



BAYLOR
UNIVERSITY

TEXAS HUNGER INITIATIVE
Coming together to end hunger.

SUMMER MEALS SPONSOR SURVEY

Made possible by
support from the

WALMART
FOUNDATION

JUNE 2013

ABOUT US

The Texas Hunger Initiative (THI) is a capacity-building and collaborative project housed in the Baylor University School of Social Work that seeks to develop and implement strategies to end hunger through policy, education, research, community organizing, and community development.

WHAT WE DO

THI seeks to make the state food secure by ensuring that every individual has access to three healthy meals a day, seven days a week. THI convenes federal, state and local government stakeholders with nonprofits, faith communities, and business leaders to create an efficient system of accountability that increases food security in Texas. The Texas Hunger Initiative is headquartered in the Baylor School of Social Work with 12 Texas Hunger Initiative regional offices located across the state.



expanding
our **efforts**

THI has grown to more than 100 employees serving out of 12 regional offices across the state.

EXECUTIVE SUMMARY

BACKGROUND

As part of efforts to expand and ensure food security in Texas, the Texas Hunger Initiative works to increase awareness of and access to federal nutrition programs that provide meals for children of low-income families.

During the summer months, Summer Feeding Programs administered by the USDA's Department of Food and Nutrition Services and the Texas Department of Agriculture are one way to ensure that children receive healthy meals each day. The Summer Food Service Program (SFSP) was established to ensure that low-income children continue to receive nutritious meals when school is not in session. The National School Lunch Program Seamless Summer Option (SSO) was created as an alternative for schools that already participate in school meal programs and wish to continue meal service into the summer. Schools, nonprofit organizations and local cities serve as sponsors and typically have multiple meal sites within a county or region.

The purpose of this study is to document the perceived efficacy or inadequacy of the program by sponsor organizations in Texas that provided meals through Summer Feeding Programs during the summer of 2012. The data reported here will be used as part of the Texas Hunger Initiative's larger research project to help sponsors run effective summer feeding programs.

METHODOLOGY

From February to April 2013, the Texas Hunger Initiative administered a survey to organizations that served as summer meals sponsors in 2012. The list of summer meals organizations was obtained from the Texas Department of Agriculture. Sponsors were asked about their plans to participate as a 2013 summer sponsor, the outreach and advertising methods utilized and about their perception of program successes and challenges.

A telephone survey was administered from February to March 2013 and of the 702 organizations contacted, 378 responded to the phone survey. Sponsors who were unable to be reached in the initial telephone survey were sent an email invitation in April 2013 to complete the survey online and 140 responses were received. Of the 702 organizations contacted for the survey via phone and email, a total of 518 responded for a response rate of 74%.

For more information, and to see the complete topline results, contact Dr. Kathy Krey of the Texas Hunger Initiative at Baylor University School of Social Work, One Bear Place #97120, Waco, TX 76798-7120, (254) 710-6900.

KEY FINDINGS

- 95 percent of 2012 sponsors planned to serve as sponsors again in 2013.
- More than 40 percent of sponsors were interested in expanding their number of meal sites in 2013.
- Almost one-third of respondents felt that their overall outreach efforts were ineffective.
- The most prevalent advertising methods were newspaper (89%) and neighborhood flyers (79%).
- More than 30 percent of respondents indicated that their summer feeding programs required additional funds to operate.
- 92% of sponsors indicated that they received the needed support from TDA. Several organizations mentioned that they could have used additional assistance in the application process and in understanding program regulations.
- The largest perceived barriers to the sponsors' program efforts were low participation and time-consuming paperwork.
- The largest perceived barrier to child participation was the lack of transportation to the meal sites.

