

COLLABORATION WITH YOUR COMMUNITY

How Do We Effectively Work With Others In the Community To Enhance Our
Collective Capacity To Feed Kids

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Why Collaborate with Community Partners

- ▶ Gain parental support of School Meals
- ▶ Partners and agencies gain knowledge of School Meal programs
- ▶ School Meal Programs gain credibility
- ▶ Increase Participation
- ▶ Increase consumption of fruits and vegetables



Current Partnerships

- ▶ MSU Extension
- ▶ YMCA
- ▶ Cooking Matters
- ▶ Food Pantries
- ▶ United Way
- ▶ Feeding America
- ▶ Cultivate Michigan
- ▶ Health Department
- ▶ Kent County Coordinated School Health



Partners in Action

- ▶ Smarter Lunchroom technical assistance
- ▶ Classroom nutrition education
- ▶ Culinary class for school nutrition professionals
- ▶ Cultivate Michigan
- ▶ Local school service collaborative
- ▶ Teacher trainings
- ▶ Parent Engagement
- ▶ School Food Pantries



Michigan Fitness Foundation Snap-Ed

- ▶ Increasing Fruit and Vegetable Consumption and Physical Activity
- ▶ michiganfitness.org
- ▶ Checkout a few of this years partners
- ▶ Kent ISD Saginaw ISD
- ▶ Calhoun ISD Eastern Upper Peninsula ISD
- ▶ Genesee Gratiot -Isabella RESD
- ▶ Traverse Bay Area ISD Traverse City PS
- ▶ Tuscola ISD Gleaners of SE MI
- ▶ Livingston Educational Service Agency
- ▶ VanBuren ISD Marquette Alger RESA

STRATEGIES to COLLABORATE SUCCESSFULLY

- ▶ Take time to learn about local agencies
- ▶ Attend area meetings that are available
- ▶ Create a Task Force to support a program i.e. Breakfast in the Classroom
- ▶ Identify Nutrition Education efforts in your district
- ▶ Share resources from Team Nutrition or Institute of Child Nutrition
- ▶ Offer taste testing at events
- ▶ Provide information booth at Parent Teacher Conferences or other school events

HOW TO REACH OUT AND GAIN SUPPORT

- ▶ Present program information to local agencies—request time on their agenda
- ▶ Take time to learn about their efforts and challenges
- ▶ Be patient
- ▶ Be accountable



Healthy School Chart 2018

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Excel	After School	Brkfst Chllng	Girls on the Run	GRPS School Meals Prog	Hlth Dept Lifeskills	KISD Snappin Up Hlth SNAP (GSRP)	KSSN	Kds Fd Bskt	MSUE EFNEP Nutrition	Smarter Lnchrms SNAP	Spectrum Tobacco Prev	YMCA Cook it Up (non-SNAP)	YMCA CM Adults SNAP	YMCA H
2	Byron Center Public Schools														
3	Byron Center Early Childhood Center						KISD Snappin Up Hlth SNAP								
4	Dutton Elementary			Girls on the Run			KISD Snappin Up Hlth SNAP								
5	Duncan Lake Elementary						KISD Snappin Up Hlth SNAP								
6	Northview Public Schools														
7	West Oakview Elementary			Girls on the Run			KISD Snappin Up Hlth SNAP			MSUE EFNEP Nutrition					
8	Rockford Public Schools														
9	Meadow Ridge			Girls on the Run			KISD Snappin Up Hlth SNAP								
10	Forest Hills Public Schools														
11	Ada Elementary			Girls on the Run			KISD Snappin Up Hlth SNAP								
12	Collins Elementary			Girls on the Run			KISD Snappin Up Hlth SNAP								
13	Godwin Heights Public Schools														
14	North Godwin El	TEAM 21	99	Girls on the Run				KSSN	Kds Fd Bskt					YMCA CM Adults SNAP	
15	South Godwin El		89				KISD Snappin Up Hlth SNAP		Kds Fd Bskt						
16	Godwin Heights Learning Center		89												
17	West Godwin El	TEAM 21	104	Girls on the Run					Kds Fd Bskt					YMCA CM Adults SNAP	
18	Godwin Heights Middle	TEAM 21	86	Girls on the Run				KSSN							
19	Godwin Heights High		98					KSSN							
20	Wyoming Public Schools														
21	Huntington Woods ECC		84				KISD Snappin Up Hlth SNAP								
22	Rogers Lane El		100				KISD Snappin Up Hlth SNAP								
23	Gladinla El	TEAM 21	95			Hlth Dept Lifeskills			Kds Fd Bskt						

