

Hunger Impact Partners 2016 Annual Report



HUNGER
IMPACT PARTNERS
food for every child

Founded in 2015, Hunger Impact Partners has the sole mission of nourishing children – for their health and well-being and a brighter future. As the legacy organization of the successful Hunger-Free Minnesota campaign, Hunger Impact Partners focuses exclusively on closing the meal gap for food insecure children living in economic hardship so they can realize their full potential.

Established as a national model of Collective Impact for large-scale social change, Hunger Impact Partners designs strategies to be replicated nationally by using a consistent metric of missing meals, driving innovative programming, investing in community collaboration and supporting data-driven decision-making.

We invest in and support child nutrition program access and utilization for all eligible children living at or below poverty and unlock corresponding federal reimbursement dollars to provide feasible sustainability. Our guiding principle is: Kids should only be hungry to learn.

In Minnesota, our goal is to reduce the missing meal gap by 30 million meals, which will increase revenue reimbursements by \$47 million.

Imagine \$47 million federal dollars coming into our state . . .

Our focus areas leverage four initiatives within the child nutrition program framework that do the greatest good for the greatest number.

Not-In-School-Time Meals Challenge – 8M meals

Child and Adult Care Food Program – CACFP and CACFP At-Risk

School Breakfast Challenge – 17M Meals

School Breakfast Program – SBP

Summer Meals Initiative – 3M Meals

Summer Food Service Program – SFSP

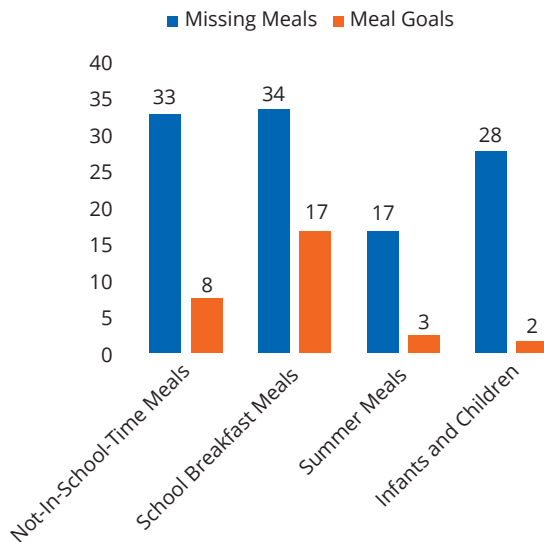
A Healthy Start to Life Initiative – 2M Meals

Special Supplemental Nutrition Program for Women, Infants and Children – WIC

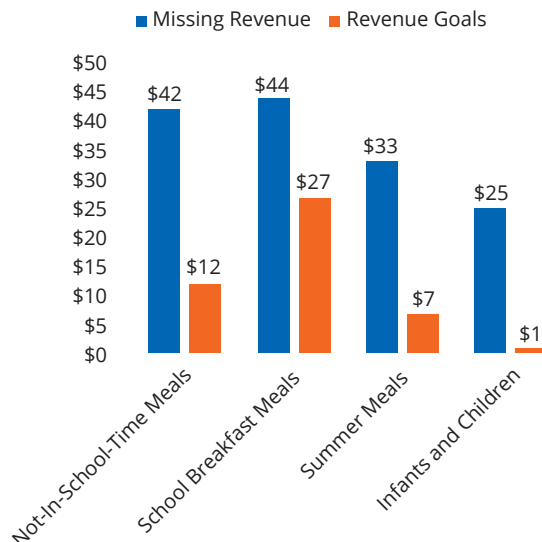
Hunger Impact Partners Dashboard

Meal and Revenue Opportunities by Program

Goal: 30 Million Meals



\$47 Million Reimbursement Revenue



We continue the momentum set in motion by early efforts focused on building a network of leaders, examining existing system infrastructures, developing strategic action plans and refining our data analyses and indices.

