

# Welcome!!

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

**Are you starting or expanding non-congregate summer meal service in 2025?**

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# Expanding Your Reach: Planning Your Rural Non-Congregate Summer Meal Service

March 6, 2025



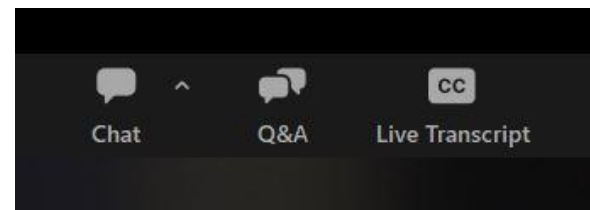




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## Things to Know as We Begin

- 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

- Updates & Introductions
- Non-Congregate Flexibility and Program Regulations
- No Kid Hungry Summer Meals Mapping Tools
- Sponsor Spotlights
- Q&A
- Resources & Closing



# Speakers



**Carolyn Vega**  
Associate Director,  
Policy Analysis



**Regis Whaley**  
Senior Program  
Manager



**John Barber**  
Interim CEO  
Jamestown YMCA



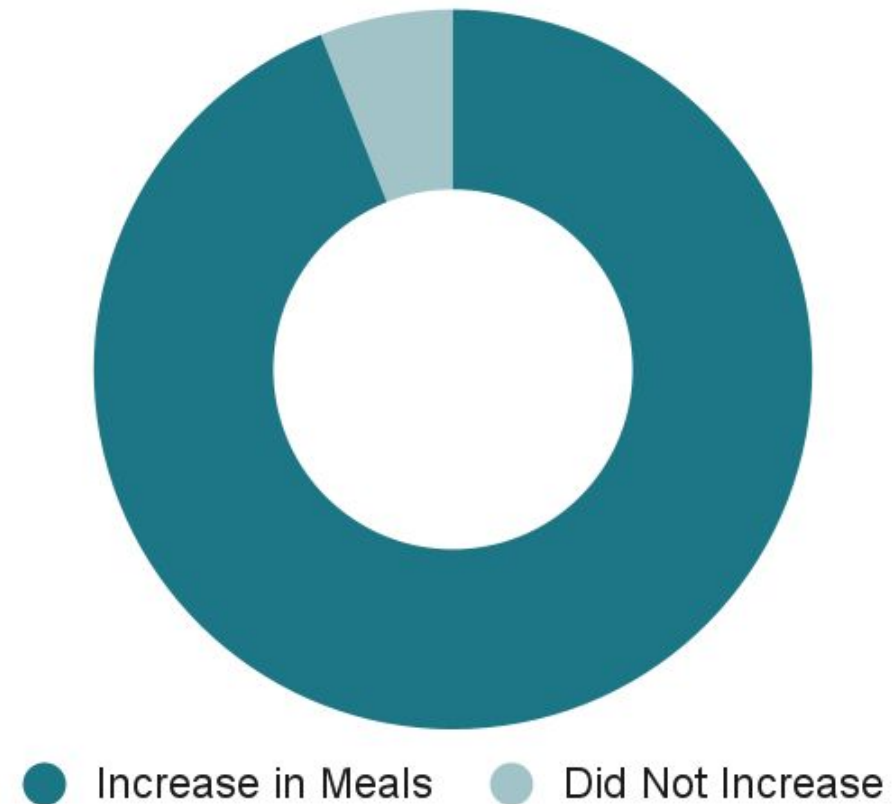
**Diane Pain**  
Director of School  
Nutrition, Troup  
County Schools

# Program Expansion



# Rural Non-Congregate Grew in 2024

- More than 90% of states surveyed reported increases in non-congregate **sponsors, sites, and meals** in 2024.
- In preliminary data, 26 state agencies reported serving **30 million non-congregate meals** in 2024.



*Source: Preliminary data from NKH 2025 State Agency Survey*

# More Kids, New Communities are Served

**79% of state agencies** said rural non-congregate made it possible to reach **new areas and children** that did not previously have congregate meals.

