

Case Study



HUNGER FREE KIDS Summer Meals Program

JULY 10, 2019 SOUTH BAY UNION SCHOOL DISTRICT BBQ

San Diego Hunger Coalition's Hunger Free Kids Program provides hands on guidance and technical assistance for schools, districts, and nonprofits in San Diego working to end child hunger. A cornerstone of this program is increasing awareness of our partners' work, and providing valuable resources in the form of expertise and contacts. For South Bay Union School District's 2019 summer meals program, San Diego Hunger Coalition was asked to provide public relations support to increase awareness of their summer meals programs and their partnership with the City of San Diego's Parks and Recreation department.

EXPANDING PROGRAMS

"I've been financially strapped lately, so BBQs like this are great to give my kids something to do during the summer. I wish there were more activities like this."

- Javier, Parent

SBUSD is a member of San Diego Hunger Coalition's Hunger Free Kids Task Force. Hunger Free Kids works closely with its partners to expand existing summer meals programs and introduce new locations so that parents like Javier have access to meals and activities in safe spaces throughout the summer.

INCREASING AWARENESS

"We need help with marketing and getting media attention. It would be very helpful if we could cross-promote with our partners."

- Sara Mosburg
Nutrition Director, SBUSD

San Diego Hunger Coalition provides many free services for our partners, including media and public relations. When we put the call out for media, KUSI News responded with an on-site interview and news segment for SBUSD's BBQ at the Cesar Chavez Community Center on July 10, 2019. The segment aired during the evening news.

CREATING CONNECTIONS

"Our slogan is to eat smart and play hard, and we really try to emphasize that. This partnership is so important, we wouldn't be able to do it without South Bay Union School District."

- Manuel Gonzalez
District Manager, SD Parks & Rec

Hunger Free Kids Task Force provides opportunities for schools, districts, nonprofits, and government departments to connect and collaborate. Both SBUSD and SD Parks & Rec voiced the need for help connecting to community resources, and appreciation for the connections San Diego Hunger Coalition fosters.



Javier with his daughters who are enjoying their free summer lunch at the South Bay Union School District BBQ.



Kids are provided nutritionally balanced meals in a safe and fun space. All kids 18 and under welcome - no charge, no enrollment.



South Bay Union School District summer meals team with San Diego Police Department officers. Community partnerships create success.

Thank you to our supporters who make this work possible:

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