

Project Bread's Child Nutrition Outreach Program

2020 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 2020 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 2020, 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-\$4,000 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 2020:

- New site locations – either new sponsors operating new sites, or existing sponsors taking on new sites
- Implementation of new community education, promotion and outreach activities, especially those that incorporate the statewide Summer Eats brand, and those that intend to reach populations not previously served by Summer Eats in your community (including but not limited to community blitz days, kickoff events, advertising initiatives, 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
- Initiatives focused on increasing programming at sites – including but not limited to forging new partnerships with groups that provide programming, offering engagement activities to accompany meals, 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 and stated participation increase goals
- 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

- All applications must be submitted by March 31, 2020. Complete and accurate application materials must be received by the deadline in order to be considered for funding.

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

All 2020 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 2020, 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. 2020 available materials include:

○ Posters (in multiple languages)	○ Stickers
○ Printable customizable posters/flyers	○ Punch cards
○ Palm Cards (in multiple languages)	○ T-shirts and hats for staff
○ Door hangers	○ Engagement activities/materials
○ Large signage (Lawn Signs, Sandwich Boards, banners)	○ Farm to Summer promotional materials
○ Bookmarks	○ Social media resources
- 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 or at 617-239-2543 with any questions or if you have difficulty submitting your application.