

Welcome!

We'll get started soon. While we wait for other attendees to join, please answer this question in the chat box:

What excites you the most about the opportunity to provide summer meals direct to children's homes?



Unlocking Access: Implementing Home Delivered Meals To Expand Summer Meal Access For Rural Families

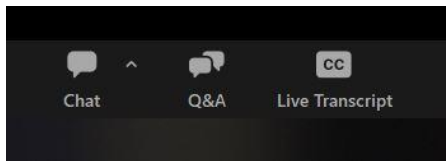
Thursday, April 25th, 2024





Things to Know as We Begin

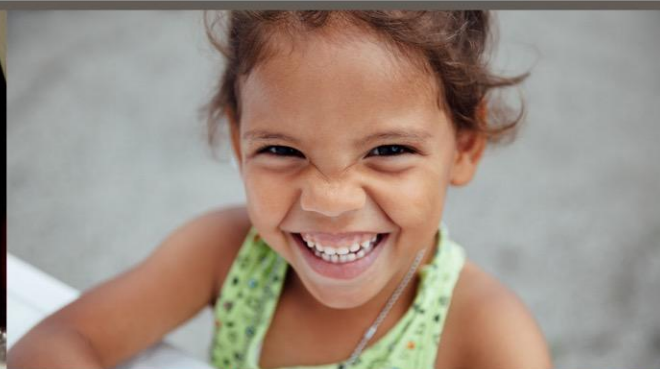
- The slide deck will be shared via email after the webinar along with the recording.
- To engage with other attendees, please use the [chat box](#).
- If you have questions for the speakers, please enter those into the [Q&A box](#).
- Closed captioning is available.





Agenda

- Introductions
- Speakers
 - Kristen Collins, Executive Director of Colorado Food Cluster
 - Madeline Ghanem, Community Engagement Manager at PepsiCo's Food for Good
 - Donna Riviello, Food Service Director at Clyde-Savannah County School District, NY
- Q&A



**Kristen Collins, Executive
Director
Colorado Food Cluster**





COLORADO FOOD CLUSTER

WWW.COLORADOFoodCLUSTER.COM

ABOUT US

Colorado Food Cluster was **established in 2022 as a 502(c)3** to increase family access to healthy meals. Our primary program was providing free meals and free delivery to low-income children 18 and under.

Since establishment, our team has grown our services and programs to include meals and delivery to low-income kids in rural areas over the summer, supporting meals to childcare centers, and providing free basic food items from a local grocery store.

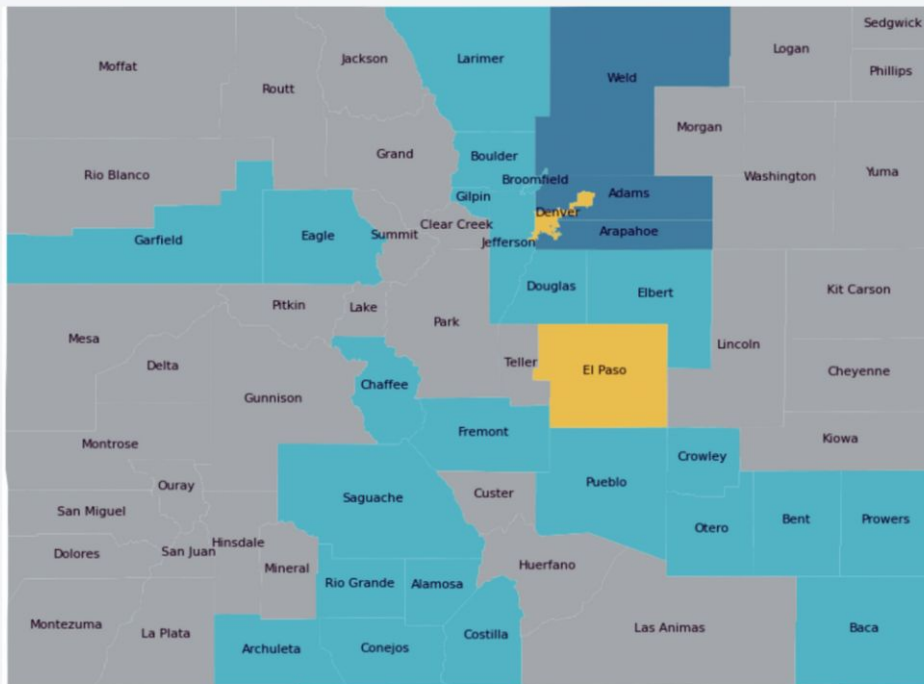
MISSION-To challenge the status quo by removing barriers to economic mobility and food access. We create innovative programs that advance individual and family well-being.



