

LIVE UNITED



United Way of King County

#UWKC



FUEL YOUR FUTURE

ENDING CHILDHOOD HUNGER WITH COLLABORATION

SOUTH PARK
COUNTY
CLUB
Summer Camp 2016



Fuel Your Future ends childhood hunger by leveraging federal meal programs in schools and communities.

We do this through collaboration and empowering the community.



My Goals

- Fuel Your Future is innovative and impactful!
- Those collaborations are really specific and relatable!
- There are some takeaways that apply to me!



Spoiler:

- Sometimes, the other party doesn't know that that they want to collaborate so you need to just do it anyway.



Fuel Your Future focuses on increasing utilization of federal meals programs

- Reduce childhood food insecurity rates by to 10% by 2020.
- 70% FRL lunch eaters eat **school breakfast**
- 10% FRL eligible students eat **super snacks**
- 1 million **summer meals** served in 2017

LIVE UNITED



United Way of King County




Anti-Hunger Work Seeded by HFC

- Received HFC grant in 2011 to implement our Hunger-Free King County plan.
- Gave us the startup funds to identify gaps in our community and how we best could do this work.
- Helped us identify our ability to focus on federal nutrition programs.

LIVE UNITED



United Way of King County



SUMMER FOOD INVASION

SUMMER MEALS



Our Impact

2011: 411,000 meals served ■

2012: 455,000 meals served ■

2013: 478,000 meals served ■

2014: 548,000 meals served ■

2015: 637,000 meals served ■

55% growth over five years

LIVE UNITED



United Way of King County



Case Study: Seattle Parks and Rec

- They wanted to get involved but didn't have the capacity to serve meals.
- AmeriCorps help expand to 20+ summer meals sites, outreach, and provide enrichment.
- Served 30,000+ meals in 2015.



How we collaborate

- Give partners resources
 - Grant dollars
 - 100 AmeriCorps Summer Associate VISTAs
- Work with a statewide coalition
 - Identify issues and work to solve them together
- Do the research
 - Identify gaps and bring partners to fill in the gaps
- Marketing

LIVE UNITED



United Way of King County



SUPER SNACKS



Our Impact

30%
increase in super snack
participation in one year

LIVE UNITED



United Way of King County



Case Study: King County Library System

- Found a champion in the library system that saw value in serving Super Snacks.
- Played matchmaker – connected KCLS to local food banks that could serve as sponsor and vendor.
- Served 100+ meals per day.



How we collaborate

- Play matchmaker for sites, sponsors, and vendors
- Have answers to all the “NO”s we hear
 - Survey parents and students
 - Provide grants
- Find champions at the right levels of the organization (it’s not always on top!)
- Find the right messaging for the right group

LIVE UNITED



United Way of King County



SCHOOL BREAKFAST



Our Impact

98k Additional FRL students ate breakfast in 2015

12 Breakfast After the Bell programs launched in two years

LIVE UNITED



United Way of King County



Case Study: Seattle Public Schools

- They would not meet with us or even return our emails.
- Made connections at the school level, which caused problems.
- Led to three pilot programs for Breakfast After the Bell.
- Seattle Public Schools now committed to 20 BAB schools



How we collaborate

- Ask for forgiveness / get in trouble
- Make lots of connections – you don't know which will stick
- Have solutions to “NO”s

LIVE UNITED



United Way of King County

Best Practices

- Sometimes, you need to force collaboration.
- AmeriCorps are a tremendous resource
- Breakfast After the Bell works
- Build lots of relationships
- Figure out pain-points and what entices partners



LIVE UNITED



United Way of King County

Yuri Kim Community Impact Manager

ykim@uwkc.org

206-461-5058



LIVE UNITED



United Way of King County

LIVE UNITED



United Way of King County

#UWKC