



"Serving Students

4

Success"

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Executive Summary

Food 4 Thought (“F4T”) strives to provide both supplemental, weekend food packs and service opportunities to our community’s youth. F4T’s purpose is twofold. The primary goal is to provide middle and high school students with supplemental weekend food packs during the school year to assist in battling hunger. Since hunger is a basic need that must be met prior to learning, F4T strives to assist with this need, so students can be better equipped to learn and attain their goals. The food packs are filled with easy to prepare, nutritious, non-perishable items that will supplement a young person’s weekend meals.

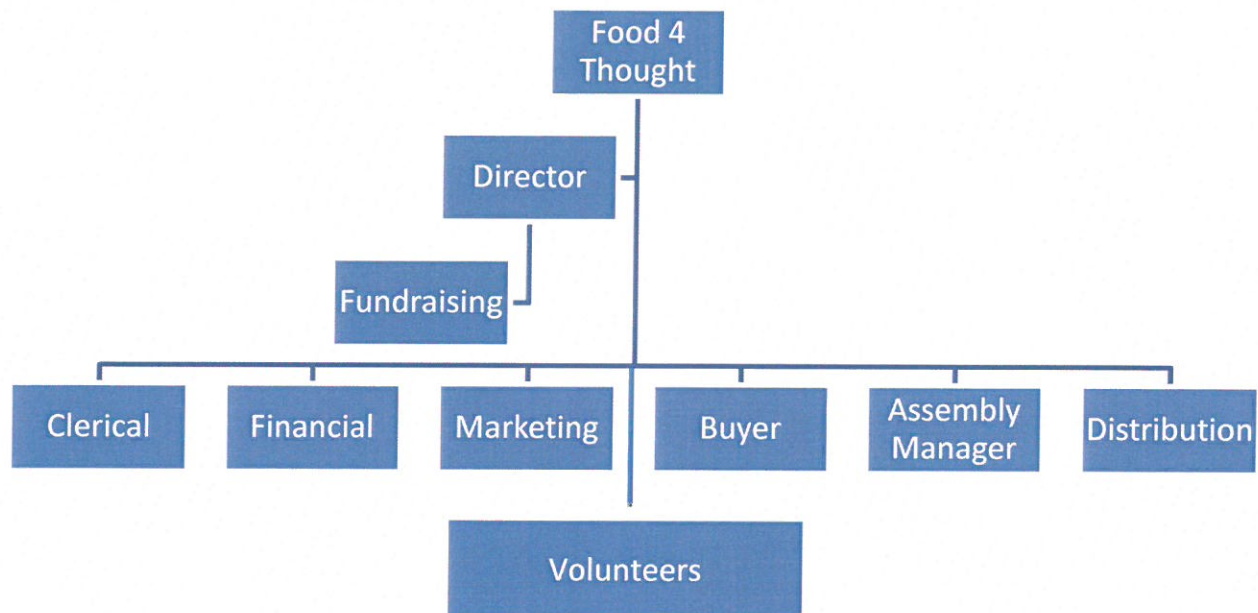
Service to others is a fundamental principle that F4T incorporates. The program has been created to promote teamwork. There are various roles to be filled that enable the weekly assembly and distribution of food packs. Both adult and student volunteers are integral to the success of the program. The desire is to involve youth in the F4T Program so that they may be involved in reaching out and serving others in the community.

This manual will provide a basic framework for other like-minded individuals who want to assist in meeting the need of hunger among students. Based on a community’s needs, some aspects of the guidelines may change, but the basic format and goal will remain constant. The purpose of F4T is to work together in serving others and providing opportunities for people to serve.

Mission Statement

“Serving Students 4 Success”

Organizational Chart



Job Descriptions

In the original program, the Director was doing the majority of the jobs listed below. While the departments are separate, one person may be responsible for more than one area. More important than number of people involved is that each person possesses the characteristics of compassion and empathy; and be attuned to the needs of those being served at all times.

Director

Oversees the entire operation. Primary fundraiser. Heart aligned with mission statement.

Clerical

Responsible for distributing, collecting and tracking permission slips; updating the spreadsheet for students enrolled in the F4T program.