WHO ARE WE?

Est. 2021

Mission: To challenge the status quo by removing barriers to economic mobility and food access. We create innovative programs that advance individual, family and community well-being.



8,500,000 +
Meals and Snacks



31,168
Students Served



2,500
Schools



180
Cities



~ \$21,500,000
Federal Reimbursement



2023 SUMMER IMPACT



41,620 Meals
Delivered



575 Kids
Served



6 Distribution
Sites

2024 SUMMER GOALS



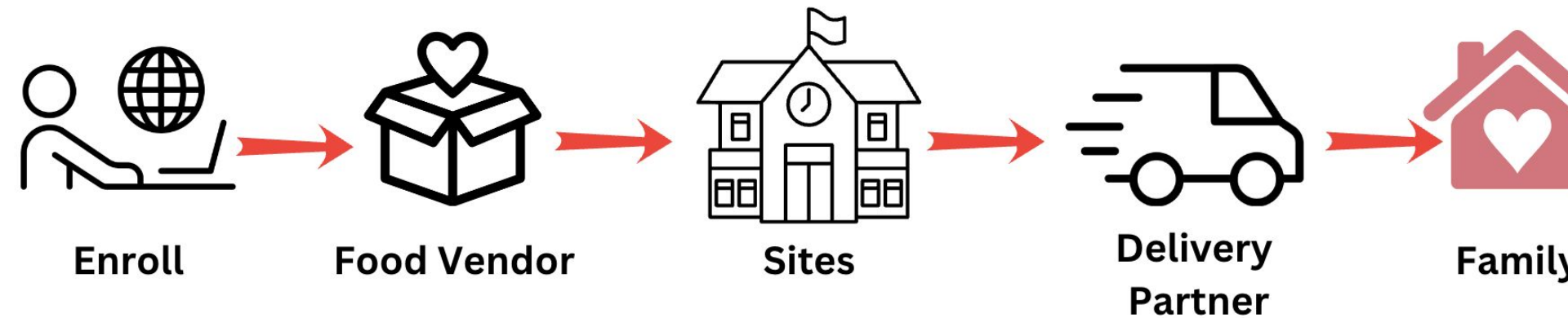
315,000 Meals
Delivered



1875 Kids
Served



18 Distribution
Sites



YOU ARE IN THE FOOD VENDOR APP OF

Michaels of Denver Catering 6385 W 52ND AVE STE 3A, ARVADA, CO 80002

YOU ARE IN THE DELIVERY VENDOR APP OF

Delivery Vendor 1 100 S FEDERAL BLVD, DENVER, CO 80219

Company Profile

Edit Profile

Vendor Name

Michaels of Denver Catering

Phone

+13035077818

Contact Name

Mich Sudak

Email Address

msudak@hotlunchonline.com

Address

6385 W 52ND AVE STE 3A
ARVADA, CO 80002

Last Certification Renewal Date

Sites

NAME	ADDRESS	CITY	STATE	ZIP CODE	BOX CAPACITY							Total	
					Mon	Tue	Wed	Thu	Fri	Sat	Sun		
Stone Creek Charter School	33520 HIGHWAY 6	EDWARDS	CO	81632	0	200	200	0	0	0	0	0	400
Steamboat Montessori Ch...	27285 BRANDON CIR	STEAMBOAT SPRINGS	CO	80487	0	0	0	200	200	0	0	0	400
Salida Montessori Charter ...	1040 I ST	SALIDA	CO	81201	100	100	100	100	100	0	0	0	500
Antonito	515 RIVER ST	ANTONITO	CO	81120	0	100	100	100	100	0	0	0	400
Otero County	901 S 11TH ST	ROCKY FORD	CO	81067	50								
Baca County	441 PINON ST	SPRINGFIELD	CO	81073	20								
					80								