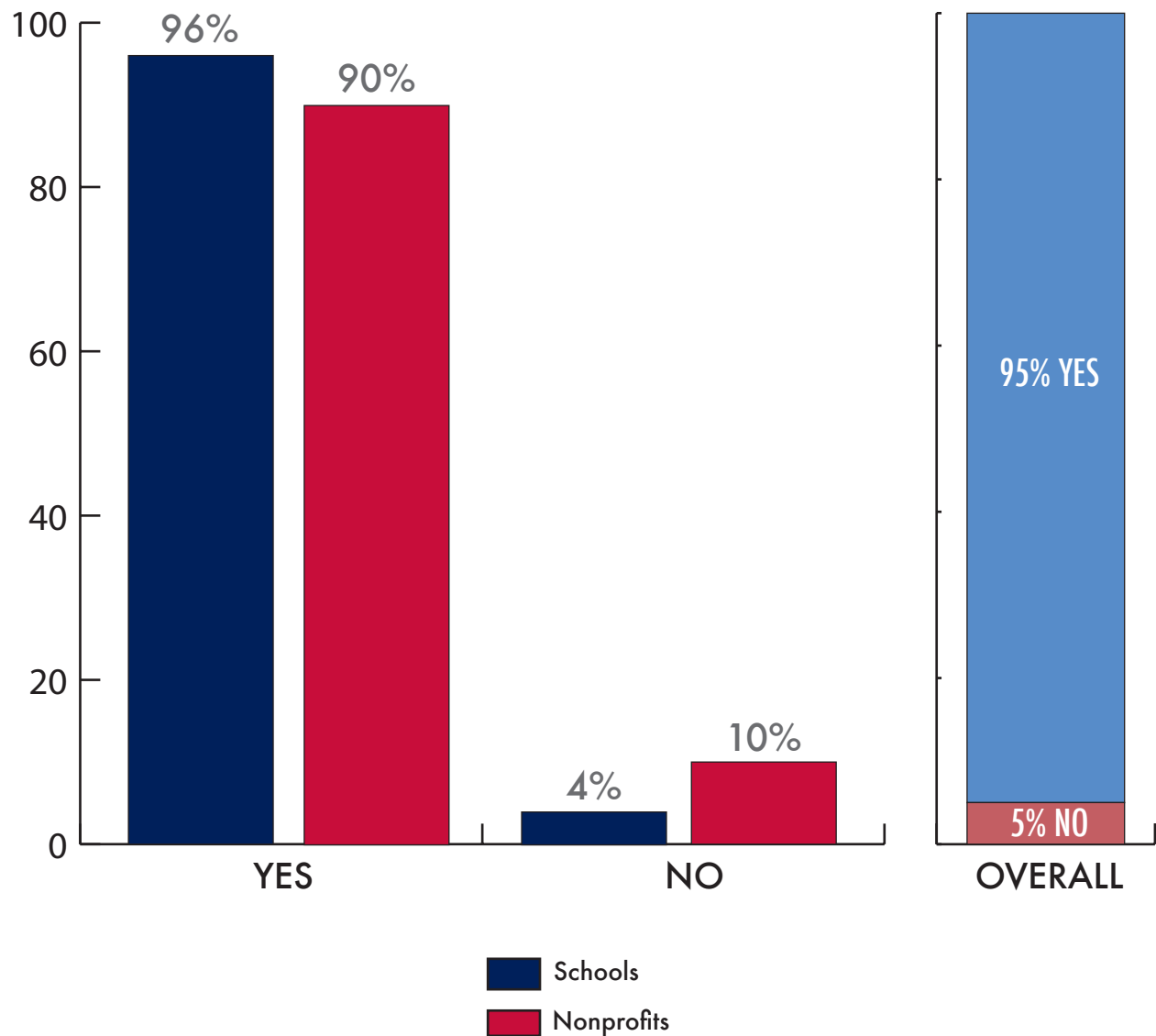
ACKNOWLEDGEMENTS

This report was prepared by the research and communications staff of the Texas Hunger Initiative.

We would like to express our gratitude to the many individuals and organizations who made this survey possible. Our sincere thanks goes to the Walmart Foundation who provided the funds for the summer meals research project.

We would also like to thank all those who have served as sponsors for summer meals and participated in the survey. Without their help, the survey could not have come to fruition.

1. Does your organization plan to serve as a summer meals sponsor this year in 2013?



	Schools		Nonprofits		Total	
	N	%	N	%	N	%
Yes	384	96%	108	90%	492	95%
No	14	4%	12	10%	26	5%
	398	100%	120	100%	518	100%

2. Why did your organization decide not to serve?

N=25 (13 Schools, 12 Nonprofits)

Recurring Themes Among Both Sponsor Types

- Low Participation
- Understaffed
- Too Much Work

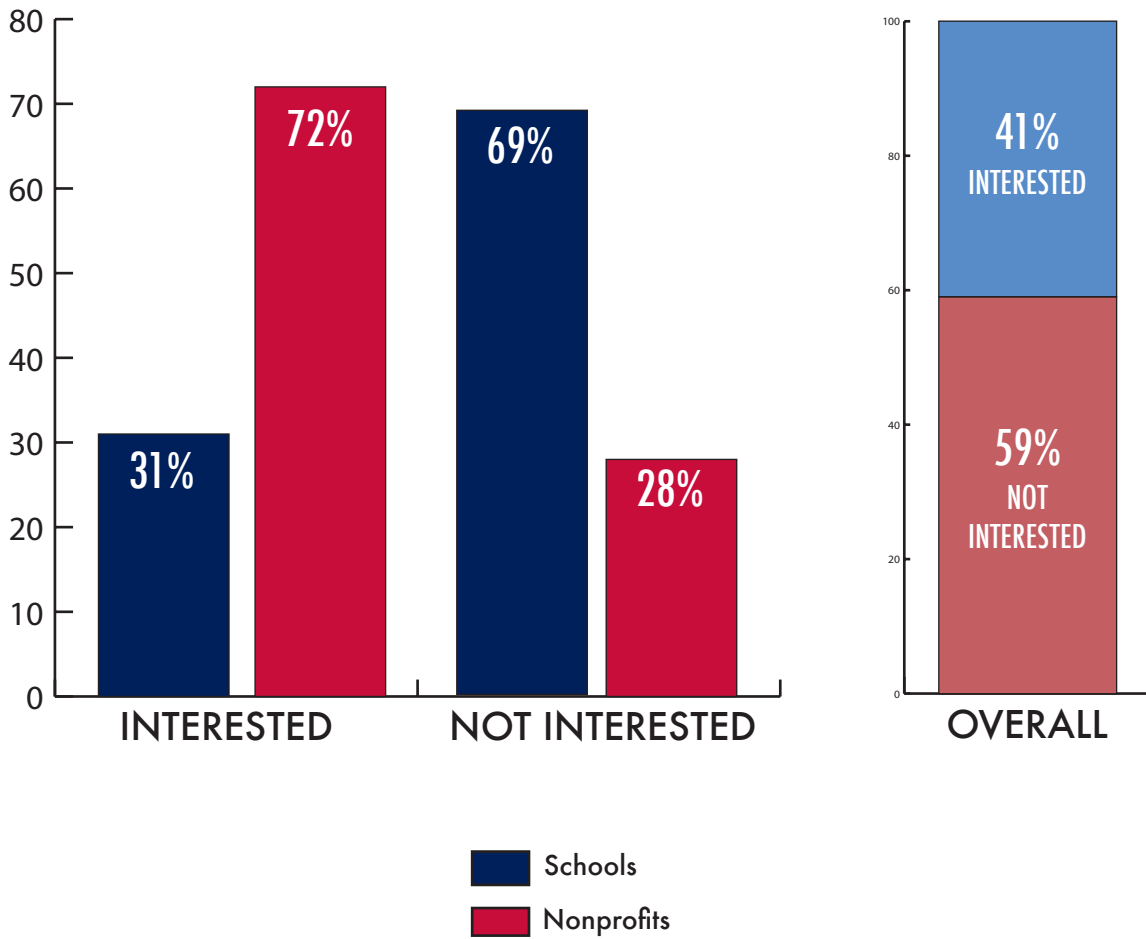
3. What changes, if any, would induce you to return as a sponsor?

