



SUMMER MEALS NEWSLETTER

MAY 2017 • SPONSORS

FOR MANY, SUMMER IS NEAR—FOR OTHERS, IT'S ALREADY HERE!

Upcoming USDA and Partner Events

May 4, 1:00 PM EDT | [Faith-Based and Neighborhood Organizations](#) Conference Call (Summer Meals Matter Monthly Training Series) | Food Research and Action Center (FRAC)

FRAC's Summer Meals Matter monthly training call or webinar typically occurs the first Thursday of the month at 1:00 PM EDT. Mark your calendars for future reference!

What's New

Updated Power Up for Summer Fun Resources

Summer Meals promotional materials have been updated for summer 2017. Check out the flyers, posters, bookmarks, and business cards [here](#).



PRIOR TO OPENING TO-DO LIST

The [Summer Meals Toolkit](#) can help you with each item on this list!

- Check that your site information is correct on the [Summer Site Finder](#). If an address is wrong or missing, contact your State agency to get this updated.
- Check in with your sites and ensure that they are still available and ready to serve meals.
- Make sure families and children near your sites are aware of the Program.
- Ensure site staff and volunteers have been trained.
- Prepare to promote kick-off events in conjunction with your State and other organizational partners.

June 15: All sponsor applications must be submitted to the State agency. Note that States may have earlier deadlines.

PLANNING A SUMMER KICK-OFF

Kick-off events are a great way to build awareness among parents, recruit volunteers, and create excitement around Summer Meals!

What is a kick-off event? It can be any event that you feel fits your community. It can be large or small. You can bring on several other community organizations, or you can have a small-scale neighborhood block party. But most importantly, it should focus on your Summer Meal Program and get the community ready for summer!

Here are some points to keep in mind when hosting a kick-off event:

EVENT LOCATION

The kick-off location will depend on the number of people expected, funds available, and your organization's capacity. Some good examples include community centers, public libraries, municipal parks, farmers markets, and your meal service sites.



ACTIVITIES

You can choose whatever activities your community will enjoy! You can work on a community garden, paint flowerpots, have a dance contest—the list goes on!

Try to plan activities that teach children the importance of eating healthy and staying active. Team Nutrition's [Summer Food, Summer Moves](#) resource kit has great examples of fun and educational activities.

PARTNERSHIPS

Partners can spread the word about your event to more people in the community. Consider teaming up with local organizations such as food banks, WIC clinics, schools, libraries, fire and police departments, radio and television stations, museums, and municipal parks and pools.



For more tips and ideas, check out the [Summer Meals Toolkit](#) page on hosting events like kick-offs. Reach out to your State agency for assistance and if you have any questions.