Account

First Name *	Last Name *	Gender
<input type="text" value="Kristen"/>	<input type="text" value="Collins"/>	Woman
Date of Birth *	Email Address *	Notification Language P
<input type="text" value="05/02/1989"/>	<input type="text" value="kristen.collins@coloradofoodcluster.com"/>	English
Race	Ethnicity	Phone Number
American Indian and Alaska Native	Hispanic or Latino	(555) 555-555

The Phone Number field

SAVE & CONTINUE

Change password

Current password *	To create a new meet all of the f
<input type="password"/>	Min 8 character
New password *	1 uppercase
<input type="password"/>	1 lowercase
Confirm new password *	1 number
<input type="password"/>	1 symbol

Admin Dashboard

Users List

Delivery Vendors List

Households List

Reports

Food Vendors List

Document Review

Delivery Dashboard Company Profile

Deliveries

DATE ▲	TOTAL ORDERS	SUCCESSFUL ORDERS	PENDING ORDERS	FAILED ORDERS	DOWNLOAD CSV
10/09/2023-10/15/2023	10	1	7	2	↓
10/16/2023-10/22/2023	10	0	10	0	↓
10/23/2023-10/29/2023	10	0	10	0	↓
10/30/2023-11/05/2023	10	0	10	0	↓
11/06/2023-11/12/2023	9	0	9	0	↓
11/13/2023-11/19/2023	9	0	9	0	↓
11/20/2023-11/26/2023	9	0	9	0	↓
	1	8	0	0	↓
	0	9	0	0	↓
	0	9	0	0	↓

YOU ARE IN THE HOUSEHOLD OF

FORT COLLINS, CO 80524 jryn@springaps.com

Hello, Kristen

Thank you for finishing all application steps. You will receive an email in the g weeks notifying you of your child(ren)'s eligibility to receive free meal delivery with our program.

Eligibility Status

This household has 0 member(s) eligible for meals.

Test User

DOB: 01/01/2001

member has not qualified for
by.

re(s):
ile Invalid School Attendance
ile Maximum Age Exceeded

[View Household Eligibility Data](#)

Would you like to update your food delivery preferences?

UPDATE PREFERENCES



NON-CONGREGATE SERVICE MODELS



Hybrid Partnering

Partnering with schools implementing in-person consumption or grab-n-go to identify and serve eligible students that do not have access to transportation or ability to go in-person for meals



Home Delivery

Direct door-to-door deliveries. Families self enroll and custom software determines eligibility.

2024 Summer Program Prep

- Identify Gaps in previous Summer Meal Services
 - State Agency-Colorado Department of Education (CDE)
 - Summer Meals Site Finder
- Prepare Logistics
 - Identify Hubs (site that meals are delivered to from FV and distributed from by DV)
 - Partner with schools, districts, faith baith organizations and community organizations to use parking lots
 - Register Students
 - Share link directly with schools/districts
 - Geotargeting ads in applicable areas (most successful strategy)
 - Market programming with statewide service providers
 - Procurement
 - Identify Food Vendor
 - Identify Delivery Vendor
 - Pre-site visits with vendors
- Launch
- Monitoring
- Program Wrap Up- Distribute surveys to participants to collect feedback on program and meals



FUTURE OPPORTUNITIES AND GOALS

- Increase fresh food, fruit and vegetable availability to all areas.
 - Due to the distance of serviced areas from the meal preparation facilities of food vendors, the distribution of fresh food options is challenging.
 - Majority of meals served and consumed through home-delivery model are shelf-stable due to distribution limitations
- Diversify meal options for participants
- Create opportunities for local meal providers to serve as vendors in their own communities

CFC CONTACT INFORMATION



KRISTEN COLLINS
EXECUTIVE DIRECTOR



KRISTEN.COLLINS@COLORADOFoodCLUSTER.COM



ALLY MONSTREAM
PROGRAM COORDINATOR



ALLYSON@COLORADOFoodCLUSTER.COM



**Madeline Ghanem, Community
Engagement Manager,
PepsiCo's Food for Good**



PEPSICO
FOUNDATION

We Feed Potential

Combatting Childhood Hunger in Rural America

2024



food for
good
by PepsiCo

Food for Good: PepsiCo's Own Social Enterprise

We began by launching a social enterprise to leverage unused government funding to provide nutritious meals

THE NEED

55MM kids
Enrolled in U.S. Schools

22MM kids
Receive free/
reduced lunch

3MM kids
Access
summer
meals

19MM eligible kids
do not have access to healthy
meals outside of the classroom

PEPSICO'S SOLUTION

Food for Good leverages PepsiCo's expertise in taste, nutrition, and distribution – in collaboration with local nonprofit partners – to reach underserved children across the country and scale solutions to food insecurity.