N=21 (11 Schools, 10 Nonprofits)

Recurring Themes Among Both Sponsor Types

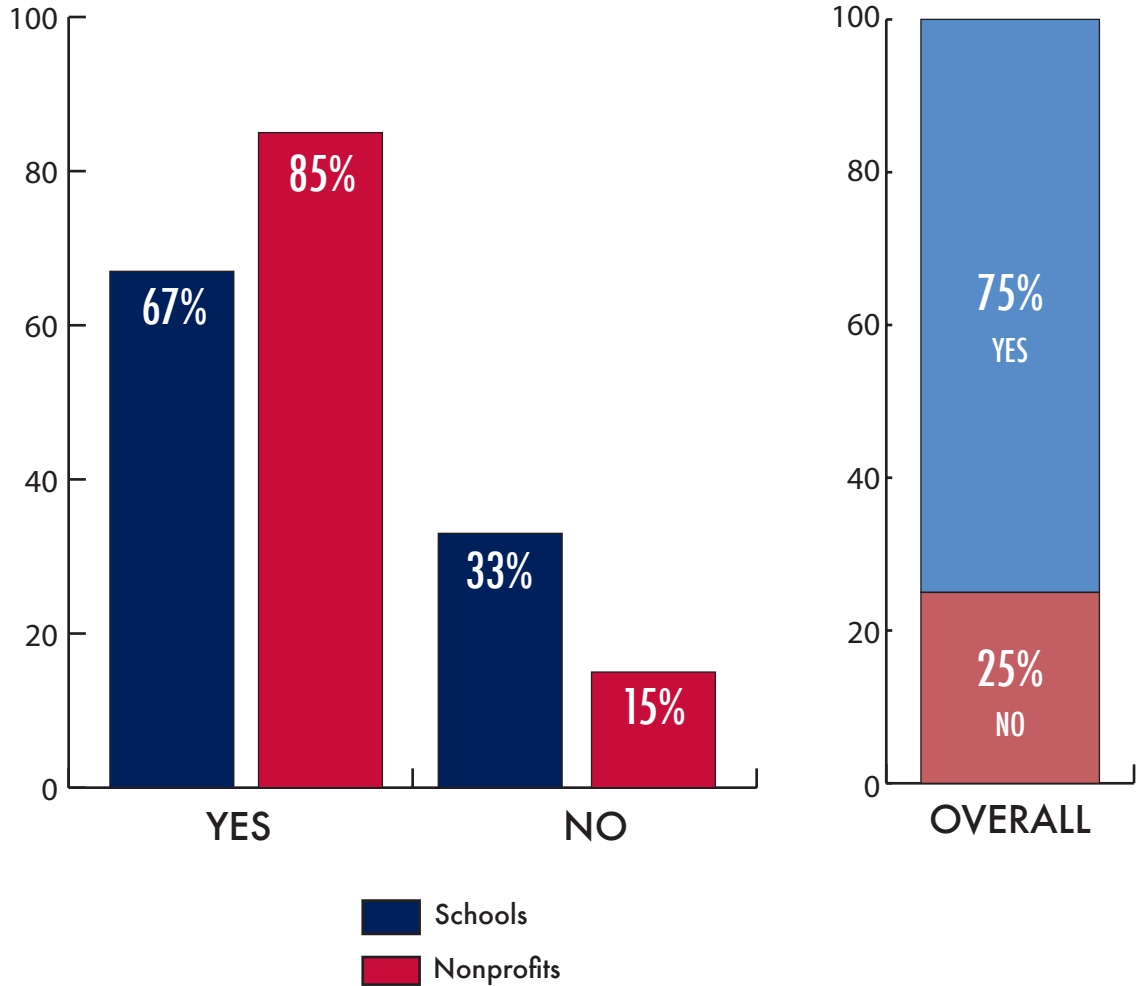
- Simplified processes
- Higher Participation
- More Staff

4. How interested is your organization in expanding the number of sites you have this year?



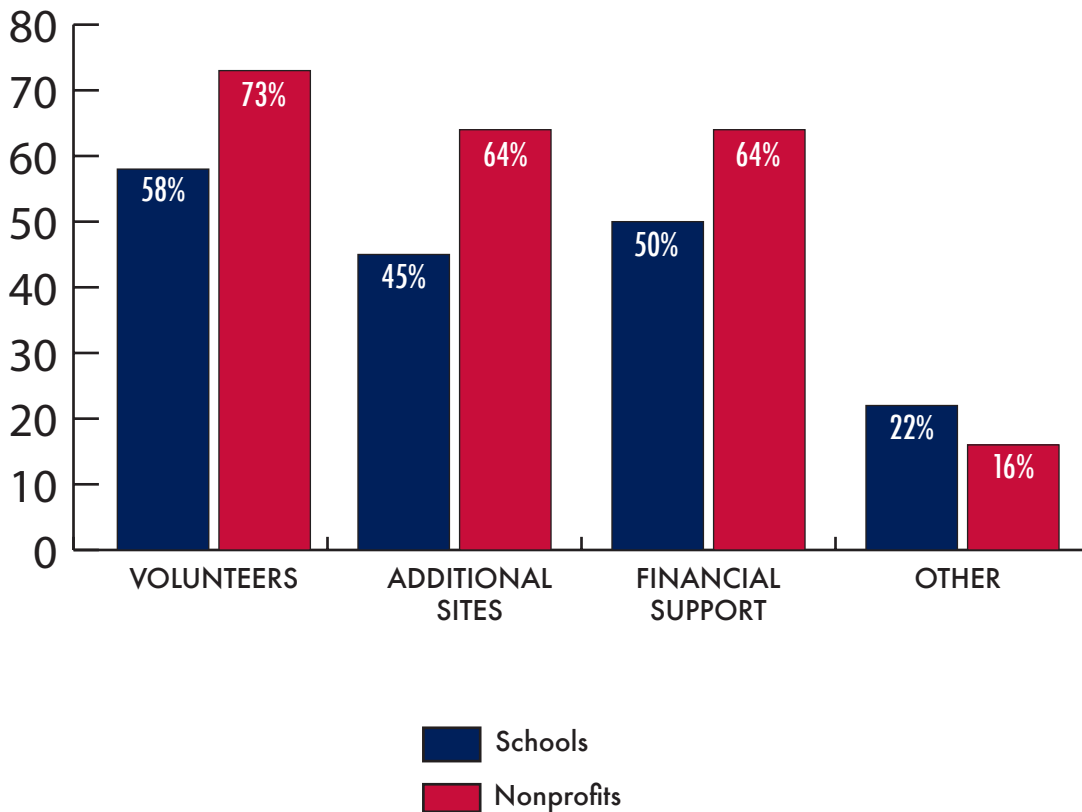
	Schools		Nonprofits		Total	
	N	%	N	%	N	%
Interested (very or somewhat)	106	31%	79	72%	185	41%
Not Interested (not too or not at all)	237	69%	31	28%	268	59%
	343	100%	110	100%	453	100%

5. Would you consent to being contacted by the Texas Hunger Initiative or one of our local partners to assist with your expansion?



