



Full Plates Full Potential

FULL PLATES FULL POTENTIAL IS WORKING HARD TO END CHILD HUNGER IN MAINE BY CONNECTING KIDS TO EFFECTIVE NUTRITION PROGRAMS LIKE SCHOOL BREAKFAST, LUNCH, SUMMER MEALS AND CACFP.



2018 Summer Grant Overview

Full Plates Full Potential just granted 21 Summer Food Service Program (SFSP) sponsors for 2018 totaling \$35,255. The goal of these initiatives is to increase the number of federally reimbursed meals served to food insecure children in their communities during summer vacation. These grants have the potential to help these twenty-one meal sites serve an additional 43,415 meals, which would mean nearly \$170,000 in new USDA spending. Additionally \$3,600 was invested in 12 Maine Sponsors to host midsummer 'Spike Events', with the goal of preventing mid-program participation drop-off.

Funding was administered by our partner Good Shepherd Food Bank. FFPF also partnered with the Horizon Foundation (\$15,000) and many Feed Kids Vendors to increase our funding for summer sites: Bissell Brothers Brewing (\$2,500), IDEXX (\$1,215), Big Tree Hospitality (\$1,500) and the Brew Bus (\$500). Funded initiatives included: equipment costs needed to support opening new sites, transportation costs, staffing and enrichment costs necessary to provide regular activities to attract and engage participating children.

Grant Recipient	Town	County	F/R Rate	Proj. Addt. Daily Children Served	Proj. Addt. Meals Served	Est. Addt. USDA Funds	Funding Amount to Date	Funded Items
Mano en Mano	Milbridge	Washington	60.2%	64	1,514	\$5,840	\$3,500.00	food, equipment, outreach
City of Eastport	Eastport	Washington	61.4%	35	1,482	\$5,717	\$2,335.00	equipment, transportation, outreach
RSU 18	Oakland	Kennebec	42.0%	32	362	\$1,396	\$2,000.00	equipment, transportation, enrichment activities, food costs, outreach
The Progress Center	Norway	Oxford	68.3%	22	896	3,354	\$2,800.00	staffing costs, equipment, outreach
Mid Coast Hunger Prevention Program	Brunswick	Cumberland	30.9%	86	3,147	\$12,140	\$1,500.00	food and staffing costs, outreach
Westbrook School Dept	Westbrook	Cumberland	57.3%	32	2,625	\$10,126	\$3,715.00	wrapping the mobile food van
MSAD 33	St. Agatha	Aroostook	42.4%	75	2,250	\$8,679	\$1,500.00	food and staffing costs, outreach
RSU 15	Gray	Cumberland	31.3%	0	691	\$2,666	\$2,300.00	Vitamix and insulated cups
AOS 92	Waterville	Kennebec	62.3%	52	39	\$150	\$500.00	transportation, outreach, food costs

AOS 92	Winslow	Kennebec	49.2%	27	-186	-\$717	\$500.00	transportation, outreach, food costs
Cumberland County Food Security Council	Portland	Cumberland	56.1%	175	16,727	\$64,524	\$2,500.00	printing maps of summer meal sites
Trinity Jubilee Center	Lewiston	Androscoggin	99.1%	6	376	\$1,450	\$1,500.00	outreach and marketing
Sedomocha	Dover-Foxcroft	Piscataquis	50.7%	21	1,532	\$5,910	\$1,800.00	outreach, transportation, volunteer incentives, enrichment
Kittery School Dept	Kittery	York	29.7%	10	1,447	\$5,582	\$3,200.00	food warmer
Town of Milo	Milo	Piscataquis	92.5%	40	1,080	\$4,166	\$4,500.00	equipment, enrichment, food costs
Augusta Boys and Girls Club	Augusta	Kennebec	53.0%	7	707	\$2,727	\$2,000.00	transportation, outreach, staffing
Lubec Community Outreach	Lubec	Washington	90.3%	7	486	\$1,875	\$1,600.00	transportation, food costs, expansion costs
Healthy Lincoln County	Damariscotta	Lincoln	44.5%	38	256	\$988	\$6,350.00	equipment, transportation, staffing, outreach
MSAD 61	Bridgton	Cumberland	51.6%	101	2,827	\$10,905	\$5,000.00	outreach, increasing participation
Indian Township School	Indian Township	Washington	91.3%	19	2,588	\$9,983	\$800.00	equipment
The Game Loft	Belfast	Waldo	55.6%	3.5	69	\$266	\$850.00	transportation, volunteer incentives
MSAD 6 Bonny Eagle	Buxton	Cumberland	40.5%	100	2,500	\$9,644	\$3,000.00	rental van for mobile meals
			TOTAL	952.5	43,415	\$167,371	\$53,750.00	

2017 SFSP Grant Program Report

2017 Summer Grant Overview

From June to August of 2017, Full Plates Full Potential supported 11 Summer Food Service Program (SFSP) sponsors by funding initiatives to increase the number of federally reimbursed meals served to food insecure children in their communities during summer vacation. An additional \$2,500 was invested in incentivizing five Maine Sponsors to host mid-summer 'Spike Events', with the goal of preventing mid-program participation drop-off. Funding was administered by Good Shepherd Food Bank.

