

## Food Backpack for Kids



*Together, No Child Will Go Hungry*

[www.backpackimpact.org](http://www.backpackimpact.org)

## **Table of Contents**

- I. Food Backpack for Kids (FB4K) Program Overview
- II. FB4K Organizational Flow Chart
- III. Job Descriptions
  - Program Director
  - Secretary
  - Finance Coordinator
  - Public Relations
  - Operations Coordinator
  - Packing/Distribution Facilitator
  - Distribution Liaison
  - Packing/Delivery Volunteer
- IV. FB4K School Year Menus
- V. Tools (To promote your non-profit program)
- VI. Fund Raising and Promotions
- VII. Non-Profit Focus Checklist
- VIII. Endorsements

## PROCESS OF BEGINNING A FB4K PROGRAM OVERVIEW

[www.backpackimpact.org](http://www.backpackimpact.org)

For more details, refer to website then click on *Prototype* folder

### **Recognize the need:**

Dumpster Story: "Justin came home from school distressed as he told his mother one of his friends had to look for food in a dumpster over the weekend...right here in Florence! That compelled our church's women's group to do some research, leg work, and partnering with Siuslaw and Mapleton School Districts to implement a program we call, "Food Backpack for Kids."

Identify the need: Placing pre-packaged, ready-to-eat food bags in children's hands each Friday after school who are food challenged on weekends.

Contact: Partner with local school administration to distribute food bags.

### **What does it take?**

Personnel: All volunteers (no paid staff)

Finances: 501-c-3 necessary for tax exempt non-profit  
Seed money to begin funding  
100% of donated funds purchases food only  
Establish a separate funding resource to cover all program expenses

Facilities: Need a room dedicated and equipped for inventory  
Space to store food, and prep/pack food in bags

### **Communications:**

Program Director (P.D.) liaisons with CEO, Partners, and Volunteers  
CEO and P.D. meet with school administration partners as needed  
Annual FB4K review to "Inspect What We Expect"

