoted SFSP & Play 60.



In summer 2010,  
over 750,000 meals  
were supported by the  
Vikings Children's Fund  
Mini-Grant program.







In the summer of 2011 our goal is to grant-support 1,000,000 SFSP meals.



Sponsors and/or Sites are eligible to apply for Mini-grants through Second Harvest Heartland each Spring.

- ❑ Must be registered and in good standing with the Minnesota Department of Education or their site sponsor
- ❑ This year, applications were accepted from **March 1, 2011 to May 1, 2011**. They were available online at [2harvest.org](http://2harvest.org)
- ❑ Applications reviewed first week in May
- ❑ Awards were made on June 1, 2011 & were contingent on meeting MDE/Sponsor requirements



## Grants :

- Support existing SFSP programs to maintain levels of meal service
- Start new sites and sponsors
- Expand the number of SFSP sponsors and sites
  - Increase the number of days of meal service
  - Increase number of meals per day
- Increase the number of children participating at site

*Grants supported by:*

*Vikings Children's Fund, Target, ConAgra, Individuals, Foundations*







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## Funds were used for:

Activity supplies and equipment

Fresh fruits and veggies

Equipment-keep food hot or cold

Staffing for activities and projects  
gardens - crafts - games

Prizes and drawings for attendance (books, etc.)

Outreach-local materials and publicity

Transportation - meals to kids or kids to meals

Adult meals for parents





## Spotlight on SFSP Sites 2011

Citizens of Backus

Clearbrook Gonvick

Duluth Public

Worthington Public School District

Westbrook – Walnut Grove Schools

Waseca Public Schools



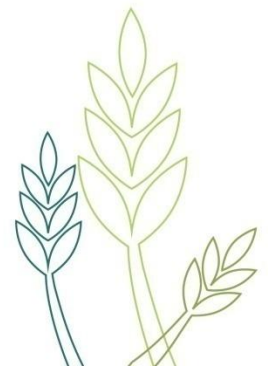


## Citizens of Backus AB, Inc. – Koochiching Co.

As of July 11, Citizens of Backus were able to increase the number of meals served by 413% compared to last year. Restructured meal service times.

Provide a 2-hour gym activity during meal service

Local Hardees Restaurant is sponsoring the menu in the local paper





## Clearbrook Gonvick School – Clearwater Co.

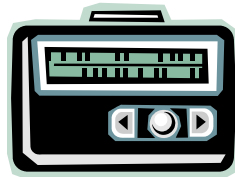
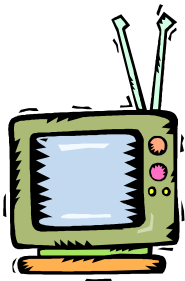
Exceeding meal count expectations for the summer  
Credit high turn out with early promotional efforts  
Daily drawings for books  
Special events on Fridays- greatly increased participation





## Duluth Public School District – St Louis Co.

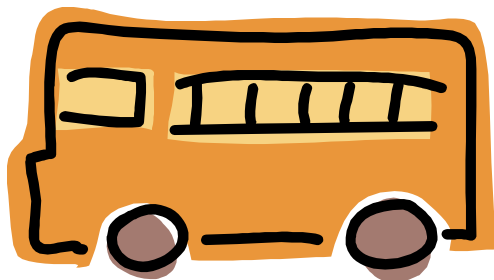
Slightly below meal count projections for this summer  
Planning to implement a dinner service later in the summer  
Outreach efforts include:  
Banner and materials provided by SHH  
Several media broadcasts and newspaper articles  
Publish menu and distribute around town





## Worthington School District – Nobles Co.

On-track with meal count expectations for the summer.  
(Served over 20,000 meals thus far)  
To address transportation issues, they have a bus that is going around town to pick up the kids now that summer school is over.







## Westbrook Walnut Grove - Redwood

On track to serve number of meals projected for the summer  
They have a daily drawing for books that were purchased with SHH grant money. Students' names are entered into drawing each time they eat a meal.  
Winners can pick up the book the next time they eat.





## Waseca Public Schools – Waseca Co.

On track to serve predicted number of meals for the summer (approximately 280 meals served per day)

Every Wednesday a local ‘celebrity’ reader comes in to read for 15-20 minutes during lunch time.

Extremely successful with 3-10yrs old age group

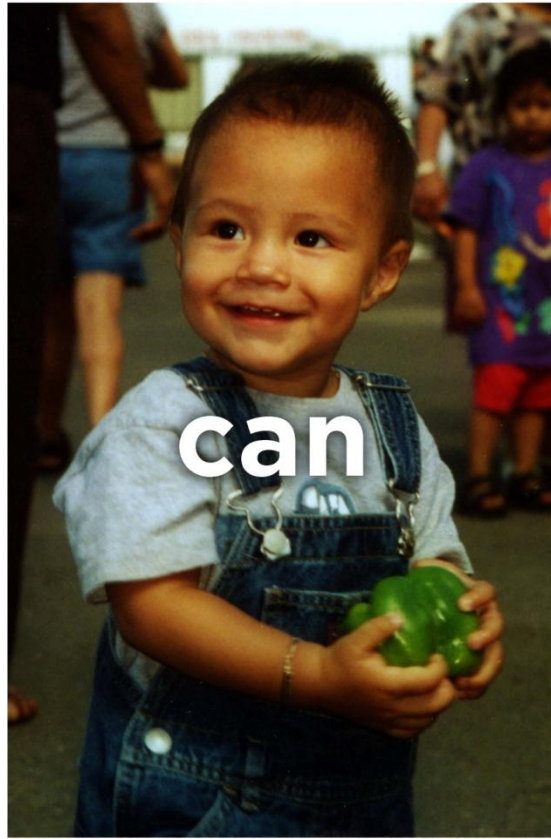
To target older youth (16-18), they were invited to participate as coaches and instructors for activities, as well as eat with the younger kids.



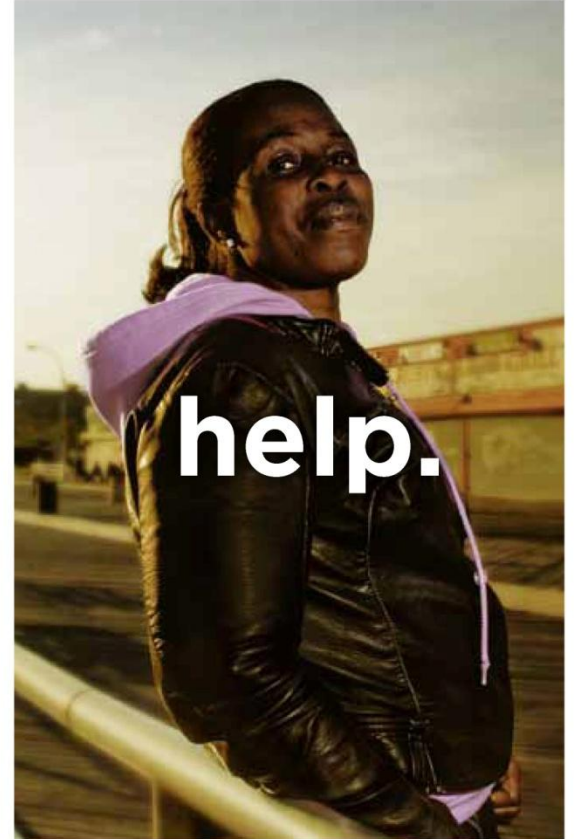




**You**



**can**



**help.**





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**HEARTLAND**

*Minnesota*  
**Department**  
*of* **Education** 

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**FEEDING  
AMERICA** 

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