**77% of sponsors** reported reaching **more kids through summer meals this year than ever**

*Source: Preliminary data from NKH 2025 Sponsor Survey and 2025 State Agency Survey*







# Overview of Rural Non-Congregate Summer Meals in 2025

with Carolyn Vega



# Non-Congregate Basics

- Authorized by Congress
- Administered federally by USDA
  - Interim Final Rule set regulations
- Administered by SFSP & SSO  
state agencies





# Non-Congregate Basics

- Option through SFSP & SSO
- Only available in:
  - Rural areas
  - Without congregate service
    - “Hybrid” sites allowed with restrictions
- Usual area eligibility rules apply unless “conditional” site



# Non-Congregate Approval

- States cannot deny a sponsor because of intent to provide non-congregate service
- Sites switching from congregate or adding non-congregate are considered new sites





# Non-Congregate Flexibilities

- States may only limit flexibilities on a case-by-case basis:
  - Parent/guardian meal pick-up
  - Multiple unitized meal distribution (up to 10 days at a time)
  - Bulk meal item distribution (up to 5 days at a time)
- Home delivery permitted but requires parental consent/opt-in



# Summer Meals Mapping Tools

with Regis Whaley





# How can mapping help summer meals service?

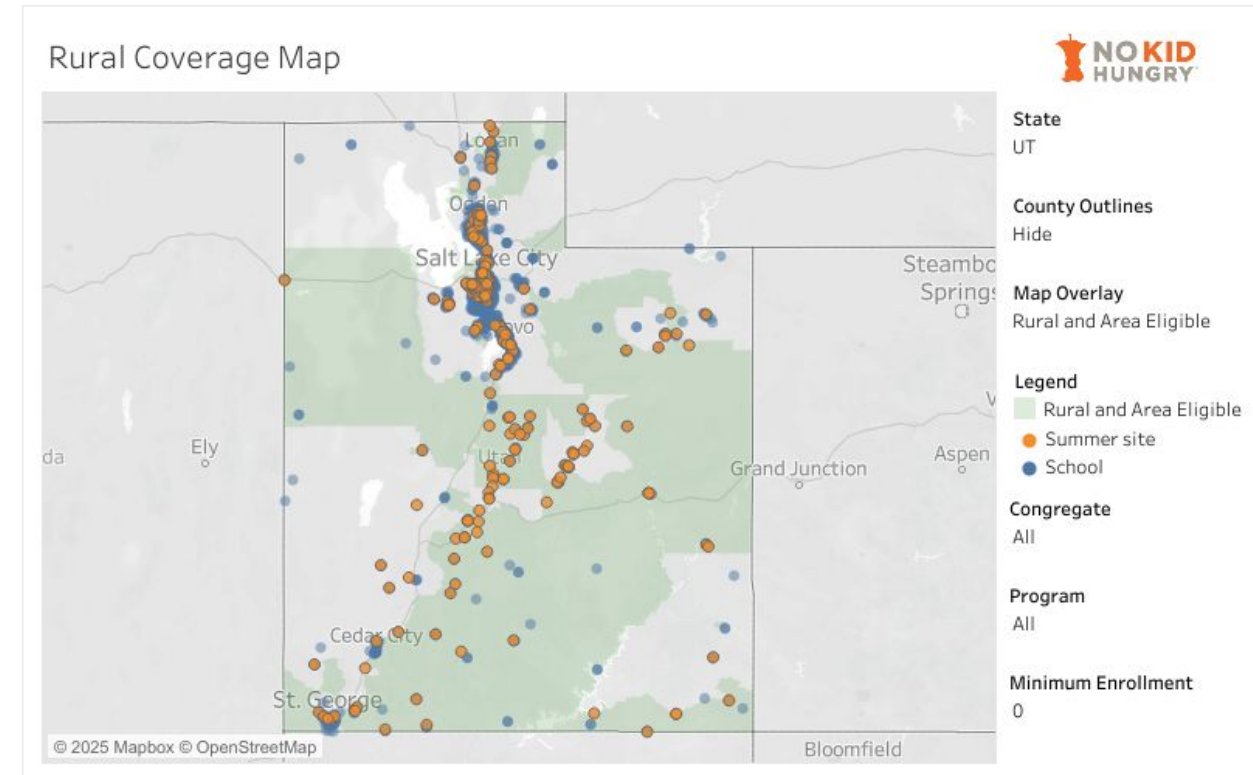
From the [SFSP Administration Guide](#):