Source and pack
meals that meet or
exceed USDA
nutritional standards



Ship & deliver
these nutritious
meals to sites
nationwide



Our local partners
serve the meals
to the children

[Learn How PepsiCo is Delivering Millions of Meals \(youtube.com\)](https://www.youtube.com/watch?v=...)

Fighting Hunger in Rural Communities

FFG is uniquely suited to combat hunger in rural communities due to our meal offerings (shelf stable), delivery options (truck, UPS, local partners) and customer-facing ordering solutions.

- Direct to home delivery options
- Easy-to-use eCommerce meal ordering solution
- Support navigating & applying for government funding (CACFP & SFSP)
- Dedicated Sales team provides customized support to each partner's unique needs
- Nutritious meals that kids love!



Food for Good: PepsiCo's Own Social Enterprise

Food for Good uses PepsiCo's expertise in taste, nutrition, and distribution – in collaboration with local nonprofit partners – to reach underserved children across the country and scale solutions to food insecurity.

"Meals to You"

Led by the USDA and Baylor University, Food for Good was one of the key partners in helping the "Meals to You" program **serve nearly 40 million meals to over 273,000 children in 43 states in 2020**. Through our continued partnership this summer, Food for Good is shipping meals directly to doorsteps as far as Alaska and New Mexico to address rural hunger for diverse and native populations.

Chickasaw Nation

Since 2021, Food for Good has worked with Chickasaw Nation in Oklahoma to deliver more than **300,000 meals to over 3,900 children** in partnership with UPS.

Accomack School District

A new partnership for 2023, we are partnering with UPS to **serve upwards of 200,000 meals shipped directly to doorsteps in rural Virginia** throughout the summer.



Meal Boxes

Food for Good (FFG) provides standard size and custom meal boxes including shelf-stable meals for breakfast and lunch as well as the options to add snacks and shelf-stable milk. **All FFG meal boxes meet or exceed USDA nutritional standards for SFSP meal reimbursement.**

5-Day Box

Shipped Weekly
5 breakfasts,
5 lunches

7-Day Box

Shipped Weekly
7 breakfasts,
7 lunches

10-Day Box

Shipped Biweekly
10 breakfasts,
10 lunches

Custom Box

Custom boxes for
holiday breaks

*"Meals are **well-rounded**, and my kids love the shelf-stable milk!"*



*"I love this program! **First time we have been able to participate** as we live outside of the boundaries."*



We Are All About The Data

✓ Real time data and tracking information easily downloaded into a excel document and always accessible on our site.

✓ Product formulation statements, nutritional documents, and build of materials for each box delivered.

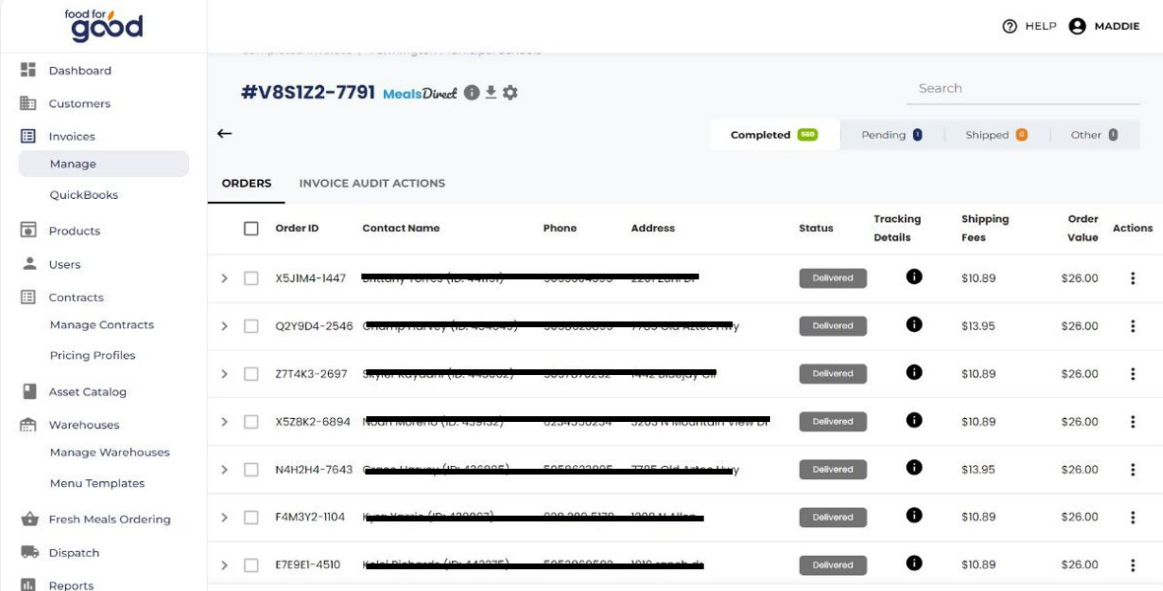
✓ Utilize data to measure and share overall impact programs.