	Schools		Nonprofits		Total	
	N	%	N	%	N	%
Yes	68	67%	70	85%	138	75%
No	33	33%	12	15%	45	25%
	101	100%	82	100%	183	100%

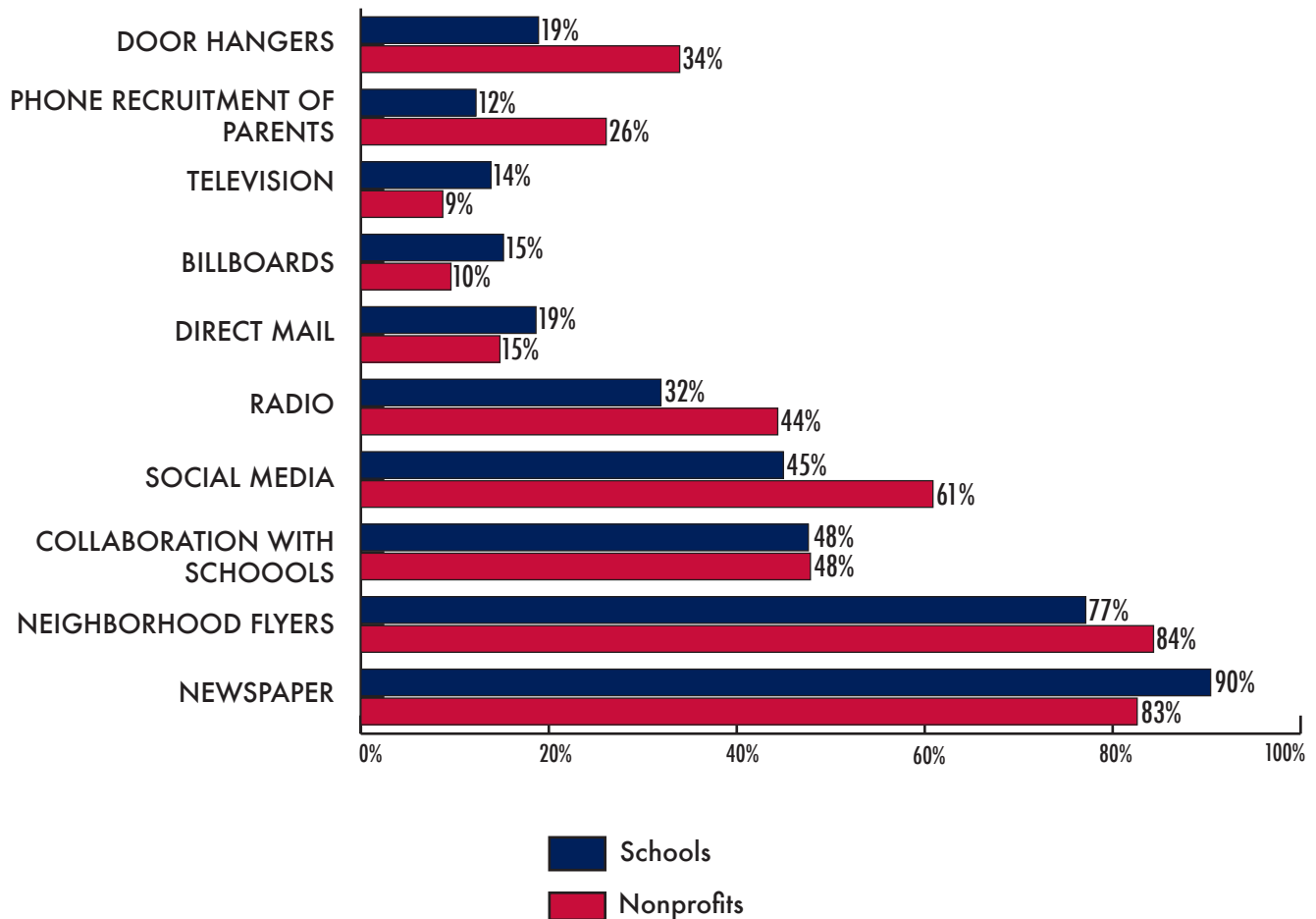
6. Which of the following resources would be helpful to you in expanding your program this summer? (select all that apply)



	Schools N=96		Nonprofits N=75		Total N=171	
	N	%	N	%	N	%
Other	21	22%	12	16%	33	19%
Sites	43	45%	48	64%	91	53%
Financial Support	48	50%	48	64%	96	56%
Volunteers	56	58%	55	73%	111	65%

multiple response

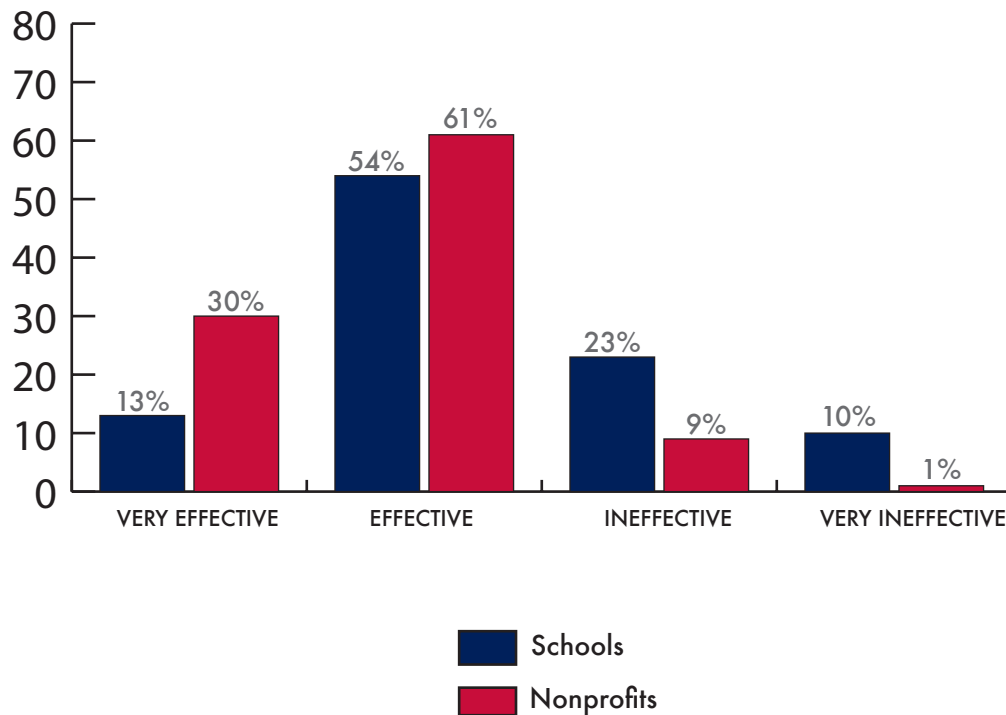
7. Last year, did you advertise your summer food program through any of the following? (select all that apply)