Financial

Monthly bank statement reconciliation, responsible for all deposits and withdrawals, general accounting for all monetary transactions, as-needed and year-end reporting to the Director, manage all banking relationships and interactions.

Marketing

Distribute available marketing materials to include posters, flyers, brochures, etc. Promote the existing social media accounts, FaceBook, Twitter, etc. Identify locations and set up sample displays. Monitor them on a regular basis.

Buyer

Responsible for keeping inventory of stock on hand. Purchase needed food items to be able to assemble the number of food packs required for the upcoming week. Track all receipts and give to the financial person in good order. Always on the lookout for sale items, coupons, reduced or free items. Build and maintain relationships with vendors and food suppliers. Communication with Director and others to verify storage capacity and number of food packs needed.

Assembly Manager











Direct and oversee the collating of the bags. Check each food pack to determine proper food items and amounts in each pack before distribution. Network to recruit students for packaging assembly. Work closely with Marketing.

Distribution

Liaison between Assembly Manager and food recipients. Determine where students will pick up the bags. Contact and coordinate the individuals needed to assist with this process. Responsible for getting food packs to designated pick-up locations.

Food 4 Thought Product

The food items provided by the F4T program will be economically feasible to purchase, non-perishable, representative of several food groups, within the expiration date, appropriately proportioned to fit in a gallon sized Ziploc® bag, easy to prepare by the consumer. The list of food items contains but is not limited to the following:

- 1 Bag—ramen noodle (or main dish item) 
- 2 Pudding cup 
- 3 Applesauce/fruit cup 
- 4 Fruit juice box 
- 5 Oatmeal pack/mini cereal box 
- 6 Hot cocoa mix pack 
- 7 Cereal bar 
- 8 Fruit snack pack 
- 9 Snack crackers 
- 10 Microwave popcorn – OPTIONAL 

The amount of food/pack provided is doubled prior to an extended holiday and may also include a holiday treat.

Assembly

Assembly of the food packs is a weekly occurrence involving students and other volunteers. To streamline the process, make an assembly line with the volunteers standing around a large table. Each volunteer will have two food items in front of them on the table. The first person places their two items in the gallon-sized Ziploc® baggie and passes it on to the next person. The last person in line zips it shut and places it in a bin, or box, for distribution. The final person also counts the total number of packs prepared.



Assembly could be done on-site or at an alternative location by an outside individual or group and then delivered to the school. If packaging is done off-site, food packs should be examined for consistency before distribution to ensure all food packs are the same. For example, too many ramen noodles and no cereal bars.

It should be noted that the final product weighs approximately 1 pound and consideration should be given to lifting, carrying and transporting these packs as the number increases.



After assembly, normal cleanup should occur including breaking down cardboard boxes, returning excess food items to storage, putting the room back in order.



A storage area is necessary for both the supplies to be used for preparing the food packs and also for the completed packs. Locking metal cabinets with shelves work well for storing the items between purchasing and packing.



Food is typically on the shelves for two weeks or less. Extra items may be stored in cardboard boxes, or other containers as needed. This may be a concern in some instances depending on regulations and security.

Distribution

Students receive the food packs on the last day of each school week from specified locations. For example, in a local middle school, students are located on three different floors. There is a volunteer on each floor that “houses” the food packs in bins for students to pick up. The students may put the food pack in their backpack or carry it to their locker for storage until they go home at the end of the day. In a local high school, students come to a central location to pick up a food pack for the weekend. As with the middle school students, they may place it in their backpack or locker to go home with them at the end of the day.

It is important to make sure the students know the food packs are to be used at home over the weekend so they do not open them in school.

You may choose another method of distribution in order to be more discreet, however this has not been a problem with the pilot program.

In order for students to participate in the program, it is suggested that they and their parent/guardian sign a form stating that they wish to participate (See Appendix B – Sample Permission Letter). No financial need must be proven. The distributor at each location keeps a list of students participating in the program. If a student without a signed form requests a food pack, they will receive one, with a form to fill out for the following week.

