



Show Me Summer Food

Volume 2 Issue 2

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Welcome New 2010

SFSP Sponsors!

Abundant Life Fellowship
Camdenton R-III Schools
Cape Area Family Resource Center
Concerned Citizens for the Black Community
Crowder College-Upward Bound
Don Bosco Center
Dove Covenant Christian Center Church
Drury University
Emmanuel Outreach Ministry
Fort Osage R-I School District
Grandview C-4 School District
Kingdom House
Marshall Parks and Recreation
Mother's Love Childcare & LC, Inc.
Lamar Family Ministries Center
New Hope Ministries and Resource Center
North St. Francois R-I
Northwest MO State University
Operation Food Search
Ozark R-VI School District
Salvation Army-Sedalia
The Food Bank for Central & Northeast MO
University Academy Charter School
Willard R-II Schools
Wright City R-II School District

Highlights of the 2010 SFSP

During the school year, many children rely on free and reduced-price breakfast and lunch through the National School Lunch Program. What happens when school is out for the summer? In Missouri, thanks to all of our sponsors, over 2.5 million children still received meals during the summer of 2010. Without your dedication and hard work, we could not have a successful Summer Food Service Program that reaches these needy children.

We have highlighted five sponsors in this newsletter to recognize their successful strategies and share them with other sponsors throughout Missouri. These sponsors present good examples of the importance of providing nutritious meals in safe environments for needy children in our state throughout the summer.

The Missouri Department of Health and Senior Services wants to remind all of our sponsors and potential sponsors that there are still many needy children in Missouri who can benefit from the SFSP. We need your help to reach them. We are very grateful to all of our sponsors and hope that the following articles give you inspiration, ideas, and insight to help make next year's SFSP even more successful than 2010.



The SFSP Team

Interactive Map Helps Locate Sites

This new map helps families find nearby SFSP sites. You can search by zip code, city or county. Meal service days and times along with contact information is displayed for each site.

As a sponsor, this is also a good planning tool to locate underserved areas.

Check it out at:
www.dhss.mo.gov/sfsp



Outstanding Outreach

Although this was the first year of participation in the SFSP for Fort Osage R-1 School District, a strong marketing plan and a “can-do” spirit created a successful summer for the program with 23,939 breakfasts and 30,020 lunches served.

Innovative advertising was developed to call attention to this new summer program. An advertising sticker was the first thing developed for all Food Service employees to wear. Eye-catching flyers depicting times, locations, and menu items were created and sent home with students the last day of school.

These flyers were also distributed to community businesses and churches. And, if that wasn't enough, Fort Osage Food Service employees, with 6,000 flyers in hand, went door-to-door to ensure that all those in need of nutritious meals over the summer months were made aware of the program.

Social media was put to good use with the school district automated phone message system; Twitter and Facebook accounts were utilized to spread the

word. Local newspapers, TV and radio stations were contacted to get the word out. On “kickoff” day, one



local TV station did a live broadcast for 1½ hours at one of the sites.

Banners were developed for each of the four sites and the district's warehouse cargo truck became a traveling billboard. This SFSP advertisement on its

side panel was hard to miss as the truck made daily deliveries. The truck was parked at a different business location in the community at the end of the day.

While the food was certainly a draw, there were also daily give-away prizes. Utilizing coupons for free items from the district's bread distributor, toys and lunch boxes were given away through a daily drawing. The only catch - the drawing was held the day after your name went in the hat....if you ate on Monday, you had to come back on Tuesday for the drawing. And, come back they did...again and again and again.

Brenda Dwyer
Food Services Director

Valuable Volunteers

The Columbia/Boone County Department of Public Health and Human Services has been a Summer Food Program Sponsor for ten years. This program has been an open site, providing meals in Douglas Park in central Columbia. We chose the open site concept to allow us to register the site by the free and reduced count of area schools, allowing us to feed any child present for lunch without having to register them. This concept has its benefits and challenges, with staff having to look at trends to determine meal counts for our vendor.

The health department has partnered with **Voluntary Action Center**, a community based organization in Columbia that has provided the program with volunteers for the past 10 years. This would be an enormous task for the health department without this community partner. Voluntary Action's director Cindy Mustard begins her planning early in the spring, recruiting individuals and groups to act as volunteer food handlers. She also maintains a calendar of groups and agencies wishing to provide educational opportunities and entertainment for the children who come to the summer food program. Through Ms. Mustard's efforts, the Columbia Public Library's bookmobile is a weekly participant in providing educational opportunities in addition to being a site for book borrowing. The Girl Scouts participate weekly, giving the children the opportunity to work with crafts and games. City of Columbia Public Works department participates weekly, providing the children with information and games regarding recycling, composting and keeping natural bodies of water clean. Other agencies participate on a less regular manner to provide entertainment to the children. We strive to have the lunch program be a fun part of the day for the children rather than solely as a place to get a meal, and Voluntary Action Center is an essential partner in this effort.