	Schools N=376		Nonprofits N=115		Total N=491	
	N	%	N	%	N	%
Newspaper	340	90%	95	83%	435	89%
Neighborhood Flyers	290	77%	97	84%	387	79%
Social Media	169	45%	70	61%	239	49%
Collaboration with Schools	179	48%	55	48%	234	48%
Radio	120	32%	51	44%	171	35%
Door Hangers	71	19%	39	34%	110	22%
Direct Mail	70	19%	17	15%	87	18%
Phone Recruitment of Parents	46	12%	30	26%	76	15%
Billboards	57	15%	11	10%	68	14%
Television	52	14%	10	9%	62	13%

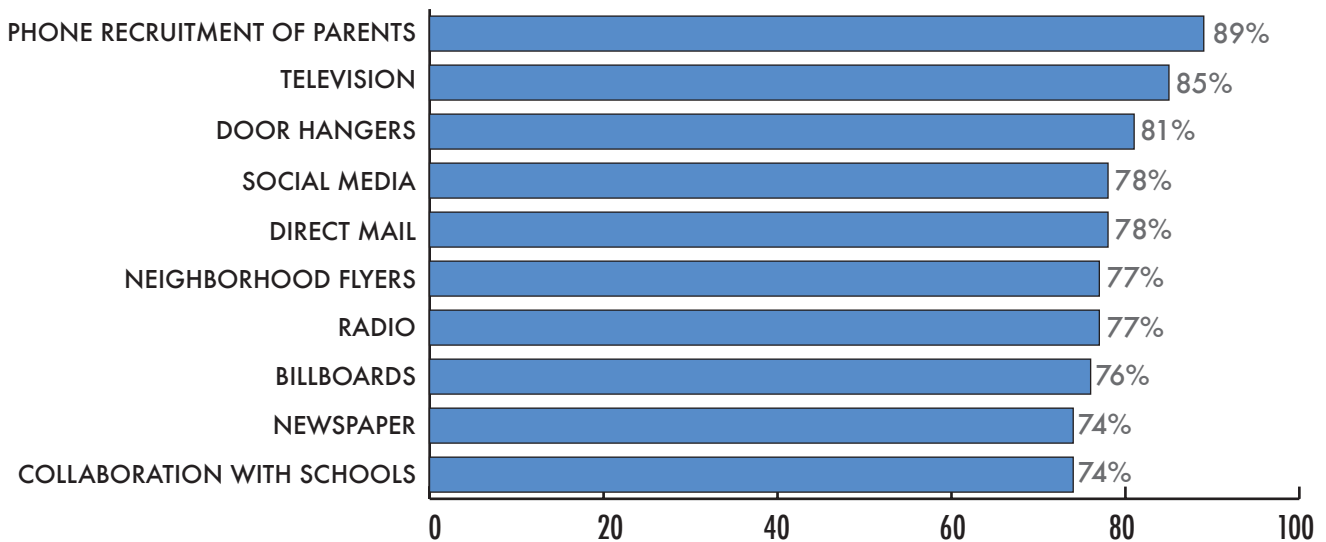
multiple response

8. Overall, how effective would you say your advertising efforts were in increasing participation?



	Schools		Nonprofits		Total	
	N	%	N	%	N	%
Very Effective	48	13%	34	30%	82	17%
Effective	198	54%	70	61%	268	56%
Ineffective	83	23%	10	9%	93	19%
Very Ineffective	35	10%	1	1%	36	8%
	364	100%	115	100%	479	100%

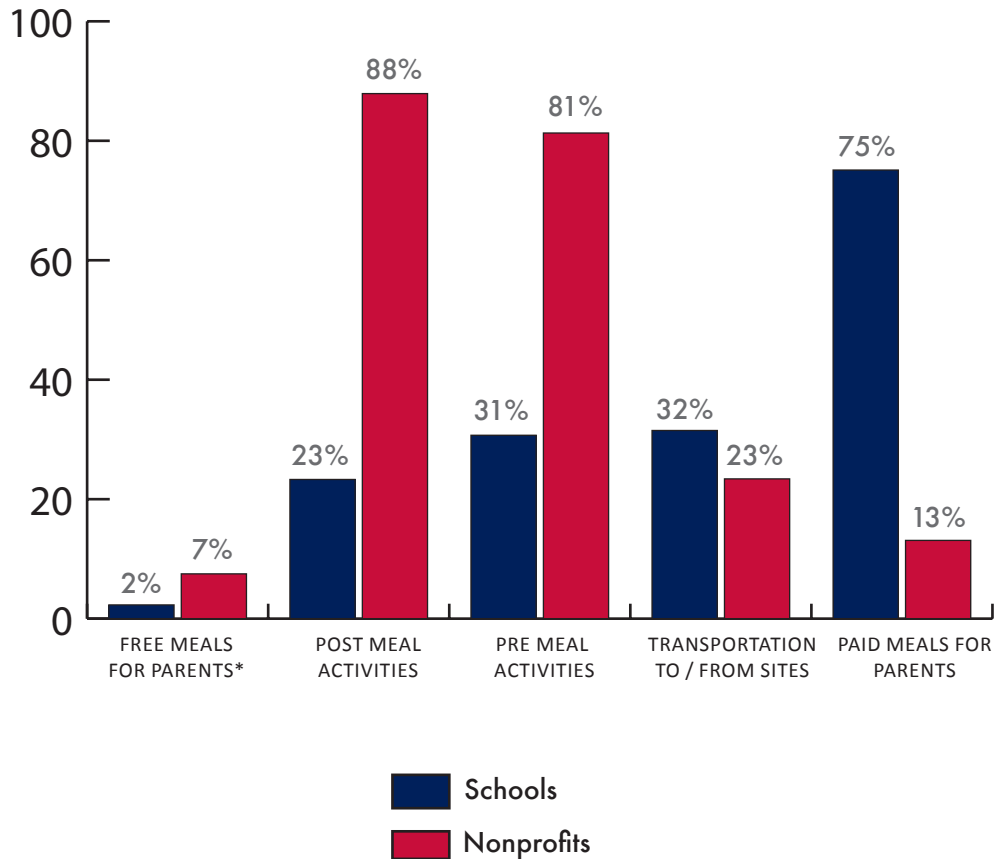
8A. Percent rating each advertising method as effective in increasing participation.



