

# PARTNER WITH UNIVERSITIES TO BUILD YOUR SUMMER MEALS CAPACITY

2018 'School's Out, Food's In' Webinar Series  
Tuesday, April 22 (2:00-3:00pm Eastern)

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## 'School's Out, Food's In' Webinar Series Calendar

**April 24:** Partner with Universities to Build Your Summer Meals Capacity

**May 22:** Summer Meals at Public Housing Facilities

**June 12:** Serve Summer Meals at Nontraditional Sites

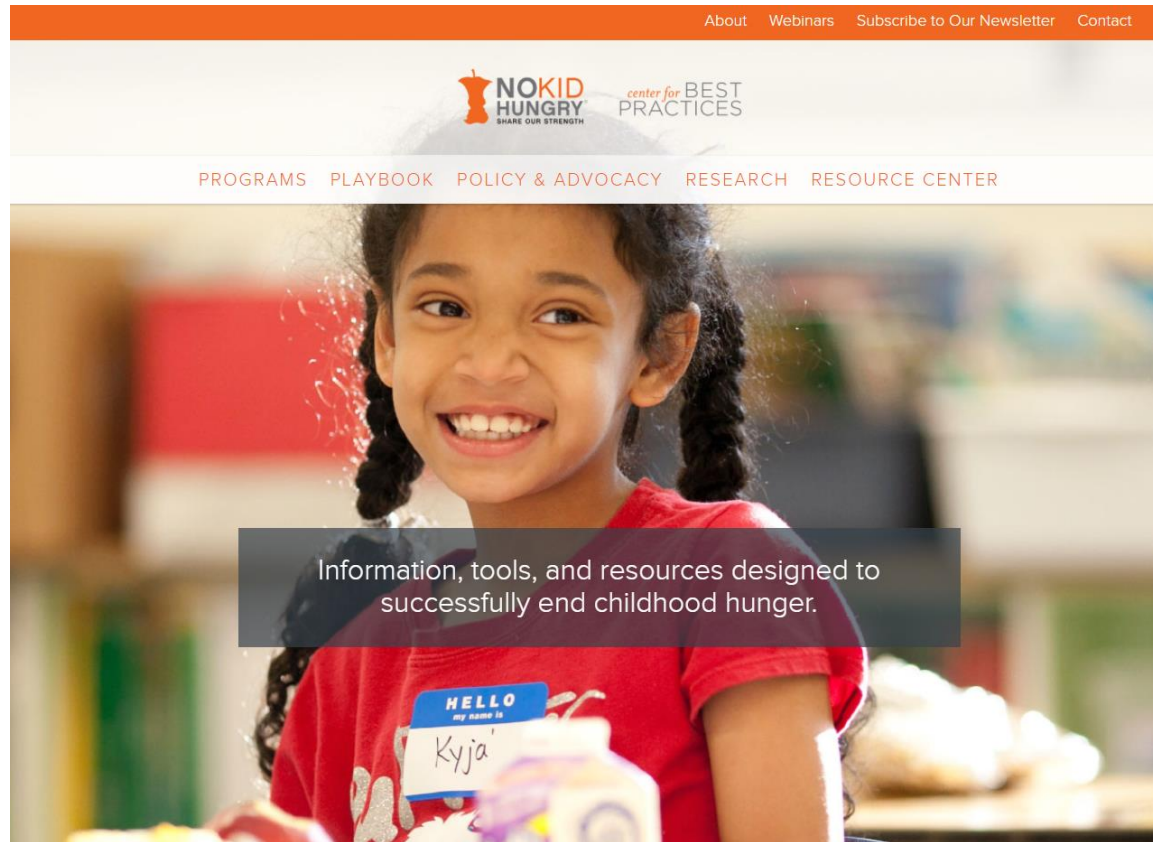


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## Webinar Agenda

- Poll the Audience
- Introduce our Panel
- Frame the Discussion
- Featured Panelists
- Moderated Q&A

## POLL QUESTION: ARE HIGHER ED INSTITUTIONS PRESENT IN YOUR VICINITY?

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What institution of higher education is located nearest to the communities you serve?

