



**Model Programs Booklet  
USDA Summer Food Service Program**



# FEEDING CHILDREN IN YOUR COMMUNITY THROUGH SUMMER FOOD

The Department of Agriculture's (USDA) Summer Food Service Program (SFSP) provides federal reimbursement for nutritious meals served to children in low-income areas when school is not in session. Sponsors are responsible for administering the Program at feeding sites. Eligible SFSP sponsors can be schools, local government agencies, community, faith-based and non-profit organizations. Organizations that are unable to sponsor the SFSP can also participate in the Program by partnering with another organization in the community.

We have formed partnerships with various groups to encourage broader use of SFSP, and we need your help in promoting this very needed and underutilized Program. We encourage you to get the word out on SFSP to your community.

This booklet contains brief descriptions of programs from around the country which have successfully implemented the SFSP in their community. Included in these descriptions are organizations that have submitted nominations to the Department for the Summer Sunshine Award. These organizations compete for the award in various categories, and must illustrate how they have achieved success in the category. The winning nominees receive a certificate and a banner, acknowledging their extraordinary contributions, initiative, dedication and increased awareness of the SFSP.

It is our hope that these success stories will provide ideas and encouragement for organizations that already provide services to the community that want to become involved in the SFSP. Together, we can make a difference in the lives of children everywhere!

Sincerely,

*USDA's Food and Nutrition Service, (Child Nutrition Division and Community and Governmental Affairs)  
Food Research and Action Center  
America's Second Harvest  
American School Nutrition Association  
National Recreation and Parks Association*

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## **Parks and Recreation**

### **COLLIER COUNTY PARKS AND RECREATION DEPARTMENT Naples, Florida**

What started as an enhancement to the Immokalee Summer Program run by the Collier County Parks and Recreation Department, Summer Food in Collier County has grown to serve a diverse population of children, including the children of migrant workers, at a variety of sites. In 1984, its first year of operation, the program served over 2,100 lunches. The program now serves over 81,000 breakfasts and over 104,000 lunches at two dozen sites throughout the County, during a 39-day period.

Collier County Summer Food sites include a migrant public housing facility; day care centers; summer schools; YMCAs, and parks and recreation sites. The school district provides meal components to the program and kitchen space and equipment for the assembly of the meals. Summer Food employees who assemble and pack the meals are hired from the school district food service personnel.

Local businesses provide important assistance to the program. For example, a local food vendor provides meal components. A restaurant provides breakfast burritos at half price, and a car rental agency rents 10 vehicles to the program at a discount.

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**Migrants.....Public School Districts**

**PUTNAM COUNTY PUBLIC SCHOOLS  
MIGRANT EDUCATION PROGRAM  
Palatka, Florida**

Typically migrant parents do not have access to transportation and work 10 to 12 hours a day. In an environment where the parents spend most of the day away from home, the Putnam County Public School's Summer Program provides structured activities and nutritious meals to the children of these workers. The Putnam County School District Migrant Education Program provides transportation for children to the lunch site. Vans were secured through a local migrant advocate group to assist with the sponsor's transportation needs.

Each day the children are encouraged to eat all of their lunch and are challenged to try new foods. Success of the program is demonstrated by the 95% attendance rate and attitude of the children.

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## Upward Bound.....Rural Areas

### **IOWA LAKES COMMUNITY COLLEGE UPWARD BOUND Estherville, Iowa**

Like most Upward Bound programs, Iowa Lakes motivates low-income, rural youth to pursue postsecondary education. During the summer, Iowa Lake Upward Bound runs a summer residential camp, and Summer Food helps provide sixty campers with three meals per day.

Iowa Lakes is a rural, isolated area of farms, at least a hundred miles from the nearest city. The program exposes the campers to diverse cultures they otherwise may not experience through weekly “Cultural Cuisine Nights.” These special evenings usually feature a parent, grandparent, or staff member who gives a presentation about foreign culture, and a meal featuring the cuisine of that culture.

Roger Hayenga, director of Iowa Lakes Upward Bound, welcomes the support of Summer Food. The reimbursements help the camp afford a wider variety of higher quality food, while the meal pattern requirements help the camp provide the students with better nutrition.

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## Parks and Recreation

### **INDIANAPOLIS PARKS AND RECREATION DEPARTMENT Indianapolis, Indiana**

Responding to a challenge from the Mayor's office to feed lower income children in the Indianapolis community, the Indianapolis Parks and Recreation Department operated 17 Summer Program feeding sites during summer 2001. Indy Parks and Rec worked closely with the Indiana Department of Education to identify eligible areas and avoid any duplication of coverage by existing sponsors.

The sponsor contracted with a vendor to prepare and deliver approximately 800-1,000 meals per day. Meals were served at sites with existing activity programs. Activities at the sites included arts and crafts, sports, drama, music, environmental and safety education and much more. One of their greatest challenges was keeping foods at appropriate temperatures at their many outdoor sites. Indy Parks and Rec successfully overcame this barrier by purchasing special coolers and working with their vendor to establish a delivery schedule that would accommodate each site's serving schedule and minimize holding times.

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## Boards of Education.....Rural Areas

### **CLINTON COUNTY BOARD OF EDUCATION Albany, Kentucky**

Parent volunteers are the key to the success of Summer Food in Clinton County, Kentucky, a rural county that has been struggling through factory closings for many years. By coordinating and supervising the sites in their communities, these parents enable the Clinton County Board of Education to sponsor Summer Food for over 40 days each summer.

From the Monday after school ends until the week before school begins each year, the program serves almost 600 children per day. With the children spread out across a rural area, the Clinton County Board of Education delivers meals to dozens of sites, even ones that may serve only a handful of children each day. To set up a site, parents place picnic tables under trees. When it rains, they set up card tables in a hallway of their housing complex.