Concentrating our work on Not-In-School-Time meals and School Breakfast, Hunger Impact Partners has helped Minnesota add 2.3 million meals for hungry children and \$6.4 million in reimbursement revenue.

Child Nutrition Index

Our data-driven approach led us to create the Child Nutrition Index, our proprietary data analytics tool that we use to present child hunger statistics to schools, community organizations and thought leaders. The Child Nutrition Index is the next generation of analysis based on early work of Hunger-Free Minnesota and serves as the foundation to inform decisions and target severe-need populations.

Not-In-School-Time Meals

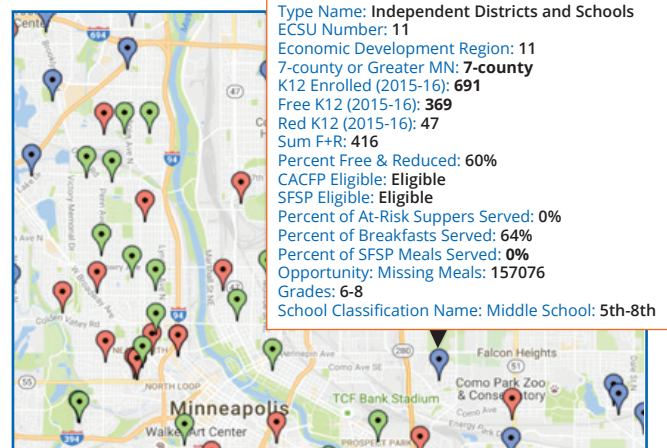
1,007,982 Meals Added

\$2,541,330 Revenue

School Breakfast Meals

1,266,569 Meals Added

\$3,859,161 Revenue



The Index pulls and synthesizes data from Minnesota Department of Education (MDE), Minnesota Department of Health (MDH), and Department of Human Services (DHS) to pinpoint;

- the number of children eligible for nutrition programs by age
- target markets
- geographic locations
- meal participation rates
- missing meals by site
- reimbursement revenue opportunities

This powerful tool allows us to bring laser-focus to addressing hunger among the 498,681 Minnesota children who are identified as at-risk for food insecurity.

To validate our data, we retain an independent evaluation firm, EnSearch, Inc., to oversee the synthesis and analysis for Hunger Impact Partners' proprietary Child Nutrition Index. EnSearch, Inc., serves as the primary data interface with the Minnesota state government agencies that regulate and monitor data collection for the federal child nutrition programs we target.

Building Networks of Leaders and Influencers

Targeted outreach efforts were a significant investment during our first year in operation. We worked diligently to expand our alliances in education, community, advocacy and government. Our connections with school administrators, directors and officials at all levels proved to be the most significant engagement when working with school-based programs and addressing the continuum of nutrition support throughout the day and year.

We presented at national and regional conferences on our strategies to close the meal gap using our Child Nutrition Index data. In partnership with the University of Minnesota Department of Family Medicine's Program in Health Disparities Research, we provided funding to support an expanded study assessing food and activity practices, barriers to meeting national standards and training needs, called Supporting Healthy Food and Activity Environments in Minnesota Child Care Settings. This study, *On the Road to a Brighter Future*, continues to help us refine our efforts in early childhood nutrition.

Child Nutrition Initiative Progress Updates

Not-In-School-Time Meals Initiative

Target: 8 Million Meals

Result: 1.008 Million Meals

Markets: Child Care Centers/Schools/Youth Community Centers/Faith-based Programs

Strategic Focus: Funding multi-site sponsors and hub systems –

Outside school days, federal nutrition programs are available to nourish infants and children. They include the Child and Adult Care Food Program (CACFP) and its related At-Risk Meal program, both of which are designed to provide healthy meals and snacks for infants and children up to age 18 during the school year – and at higher reimbursement rates for those who qualify for the at-risk status. However, only 4% of At-Risk After-School Suppers are provided to eligible youth.