1. Community college
2. Private college or university
3. Public college or university
4. Other higher education institute
5. None of the above



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## Welcome to Our Panelists

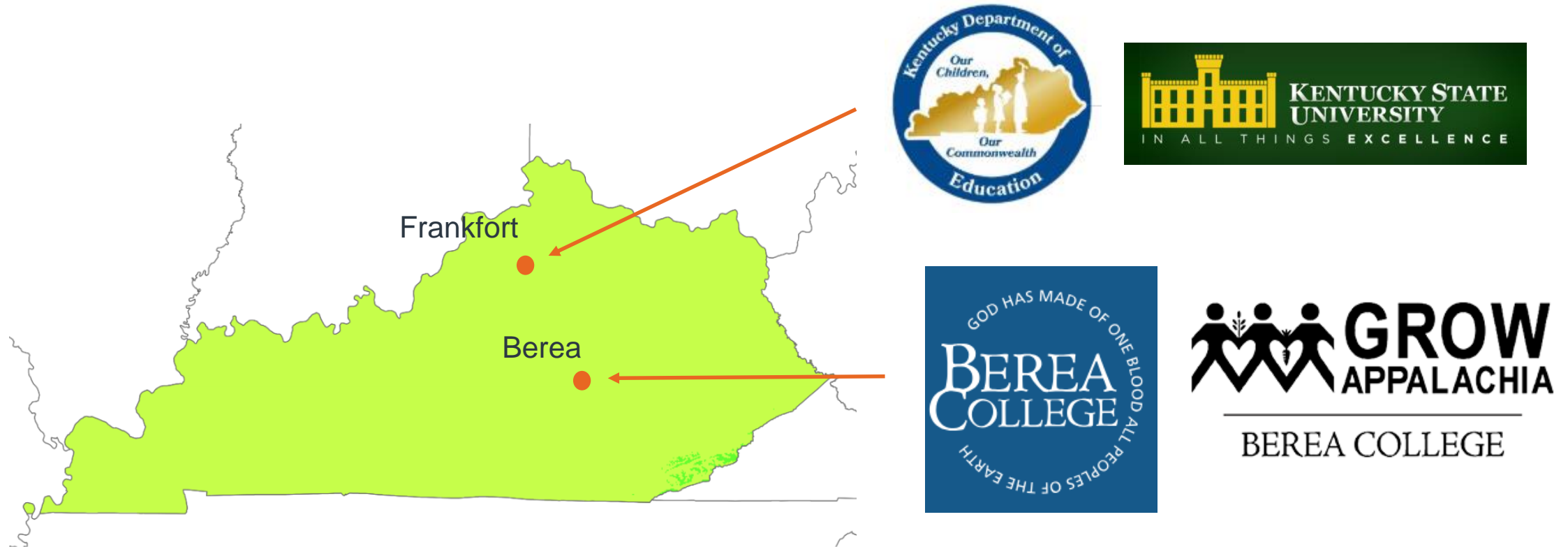
**Cathy Gallagher**, Section Supervisor, Summer Food Service Program, Division of School and Community Nutrition, Kentucky Department of Education

**Martina Leforce**, Grow Appalachia, Berea Kids Eat Coordinator

**Gidgett Taylor Sweazy**, SNAP-Ed Nutrition Program Coordinator, Summer Food Service Program Coordinator, Kentucky State University Extension