Coordinating with the Board of Education's transportation department reduces Summer Food costs. The Board purchases surplus vehicles at a low cost, which are then repaired by the Board's mechanics.

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## **Special Needs.....Parks and Recreation**

### **CAMP KIWANIS Lynn, Massachusetts**

The City of Lynn Parks and Recreation Department runs Camp Kiwanis, a full-day camp for special needs children, for six weeks every summer. Through the Summer Food Program, Camp Kiwanis serves breakfast and lunch to over 50 children from Monday through Friday.

The children who attend Camp Kiwanis, who have various learning, emotional and physical challenges, participate in stimulating recreational activities in the Lynn woods. Participants hike, play sports, enjoy a wading pool, take field trips, and participate in skills contests and talent shows.

Camp Kiwanis provides door-to-door transportation for each camper. The camp also provides learning opportunities for its staff of high school and college students who are interested in psychology, social work and education.

**Departments of Health....Rural Areas**

**NEW MADRID COUNTY HEALTH DEPARTMENT  
New Madrid, Missouri**

The staff at the New Madrid County Health Department are dedicated to making sure the children living in the community are healthy. The Department serves 3,000-4,000 kids each day at 30 feeding sites for 11 weeks during the summer. The success of serving this rural population rests in the grass-roots outreach efforts of its staff. Information networking within the community helps build trust among its members. The program grew through partnerships with local Head Start Centers, County Health Center WIC Programs, School Districts and the Delta Economic Opportunity Corporation. These partnerships have given the community a sense of ownership and pride in the Summer Program as people feel an attachment to the feeding sites.

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## Hospitals

### **GORDON MEMORIAL HOSPITAL** **Gordon, Nebraska**

For several years, Barbara Shald of Gordon, Nebraska—a town of about 1,800 in the northwestern part of the state—was aware of the need for a summer feeding program. As a former school nurse, she knows many children in the community receive free and reduced price lunches during the school year. She knows those same kids can benefit from free meals in the summer.

Ms. Shald approached Gladys Phemister, the CEO of the hospital, with her idea. Phemister knew the hospital could easily prepare meals for the children, but she would need a place to serve the food. A conversation with the minister at the town's First Presbyterian Church provided a solution.

Sponsor staff transport the food and oversee the program. The sponsor also tapped a local volunteer group which provided two volunteers every day to help feed and supervise the kids. About 30 to 40 children came to the church for lunch each day.

“As a hospital, part of our mission is to meet the needs of community. I see good nutrition as part of health care, and kids can't function at their highest level without good nutrition,” Phemister says. “It wasn't difficult at all. In fact, it's probably one of the easiest community programs we've done,” she added.

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## Native Americans.....Public School Districts

### **ONONDAGA NATION SCHOOL**

#### **Onondaga, New York**

To keep their students growing and learning during the summer, the Onondaga Nation School in New York offers a summer enrichment program that includes reading, writing, math and social studies. Through Summer Food, the children who attend the program receive snacks and lunches that help give balance and consistency to their diets during the summer.

The school, located on the Onondaga Nation, serves a 100% Native American population. At least 70% of the children who attend the school qualify for free or reduced price school meals. Last summer, Onondaga served about 35 children from kindergarten through 8<sup>th</sup> grade.

The Lafayette School District serves as the sponsor of Summer Food for the Onondaga Nation School. The meals are prepared in the school district kitchen, and the district delivers them to the school.

The Onondaga summer program partners with the State University of New York at Oswego to provide the children with specialized reading instruction. As part of a graduate level course in reading education at Oswego, graduate students visit the Onondaga summer program to provide the children with personalized reading instruction.

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## Food Banks

### **KIDS CAFÉ** **Reno, Nevada**

Begun by the Food Bank of Northern Nevada, corporate partners were secured to provide startup funding for the Reno Kids Cafe. These partners included utility companies and a major banking partner, which continue to support the program today. Local foundations provided funding for equipment such as milk coolers and rethermalization units under the Summer Food covers food costs.

It was quickly determined that a collaborative partnership would be the best model to serve a large number of children in many locations. A partnership with the health department ensures high quality food sanitation. Meals are vended by the school district, in order to provide hot, nutritious meals that meet the USDA meal pattern. Meal site partners include municipal recreation programs, non-profit organizations, neighborhood churches, the YMCA and the Cooperative Extension. As part of their agreement, meal site partners agree to provide site cooks and feed any neighborhood child who comes for a free meal.

This arrangement ensures that the Kids Café program is well managed and financially accountable, that costs are shared by several organizations and that meal programs are provided in the most at risk neighborhoods. This model is currently being expanded to address childhood hunger throughout the state, in collaboration with the Nevada Department of Education and local partners.

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## Libraries

### **NELSONVILLE PUBLIC LIBRARY** **Nelsonville, Ohio**

Since 1997, the Nelsonville Public Library system has been offering Summer Food at libraries located in low-income areas in conjunction with their summer reading program. After starting with one site, Nelsonville has expanded to four libraries, serving about 100 children per day.

Summer Food attracts children who might not otherwise visit the library during the summer. At the end of the morning's *Book Camp* activities, lunch is served to all the children. Many of the children then choose to stay in the library for the rest of the afternoon, reading by themselves.

Nelsonville partners with the local Meals-on-Wheels to prepare the lunches for the children. Meals-on-Wheels uses its existing food transportation equipment to deliver the meals to the libraries.

Professional magicians, storytellers and puppeteers entertain the children in the program. Librarians also find creative ways to explore themes with the kids. Last summer, one librarian created a yoga program for kids. Another librarian focused on fabrics and taught the children how to weave on a Navajo loom. Another librarian taught the children to fold Japanese paper cranes. All activities were tied in to children's books on those subjects.