*It is important for sponsors and State agencies to evaluate the needs and resources of the communities they hope to serve. Mapping and other data tools and community partnerships can help sponsors **locate areas of high-need** and **potential site locations** at schools, parks, recreation centers, public pools, libraries, museums, and other community facilities. A site may be the indoor or outdoor location where congregate meals are served, a stop on a delivery route of a mobile congregate meal service, or the distribution location or route for a non-congregate meal service.*

NEW!

## No Kid Hungry Rural Summer Meal Coverage Tool

“The Rural Summer Meal Coverage Tool helps users identify opportunities to expand rural non-congregate summer meal service by **discovering areas where this service is possible but not currently offered** and **areas where there may be kids without nearby access to summer meal sites.**”

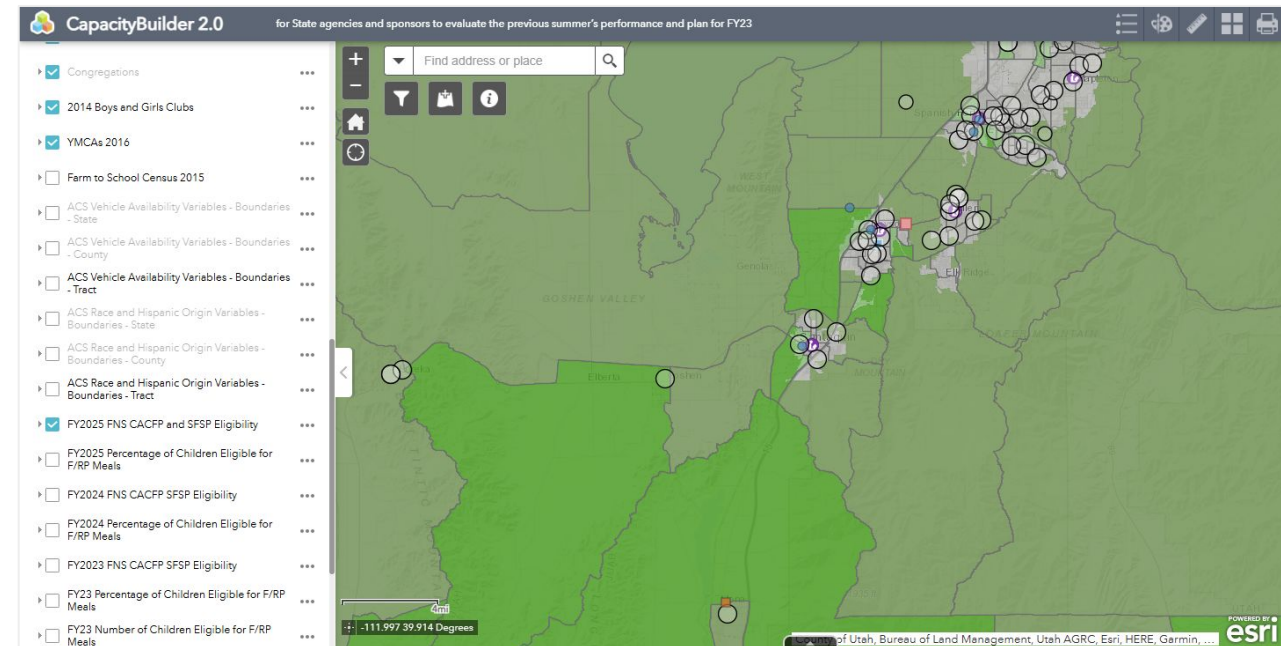


<https://bestpractices.nokidhungry.org/resource/rural-summer-meal-coverage-tool>

# USDA Capacity Builder

“The Capacity Builder Map allows users to visualize **‘layers’ of information**, such as underserved areas, and **identify locations for new sites**. Users can find their nearest potential community partners such as multi-family housing units, libraries, faith-based institutions, military bases, schools and more.”

Also: **rural designation!**



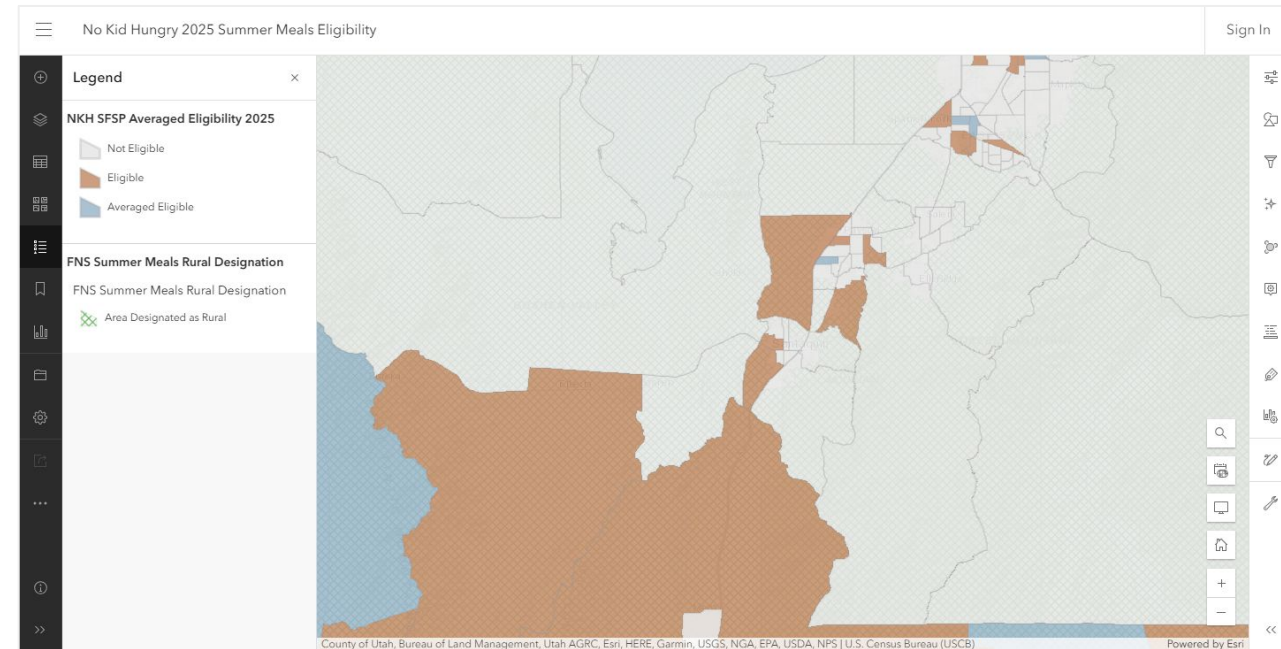
<https://www.fns.usda.gov/sfsp/capacitybuilder>



# No Kid Hungry Averaged Eligibility Map

“The No Kid Hungry Averaged Eligibility Map will show you if your summer meal site or day care home is located in an **area eligible** location based on the USDA Food and Nutrition Service’s averaging policy.”

