



# Summer Food Service Program

## Grant Project Ideas to Increase Participation



## Incentive Program

\$250-\$500

A great way to increase participation and make sure that kids come for meals during the summer is to reward those that come on a regular basis. You can operate a raffle system or a punch card system with daily or weekly drawing for small prizes. In the past, people have used movie tickets, coloring books, new balls, small electronics, books, etc. Try getting some of these smaller things donated from local businesses or community groups. If you are able to get small things donated, the money could be used to purchase a grand prize like a bike or kindle for an end-of summer prize drawing.



## A Kick-Off BBQ

\$250 - \$500

Get people excited about the summer meal program by hosting a big, fun, family-friendly event at the beginning of the summer. A mini-grant could be used to pay for parent meals for one day, face paint supplies, photo booth, bubbles, water balloons, DJ, fire truck tours, Zumba class, a dunk tank, kickball game, etc. Please note that many of these items may be donated by local businesses in your community if you reach out and ask. An event like this is especially successful if you spread the events out over a week so that kids get in the habit of coming back each day. Another big thing is outreach; make sure to spread the word in your community so that people know about the events. It also helps to have some volunteers to help you run the activities.



# Outreach

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\$250 - \$500 (varies)

The #1 reason why kids and families do not take advantage of SFSP is because they are not aware of the program. This funding opportunity is a great way to spread the word to more kids about SFSP. There are many ways to go about this: radio ads, newspaper articles or ads, feather banners, door hangers, magnets, posters, sidewalk stickers, school announcements, organizing a blitz/canvassing event, community newsletters, creating a Facebook page, speaking to community groups, etc. There are a lot of creative ways to get the word out about your Summer Food Service Program!



# Activity Programming

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\$250-\$750 (varies)

Do you have volunteers or organizations in your community that want to get involved with the Summer Food Service Program? Try offering activities throughout the summer to draw more kids to your meal site! You could structure it as themed days or weeks; for examples, sports, arts and crafts, movies, cooking, water games, etc. It is great to have something offered on a regular basis so that kids know what day of the week there is something planned! We have an activity toolkit on our website to help volunteers plan activities.



# Fun Bucket

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\$150-\$250

For a few hundred dollars you can purchase hula hoops, balls, a play parachute, games, STEM activities, jump ropes, chalk and much more fun equipment to keep kids busy throughout the summer. This is a great option if you operate your SFSP site at a park or a school/facility with a large grassy area. The "Fun Bucket" is much more successful in increasing participation at sites if there are volunteers there to play with and engage the kids in organized games.





## Grill Equipment

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\$250 - \$500 (varies)

Sometimes it takes creative thinking to entice more kids to attend your summer meal program. Trying new menu items is one way to accomplish this. Grill equipment could be purchased to host weekly BBQs for the kids at an outdoor site. People will follow their noses to your SFSP site to get some BBQ!

## Music

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\$150-\$250

A large speaker with a mic and Bluetooth capabilities can be used at events and as a way to attract park visitors. It can also be used to lead group physical activities such as dancing or Zumba. Trying to attract older kids? Music is definitely a popular attraction.



## Inviting Seating Area

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\$150-\$350/table set



The SFSP requires that all children eat their meals on site. However, sitting on the ground isn't always the most inviting option. Purchase foldable picnic tables and colorful umbrellas for mobile route stops. Or, purchase the wood, screws, and bolts needed to have students from a local shop class build a few picnic tables for a meal site.



## Vendor Cart

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### Varies

Take the meals from inside to outside. This vendor cart allows for a more visual setup on the sidewalk. This option is great for pools, schools, parks, and other high-traffic areas. Prices vary, but you can find deals by looking online for used concession carts, kiosks, hot dog carts, and beverage carts.

## Other Ideas

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- Food service equipment and supplies to support a new mobile route
- Temporary staffing
- Renovating a used school bus/van to deliver meals on a mobile route
- Cooking demo with a local chef that includes a bag of ingredients and recipe for the kids to take home
- Cost share to cover a summer associate to help provide activities, recruit sponsors, and market the program
- Transportation costs
- Bounce house for events and outdoor sites
- Equip a site with refrigeration

**Any other innovative strategy you think up!**

\*\*Highest priority will be given to new programs being opened in underserved or high-need geographic areas or returning programs that are adding additional meal types (including breakfast, lunch, snack, and supper), at least five additional operating days, new meal sites, and/or activity programming.