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## Public School Districts

### **VINITA PUBLIC SCHOOLS**

#### **Vinita, Oklahoma**

Vinita Public Schools discovered the ingredients for success when combining nutritious meals with fun activities for their *Summer Sun and Fun* feeding program. To enhance the program the sponsor partnered with different public and private organizations to expose the children to educational and enrichment activities that no agency alone could provide. Children learned about wildlife, nature, cultural diversity, personal safety, water safety, first aid, physical education, self-esteem and career opportunities. After four weeks of *Food, Sun, and Fun* children were able to complete their summers and face the new school year armed with knowledge and excitement to challenge their futures.

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**Mobile Feeding....Rural Areas....Public School Districts**

**SOUTH SIDE AREA SCHOOL DISTRICT  
Hookstown, Pennsylvania**

In rural areas, children eligible to receive free meals during the summer often have no transportation to meal sites, and sponsors cannot afford to staff widely scattered sites that have few participants. Many years ago, the district's Food Service Director vowed to overcome this challenge by offering free lunches through Summer Food. He has done so with the help of a committed staff, a supportive community and a big yellow bus.

Using knowledge of the community, the sponsor identified trailer parks in three remote pockets of poverty in the school district. Then, the sponsor contracted for the service of a driver and bus, which is transformed each summer into a cafeteria on wheels.

The South Side Area School District runs part of its Summer Food program in the high school cafeteria for children who can make it there. But for those children without transportation, a school bus makes three stops Monday through Friday to provide them a nutritious lunchtime meal. Children line up and step onto the bus, which has been converted into a cafeteria by removing the last four rows of seats to make room for a serving table and hot/cold storage containers.

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## Public School Districts

### **VOLUNTARIOS UNIDOS SIRVIENDO CON AMOR (United Volunteers Serving with Love) Naranjito, Puerto Rico**

The Naranjito community is an impoverished area that suffers from chronic social, health and economic problems. There are no major industries in this isolated community, and consequently, there is a high unemployment rate. For those who do have jobs, they must commute a long distance to the San Juan metropolitan area. This means that children may spend long hours in the home, unsupervised, when school is not in session. Providing a positive and enriching experience for these children is a major objective of Voluntarios Unidos Serviendo con Amor.

The program is managed by an independent school food authority which has experience administering Child Nutrition Programs because it also participates in the National School Lunch Program during the school year. Partnerships play a key role in the success of the program. A partnership with the municipality of Naranjito allows the children to go swimming and play volleyball and basketball. The sponsor also partners with the Puerto Rico Department of Health to help meet its transportation needs and to provide anti-drug programs.

The sponsor provides interesting programs to participating children. The programs include dance classes, crafts, theatre and field trips so children can both learn and receive nutritious meals through this program.

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## Team Nutrition Schools

# KIDS FIRST AND THE RHODE ISLAND TEAM NUTRITION TRAINING INSTITUTE Rhode Island

Each summer since 1998, Kids First has delivered a *Chefs and Nutritionists in the Parks* series in several inner city communities. Partnerships were developed with the Girl Scouts, Channel One in Central Falls and the Woonsocket Housing Authority to provide both in-kind and monetary resources for the series.

A Team Nutrition-trained chef and nutritionist are partnered with a Summer Food site coordinator to plan and conduct nutrition education activities with children at the feeding site. Typically, the nutritionist plans a Food Guide Pyramid game by bringing food models and taping them onto a large Food Guide Pyramid on the pavement. Children are actively engaged in placing the food models in the corresponding food groups while the nutritionist leads a discussion of the types of food in each food group, the recommended number of servings, and the major nutrients. Another chef prepares ingredients for children to assemble their own fun snacks such as “rocket ship salad” or “peanut butter spiders.”

Kids First has found that this type of customized nutrition education programming works well as it directly targets participating children by taking into consideration their backgrounds and interests. The program also captures the interest and enthusiasm of the chef and nutritionist as they have the opportunity to plan and prepare a program that utilizes their skills and talents in a way that they will personally enjoy.

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## **Counties....Mobile Feeding**

### **HORRY COUNTY COUNCIL**

#### **Horry and Georgetown Counties, South Carolina**

Horry County partners with diverse community groups to serve Summer Food. Sites include elementary and middle schools, churches, Boys and Girls Clubs, the Salvation Army and a local karate club. In addition, a van serves as a mobile feeding site where there are small pockets of needy children. Lunch is served to the children picnic-style at each mobile site. The sponsor finds this the most cost-effective way to serve groups of 30 or fewer children.

A key partnership is with the school district, which vends the lunches to the county. Summer Food employs school cafeteria workers and school bus drivers who otherwise would not have work over the summer. Since the cafeteria workers and bus drivers are regularly employed by the school district, the sponsor finds them to be reliable and efficient. While Horry County leases three trucks for delivering the meals, the school district provides all the infrastructure and equipment for meal preparation.

Another key to success is good people who care about children. Last summer, the staff learned that by taking on the operation of Georgetown County Summer Food for the first time, the combined budget for Horry and Georgetown Counties was strained. To help eliminate the budget gap, the sponsor's staff donated their time for the last two weeks of work.

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## Native Americans

### **KICKAPOO TRADITIONAL TRIBE OF TEXAS**

#### **Eagle Pass, Texas**

By working together, the summer youth programs of the Kickapoo Traditional Tribe of Texas are able to provide free meals and a range of enrichment and recreational activities to children during the summer. In an area where 92% of the children qualify for free or reduced price school meals, Kickapoo Summer Food provides about 160 Native American children with free breakfast and lunch every day.