**Dr. Kristopher Grimes**, Assistant Professor and State Specialist for Nutritional Sciences, Kentucky State University

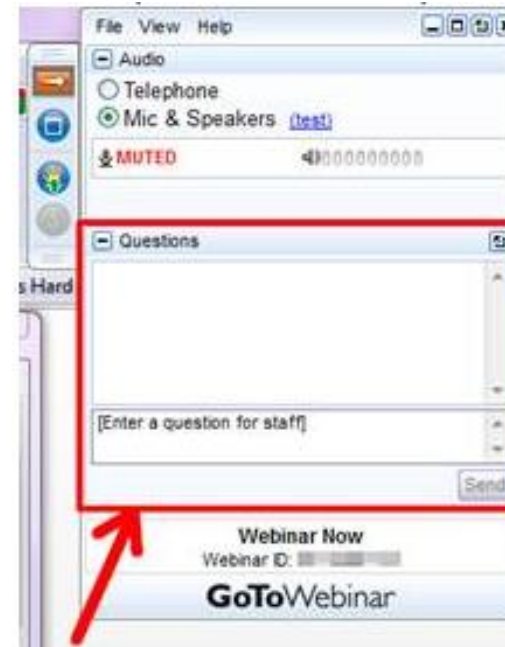
# EMBRACING COLLEGES/UNIVERSITIES AS PARTNERS IN SUMMER NUTRITION



## MODERATED PANELIST Q&A

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Question or comment? **Let us know!**





# Berea College and Grow Appalachia Colleges As Summer Food Service Sponsors

Partnering with the Berea, KY community to solve challenges of family food security



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## Berea College

Berea College offers a high-quality education to academically promising students with limited economic resources.

Founded in 1855, Berea was the first interracial and coeducational college in the South.

Today, Berea is consistently ranked as one of the leading private liberal arts colleges in the USA.

No student pays tuition; each student receives a Tuition Promise Scholarship worth about \$100,000 over four years.

One of only nine federally recognized Work Colleges in the United States.

Known nationally for its innovative and outstanding service-learning program.

[Visit Berea College](#)



## Grow Appalachia

Grow Appalachia was created in 2009 through funding from John Paul Dejoria, co-founder and owner of John Paul Mitchel Systems to address the problem of food security in Appalachia.

Berea College made a good home for this vision, with its commitment to engage Appalachian communities, families, and students in partnership for mutual learning, growth, and service.

Director David Cooke has been responsible for developing the Grow Appalachia program and its partnerships.

Grow Appalachia partners in 6 states with 32 counties to provide technical assistance and resource support for:

- Community commercial kitchens
- Backyard grower and community garden programs
- Healthy cooking, eating, and food growing workshops
- Farmers Market development and expansion
- Small scale farmers expanding in the market place



## Berea, Kentucky

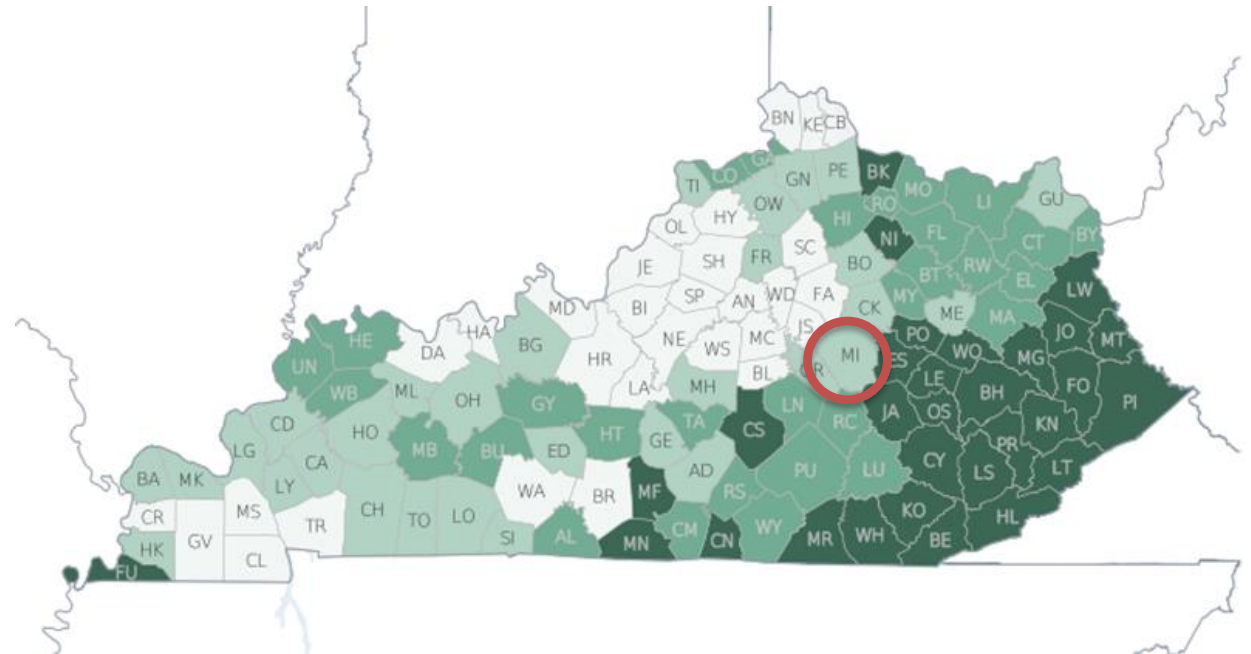
Berea, KY is located in central Kentucky, just between the edge of the Bluegrass and the beginnings of the Appalachian hills.