Also: **rural designation!**



<https://bestpractices.nokidhungry.org/Averaged-Eligibility-Map>



**John Barber**  
Interim CEO  
Jamestown YMCA





# EXPANDING NON-CONGREGATE MEALS IN 2025



## Healthy Meals for Hungry Kids

JAMESTOWN AREA YMCA: Ending Childhood Hunger



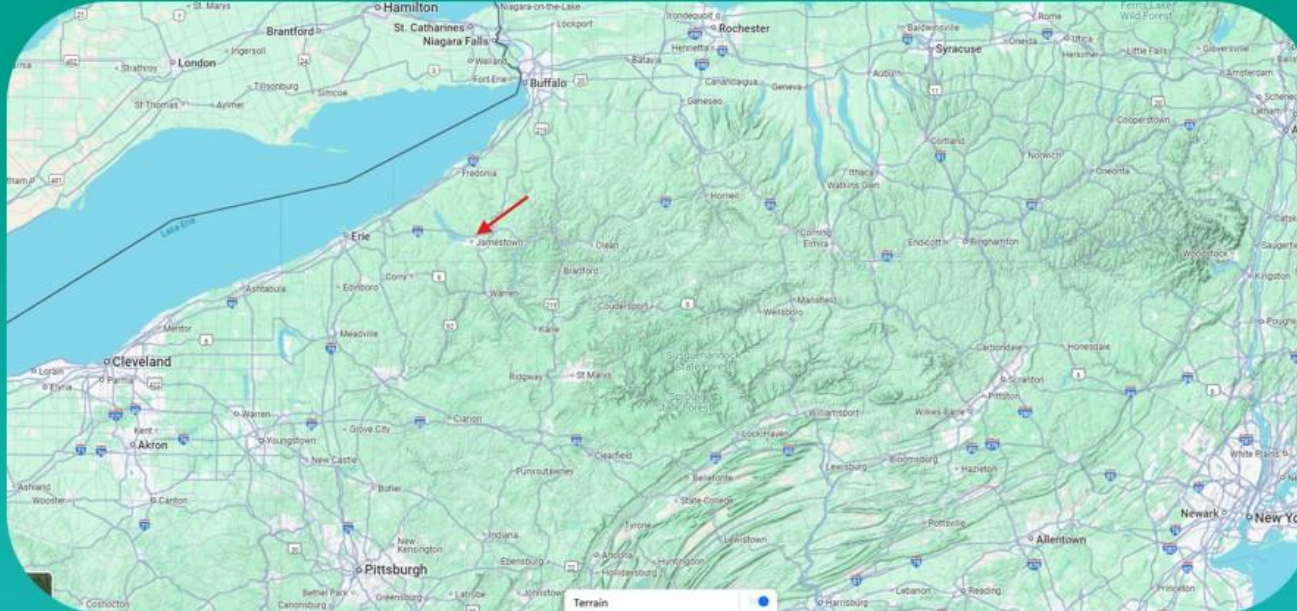


# EXPANDING NON-CONGREGATE MEALS IN 2025



Healthy Meals for Hungry  
Kids

**Service to Small Towns in a Big City State.**



- 70 Miles from Buffalo
- 145 Miles from Cleveland
- 171 Miles from Pittsburgh
- 314 Miles from Detroit
- 394 Miles from New York City