Kickapoo Summer Food serves all the children at one site, a Head Start building that would otherwise be closed during the summer. Most of the children who participate in the program attend other summer activities during the day on different parts of the reservation, including summer school, arts and crafts activities, sports and at-risk intervention programs.

Since the feeding site is relatively small, the different programs coordinate their schedules to stagger the meal times. The children who participate in nearby programs walk to the site, while the other programs transport the children to the feeding site. Some children are brought to the site by their parents.

The Social Services Director of the Kickapoo Traditional Tribe of Texas says the required paperwork for Summer Food is easy to complete. To her, ensuring that the program runs well every summer is well worth the effort, especially when she sees the children smiling, laughing and eating together each day.

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## Hospitals....Rural Areas

### **NORTH COUNTRY HOSPITAL**

#### **Newport, Vermont**

North Country Hospital in Newport, Vermont, sponsors six Summer Food sites in a very rural area of the state. Teamwork among the feeding sites, a local non-profit, and the hospital is the key to the overcoming the challenges of serving over 150 children each day for seven weeks. North Country's Summer Food sites include a public school's morning reading program, a Catholic school's summer day camp, a Parks and Recreation Department day camp on the shores of a lake, and the local day care centers' *Reading in the Park* program.

According to Rich Bruno, director of food service at North Country Hospital, individual contributions of time and effort are crucial to the success of this program. The staff of some of the sites help out by picking up coolers filled with meals from North County and returning them at the end of the day. A staff person from a local non-profit takes on the responsibility of monitoring the sites. If there are delivery challenges, maintenance staff from the hospital volunteer their time and personal vehicles to deliver meals to sites. At other times, Bruno drives the hospital pick-up truck or his own van to deliver meals himself.

With such community support, Bruno needs to hire only one driver and one food preparation worker each summer for the Summer Food Program. He is able to break even on operating costs, and the administrative reimbursements help pay for part of the salaries of permanent hospital staff who also work on the Summer Food Program.

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**Counties.....Rural Areas**

**GREENE COUNTY SUMMER ENRICHMENT PROGRAM  
Stanardsville, Virginia**

The Greene County Summer Enrichment Program serves a large population of children from rural areas and children with special needs. It keeps children busy with activities that focus on the community. Such activities include: making bi-weekly visits to a local senior citizens center to interact with the elderly in their community; going to the library (children are issued their own cards); and visiting the Greene County Sheriff's Department in which each child is issued a personal identification card with their photograph.

Throughout the summer, public transportation is used to take participating children on field trips in the community. This teaches the children how to read a bus schedule. Parents have commented that they liked the idea of having adults teach kids the ins-and-outs of public transportation.

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## Mobile Feeding.....Public School Districts

### **KENT SCHOOL DISTRICT**

#### **Kent, Washington**

Kent School District's dedication to all of Kent's children is best demonstrated by their Summer Food Program. The Food Service Director, Daniel Johnson, secured a school bus for meal service and painted it to look like a deli sandwich. The Campus Café, as it is called, makes stops at three different apartment complexes, serving over 100 kids lunch during the summer months. Johnson converted the bus to a roaming summer meal site when he realized that the program is most successful when you take the food to where the kids live. At each stop, the kids file in, pick up their meal and eat airplane style, with shelves attached to the back of each seat. Kent School District operates a total of 21 Summer Food sites in schools, housing complexes and parks throughout Kent.

The commitment to ensuring kids are healthy and fed doesn't stop at the Food Service Department. School board members as well as the Superintendent, Barbara Grohe, recognize that good health and nutrition are fundamental in increasing student achievement and accountability. "Healthy minds live in healthy bodies," says Grohe.

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## Public School Districts

### **SPOKANE SCHOOL DISTRICT**

#### **Spokane, Washington**

While many school districts serve summer meals to kids during summer school, Spokane School District's Food Service Director, Doug Wordell, knows that kids are hungry all summer long, regardless of whether or not they attend summer school. Therefore, Spokane School District runs their Summer Food Program from two days after school ends in June until three days before school begins in the fall at every school in which over 50% of students are low-income. They also provide meals at city parks, community centers and YMCAs throughout Spokane. Two-thirds of the meal sites offer additional summer activities.

As a result, the Spokane Summer Food Program provides about 1,000 breakfasts and over 2,500 lunches per day for 48 to 50 days each summer.

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## Americorps

### **ENERGY EXPRESS** **Communities throughout West Virginia**

Energy Express is a six-week summer program which assists children living in rural low-income areas across West Virginia by: (1) providing summer learning experiences focused on reading; (2) serving two nutritious meals each day through Summer Food; (3) engaging college students as mentors; and (4) developing strong partnerships which involve the parents, schools, communities, state agencies and organizations.

As part of the program, mentors and children share breakfast and lunch together. This time together becomes an important learning experience as children make choices and engage in group discussions. Nutrition education is also integrated with the children's reading, writing and art activities.

The results of the program demonstrate how successful it is. In 2000, 202,536 meals were served; more than 72,912 volunteer hours were logged; and participating children had an average reading gain of one month in word identification, three months in comprehension and almost four months in overall reading.

This sponsor is also an AmeriCorps grantee.

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## Faith-Based Organizations

### **LITTLE RIVER BAPTIST CHURCH**

#### **Ware Shoals, South Carolina**

1999 & 2000 Summer Sunshine Award Winner for *Program Access*

This is the second year this sponsor has won a SFSP Summer Sunshine Award for Program Access because of its proactive approaches to outreach and expansion in the SFSP. Since 1998, the sponsor has witnessed a significant increase in the average daily attendance at its sites. In 1999, the sponsor met the challenge given to all SFSP sponsors by Under Secretary Shirley Watkin's to increase the number of sites by 10%. For this year, the sponsor imposed its own challenge and set a goal to increase the number of sites under its sponsorship by 15%.

