



## 2023 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 2023 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), 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 summer sites, especially 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 2023, 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 2 open sites or less are eligible for a maximum of \$3,000.
  - Sponsors operating 3-5 open sites are eligible for a maximum of \$4,000.
  - Sponsors operating 6-9 open sites are eligible for a maximum of \$6,000.
  - Sponsors operating 10-14 open sites are eligible for a maximum of \$8,000.
  - Sponsors operating 15 or more open sites are eligible for a maximum of \$10,000.(\*in application, sponsor must detail the number of open sites that they operated last year, plans for continuation or closing of any sites, and *detail specific plans* for any new/additional sites to be operated in 2023 in order to include proposed new sites in total quantity)
- 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 the grant award.
- Funds may not be used for food or non-durable disposable supplies (paper products, packaging, etc.), gift cards, or staff salaries (hourly pay or staff stipends are allowable).
- 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 that serve a population previously unserved or underserved by Summer Eats – 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. Efforts to *establish* or *grow* these non-traditional sites will be prioritized.
- Initiatives to significantly expand meal access at existing sites through, but not limited to, expanding site service hours, adding meal types (such as snacks or suppers), adding weekend meals, extending service through the month of August, etc.
- Initiatives specifically designed to advance DEIJ (Diversity, Equity, Inclusion, Justice) in your community, as related to your Summer Eats program. Such as, but not limited to, hiring multi-lingual staff to build engagement with communities not previously accessing the program, surveying kids & families to develop and serve culturally relevant menu options, etc.

Examples of use of grant funds within these priority areas:

- Using funds to increase the capacity/people power of your program to enable program growth, such as:
  - Stipend or hourly pay for new staff member(s) (or existing staff member(s) taking on more hours) to cover an added site, expand hours or service times at an existing site, etc.
  - Hire a multi-lingual intern/staff member from the community to promote your new or expanded non-traditional site in the community and recruit participants – canvass neighborhoods, run social media, organize summer events, engage local businesses in giveaways, distribute signage, survey families to gather feedback, 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.
- Equipment to implement new/expanded sites, serve more kids at sites, increase efficiency, or 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.

### **Required Summer Eats Outreach Activities**

Summer Eats programs at open sites are only successful if the community is aware of the program, feels welcome, and knows when and how they can participate. All 2023 awardees are expected to execute outreach and promotion and work with Project Bread's Child Nutrition team to develop a robust plan for promoting Summer Eats within their community. Activities may include, but are not limited to distributing Summer Eats branded materials, initiating/expanding a Summer Eats social media marketing campaign, partnering with local groups to spread awareness, etc. (Grant funds may be spent on efforts to build awareness of your new or expanded site(s), such as implementing a kickoff event, social media/digital advertising, postcard/flyer mailing to families, radio ads, bus/transit ads, etc.)

For summer 2023, all Massachusetts Summer Eats sites and sponsors will have access to a variety of outreach and promotional resources free-of-charge, provided by Project Bread in partnership with DESE. [The order form for the 2023 Summer Eats materials is available here](#) and orders are due by March 10

Materials such as the following are available:

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

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 hiring an outreach intern to manage social media or distribute signage, costs of a paid advertising campaign, etc.).

As needed, Project Bread 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.*

### **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.
- 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 2023 Summer Eats Grant via Project Bread's grant portal here.](#)
- All applications must be submitted by March 31, 2023. 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 Project Bread Child Nutrition team required.
- Submission of storytelling materials that showcase program impact, such as photographs and personal impact stories.

### **Contact Information**

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