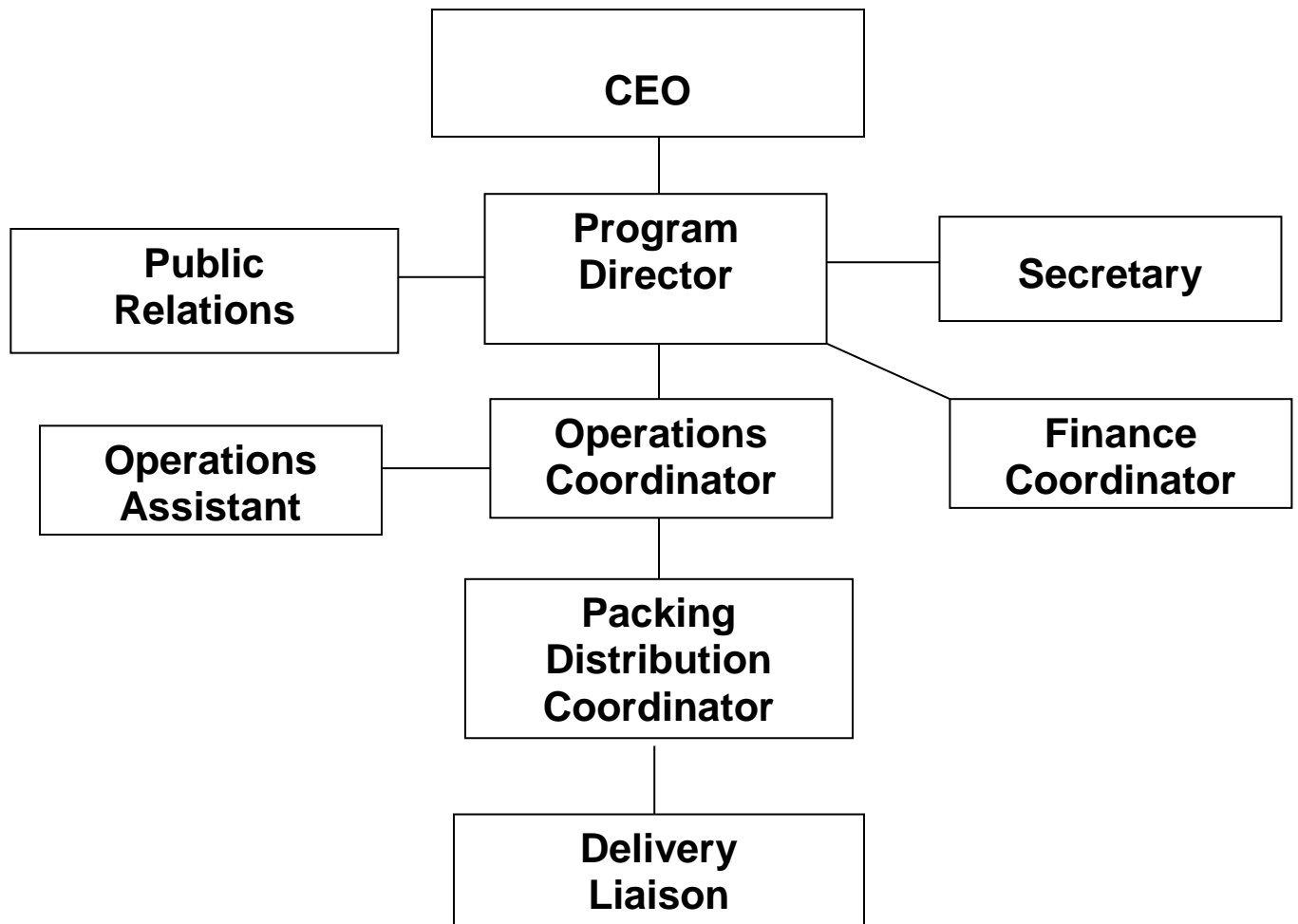
### **Funding Sources:**

Sponsors, Presentations/Handouts, Grants, Fund Raisers

### **Operations:**

Use an organizational flow chart with job descriptions and volunteers with skills, knowledge, and abilities to fill positions.

# Food Backpack for Kids Organizational Flow Chart



## **Food Backpack for Kids Program**

Summary/Objective: The Food Backpack for Kids (FB4K) program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K provides ready to eat prepackaged meals to children at risk for weekend hunger during the school year.

Position: **PROGRAM DIRECTOR**

Reports to: CEO

Job Description: The Program Director maintains all FB4K operations, providing leadership in communications, program and personnel development, with a focus on appropriate growth and sustainability.

---

### **Communications responsibilities:**

Serves as liaison to partners (groups, businesses, agencies and individuals) in the community and shares necessary information to FB4K Board members relative to their position.

Chair all Board meetings.

Promote the FB4K program to the community with requested presentations.

Available to FB4K Board members for counsel. Is focused on building a strong infrastructure to ensure efficiency and unity.

### **Program and Personnel Development responsibilities:**

Seek counsel from CEO and input from all Coordinator/Facilitators.

Consistently evaluates the efficiency of the program for relevance in meeting the needs of at risk for hunger children, adjusting the infrastructure as appropriate.

Identifies required and preferred skills for all positions and looks for people with the skills, knowledge and abilities to serve in each position.

### **Growth and Sustainability responsibilities:**

Meet with School's Administrative partners for updates of children in need.

Work with program Financial, Operations and Business Development Coordinators with a focus on growth and sustainability.

## **Food Backpack for Kids Program**

Summary/Objective: The Food Backpack for Kids (FB4K) program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K provides ready-to-eat, prepackaged meals to children at risk for weekend hunger during the school year.

Position: **SECRETARY**

Reports to: Program Director

Job Description: The FB4K Secretary is responsible for recording the business of all Board Meetings

- 
- Takes notes at the meetings, recording the key points, as well as the name of the person responsible for follow-through.
  - Prepares a rough draft of the minutes and sends to Program Director for edits.
  - Maintains a hard copy of meeting minutes and files them in a yearly folder.
  - Attends all FB4K Board Meetings

## **Food Backpack for Kids Program**

**Summary/Objective:** The Food Backpack for Kids (FB4K) program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K provides ready to eat prepackaged meals to children at risk for weekend hunger during the school year.

**Position:** FINANCE COORDINATOR

**Reports to:** Program Director

**Job Description:** The Finance Coordinator maintains open line of communication with Program Director, et al., keeps financial records for the FB4K program, maintains donor information, provides direct payments for various vendors, and provides monthly financial reports for the FB4K Board meetings.

---

### **Communication responsibilities:**

- Communicates with the Board regarding program's finances.
- 
- Maintain communications with the Cross Road office staff regarding various donations, money transfers, invoices received.
- 
- Provides financial reports for the FB4K Board meetings.
- 
- Attends all FB4K Board meetings.

