



Sponsor Planning

Given that States have their own separate deadlines this list provides general information that sponsors can use to plan for their summer program. For some States that provide region-specific deadlines for sponsors to meet, scroll down to *Promising Practices*.

FALL

- Ensure all Reimbursement Claims have been filed.
- Consolidate daily meal counts and submit reimbursement claims.
- Take time to reflect on the summer with site administrators and what could be improved or what worked.
- Reflect on the service provided by your vendor. Ensure the food was well-received by the children. Revise menus as needed.
- Review unserved and underserved areas near current sites. Recruit sites to these areas of need.
- Compare participation from this year to that of prior years, as well as current participation for free and reduced-price meals in local schools
- Reach out to sites that were underutilized and offer support to increase participation for the coming year.
- Consider providing nonmonetary awards to recognize sites that excelled during the summer.
- Set participation goals for the next summer and plan how you will accomplish them.
- Look out for dates on mandatory sponsor training from your State agency.

WINTER

- Sign up for and attend mandatory sponsor training classes.
- Determine which sites are returning, explore new site options, and meet with community partners.
- Plan site staff training, meal production and delivery, and programs and activities.





MARCH/ APRIL

- Review sites and ensure you are aware of their locations, operational hours, staff, and dates for monitoring.
- Think about how meals will be delivered to the sites and how many will be served.
- Complete preoperational site visits.
- Ensure administrative staff is trained.
- Finish Application/Renewal forms and contract with FSMC, if applicable.
- Check with the State agency to determine if there are any potential sites lacking sponsors or areas lacking sites and sponsors and consider extending service to those areas.

PRIOR TO OPENING

- Ensure your sites are still available and ready to serve meals.
- Conduct outreach to families and children near your sites.
- Finish Health Inspection Letter.
- Ensure site staff have been trained.
- Prepare to promote SFSP Kick-off events in conjunction with your other State and organizational partners.
- **June 15:** All sponsor applications must be submitted to the State agency. Note that States may have earlier deadlines.

WHILE OPEN

- Engage with partners to see what else they need to support the program.
- Conduct monitoring visits to sites and ethnic/racial participation evaluation.
- Ensure all monitoring and financial management documentation is complete and accurate.

Partner Planning

Partners can use these timelines as a resource to determine in what areas State agencies, sponsors, and other partners need the most support. The following timeline provides a general schedule of activities for summer partners.

FALL

- Find out if there is already an annual Summer Meals conference or meeting for your State. If not, consider organizing one. A coordinated summer planning meeting is a great way to help create relationships, share innovative strategies, increase awareness of Summer Meals in the region, leverage resources, and create a coordinated outreach plan.
- Review unserved and underserved areas near current sites and reach out to State agencies and sponsors about creating sites in the areas.





- Compare participation from this year to that of prior years, as well as current participation for free and reduced-price meals in local schools.
- Consider providing nonmonetary awards to recognize sites and sponsors that excelled during the summer.
- Set participation goals for the next summer and plan how you will accomplish them.
- If there is not already one, consider creating a State-specific list of deadlines for sponsors to follow.

WINTER

- Figure out which sites are returning and explore site options and meet with community partners.
- Ask State agencies which organizations plan to host Summer Meals sites and contact these sponsors about helping with outreach activities.
- Take another look at your prior review on underserved and unserved areas and determine if there is still a need for sponsors or sites in the area.
- Connect with returning sponsors and offer assistance.

SPRING

- As you learn where sites will be placed, talk to community groups about creating activities in conjunction with SFSP.
- Continue connecting sites to sponsors, if possible.
- Ask sites if they need help finding vendors, keeping meal counts, etc., and offer volunteer services.
- Ensure schools are providing students and families with information about summer sites.
- Recruit volunteers to distribute Summer Food Rocks flyers.
- Host or help with a summer kick-off event.

SUMMER

- Engage with the State agency, sponsors, and other summer partners and find out what else they need to support the program.
- Brainstorm programming to keep children coming and entertained.
- Note if any sites are being underutilized and find out ways to increase participation.
- Consider hosting or helping with a mid-summer event to remind families and children of the availability of summer meals.





USDA Resources

New Sponsors

Potential sponsors considering joining SFSP have more requirements than returning sponsors to be aware of as the year approaches. For more information, visit: <http://www.fns.usda.gov/sites/default/files/cnd/SMT-PolicyResources.pdf>

Management and Administration Plan (MAP)

Annually, State agencies are required to submit their plan for the year to their FNS Regional Office. For more information, visit: <http://www.fns.usda.gov/sites/default/files/cnd/SMT-MAP.pdf>

Sponsor Retention

Retaining sponsors from year to year is vital to keeping the program running smoothly. For more information, visit: <http://www.fns.usda.gov/sites/default/files/cnd/SMT-SponsorRetention.pdf>

Training

Keep up-to-date with changes to the Program, and update your training materials accordingly. For more information, visit: <http://www.fns.usda.gov/sites/default/files/cnd/SMT-ProgramSimplifications.pdf>

SFSP State Deadlines for Sponsors

While Federal guidelines require sponsors to apply by June 15, many States have earlier deadlines. This link lists States who adhere to the deadlines. As always, be sure to call your State agency to ensure that the deadlines still apply, as they may change from year to year. For the list of State Deadlines, click here: <http://www.fns.usda.gov/sites/default/files/deadlines.pdf>

Partner Organization Resources

Food Research and Action Center (FRAC) —Summer Nutrition Programs Implementation Calendars and Guide

This useful resource provides a more detailed look at what sponsors and other partners can do to make SFSP run as well as it should. <http://frac.org/federal-foodnutrition-programs/summer-programs/summer-nutrition-programs-implementation-calendars-and-guide/>



Summer Meals Toolkit

USDA is an equal opportunity provider and employer.



Promising Practices

The following examples highlight methods State agencies can use to make it easy for sponsors to stay organized throughout the year.

Kansas Sponsor Timeline

http://www.kn-eat.org/SFSP/SFSP_Menus/SFSP_Calendar_of_Responsibilities.htm

Massachusetts Sponsor Timeline

http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCcQFjAA&url=http%3A%2F%2Fbestpractices.nokidhungry.org%2Fdownload%2Ffile%2Ffid%2F130&ei=IHPHUsDxNum1sASoyoGgCg&usq=AFQjCNGMJkx6UL-iSQ6uiClgKJ_AAAXqvQ&sig2=oEF4eZ9tYHAoOQ_h6sZBYQ&bvm=bv.59568121,d.cWc&cad=rja

Montana Sponsor Timeline

http://mfbn.org/wp-content/uploads/2012/11/Guide-to-starting-a-Summer-Food-Site_Updated-Novemeber-2012.pdf

Ohio Sponsor Timeline

http://www.ohiofoodbanks.org/sfspsummit/2013/5_SFSP_timeline.pdf

Oregon Sponsor Timeline

<http://oregonhunger.org/files/Summer-Food-Sponsor-Timeline.pdf>

Illinois Sponsor Timeline

<http://www.isbe.net/nutrition/sfsp-handbooks/summer-guide/s1-overview.pdf>

For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and compatible with your program. Sponsors and the general public should contact the appropriate State Agency for additional guidance. State agencies should contact their FNS Regional Office for additional guidance.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>





Additional Resources:

<http://www.summermealcoalition.org/wp-content/uploads/2013/10/CNAP-Guide-to-Summer-Meals.pdf>

<http://bestpractices.nokidhungry.org/statelocal-campaigns/building-coalition-end-childhood-hunger-your-community>



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