Purchasing

It is the intent of F4T to purchase non-perishable food items to:

- Obtain maximum value for the program.
- Ensure best life cycle for food items – as applicable.
- Purchase competitively to the extent possible.
- Maintain purchasing data

F4T designates people within the program as well as outside the program who desire to help purchase non-perishable food items necessary for supplying the supplemental weekend food needs of students.

Buyers seek out suppliers based on competitive pricing and willingness to support and work with F4T. Fairness, honesty and courtesy are necessary to establish and maintain long-term supplier relationships. It would be beneficial to maintain a list of suppliers, their contact information and purchase activity related to each.

F4T shall comply with applicable laws and regulations that may apply to the program.

The F4T staff will determine the requirements and quantities of food items to be purchased. Food items need to be purchased far enough in advance each week to allow sufficient time for packing and distribution.

After purchasing the food items, the buyer will deliver, or arrange for delivery, to the F4T assembly location.

Payment for food items should be coordinated with the Director in advance of making any purchases.

Suggested payment options include:

1. Cash
2. Check
3. Money Order
4. On Account – if established
5. Credit
6. Donation

Fundraising

There are many ways to obtain funds for the F4T program. Below are some examples that may be beneficial.

Solicit groups and individuals to "Sponsor a Week". Determine the cost of funding one week's worth of food and seek sponsorship for that amount. Possible groups might be:

- Local Businesses
- Church Youth Groups
- Women's Groups
- Men's Groups
- Small Groups
- Service Clubs
- Parent Organizations
- Student Groups

Develop a "speaker's bureau" to address church groups, service clubs and other organizations to acquaint them with F4T and to solicit support.

Solicit groceries and supplies needed from local churches and businesses. With churches, one possibility could be to put a grocery cart in the narthex (Commons) to raise awareness of the need and provide a place for donations. Make sure to include the food pack list so you don't end up with items you can't use. A second option could simply be a box along with the food pack list. If the organization allows, leave a poster for display. See Appendix A – Marketing, for sample posters and F4T logo.



Another possibility would be to organize specific fund-raisers, e.g. bake sale, car wash, babysitting service or silent auction.

If a formal organization is developed, one could apply for charitable grants from local foundations.

Costs

*Prices as of February, 2013

Items Included In Each Bag	Approximate Per Unit Cost *
Hot cocoa mix pack	\$.10
Fruit juice box	\$.18
Ramen noodles pack	\$.20
Pudding cup	\$.21
Fruit cup/applesauce cup	\$.28
Oatmeal pack/mini cereal box	\$.15
Cereal bar	\$.20
Snack cracker pack	\$.15
Fruit snack pack	\$.15
Microwave popcorn pack - OPTIONAL	\$.28
Ziploc® bag	\$.06
Total Cost Per Food Pack	\$ 1.96

- It is assumed that all labor is donated or volunteered.
- Other costs could include fuel consumed and time invested.

Glossary of Terms

F4T	Food 4 Thought
Consumer	Student recipient of food pack
Distributor	An individual who assists with getting the food pack to the consumer
Food Pack	The take-home pack filled with food items
Preparer	Any individual assisting with assembly of the food pack
Staff	Any key individuals working on a permanent or ongoing basis on behalf of F4T without compensation
Volunteer	Any individual offering periodic assistance in any capacity on behalf of F4T without compensation

Appendix A - Marketing Strategy

Market Analysis

F4T has created this business plan to provide direction and guidance so that others may implement a similar program. Market penetration is achieved when individuals implement programs similar to F4T.

Growth Strategy

Word-of-mouth and enlisting volunteers and sponsors into F4T is a crucial ingredient of the program. Since F4T is a non-profit organization, it is unlikely that money will be spent on marketing or advertising.

Communication Strategy

Most communication with F4T consumers will be done within the school through posters displayed in the hallways, flyers, handouts, brochures, and through school announcements.

Sample Announcement for schools:

The following announcement could be shared in classrooms or read over the intercom to communicate information about F4T.

[School Name] will be starting a weekend food pack program this week.

