

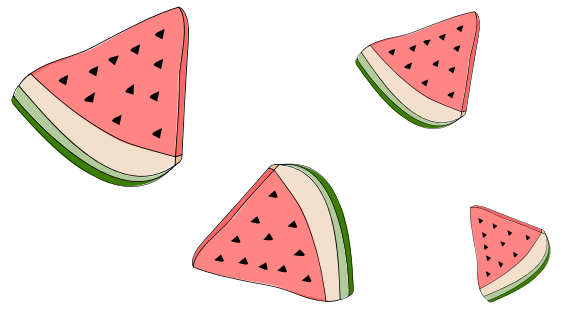


# School Market Toolkit



# WELCOME

## to the School Market Toolkit!



This toolkit provides all of the necessary information to found a School Market partnership. The **School Market Program** establishes partnerships between not-for-profit community organizations (churches, Rotary Clubs, etc.) with schools in their community to provide food to teens attending medium-to-high need schools in Central Florida.

One of the largest gaps in childhood hunger in Central Florida is food resources for teens. Teens play an active role in feeding their families, however, barriers such as stigma prevent teens from accessing the food they need. The School Market Program is an innovative intervention for youth hunger and food insecurity.

School Markets are established to provide free snacks, meal items, and fresh produce to students without question of need or eligibility. The stigma barrier is reduced by incorporating students into the development of the market, providing snacks and meal items, offering client choice, and eliminating the traditional intake system.

Students who are hungry are less likely to focus on their education. Investing in the success of our youth means a brighter future for us all.

Read on to see how your school or organization can continue to invest in teens in your community.

### Hungry Teens . . .

are more likely to engage in **dangerous activities** like sexual exploitation and drugs for money.

are more likely to have **behavioral problems**.

have **lower academic achievement** than food secure teens.

are more likely to be **sick and hospitalized** than food secure teens.

are more likely to experience mental health issues like **anxiety** and **depression**.

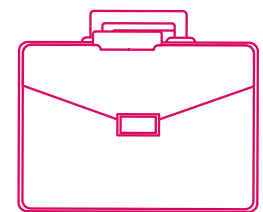
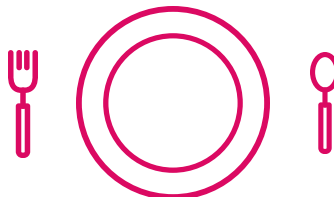


### ONE IN FOUR

**Central FL kids do not know where their next meal is coming from.**



**THAT'S 193,000 KIDS AT RISK OF GOING TO BED WITHOUT ENOUGH FOOD TONIGHT.**



**Hungry teens are more likely to engage in dangerous activities for money.**

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# ABOUT THE PROGRAM

## WHAT ARE SCHOOL MARKETS?

School Markets are essentially food pantries located in Middle and High Schools. However, they differ from a traditional food pantry because they are more focused on empowering teens with resources for their family or themselves. Teens are less likely to access community resources because they are perceived as being dishonest when asking for help or teens believe that they need to be 18 or accompanied by parents to access resources. By providing teens with resources at their school (a place they are required to be for 75% of the year), it encourages attendance and builds trust between the student and their teachers.

The program is designed to combat the stigma associated with food assistance through encouraging student ownership by allowing students to participate in the design of the market, its logo, and choosing its name. The name and logo can go on signs and bags for the students to use. Like a typical grocery store, students are free to choose what they need or want. Lastly, students operate the market when it is open.

## HOW DO SCHOOL MARKETS OPERATE?

School Markets are located within the school in either a brick-and-mortar model or a mobile model (see Choose Your Model section for more information). The markets are stocked with free snacks and shelf-stable meal items. With proper precautions, the market may also hold refrigerated and frozen items, like produce and meat.

The School and Students decide when the market will be open and who will operate it. The Market must be open at least once a week. Operating on a regular schedule increases participation.

## WHO IS ELIGIBLE TO PARTICIPATE?

All schools are eligible to participate in the program because hunger does not have an address. Providing food resources to all income levels reduces stigma and fights food-based stereotypes. Schools reporting a free and reduced meal rate of 50% or greater or an identified student percentage of 35% or greater are eligible to receive grant funding from the food bank should it be available.

All students at a school are eligible to participate in the program in order to defeat the stigma that comes from being labelled or enrolled in a program. Limiting access creates stereotypes of participants.

If your community organization is a non-profit organization and can provide an IRS 501c3 certificate, then your organization is eligible to participate in the School Market Program. Your for-profit organization is allowed to partner with for-profit organizations, however, a non-profit organization must be responsible for administering the program.