	Effective (very effective+effective)		Ineffective (very ineffective+ineffective)		Total	
	N	%	N	%	N	%
Newspaper	301	74%	107	26%	408	100%
Neighborhood Flyers	283	77%	85	23%	368	100%
Social Media	179	78%	50	22%	229	100%
Collaboration with Schools	169	74%	58	26%	227	100%
Radio	122	77%	36	23%	158	100%
Door Hangers	81	81%	19	19%	100	100%
Phone Recruitment of Parents	65	89%	8	11%	73	100%
Direct Mail	62	78%	18	23%	80	100%
Billboards	51	76%	16	24%	67	100%
Television	47	85%	8	15%	55	100%

multiple response

9. In addition to serving meals, did your sites provide any of the following services? (select all that apply)

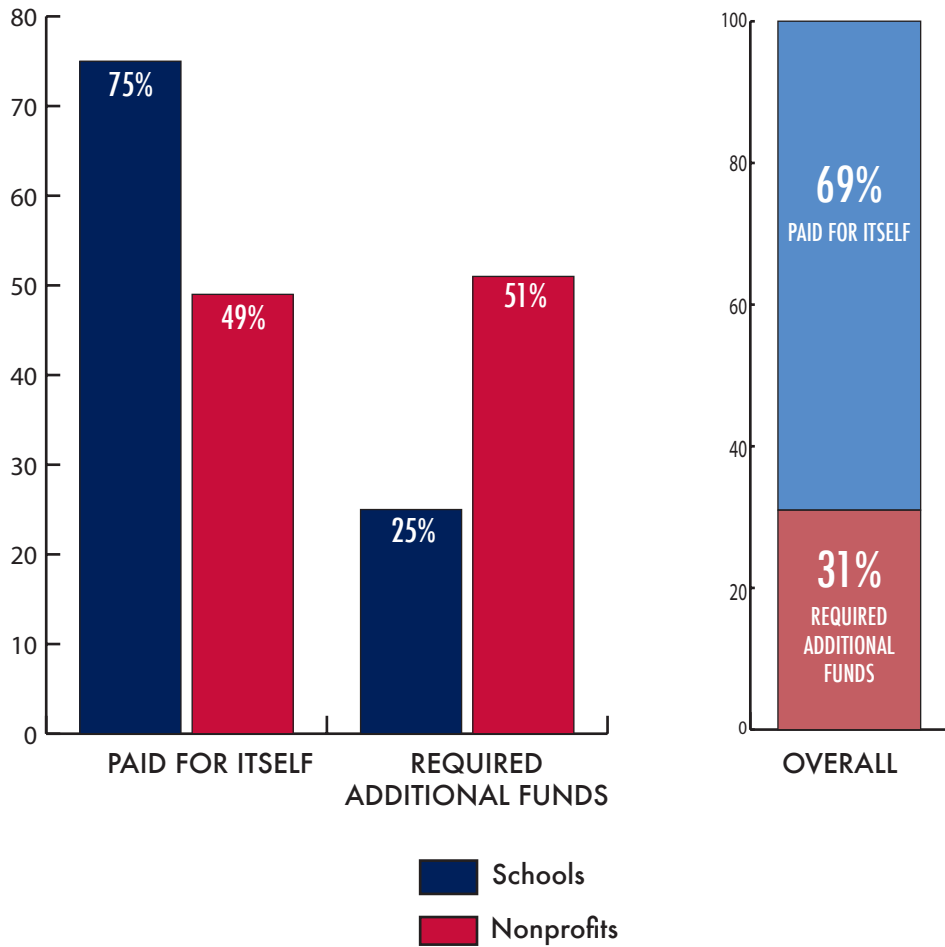


	Schools N=257		Nonprofits N=107		Total N=364	
	N	%	N	%	N	%
Free meals for parents	6	2%	8	7%	14	4%
Post meal activities	60	23%	94	88%	154	42%
Pre meal activities	79	31%	87	81%	166	46%
Transportation to and from sites	81	32%	25	23%	106	29%
Paid meals for parents	193	75%	14	13%	207	57%

multiple response

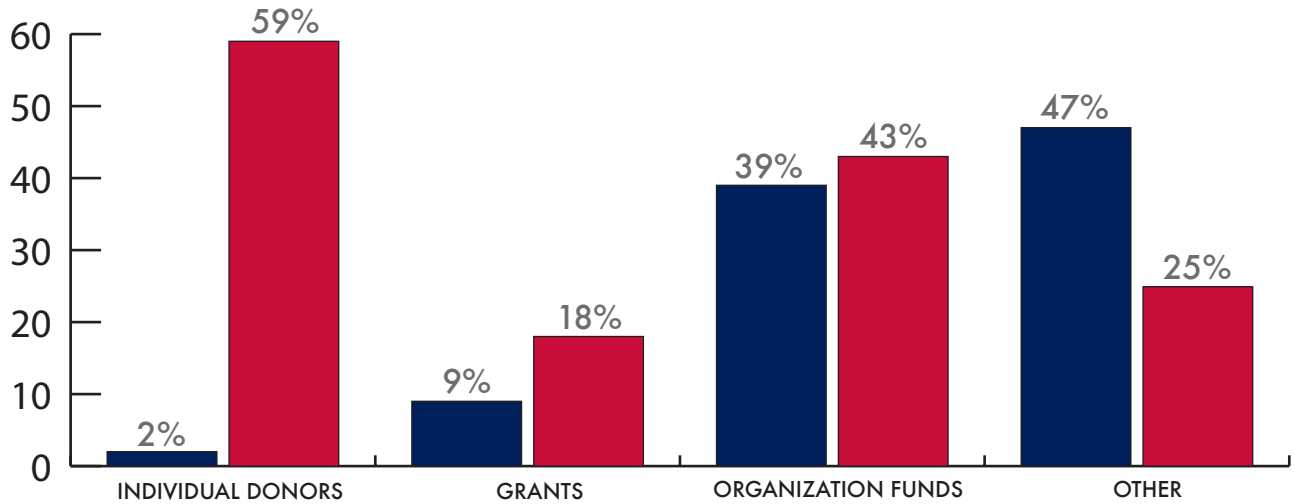
* Parent meals are not reimbursable as part of the SFSP and SSO summer feeding programs.