Here's how you can contact us:

Madeline Ghanem

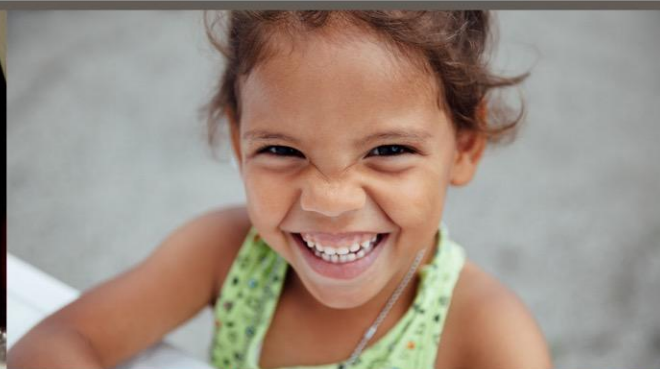
E-mail: Madeline.ghanem@pepsico.com

Cell: 630-621-8582



The screenshot displays the 'food for good' dashboard. On the left is a navigation menu with options: Dashboard, Customers, Invoices, Manage (highlighted), QuickBooks, Products, Users, Contracts (with sub-options: Manage Contracts, Pricing Profiles), Asset Catalog, Warehouses (with sub-options: Manage Warehouses, Menu Templates), Fresh Meals Ordering, Dispatch, and Reports. The main content area shows a header with '#V8S1Z2-7791 MealsDirect' and a search bar. Below the header are filters for 'Completed' (10), 'Pending' (1), 'Shipped' (0), and 'Other' (0). A table titled 'ORDERS' is shown with columns: Order ID, Contact Name, Phone, Address, Status, Tracking Details, Shipping Fees, Order Value, and Actions. The table lists several orders, all with a 'Delivered' status.

Order ID	Contact Name	Phone	Address	Status	Tracking Details	Shipping Fees	Order Value	Actions
X5J1M4-1447	Emily Torres (630-411037)	5080004000	2201 East...	Delivered	1	\$10.89	\$26.00	
Q2Y9D4-2546	Shamp Harvey (630-411037)	5080002000	7700 Olive...	Delivered	1	\$13.95	\$26.00	
Z7T4K3-2697	Skyler Raymond (630-411037)	5080706200	4122 Biology...	Delivered	1	\$10.89	\$26.00	
X5Z8K2-6894	Rich Miranda (630-411037)	5244000200	5200 N Mountain View Dr	Delivered	1	\$10.89	\$26.00	
N4H2H4-7643	Gene Harvey (630-411037)	5080000000	7305 Olive...	Delivered	1	\$13.95	\$26.00	
F4M3Y2-1104	Vanessa (630-411037)	5080000000	1000 N...	Delivered	1	\$10.89	\$26.00	
E7E9E1-4510	Vanessa (630-411037)	5080000000	1010...	Delivered	1	\$10.89	\$26.00	



**Donna Riviello, Food Service
Director, Clyde-Savannah
Central School District (NY)**





Q&A





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www.bestpractices.nokidhungry.org





Your Feedback is Appreciated!

At the conclusion of this webinar, a 5-question survey will open in your browser window.

Please take a moment to complete it.



Thank You for Attending!

Contact Information