## WHERE DOES THE FOOD COME FROM?

Program partners are able to purchase and receive food from Second Harvest Food Bank as a result of your successful completion of paperwork, orientation, program compliance, and food safety certification.

Our food is sourced 3 ways:

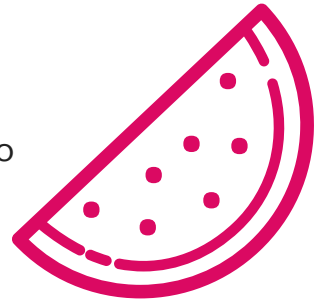
- 1) Food donated from food drives and the community
- 2) Food donated by grocery stores and manufacturers is available at Shared Maintenance to cover operating costs such as the cost of transportation, which is \$.19 per pound.
- 3) Food that we purchase through our Power Purchase Program if regular donations of a particular item are unlikely. These are available for partners to purchase at-cost.



# FRESH MARKETS

## WHAT ARE FRESH MARKETS?

Fresh Markets are an additional component to the School Market program. Not only does the School Market ensure access to nutritious shelf-stable food, the program also provides schools the opportunity to share fresh produce with their students and the students' families.



## HOW DO FRESH MARKETS OPERATE?

Once a month, pallets of fresh produce will be delivered to the school by Second Harvest. The amount of produce will vary based on the school's preparation and preparedness for the Fresh Market. How the produce is distributed is completely up to the school. However, no produce can remain in the school after the distribution day without refrigeration to ensure proper food safety. Schools must plan to distribute all produce on the day of the event.

Second Harvest recommends bagging produce and distributing it to students as they leave for the day. To reduce risks and misuse of product, please wait until the end of the day to distribute produce.

Additionally, Fresh Markets can be partnered with school events like Parent-Teacher Conferences and Open House nights in order to incentivize parent participation.

The Community Partner may be asked to provide volunteers for the event so that teachers and staff can spend time with the families instead of working the event.

## WHAT KIND OF PRODUCE CAN WE EXPECT?

Second Harvest has a strong network of partnerships between state and national agricultural organizations. This means that excess produce is sent to Second Harvest to distribute to our partners. However, the type of produce that we receive depends on the season.

Produce donated to the food bank is free to all of our partners. However, any special requests (ex: fruit, out-of-season produce, popular produce) may need to be sourced and purchased at a wholesale cost from one of our partners.



# WHO DOES WHAT?

The responsibilities of the School Market program are divided between the School and the Community Partner. Working together creates a more sustainable program, but communication is key. Here is a breakdown of the basic responsibilities that each partner will have:

## SCHOOL RESPONSIBILITIES

- School Leadership must approve program participation
- Choose a School Site Coordinator
- Identify a space in the school for food storage or the market
- Include students in the program
- Approve student design and market name
- Oversee daily operations of the market
- Determine a Fresh Market Schedule
- Advertise the School Market
- Comply with food safety protocol by achieving Food Safety Certification
- Be available for site monitoring 2 times a year
- Complete monthly paperwork
- Attend training and orientation at Second Harvest Food Bank
- Communicate regularly with partner and Second Harvest regularly

## COMMUNITY PARTNER RESPONSIBILITIES

- Leadership must approve partnership
- Choose a Sponsor Coordinator
- Identify volunteers to assist with program (4-10 volunteers)
- Fundraise for the market
- Attend training and orientation at Second Harvest Food Bank
- Schedule shopping dates, order pick up, and appointment times
- Deliver food to school regularly
- Communicate with school about delivery times, order schedules, and food needs
- Volunteers may be asked to complete the ADDitions process
- Comply with food safety protocol by achieving Food Safety Certification
- Communicate with partner and Second Harvest regularly



# GETTING STARTED

## For School Partners

### **Determining Readiness**

In order to have a successful School Market, schools must be prepared to take on the commitment of operating the program and maintaining partnerships with their community partners. When considering readiness, please consider the following:

- Do we have the support of our District Superintendent and School Principal?
- Is there a staff member that can take on the responsibilities of the School Site Coordinator? See below for Site Coordinator responsibilities.
- Do we have space on-campus for food storage or for the market space?
- Do we have any existing community partners that would be interested in participating in this program?
- Can we commit to this program for more than one year?
- Are there students or student organizations willing to work with the market?