### 2018 Statistics:

- Population: 15,147
- Median Household income: \$40,414
- Individuals Below poverty rate: 25.5%
- Children below poverty rate: < 30%
- Free/Reduced Lunch rate participation: <68%, with County Wide Eligibility

According to County Health ranking, Berea Ranks 31<sup>st</sup> of 120.

Fayette, neighboring to the West ranks 9<sup>th</sup>, whereas Estill County, neighboring to the east ranks at 99<sup>th</sup>.





## Berea Kids Eat

Working with the community to solve challenges of childhood food insecurity



## Berea Summer Food Service Program:

One of the first College-Sponsored SFSP initiatives in the region.

Berea College partners with Grow Appalachia to administer, coordinate, vend, and serve summer meals in the Berea, KY community.

Berea College student staff serve meals with our neighborhood mobile meal route, and partner with organizations to incorporate on-site enrichment programming.

Berea SFSP also provides meals for community partners to serve in conjunction with programs, such as art camps, summer school camps, STEM camps, sports training teams, and other special events.

Since 2016, Berea SFSP has served over 31,160 meals and generated over \$110,000.00 in savings to participating families, camps, and sports teams.

### Getting Started

- USDA Hosts regional meeting “Colleges And SFSP”, Grow App in attendance
- Grow App approaches Berea College
- Hires research coordinator and Americorps VISTA

### Preparing to Launch

- Set routes/ establish sites
- Hire staff
- Meal service planning/ SFSP application
- gather all partners
- Training staff and partners
- marketing

### Expansion/ implementation

- PowerUP At-Risk Pilot
- 25% increase SFSP meal service
- 24 SFSP sites, 3 At-Risk sites
- Partnership and funding expansion



### Research and Planning

- Collect data on the community
- Explore the community
- Identify community leaders
- Establish meetings to design program

### Berea SFSP: Year One

- Served 78 days
- 13,380 meals
- 12 sites
- 20 + community partners
- Daily enrichment at all sites
- \$44,519.14 of meals served

### Year round operations

- At-Risk to SFSP
- Expanding to Berea Kids Eat
- Focusing on neighborhood food security
- Community garden and nutrition programming

## Working on a Budget: 2017

Expense	Cost
Labor and staffing (student staff, Americorps)	\$48,875.26
Full time Coordinator Position	\$32,500.00
Meal invoices (SFSP and PowerUP!)	\$62,889.44
Transportation (mobile vehicles and fuel)	\$5836.78
Equipment (canopies, coolers)	\$289.60
Marketing (flyers, magnets, yard signs)	\$764.02
Office materials (binders, printing, pens)	\$743.94
Special Programs	\$3860.00
<b>Total budget</b>	<b>\$155,758.96</b>

### Summer Food Service Program

- 28 sites
- 17,280 meals served
- 25% increase from 2016
- 83 days of operation
- \$54,830 direct cost savings in Berea community

### PowerUP! Snacks

- 3 sites
- 6083 meals
- \$18,249 in savings to programs
- Generated <\$750/month in supplemental staffing income



## Working with College Students and Americorps

### Staffing Resources

- Berea College Labor Department
- Berea College Office of Internships
- Americorps STEM Education Awards
  - All student staff earning at least 300 hours worked over 12 week period receive an additional \$1240.00 value education award
  - Funds can be utilized for existing or future college debt, as well as academic related travel abroad
- Partnering Departments and Americorps VISTA
- Student Led Research Teams
  - Plate waste studies
  - Participant food waste
  - Program audit and report
  - Local food Buying and sourcing

**Total Student Staff Value: \$48,875.26**



## Berea College and Sodexo Dining Services

Berea College Dining Services Partners with Grow Appalachia as summer meal vendors.