# EXPANDING NON-CONGREGATE MEALS IN 2025



## Healthy Meals for Hungry Kids



### September to June

- Out of School Time meals and snacks to 7 sites
- 36,769 Meals; 15,197 Snacks



### July to August

- Providing breakfast and lunch to 14 sites
- 38,060 Summer Meals





# EXPANDING NON-CONGREGATE MEALS IN 2025

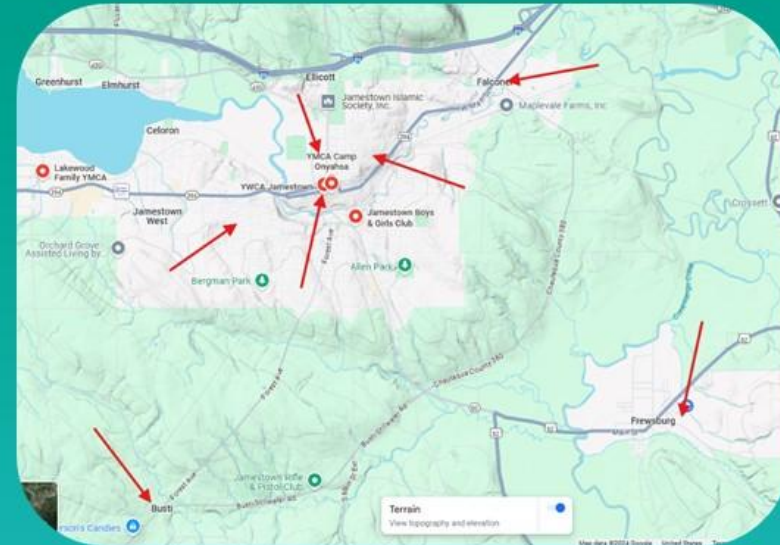


BETTER TOGETHER

## Anti-Childhood Hunger Partners

### 2024 OPEN SITES: Rural Non-Congregate

- Jamestown Parks (Jackson Taylor/Lillian Dickson)
- Persell Middle School
- Prendergast Library
- Frewsburg Town Park
- Falconer Central Schools
- Hazeltine Library







# Rural Non-Congregate Comparisons

## Lillian Dickson Park

### Summer 2023

- Average 20 Children/day
- 956 Meals Served

### Summer 2024

- Average 54 Children/day
- 4,958 Meals Served



## Prendergast Library

### Summer 2023

- Average 17 Children/day
- 923 Meals Served

### Summer 2024

- Average 84 Children/day
- 6,978 Meals Served



# **Rural Non-Congregate Lessons Learned**

- **Refine POS technology use for better frontline meal service implementation.**
- **Explore creative ways to increase engagement by making meal sites fun.**
- **Build bridges with partners to enhance sites and solve logistic barriers.**
- **Collecting basic intake information is beneficial to positive program implementation.**



# EXPANDING NON-CONGREGATE MEALS IN 2025



## Healthy Meals for Healthy Kids

### Feedback From Families

"I like the security knowing my child will never have to go hungry. Because I don't have to worry about breakfast and lunch, I can focus on providing healthy and fresh fruit and veggies and balanced dinners at home."



"We appreciate the meals and it helps our family stay on budget over summer when kids are not in school. Thank you!"

"We are blessed with this program and we are forever grateful for such a wonderful service Thank you!!!"

"My child likes the food and it also helps with budgeting"



# EXPANDING NON-CONGREGATE MEALS IN 2025



## Healthy Meals for Hungry Kids





## Diane Pain

Director of School Nutrition  
Troup County Schools





# Troup County Schools-Community Background

- Troup County is a rural community located in west central GA.
- It is comprised of three towns:  
Hogansville, LaGrange, and West Point  
Population=70,000.
- It is classified as 100% rural.
- All schools in Troup County are 100% CEP
- No public transportation





# Mobile Distribution – Troup County Statistics

- Used a refrigerated truck
- No school sites
- 7 breakfast and lunch meals per child
- Three routes, three towns, two days



# Mobile Distribution – Troup County Statistics

- Two routes had 5 stops-Monday distribution
- One route had 3 stops- Wednesday distribution
- Number of meals served in 2024: 151,514
- Number of meals served in 2023: 75,000



# Mobile Distribution - Integrity Plan

- Speak with your State Area Consultant
- Get mobile route approval
- Distribute menus
- Keep temperature logs





# Mobile Distribution – Meal Registration

- Create a Master Distribution List
- Have parents pre-register
- Use a central point of contact
- Sort the list to spot duplicate entries.