Mary Martin
Community Health Division Manager



Spectacular Staff



Agustin Almaraz, better known as “Lopez”, was a Junior Counselor at the 2010 Don Bosco Center’s CHAMPS Summer Camp in Kansas City. Just don’t let the “junior” in the title fool you.

With the guidance and encouragement from our SFSP sponsor director, Anne Miller, Lopez gladly stepped up to the plate to run our food program. After learning the ropes, he quickly became a professional. Although known for his quirky personality, Lopez took his responsibility very seriously, often triple checking the “to-do-list” and making sure all who entered *his* kitchen were up to code. He was a joy to have behind the line, as he always made the campers smile by cracking jokes and by just being himself.

Now in his senior year at Northeast High School in Kansas City, Lopez continues to be a great role model for our campers who are just beginning high school. “It’s nice seeing Lopez around school. It reminds me of the fun times we had a summer camp, and he still takes care of us,” says Edgar Moreno, a Don Bosco camper and seventh grader at NEHS.

Lopez made our Summer Food Service Program a success. We look forward to having him and the program back next year!

Val Lund
Director of Youth Development



Ted Storie, bus driver (below), and Paul Boyd, maintenance/bus mechanic (above) from Skyline Schools, are grilling hamburgers and making ice-cream on the last day of summer school. Ted and Paul always go above and beyond but they really helped make the last day special for everyone.



Greatest Growth

As a new sponsor, the Sedalia Salvation Army partnered with agencies, churches and community volunteers. This resulted in 14,400 meals served in 25 locations from June 7th through August 25th.

Mobile delivery of the food to the sites was determined to be the best way to reach the children. The Salvation Army’s emergency canteen and two vans donated by Sedalia Auto Rental and AutoMasters picked up food prepared by the Sedalia Senior Center and transported it to sites throughout the Sedalia community. Five neighborhood churches opened their doors to serve

the hungry and provide a kid friendly haven. Area churches also sent volunteers to man two other sites. Five mobile home parks were served by



outstanding and dedicated volunteers. One of the parks was manned by Missouri Pressed Metals, a Sedalia manufacturer whose employees served food and entertained “their

kids” with companionship and robust football games. Due to budget cuts, the Sedalia 200 School District eliminated school lunches for the five week summer reading program. Hearing this, the Salvation Army mobilized volunteers to also deliver meals to these schools.

It was typical to hear a child’s comment, “Are you sure that you are coming back tomorrow? This is the only time that we get to eat.” Our volunteers were awed and humbled that they were making such a difference in the life of a child by volunteering an hour of their time to provide lunch.

Sue Foster



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Visit us on the web!
www.dhss.mo.gov/sfsp

Ideas Wanted

We know you have success stories... why not share them? We'd love to include your innovative ideas for food, service and promotion. Contact the SFSP team at 888-435-1464 or at SFSP@dhss.mo.gov.



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Perfectly Partnered

Five years ago Mary Jo Fletchall decided to make a career change. Armed with an accounting degree, Fletchall accepted the position of director at her hometown pantry, Community Services of Worth County. After all, Mary Jo knew what it was to struggle, "Even though you have an education doesn't mean you still can't be poor. I'm a single mom of two kids. I've been there."

In 2009, Second Harvest Community Food Bank initiated the SFSP, naming it the Lunchbox Diner, in the St. Joseph community. Second Harvest Community Food Bank was interested in expanding the program to one of the 19 counties it serves and Worth County was a natural fit. So, this summer the Food Bank formed a partnership with Community Services to establish a Lunchbox Diner in Worth County.

"There is a deep sense of accomplishment when you look at the story of Worth County," said Scott Tomhave, executive director of Second Harvest Community Food Bank. "The population is roughly 2,000 and this area has never seen a lot of job opportunities due to infrastructure." According to Tomhave, Worth is the smallest county in Missouri with 64 percent of the children qualifying for free and reduced school lunches. "We wanted to partner with Community Services of Worth County because they are such a highly efficient pantry, effectively serving the need in their county."

The SFSP was administered at the Grant City Pool Park by Fletchall and her team of volunteers. The location was chosen because children across the community gather there each day. A vast majority of these children would not have had access to lunch during the summer months had it not been for the SFSP. Each and every day 29 meals were given to children in desperate need of nourishment.

Fletchall is delighted that she is able to make a difference in the lives of single moms and dads such as herself. Mary Jo knows the reality: the jobs may never come to Worth county, but if she works hard to bring services like SFSP, lives will dramatically improve.

Jodie O'Brien
Communications and Public Relations Coordinator