Each year, Little River holds two planning meetings, one in February and one in April, with its partnering organizations which are from all sectors of the community—education, religion, business and the civic arena. The sponsor promotes Summer Food through radio advertisements and flyers which are placed in bags at grocery stores, on windshields at shopping malls, and in mailboxes. Local churches and Girl and Boy Scout Troops also assist the sponsor in distributing informational flyers. Other creative ideas which improve the Little River program include: the existence of a parent advisory group; a bi-weekly newsletter which is sent to parents of participating children; and free health care screening services to attending children and their parents.

For the 2000 Program, a steering committee charted the sponsor's progress of reaching their goal on a monthly basis. To meet this challenge, Little River staff made personal phone calls to school administrators informing them of the SFSP, sent special mailings to promote the Program, canvassed neighborhoods door-to-door with flyers, and solicited the assistance from local government officials.

The sponsor also worked with representatives from a local school and housing authority to recruit children from a Hispanic neighborhood to its sites. Having these representatives on hand helped the sponsor overcome the language barrier in reaching these kids. Similar to the 1999 program, local businesses and community organizations and parental involvement helped make this Program a great success.

The sponsor is committed to expanding its program for next year and plans to increase their program by as much as 58% in lunches served in 2001.

Contact: Rev. Sylvester Jackson

## Public School Districts...Public School

### **ADDISON CENTRAL SCHOOL DISTRICT**

#### **Cameron, New York**

2000 Summer Sunshine Award Winner for *Special Populations*

In order to increase participation at the feeding site, this sponsor decided four years ago to bring the SFSP to the kids! By moving the feeding sites to a nearby trailer park, the sponsor was able to overcome the transportation barrier that prevents so many rural children from participating in the Program. The trailer park was an ideal location because the majority of families qualified for free or reduced price school meals and the sponsor included the parents in enrichment activities (e.g., nutrition education) and solicited their assistance as volunteers.

To maintain participation throughout the summer, the sponsor used creative strategies. For example, a local art program donated a button maker and children made their own name tags on the first day. Every time a guest speaker attended the site, children were encouraged to wear their name tags. Additionally, donated books from the local library were used as awards for various activities and the site used a laptop computer to play an interactive nutrition education game.

#### **Addison Central School**

#### **Addison, New York**

2001 Summer Sunshine Award Winner for *Child Development Activities*

For 2001, the sponsor expanded the program by adding more activities and extending their times of operation by two hours each day. At each feeding site, children are divided into different age groups and participate in activities that are appropriate for that age. Younger children have a “quiet corner” which allows them to play with crayons, toys and clay.

Older children are encouraged to participate in more challenging activities. For example, older children choose a project in a specific area—photography, needlework, home environment or clothing. Staff helped children complete their projects throughout the summer. Projects are then entered in a local fair. Children benefit from the satisfaction of working on a daily project, until it is completed, and from having it on display in a public place. In addition, three professional agencies—Steuben 4-H, the Wellness Council of the Southern Tier and the Cornell Cooperative Extension—come once a week during the program to make special presentations.

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## Dependents Schools.....Military Installation

### **Camp Lejeune Dependents School**

#### **Midway Park, North Carolina**

2000 Summer Sunshine Award Winner for *Meal Service and Nutrition*

Camp Lejeune wanted to enhance the quality of its meals and support local farmers by switching from vended produce to fresh produce. To facilitate this, the sponsor worked with local farmers and arranged a regular purchasing schedule. The benefits to Camp Lejeune's SFSP were twofold—(1) local farmers benefited from the increased business and were eager to help feed children in the community and (2) the sponsor was able to decrease plate waste and increase participation at the sites. Children often ate vegetables that were harvested in the morning that same afternoon. Menus were planned on the seasonal availability of the produce and the sponsor noticed that local produce often has a longer shelf life because of its freshness.

## Parks and Recreation

### **City of Corpus Christi Park and Recreation Department Corpus Christi, Texas**

2000 Summer Sunshine Award Winner for *Child Development Activities*

Operating under the theme of “Lunch on Us”, the Corpus Christi Park and Recreation Department provided a variety of activities to over 2,540 children daily at its 38 feeding sites. To increase participation and keep the children engaged while at the site, the sponsor conducted weekly field trips, held frequent sports tournaments, made table games available to the children, had special events on Fridays and special recreation classes (e.g., martial arts, computer classes), and invited guest speakers to the sites. Movies were shown during the hot times of the day. To make this possible, Corpus Christi was supported by school food service staff, current and retired teachers, community volunteers, parents, and local business which supplied the sponsor with items and staff time.

## **State Agency Achievements**

### **Florida Department of Education**

#### **Tallahassee, Florida**

##### **2000 Summer Sunshine Award Winner for *State Agency Achievement***

The Florida State agency divided the State into three regions to better focus its outreach and training efforts and coordinate the monitoring of its sites. Because each region has been assigned a regional manager, the State provides more personalized customer service to its sponsors and the children they serve. The State has partnered with four universities to assist with outreach of the Program through a series of public service announcements. The announcements provide a toll free number for children and parents to call for the nearest location of a feeding site and feature college athletes talking about the importance of good nutrition and the SFSP. Another creative outreach strategy the State's use of "electronic billboards." Announcements in both Spanish and English were featured on computer screens in stores located areas were several SFSP sites were located.

##### **2001 Summer Sunshine Award Winner for *State Agency Achievement***

The Florida Department of Education has a strong commitment to serving its SFSP sponsors and low-income children. The State agency recently adopted a policy that requires its staff to return all calls within a 24-hour period. The State agency has formed many relationships with local migrant organizations and is proactive in accommodating the language needs of Spanish-speaking families. For example, the State agency assisted with the development of the national FNS migrant publication. The State has also established several bussing programs throughout Florida to overcome transportation issues in rural areas which prevent many children from participating in the SFSP.

