



Pathways to Success

2015 Campaign Against Summer Hunger

An Impact Report



Friend,

Nearly 170,000 people in our community are living on the edge of poverty and hunger. At least 25% of them are children. The Great Recession may have receded for some but it masks a very different reality for tens of thousands of local families. The poverty rate in Sarasota County is actually higher today than it was in 2007. The aftermath of the recession is a slow-moving disaster for our community.

In our current crisis, 21,000 Sarasota County students are at greatest risk of hunger over the summer. We know the number of hungry children is significantly higher when we include their younger brothers or sisters. That number increases even more when we add the 4,750 school-age children receiving free or reduced meals in DeSoto County which is part of our service area.

During the school year, school-age children get meals in the cafeteria and backpacks from All Faiths on the weekend. When school ends, so do the meals... until 2014, when All Faiths and its partners launched the Campaign Against Summer Hunger™ to help feed hungry children over the summer.

Realities of child hunger in a region of prosperity

Sarasota is one of the largest, most affluent communities in Florida and the cultural center of the Gulf Coast, attracting people from around the world to the sunshine and glitter of the arts. So how can it be that amidst such good fortune, hunger exists and directly affects so many children?

It's because hunger is not simple. It's incredibly complex and driven by a multitude of factors that negatively impact the lives of children. When you're hungry, the struggle to succeed is a daily battle unlike most of us can imagine.

Most of us are not faced with the excruciating choices of a single mother unable to pay rent and buy food for her kids. If someone in our family needs medication, we get it. We don't send our children to school without a warm coat or without money for a field trip. But for many here in Sarasota, this is their harsh reality.

Nutrition provides the pathway to success...

Hunger takes an immeasurable toll on the health and development of a child, and the effect lasts a lifetime. Hunger and food insecurity damages a child's life chances. For the children who face hunger in our region, it means even more. Hunger can mean forgetting what hope is, and as our child hunger study demonstrated, living in fear of whether there will be food today - or the next.

Thanks to a caring community, the Campaign Against Summer Hunger is doing a great job of providing food to kids over the summer. However, we haven't solved child hunger and the need is not going away. Children will require food next summer and the summers after that for years to come. The Campaign Against Summer Hunger must continue every year until no child is hungry.



Sandra Frank
CEO



Keith Monda
Board Member, Development Chair



We must ask ourselves ... Why it is acceptable for so many children to go without food?

2015 Campaign Against Summer Hunger

SUMMARY

“When the school year ends, hunger begins for 21,000 students in Sarasota County” has been the message and motivation behind the Campaign Against Summer Hunger.

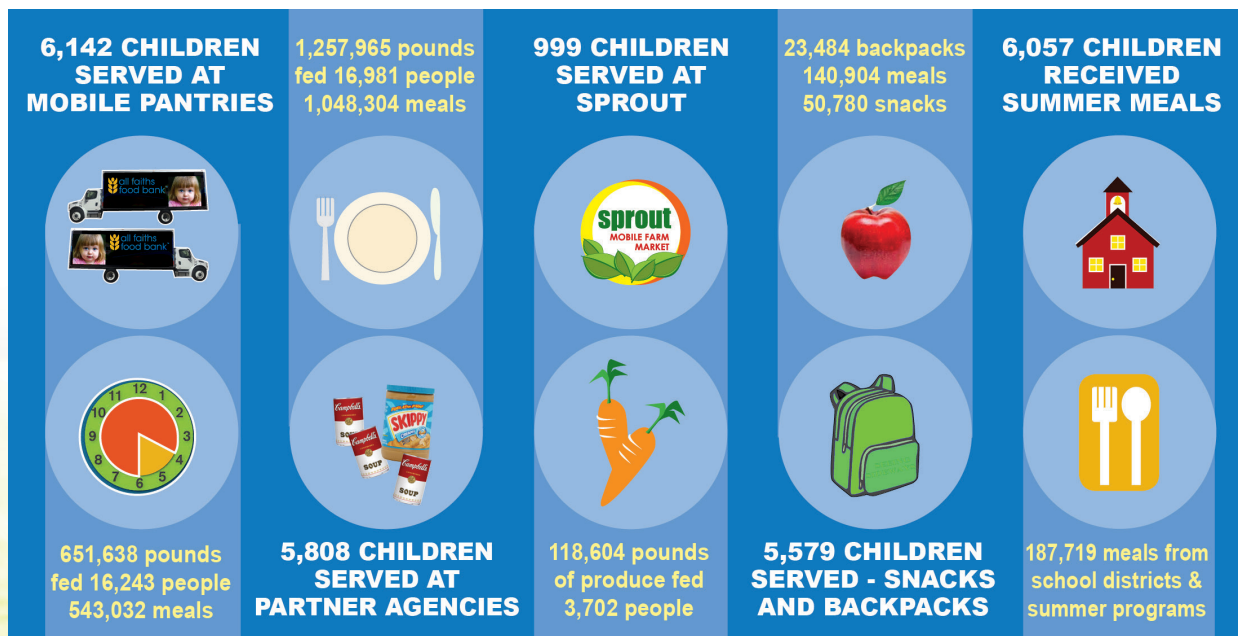
The number is actually far greater when we include their younger brothers and sisters, and almost 5,000 children in DeSoto County which is also in the service area of All Faiths Food Bank. Conservatively, the total number of kids at risk over the summer could exceed 40,000.

