



## 2022 Project Bread Summer Eats Grant Program

Project Bread is pleased to offer a grant opportunity for Summer Food Service Program sponsors to support increased participation and quality of the Summer Eats Program for the 2022 season.

### Background

Project Bread is a statewide organization committed to preventing and ending hunger in Massachusetts. For over twenty years, Project Bread has worked with Massachusetts communities to increase participation in Summer Eats (the USDA Summer Food Service Program) through the Child Nutrition Outreach Program (CNOP), in partnership with the Department of Elementary and Secondary Education (DESE). Project Bread's Child Nutrition team provides technical assistance and innovative solutions to support sponsors that are implementing and expanding Summer Eats programming. For over ten years, Project Bread has offered grants to promote new sites and strategies to reach more kids and teens. Our goal is to ensure that all children in Massachusetts remain nourished throughout the summer months, when school is not in session.

### Eligibility

- In 2022, Project Bread's Summer Eats Grant Program is open to any new or existing Summer Food Service Program sponsor operating open sites in Massachusetts.
- Sponsors must operate one or more open sites to be eligible. Sponsors that operate closed sites only are not eligible for the grant program.
- While individual sites are not eligible to apply, we strongly encourage sponsors to work with current and potential sites to develop grant proposals that best meet the needs of their communities.

### Award Range and Allowable Expenses

- Summer Eats sponsors are eligible for expansion grants of up to \$10,000, depending on the number of open sites you will operate, and the proposed scope of work and impact.
  - Sponsors operating 5 open sites or less are eligible for a maximum of \$3,000
  - Sponsors operating 6-10 open sites are eligible for a maximum of \$5,000
  - Sponsors operating 11-20 open sites are eligible for a maximum of \$8,000
  - Sponsors operating more than 20 open sites are eligible for a maximum of \$10,000
- Grant funds may be used for equipment, transportation, promotion/marketing expenses, and staffing (hourly worker pay or stipends) to support expansion plans.
- Funds may not be used for retroactive expenses incurred prior to receipt of grant award.
- Funds may not be used for food or non-durable disposable supplies, paper products, etc.
- Monetary awards are accompanied by comprehensive technical assistance and support.

## **Funding Priorities**

All efforts to expand participation in Summer Eats in Massachusetts will be considered for funding. However, four priority areas for funding have been identified:

- New open site locations – either new sponsors operating new open sites, or existing sponsors taking on new open sites
- Initiatives focused on bringing meals to neighborhoods to expand access within the community through “non-traditional sites”, such as mobile sites, sites at housing properties, libraries, farmers markets, etc.
- Initiatives to maximize meal access at existing sites through expanding site service hours, adding meal types (such as snacks or suppers), adding weekend meals, etc.
- Implementation of community education, promotion, and outreach activities, especially those that incorporate the updated Summer Eats brand and those that are designed to reach populations not previously served by Summer Eats in your community

Examples of use of grant funds within these priority areas:

- Using funds to increase the capacity/people power of your program, such as:
  - Hire an outreach intern from the community to run social media, organize summer events, engage local businesses in giveaways, distribute signage, etc.
  - Stipend for new staff to cover an added site, expand hours or service times at an existing site, etc.
- Costs associated with implementing or expanding mobile programs – such as stipend for driver, cost of gas, Summer Eats branded vehicle wrap or magnets, equipment to keep meals hot/cold during mobile service, etc.
- Using funds to implement a kickoff event – expenses related to event such as rental equipment needed, flyers to advertise event, craft/art supplies, prizes, etc.
- Using funds to purchase incentive prizes/giveaways and implement fun promotions – e.g., Summer Eats punch cards or “golden ticket”
- Using funds to purchase ads/pay for promotion, such as social media/digital ads, postcard mailing to families, radio ads, bus/transit ads, etc.
- Equipment to implement new sites, serve more kids, increase efficiency, increase meal quality, such as cold storage/transport equipment, hot-holding equipment for hot meals, produce processing/food prep equipment, or equipment for sites like picnic tables or games.



## **Criteria Used for Grant Review**

All applications will be reviewed using the following criteria:

- Level of need within the community as described in the application and as demonstrated by community data, including percent of children eligible for free and reduced-price meals.
- Existing resources available within the community to meet the need.
- Inclusion of the above funding priorities within the grant proposal.
- Strength of applicant's proposed plans for increasing participation to meet the needs of their community.
- Applicant's demonstrated effort to provide fresh, culturally relevant, healthy food.
- Applicant's track record of accomplishments and ability to achieve measurable results.
- Applicant's commitment to provide services that support their clients' dignity and rights.

## **Application Process and Deadline**

- [Apply for the 2022 Summer Eats Grant via Project Bread's grant portal here.](#)
- All applications must be submitted by March 31, 2022. Complete and accurate application materials must be received by the deadline to be considered for funding.
- Applicants that have not recently or previously applied to Project Bread's Child Nutrition Grant Programs are strongly encouraged to apply.

## **Reporting Requirements**

- Completion of final grant report.
- Participation in midpoint check-in with Child Nutrition Outreach team required.
- Submission of storytelling materials that showcase program impact, such as photographs and personal impact stories.

## Required Outreach Activities

All 2022 awardees are expected to work with Project Bread's Child Nutrition Outreach Program to develop a plan for promoting Summer Eats within their community, including incorporation of the Summer Eats brand. Activities may include, but are not limited to distributing Summer Eats branded materials, initiating a Summer Eats social media marketing campaign, partnering with local groups to spread awareness, etc.

For summer 2022, all Massachusetts Summer Eats sites and sponsors will have access to a variety of outreach and promotional resources free-of-charge, provided by CNOP in partnership with the Massachusetts Department of Elementary and Secondary Education. [The order form for the 2022 Summer Eats materials is available here](#) and orders are due by March 15. Materials such as the following are available:

- Large signage (lawn signs, sandwich boards, banners) in multiple languages
- Engagement/swag materials such as: stickers, punch cards, string backpacks, sunglasses, T-shirts, etc.
- Posters, flyers, and bookmarks (in multiple languages)
- Social media resources

The materials above will be provided at no cost. Applicants are encouraged to include in their budget proposals any additional costs associated with proposed outreach (for example, costs of a paid advertising campaign).

In addition, Project Bread's Child Nutrition Outreach Program will provide design support for:

- Co-Branding with an existing local Summer Eats brand
- Development of branded materials for non-standard materials\* (billboards, vehicle wraps, etc.)  
*\*Printing costs for non-standard materials should be included in the grant request or covered by the sponsor through other funds*

## Contact Information

Please contact Project Bread's Child Nutrition Outreach Program at [cnop@projectbread.org](mailto:cnop@projectbread.org) or at 617-239-2543 with any questions or if you have difficulty submitting your application.