Funded initiatives included:

- Equipment costs needed to support opening new sites
- Transportation costs (mileage and staff time to transport meals from a central kitchen to satellite sites, mobile meal programs, providing busing for participants, etc.)
- Staffing and enrichment costs necessary to provide regular activities to attract and engage participating children
- Costs associated with improving meal services (allowing adults to eat with their children, table and tableware needs for family style dining, equipment needs for hot meals, etc.)



During the summer, grant recipients successfully increased the number of meals served in their communities by 15% over 2016, compared to the flat-growth the state saw across all sponsors during the same time frame. All five sponsors receiving our pilot mid-summer Spike Event awards avoided the common August participation dip, with 40% reporting an *increase* in participation.

Investment Results By Sponsor

Sponsor	Town(s)/Region	Initiatives Funded	Funding Received	Meals Served 2016	Meals Served 2017	Percentage Increase
Alfond Youth Center	Waterville	Taste tests, family style meals, and outreach	\$1,800	9,263	15,881	71%
AOS 92	Waterville/Winslow	Adult meals and enrichment activity supplies	\$1,000	21,392	21,092	-1%
Augusta Boys & Girls Club*	Augusta	Outreach, transportation, and staffing	\$3,100	0	1,732	N/A
Caswell Public Schools*	Caswell	Transportation	\$500	638	1,753	175%
Downeast YMCA	Ellsworth	Equipment and outreach	\$2,000	8,164	8,542	5%
Greenville School Department*	Greenville	Equipment, transportation, and outreach	\$2,000	712	1,031	45%
Healthy Lincoln County*	Lincoln County	Transportation and outreach	\$1,100	12,363	9,793	-21%
Lubec Community Center	Lubec	Transportation	\$1,000	1,795	2,607	45%
RSU 3*	Unity	Transportation and staffing	\$1,500	4,641	4,842	4%
RSU 74*	North Anson	Transportation, outreach, and food	\$1,200	4,670	4,594	-2%
SeDoMoCha School*	Dover-Foxcroft	Equipment, transportation, and outreach	\$2,450	2,809	4,675	66%
TOTALS			\$17,650	66,447	76,542	15%

Return on Investment

Our 2017 investment of \$17,650 contributed to the distribution of an additional 10,095 meals, or an investment of \$1.75 for every new meal served. These 10,095 new meals resulted in an additional \$38,112.70 in federal reimbursements entering the Maine economy. Our investment of \$2,500 in Spike Events supported three of the five participating sponsors serving the same number of children on average in the second half of the summer as the first. Two sponsors that received Spike Event awards actually saw even more children on average during the second half of the summer. Additionally, more than 50% of sponsors from the 2016 grant cycle grew by 9% or more during 2017, continuing their expansion momentum even without a new investment from the grant program.

Beyond the increase in meals served, our 2017 investment also resulted in the launching of nine new meal sites in six counties. Average daily participation across all supported sponsors was 2,858 children.

Program Reflections

Many of our most successful investments during 2017, as in past years, were those that supported the growth of strategically-placed satellite sites with meals prepared and vended from central kitchen locations. Caswell Public School in Aroostook County increased their meals distributed by 175% with just a \$500 investment in transportation expenses to cover mileage and staff time associated with delivering meals from their largest meal site at the school to smaller sites located at key places where children congregate within their district. Greenville Public Schools in Piscataquis County grew by 45% using a similar hub and spoke site model, relying on one central location serving multiple smaller sites to increase access points while adding only minimal labor costs. These results are not surprising, as research conducted by Pan Atlantic Research on behalf of the Maine Department of Education during summer 2016 showed half of potential SFSP participants had a willingness to travel 2-3 miles for their children to participate and more than a quarter needed the site to be within an easily walkable half mile. Multiple sites in a community at crucial access points remains the most successful best practice for increasing meals served.

"One thing that worked really well was involving youth in the whole planning process. We had them think of trips in terms of the budget we had and involved them in running the programs. The teens really enjoyed the involvement. Having seen how well this worked, we will definitely be doing it more in the future."

– Charles Huerth, Augusta Teen Center

This year, we were pleased to join the national movement to increase mid-summer Spike Events. Participating sponsors found these events to be very effective at sustaining excitement for the program and warding off midsummer attendance dip. Based on this success, we recommend offering a Spike Event funding opportunity for mid-summer 2018 as well. Other success stories to note include increasing service days, and engaging teenagers as leaders in planning and program design as a strategy to increase participation amongst

this notoriously underserved demographic. While AOS 92's pilot of offering adult meals for half of their service period did not result in an increase in reimbursable meals, they did report that it improved community relationships and helped them engage with more parents while funds were available. We recommend further study of this technique to determine effectiveness, as the Waterville/Winslow program could only offer meals to adults for half the summer. It may prove to be an especially useful technique for sites that struggle with having enough adult volunteers as it appeared to correlate to more parents engaging with the program.