The Grow Appalachia/Sodexo partnership is one of the most critical pieces to our operations.

During the summer months, many students leave campus, and catering orders slow down. SFSP allows for Berea College Sodexo Dining to utilize kitchens more efficiently for year round operations

Partnerships for labor and transportation allow for a majority of funds to be utilized towards the actual meals

Meals are prepared fresh daily, with a commitment towards incorporating as much local and fresh produce as possible.



## Berea College Motorpool and Mobile Meals

Berea College lends use of motor pool vehicles during summer operations for the mobile meals route.

Berea College insurance covers liability, and all drivers are responsible to fulfilling a defensive driving training before the season starts

Berea College is responsible for maintenance of vehicles, while Grow Appalachia staff are responsible for maintaining cleanliness of vehicles and ensuring that issues are reported

Berea College provides a fleet debit card for each vehicle, which is used to purchase gas. Grow Appalachia is billed at the end of the summer for the total amount owed.

**Total Value: \$5480.00 per season**



## Identifying the Gaps

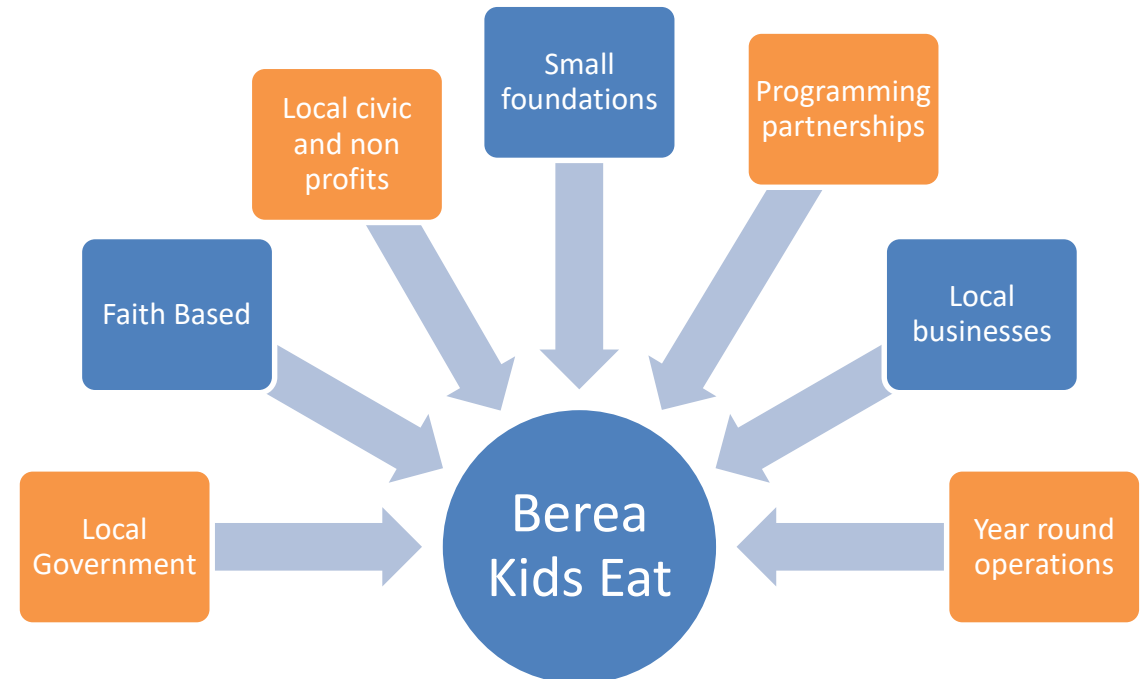
Berea SFSP does not receive direct funding from Berea College.

While USDA SFSP reimbursements provide reimbursements for summer operations and administrative costs, SFSP work and expansion requires year round planning.