## Resource and Referrals

### **Children's Resource Network**

#### **New Boston, Michigan**

2001 Summer Sunshine Award Winner for *Special Populations*

The Children's Resource Network aims to improve the nutritional status of children of migrant workers. By participating in the SFSP, the sponsor serves an average of 170 children each day at 12 migrant camps. Meals are delivered to children on a "Mobile Nutritional Education Unit" which is equipped with art supplies, books, hygiene items, water bottles and clothing. The children can easily identify staff by their matching t-shirts. Portable picnic tables are set-up at each camp for meal service, and menus are printed in Spanish to accommodate the majority of families who do not speak English. At the end of the summer, each child is given a "goodie bag" with their meal. The bag includes nutrition stickers, coloring books, toothbrushes, a book in Spanish and special treats for the family to take with them to their next work location.

## Public School Districts

### **Billings Public Schools**

#### **Billings, Montana**

2001 Summer Sunshine Award Winner for *Program Access*

Billings Public Schools heavily markets the SFSP in their community through several different media sources. This allows the Program to serve 25,000 SFSP meals in 41 days. In addition to advertising the SFSP through school flyers, Billings distributed flyers at neighborhood baseball parks, swimming pools, tennis courts and playgrounds. The sponsor posts a sign in front of each site which advertises the SFSP and lists feeding times and site rules. Partnerships with local t.v. stations and newspapers are extremely useful in marketing the program and getting kids to attend the sites. One television station sent newsletters to 15,000 families to encourage kids to participate in the SFSP. Additionally, a newspaper advertised the SFSP on its front page!



## Public School Districts

### **El Monte City School District**

#### **El Monte, California**

2001 Summer Sunshine Award Winner for *Meal Service and Nutrition*

The El Monte City School District makes great efforts to improve the quality of its SFSP meal service. The sponsor moved away from a brown bag lunch service to an offer vs. serve service. El Monte now uses clear packaging for its food service. This allows kids to see the food first before choosing it. These changes provide better temperature control of the food, increase sanitation at the site and reduce plate waste because children are more likely to choose only the foods they want to eat. El Monte can offer students more choices because the sponsor uses the same menu planning system that it uses during the school year under the National School Lunch Program. El Monte provides nutrition education information and activities to children and their families. For example, 5-a-day campaign brochures are distributed to the children's families, encouraging the family to consume at least five servings of fruits and vegetables each day.

## Community Organizations and Food Banks

### **Hart Partners, Inc. and the Food Bank of Northern Nevada Hartwell, Georgia**

2002 Summer Sunshine Award Winner for *Successful Outreach*

The summer of 2002 was the first year of SFSP participation for Hart Partners, Inc., a community development corporation dedicated to improving the welfare of families and children through cooperative program planning. In addition to providing summer meals for children, Hart Partners also wanted to provide enrichment activities. The members decided on a Book Mobile Program, and set out to make this happen.

The first step was a bus: Hart Partners was able to borrow the school district's band bus, which already had half of the seats removed. A volunteer then built bookshelves from donated materials to transform the bus into the Book Mobile. New books were donated by Wal-Mart and Scholastic Books, and used books were collected through donation boxes set up in area elementary schools. The Book Mobile went to two sites per day, the first from 9:30 a.m. until 12 noon and the second from 12:30 to 3 p.m. At the morning sites, children could come early, read and check out books and then have lunch. At the afternoon sites, they could eat lunch first and then stay to use the Book Mobile.

Hart Partners used a variety of methods to increase awareness of its program: community articles, flyers, church bulletins, newspaper ads, a TV story, and signs placed on the lawns of all sites. The appearance of the Book Mobile itself was also effective outreach, as children at some sites would come running as soon as it appeared. The program also offered incentives and prizes for the number of books read, with a scooter awarded to the child who had read the most books at the end of the summer.

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## Food Banks

### **The Food Bank of Northern Nevada Sparks, Nevada**

2002 Summer Sunshine Award Winner for

The Food Bank of Northern Nevada did a very effective job of partnering with other organizations to feed hungry kids during the summer of 2002. Since the FBNN does not have the capability to prepare thousands of SFSP meals, the Washoe County School District was approached as a partner. The School District provides reasonably priced meals, delivery to sites, and use of food service equipment and facilities at several locations. At the site level, the FBNN serves as a sponsor and partners with organizations such as Boys & Girls Clubs, who then provide the staff and supervision for the meal service. The FBNN made an effort to use a variety of locations to reach as many children as possible, such as schools, recreation centers, and parks.

To make sure that the neediest kids received meals, the FBNN targeted specific areas and set up feeding sites at seven parks, with meal service provided by refrigerated feeding trucks. However, these sites offered additional challenges, since many had no shaded areas or hand-washing facilities. To make these locations viable, the FBNN worked closely with the Washoe County Health Department to establish a Hazard Analysis Critical Control Point (HACCP) plan to ensure that the children received meals that were both healthy and safe. The close working relationship with the Health Department has now turned into a partnership: the Health Department inspects sites, issues permits, and provides food safety training for the FBNN's staff. To supplement its SFSP efforts, the FBNN also wrote and received a Child Hunger Initiative Grant, and raised \$60,000 through contributions.

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## Public School Districts

### **West Contra Costa Unified School District Rockland, California**

2002 Summer Sunshine Award Winner for

#### ***Expansion through the Seamless Summer Feeding Waiver***

The West Contra Costa Unified School District has been a SFSP sponsor for 14 years. During the summer of 2002, it was able to expand its program by participating in the Seamless Summer Feeding Waiver. Because of the waiver, the staff was able to use time once spent on monitoring and paperwork to improve meal quality, expand meal service, market the program, and better utilize community volunteers. In the past, all of WCCUSD's sites had only served lunch.