The program is called Food 4 Thought. Each Friday (or the last day of the week) participating students will report to the F4T teacher on their floor to receive a food-pack. The food packs have healthy snacks that are easy to prepare on the weekends. The program is similar to the "back pack" programs at some elementary schools.

If you are interested in learning more about the program and/or want to participate, please get a form from your homeroom teacher. Return the signed form to either your homeroom teacher or [Contact Name, Title, Department].

Other communication options could include social media such as FaceBook and Twitter. While there are no up-front costs to create these, consideration should be given to the time needed for the initial set-up as well as the ongoing maintenance that both would require.

Appendix A - Branding Elements

To help communicate the F4T program, the following images have been provided for your use. These elements have been designed to bring attention to the program and to communicate its purpose.

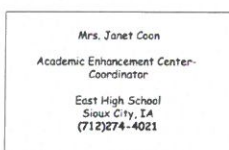
Color Logo



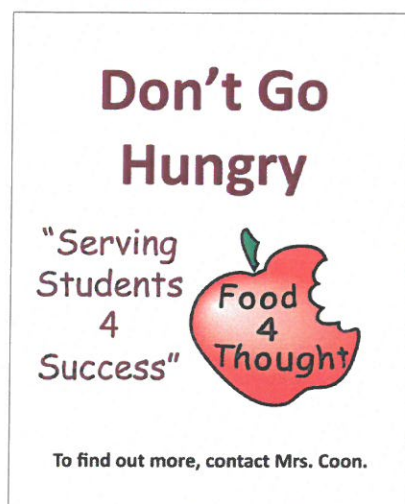
B&W Logo



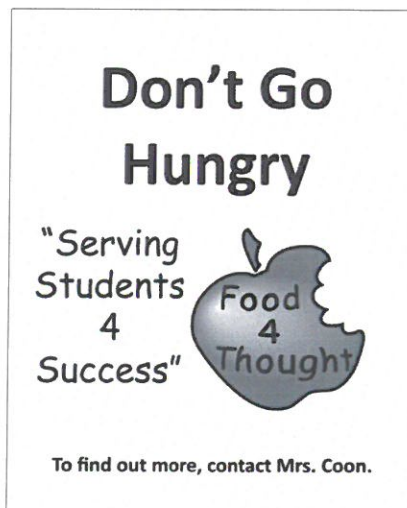
Business Card Front and Back



Color Poster



B&W Poster



Appendix B

SAMPLE PERMISSION LETTER:

Dear Parents/Guardians,

We are excited to let you know that we are starting our _____ year of the *Food 4 Thought* ("F4T") Program at _____ School. If you choose to have your child participate, he/she will receive a food pack of nutritional food items every Friday during the school year. The food is at no cost to your child. They can pick up the food pack any time during the day on Fridays (or the last day of the week) and place it in their locker to take home. Students are asked not to open the food pack until they arrive home. The food packs consist of some of the following items: fruit cup, pudding cup, ramen noodles, cereal bar, cereal, cocoa, juice pack, etc. The packs can be picked up in _____
(Pick-up locations)

If you have any questions or concerns, please feel free to contact the school's *Food For Thought* coordinators, _____
(Name – Title – Phone Number – Email Address)

or _____.
(Second contact person's information [if applicable])

It is a pleasure to work together with you in the education of your child!

_____ I want my child to join the *Food For Thought* ("F4T") Program.

 Student Name

 Grade

 Parent/Guardian Signature

 Date

Please return to _____ in the _____. Thanks
(Insert Name) (Insert Department)

Appendix C – Sponsor Tri-Fold Brochure

There are many ways you can help the Food 4 Thought program. If you belong to a:

- Local Business
- Church Youth Group
- Women's Group
- Men's Group
- Small Group
- Service Club

If you're interested in helping you can:

- Sponsor a week
- Donate food items
- Volunteer
- Donate \$\$



Interested in F4T?
More questions?

Contact
Mrs. Janet Coon
Academic Enhancement
Center
Coordinator

East High School
Sioux City, IA
(712) 274 - 4021
coonj@live.siouxcityschools.com



**“Serving
Students
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• Costs as of Feb 2013



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