### **Maintenance of Financial Records:**

- Maintains a checking and savings account verifying accuracy with monthly bank statements.
- Maintains Quickbooks Program to include all donation entries, savings and checking accounts, customer and vendor information, and monthly reconciliation of accounts.
- Makes bank deposits of FB4K donations.
- Documents food expenditures once vendors' receipts provided. (Excel)
- Tracks cash advance balances for FB4K food purchases. (Excel)
- Provides direct payments to vendors for FB4K foods and supplies.

### **Tracks information for FB4K donors:**

- Maintains list of all FB4K donors with contact information and donation amounts.
- Sends out donation receipts for all donors and Thank You letters for first time donors.

# Food Backpack for Kids Program

**Summary/Objective:** The Food Backpack for Kids (FB4K) program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K provides ready to eat prepackaged meals to children at risk for weekend hunger during the school year.

**Position:** PUBLIC RELATIONS

**Reports to:** Program Director

**Job Description:** FB4K Public Relations is charged with introducing the community to the mission of FB4K and to grow and maintain public awareness.

---

## **Communication responsibilities:**

- Communicate with the Program Director and the Board regarding suggestions to promote FB4K and their logo.
- Promote to the community through:
  - Public Service Announcements to the local newspaper
  - Specifically-targeted advertising in the local newspaper and where applicable, out-of-the-area papers to cover a wide range in the state
  - Partnering with the local public utility using their billing cycle to include a FB4K flyer
  - Purchase of a stand-alone, 8-foot banner, featuring the backpack logo, photos, and contact information
  - Partner with local banks, hospital, churches, grocery stores, library, to set up “doorway” activities. Advertise in “gated” communities’ newsletters
  - Partner with a local business (i.e. bank) requesting their sponsorship to pay for radio spots during a calendar year
  - Attend and represent FB4K at local community expos/functions where applicable
- Maintain a supply of all printed materials used at various venues
- Take advantage of the resources of the local Chamber of Commerce by becoming a member

## **Program Development Responsibilities:**

- Consistently evaluate the effectiveness of all programs with the Program Director and Board
- Explore and identify new ideas and programs to keep FB4K’s name and logo before the community
- Assist the Program Director as requested



## **Food Backpack for Kids Program**

**Summary/Objective:** The Food Backpack for Kids Program (FB4K) promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K provides ready to eat pre-packaged meals to children at risk for hunger on weekends during the school year.

**Position:**       **OPERATIONS COORDINATOR**

**Reports to:**   Program Director

**Job Description:** The Operations Coordinator oversees the operation of food inventory and storage, transportation, volunteer scheduling, training, weekly packing, and distribution of food backpacks.

---

### **Operations responsibilities:**

- Manage, monitor, control and maintain food inventory and ordering of all food items.
- Coordinate physical inventory processes and procedures, including stock location, rotation and removal of inventory from storage area to packing area.
- Manage and coordinate the pick-up and delivery of food items from local vendors.
- Oversee volunteer staffing, training, packing sessions, and backpack delivery.

### **Program Maintenance responsibilities:**

- Maintain hard copies of all invoices & reports as it pertains to the Operations Coordinator position. Submit Food Invoices to Finance Coordinator upon delivery and confirmation of order accuracy.

### **Communication responsibilities:**

- Promote cooperation and communication among all FB4K volunteers and staff to ensure on-going program support.
- Attends all FB4K Board Meetings.

## **Food Backpack for Kids Program**

**Summary/Objective:** The Food Backpack for Kids (FB4K) Program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K provides ready to eat pre-packaged meals to children at risk for hunger on weekends during the school year.

**Position:** PACKING/DISTRIBUTION FACILITATOR

**Reports to:** Operations Coordinator

**Job Description:** The Packing/Distribution Facilitator oversees all operations of FB4K storage areas and program maintenance. Facilitates volunteer needs, to include volunteer outreach, contact list of available volunteers, and conducts training and schedules backpack volunteers.

---

### **Packing/Distribution Facilitator responsibilities:**

- Oversees removal of food items from storage areas following established procedures to ensure adequate inventory for weekly packing.
- Organizes packing of weekly backpacks, utilizing the assistance of volunteers.
- Supports and maintains storage procedures
- Maintains a list of available volunteers and the Confidentiality and Indemnification records.

### **Program Maintenance responsibilities:**

- Log and maintain proper pest control and temperatures in storage area.

