



center for **BEST
PRACTICES**



WHO WE ARE NO KID HUNGRY

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, however, more than 15 million children in America cannot count on having enough nutritious food. That's one in five kids in America today who live in families impacted by hunger.

The No Kid Hungry Campaign® catalyzes innovative coalitions among governors, mayors, businesses, chefs, teachers and community leaders across the country to connect families at risk of hunger with the programs that can help them.

Combining access with education, we also teach families how to cook healthy, affordable meals through our Cooking Matters® program.

Together, we are making No Kid Hungry a reality in America. Learn more at www.nokidhungry.org/.

ADDITIONAL INFORMATION

For more information on supporting and expanding your program operations, as well as information on best practices to increase participation and resources for funding to support program operations, visit No Kid Hungry's [Center for Best Practices website](#).

PROACTIVE PLANNING FOR SUMMER MEALS SPONSORS

One of the best ways to sustain, strengthen and expand your summer meals program is to approach planning as a year-round endeavor. The following guidance is a road map to help identify those activities that most benefit your program at different times throughout the year.

YEAR-ROUND

Participate in state or regional sponsor councils (if available) to engage in networking and best practice sharing with peer organizations in order to support program growth. Contact your State Agency or No Kid Hungry campaign partner for additional information.

OCTOBER-NOVEMBER

- Submit August meal count claim, if you have not yet done so.
- Attend a State Agency or No Kid Hungry sponsored summer debrief session to review outcomes from 2016 and capture learnings to inform your work for 2017.
 - Use the debrief session as an opportunity to set internal goals for your program and establish or deepen community partnerships.
 - Use No Kid Hungry's [Averaged Eligibility Mapper](#) to identify areas for program expansion.
- [Sign up for the 'What's New' newsletter](#) to receive program updates and register for upcoming webinars.

DECEMBER-JANUARY

- Begin 2017 site recruitment based on established program goals.
- Start budget, menu, and staff planning using [No Kid Hungry Financial Management](#) resources.
- Discuss plans for large-capacity projects, such as mobile vehicles. Refer to the [No Kid Hungry Mobile Meals Playbook](#) for guidance.



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FEBRUARY-MARCH

- Continue site recruitment and planning (meal production and delivery, staffing, etc.). Consult the [No Kid Hungry Sponsor Center](#) for helpful ideas and resources.
- Begin volunteer recruitment and community partner engagement to identify additional support services or programming.
- Identify and apply for grant opportunities. Review the [No Kid Hungry Child Nutrition Program Grant Opportunities](#) web page for information about specific funding options available to your program.

APRIL-MAY

- Attend State Agency sponsor training.
- Submit application to the State Agency to participate in the Summer Food Service Program.
- Confirm meal production and delivery plans.
- Continue participation in the No Kid Hungry webinar series.
- Begin marketing and outreach activities to families and children near sites. The [Sodexo Stop Hunger Foundation Summer Meals Outreach Toolkit](#) contains a wealth of templates for your use.
- Conduct site staff trainings for all personnel involved in your meals program.
- **Think ahead to fall:** Assess opportunity to transition to CACFP At-Risk Afterschool Meals by using the [No Kid Hungry Afterschool Meals – SFSP Comparison](#) grid.
 - Contact your State Agency or No Kid Hungry for additional assistance.

JUNE-JULY

- Continue marketing and outreach activities.
- Invite community leaders and legislators to visit one of your sites. Review the [No Kid Hungry Summer Site Visit Toolkit](#) for tips and strategies.
- Host kickoff, media and community events. Reference the [No Kid Hungry Media Tactics](#) document for tips and strategies.
 - Contact your No Kid Hungry campaign partner for support.
- Host a spike event to maintain or boost program attendance.

AUGUST-SEPTEMBER

- Submit final June & July meal count claims to the State Agency, if you have not yet done so.
- Conduct a program evaluation to identify opportunities for improvement:
 - Compare end-of-year finances to initial projections.
 - Conduct surveys or convene focus groups to gather feedback from program participants. [Collecting Data Through Surveys & Focus Groups](#)
 - Contact your No Kid Hungry campaign partner for assistance.
- Prepare your summer meal sites for a transition to afterschool meals.