This summer, the program was expanded by adding breakfast at 14 sites and snacks at 10 sites. At the school locations, WCCUSD was able to serve hot meals based on the familiar school lunch menu, which resulted in higher attendance and better retention of children. Costs were held down at these sites by utilizing commodity items and excess inventory.

To reach the neediest children, WCCUSD set up outdoor sites in two neighborhoods, which fed approximately 100 children per day. All of these efforts led to a 169% increase in the number of lunches served, and a 100% increase in average daily attendance.

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## State Agency Achievement

### Ohio Department of Education

#### Columbus, Ohio

2002 Summer Sunshine Award Winner for *State Agency Achievement*

In the summer of 2002, the Ohio Department of Education (ODE) had 138 sponsors with 1,030 sites, feeding approximately 50,000 children per day. To support the ODE's efforts with sponsors, the Governor of Ohio proclaimed the week of June 23<sup>rd</sup> as Summer Food Service Program Awareness Week, issuing a proclamation and press releases to publicize it. As a result, representatives from the ODE, the Children's Hunger Alliance, and several sponsors were interviewed on three television shows and five radio broadcasts.

Previously, ODE helped to form the Ohio SFSP Advisory Board, comprised of leaders of local businesses, churches, community organizations, and non-profits. However, new for 2002, a comprehensive guidebook was developed with the assistance of a consortium of partners. The guidebook was presented to sponsors during spring workshops and includes sections on working with the community and media, a directory of resources, numerous activity ideas for sites, and past success stories. In addition, the Ohio SFSP uses a fox cartoon character "Munch" as their mascot. Munch is featured throughout the *Ohio SFSP Toolkit*, and a costumed, life-size version of Munch also makes appearances at sites and events throughout the summer. Munch's slogans are "Lunch with Munch," and "Outfox Hunger."

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## Universities and Colleges

### **University of Toledo, National Youth Sports Program**

#### **Toledo, Ohio**

2002 Summer Sunshine Award Winner for *Service to Special Populations*

The University of Toledo's National Youth Sports Program (NYSP) recently completed its 34<sup>th</sup> year of reaching out to high-risk African-American youth. For the past two years, the staff has offered two innovative programs to enhance SFSP attendance. The first, "Hometown Heroes," features prominent local citizens speaking to the children at lunch every day. The speakers talk about how they overcame obstacles to success and serve as positive role models for the children.

The program has proven to be very popular with the participants, as one supervisor said, when the speaker begins, "the lunch room becomes silent, which in itself is amazing!" This innovative idea has done a wonderful job of actively involving the community with the program. The second program, "Marvelous Mondays/Fabulous Fridays," was implemented to keep attendance high on Mondays & Fridays, which in the past had seen a drop in the number of children attending. Both days feature drawings for prizes, which helps to keep attendance strong at both ends of the week. The prizes, such as bikes, CD players, and stereos, are donated by local businesses and friends of the program.

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## Housing Authorities

### **The Housing Authority of Maysville Maysville, Kentucky**

2002 Summer Sunshine Award Winner for *Expansion,*  
*The 14 State Pilot Project*

The Housing Authority of Maysville's summer program, called "Let's Do Lunch," has operated for eight years. In the summer of 2002, it was selected by the state of Kentucky to be part of the 14 State (Lugar) Pilot program. The Housing Authority did an extensive amount of outreach to recruit both new partners and new participants, including making personal contacts with other local agencies that serve its targeted population. As a sponsor, the Housing Authority successfully reached more needy kids by adding six new sites in a neighboring county that had no summer feeding program at all the summer before.

The Housing Authority set up mobile delivery of meals to sites outside of Maysville using a van equipped with Cambro food carriers. The 2002 addition of an ice machine helped make safe transportation of the meals possible. With these efforts, the program saw an increase of over 28% in average daily meal counts from 2001. The success of the program caught the attention of the Mayor, who came and served lunch to the children for a day. The Housing Authority also overcame the challenge of using a residential galley kitchen nine feet wide to produce meals. Luckily, a larger, upgraded kitchen equipped with donated appliances will enable the Housing Authority to expand the program to reach even more hungry kids.

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## Public School District

### **Green Bay Area Public Schools**

### **Green Bay, Wisconsin**

2003 - 2004 Summer Sunshine Award Winner for *Successful Expansion*

The Green Bay Public Schools characterized their successful expansion of the Program by what they called the “Five P’s.” *Partnerships*—they created and increased the number of key players in the community to promote participation. They partnered with such groups as, the Hunger Task Force Network of Green Bay which includes the Salvation Army, WIC, community clinics, shelters, pantries, local churches and immigration and resettlement services; 21<sup>st</sup> Century Summer School Programs; The Boys and Girls Club; and, the local Parks, Recreation and Forestry organizations. *Promotion*—utilized attractive fliers sent to each family living within the school boundaries where feeding sites were located. Their materials were translated into the appropriate languages for the targeted populations. Members of the staff attended community meetings, issued press releases and aired multiple live TV spots to generate excitement about the Program. *Pioneering*—they were able to expand their program by thinking outside the box. They applied for and received expansion grants which helped to renovate a former traveling classroom van into a new food service delivery vehicle. The “Lunch n’ Learn Mobile” as it was called, generated interest in the summer meals, provided nutrition educational lessons and games, and added a new element to what they were doing. *Progress*—involved the students, encouraging them to practice problem solving by brainstorming on how to make healthy menu choices. As an added bonus, hot meals were offered that allowed for increased food varieties. And finally, *Passion*—which created enthusiasm for the community, the children, and the summer staff. Through the Passion, the children learned table manners and etiquette; how to make healthy food choices; and were engaged in activities that illustrated what they learned during the summer program.