10. Last summer, did your program pay for itself or did it require additional funds outside of meal reimbursements to operate?



	Schools		Nonprofits		Total	
	N	%	N	%	N	%
Paid for itself	260	75%	54	49%	314	69%
Required Additional Funds	87	25%	56	51%	143	31%
	347	100%	110	100%	457	100%

11. If additional funds were used, where did they come from? (select all that apply)

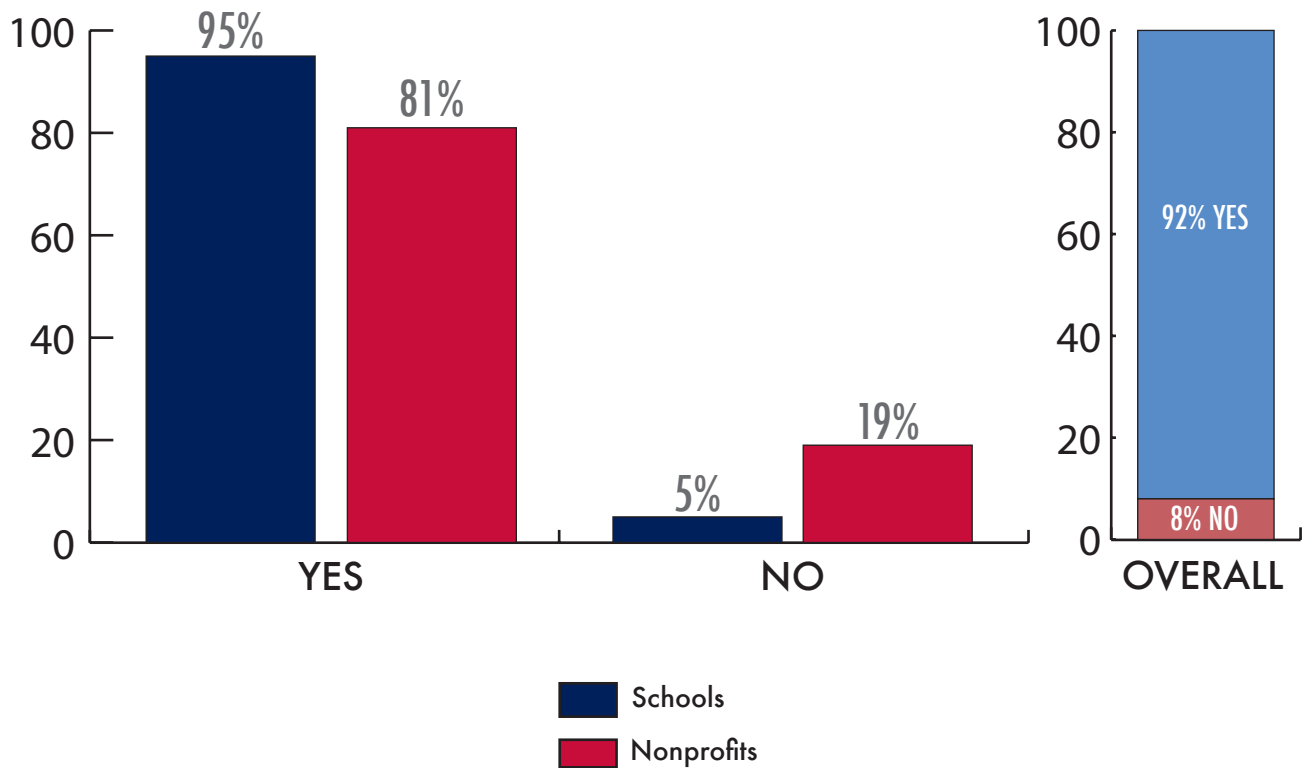


Schools
 Nonprofits

	Schools N=87		Nonprofits N=56		Total N=143	
	N	%	N	%	N	%
Individual Donors	2	2%	33	59%	35	24%
Grants	8	9%	10	18%	18	13%
Organization Funds	34	39%	24	43%	58	44%
Other	41	47%	14	25%	55	25%

