

APPROVED
MAY 03 2006

REPORT OF GENERAL MANAGER

NO. 06-114

DATE May 3, 2006

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRANT APPLICATION - THE GREAT AMERICAN BAKE SALE TO
SUPPORT THE SUMMER LUNCH PROGRAM

*J. Combs _____
H. Fujita _____
S. Huntley _____
B. Jensen _____

J. Kolb _____
F. Mok _____
K. Regan _____
M. Shull _____

Robert H. Jensen (G)
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the submission of an application to the Great American Bake Sale for a \$15,000 grant to increase participation among low-income children in the Summer Lunch Program; and,
2. Direct staff to transmit a copy of the grant application to the Mayor, City Administrative Officer, City Legislative Analyst, and City Clerk, simultaneously with submission of the grant application to the Great American Bake Sale.

SUMMARY:

The Great American Bake Sale was held in 2005, presented by Share Our Strength and Parade Magazine, providing funds to increase participation among low-income children in summer and after-school meal programs that utilize USDA reimbursement through the Summer Food Service Program (SFSP), National School Lunch Program, or Child and Adult Care Food Program. Program sponsor grants are being offered to increase participation in meal programs during the 2006-07 school year and/or summer of 2007, and will not exceed \$15,000.

The Department is a program sponsor of the SFSP through the "Summer Lunch Program," which provides free nutritious hot and cold lunches to youths ages 1 through 18 at recreation centers citywide. The goal of the program is to ensure that children receive at least one nutritious and balanced meal per day when school is not in session. The Summer Lunch Program is offered

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during two separate program periods: during the summer months at over 100 sites citywide, to accommodate those children who are attending schools with traditional calendars; and during the off-track period at 34 sites, to accommodate children who attend year-round schools on “tracks.”

This grant would provide the needed funds to publicize the Summer Lunch Program, enabling us to increase participation and reach a larger audience across the City. With these additional funds, the Department will purchase large, eye-catching, multicolored banners to be hung at all participating sites. The funds will also be utilized to advertise on local media stations and in newspapers. In addition, this grant will provide funding to pay the fees to post information about the program on popular websites. The Department will also be able to purchase software that would allow staff to quickly respond to parents who call for information regarding a site nearest them. The current website would also be upgraded with user-friendly tools and information regarding nutrition; a system for collecting feedback from participants will be developed, which will be used to make improvements to the program, to identify and focus on what works, and to determine what works in publicizing the program. These funds will also provide the necessary resources to pay for translation services, allowing the distribution of informational flyers in multiple languages.

FISCAL IMPACT STATEMENT:

This grant does not require a match and results in no fiscal impact to the General Fund. The grant would provide funds to increase youth participation in the Summer Lunch Program. By increasing participation, the Department will be extending its reach to children in need and would receive increased reimbursement from the State, which would be used to provide additional resources for staffing and administrative costs of the program.

Prepared by Debby Rolland, Superintendent, West Region.