We identified opportunities to increase enrollment of licensed child care centers and youth programs in the CACFP At-Risk After-School Meal Program. Our Not-In-School-Time Meals Challenge grants are concentrated in high-need geographies and include 58 schools, 40 licensed child care centers, and four after school academic programming networks.

Through our partnership with MDE, we have seen significant increases in CACFP participation. Following are three partner examples:

- **Youthprise** – a non-profit that works to build an effective and coordinated system that affords all young people access to high quality learning opportunities during their out-of-school hours

Added 110K meals and \$157K in reimbursements—a remarkable 638% increase in meals over 2014-15

- **Providers Choice** – a non-profit organization dedicated to supporting family child care and child care center providers in their efforts to serve nutritious meals to participating children

Added 355K meals and \$400K in reimbursements—a 43% increase in meal program participation over 2014-15

- **Minneapolis Public Schools**

Added 409K meals and \$628K in reimbursements—a threefold increase over 2014-15

Grants ranging from \$2,500 to \$25,000 are awarded to school districts, child care center networks and community organizations to expand existing sites, add new sites and increase enrollment and utilization in the CACFP program.

School Breakfast Initiative

Target: 17 Million Meals

Result: 1.267 Million Meals

Markets: Schools Pre-K-12

Strategic Focus: Funding alternative service models at school sites –

Despite research showing that children perform



better academically when they eat breakfast, only 42% of school breakfast meals available to low-income children are provided in Minnesota schools. And Minnesota is losing more than \$44 million in federal reimbursements. Hunger Impact Partners is working with school administrators at all levels to make nutrition a priority in academic learning.

We have plans underway to support 200 school breakfast sites, provide ongoing grants to fund infrastructure, new meal delivery models, and reach out to current and new stakeholders. Our delivery models include Breakfast in the Classroom, Grab n' Go, 2nd Chance Breakfast, breakfast after the bell and family congregate dining.

Grants ranging from \$500 to \$5,000 are awarded to launch and/or expand school breakfast participation through existing delivery systems or by utilizing new successful models that make it easier for children to access school breakfast.

Summer Meals Initiative

Target: 3 Million Meals

Markets: Youth Community Centers/Schools K-12/ Park & Rec/Faith-based Programs

Strategic Focus: Funding existing and new site expansion, including low-income housing, libraries, community health clinics and hospital sites –



When schools are closed for the summer, children who have relied on school and not-in-school-time nutrition programs can

turn to the Summer Food Service Program (SFSP) to fill the gap. SFSP reimburses providers who serve healthy meals to children and teens in low-income areas at no charge during the summer.

Minnesota ranks 23rd out of 50 states in ensuring that children have adequate summer nutrition, and the SFSP is running at only 43% of capacity. There is a potential of 17 million meals for children and \$33 million in federal reimbursements. Hunger Impact Partners is supporting infrastructure building for SFSP and increasing its enrollment at eligible sites. Our Summer Meals Access Initiative grant opened on Nov. 15, 2016.

Grants ranging from \$500 to \$2,500 are awarded to support opportunities to increase participation in SFSP to expand programs at low income housing sites and expand days and hours of operation.

A Healthy Start to Life Initiative

Target: 2 Million Meals

Markets: WIC Clinics/Child Care Centers/Schools/
Medical Clinics

Strategic Focus: Funding WIC program retention strategies –

The Special Supplemental Assistance Program for Women, Infants, and Children, commonly known as WIC, is a supplemental nutrition program for low-



income pregnant or nursing women, infants, and children up to age 5.

While Minnesota ranks third highest in the

nation for participation, many eligible recipients leave the program before their children reach 5 – a trend that WIC experiences nationally. Children are the largest group served by WIC. However, only 63% of WIC meals are provided to eligible children and only 55% of eligible infants and children are enrolled in this federal nutrition program.

We are focused on retaining eligible infants and children beyond age one and driving to add 2 million additional meals. We officially launched A Healthy Start to Life Initiative grant pool in October 2016.

Grants were awarded to 12 WIC clinics in four counties to fund incentives to increase the retention of WIC participation for children 12 months and older.

