



PROJECT BREAD'S 2021 SUMMER EATS GRANT



Project Bread is pleased to offer a grant opportunity for Summer Food Service Program sponsors to support increased participation and quality of the Summer Eats program throughout Massachusetts for the 2021 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 is not in session.

Eligibility

- In 2021, 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 \$1,000-\$5,000 depending on the proposed scope of work and impact.
- Grant funds may be used for personnel, transportation, promotion/marketing, equipment, and supplies.
- Funds may not be used for retroactive expenses incurred prior to receipt of the grant award.
- Funds may not be used for food.
- 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, five priority areas for funding have been identified:

- 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.
- Initiatives focused on bringing meals to neighborhoods to expand access within the community, such as mobile sites or mobile route strategies, sites at housing properties, etc.
- Initiatives to maximize meal access at existing sites through expanding site service hours, adding meal types (such as snacks or suppers), adding weekend meals, etc.
- Initiatives focused on increasing family engagement and/or community collaboration – including but not limited to forging new partnerships with groups that can offer additional services at sites, providing giveaways or remote engagement activities to complement meals, etc.

Criteria Used for Grant Review

All applications will be reviewed using the following criteria:

- Level of need within the community as described in the application and as demonstrated by community data, including percent of children eligible for free and reduced-price meals
- Existing resources available within the community to meet the need
- Inclusion of the above funding priorities within the grant proposal
- Strength of applicant's proposed plans for increasing participation to meet the needs of 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

- All applications must be submitted by April 16, 2021. Complete and accurate application materials must be received by the deadline in order to be considered for funding.
- Grant applications must be submitted online at [this link](#)
- Applicants that have not recently or previously applied to Project Bread's Child Nutrition Grant Programs are strongly encouraged to apply.



Reporting Requirements

- Completion of final grant report
- Submission of storytelling materials that showcase program impact, such as photographs and personal impact stories

Required Outreach Activities

All 2021 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, initiating a Summer Eats social media marketing campaign, partnering with local groups to spread awareness, etc.
- For summer 2021, 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. The order form for the 2021 Summer Eats materials mailing will launch in March 2021. Materials such as the following will be available:
 - Posters (in multiple languages)
 - T-shirts for staff
 - Printable customizable posters/flyers
 - Engagement / swag materials such as: stickers, punch cards, string backpacks, sunglasses, etc.
 - Palm Cards (in multiple languages)
 - Social media resources
 - Large signage (Lawn Signs, Sandwich Boards, banners)
- 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 (for example, costs of a paid advertising campaign).
- 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 Project Bread's Child Nutrition Outreach Program at cnop@projectbread.org or at 617-239-2543 with any questions or if you have difficulty submitting your application.