A hungry child loses ground over the summer and starts school behind everyone else. This early setback has lifelong consequences. Proper nutrition plays a key role in improving educational outcomes and, most important, a child’s chances in life. Providing meals throughout the summer keeps children on the pathway to success.

Our goal with the 2015 Campaign was to increase the number of children receiving food and the number of meals per child during the summer. By building on last year’s success, embracing new partnerships, and implementing community-based outreach efforts, 38% more children received food and total meals increased by 28%.

Thanks to new partnerships and a community united against summer hunger—

26,986 children received food during the summer of 2015. 1,994,415 meals were served.



Thank you for caring about the future of our children and supporting the Campaign Against Summer Hunger.

Together we can ensure that children are on the pathway to success.

More than **21,000** children

in Sarasota and DeSoto Counties are at risk of hunger.

Here are their stories.

Mobile Pantry



Over the summer, with every trip to the mobile pantry, the temperature rose. Now, in August, Deon is playing tag and racing around the baseball diamond while his grandmother, Olga, waits under a canopy at the All Faiths Mobile Pantry. In the searing heat, Olga calls out gently telling Deon be still, come sit, cool down. Beautiful blond curls bouncing against his forehead, he touches her knee for reassurance as he grins at the camera.

6,142 children received 543,032 meals through our summer mobile pantry program

Kids don't have a voice. They can't choose any other place or any other age. They can only be resilient, and amazingly so.

BackPack Kids

Jaden lives with his mom, Brooke, and his 2 siblings. As a teacher, Brooke has instilled in Jaden a love of learning and a love of self. Finances are tight sometimes but things are a little easier during the school year, when she teaches full time and the kids get meals at school and backpacks from All Faiths. Summers are tough but like most children, Jaden isn't old enough to understand that. This year, backpacks and food from All Faiths Mobile Pantries and meals from the Sarasota County School District Food and Nutrition Services helped bridge the summer hunger gap.

23,484 total backpacks given to 2,618 children in Sarasota County, 1,280 children in DeSoto County



Join the Campaign Against Summer Hunger

Libraries



Kids just want to be kids no matter where they are.

Amaya, Yissely, and Unique strike a sassy pose at the North Sarasota Library. Imagine if their only dependable meal was breakfast in the school cafeteria. What about summer vacation? How can they be ready for the new school year and prepared to succeed if they have not received the proper nutrition?

This year, the summer food program celebrated a new partnership between the Sarasota County Library System, Sarasota County School District and All Faiths. Healthy food plus educational and enrichment programs at the new sites helped put children on the pathway to success.

2,776 backpacks were distributed through Sarasota County libraries

Sprout

At 9:30 in the morning on a Friday in late July, the sun is already hot in the sky. The Sprout truck pulls up and offers 16 different vegetables and fruits - carrots, zucchini, corn, apples, oranges! Big sister smiles so sweetly and baby brother casts a mischievous glance while they wait for fresh pears from Sprout.

118,604 pound of produce enjoyed by 999 kids

Summer BreakSpots



Zikiria's family is waiting for the All Faiths Mobile Pantry to open, sitting cross-legged on the curb or perhaps standing in the long line that winds around the Community Center. Inside, a BreakSpot meal is underway for the children. Today, Zikiria is having a hot chicken sandwich, icy cold milk and applesauce. Her glowing face lights the room and warms the heart.

The Sarasota County School District provided healthy meals this summer to 5,906 kids at 42 sites Sarasota and 151 at 4 sites in DeSoto Counties

and help us build pathways to success.

Lessons Learned

Our vision in 2015 was to increase the number of children participating in the summer food programs and to increase the number of meals each child received. By building on last year's successful strategies, embracing non-traditional partners, and implementing new community-based marketing efforts, 38% more children were fed in 2015 compared to 2014, and the total number of meals increased by 28%.

What factors contributed to the phenomenal growth?

More Children Needed Food

"When the school year ends, hunger begins for 21,000 students in Sarasota County" has been the message and motivation behind the Campaign Against Summer Hunger. But, the number is far greater because it does not include their younger brothers and sisters. Nor does the 21,000 number include children in DeSoto, the other county served by All Faiths, which reports almost 5,000 children eligible for the free and reduced meal programs. Conservatively, the total number of kids at risk over the summer could exceed 40,000.

Trust and Consistency Were Established

Trust had been a concern expressed by many families. What is this Campaign Against Summer Hunger? Who is providing it? Will the program be sustained?

- ◆ In the second year of the Campaign, we found that awareness of the program had increased and we were proving to families that the program would not go away.
- ◆ The reputation of, and the joint relationship with, the Food Bank assured families of the legitimacy and dependability of the summer food program, according to our partners at Food and Nutrition Services.
- ◆ Piggy-backing additional food and meals for children onto All Faiths' existing programs increased participation significantly.