Strategy Exchange Event

Hunger Impact Partners co-hosted a Strategy Exchange on Nov. 15, 2016, that focused on the



connection between food insecurity and academic performance. Partnering with the Minnesota Department of Education and the Cargill Foundation, we brought together more than 180 educational leaders, federal nutrition officials, superintendents, principals, business and community leaders to share their perspectives on child nutrition. Speakers included Lt. Gov. Tina Smith, Minneapolis Schools Superintendent Ed Graff, and MDE Assistant Commissioner Daron Korte. Our concurrent sessions included workshops on Nutrition and Athletics, the Financial Impact of Out-of-School-Time Meals, Farm 2 Summer, the Role of Nutrition in Closing the Achievement Gap, Nutrition in Schools & Student Health, Year-Round Child Nutrition Programs for Learning & School Readiness, and Partnerships in Collaboration. <http://hungerimpactpartners.org/newsroom/events/>

Star Tribune editorial: *Better Nutrition for Students can help Narrow Learning Gap*, Dec. 29, 2016.

Building Awareness

Our working motto at Hunger Impact Partners is: “kids should only be hungry to learn.” To engage and collaborate, we showcase our work promoting best practices and innovation, data sharing and aggressive outreach and education efforts. Our media relations efforts include editorial board meetings, media interviews with print and broadcast reporters and authored articles.



Website – Hunger Impact Partners website (hungerimpactpartners.org) communicates information about our initiatives, grant applications, and progress toward meeting our goals. In 2016 we expanded the Newsroom section to include more research articles, case studies, trend analyses, conference materials, press releases and videos.

Social media – We are active across social media channels including LinkedIn, Twitter, Facebook, Instagram with plans to broaden our conversations in 2017.



FOOD FOR EVERY CHILD

Videos – In collaboration with Twin Cities PBS (TPT), Hunger Impact Partners helped produce a series of eight videos on the importance of nutrition programs as told through participants. Our summer feeding video was completed and presented at the Strategy Exchange. <https://www.youtube.com> – search: *Hunger Impact Partners* –

Early child nutrition and WIC were the focus of four multilingual videos targeting Somali, Latino, and Hmong families and one video showcased a licensed child care center CACFP meal program. Additional videos on alternative school breakfast models will be completed in 2017. Videos are scheduled to air throughout Minnesota on TPT channels and leveraged through Hunger Impact Partners' network of partners.

Our Team – working with Ellie Lucas

Wendy Tai, *Strategic Director—Early Childhood Nutrition*

Wendy is responsible for early childhood nutrition programs and partnerships, including WIC and CACFP. She works closely with the Minnesota Department of Health, child care provider networks and early childhood experts to design and fund innovative programs for retention and expansion of nutritious meals for our youngest learners.

Linda Stone, *Strategic Director—Student Nutrition*

Linda directs all efforts on the child nutrition programs that serve school-age children. She develops strategy and oversees grant-making, supporting field efforts to achieve program

enrollment and expansion in school breakfast and after school programs.

Lucy Swift, *Strategic Director—Summer Nutrition*

Lucy leads the summer meals program and partnership initiative. She is building a supportive infrastructure for a summer feeding system designed to reach more kids through expanding sponsors of summer feeding sites and extending number of days and number of meals served throughout the summer months.

Weijia Shi, *Communication & Research Analyst*

Weijia supports all communications and research. She is responsible for website content, design, and functionality. She holds a M.A. in Mass Communication with a focus in Health Communication.

Full bios: <http://hungerimpactpartners.org/leadership/>

Our Partners and Funders to Date

In 2016, Hunger Impact Partners worked with its growing roster of partners, who provided funding, research, strategic consulting, communication and logistics support, and other operational expertise. We look forward to continuing a strong model of Collective Impact in fighting child hunger.





Hunger Impact Partners
111 Third Avenue South, Suite 380, Minneapolis, MN 55401

www.hungerimpactpartners.org
612-338-5551