### **Communications responsibilities:**

- Ensures adequate volunteer staff is available for packing and delivery of backpacks to schools.
- Works directly with packing volunteers ensuring comprehension and compliance with local, county and state food handling regulations/procedures in place.
- Promotes cooperation and communication among all FB4K volunteers for ongoing program support.
- Attends all FB4K Board meetings.

## **Food Backpack for Kids Program**

**Summary/Objective:** The Food Backpack 4 Kid's (FB4K) Program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FBP4K's provides ready to eat pre-packaged meals to children at risk for hunger on weekends during the school year.

**Position:** DISTRIBUTION LIAISON

**Reports to:** Volunteer/Training Coordinator

**Job Description:** The Distribution Liaison is responsible for organizing volunteers to pick up food items from designated partners and deliver food bags as scheduled.

---

### **Operations responsibilities include:**

- Coordinates the pickup and delivery of food items from designated partners.
- Arranges pick up of food bags at designated staging area.
- Ensures food bags are loaded into vehicles in such a way as to reduce content damage.
- Ensures the delivery of food bags to the designated areas at the schools.

### **Program Maintenance responsibilities include:**

- Maintains records of delivery volunteers.
- Prepares and distributes volunteer schedule to delivery volunteers.

### **Communication responsibilities include:**

- Promotes cooperation and communication among all FB4K volunteers and staff ensuring ongoing program support.
- Attends all FB4K Board meetings.

## **Food Backpack for Kids Program**

**Summary/Objective:** The Food Backpack 4 Kid's (FB4K) Program promotes the well-being of underprivileged youth and assists struggling families living in Florence and Mapleton. FB4K's provides ready to eat pre-packaged meals to children at risk for hunger on weekends during the school year.

**Position:** PACKING/DELIVERY VOLUNTEER

**Reports to:** Volunteer/Training Coordinator

**Job Description:** The backpack packer works under the direction of the Packing/Distribution facilitator, placing selected food items in food bags, and placing in designated staging area.

- 
- Works under the direct guidance of the Packing/Distribution Facilitator.
  - Follows safe food handling practices at all times.
  - Places selected food items in bags and places in designated staging area.
  - Notifies Packing/Distribution Coordinator if unable to pack on scheduled date.
  - Does not attend FB4K Board meetings.



## TOOLS

### To Promote Your Non-Profit Program

- Create a Motto that fits your program name and vision (ours is "Together, no child will go hungry").
- Choose/Design a Logo (ours is a multi-primary colored backpack).
- Large Banner with program name, website, motto, and logo.
- Program Business Cards for each Team Leader who interacts with the public. Needs to include program name, logo, website, and motto, in addition to contact information.
- Compose Your Program's Informational Flyer (in brief working, the flyer needs to tell your story, identify the need, outline how the program works, and how people can donate with necessary contact information provided. Flyer needs to include your logo, motto, and website). Composition to fit a 5x7 flyer format preferred and cost efficient.
- Build a Website (Need a webmaster with knowledge and skills).
- Letterhead Stationery (8-1/2 x 11) and smaller Thank You Cards with program name, logo, motto, and website address.
- Additional Printed Materials need the program name, logo, motto, and website address included (i.e. FB4K created and implemented a program called "Adopt A Student" that gives information and opportunity to donors. This form has all the program's basic identifiers included).

## **FUND RAISING AND PROMOTIONS**

*“We’ve never known who the children are that our program serves...but we did know who to go to for getting the word out about the local, invisible, reality of hungry children on school year weekends. And share the good news with the community that Food Backpack for Kids (FB4K) is designed to feed them. Thank you to all who support our program’s sustainability!”*

