

APPROVED
AUG 14 2007

REPORT OF GENERAL MANAGER

NO. 07-192

DATE August 14, 2007

**BOARD OF RECREATION
and PARK COMMISSIONERS**

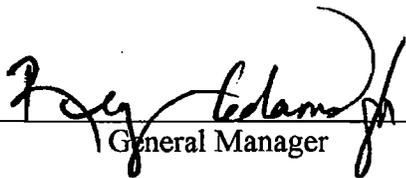
C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: **THE GREAT AMERICAN BAKE SALE FUNDING APPLICATION FOR THE
2007-2008 SUMMER LUNCH PROGRAM**

R. Adams _____
H. Fujita _____
S. Huntley _____
V. Israel _____

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



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Withdrawn _____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 for the 2007-08 Summer Lunch Program at various facilities;
2. Direct staff to transmit the grant application to the Mayor and the City Council; and
3. Authorize the General Manager to execute the resulting grant agreement (Terms and Conditions), and any subsequent amendments thereto, which are authorized by Administrative Code Section 14.8 et seq. as may be amended, on behalf of the City, subject to approval as to form by the City Attorney.

SUMMARY:

The Great American Bake Sale was first held in 2005, presented by Share Our Strength and Parade Magazine. This grant opportunity provides funds to increase participation among low-income children in summer and after-school meal programs. These programs 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 again being offered to increase participation in meal programs during the 2007-08 school year and/or summer of 2008, and will not exceed \$15,000.

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The Department is a Program Sponsor of the SFSP through our "Summer Lunch Program," which provides free nutritious lunches, as well as an afternoon snack, to youth ages 1 through 18 years 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 during the summer months at 109 sites citywide to accommodate children attending schools with traditional calendars; and during the off-track period at 39 sites to accommodate children attending year-round schools on "tracks."

This grant would provide the additional funds to publicize the Summer Lunch Program and increase participation by reaching a larger audience across the City through public service announcements for local television, large, multi-colored, eye-catching banners for all sites, and translation services for the distribution of informational flyers in multiple languages. The program's website will be revamped with user-friendly tools and information regarding nutrition, and a system of collecting feedback from participants will be developed. By increasing participation, the Department will extend its reach to children in need and will receive increased reimbursement from the State, which will be used to provide additional resources for staffing and administrative costs of the program.

FISCAL IMPACT STATEMENT:

This grant requires no match and will provide the Summer Lunch Program with additional resources at no cost to the City's General Fund.

Prepared by Debby Rolland, Superintendent, West Region.