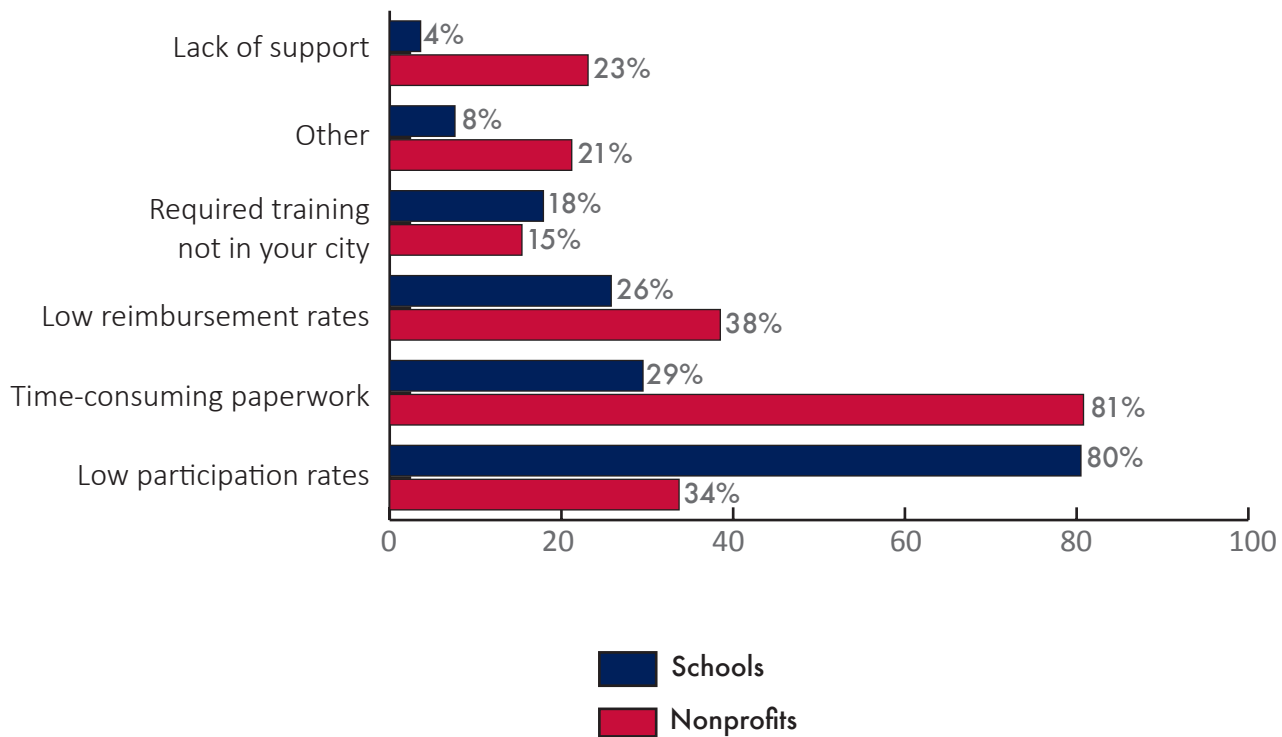
multiple response

12. Did you get the support you needed from the Texas Department of Agriculture to run your summer program?



	Schools		Nonprofits		Total	
	N	%	N	%	N	%
Yes	354	95%	92	81%	446	92%
No	18	5%	21	19%	39	8%
	372	100%	113	100%	485	100%

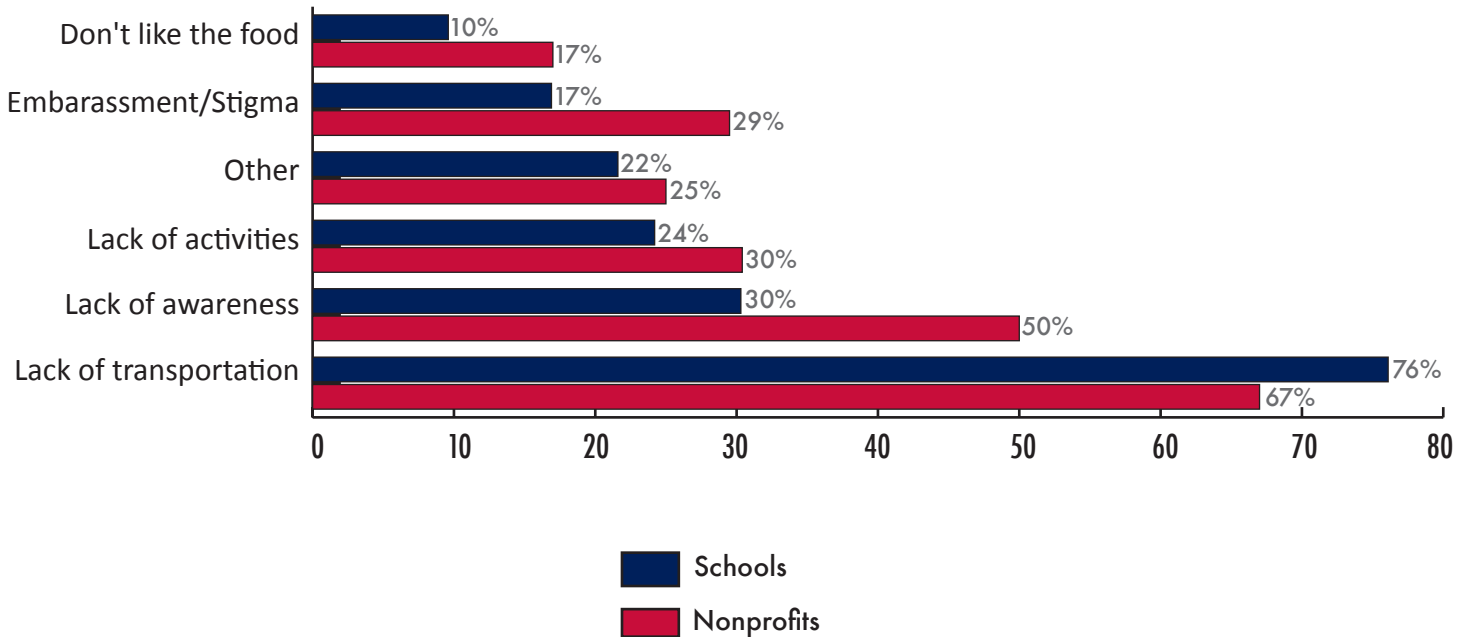
14. Did your organization experience the following as barriers in running your summer program? (select all that apply)



	Schools N=302		Nonprofits N=104		Total=406	
	N	%	N	%	N	%
Lack of support	11	4%	24	23%	35	9%
Other	23	8%	22	21%	45	11%
Required training not in your city	54	18%	16	15%	70	17%
Low reimbursement rates	78	26%	40	38%	118	29%
Time-consuming paperwork	89	29%	84	81%	173	43%
Low participation rates	243	80%	35	34%	278	68%

multiple response

15. Which of the following do you feel are barriers to children’s participation in the summer meal program? (select all that apply)



	Schools N=343		Nonprofits N=112		Total N=455	
	N	%	N	%	N	%
Don't like the food	33	10%	19	17%	52	11%
Embarrassment or stigma	58	17%	33	29%	91	20%
Other	74	22%	28	25%	102	22%
Lack of activities	83	24%	34	30%	117	26%
Lack of awareness	104	30%	56	50%	160	35%
Lack of transportation	261	76%	75	67%	336	74%

multiple response

16. Is there anything else you would like to share with us about the summer food program?

N=224 (164 Schools, 60 Nonprofits)

“It is a great way to offer meals to those children that would otherwise not have anything to eat until mom or dad come home from work.” - *School Sponsor*

“It’s a lot of work, but focusing on feeding children is worth all the hard work.” - *Nonprofit Sponsor*

Texas Hunger Initiative
Coming together to end hunger.

811 Washington Avenue, Waco, TX 76706
www.texashunger.org