### **Identify a School Site Coordinator**

The School Site Coordinator is the dedicated representative from the school that works with Second Harvest and the community partner to operate the program. This representative is expected to dedicate enough time each week to successfully operate the program. The time commitment varies based on market frequency and student participation. The Site Coordinator will be responsible for the following:

- Incorporating students in the market
- Completing paperwork
- Creating food orders for the partner
- Receiving deliveries and coordinating distributions
- Food Safety Certification
- Quality control and food safety
- Supporting students as needed
- Communicating with the partner and Second Harvest regularly

# STEP ONE

# CHOOSE YOUR MODEL

## **School Market Permanent Model**

This model is ideal for schools that may have an available classroom or closet space. The permanent model allows students to shop the market during established market times. As the market program grows at your school, your program can expand to include frozen and refrigerated items, as well as produce. Ideally, the market is open daily and accessible for students and school staff. Shelving for market space may be available.



## **Mobile School Market**

The mobile school market is ideal for schools with limited space. Inspired by the Scholastic Book Fairs, the shelving units are designed specifically by Second Harvest and are distributed to partners as the units become available. If not available, participants will be put on a waiting list. Since the shelves are mobile, they can be moved to best meet students needs. A food-safe storage space is required for excess food.



## **Monthly Reporting**

Each partner will have access to a Google Drive folder for their site. The folder contains the signed paperwork and additional information for the program.

- Sites must report the number of participants for the school market and fresh market.
- Statistics are due by the 10th of the following month. Ex) October stats are due by November 10th.



# STEP ONE

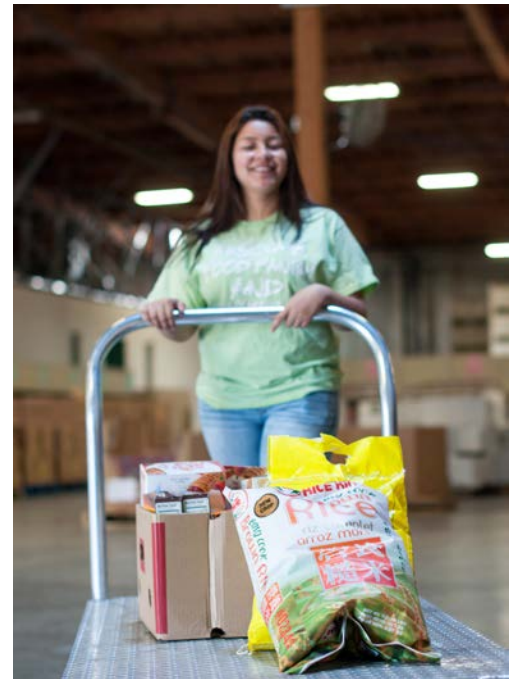
# CHOOSE YOUR MODEL

## ADDITIONAL INFORMATION

### Food Safety for Permanent Models

The School Market guidelines that are in place to ensure the safety of your students and their families. Food Safety guidelines for the market include:

- Store all products at least 6-inches above the floor, 2-inches away from the wall, and 12-inches from the ceiling.
- Floors should be swept and shelves should be washed regularly, as bacteria tend to flourish in dust and dirt.
- Rotate your stock and institute a FIFO (“first in, first out”) system. Be sure to check dates, especially on items such as baby food and infant formula.
- Shelving should be non-porous. If using wood shelving, seal shelves with polyurethane to protect against spills.
- Keep the area locked/secured at all times when distributions are not occurring.
- Make sure regular, periodic pest control, by a licensed pest control company occurs.
- Space should be well-ventilated, with air conditioning, if available.
- Dry foods should be stored between 40 degrees and 80 degrees Fahrenheit.
- Keep dry products away from direct sources of heating/cooling.
- Make sure that heat-producing pipes are insulated.
- Use fans to improve ventilation, if necessary.
- Non-food items such as paper products, personal hygiene products, and cleaners should not be stored in the same area as food.
- If it is not possible to give these products their own storage space, they should only be stored below food, and never next to or above food. This storage method prevents contamination of food for our neighbors.



## STEP TWO

# CHOOSE YOUR PARTNER

### **Selecting a Community Organization for Partnership**

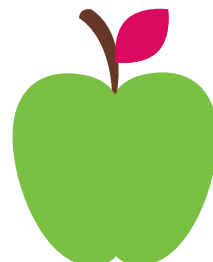
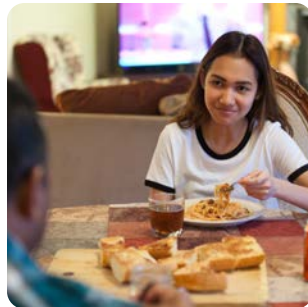
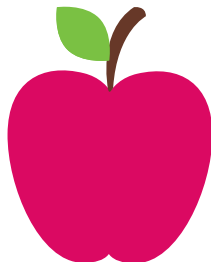
Having a community partner increases the success and sustainability of the School Market program at your school. A Community Partner provides support to the School Site Coordinator by providing additional volunteers for school events and Fresh Markets, financial support for the market, shopping for and picking up food orders and delivering them to the school.