Non GRPS Schools - GRPS Schools -





COMMUNITY FOOD CONNECTIONS

Colleen Matts, Farm to Institution Specialist

MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

CONSIDER FOOD SUPPLIERS AS PARTNERS



BUILD A FARM TO SCHOOL TEAM



CONNECT WITH OTHER LOCAL INSTITUTIONS



Food Procurement



Workforce Development



Investment

ENGAGE IN LOCAL COUNCILS AND STATEWIDE NETWORKS





Community Partnerships with School Nutrition





WHO WE ARE

- **430,000** people served
- 500 pantries, schools, & shelters
- Wayne, Oakland, Macomb, Livingston, and Monroe counties
- **42,000,000** pounds of food distributed
- **4,000,000** meals provided to children over the summer when school is out
- **2,200** food drives collect **2.8 million pounds** of food
- **9,000** graduates of Cooking Matters
- **48,913** volunteer shifts = 70 FTE equivalents of volunteer help
- 9th largest charity in SE Michigan over **\$100 million** in revenue and expenses





WHO ARE YOUR COMMUNITY PARTNERS?

Determine what are you trying to accomplish and how the potential partner can help:

- Greater food access?
- Nutrition education?
- Awareness of your programs?
- Volunteer support?
- Other resources?



Sometimes a partner can resources you had not thought of!
Ask them what role they see for themselves



WHAT ORGANIZATION OR PERSON CAN BE SERVED YOUR NEEDS?

- Identify what organizations or coalitions have aligned goals or areas of interest to the one(s) you are trying to achieve
- Identify unlikely partners
 - Those whose goals are related but dissimilar but might support your work
- Identify community champions



REACH OUT TO THE RIGHT PERSON

- Do you have a relationship with someone or can steward your ask within the organization?
- Who at your organization has a relationship to the decision maker at the organization you wish to partner with?
- Does the potential partner have the capacity to take on more work?



BE PREPARED

When engaging an organization:

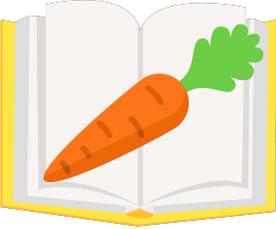
- Reach out by email for initial introduction
- Schedule a follow up call or visit
- Prepare a one pager or something to leave behind
- Have a specific ask
- Close the loop
- Hold efficient and productive meetings
- Meeting agendas should be specific to the participants



EXAMPLE FROM THE FIELD

- Best Food Forward
 - Work groups
 - Right people in the right seats

Best
Food
Forward

An icon of an open book with a yellow cover and white pages. A large orange carrot with green leaves is placed inside the book, symbolizing the 'Best Food Forward' initiative.



Possible Partners

Who can be your partner?

- Public Library
- Churches
- Parks
- Charter Schools
- Activity Centers
- Housing complex
- Education/Community Centers
- Food Banks

Finding the Partners

Talking with your target

- Door to door
- Cold calling
- Word of Mouth



Selling your Program

- Be your own Cheerleader
- Bring facts
- Explain benefits
 - To community
 - To them



Building the Partnership

- Set the expectations
- Let them know what to expect
- Be flexible
- Remember who you are working with

Some favorite Partnerships

Grand Rapids Public Library

MLK Park

Grand Rapids Housing Commission

Kroc Center

Boys and Girls club

Baxter Community House

The Pantry

Walnut Grove Apartments

Urban League

Abney Academy

Refugee Center



Thank you for attending!

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