

# Project Bread's Child Nutrition Outreach Program 2019 Summer Eats Grant



Project Bread is pleased to offer a grant opportunity for Summer Eats sponsors to support increased participation and quality of the Summer Eats program throughout Massachusetts for the 2019 summer season.

## **Background**

Project Bread is a statewide organization committed to preventing and ending hunger in Massachusetts. For over twenty years, Project Bread has worked with Massachusetts communities to increase participation in Summer Eats (the USDA Summer Food Service Program) through the Child Nutrition Outreach Program (CNOP), in partnership with the Department of Elementary and Secondary Education (DESE). Project Bread's CNOP team provides technical assistance and innovative solutions to support sponsors that are implementing and expanding Summer Eats programming. For over ten years, Project Bread has offered grants to promote new sites and strategies to reach more kids and teens. Our goal is to ensure that all children in Massachusetts remain nourished throughout the summer months, when school meals are not available.

## **Eligibility**

- In 2019, Project Bread's Summer Eats grants are open to any new or existing Summer Food Service Program sponsor operating in Massachusetts.
- While individual sites are not eligible to apply, we strongly encourage sponsors to work with current and potential sites to develop grant proposals that best meet the needs of their communities.

## **Award Range and Allowable Expenses**

- Summer Eats sponsors are eligible for expansion grants of \$500-\$5,000 depending on the scope of proposed activities and expected participation increase.
- Grant funds may be used for personnel, transportation, outreach materials, equipment, and other non-reimbursable food expenses.
- Monetary awards are accompanied by comprehensive technical assistance and support.

## **Funding Priorities**

All efforts to expand participation in Summer Eats in Massachusetts will be considered for funding. However, four priority areas for funding have been identified for 2019:

- Implementation of Farm to Summer Eats: inclusion of local foods in Summer Eats and corresponding activities at sites
- Growth of promotion and outreach activities, especially those that incorporate the statewide Summer Eats brand – including but not limited to community blitz days, kickoff events, etc.
- Expansion of non-traditional sites (such as libraries, low-income housing properties, farmers markets, health centers, and WIC offices) and/or innovative service methods – including but not limited to mobile meal strategies
- Increasing community-led engagement efforts for open sites – including but not limited to staffing support for local youth to lead sites, engagement activities, blitz days, etc.

## **Criteria Used for Grant Review**

All applications will be reviewed using the following criteria:

- Level of need within the community as demonstrated by community need, utilization of federal nutrition programs, and reported usage from local hunger relief agencies
- Existing resources available within the community to meet the need
- Inclusion of the above funding priorities within the grant proposal
- Applicant's proposed plans for increasing participation within their community
- Applicant's demonstrated effort to provide fresh, culturally-appropriate, healthy food
- Applicant's track record of accomplishments and ability to achieve measurable results
- Applicant's commitment to provide services that support their clients' dignity and rights

### **Application Process and Deadline**

- Beginning February 15, applications may be found at [www.meals4kids.org/grants](http://www.meals4kids.org/grants)
- All applications must be submitted by March 31, 2019. Complete and accurate application materials must be received by the deadline in order to be considered for funding.
- Notification of grant decisions will be made by April 15, 2019.

### **Reporting Requirements**

- Submission of storytelling materials that showcase program impact, such as photographs, a personal impact story, or a quote
- Completion of final grant report

### **Required Outreach Activities**

Whether you are planning to engage with Farm to Summer, site expansion, or any of the funding priority areas, all 2019 awardees are expected to work with Project Bread's Child Nutrition Outreach Program to develop a plan for promoting Summer Eats within their community, including incorporation of the Summer Eats brand.

- Activities may include, but are not limited to: distributing Summer Eats branded materials, utilizing the brand as a part of special events, and/or conducting a Blitz Day with local partners and volunteers to raise awareness about the program.
- For summer 2019, all Massachusetts Summer Eats sites and sponsors will have access to a variety of outreach and promotional resources free-of-charge, provided by CNOP in partnership with the Massachusetts Department of Elementary and Secondary Education. 2019 available materials include:
 

○ Posters (in multiple languages)	○ Lawn Signs
○ Printable customizable posters/flyers	○ Bookmarks
○ Palm Cards (in multiple languages)	○ Stickers
○ Door hangers	○ Farm to Summer promotional materials
- The materials above will be provided at no cost. Applicants are encouraged to include in their budget proposals any additional costs associated with proposed outreach materials (for example, supplies for special events or Blitz Days).
- In addition, Project Bread's Child Nutrition Outreach Program will provide design support for:
  - Co-Branding with existing local Summer Eats brand
  - Development of branded materials for non-standard materials\* (billboards, vehicle wraps, etc.)

*\*Printing costs for non-standard materials should be included in the grant request or covered by the sponsor through other funds.*

### **Contact Information**

- Please contact CNOP at [cnop@projectbread.org](mailto:cnop@projectbread.org) or at 617-239-2543 with any questions or if you have difficulty submitting your application.