Community partners can come in many forms, but must be able to provide proof of their status as a nonprofit organization. These can be churches, Rotary Clubs, local food pantries and Second Harvest Partner Agencies. An organization that is a Second Harvest Partner Agency is an ideal candidate because they are knowledgeable on Second Harvest protocol and food safety standards. However, there may be organizations in the community working with children and families that would like to be involved.

### **Building your relationship with your Community Partner**

Once a potential partner has been identified, schedule a planning meeting to discuss the logistics and details of the program. Please include the School Market Program Manager at Second Harvest to ensure that everyone involved is completely aware of their roles and responsibilities, as well as to make sure that paperwork is completed properly.

The **School Site Coordinator** will work directly with the partner's **School Sponsor Coordinator** to operate the program efficiently. Therefore, establishing clear communication guidelines is an absolute MUST.





## STEP THREE

# CHOOSE YOUR STUDENTS

The School Market program is a hands-on experience for students, which creates student ownership and minimizes the stigma associated with assistance. There are many opportunities to engage students in the program and create an active learning experience for students interested in many fields.

### **Best Practices for Engaging Students**

- Create a Student Advisory Council for the market. The council should be made up of students from all income levels and be diverse to reflect the school's make-up. Involving the council in the creation of the market builds a foundation for student ownership.
- OR pick a student group to operate the Market during the school day.
- Allow students to choose the name for the market and to design the logo. The name and logo can go on signage and bags for the market.
- Students may receive volunteer hours for their work in the market.
- Incorporate health or cooking classes in creating recipes and signage for the Fresh Market and School Market.
- Creating a regular schedule with student feedback ensures that students can access and be knowledgeable about their resources and its availability.
- Engage students in advertising and marketing.
- "Hire" a team of students to operate the market in order to build job skills, like interviewing and resume-building.

Student involvement is a major element of success for the School Market and participation is key in creating access for all.



## STEP FOUR

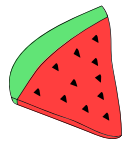
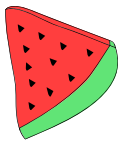
# SIGN THE LINE

### Complete the Paperwork

To officially become a School Market partner with Second Harvest Food Bank, all potential partners must complete the following paperwork:

- Current Year program agreement
- Current Year operating agreement
- Proof of Food Safety Certification from School
- Proof of Food Safety Certification from Community Partner
- Training and Orientation Completion Form
- Memorandum of Agreement (MOA) for Community Partner
- Proof of 501c3 Status from Community Partner
- List of Fresh Market Dates for academic year



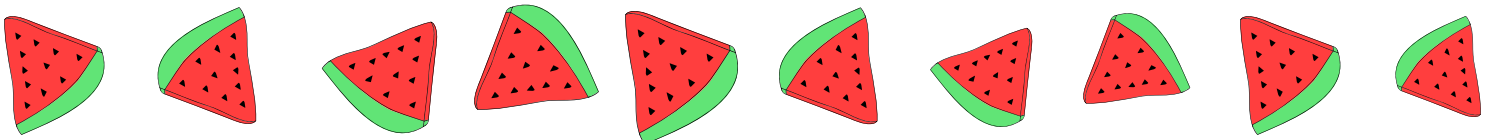


# SCHOOL CHECKLIST

**Please carefully read through the requirements for schools to become a School Market site. Completion of these steps ensures a successful program.**

- Submit application to join School Market Program to [CJohnson@feedhopenow.org](mailto:CJohnson@feedhopenow.org)
- Identify a School Site Coordinator
- Identify a food storage or market space
- Establish a Student Advisory Council or Student Group to oversee the market
- Choose your School Market model
- Identify a community partner for the program
- Discuss operation plans with community partner
- Design a logo and name for your market
- School Site Coordinator obtains Food Safety Certification
- Schedule & Complete training at Second Harvest Food Bank
- Complete program agreements and paperwork
- Decide on a Fresh Market schedule for your school
- Develop operating procedures for School Market
- Develop operating procedures for Fresh Market
- Advertise your markets to students and families
- Schedule a grand opening!

## NOW YOU'RE READY!





# GETTING STARTED

## For Community Partners

### **Determining Readiness**

In order to have a successful School Market, Community Organizations need to be prepared to commit to a full academic year and maintain communication with their School. When considering readiness, please consider the following:

- Does our leadership approve of the partnership?
- Can we financially sponsor this program?
- Do we have enough volunteers to assist with the program?
- Can volunteers provide logistical support with shopping, picking up, and delivering orders?
- Are we a non-profit organization? Can we provide proof of our status?

