

# San Francisco Food Bank:

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## ★ Getting Started ★

San Francisco Food Bank (SFFB) believed that hunger did not have a place in their community and that childhood hunger and food insecurity could be addressed in San Francisco. When run efficiently and effectively the Federal child nutrition programs, the National School Lunch Program (NSLP) and the Summer Food Service Program (SFSP) can help to alleviate childhood hunger. SFFB advocated for three main strategies to increase summer lunch access for San Francisco's children.

## ★ What Was Done ★

SFFB supported the efforts of the Mayor's Summer Lunch Program and The San Francisco United School District (SFUSD) to increase the number of participating community-based organizations. In addition to serving the 30 summer schools, SFUSD added nine non-summer school sites located on school grounds (and one off school grounds) to serve summer lunch.

The Food Bank also helped SFUSD pilot a more efficient way to administer the program under the seamless waiver option. Under this program, all children ate free in communities where at least 50 percent of the children were eligible for free/ reduced-price school meals. This reduced the overall cost and burden of administering a separate feeding program in the schools.

SFFB also developed a marketing plan to help ensure that both children and their parents know about this program that included brochures listing the summer lunch sites distributed to students, Food Bank pantry clients and Food Stamp recipients, banners outside all summer lunch sites and posters in community centers and libraries. The Food Bank secured stories about the program in the *San Francisco Chronicle* and *The Francisco Examiner* and placed a PSA announcement on local radio stations. The Food Bank also worked with HELPLINK so that a 1-800 number was available for parents to call to locate sites in their neighborhoods. In addition, the Mayor also mentioned the summer lunch program in a press conference and his Office of Neighborhood Services distributed information to the public.

## ★ In the End ★

San Francisco Food Bank's efforts to increase access and participation were successful. Since the campaign began over 3,000 more children were served and 120 more free lunch sites were opened to the children of San Francisco. The following graph shows how the efforts to increase participation have resulted in a positive outcome.

Year	ADP* for SFUSD sites	ADP* for DCYF sites	Total kids served	% of low-income kids served**	# of kids eligible
2003	1,202	3,666	4,868	14.0%	34,848
2004	2,607	4,126	6,733	19.3%	34,848
2005	2,636	4,840	7,476	21.5%	34,848
2006	3,700	5,392	9,092	29.3%	30,985
* Average Daily Participation					
** Based on the number of students eligible for school meals					