# Mobile Distribution – Meal Registration

- Collect parent information
- Check off names when meals served
- Serve every eligible child
- No ID needed



# Mobile Distribution – Site Selection

- **Route #1-LaGrange**
  - Three low-income apartment complexes; used both mobile and walk-up delivery. Public library; used both mobile and walk-up delivery. Church-mobile delivery.
- **Route #2-Hogansville**
  - Three low-income Housing Authority locations; used mobile delivery. Public library; used mobile delivery. Public park with basketball court; walk-up delivery.
- **Route #3-West Point**
  - Athletic fields; used mobile delivery. Two churches; used mobile and walk-up delivery.





# Mobile Distribution – Distribution Site Selection

- Include early morning or early evening distribution times
- Think about parking and traffic flow
- Coordinate route delivery times and travel time
- Will you need to restock?



# Mobile Distribution – Prep Site Selection

- Storage
- Loading and unloading
- Parking
- Location





# Mobile Distribution – Prep Site Selection

- Menu items
- Menu cycle
- Leftovers
- Expiration dates





# Summer Meals – Reasons to Participate

- Children may have limited access to food during the summer
- Increased revenue
- Increased earnings for staff
- Staff retention





# Q&A







## Resources & More!

Visit our Center for Best Practices: :

[www.bestpractices.nokidhungry.org](http://www.bestpractices.nokidhungry.org)

Register for upcoming webinars:

[www.bestpractices.nokidhungry.org/webinars](http://www.bestpractices.nokidhungry.org/webinars)

NKH Averaged Eligibility Map:

<https://bestpractices.nokidhungry.org/Averaged-Eligibility-Map>

NKH Rural Summer Meal Coverage Tool:

<https://bestpractices.nokidhungry.org/resource/rural-summer-meal-coverage-tool>

USDA Capacity Builder:

<https://www.fns.usda.gov/sfsp/capacitybuilder>







SUBSCRIBE TO OUR  
SUMMER MEALS NEWSLETTER!





# 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.







# Summer 2025

## WEBINAR SERIES



## Reaching Rural Families with Grab & Go: Ideas for Transforming Summer Meal Programs

Thursday, March 13th  
3pm ET

### FEATURING:

#### **Karla Boudreaux Horton**

School Nutrition Supervisor  
Bossier Parish School Board, LA

#### **Avary Maunakea**

Executive Director  
Alternative Structures International, HI

#### **Beth Miller**

Food Service Director  
Metcalf County Schools, KY



**Register Now**



center for BEST  
PRACTICES

<https://bestpractices.nokidhungry.org/webinars>





# Thank You for Attending!

## Contact Info:

- Robin Hernandez | [rhernandez@strength.org](mailto:rhernandez@strength.org)
- Carolyn Vega | [cvega@strength.org](mailto:cvega@strength.org)
- Regis Whaley | [rwhaley@strength.org](mailto:rwhaley@strength.org)
- Diane Pain | [paindm@troup.org](mailto:paindm@troup.org)
- John Barber | [JBarber@jamestownymca.org](mailto:JBarber@jamestownymca.org)

## USDA Resources

- <https://www.fns.usda.gov/summer>
- <https://www.fns.usda.gov/sfsp/non-congregate>
- <https://www.fns.usda.gov/sfsp/rural-designation>
- <https://www.fns.usda.gov/sebt>
- <https://www.fns.usda.gov/sun/style-guide>



# NO KID HUNGRY'S 304-304 TEXTING LINE AND WHATSAPP AND FREE MEAL FINDER IS SUN SETTING FOR SUMMER 2025

- Please remove this info from your flyers, posters and promotional materials.
- Starting this year, we'll direct families to [Nokidhungry.org/help](https://nokidhungry.org/help) or [Nokidhungry.org/ayuda](https://nokidhungry.org/ayuda) for details on food resources for summer including:
  - Summer EBT
  - SNAP
  - WIC
  - Including a landing page that has [USDA's Summer Meals For Kids Site Finder](https://www.usda.gov/summermeals) embedded where they can search for free summer meals in their area.