Key challenges experienced by grantees this year included implementing new initiatives that depended on volunteers for their success and major construction projects impacting the accessibility of pivotal long-term sites in a community. The challenge of volunteer reliability was echoed amongst SFSP sponsors at this year's Department of Education fall meet-up. We recommend training for summer sponsors on recruiting and retaining volunteers as well as funding innovative volunteer outreach and recognition programs as priorities for Full Plates Full Potential's Summer Subcommittee in 2018.

**Indicates sponsors that launched new sites as part of their funded projects.*

2016 Summer Lunch Mini-Grant Program Report

2016 Mini Grant Overview

From June to August of 2016, Full Plates Full Potential supported 14 Summer Food Service Program Sponsors by funding initiatives to increase the amount of USDA reimbursable meals served to food insecure children in their communities during summer vacation. Funding was administered by Good Shepherd Food Bank.

Funded initiatives included:

- Food costs associated with providing higher quality, more kid-friendly meals with an emphasis on fresh fruits and vegetables
- Equipment costs needed to support opening new sites
- Transportation costs associated with serving multiple or mobile sites and/or providing busing options for participants
- Staffing and enrichment costs necessary to provide regular activities to attract and engage participating children

During the summer, 10 out of the 13 supported sponsors successfully increased the amount of meals served in their communities. Participating sponsors increased meals served by a record breaking 38% over 2015, compared to the 8% growth the state saw across all sponsors during the same time frame.

Pilot Participant Breakdown

Sponsor	Town(s)/Region	Initiatives Funded	Funding Received	Meals Served 2015	Meals Served 2016	Percentage Increase
AOS 92	Waterville/Winslow	Equipment costs for new meal site	\$1,000	11,971	13,502	13%
MSAD 72	Fryeburg	Transportation costs associated with bringing children in other local programs to meal site for lunch time	\$1,250	1053	2038	94%
Westbrook Schools	Windham	Equipment and meal transportation needs for new meal site	\$650	0	423	N/A
MSAD 15	Gray/New Gloucester	Equipment costs for new sites and support for enrichment activities	\$1,500	4,722	5,326	13%
Healthy Lincoln County	Lincoln County	Transportation and outreach costs to support new site	\$2,000	10,270	12,363	20%
RSU 3	Unity	Staffing and transportation of meals to new meal site	\$2,000	6,468	4,641	-15%
Skowhegan Rec & School Sponsors	Skowhegan	Equipment, outreach, & transportation for new sites and sites changing sponsors	\$1,100	10,183	8,777	-14%

Trinity Jubilee Center	Lewiston	Enrichment activities & incentives for new site	\$1,000	0	1,213	N/A
RSU 34	Old Town	Enrichment supplies for new site	\$300	9,013	7,885	-13%
Bath YMCA	Bath	Equipment & enrichment supplies for new site	\$2,000	3,620	5,271	46%
Saco Schools	Saco	Equipment, meal transportation, and outreach costs for new sites	\$1,200	8,292	25,173	204%
MSAD 61	Lakes Region	Equipment, meal transportation, staffing, and enrichment activities for sites	\$2,000	5,946	11,755	98%
Totals			\$16,000	71475	98367	38%

Return on Investment

Our 2016 investment of \$16,000.00 contributed to the distribution of an additional 26,892 meals served, or 1.7 new meals for every \$1.00 invested. Additionally, 50% of sponsors that participated during the 2015 program grew by an additional 13% or greater during 2016, continuing their expansion momentum even after initial funding.

Beyond additional meals served, our 2016 investment also resulted in the launching of ten new meal sites in 8 counties.

Program Reflections

Our most successful investments during 2016, as in past years, were those that supported the launching of new sites in strategic locations easily accessible by low income families. Bath YMCA, MSAD 72, and Saco Schools sponsors saw particularly strong new site launches from choosing locations at or near where children were already congregating. New site locations selected included a church in a low income neighborhood that provided space for a Sweetser Daycare program for preschoolers and hosted a Vacation Bible School, multiple parks and recreation sites offering both structured day camps and unstructured utilization of their playgrounds and basketball courts, and the community center of a low income housing complex.

A notable exception to the likely success of sponsors adding meal sites occurred when reductions were made to the overall length of time they operated the program. When sponsors successfully launched more sites than they had operated the previous year without growing meals served, it consistently tied back to programs being open for shorter windows of time. In the case of RSU, adding a new site did not increase meals served because a last-minute construction project impacted their highest traffic site.

Our findings echo research conducted by Pan Atlantic Research on behalf of the Maine Department of Education during summer 2016 that shows about half of potential SFSP participants had a willingness to travel 2-3 miles for their children to participate and more than a quarter needed the site to be within an easily walkable half mile for it to be accessible. Pan Atlantic's findings also showed that 75% of eligible families in Maine are aware of the program. Of those, 60% are interested in participating but only 33% have done so – showing decidedly that awareness is not the biggest barrier. This is also echoed in our program reflections as efforts to help families get to sites yield consistently better results than efforts to educate families about existence of sites or reduce stigma.