### **Identify a School Sponsor Coordinator**

The School Sponsor Coordinator is the counterpart for the School Site Coordinator and oversees the community organization's involvement in the program. Sponsor Coordinators must be able to allocate 5-15 hours each month to meet the partnership needs of the program. They must be committed to the position and able to communicate well. The School Sponsor Coordinator will be responsible for the following:

- Completing Food Safety Certification
- Attending School Market Training and Orientation
- Organizing volunteers for food orders and shopping
- Scheduling appointment times to pick up orders and shop for food
- Responsible for fundraising and purchasing food and snacks
- Coordinate volunteers for school events as needed
- Assist with Fresh Market distributions
- Complete paperwork as necessary
- Communicate regularly with the Program Manager and School Site Coordinator



# GETTING STARTED

## For Community Partners

### Benefits of Partnership

While there is an obvious benefit to this program, there are additional benefits that may influence leadership approval and volunteer participation. Benefits for joining the School Market include:

- Discounted and free food options for partners only
- Increasing brand awareness of your organization and partnering companies in your community
- Organization logo is included on any bags ordered for the market
- Having a stake in the success of the students in your community

### How does the School Market program work for Community Partners?

For Community Partners, the program operates a little different. Community partners are responsible for the logistical and man-power aspects of the program. Once paperwork is complete, partners will be able to schedule up to 2 appointments each week for shopping and order pick up. Community Partners will have a School Market account with Second Harvest. The account is allowed to have the following people listed:

- 1 Online Portal Account: Accesses the online shopping website for ordering food
- 4 Shoppers: People who will be regularly volunteering with the program and available to shop for food in-person. Only 3 people can shop at any one time and you'll have 1 substitute to use. If someone is not listed as an authorized shopper or over 18 years old, they cannot enter the shopping area.
- 1 Point-of-Contact: This is the School Site Coordinator since points-of-contact are used to discuss market operations.
- Any volunteers not listed on the account are allowed to assist with the pick up of the order, but may not enter the Shopping Mart area.

After shopping and ordering has been completed, the food is delivered to the school to restock the market.

**Second Harvest strongly advises community partners to shop for healthier snacks and meal options for students. Healthier items are often options outside of the budget of many families, so increasing access to these items is a key goal of this program.**



# A COMMUNITY UNITED

*the perfect time is now*

## **Financial Sponsorship**

As the designated 'Sponsor' of the School Market, understanding the budget and finances behind the program is important. Fundraising will be an integral part of partnership and ensures the future sustainability of the School Market.

The cost of the School Market will depend on the size and need of the school and can be offset by incorporating Shared Maintenance and donated items into your purchases. The range of funding for School Market sites ranges from \$350-\$800 per month, but ultimately depends on the frequency and usage of the market.

To give program partners time to learn and establish the market, Second Harvest will provide grant funding (as it becomes available) for food to found the market at the school. After that funding is exhausted, the School and Community Partner will work together to provide food for the market. Establishing a budget and fundraising plan is an important tool to create while working on your operational agreement.

## **Fundraising Best Practices**

While our partners know their community best, here are some best practices for fundraising for your school market:

- Work with local businesses for donations. Second Harvest can include logos on the market bags for additional advertising opportunities.
- Host community nights at local restaurants. A portion of the proceeds will then go towards to your organization for the market.
- Create events like a bingo night, silent auction, raffles, etc.
- Sponsor letter writing campaigns to ask school alumni to support the market.
- Set up a donation fund or collection





# COMMUNITY PARTNER CHECKLIST

**Please carefully read through the requirements for organizations to sponsor a School Market site. Completion of these steps ensures a successful program.**

- Submit application to join School Market Program to [CJohnson@feedhopenow.org](mailto:CJohnson@feedhopenow.org)
- Identify a Sponsor Site Coordinator
- Choose volunteers to assist with the program (5-15 depending on the school)
- Create a fund raising plan or budget
- Meet the School partners
- Discuss operation plans with School Partner
- Sponsor Coordinator obtains Food Safety Certification
- Schedule & Complete training at Second Harvest Food Bank
- Complete program agreements and paperwork
- Schedule appointments and volunteers for shopping and deliveries each month
- Schedule volunteers for Fresh Markets
- Develop operating procedures for School Market
- Develop operating procedures for Fresh Markets
- Attend the grand opening!

## NOW YOU'RE READY!



# QUESTIONS?

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