Grow Appalachia identified a number of funding gaps which are essential for program operations, including:

- Full Time Staff Position
- Enrichment Programming
- Marketing materials
- Mobile Meals Equipment

## Local Fundraising and Revenue diversification



The resources to required to meet the needs in our communities can often be found *within* our communities.

## Expansion to Year Round Service Program

In 2017 Grow Appalachia piloted as an Afterschool CACFP At-Risk Sponsor.

The goals of serving year round included:

- Meeting meal gaps year round
- Encouraging participation in afterschool programs
- Generating supplemental year round revenue to support program operations

In 2018, Grow Appalachia partnered with the school system, library system, and two afterschool camps to serve as At-Risk CACFP sponsors.

**Madison County Public Library - Berea**

# Power-up Snacks!

Join us at the Berea location for free afterschool snacks provided by Grow Appalachia and Mountaineer Dining Services of Berea College. There will be a small variety of healthy foods and a carton of milk with every snack. There is no registration, and this healthy snack is available to anyone who is 18 or under.

**Monday through Thursday  
from 3:30-4:30pm**

USDA and this institution are equal opportunity providers and employers  
For more info contact the youth librarians at (859)986-7112

## Berea Kids Eat Expansion

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Year Round operations support expansion of programs beyond meals.

Berea Summer Food Service Program as developed into the Berea Kids Eat which focuses on:

- SFSP
- At-Risk Afterschool
- Berea Kids Grow Gardening
- Summer Weekend Backpack meals
- Community food recovery pilot

Berea Kids Eat maintains a goal of continual growth and expansion, growing incrementally in mission and scope each year.



## Berea Highlights

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- 1) Partner with community to determine the needs
- 2) Consider a Community Based Assets Development approach
- 3) Identify and cultivate the available assets in the community and partnering institutions
- 4) Identify a champion for your program and engage partners at the right time
- 5) Explore year-round programming
- 6) Imagine beyond federally reimbursed child nutrition programs



**Questions?**  
Contact:

Martina Leforce  
Grow Appalachia,  
Berea Kids Eat Coordinator  
leforcem@bereda.edu  
(859) 314-5841

# KENTUCKY STATE UNIVERSITY AND THE SUMMER FOOD SERVICE PROGRAM

A Partnership between University Extension and Kentucky Dept. of Education  
(School and Community Nutrition)



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## ABOUT KENTUCKY STATE UNIVERSITY