Marketing Reached into the Community

The 2015 Campaign Against Summer Hunger brought a deeper understanding of how to reach the neediest children in our community.

- ◆ Throughout the summer, principals made "robo-calls" using the school ConnectEd system to remind families of the availability of summer food programs and how to access food. Feedback from families indicates that many began using the program because of the calls.
- ◆ Promoting the summer food programs through our Mobile Pantries and other existing outlets gave us a broader reach.
- ◆ Customized, reader-friendly promotional flyers helped families easily find the nearest sites.

Partnering with Child-Centric Organizations

A shared mission of serving children, unflagging enthusiasm, and united action made a difference. Participation increased because we partnered with like-minded organizations that routinely provide services to children over the summer.

- ◆ Linking with programs and agencies that offer programming for children assured a greater likelihood of success. The libraries and Alta Vista Eagle Academy are two examples.
- ◆ Engaging childcare providers, Head Start and Early Head Start allowed us to begin reaching children under the age of 5.
- ◆ Health care providers that offer pediatric services helped screen for hunger and distributed food to children.

Improving our Data Collection

Whether identifying pockets of need, determining the number of children served or understanding the family's perspectives on summer programs, we believe that data should be a driving element. All Faiths piloted a new client management system at the summer food sites which collected unduplicated data related to households served, number of children under the age of 18 years, identification of government benefits received, as well as supplemental questions about knowledge, practice and awareness of our summer food programs.

The partnerships helped ensure that children were healthy and engaged

Partnerships Build the Pathway to Success

Summer Meal Program

Sarasota County School District Food and Nutrition Services

Sarasota County School District Food and Nutrition services is the official sponsor of the federal summer food service program. What started as a simple idea to partner with All Faiths and increase access to hungry children in the summer months, resulted in an increase from 112,407 lunches served in 2014 to 128,082 lunches in 2015, and 52,688 breakfasts in 2014 to 59,637 breakfasts in 2015.

All Faiths again provided equipment, staff, marketing, and funds to support the School District's summer meal programs. The marketing and public relations efforts provided by All Faiths assisted Food and Nutrition Services in getting the word out to our community about the availability of nutritious, balanced meals at schools and agencies throughout the county... and beyond.

Libraries Help Narrow the Summer Literacy and Nutrition Gap

Low income children experience a slide in learning, literacy and nutrition over the summer. All Faiths' partnership with the School District and Sarasota County Library System helped address both the achievement and nutrition gap experienced by children.

All Faiths expanded its summer Backpack Kids Program to Fruitville, Gulf Gate, North Sarasota, and Selby Public Libraries in Sarasota; Elsie Quirk in Englewood; North Port Public Library in North Port; and Jacaranda and Venice Public Library in Venice. The summer meal program was piloted at Selby Library by the School District Food and Nutrition Services (FNS) program. The School District also aided the library system by providing catering services at events including the Junior Achievement Series and Fourth of July Block Party at the North Sarasota Library, and family and children's programs at the North Port Library.

A Network of Agency Partners

All Faiths works with a network of 184 agency programs and partners in Sarasota and DeSoto Counties that help distribute 8 million pounds of food annually. Our agency partners are on the front line every day. Collaborating with our long-term agencies was paramount in reaching more children this summer. By working together, we were able to provide enough food for 1,048,304 meals to 5,808 children and their families.

Reaching Younger Brothers and Sisters

We know that school-age children face hunger over the summer. What about their younger brothers and sisters? In 2015, we looked for partnerships with organizations that provide services to children under the age of 5. Equally important, we sought those with similar missions and shared values. Through the Early Learning Coalition and Children First, All Faiths was able to provide preschoolers with summer backpacks.

What's in the future for the Campaign Against Summer Hunger?

As the Campaign evolves, we are re-enforcing the link between proper nutrition and learning. In 2015, purposeful partnerships allowed us to feed more children and connect them with educational and enrichment programs. Strong, empowering leadership from the Food Bank, School District, Library System, and agency partners paved the pathway for success. Those partnerships and new ones will be established to help feed more children, more often in 2016.

- ◆ Explore opportunities for the Food Bank to distribute more food and for Sarasota Food and Nutrition Services to provide more meals through the Library System.
- ◆ All Faiths will offer more food and nutrition education programs and the School District will provide meals at the expanded Eagle Academy sites: Alta Vista, Gocio, Emma E. Booker and Tuttle Elementary Schools.
- ◆ Increase sites and explore instructional programs similar to Eagle Academy in DeSoto County.
- ◆ Investigate the feasibility of a mobile meal bus.
- ◆ Consider hospitals and clinics as food or meal sites.
- ◆ Strengthen the capacity and expand our partner agency network to serve more children.
- ◆ Engage school principals and boost their role in communicating summer food programs.

during the summer and returned to school in the fall ready to learn.



Join the 2016
Campaign Against Summer Hunger
March 29 – May 8

PATHWAYS
TO SUCCESS



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