*Marilyn Barba, FB4K Program Director*

### Resources

- Presentations to Public Service organizations (i.e. Rotary, Elks, Kiwanis, Chamber of Commerce, PTA) Limit presentation to about 15-20 minutes in length.
- Submit Public Service Announcements (PSA) w/photos to area newspaper(s)
- Presentations to local Churches. (Set up a display of w/e foods given to children, with FB4K promotional and information hand-outs available)
- Individuals (Their donation is tax deductible to a 501-c-3 nonprofit organization)
- PSA’s on local radio/television stations. A personal, live interview is effective too.
- Contact local small business owners. Make a list for volunteers to divide and contact personally. Giving Informational Flyers and leaving a FB4K business card helpful.
- Participate in and network with public at local events. (Check Community Calendars)
- Grants: Research websites:
  - The Foundation Center: <http://www.foundationcenter.org/>
  - Network for Good: <http://www.netforgood.com/>
  - Center for Non-Profit Stewardship: <http://www.nonprofitstewardship.org/>
- Corporations who offer Rewards programs for non-profits. (i.e. Fred Meyer Community Rewards.) <http://www.fredmeyers.com/communityrewards>
- PUD Utility monthly billing inserts. (Often a public utility offers to include local, non-profit charity flyers in their monthly billing, free of charge. The non-profit composes the design to include program information and how to donate. It’s the non-profit’s responsibility to comply with Utility’s procedure and pay for insert expense...with Cross Road Assembly of God church paying for all expenses.)
- “Fun”d Raising: (limited only to your vision, effort and imagination!) i.e. A popular local group did a benefit concert for the FB4K program. FB4K inserted a dessert auction during their intermission... desserts provided by ladies from a number of local churches, auctioneered by a well-known community icon.
- Annual FB4K Appreciation Lunch (or dinner) for donors/partners/volunteers. Funded by a separate resource to pay for all FB4K program expenses. This event has been invaluable to continue the program’s sustainability, commitment, passion, and vision.

## **NON-PROFIT FOCUS**

### **CHECKLIST**

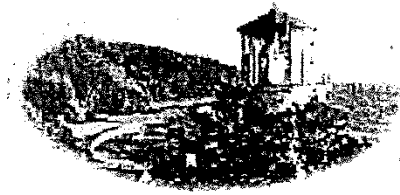
*“Beginning and sustaining a Non-Profit program is a big commitment. Once its infrastructure is established and ready to implement, earning a good name within the program and in the community is the big first step.”*

*Pastor Dale Edwards, CEO*

The following checklist has been helpful for our program’s leadership focus in effectiveness and sustainability.

- Consistently “inspect what you expect”. Making changes as needed when you become aware of an opportunity. Schedule an annual/bi-annual meeting to assess overall program effectiveness.
- Fill each leadership position with a person who has the needed skills, knowledge and abilities.
- Emphasize the expectation for excellence and a teamwork attitude with all volunteers.
- Promote teamwork by guarding against “territorial attitudes”. Schedule regular Team Leaders meetings to build on teamwork attitude, accountability and review follow through.
- Maintain the focus on and passion for the purpose of the nonprofit program. (i.e. Our focus for FB4K is to feed hungry children on school year weekends. Everything we do is centered on that for as long as the need exists.)
- Monitor your stated commitments to donors and partners. (i.e. We committed to spend every penny donated on food only, as we fund raised. That required us to find a separate resource for all program expenses and provide clarity in bookkeeping for accountability. We began FB4K as a faith based group of women. Our church pays for all operational/promotional expenses.)
- Food Backpack for Kids foundational Bible verse is: Psalms 90:17 “May the favor of the Lord our God rest upon us; establish the work of our hands for us – yes, establish the work of our hands.”





## Siuslaw School District 97J

2111 Oak Street, Florence, Oregon 97439

Phone 541-997-2651 - Fax 541-997-6748

[www.siuslaw.k12.or.us](http://www.siuslaw.k12.or.us)

26 August, 2016

### LETTER OF SUPPORT FOOD 'BACKPACK' FOR KIDS – SUPPLEMENTAL FOOD PROGRAM

Over the last few years a volunteer group has developed a program to tackle a growing problem in our community; children without access to basic nutrition and food outside of school. Florence is an area with a shockingly high level of poverty and children are the collateral damage. What started out as a noble gesture has turned into grassroots solution to a situation that schools are not designed or equipped to handle. The Food 'Backpack' for Kids program started as a public service project at a local church organized by Pastor Dale Evans and Mrs. Marilyn Barba.

The food 'backpacks' are given in the truest form of charity and compassion. To protect the privacy of the children and their families, the bags of food are delivered with school staff serving as the intermediaries. Each Thursday night in our afterschool program students have the food they will need for the weekend placed into their school bag without announcement or fanfare by school staff. In terms of measures of success, I can share only anecdotes as to what I have witnessed.

Prior to the food 'backpack' program, Monday mornings and Friday afternoons were the times of unusual behavior for some children in our schools. For the children that had little to no food over the weekend, Monday morning was the time were many children scrambled to satisfy their hunger by eating everything that they could get their hands on. Some children would roam from table to table, asking their friends for any uneaten or unwanted foods and then proceeding to eat every morsel. Friday afternoons saw the hoarding of food by students that knew that nothing may be at home for the next few days. Certain students would bring their school bags to the cafeteria and collect anything that was given away or left behind to take home. Since the donation of the weekend foodbags began, the mad scramble for foods on Monday mornings and Friday afternoons has ceased.