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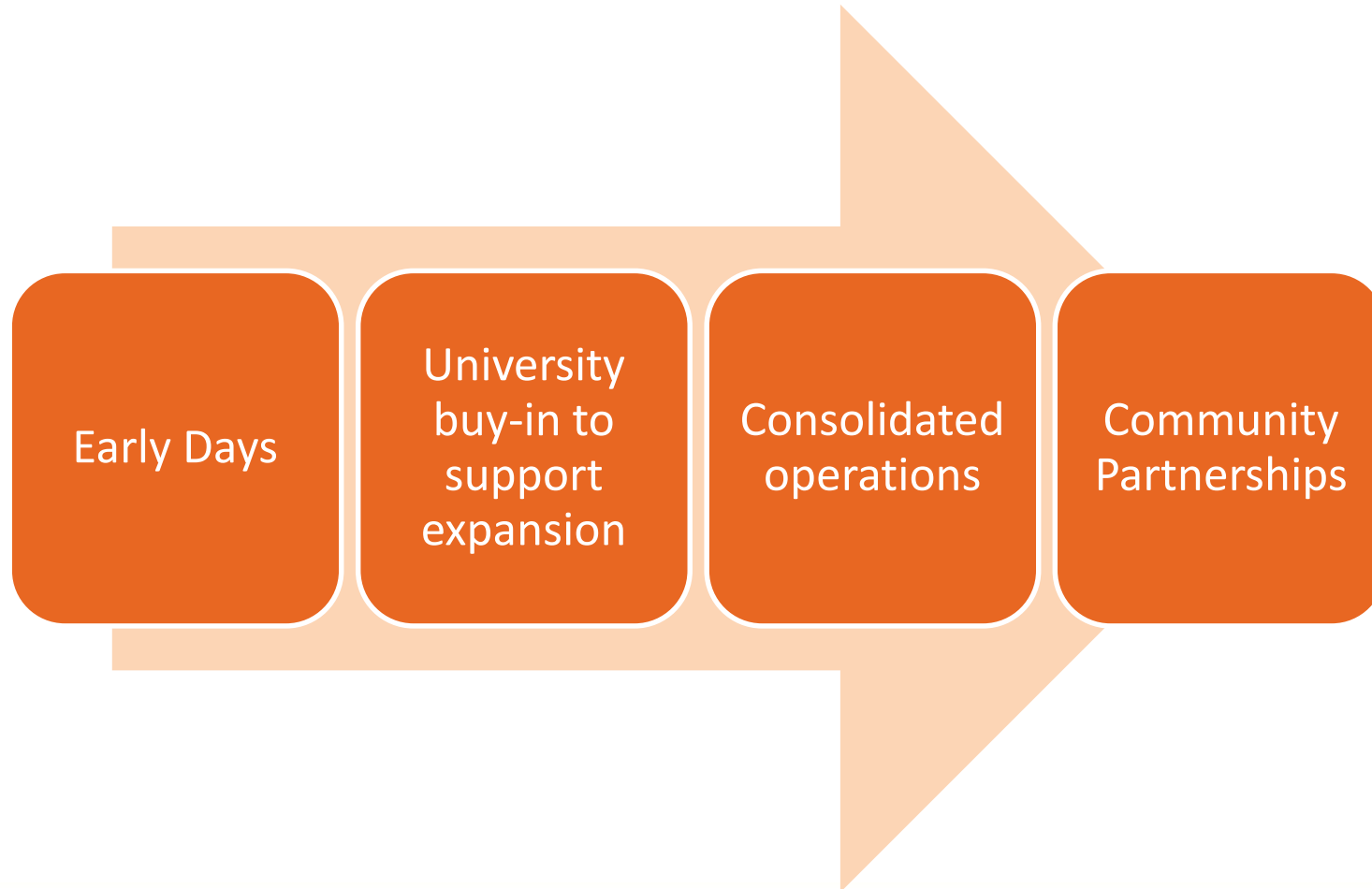
- Land grant university founded in 1886
- 1900+ student enrollment
- Primarily serves the Bluegrass region
- Food and Nutrition Extension is responsible for work in the areas of SNAP-Ed, EFNEP, and SFSP.

**SNAP-Ed:** A USDA-funded program that teaches people using or eligible for SNAP (also known as food stamps) about good nutrition and how to make their food dollars stretch further. SNAP-Ed participants also learn to be physically active.

**EFNEP:** A federal extension (community outreach) program that currently operates through the 1862 and 1890 Land-Grant Universities. Peer educators provide hands-on, interactive lessons to participants who receive a holistic nutritional educational approach.

**SFSP:** Summer Food Service Program

## KSU AND THE SUMMER FOOD SERVICE PROGRAM



## TAKEAWAY #1: START SMALL

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### Don't Overcommit the First Year:

- Attend trainings and work closely with your administering state agency
- **Plan:** Use tools to identify where to serve, secure start-up funding and sufficient staff (volunteers and/or employees)
- **Partner:** Reach out to create and cultivate community partnerships
- **Practice:** Practice your meal count plan, delivery route, etc.



## TAKEAWAY #2: BE READY FOR CHANGE

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- Constantly evaluate and seek opportunities for improvement
- Use your knowledge to plan for next year while the information is fresh
- Grow your program year over year
- Thank your partners and seek their input



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Contact:

**Gidgett Taylor Sweazy**

Kentucky State University Extension  
SNAP-Ed, Nutrition Program Coordinator  
KSU Summer Food Service Program Coordinator

## AUDIENCE Q&A

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## POLL QUESTION: OPPORTUNITIES TO ENGAGE YOUR LOCAL INSTITUTION

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Based on today's conversation, how do you plan to engage your local higher ed institution?

1. Support community outreach/awareness
2. Provide student volunteers
3. Meal prep (i.e. vendor)
4. Sponsor a program
5. Serve meals as a site



Thank you to our panelists!

Join us next month:

[Summer Meals at Public Housing Facilities](#)

Tuesday, May 22 @ 2pm Eastern