By utilizing the “Five P’s”, the Green Bay Public Schools was successful in expanding more feeding sites in the Program and increased meal participation.

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## Faith-Based Organizations

### **N.E.W. Calvary Chapel Coleville, Washington**

2003 - 2004 Summer Sunshine Award Winner for  
*Community and Faith-Based Organizations*

As a first time sponsor of the Summer Food Service Program, the N.E.W. Calvary Chapel located in a very rural area in eastern Washington State, stepped up to the plate to provide the children in their community with the SFSP from late-June to late-August. Pastor Thomas E. Schulz and community members were committed and successful in getting the Program information out to the community.

Pastor Schulz volunteered numerous hours in the planning, coordinating, and operating the SFSP. He was able to secure rental of a kitchen to prepare the meals for a very low cost, only after learning that the school district was unable to provide this service. He received support (man hours, in-kind donations, and financial support) from volunteers to monitor the program, supervise and prepare the meals, transport the supplies needed for the feeding site; and gather teenagers in the park and encourage them to participate in the Program. Pastor Schulz secured the services of a local vendor to purchase pre-package items such as fruit cups and string cheese. However, after several weeks into the Program, it was learned that the children preferred hot meals instead of the cold lunches. The outstanding commitment to serve the children hot meals was attained.

The outlook for next year's Program is to work with the local parks and recreation department to provide more meals to children in the park. Since they are a faith-based organization, the Pastor believes there will be ample volunteers to help out, they will keep the menus fairly simple and with their dedication, compassion, and commitment to the Program, they will be a successful sponsor for many years to come.

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Public School District

**Greenville Public School District Food Service  
Greenville, Mississippi**

2003 - 2004 Summer Sunshine Award Winner for

***Programs Emphasizing Improved Nutrition and Physical Activities***

In the Mississippi Delta, obesity is a serious problem. The school district's goal and objective was to combat that problem and work with the children physically and mentally. The school district partnered with several groups which provided invaluable resources, staff members and monetary contributions. Through food service department's summer program, children were offered more fresh fruits and vegetables and physical activities. They were given how-to-instructions in sports activities in a classroom setting, and learned how exercise can build and promote a healthy body, with emphasis on eating balance meals every day.

The program used USDA's Team Nutrition materials and resources, as well as the staff resources provided by their partners to educate the community and the children on creating a healthy eating environment. They made use of nutrition classes, sponsored by their partners to create activities that focused on obesity and how it contributes to major health problems such as diabetes, hypertension and heart conditions. The impact of the physical activities and the nutrition education classes helped influence the children's eating habits. After learning that good eating habits promote healthier bodies, the children ate more fruits and vegetables which in turn guaranteed more energy for physical activities. By utilizing several practical methods and techniques for lifelong changes, the children in this community were provided a positive outlook and a healthier body to become a productive citizen for tomorrow.

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## Community Organization

### **Orange County Community Action Agency Orlando, Florida**

2003 - 2004 Summer Sunshine Award Winner for *Service to Special Populations*

As part of an on-going Orange County effort to expand services to a diverse community, the Community Action Agency established a goal to increase access to the SFSP for children of the Haitian community. The Agency collaborated with several Haitian community and faith-base organizations, local Boys and Girls Clubs, schools, sheriff's department, the Florida State Health Department, and other groups to develop several strategies for meeting the unmet needs of the Orange County's Haitian community. With this unique combination of partners, the awareness of the SFSP was heightened; flyers were distributed on the SFSP in Creole and/or French; Haitian ancestry were hired to operate and supervise the SFSP feeding sites; presentation were made to Haitian church congregations with the help of Haitian staff interpreters; yard signs were distributed to advertise the location of feeding sites; and SFSP materials were translated for participating site's staff, as well as participating children.

Having the ability to hire staff knowledgeable about the cultural and other socio-economic issues affecting the special targeted populations and fluent in the language, makes the task of serving special populations immensely easier. Through partnering with other agencies and organizations, the Agency was able to increase sites serving children of predominantly Haitian ancestry and heightened the Haitian community on the benefits of the SFSP.

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## Partnerships

### **"Fueling Young Minds"**

#### **Milwaukee, Wisconsin**

2003 - 2004 Summer Sunshine Award Winner for

#### ***Partnering with Other Organizations or Groups***

"Fueling Young Minds" is a result of collaborations between several organizations, organized by the Hunger Task Force, interested in alleviating childhood hunger, specifically during the summer months. Each organization agreed to bridge the gap, and provide the necessary resources to increase participating in the SFSP.

One partner, Harley –Davidson Foundation, provided the resources for outreach and marketing materials; program operational costs; and sponsored a motorcycle rally to promote program participation, along with other resources. The Milwaukee Public Schools opened 44 core schools in targeted neighborhoods with significant poverty. These sites offered recreational, educational programs, hot meals, and operated from mid-June through late-August.

The Social Development Commission agreed to target neighborhoods lacking access to a school feeding site. So, churches, Boys and Girls Clubs, YMCA sites and other sites received sack lunches. The Salvation Army provided a food van to serve meals in many of the remaining targeted neighborhoods. Another partner, Impact, operated a "211" information and referral line and upgraded its telephone technology in order to provide parents and caregivers with locations of the closest feeding site. While The Hunger Task Force provided staff support to organize a community-wide mailing and spearheaded the marketing and outreach activities.

The collaboration made an important investment in the community and ensured that all children, regardless of their background, have a chance at good nutrition year-round.

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For more information, or to apply to participate, please contact your Summer Food State agency. A list of State agencies can be found on the SFSP website at **[www.summerfood.usda.gov](http://www.summerfood.usda.gov)**

## *Notes*



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