If you or your organization is looking to make a charitable donation to support the Food 'Backpack' for Kids program, I can guarantee that your gift will be used in the best way possible. All of the labor and overhead of the program is donated or a volunteer effort. Every single dollar you donate will go directly into food for needy children.

Sincerely,

Andrew S. Grzeskowiak  
Superintendent, Siuslaw School District



# Siuslaw Elementary School

Michael Harklerode • 2221 Oak Street • Florence, Oregon 97439 • (541) 997-2514 • Fax (541) 997-4163  
School Website: <http://www.siuslaw.k12.or.us>

• **Motivating and Preparing All Students to Reach Their Greatest Potential** •

To Whom It May Concern:

I became Principal at Siuslaw Elementary in the Fall of 2010. Though I had worked in schools classified as "Low Socio-Economic Status" in the past, I was surprised by the degree to which many families in our community are affected by poverty.

In the fall of 2011, I was approached by Marilyn Barba who inquired if any SES students were going hungry. I confirmed her suspicions and added that weekends were a period in which I frequently carried concerns for certain families. Our school serves three meals per day to many of our students. That leaves a good number of kids having questionable sustenance when school is not in session.

This initial conversation sparked the Food Back Packs for Kids Program in Siuslaw Schools. A short time later, my school was able to boast that we provide food requiring minimal preparation to our neediest families each Thursday afternoon.

From the very beginning, we have operated on the premise of anonymity. We do not share a roster of students and families receiving food bags. By trusting the judgment and intentions of school staff, Marilyn and her team of like-minded supporters have allowed our families to maintain dignity in spite of their food insecurity. The food is gathered off campus and discretely delivered to school each Thursday. From there, school staff ensure that food bags are distributed where it is needed.

With the first food bag delivery of the year, and when new families are identified, we include a letter explaining the intent of the program and invite families to return the bags if we have misjudged the need. While we have had a few bags returned each year, the vast majority of receiving families are quietly grateful for both the support and the spirit in which it is offered.

One of my early concerns was of the sustainability of the program. When programs of support go away, or when interest fades over time, the impact on families can feel like a significant loss. I am thrilled to report that my concerns have not come to fruition. The Food Back Pack for Kids program is well funded and able to continue to support SES families for the foreseeable future.

The Food Back Pack for Kids program is something that sets us apart from other communities with similar demographics. It is gratifying to hear of plans to spread their good work beyond Florence. The program invigorates the minds and souls of kids and adults in our town. It would be an asset to any community.

Sincerely,

Mike Harklerode  
Principal, Siuslaw Elementary



**Mapleton Elementary School**  
**10870 E. Mapleton Road**  
**Mapleton, Oregon 97453**  
**541-268-4471**  
Jodi O'Mara, Principal

---

January 14, 2017

To Whom It May Concern,

It is with great pleasure that I write a letter of support for the Food Back Pack for Kids program. I first met Marilyn Barba in 2013 when she contacted me, along with Pastor Dale Edwards, to discuss ways their program could help support our students.

Mapleton Elementary School currently serves 80 students in grades kindergarten through sixth grade. We serve breakfast and lunch free to all of our students through the Community Eligibility Provision provided by O.D.E. Even with our ability to provide free food service to our students, both parents and students have welcomed the additional support provided through the FB4K program.

Our school operates on a four days a week schedule. When our students go home on Thursday, their next school day is Monday. Having the FB4K snack bags for some of them to take home is a welcome relief to them. The FB4K's amazing support provides 13 of our elementary school families with amazing snack bags for the weekend. The look on the student's faces when they see those "yellow bags" on the counter is priceless. It is with a sense of pride that our students come in, take their snack bag and smile as they carry it to the bus.

The ability for such a small community to provide support for so many families is what sets our amazing community apart from others. While we all know that sustainability of programs like this is always a struggle, Marilyn and the Food Back Pack for Kids Board Members, have never once wavered on their support and dedication to this amazing program.

If you would like additional information, or have questions about the organization of the program on the school end of it, please do not hesitate to contact me.

Respectfully,

*Jodi O'Mara, Superintendent*

Jodi O'Mara, Superintendent  
Mapleton School District  
541-268-4312

*"ACADEMIC EXCELLENCE THROUGH STUDENT ACHIEVEMENT"*